

**FOSTERING SUSTAINABLE URBAN TOURISM IN  
THRISSUR: EXPLORING TOURISTS' PERSPECTIVES  
AND STRATEGIC CHALLENGES**

*Thesis submitted to the*

**UNIVERSITY OF CALICUT**

*For the award of degree of*

**DOCTOR OF PHILOSOPHY IN COMMERCE**

**Under the Faculty of Commerce and Management Studies**

**By**

**JENCY BABY**

**Under the Supervision of**

**Dr. SINDHU K. P.**

**Associate Professor**

**Department of Commerce**

**N.S.S Arts and Science College, Kappur, Parakkulam**



**Research and PG Department of Commerce**

**St. Thomas' College (Autonomous)**

**Thrissur- 680001**


**September 2025**





**UNIVERSITY OF CALICUT  
CERTIFICATE ON PLAGIARISM CHECK**


1.	Name of the Research Scholar	JENCY BABY	
2.	Title of thesis / dissertation	Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists' Perspectives and Strategic Challenges	
3.	Name of the Supervisor	Dr. Sindhu K. P. Dr. Biju John M. (co-guide)	
4.	Department/Institution	Research Scholar, PG and Research Department of Commerce, St. Thomas' College, (Autonomous), Thrissur-680001	
5.	Similar content (%) identified	Non Core	Core
		Introduction/ Theoretical overview/Review of literature/ Materials & Methods/ Methodology	Analysis/Result/Discussion / Summary/Conclusion/ Recommendations
		2	1
	Acceptable maximum limit (%)	10	10
6.	Software used	iThenticate	
7.	Date of verification	23.09.2025	

\*Report on plagiarism check, specifying included/excluded items with % of similarity to be attached.

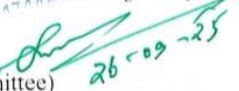
Checked by (with name, designation & signature)  **Dr. Nasirudheen. T**  
Assistant Librarian  
University of Calicut, Kerala.

Name and signature of the Researcher 


Name and signature of the Supervisor:  **Dr. SINDHU K. P.**  
PEN: 681238  
Associate Professor & Research Supervisor  
Department of Commerce  
St. Thomas' College (Autonomous)  
Parakkulam, Kappur, Palakkad - 679551

 **Prof. (Dr.) BIJU JOHN M.**  
Professor and Dean  
Dept. of Commerce  
St. Thomas' College Autonomous  
Thrissur, 680001  
9447777777

The Doctoral Committee\* has verified the report on plagiarism check with the content of the thesis, as summarized above and approved the report on plagiarism check with the content of the Research accomplished herein.

Name & Signature of the HoD/Hol (Chairperson of the Doctoral Committee)  **Dr. Martin K. A.**  
Principal-in-Charge  
St Thomas College (Autonomous,  
Thrissur - 680 001

*In case of language like Malayalam, Tamil etc., on which no software is available for plagiarism check, a manual check shall be made by the Doctoral Committee, for which an additional certificate has to be attached.*



## DECLARATION

*I hereby declare that the work presented in the thesis entitled 'Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists' Perspectives and Strategic Challenges' is based on the original work done by me under the guidance of Dr. Sindhu K. P, Associate Professor, Department of Commerce, N.S.S Arts and Science College, Kappur, Parakulam, has not been included in any other thesis submitted previously for the award of any degree. The contents of the thesis are undergone plagiarism check using iThenticate software at C.H.M.K. Library, University of Calicut, and the similarity index found within the permissible limit. I also declare that the thesis is free from AI generated contents.*

Place: Thrissur

Date: 26 /09/2025



Jency Baby



Signature of the Supervising Guide

**Dr. SINDHU K. P.**  
PEN: 681258  
Associate Professor & Research Supervisor  
Department of Commerce  
N. S. S. Arts & Science College  
Parakkulam, Kappur, Palakkad - 679551

## DECLARATION

*I hereby declare that this thesis entitled 'Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists' Perspectives and Strategic Challenges, submitted to the University of Calicut, for the award of the Degree of Doctor of Philosophy in Commerce, is a record of the bonafide research work done by me under the supervision and guidance of Dr. Sindhu K. P, Associate Professor, Department of Commerce, N.S.S Arts and Science College, Kappur, Parakulam. I also declare that, this thesis has not been formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other title of recognition from any university or institution and to the best of my knowledge and belief, it contains no material previously published by any other person, except where due references are made in the text of the thesis.*

*Place: Thrissur*

*Date: 26 /09/2025*



*Jency Baby*

**Dr. Sindhu K. P.**  
*Associate Professor*  
*Department of Commerce*

*N.S.S Arts and Science College,*  
*Kappur, Parakkulam-679551*  
*9745677178*  
[sindhukartha.kp36@gmail.com](mailto:sindhukartha.kp36@gmail.com)

---


### **CERTIFICATE**

*This is to certify that, the thesis entitled 'Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists' Perspectives and Strategic Challenges' is a record of the bonafide research work done by Ms. Jency Baby, Part-time Research Scholar, under my supervision and guidance.*

*The thesis is the outcome of her original work and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title and is worth submitting for the award of the Degree of Doctor of Philosophy in Commerce under the Faculty of Commerce and Management Studies, University of Calicut.*

Place: Thrissur

Date: 26/09/2025

  
Dr. Sindhu K. P.

Supervising Guide

**Dr. SINDHU K. P.**  
PEN: 681258  
Associate Professor & Research Supervisor  
Department of Commerce  
N. S. S. Arts & Science College  
Parakkulam, Kappur, Palakkad - 679551

**Dr. Biju John M.**  
*Dean, Professor and Head*  
*Research Department of Commerce*  
*St Thomas College Autonomous*  
*Thrissur, Kerala-680001*  
9447448568  
[drbijujohnm@gmail.com](mailto:drbijujohnm@gmail.com)

**Former Member of the**  
**Senate**  
**University of Calicut**

---

### CERTIFICATE

*This is to certify that, the thesis entitled 'Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists' Perspectives and Strategic Challenges' is a record of the bonafide research work done by Ms. Jency Baby, Part-time Research Scholar, under my co-supervision and co-guidance.*

*The thesis is the outcome of her original work and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title and is worth submitting for the award of the Degree of Doctor of Philosophy in Commerce under the Faculty of Commerce and Management Studies, University of Calicut.*

Place: Thrissur

Date: 26/09/2025

  
Dr. Biju John M.

Co-Guide

**Prof. (Dr.) BIJU JOHN M.**  
Professor and Dean  
Dept. of Commerce  
St. Thomas College Autonomous  
Thrissur, Kerala - 680001  
9447448568 [drbijujohnm@gmail.com](mailto:drbijujohnm@gmail.com)

## **ACKNOWLEDGEMENT**

*I remain ever grateful to the Almighty for His abundant blessings, which have guided and strengthened me throughout the challenges I encountered during the course of this thesis.*

*It is with deep humility and heartfelt appreciation that I acknowledge the support, encouragement and guidance extended to me by many individuals who have played a significant role in my academic journey.*

*First and foremost, I wish to express my deepest gratitude and sincere indebtedness to my supervising guide, Dr. Sindhu K.P., Associate Professor, Department of Commerce, N.S.S. Arts and Science College, Kappur, Parakkulam. Her unwavering support, timely suggestions, scholarly insights, and consistent encouragement have been instrumental in shaping this research. The trust she placed in my abilities and her continuous motivation inspired me to strive for excellence and grow as an independent researcher.*

*I am equally grateful to my Co-guide, Dr. Biju John M., Professor, Research and Post Graduate Department of Commerce, St. Thomas' College (Autonomous), Thrissur. His warm encouragement, valuable guidance and genuine cooperation provided throughout my work have significantly contributed to the timely completion of this thesis.*

*My heartfelt thanks also go to Dr. Daisland Thattil, Assistant Professor and Head of the Department of Commerce, St. Thomas' College (Autonomous), Thrissur, and all the faculty members of the Research and Post Graduate Department of Commerce. Their consistent motivation, support and encouragement were vital in sustaining my enthusiasm and commitment to the research.*

*I am thankful to the Principal-in-Charge, Fr. Dr. Martin K.A. and the former Principal, Dr. Joy K.L., for providing all necessary facilities within the college to aid my research activities.*

*I also wish to extend my deep appreciation to Dr. Joby Thomas K, Dr. V. M. Chacko, Former Research Council Coordinator; Dr. Joyce Jose, present Research Council Coordinator, Dr. Xavier Joseph, V.C. Nominee and Associate Professor, Christ College, Irinjalakuda; and all other members of the Doctoral Committee for their constructive feedback, support and encouragement throughout my research journey. Their persistent support and thoughtful guidance played a pivotal role in shaping the direction of my research.*

*I am deeply grateful to Dr. Aparna Sajeev, Assistant Professor, Department of Commerce and Management Studies, University of Calicut and Subject Expert of the Doctoral Committee, for her insightful guidance, valuable feedback and for generously sharing her expertise. Her thoughtful suggestions and deep understanding greatly enriched my research and helped me navigate its complexities with clarity and confidence.*

*Special thanks are extended to Dr. B. Johnson, Professor (Retd.) and Subject Expert of the Doctoral Committee, for his valuable feedback and guidance. I am also deeply grateful to Dr. M.A. Joseph, former Head of the Department (Retd.), whose insightful comments greatly enriched the quality of my work.*

*I extend my sincere gratitude to the administrative staff of St. Thomas' College (Autonomous), Thrissur, whose unwavering support and commendable efficiency played a vital role in ensuring the smooth and uninterrupted progress of my research journey.*

*I extend my heartfelt thanks to Dr. Nasirudheen T, Assistant Librarian, C.H.M.K., for his invaluable assistance in plagiarism checking and for providing essential resources that were crucial to the successful completion of this study.*

*With deep appreciation, I acknowledge Dr. Madhusoodanan Kartha N.V., Associate Professor, Sri Achutha Menon Government College, Kuttanellur, Thrissur, for his valuable guidance and insightful comments that greatly contributed to the progress of my research work.*

*I am deeply indebted to Dr. Praseedha G., Associate Professor, PG Department of English and Research Centre, Mercy College, Palakkad for her unwavering support, assistance and guidance offered in my research work.*

*I express my sincere gratitude to Mr. Sanjo Jose, Librarian, St. Thomas College (Autonomous), Thrissur, for his support, guidance and the facilities provided for plagiarism verification of the thesis.*

*I would like to express my heartfelt gratitude to Dr. P. G. Sreekumar, Assistant Professor, NSS College, Nemmara, Palakkad, for his invaluable guidance, constant encouragement, and unwavering support in clarifying my doubts from time to time.*

*This research would not have reached fruition without the unwavering support and encouragement of Dr. Urmila R. Menon, Ms. Choondal Alfred Deepthi, Ms. Lakshmi Sree P., Mr. Midhunlal M.M., Ms. Athira J. and Ms. Harishma C., who were far more than co-researchers to me.*

*I am deeply indebted to Dr. Parveen MFT., Research Director, New Crescent Research Consultancy Coimbatore, for her expert assistance in the analysis of the primary data.*

*I also express my heartfelt gratitude to Dr. Sr. N. M. Louly, Principal, Mercy College, Palakkad, and former Principals Dr. Sr. Jorry T.F. and Dr. Sr. Gisala George, for their wholehearted support throughout my research journey.*

*I owe special thanks to my Head of the Department, Ms. Ramya John, for her consistent encouragement and timely assistance that greatly aided me at every stage of this study.*

*It is a pleasure to acknowledge the support and motivation I received from all my colleagues in the Postgraduate Department of Commerce, Mercy College, Palakkad. Their encouragement and constant support were a significant source of strength throughout this journey.*

*I am sincerely grateful to all the respondents of my study. Their willingness to participate and share their valuable insights played a key role in the success of this research.*

*I extend my thanks to the staff of Educare, Thrissur and Kuntham Photostat, Thrissur, for their help and cooperation in the documentation and printing of the thesis.*

*I am profoundly thankful to my family members for their enduring support and encouragement throughout this journey. I am especially indebted to my father, Mr. V.M. Baby, my pillar of strength, and my mother, Mrs. Omana Baby, for her constant love and support. I also extend my heartfelt thanks to my father-in-law, Mr. M.L. Simon, my mother-in-law, Mrs. Daisy Simon, my sister, Ms. Vineetha Baby and my nephew, Master Joshua Antony, for their unwavering love and encouragement.*

*Above all, my deepest gratitude goes to my husband, Dr. Sinto M.S., whose endless patience, unwavering belief in me and steadfast support during the most trying times have been the cornerstone of my strength. I am eternally thankful for his presence in my life.*

*Saving the most cherished for last, I extend my heartfelt thanks to my beloved daughter, Ms. Mary Chrisantha M.S., for her incredible patience, sacrifices and constant support, which enabled me to complete this thesis.*

*Lastly, I offer my sincere thanks to all those whose contributions, though unnamed, have played a meaningful role in the successful completion of this research. Your support, in numerous forms, has been deeply appreciated.*

A handwritten signature in blue ink, appearing to be 'Jency Baby', written in a cursive style.

*Jency Baby*

# CONTENTS

**List of tables**

**List of Figures**

**Abbreviations**

SL.NO.	TITLE	PAGE NO.
<b>I.</b>	<b>CHAPTER 1</b>	<b>1-12</b>
	<b>INTRODUCTION</b>	
1.1	Introduction	1
1.2	Types of Tourism	3
1.3	Urban Tourism	4
1.4	Tourism in Kerala	5
1.5	Significance of the study	6
1.6	Chapter Organization Scheme	8
1.7	References	8
<b>II.</b>	<b>CHAPTER 2</b>	<b>13-62</b>
	<b>REVIEW OF LITERATURE</b>	
2.1.	Introduction	13
2.2	Urban Tourist Awareness	13
2.3	Urban Tourist Perception	16
2.4	Urban Tourist Behaviour	22
2.5	Urban Tourist Desire	26
2.6	Urban Tourist Satisfaction	29
2.7	Urban Tourist Attachment	33
2.8	Urban Tourist Loyalty	35
2.9	Sustainability	38
2.10	Sustainable Urban Tourism	39
2.11	Conclusion	41
2.12	Research Gap	41
2.13	References	42
<b>III.</b>	<b>CHAPTER 3</b>	<b>63-84</b>
	<b>RESEARCH METHODOLOGY</b>	
3.1	Introduction	63
3.2	Research Problem	64
3.3	Research Questions	66
3.4	Objectives of the Study	66
3.5	Hypotheses of the Study	66
3.6	Scope of the Study	68
3.7	Research Methodology	69
3.8	Variables Used	72
3.9	Conceptual Framework	74
3.10	Pilot Study	75
3.11	Reliability Test	75
3.12	Data Analysis	77
3.13	Operational Definitions	79

<b>SL.NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
3.14	Period of the Study	82
3.15	Limitations of the Study	82
3.16	Conclusion	83
3.17	References	83
<b>IV.</b>	<b>CHAPTER 4</b>	<b>85-154</b>
	<b>THEORETICAL FRAMEWORK</b>	
	<b>PART A</b>	
4.1.	Introduction	86
4.2	Urban Regeneration	86
4.3	Urban Regeneration and Urban Tourism	88
4.4	Urban Tourism	90
4.5	History and Evolution of Urban Tourism	90
4.6	Benefits of Urban Tourism	92
4.7	Urban Tourism Vs Other Forms of Tourism	94
4.8	Urban Tourist Awareness	96
4.9	Urban Tourist Perception	9
4.10	Urban Tourist Behaviour	97
4.11	Urban Tourist Desire	98
4.12	Urban Tourist Satisfaction	98
4.13	Urban Tourist Attachment	99
4.14	Urban Tourist Loyalty	100
4.15	Sustainability	100
4.16	Sustainable Urban tourism	102
4.17	Conclusion	103
4.18	References	104
	<b>PART B</b>	
4.19	Introduction	112
4.20	Tourism at Thrissur	112
4.21	History of Thrissur District	112
4.22	Geographical Area of Thrissur District	117
4.23	Thrissur Corporation	118
4.24	Urban Tourist Centers in Thrissur Corporation	122
4.25	Conclusion	145
4.26	References	145
<b>V.</b>	<b>CHAPTER 5</b>	<b>155-207</b>
	<b>AWARENESS, PERCEPTION AND BEHAVIOUR OF TOURISTS IN URBAN TOURISM DESTINATION SELECTION</b>	
5.1	Introduction	155
5.2	Demographic Segmentation of the Tourist	156
5.3	Tourists' Awareness and Perception about Urban Tourism	159
5.4	Touring Behaviour of Tourist	178
5.5	Primary Desire for Selecting and Travelling to a Specific Destination	181
5.6	Conclusion	205

<b>SL.NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
5.7	References	205
<b>VI.</b>	<b>CHAPTER 6</b>	<b>208-252</b>
	<b>ANALYSING TOURIST SATISFACTION, ATTACHMENT AND LOYALTY TOWARDS URBAN TOURIST DESTINATIONS IN THRISSUR CORPORATION</b>	
6.1	<b>Introduction</b>	208
6.2	Urban Tourist Satisfaction	209
6.3	Urban Tourist Attachment with Specific Destination	222
6.4	Urban Tourist Loyalty	244
6.5	Conclusion	250
6.6	References	251
<b>VII.</b>	<b>CHAPTER 7</b>	<b>253-303</b>
	<b>EVALUATING SUSTAINABLE URBAN TOURISM IN THRISSUR CORPORATION</b>	
7.1	Introduction	253
7.2	Relationship Between Types of Tourists with Tourist Perspectives	254
7.3	Association Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives	258
7.4	Tourists' Perspectives on Sustainability Factors towards Urban Tourist Destinations	263
7.5	Challenges Faced by Urban Tourists	268
7.6	Remedies for Overcoming Strategic Challenges	278
7.7	Association Between Types of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies Towards Sustainable Urban Tourism	290
7.8	Conclusion	298
7.9	References	299
<b>VIII.</b>	<b>CHAPTER 8</b>	<b>304-327</b>
	<b>SUMMARY, FINDINGS AND CONCLUSION</b>	
8.1	Introduction	304
8.2	Summary of Findings	305
8.3	Conclusions	326
8.4	Future Scope of the Study	327
<b>IX.</b>	<b>CHAPTER 9</b>	<b>328-334</b>
	<b>RECOMMENDATIONS AND IMPLICATIONS</b>	
9.1	Recommendations	328
9.2	Implications of the Study	333
	<b>BIBLIOGRAPHY</b>	
	<b>APPENDICES</b>	

## LIST OF TABLES

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
3.1	Data Reliability, Validity and Sample Adequacy	75
3.2	Test of Normality	77
3.3	Statistical Tools Adopted for Analysis	78
5.1	Demographic Segmentation of Tourists	156
5.2	Tourists' Awareness on Urban Tourism	160
5.3	Tourist Awareness on the Need for Promoting Urban Tourism	161
5.4	Tourist's Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations	162
5.5	KMO and Bartlett's Test - Tourist's Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations	164
5.6	Communalities - Tourist's Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations	165
5.7	Rotated Component Matrix - Tourist's Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations	165
5.8	Cronbach's Alpha - Tourist Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations	167
5.9	Tourist Perception on Exclusivity of Urban Tourist Destinations	168
5.10	KMO and Bartlett's Test - Tourist Perception on Exclusivity of Urban Tourist Destinations	169
5.11	Communalities - Tourist Perception on Exclusivity of Urban Tourist Destinations	170
5.12	Rotated Component Matrix - Tourist Perception on Exclusivity of Urban Tourist Destinations	171
5.13	Cronbach's Alpha - Tourist Perception on Exclusivity of Urban Tourist Destinations	172
5.14	Variables Expansion - Association Between Demographic Profile of Tourists and their Level of Awareness and Perception about Urban Tourism	173
5.15	Testing of Hypothesis Results - Association between Demographic Profile of Tourists and their Level of Awareness and Perception about Urban Tourism	174
5.16	Model Fit Indices of CFA Model for the Level of Awareness and Perception about Urban Tourism and Demographic Variables of Tourists	175

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
5.17	Path Analysis in CFA Using Maximum Likelihood Weights - Level of Awareness and Perception about Urban Tourism and Demographic Variables of Tourists	177
5.18	Travel Behaviour	178
5.19	Timeline Tourists Visited Urban Tourist Destinations in the Past	179
5.20	Number of Days Spent in the Urban Tourist Destinations at Thrissur Corporation	180
5.21	Combination of Tourist Destinations	181
5.22	Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	181
5.23	KMO and Bartlett's Test - Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	183
5.24	Communalities - Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	184
5.25	Rotated Component Matrix - Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	184
5.26	Cronbach's Alpha - Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	186
5.27	Testing of Hypothesis Results - Association Between Demographic Variables and Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	188
5.28	Measure of Dispersion and ANOVA Test - Gender Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	188
5.29	Measure of Dispersion and ANOVA Test - Age Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	190
5.30	Measure of Dispersion and ANOVA Test - Educational Qualification Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	192
5.31	Measure of Dispersion and ANOVA Test - Marital Status Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	194
5.32	Measure of Dispersion and ANOVA Test - Employment Status Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	196
5.33	Measure of Dispersion and ANOVA Test - Nature of Work Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	197
5.34	Measure of Dispersion and ANOVA Test - Number of	199

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
	Family Members Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	
5.35	Measure of Dispersion and ANOVA Test - Monthly Income Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	201
5.36	Measure of Dispersion and ANOVA Test - Number of Earning Members Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	202
5.37	Measure of Dispersion and ANOVA Test - Area of Residence Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	204
6.1	Place Visited at Thrissur Corporation	210
6.2	Tourist Level of Satisfaction with Urban Tourist Destinations in Thrissur Corporation	211
6.3	Association Between Place Visited at Thrissur Corporation Vs Tourist Level of Satisfaction	212
6.4	Tourists Interested to Visit Urban Tourist Destination in Thrissur Corporation Again	213
6.5	Association Between Place Visited at Thrissur Corporation Vs Tourists' Interest to Revisit Urban Tourist Destination	215
6.6	Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	217
6.7	KMO and Bartlett's Test - Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	218
6.8	Communalities - Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	219
6.9	Rotated Component Matrix - Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	220
6.10	Cronbach's Alpha - Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	222
6.11	Tourist Acquiring Information about Urban Tourist Destinations at Thrissur Corporation	223
6.12	Number of Times Visited in Urban Tourist Destinations in Thrissur Corporation	224
6.13	Number of Days Stayed in the Urban Tourist Destinations in Thrissur Corporation	225
6.14	Emotional & Religious Factors that Influenced Tourist in Selection of Tourist Destination in Thrissur Corporation	226

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
6.15	Prominent Features that Influenced Tourists to Visit Urban Tourist Destinations in Thrissur Corporation	229
6.16	Tourists Perception on the Strengths of Thrissur Corporation in Attracting Tourists	232
6.17	Variables Expansion - Association Between Nature of Tourists Visited in Thrissur Corporation and Their Attachment with Specific Destination	233
6.18	Testing of Hypotheses Results - Association Between Nature of Tourists Visited in Thrissur Corporation and Their Attachment with Specific Destination	234
6.19	Model Fit Indices of CFA Model for the Relationship Between Nature of Tourists Visited in Thrissur Corporation and their Attachment with Specific Urban Tourist Destination	236
6.20	Path Analysis in CFA Using Maximum Likelihood Weights - Association Between Nature of Tourists Visited in Thrissur Corporation and their Attachment with Specific Urban Tourist Destination	237
6.21	Variables Expansion - Association Between Tourists' Attachment with Specific Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	239
6.22	Testing of Hypotheses Results - Association Between Tourists' Attachment with Specific Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	240
6.23	Model Fit Indices of CFA Model for the Relationship Between Tourists Attachment with Specific Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	242
6.24	Path Analysis in CFA Using Maximum Likelihood Weights Association Between Tourists Attachment with Specific Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	243
6.25	Nature of Loyalty Extended by Tourist Towards Urban Tourist Destinations in Thrissur Corporation	245
6.26	Association Between Place Visited at Thrissur Corporation Vs Nature of Loyalty Extended by the Urban Tourists	247
6.27	Testing of Hypothesis Results - Association Between Place Visited at Thrissur Corporation Vs Nature of Loyalty Extended by the Urban Tourists	249
6.28	Chi-Square Results - Association Between Place Visited at Thrissur Corporation Vs Nature of Loyalty Extended by the	250

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
	Urban Tourists	
7.1	Variables Expansion - Relationship Between Types of Tourists with Tourist Perspectives	254
7.2	Testing of Hypotheses Results - Relationship Between Types of Tourists with Tourist Perspectives	255
7.3	Model Fit Indices of CFA Model for the Relationship Between Types of Tourists with Tourist Perspectives (Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty)	256
7.4	Path Analysis in CFA Using Maximum Likelihood Weights - Relationship Between Types of Tourists with Tourist Perspectives (Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty)	257
7.5	Association between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives	258
7.6	Testing of Hypotheses Results - Association between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives	259
7.7	Model Summary of the Association between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives	261
7.8	Coefficients of the Association Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives	262
7.9	Tourist Level of Perception on the Sustainability of Urban Tourism in Thrissur Corporation	266
7.10	Tourists Understanding on the Promotion of Urban Tourism in Thrissur Corporation with Support to Sustainability	267
7.11	Challenges Faced by Urban Tourists' While Visiting Urban Tourist Destinations at Thrissur Corporation	269
7.12	KMO and Bartlett's Test - Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation	272
7.13	Communalities - Challenges Faced by Tourists While Visiting Tourist Destinations at Thrissur Corporation	273
7.14	Rotated Component Matrix - Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation	274
7.15	Cronbach's Alpha - Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation	277

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
7.16	Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists	278
7.17	KMO and Bartlett's Test - Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists	283
7.18	Communalities - Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists	283
7.19	Rotated Component Matrix - Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists	284
7.20	Cronbach's Alpha - Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists	288
7.21	Variables Expansion - Association Between Types of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies Towards Sustainable Urban Tourism	292
7.22	Testing of Hypotheses Results - Association Between Types of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies Towards Sustainable Urban Tourism	293
7.23	Model Fit Indices of CFA Model for the Association - Between Type of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies towards Sustainable Urban Tourism	295
7.24	Path Analysis in CFA Using Maximum Likelihood Weights - Association Between Type of Tourists, Tourist Perspectives, Sustainability, Challenges, and Remedies towards Sustainable Urban Tourism	296

## LIST OF FIGURES

Figure No.	Title	Page No.
3.1	Conceptual Framework of the Study	74
4.1	Map of Thrissur District	120
4.2	Map of Thrissur Corporation	120
5.1	Tourist's Perception on Various Comforts and Accessory Features that must be there in the Urban Tourist Destinations	166
5.2	Tourist Perception on Exclusivity of Urban Tourist Destinations	172
5.3	Association Between Demographic Variables of Tourists and their Level of Awareness and Perception about Urban Tourism	174
5.4	Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	186
6.1	Tourists' Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	221
6.2	Confirmatory Factor Analysis - Association Between Nature of Tourists Visited in Thrissur Corporation and their Attachment with Specific Destination	235
6.3	Confirmatory Factor Analysis - Association Between Tourists Attachment with Specific Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation	241
7.1	Confirmatory Factor Analysis - Relationship Between Types of Tourists with Tourist Perspectives (Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty)	255
7.2	Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation	276
7.3	Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists	288
7.4	Confirmatory Factor Analysis - Association Between Type of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies towards Sustainable Urban Tourism	294

## ABBREVIATIONS

Abbreviations	Full Form
4G	Fourth Generation
AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
AR	Augmented Reality
CCTV	Closed Circuit Television
CFA	Confirmatory Factor Analysis
DF	Degrees of Freedom
DTPC	District Tourism Promotion Council
ESAF	Evangelical Social Action Forum
GDP	Gross Domestic Product
GPS	Global Positioning System
ICTs	Information and Communication Technologies
IMF	International Monetary Funds
INOX Group	Industrial Oxygen Group of companies.
IT	Information Technology
KMO	Kaiser-Meyer-Olkin
MICE	Meetings, Incentives, Conferences and Exhibitions
MSME	Multi Small and Medium Enterprises
NRI	Non-Resident Indian
PCA	Principal Component Analysis
Ph.D.	Doctor in Philosophy
PPPs	Public- Private Partnerships
QR	Quick Response
SD	Standard Deviation
SEM	Structural Equation Modelling
Sig.	Level of significance
SPSS	Statistical Package for Social Science
sq mi	Square Mile
UNWTO	United Nations World Tourism Organisation
WAM	Weighted Arithmetic Mean
Wi-Fi	Wireless Fidelity

**A**  
**BST**  
**RAC**  
**T**  
  
**U**  
 rban  
 touris  
 m  
 plays  
 a vital  
 role in  
 the  
 socio-  
 econo  
 mic  
 devel  
 opme  
 nt of  
 nation  
 s,  
 provi  
 ding  
 the  
 comfo  
 rts  
 and  
 facilit  
 ies  
 sough

t by travellers within compact city circuits. As a form of touristic activity located in urban precincts, it offers diverse amenities including culture, history, shopping, nightlife, and entertainment. Globally, urban tourism has contributed significantly to restructuring economies, generating employment, advancing infrastructure, and promoting trade, particularly in countries recovering from economic crises. However, in India—and especially in Kerala—the concept of urban tourism remains relatively unexplored and fragmented despite the existence of multiple tourism initiatives.

Against this backdrop, the present study focuses on fostering sustainable urban tourism in Thrissur Corporation by analysing tourists' perspectives and identifying strategic challenges. The research investigates the relationship between different categories of tourists visiting Thrissur Corporation, their perceptions of urban tourism, and its effects on environmental, social, and economic sustainability. It further examines the challenges encountered during these activities and explores remedial measures. Key variables considered include awareness, perception, desire, satisfaction, attachment, and loyalty, along with the problems faced by tourists when visiting urban destinations in Thrissur.

The study adopts a descriptive and analytical research design. Primary data were collected from 384 respondents using a structured and validated interview schedule. Respondents were categorized into four groups namely, domestic tourists within Kerala, domestic tourists from other Indian states, NRIs, and foreign tourists. A stratified random sampling technique ensured demographic representation. Analytical tools such as Frequency, Percentage, Mean, Standard Deviation, Weighted Average, Rank, Correlation, Regression, One-way ANOVA, Chi-Square, Factor Analysis, Confirmatory Factor Analysis (CFA), and Structural Equation Modelling (SEM) were employed. Reliability and validity tests confirmed the robustness of findings.

Results reveal that demographic variables significantly influence tourists' awareness, perception, and desire. Tourists report high levels of satisfaction, attachment, and loyalty towards urban destinations in Thrissur. These perspectives play a decisive role in enabling environmental, social and economic sustainability, highlighting a positive association among all studied factors. The findings also underscore existing challenges faced by tourists and suggest that these can be effectively addressed through targeted strategies, paving the way for sustainable urban tourism.

The study concludes that the successful development of urban tourism requires a comprehensive, multi-dimensional approach that integrates tourist perspectives with sustainability goals. Policy makers and tourism authorities must identify innovative strategies and adapt them to the local context, ensuring the provision of essential amenities and the enhancement of tourist experiences. The implications of this research provide valuable insights for authorities and the wider public, stressing the importance of reshaping urban destinations to foster sustainability. Once effectively implemented, these strategies can advance sustainable urban tourism not only in Thrissur Corporation, but also across Kerala, thereby contributing to the broader growth of the state and nation.

Keywords: urban tourism, sustainability, perspectives, challenges, remedies

## സംഗ്രഹം

രാഷ്ട്രങ്ങളുടെ സാമൂഹിക-സാമ്പത്തിക വികസനത്തിൽ നഗര ടൂറിസം ഒരു പ്രധാന പങ്ക് വഹിക്കുന്നു, ഇത് കോമ്പാക്ട് സിറ്റി സർക്യൂട്ടുകളിൽ യാത്രക്കാർ ആഗ്രഹിക്കുന്ന സുഖസൗകര്യങ്ങളും സൗകര്യങ്ങളും നൽകുന്നു. നഗരപ്രദേശങ്ങളിൽ സ്ഥിതി ചെയ്യുന്ന വിനോദസഞ്ചാര പ്രവർത്തനത്തിന്റെ ഒരു രൂപമെന്ന നിലയിൽ, സംസ്കാരം, ചരിത്രം, ഷോപ്പിംഗ്, നൈറ്റ് ലൈഫ്, വിനോദം എന്നിവയുൾപ്പെടെ വൈവിധ്യമാർന്ന സൗകര്യങ്ങൾ ഇത് വാഗ്ദാനം ചെയ്യുന്നു. ആഗോളതലത്തിൽ, സാമ്പത്തിക പ്രതിസന്ധികളിൽ നിന്ന് കരകയറുന്ന രാജ്യങ്ങളിൽ, പ്രത്യേകിച്ച് സാമ്പത്തിക പ്രതിസന്ധികളിൽ നിന്ന് കരകയറുന്ന രാജ്യങ്ങളിൽ, സമ്പദ്വ്യവസ്ഥകളെ പുനർനിർമ്മിക്കുന്നതിനും, തൊഴിൽ സൃഷ്ടിക്കുന്നതിനും, അടിസ്ഥാന സൗകര്യങ്ങൾ മെച്ചപ്പെടുത്തുന്നതിനും, വ്യാപാരം പ്രോത്സാഹിപ്പിക്കുന്നതിനും നഗര ടൂറിസം ഗണ്യമായി സംഭാവന നൽകിയിട്ടുണ്ട്. എന്നിരുന്നാലും, ഇന്ത്യയിൽ - പ്രത്യേകിച്ച് കേരളത്തിൽ - ഒന്നിലധികം ടൂറിസം സംരംഭങ്ങൾ നിലവിലുണ്ടെങ്കിലും നഗര ടൂറിസം എന്ന ആശയം താരതമ്യേന പര്യവേക്ഷണം ചെയ്യപ്പെടാതെയും വിഘടിച്ചും തുടരുന്നു.

ഈ പശ്ചാത്തലത്തിൽ, വിനോദസഞ്ചാരികളുടെ കാഴ്ചപ്പാടുകൾ വിശകലനം ചെയ്തും തന്ത്രപരമായ വെല്ലുവിളികൾ തിരിച്ചറിഞ്ഞും തൃശൂർ കോർപ്പറേഷനിൽ സുസ്ഥിര നഗര ടൂറിസം വളർത്തിയെടുക്കുന്നതിലാണ് ഇപ്പോഴത്തെ പഠനം ശ്രദ്ധ കേന്ദ്രീകരിക്കുന്നത്. തൃശൂർ കോർപ്പറേഷൻ സന്ദർശിക്കുന്ന വിവിധ വിഭാഗത്തിലുള്ള വിനോദസഞ്ചാരികൾ തമ്മിലുള്ള ബന്ധം, നഗര ടൂറിസത്തെക്കുറിച്ചുള്ള അവരുടെ ധാരണകൾ, പരിസ്ഥിതി, സാമൂഹിക, സാമ്പത്തിക സുസ്ഥിരതയിൽ അതിന്റെ സ്വാധീനം എന്നിവ ഗവേഷണം അന്വേഷിക്കുന്നു. ഈ പ്രവർത്തനങ്ങളിൽ നേരിടുന്ന വെല്ലുവിളികൾ ഇത് കൂടുതൽ പരിശോധിക്കുകയും പരിഹാര നടപടികൾ പര്യവേക്ഷണം ചെയ്യുകയും ചെയ്യുന്നു. പരിഗണിക്കപ്പെടുന്ന പ്രധാന വേരിയബിളുകളിൽ അവബോധം, ധാരണ, ആഗ്രഹം, സംതൃപ്തി, അറ്റാച്ച്മെന്റ്, വിശ്വസ്തത എന്നിവ ഉൾപ്പെടുന്നു, കൂടാതെ തൃശൂരിലെ നഗര ലക്ഷ്യസ്ഥാനങ്ങൾ സന്ദർശിക്കുമ്പോൾ വിനോദസഞ്ചാരികൾ നേരിടുന്ന പ്രശ്നങ്ങളും ഉൾപ്പെടുന്നു.

പഠനം വിവരണാത്മകവും വിശകലനപരവുമായ ഒരു ഗവേഷണ രൂപകൽപ്പന സ്വീകരിക്കുന്നു. ഘടനാപരവും സാധുതയുള്ളതുമായ ഒരു അഭിമുഖ ഷെഡ്യൂൾ ഉപയോഗിച്ച് 384 പ്രതികരിച്ചവരിൽ നിന്ന് പ്രാഥമിക ഡാറ്റ ശേഖരിച്ചു. കേരളത്തിലെ ആഭ്യന്തര വിനോദസഞ്ചാരികൾ, മറ്റ് ഇന്ത്യൻ സംസ്ഥാനങ്ങളിൽ നിന്നുള്ള ആഭ്യന്തര വിനോദസഞ്ചാരികൾ, എൻആർഐകൾ, വിദേശ വിനോദസഞ്ചാരികൾ എന്നിങ്ങനെ നാല് ഗ്രൂപ്പുകളായി പ്രതികരിച്ചവരെ തരംതിരിച്ചു. ഒരു വർഗ്ഗീകൃത റാൻഡം സാമ്പിൾ ടെക്നീക് ജനസംഖ്യാ പ്രാതിനിധ്യം ഉറപ്പാക്കി. ഫ്രീകാൻസി, ശതമാനം, ശരാശരി, സ്റ്റാൻഡേർഡ് ഡീവിയേഷൻ, വെയ്റ്റഡ് ആവറേജ്, റാങ്ക്, കോറിലേഷൻ, റിഗ്രഷൻ, വൺ-വേ അനോവ, ചി-സ്ക്വയർ, ഫാക്ടർ അനാലിസിസ്, കൺഫർമേറ്ററി ഫാക്ടർ അനാലിസിസ് (സിഎഫ്എ), സ്കൂർചറൽ ഇക്സേഷൻ മോഡലിംഗ് (എസ്ഇഎം) തുടങ്ങിയ വിശകലന ഉപകരണങ്ങൾ ഉപയോഗിച്ചു. വിശ്വാസ്യതയും സാധുത പരിശോധനകളും കണ്ടെത്തലുകളുടെ ദൃഢത സ്ഥിരീകരിച്ചു.

ജനസംഖ്യാപരമായ വേരിയബിളുകൾ വിനോദസഞ്ചാരികളുടെ അവബോധം, ധാരണ, ആഗ്രഹം എന്നിവയെ ഗണ്യമായി സ്വാധീനിക്കുന്നുണ്ടെന്ന് ഫലങ്ങൾ വെളിപ്പെടുത്തുന്നു. തൃശൂരിലെ നഗര ലക്ഷ്യസ്ഥാനങ്ങളോടുള്ള ഉയർന്ന തലത്തിലുള്ള സംതൃപ്തി, അറ്റാച്ച്മെന്റ്, വിശ്വസ്തത എന്നിവ വിനോദസഞ്ചാരികൾ റിപ്പോർട്ട് ചെയ്യുന്നു.

പാരിസ്ഥിതിക, സാമൂഹിക, സാമ്പത്തിക സുസ്ഥിരത പ്രാപ്തമാക്കുന്നതിൽ ഈ കാഴ്ചപ്പാടുകൾ നിർണ്ണായക പങ്ക് വഹിക്കുന്നു, പഠിച്ച എല്ലാ ഘടകങ്ങൾക്കിടയിലും ഒരു പോസിറ്റീവ് ബന്ധം എടുത്തുകാണിക്കുന്നു. വിനോദസഞ്ചാരികൾ നേരിടുന്ന നിലവിലുള്ള വെല്ലുവിളികളെ ഈ കണ്ടെത്തലുകൾ അടിവരയിടുന്നു, കൂടാതെ സുസ്ഥിര നഗര വിനോദസഞ്ചാരത്തിന് വഴിയൊരുക്കുന്ന ലക്ഷ്യബോധമുള്ള തന്ത്രങ്ങളിലൂടെ ഇവ ഫലപ്രദമായി പരിഹരിക്കാൻ കഴിയുമെന്നും ഇത് സൂചിപ്പിക്കുന്നു.

നഗര വിനോദസഞ്ചാരത്തിന്റെ വിജയകരമായ വികസനത്തിന് വിനോദസഞ്ചാര കാഴ്ചപ്പാടുകളെ സുസ്ഥിര ലക്ഷ്യങ്ങളുമായി സംയോജിപ്പിക്കുന്ന സമഗ്രവും ബഹുമുഖവുമായ ഒരു സമീപനം ആവശ്യമാണെന്ന് പഠനം നിഗമനം ചെയ്യുന്നു. നയരൂപകർത്താക്കളും ടൂറിസം അധികാരികളും നൂതന തന്ത്രങ്ങൾ തിരിച്ചറിയുകയും അവ പ്രാദേശിക സാഹചര്യങ്ങളുമായി പൊരുത്തപ്പെടുത്തുകയും വേണം, അവ അവശ്യ സൗകര്യങ്ങൾ നൽകുകയും വിനോദസഞ്ചാര അനുഭവങ്ങളുടെ വർദ്ധനവ് ഉറപ്പാക്കുകയും വേണം. ഈ ഗവേഷണത്തിന്റെ പ്രത്യാഘാതങ്ങൾ അധികാരികൾക്കും വിശാലമായ പൊതുജനങ്ങൾക്കും വിലപ്പെട്ട ഉൾക്കാഴ്ചകൾ നൽകുന്നു, സുസ്ഥിരത വളർത്തുന്നതിനായി നഗര ലക്ഷ്യസ്ഥാനങ്ങൾ പുനർനിർമ്മിക്കേണ്ടതിന്റെ പ്രാധാന്യം ഊന്നിപ്പറയുന്നു. ഫലപ്രദമായി നടപ്പിലാക്കിയാൽ, ഈ തന്ത്രങ്ങൾക്ക് തൃശൂർ കോർപ്പറേഷനിൽ മാത്രമല്ല, കേരളത്തിലുടനീളം സുസ്ഥിര നഗര ടൂറിസത്തെ മുന്നോട്ട് കൊണ്ടുപോകാൻ കഴിയും, അതുവഴി സംസ്ഥാനത്തിന്റെയും രാജ്യത്തിന്റെയും വിശാലമായ വളർച്ചയ്ക്ക് സംഭാവന നൽകാൻ കഴിയും.

കീവേഡുകൾ: നഗര ടൂറിസം, സുസ്ഥിരത, കാഴ്ചപ്പാടുകൾ, വെല്ലുവിളികൾ, പരിഹാരങ്ങൾ

# **Chapter I**

## ***Introduction***

<b><i>Contents</i></b>	<i>1.1</i>	<i>Introduction</i>
	<i>1.2</i>	<i>Types of Tourism</i>
	<i>1.3</i>	<i>Urban Tourism</i>
	<i>1.4</i>	<i>Tourism in Kerala</i>
	<i>1.5</i>	<i>Significance of the study</i>
	<i>1.6</i>	<i>Chapter Organisation Scheme</i>
	<i>1.7</i>	<i>References</i>

### **1.1 Introduction**

Tourism history dates back to the late 17<sup>th</sup> century where the people from Western and European Countries, especially nobles who performed their grand tour, which was a traditional trip within Europe, mainly focusing on the countries like Germany and Italy (Sweet, et. al., 2017). Before the emergence of the Roman Kingdom, people travelled mainly to find food and shelter and to escape from danger and attacks. Some others travelled for pilgrimages several times a year (Constable, 2004). Later, the Industrial Revolution in the second half of 18<sup>th</sup> century transformed the world into yet another stage that brought out extreme deviations in the life cycle of the public which, in turn led to formation of first travel agencies in the 19<sup>th</sup> century (Easterling, 2009 and Gyr, 2010).

Travelling to a specific destination in order to admire its beauty can also be termed as tourism. It involves travelling to places outside their usual residence for a day or more (Curtis & Pajaczkowska, 2005). A wide range of activities are included under this term such as site seeing, dining, exploring land marks, indulging in culinary experiences, adventure and relaxation, appreciating different customs, traditions and recreation (Sulaiman, et.al., 2019). It plays a vital role in the economic development of a nation by creating numerous jobs, local businesses and thereby generating revenue (Ashworth & Page, 2011).

Tourism is indeed a multifaceted industry encompassing various activities, services and sectors aimed at providing tourists with enriching experiences away from their usual place of residence (Dileep, 2018). Further, tourism involves a complex interplay between different stakeholders, including tourists' themselves, businesses that provide services to tourists, governmental bodies responsible for tourism policies, infrastructure and local communities hosting visitors (Jamal & Stronza, 2009). This interaction shapes the overall tourism landscape, impacting economic, social, cultural and environmental aspects of destinations (Hall & Lew, 2009). In essence, tourism represents more than just the act of travelling; it embodies a dynamic exchange of experiences, resources and relationships among various parties involved in the process of attracting, accommodating and satisfying tourists' needs and desires.

The tourism industry has gained significant importance and growth all over the world with the implementation of globalization and privatisation (Bianchi, 2002). The sector is highly flourishing as the working segment of a country, even India (Nag, 2007). Tourism industry has attained vital significance in the society, as it involves a combination of social, cultural and economic activities that leads to the sustainable development. People travel to different destinations on a temporary mode, either for a long period or short in order to be away from their daily routine and to get relaxation (Urry, 2007). The movement may be performed within the country (domestic tourism) or outside (international tourism) (Mckercher & Lau, 2008). It is heterogeneous as it is one of the world's fastest mounting industries that includes travel, food, accommodation, rest, leisure, shopping and services of a wider range in order to fulfil the needs of the tourists.

The industry is a composition of multiple sectors which includes transportation, hospitality, travel agencies and tour operators. The tourism industry, also termed as travel industry is associated with people travelling to other locations, either domestically or internationally, for leisure, social or business purposes (Mill, 2008). Tourism acts as a gateway for the society to discover new business ventures, in order to enrich life in different spheres and to connect with variety of people across the globe at leisure (Mosedale & Scarles, 2012).

## **1.2. Types of Tourism**

Tourism is considered as one of the dynamic sectors of an economy that contributes significantly in the form of foreign exchange and thereby to overall development of a nation (Sharma, et.al., 2019). Tourism was recognized as an Act by the International Monetary Funds and the World Bank. It earned the first position for income and employment generation and hence it is considered as one of the important activities for socio-economic development (Kimbu & Tichaawa, 2018 and Kronenberg & Fuchs, 2021). According to the United Nations World Tourism Organisation (UNWTO), “Tourism is the activity of people travelling to and staying in places outside their usual environment for not more than one consecutive year, for leisure, business or other purposes” (International Recommendations for Tourism Statistics, 2008, n.d.).

Tourism can be classified into various types based on the purpose and nature of travel. **Leisure tourism** which is pursued for relaxation and recreation, often in scenic or cultural locations. **Adventure tourism** involves physically challenging and thrilling activities like trekking, rafting and mountaineering. **Cultural tourism** focuses on experiencing heritage, traditions and arts of various communities. **Eco-tourism** promotes sustainable travel to natural areas, emphasizing conservation and minimal environmental impact. **Medical tourism** involves travelling for healthcare services, often combining treatment with tourism. **Religious or pilgrimage tourism** is undertaken to visit sacred sites and also to participate in spiritual practices. **Business tourism** supports corporate travel for meetings, conferences and trade events. **Urban tourism** centres on exploring cities and enjoying architecture, shopping, nightlife and cultural events. **Responsible tourism** advocates for ethical and sustainable practices that benefit local communities and reduce negative impact. **Culinary tourism** focuses on exploring a destination’s food culture through local cuisine, food festivals and cooking experiences. **Farm tourism** or agro-tourism allows tourists to engage in agricultural life by visiting working farms and learning about rural lifestyles. Other types include **sports tourism**, **educational tourism** and

**rural tourism**, catering to a wide range of travel motivations and interests. For the present study, the researcher focuses on urban tourism perspectives.

### **1.3. Urban Tourism**

One of the main destinations for the tourists is indeed the cities with its specific location, particular place, entertainment, ease of services and the infrastructure it possesses (Kavaratzis, 2004). Progress of a country mainly relies on the performance of its cities (Duranton, 2008). And thus, urban tourism, one of the sub-divisions of tourism provides an overall permanent and structural growth in the urban segment (Bhutia, 2015). Nowadays, in many countries urban tourism is adopted as a symbol for the overall growth and they are indeed the first destination of many tourists due to contented access with varying facilities and services (Selby, 2003).

The main attributes namely unique street patterns, cultural diversities, historical locations, religious centres and ecological configuration reflect directly in the growth of city tourism (Girard & Nijkamp, 2009). An important fact to be acknowledged is the awareness of possibilities with regards to urban tourism rose significantly over the years (Garcia- Hernandez, et.al. 2017). Urban tourism also termed as city tourism is a distinct type of tourist activity that takes place between large human agglomerations, mainly in the urban zones of each country (Majewska, 2015). Under this category, urban areas within the cities which can be covered within a short duration will be considered as the core places for tourism (Garcia-Hernandez, et.al., 2017). Urban tourism has expanded its areas in different parts of the world specifically in Singapore, Paris, Bangkok, New York City, Hong Kong, London, Rome and much more (Morrison & Maxim, 2021).

As the duration of the journey in urban tourism lasts for a single day or even more, the tourists too find it easy to travel to these destinations within a short span of time as the preparation is not obligatory for such trips which makes it extra attractive to the working group (Ashworth & Page, 2011). Sightseeing, shopping, sports and recreation, dining and nightlife are the main activities clustered under urban tourism. It is measured as one of the fastest upcoming businesses around the world with a composition of 1,235 million tourists (Van der Borg, 2011). Urban

tourism helps in shaping the city's infrastructure, cultural enrichment, economic growth with amended home-grown amenities leading to inclusive sustainability making it a need of the hour (Henning, 2022). Urban tourism has become a global spectacle that encompasses millions of tourists visiting cities everywhere in the ecosphere for countless destinations for business, leisure and cultural exploration (Newman & Jennings, 2012). The steep upsurge in urbanization, enhanced transportation facilities and increased financial status of global middle class has contributed to the growing admiration of towns as tourist destinations (Cowan, 2008).

#### **1.4. Tourism in Kerala**

One of the most desirable tourist destinations in the world for the tourists is Kerala, God's own country. (Bandyopadhyay & Nair, 2019). Enormously serene environments, outstanding geographical topography in the form of lakes, rivers, waterfalls, coastal areas, hillocks, exotic wildlife, lush green paddy fields, extensive plantations, colourful festivals, classical art forms, alluring cuisine etc. makes the state a global super brand and a trendsetter in the country (Padmanabhan, 2013).

Situated at the Malabar Coast of Southwestern India, the state is famed for its fabulous backwaters and ecotourism ventures (Singh, 2014). The unique culture and traditional background attached with wide-ranging demography makes it a popular destiny for the tourists (Bandyopadhyay & Nair, 2019). As a destination which is well known for medical tourism, it attracts a number of people due to the world class health care facilities at economical charges (Kumar, 2008). In addition to this, they arrange interaction between tourists and natives that help in exchange of new ideas, cultures and also provides a platform to showcase their talents (Lowthorp, 2013).

Kerala is one of the ten paradises in the world as according to the National Geographic Traveller that has gained a special status in the minds of the tourists (Bandyopadhyay & Nair, 2019). The state is famous for diverse classes of tourism varying from marine, adventure, eco, culture, hill, pilgrimage and much more (Nithya, 2013). The state was named as one among the top 50 extraordinary destinations in the world by the TIME Magazine 2022 (Devasia & PV, 2022).

Kerala as a tourist destination is highly popular among domestic and international tourists throughout the year (Edward & George, 2008). Major attractions include backwaters in Kollam and Alappuzha, beaches at Cherai, Kovalam, Chavakkad, Snehatheeram, Bekal, Kappad and Muzhappilangad, lake resorts and backwater tourism at Astamudi Lake, Kollam, resorts and hill stations at Munnar, Wayanad, Idukki, Nelliampathi, Ponmudi and Vagamon, wild life sanctuaries at Parambikulam, Wayanad and Periyar, National parks at Eravikulam and Silent Valley, Vembanad lake, Heritage sites like Tipu Sultan Fort, Hill Palace and Mattanchery Palace (Jose, 2019 and Balasubramanian, 2017). From these, it is evident that the concept of urban tourism is not yet widely recognized or developed in the Kerala context.

### **1.5 Significance of the Study**

Tourism has long been a vital pillar of Kerala's economic and cultural landscape. The state, widely known by its globally recognized brand '**God's Own Country**', has achieved remarkable growth in domestic and international tourist arrivals over the past decades. According to Kerala Tourism Statistics 2022, the state recorded **1.88 crore domestic** and **3.45 lakh foreign tourist visits**, showing an increase of **150.31%** and **471.28%** respectively from the previous year (Department of Tourism, Government of Kerala, 2023). Moreover, in 2024, the tourism sector reached a historic milestone by attracting **2,22,46,989 visitors**, marking a **21% rise over pre-pandemic levels**, according to facts presented by Shri P. A. Mohamed Riyas, Minister for Kerala Tourism (Kerala Legislative Assembly Proceedings, 2024).

Despite these achievements, tourism in Kerala remains predominantly rural and nature-centric, focusing on backwaters, beaches, Ayurveda and hill stations. However, a **newer and globally expanding form—urban tourism—remains underexplored in the Kerala context**. Urban tourism refers to travel activities concentrated in cities and large towns, where attractions include culture, heritage, architecture, shopping, entertainment and culinary experiences (Majewska, 2015; Garcia-Hernandez et al., 2017). Cities such as **Singapore, Paris, London and Bangkok** have capitalized on urban tourism to revitalize local economies and

promote global connectivity (Morrison & Maxim, 2021). However, despite Kerala’s increasing urbanization—with nearly 50% of its population living in urban areas and six urban agglomerations exceeding 1.5 million people (Wikipedia Contributors, 2018)—**urban tourism remains a neglected dimension in both academic research and state policy.**

In Kerala, **urban destinations like Kochi, Thiruvananthapuram and Thrissur**, though culturally rich and infrastructurally capable, are yet to be systematically integrated into the urban tourism framework. For instance, Kochi alone accounted for **36.89% of foreign tourist visits in 2022**, showing the potential for cities to be promoted as key tourism hubs (Kerala Tourism Statistics, 2022). Similarly, **Thrissur District**, known as Kerala’s cultural capital, attracted over **21 lakh domestic tourists** in 2023, positioning it as a viable location for developing city-based tourism initiatives (Bureau, 2024).

Given this background, the present study is significant in multiple ways. First, it seeks to **assess the awareness, perception and behaviour of tourists regarding urban tourism in Kerala**, thereby contributing to the academic understanding of this relatively new domain in the state. The study further examines variables such as **desire, attachment, satisfaction**, loyalty and sustainability which are crucial in shaping tourist choices and long-term engagement with urban destinations (Jansen-Verbeke, 1992; Ashworth & Page, 2011).

Second, the study provides a platform for policy evaluation and formulation. With global urban tourism generating **over 1.2 billion tourists annually** (Van der Borg, 2011), Kerala must recognize and harness the socio-economic potential of urban spaces. By focusing on **Thrissur District**—a city that boasts temples, churches, museums, festivals and accessible infrastructure—the research highlights a **model for scalable and sustainable urban tourism development** in other parts of the state as well.

Third, this study aligns with Kerala’s **Tourism Vision 2025**, which emphasizes diversification, sustainability and balanced regional growth (Tata Economic Consultancy Services, 2020). Urban tourism can serve as a catalyst for inclusive economic development by stimulating local entrepreneurship, improving

public services and creating employment opportunities, particularly in hospitality, retail and transport sectors (Henning, 2022).

Lastly, the study is timely and relevant in the post-pandemic context where **shorter, localized and flexible travel options are gaining popularity**, especially among working professionals and domestic tourists. Urban tourism—often involving same-day or short-duration trips—meets this demand efficiently and economically (Ashworth & Page, 2011 and Cowan, 2008).

In conclusion, this research aims to fill a critical gap in Kerala’s tourism discourse by bringing **urban tourism to the forefront of academic, policy and planning considerations**. It not only enhances scholarly understanding of tourist behaviour in urban contexts but also provides an actionable insight for **state authorities, municipal bodies, tourism departments and local entrepreneurs** in making informed, inclusive and sustainable tourism strategies.

## 1.6 Chapter Organisation Scheme

The thesis is divided into nine chapters.

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Theoretical Overview

Chapter 5: Awareness, Perception and Behaviour of Tourists in Urban Tourism  
Destination Selection

Chapter 6: Analysing Tourist Satisfaction, Attachment and Loyalty  
towards Urban Tourist Destinations in Thrissur Corporation

Chapter 7: Evaluating Sustainable Urban Tourism in Thrissur Corporation

Chapter 8: Summary, Findings and Conclusion

Chapter 9: Recommendations and Implications

## 1.7 References

Ashworth, G., & Page, S. J. (2011). Urban tourism research: Recent progress and current paradoxes. *Tourism Management*, 32(1), 1–15.

Balasubramanian, A. (2017). *Kerala—At a glance*.

Bandyopadhyay, R., & Nair, B. B. (2019). Marketing Kerala in India as God's Own Country! for tourists' spiritual transformation, rejuvenation and well-being. *Journal of Destination Marketing & Management*, 14, 100369.

Bhutia, S. (2015). Sustainable tourism development in Darjeeling hills of West Bengal, India: Issues & challenges. *Global Journal of Human-Social Science*, 15(3), 1–10.

Bianchi, R. V. (2002). Towards a new political economy of global tourism. *Tourism and development: Concepts and issues* (pp. 265–299). Channel View Publications.

Bureau, T. H. (2024, March 4). State sets new record in domestic tourist arrivals with 2.18 crore visitors in 2023. *The Hindu*.  
<https://www.thehindu.com/news/national/kerala/state-sets-new-record-in-domestic-tourist-arrivals-with-218-crore-visitors-in-2023/article67913815.ece>

Constable, O. R. (2004). *Housing the stranger in the Mediterranean world: Lodging, trade, and travel in late antiquity and the Middle Ages*. Cambridge University Press.

Cowan, A. B. (2008). *A nice place to visit: Tourism, urban revitalization, and the transformation of postwar American cities* (Doctoral dissertation, University of Cincinnati).

Curtis, B., & Pajaczkowska, C. (2005). “Getting there” travel, time and narrative. *Travellers' tales* (pp. 197–214). Routledge.

Devasia, D., & PV, S. K. (2022). Promotion of tourism using digital technology: An analysis of Kerala Tourism. *Handbook of technology application in tourism in Asia* (pp. 403–422). Springer Nature Singapore.

Dileep, M. R. (2018). *Tourism: Concepts, theory and practice*. IK International Pvt Ltd.

Duranton, G. (2008). Cities: Engines of growth and prosperity for developing countries?

Easterling, R. A. (2009). *Growth triumphant: The twenty-first century in historical perspective*. University of Michigan Press.

Edward, M., & George, B. P. (2008). Destination attractiveness of Kerala as an international tourist destination: An importance-performance analysis.

Garcia-Hernandez, M., De la Calle-Vaquero, M., & Yubero, C. (2017). Cultural heritage and urban tourism: Historic city centres under pressure. *Sustainability*, 9(8), 1346.

Girard, L. F., & Nijkamp, P. (Eds.). (2009). *Cultural tourism and sustainable local development*. Ashgate Publishing.

Gyr, U. (2010). The history of tourism: Structures on the path to modernity. *Notes*, 2(8), 1–18.

Hall, C. M., & Lew, A. A. (2009). *Understanding and managing tourism impacts: An integrated approach*. Routledge.

Henning, R. K. (2022). *Urban tourism: A comparative tale of two cities, Cape Town and Tshwane* (Master's thesis, University of Pretoria, South Africa).

International Recommendations for Tourism Statistics, 2008. (n.d.).

Jamal, T., & Stronza, A. (2009). Collaboration theory and tourism practice in protected areas: Stakeholders, structuring and sustainability. *Journal of Sustainable Tourism*, 17(2), 169–189.

Jansen-Verbeke, M. (1992). Urban recreation and tourism: Physical planning issues. *Tourism Recreation Research*, 17(2), 33–45.

Jose, J. (2019). *Travel geography of Kerala: A historical perspective*.

Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. *Place Branding*, 1, 58–73.

Kerala Tourism. (2022). *Kerala Tourism Statistics – 2022 – Highlights*. [https://www.keralatourism.org/tourismstatistics/tourism\\_statistics\\_202220230729105001.pdf](https://www.keralatourism.org/tourismstatistics/tourism_statistics_202220230729105001.pdf), Retrieved August 8, 2024

Kimbu, A. N., & Tichaawa, T. M. (2018). Sustainable development goals and socio-economic development through tourism in Central Africa: Myth or reality? *Geo Journal of Tourism and Geosites*, 23(3), 780–796.

Kronenberg, K., & Fuchs, M. (2021). Aligning tourism's socio-economic impact with the United Nations' sustainable development goals. *Tourism Management Perspectives*, 39, 100831.

- Kumar, R. (2008). *Medical tourism in India (management and promotion)*. Deep and Deep Publications.
- Lowthorp, L. K. (2013). *Scenarios of endangered culture, shifting cosmopolitanisms: Kutiyattam and UNESCO intangible cultural heritage in Kerala, India*. University of Pennsylvania.
- Majewska, J. (2015). Inter-regional agglomeration effects in tourism in Poland. *Tourism Geographies*, 17(3), 408–436.
- Mckercher, B., & Lau, G. (2008). Movement patterns of tourists within a destination. *Tourism Geographies*, 10(3), 355–374.
- Mill, R. C. (2008). The inter-relationships between leisure, recreation, tourism, and hospitality. *The SAGE handbook of hospitality management*, 90-106.
- Morrison, A. M., & Maxim, C. (2021). *World tourism cities: A systematic approach to urban tourism*. Routledge.
- Mosedale, J., & Scarles, C. (2012). *Narratives of travel and tourism*. Ashgate Publishing.
- Nag, B., Banerjee, S., & Chatterjee, R. (2007). Changing features of the automobile industry in Asia: Comparison of production, trade and market structure in selected countries (No. 37). *ARTNeT Working Paper Series*.
- Newman, P., & Jennings, I. (2012). *Cities as sustainable ecosystems: Principles and practices*. Island Press.
- Nithya, N. R. (2013). Development of tourism industry in Kerala: An appraisal. *Asian Journal of Research in Social Sciences and Humanities*, 3(12), 59–70.
- Padmanabhan, N. (2013). *History of Kerala I*. New Writing, 164, 194.
- Selby, M. (2003). *Understanding urban tourism: Image, culture and experience*. Bloomsbury Publishing.
- Sharma, A., Vashishat, T., & Rishad, A. (2019). The consequences of exchange rate trends on international tourism demand: Evidence from India. *Journal of Social and Economic Development*, 21, 270–287.
- Singh, A. K. (2014). Probable agricultural biodiversity heritage sites in India: XXI. The Malabar region. *Asian Agri-History*, 18(4), 311–341.

- Sulaiman, M. Z., Wilson, R., Sulaiman, M. Z., & Wilson, R. (2019). Translating tourism landscapes: From nature to urban. *Translation and tourism: Strategies for effective cross-cultural promotion* (pp. 89–127). Routledge.
- Sweet, R., Gerrit, V., & Goldsmith, S. (2017). *Beyond the Grand Tour*. Routledge.
- Tata Economic Consultancy Services. (n.d.). *Economic impact of tourism in Kerala*. [https://tourism.gov.in/sites/default/files/2020-07/20%20Year%20Perspective%20plan%20final%20Report%20of%20Kerala\\_compressed%20%281%29.pdf](https://tourism.gov.in/sites/default/files/2020-07/20%20Year%20Perspective%20plan%20final%20Report%20of%20Kerala_compressed%20%281%29.pdf). Retrieved June 12, 2024.
- Urry, J. (2007). *Mobilities*. Polity.
- Van der Borg, J. (2011). Tourism helps or hinders the growth of urban regions? Evidence from ESPON and a number of European art cities. *From territorial cohesion to the new regionalized Europe* (pp. 45–64).
- Wikipedia Contributors. (2018, December 28). *Demographics of Kerala*. Wikipedia. [https://en.wikipedia.org/wiki/Demographics\\_of\\_Kerala](https://en.wikipedia.org/wiki/Demographics_of_Kerala), Retrieved April 12, 2024.

## **Chapter 2**

### *Review of Literature*

<i>Contents</i>	2.1.	<i>Introduction</i>
	2.2	<i>Urban Tourist Awareness</i>
	2.3	<i>Urban Tourist Perception</i>
	2.4	<i>Urban Tourist Behaviour</i>
	2.5	<i>Urban Tourist Desire</i>
	2.6	<i>Urban Tourist Satisfaction</i>
	2.7	<i>Urban Tourist Attachment</i>
	2.8	<i>Urban Tourist Loyalty</i>
	2.9	<i>Sustainability</i>
	2.10	<i>Sustainable Urban Tourism</i>
	2.11	<i>Conclusion</i>
	2.12	<i>Research Gap</i>
	2.13	<i>References</i>

#### **2.1 Introduction**

The present chapter projects a theme-based literature review on different perspectives of urban tourism namely awareness, perception, behaviour, desire, satisfaction, attachment and loyalty. In addition to these, reviews based on sustainability and sustainable urban tourism were also incorporated. The literature review helps to analyse the research gap in the field of urban tourism in India as a whole and the State of Kerala in particular. The study also attempts to identify variables and proposes to develop a conceptual model.

#### **2.2 Urban Tourism Awareness**

Awareness is the sensible knowledge or insight of a specific situation, facts or feelings that plays a decisive role in human understanding and decision -making. (Marton, 2000). It includes self- recognition, social awareness and environmental

awareness that are vital for the overall growth of an individual, both for personal growth and in performing effective interpersonal communications (Markova, 2017). Awareness plays a crucial role in the fields like education, healthcare and psychology. It influences the way people learn, and how they become better throughout, as a result of which their behaviour gets affected. Being more aware, especially through mindfulness can assist the individuals in managing their feelings and emotions, thereby help in bringing about a better approach towards society (Brown and Ryan, 2003).

History of urban tourism dates back from the late 1980's, the time when the cities were converted into major destinations for tourism (Garbea, 2013). Before this period people were not aware of such a trend and were familiar only with normal forms of tourism that had spectacularly increased in late 60s and 70s. (Garbea, 2013). Once implemented, the process of urban tourism attained wider acceptance and started flourishing in various countries. The tourist too started gaining aware of it in a gradual manner. Hence the importance on urban tourism has gained significance from the past 20 years, but was under-estimated in the earlier years (Amore, 2019). The enhancement of urban tourism industry was performed through urban rehabilitation and opening up of urban economy to the world as a whole. As the awareness on urban tourism and its significance gained popularity, it was adopted by all individuals or group carrying out a busy life style; cutting down time and cost involved in visiting urban tourist destinations when compared to other forms of tourism (Gronau, et.al. 2008). Urban tourism is a touristic activity that is conducted for short periods that too for a day or less. The time period for this kind of tourism remains shorter than the one which is spent on vacation (Aall & Koens, 2019).

Acting as a gateway for domestic and international visitors as well as the nodal points for transport (Aall & Koens, 2019), urban tourism has gained spectacular coverage into the minds of the tourist. Providing awareness to the tourist visiting the site regarding the local values, traditional life and culture and even arranging necessary venues for providing information regarding parking facilities, traffic restrictions, bus services, fees etc. would help to increase the tourist flow into the cities (Murugaiah, 2019). Active participation of the tourist into a particular

tourist segment will be fulfilled only when they have the exact knowledge and awareness of the tourist destiny which they enter into (Sihombing, et.al, 2019).

Awareness on urban tourism acts as an indispensable component for supporting and developing tourist destinations and must be implemented by all concerned stakeholders (Sihombing, et.al, 2019). The government must adopt necessary programmes in order to increase the awareness level among the public at large that would help in the regional development through employment, income, domestic revenue, improvement in local culture and increased standard of living (Sihombing, et.al, 2019). Even awareness to the residents in particular; belonging to the tourist site too is essential so that they try to maintain cleanliness, appropriate order, comfort, security and environment beautification for the visitors belonging to diverse culture and tradition (Sihombing, et.al, 2019). Transmitting awareness for the effective promotion of urban tourism in the touristic areas leads to overall development and sustainability (Prandi, et.al. 2021).

Awareness regarding urban tourism can also be brought about into the minds of the public by introducing the content in the schools and higher education institutions which would help to mould the young generation on the significance of tourism from the earlier stage itself, thereby, sowing the seeds regarding this at the grassroots level. An in-depth awareness on travel patterns and the career choices related to the same, will help to inculcate a deep insight about tourism into the minds of the public (Van & Saayman, 2013).

Urban tourism plays a pivotal role in enhancing the social, economic and environmental development of numerous countries, and so, promotion of awareness in tourism among the residents and tourists must be taken as a priority. (Rosas-Jaco et.al, 2020). It is evidenced that training, education and government norms relating to tourism must be better developed in tourist destinations so that it contributes significantly to development of a particular tourist arena and thereby helps to eliminate poverty, create with more employment and business and overall development especially for developing countries (Rosas-Jaco, et.al, 2020). Yet, another factor for improving the awareness level among the tourists is to represent the city's attractions and tourist's demographics in the social media which would

help to pass the information about the tourist sites rapidly (Koufodontis & Gaki, 2022).

Behaviour of the tourists is mainly dependent on the major factors like belief, motivation trust and understanding that they receive from a specific tourist destination. Understanding of the tourist combines with awareness and perception about urban tourism. One can find that there is a close relationship between understanding on urban tourism with demographic and socio- economic status (Satyajit and Balakrishna, 2021 and Debasis and Sasmita, 2022).

For uplifting the touristic activity in a particular site, there used to be a Tourism Awareness Group which looks over the overall maintenance and activities. The chances for sociocultural obstacles in the tourist site were quite natural leading to decline in the tourist growth. Hence, stringent role on the part of Tourism Awareness Group is utmost necessary in order to overcome such hindrances and foster better collaboration with stakeholders for the overall development (Thamrin & Saing, 2022).

Community oriented hospitality and awareness on tourism literacy among the residents of the tourist's sites is extremely necessary for the environmental development with all measures so that the tourist may not have any negative impact at the destination as the undesirable reflections would lead to poor tourism quality resulting in low spending from the part of the tourist and overall ill-effects in the sustainability (Das, 2014).

Awareness on urban tourism to the public in the above terms does not bring an end to this scenario, because its significance as an international phenomenon and its opportunities and growth that it might attain in a particular segment needs to be entrenched within the society at large. In order to attain a sustainable development in the urban segment of a particular area or region in the forthcoming future, urban tourism plays a stringent role that cannot be neglected in any context (Estelaji, et.al., 2012).

### **2.3 Urban Tourist Perception**

Perception is the way in which people look at or accept a matter and understand a particular situation through their senses (Proctor & Proctor, 2012). It is the way in which humans feel from a sight which they view, the sound that they hear or the sense they get by touching a specific thing. It assists every individual to view through a specific angle, as how one observes the world and the way in which one reacts to the same (Sukhadeve, 2025). It is a mixture of the ideas that sprouts in the human mind and sense (bottom-up) and what the brain augments from the thoughts and memories (top-down). Due to this aspect, every human being experiences the same facts in different ways.

The perception of urban tourists is also a psychological process in which the tourist attains precise information about a particular tourist destination through their senses; which would vary from person to person. The tourists evaluate a particular spot on the basis of different criteria such as its image, positioning, environment conditions, infrastructure, accessories and much more (Xun & Xu, 2021). The tourist perception includes of numerous factors like destination image, service quality, price perceptions, perceived value, sense of crisis and the sense of security (Rajesh, 2013).

Tourist perception can also be defined as the optimistic or pessimistic opinions of the sightseers towards certain things (Ishak, 2021), the notions of the tourist prior to real visit. It also involves evaluation of previous experiences which the tourists attained while performing a visit to a particular destination (Rajaratnam, et al., 2015).

Tourist perception goes on changing from person to person due to the varying levels of expectations (Wei, et al., 2023) but, there might be chances of similarity of their perception with regard to a particular urban tourist spot too. Appropriate measurement of tourist perception in a particular site helps the authorities to identify the strengths and weakness of the destination that help to foster further modifications and improvements in the site (Bhuiyan, et.al., 2021).

The results indicate that the perception of the urban tourists vary on the basis of gender and memorable tourist experiences lie with the tourist according to the destination tourism product that the site offers to the public (Tukamushaba,

et.al.,2016). On the basis of tourism product, the perception of tourists can be divided into four categories namely attractions, amenities, accommodation and ancillary services that contributes a positive effect on their travels making it much more memorable (Tukamushaba, et.al., 2016). In order to enhance positive tourist experience in the tourist’s mind-set, the organisers (DMO- Destination Management Organization) need to pay more focus on various ancillary services in the form of transportation, comfort and accessories as these aspects links the potential tourists directly to the destiny (Tukamushaba, et.al., 2016).

Majority of the research studies in tourism have applied perception as a major tool in enhancing tourist destinations that would directly help to improve the performance of the sites and behaviour pattern of the visitors. (Brown, 2003).

Assessing urban tourist perception in an in-depth manner helps to develop tourist destinations in different angles and structures, so that it nurtures the way it needs to be, for fulfilling tourist desires. Hence, it acts as a strategic tool to progress, cherish and present the central tourist products and related services (Engl, 2011). For converting the tourist arena into competitive destinations, it must furnish those products and services that suits the desires of the target markets (Moyle, et.al, 2013).

Positive image of the destination usually creates countless stimuli in the perception of the tourists (Chen, et.al, 2010). Hence it is a dynamic process and involves affective emotional and cognitive behavioural patterns that reflects in an individual tourist, which helps to convert the images of a specific destination that he or she visits and can be simply referred as a significant structural block of destination image formation (Boo and Busser, 2006).

Perception is analysed not only in the view point of the tourists, but also from the resident’s angle which too, needs to be evaluated for better performance of the destiny (Wang, et.al, 2013). The perception of the residents towards tourism differs from place to place and from person to person. Involvement of the local residents into the destinations, especially in the central aspects of tourism planning and policy making would help to attain sustainability and upbringing of tourist destinations. (Wang, et.al., 2010). Examination of attitude and perceptions of the residents on the basis of criteria’s like socio- demography, economic independence,

employment type and the residential locations that too both positively and negatively help to analyse problems that exists within an arena and to take instant action for enhancing the quality of services provided so that it fulfils the standardized requirements of domestic and international tourists. (Wang, et.al., 2010). The perception of the residents in developing local tourism varies drastically among different groups on the basis of factors like income, age and personal connections etc. (Wang, et.al., 2010).

For the development of urban tourism in the upcoming future, the views and attitudes of local residents towards tourism has to be examined which would help to evaluate the types of changes that have accelerated over time. Even conduct of more research in this area would help to attain a better propaganda of tourist desires. A deep perception about the contribution of tourism towards gentrification and enhancement of deprived areas would add fuel to the fire (Bock, 2015). Various other measures like detailed evaluation of the tourist attractions in certain areas, varying tourists' behaviours, and a scrutinised evaluation of tourist strategies adopted in other cities, review of subsisting and upcoming technologies would help to plan for the future growth and development of urban tourism (Bock, 2015).

Moreover, urban tourism usually focuses more on specific areas concentrating on residents and tourists of those areas and their perceptions which must be evaluated for implementing a successful urban tourist centre by effective regeneration, so that the tourist attains the best experience through the visit on one side and the organisers achieve infinite number of tourist demand throughout the year by attaining goals like long term funds, industry profitability and destination image (Amore, 2019).

Exploring the peculiarities in a tourist spot like its aestheticism, uniqueness, entertainment, excitement, history, practicality and even its negative associations remain vibrant according to the tourist visiting the site (Pecsek, 2015). Attitude and perceptions of tourist differ widely when exploring through different destinations, and thus, by providing ample provisions for enhancing tourism in the form of multi-lingual e-guides, thematic maps and sign-posts in the tourist area makes it easy and

comfortable for the tourists to wander through, thereby gaining more revenue to the city (Pecsek, 2015).

Tourism studies indicate that the emotional fluctuations of the tourists show a direct impact on their image perception onto a particular destination. Tourist perception study in the city of Wuhan in China indicates that four factors come under the purview of tourist perception namely historic culture, experience, tourist destination and the leisure service that the city offers and the emotional propensities of the tourists that tends to show positive influence among these factors (Chen, et.al, 2021).

For enlightening destination image and advancement of a tourist product, tourist experience is fundamental, and this is evaluated on the basis of the perceptions of the tourists. Hence, proper assessment of tourist perceptions can be adopted as a vital indicator to measure the competitiveness of a specific tourist destination which successively helps to develop the right tourism policies and infrastructural upsurge (Jangra, et.al, 2021)

Perception of the urban tourist also lays on the brand image of the site which can be classified into four categories especially regional image, cultural image, landscape image and service image (Shu & Zhang, 2013). Evaluating the perception on these norms would really help to spot the strengths and weaknesses of the tourist destiny, thereby, performing appropriate measures for its upgradation.

Research studies indicate that the concept of tourist perception was not given much importance in the earlier years and this had led to the failure of many tourist projects all over the world. Also, it indicates that attractiveness in the urban centres could be clustered into different factors or levels that represent tourist perceptions (Regalado-Pezua, et.al.,2022). The gap between tourist perceptions in literature and the actual reflection at the tourist destinations need to be reassessed in the present scenario to make the tourist market more energetic and dynamic. A deep understanding of tourists' perceptions, nevertheless, is obligatory for the cities to be competitive as tourist destinations (Regalado-Pezua, et.al, 2022).

One can find only very few studies about tourists making sense of the environments of these destinations even though there are studies related to behavioural geography and social psychology that assesses the people’s perception upon the environment (Hall, 2009). This is one of the areas where the researcher can contribute in the field of urban tourism.

Perception of the individual level tourists and residents and the community level tourist and residents need to be studied separately in order to gather the exact image of the tourist site. The study must be conducted in all angles to attain precise information about a tourist destination (Segota, et.al, 2024). Understanding the attitude of the residents has become a wider tourism research area due to its significance in the overall development of tourism (Segota, et.al., 2024).

Five major components namely hospitality at hotels, food facilities, travel experience, destination experience and destination opinion play a stringent role in defining the tourist perception and on this basis, measures need to be taken both at the individual level and at the Government level (Singh, et.al, 2017). Thus, the travel experience of the tourists can be upgraded by furnishing them facilities like safety, connectivity and accessibility in their respective destinations. Advanced services lead to improved perception level and thereby create more popularity to the tourist destinations (Singh, et.al, 2017).

Perception of the tourists varies from high-risk to low risk on the basis of the type of destinations they choose for their travel. The factors like cultural differences, influence of mass media, decision making on a tourist plan leads to different risk perceptions on to the tourist (Garg, 2013).

The dynamic nature of tourist perception is continuously changing with the passage of time and with the advancement of technology. Tourists prefer to have destinations with latest amenities in its natural settings for the smooth flow of their tourist activity (Hillery, et.al, 2001).

The image of the destination determines the visitor’s perception to a particular destination. Image plays a vital role in enhancing stimuli among the visitors and to make decisions on choosing a particular destination. Perception can

also be described as how the individual feels, and the way one acts mentally after attaining a particular feature or information from a particular environment (Said & Maryono, 2018). Positive perception received from a tourist destination becomes the major pillar for the scenic to develop substantially as, it is on this basis other tourist makes their visit to these destinations as their favourite choice. Alternatively, negative image demotivates the tourist to the visit these areas, leading to inadequacies and losses (Said & Maryono, 2018). The satisfaction level of the tourists to come back to a particular destination again is based on their perspectives (Darnell & Johnson, 2001).

The results conclude that there is significant level of changes in the perception of tourists when they move from one destination to the other and thus, the perception of the tourist's vary differently from person to person and also from within a person on the basis of his/her varying visits (Regalado-Pezúa, et.al, 2022)

## **2.4 Urban Tourist Behaviour**

The way in which one acts or reacts to a particular situation is termed as behaviour (Malle, 2006). It includes simple and normal actions to harder and complex actions (Baum, 2013). Behaviour is projected by an individual within oneself and also with the society in which one lays. Behaviour and rewards are interconnected, as the individual's projects positive behaviour when they are rewarded which makes them to repeat the activity again and again and this is called as behaviourism (Lecas, 2006). On the other side, humans also analyse and study the behaviour of others who are rewarded for some work or the other and would copy and adopt the same procedures, which is termed as social learning (Dollard & Miller, 2013). Hence, behaviour is a sub-combination of what one experiences and what one reflects that plays a significant role in all activities of an individual (Vaughn, 2019).

Tourism behaviour in urban settings is highly complex due to the influence of varying factors like attributes of the destination, digital advancements, mobility patterns and cultural experiences (Della Corte, et.al., 2017). Analysing these behaviours is vital for urban planners and tourism stakeholders so that it helps to maintain sustainable and to engage in urban tourist strategies (Selby, 2003).

Urban sightseers are often inspired by the historical, cultural and recreational aids of cities (Garcia-Hernandez, et.al., 2017). Urban precincts provide an exceptional blend of magnetism, with theatres, museums nightlife and shopping that appeal directly to a wide range of diverse audience (Richards, 2021). Hence, the decision-making procedure is highly influenced by individual priorities, past experiences and marketing strategies (Gardiner, et.al., 2013).

Flexibility is a critical characteristic of urban tourist behaviour (Sano, et.al., 2021). The movement of tourists differ widely due to the dynamic behaviour projected by them and are concentrated on key attractions (Mckercher & Lau, 2008). Advancement in these fields such as GPS tracking and geospatial technologies have indeed facilitated the developers in shaping their tourist ventures (Edwards & Griffin, 2013). The tourist centres are arranged in such a way that it cherishes the behavioural needs of the sightseers.

The growing dependence on alphanumeric technologies has extensively moulded urban tourist behaviour (da Costa Liberato, et.al., 2018). Mass media platforms and portable applications deliver sightseers with instantaneous information and endorsements, prompting their itinerary choices (Meehan, et.al., 2016).

User-generated content, such as photos and reviews, influence tourists' expectations and shapes the image of a destination (An & Ozturk, 2022). Additionally, augmented reality and virtual reality tools enhance urban tourist experiences by providing collaborative and immersive elements (Kamel Boulos, et.al., 2017).

Urban tourist's pro-environment behaviour varies distinctly from that of inhabitants or eco-tourists (Miller, et.al., 2014). Behaviour of urban tourist indicate that they pursue authentic practices that links them to the local culture including participation in local traditions, food and festivals (Paulauskaite, et.al., 2017). The commodification of culture makes attaining authenticity in urban contexts challenging (Coşkun, 2021). However, community-based tourism initiatives foster meaningful interactions between tourists and residents (Dionisio, 2019).

The COVID-19 pandemic has significantly influenced urban tourist behaviour, highlighting the importance of safety, hygiene and open-air attractions (Pacheco, 2024). Recent studies reveal an increasing preference for smaller, less crowded urban destinations and more flexible travel options (Blanco, et.al., 2009). In response to this, cities are reimagining their tourism strategies by implementing health protocols and promoting "slow tourism," encouraging longer stays and more meaningful connections with destinations.

The behaviour of urban tourist is a multi-layered subject moulded by inspirations, mobility patterns, technological impacts, cultural exchanges and sustainability considerations (Coxon, et.al., 2018). Future research should emphasis on assimilating real-time data analytics, addressing the encounters of over-tourism and discovering the growing preferences of sightseers in a post-pandemic world. Understanding these dynamics is vital for generating vibrant and robust urban tourism networks.

Urban tourism has arisen as a leading sector inside the global tourism industry, fuelled by the magnetism of urban involvements and cultural diversity. Urban visitors' behaviour is shaped by destination attributes, technological advancements and societal trends, and has become a pivotal area of research. Cities such as New York, Paris and Tokyo exemplify complex tourist behaviours driven by multifaceted motivations (Ritchie & Crouch, 2003).

The study of tourist behaviour often utilizes theoretical models like Ajzen's Theory of Planned Behaviour and Crompton's Push-Pull Model. These frameworks analyse the motivations behind tourist actions, offering insights into the relationship between individual aspirations and destination appeal (Ajzen, 1991 and Crompton, 1979).

Behaviour of urban tourists' projects that they are attracted to cities for their cultural, historical and entertainment offerings. Research works highlight the significance of art galleries, museums and culinary experiences in shaping tourist preferences (Richards, 2018). Urban tourism uniquely combines leisure and business travel, distinguishing it from other forms of tourism (Mercan & Sandıkcı, 2024).

Iconic landmarks, such as the Eiffel Tower and Times Square, serve as primary motivators for urban tourists (Ebejer, 2021). However, secondary attractions, like local neighbourhoods, play a crucial role in enriching and diversifying the tourist experience (Shafiee, et.al., 2025).

Demographic factors including age, income and education, significantly influence urban tourist behaviour. Millennial tourist prioritizes cultural immersion and experiences, while older tourists often value comfort and convenience (Roy & Jasrotia, 2024).

The image of a destination, shaped by marketing efforts and media representation, heavily impacts urban tourist behaviour. And thus, it stresses on the importance of a city's brand in attracting a wide range of visitors (Gallarza, et.al., 2002).

Digital platforms have revolutionized how tourists plan, navigate and experience urban destinations (Bock, 2015). Urban research studies emphasize the role of social media and review sites in shaping travel behaviour decisions and itineraries (Xiang & Fesenmaier, 2022).

Technological advancements like augmented reality (AR) and virtual reality (VR) are enhancing urban tourism behavioural experiences. It discusses how these tools offer interactive and immersive ways for tourists to explore destinations (Guttentag, 2010).

The rapid growth of urban tourism has led to sustainability concerns, such as resource depletion and environmental degradation. This would negatively influence the urban tourist behaviour. It is better to advocate for sustainable practices to mitigate these negative impacts (Gossling, 2002). Over-tourism in cities like Barcelona and Amsterdam has strained infrastructure and caused resident dissatisfaction (Stanchev, 2018 and Gulyaeva, 2022).

Community involvement in tourism planning can improve sustainability and enhance visitor experiences and behaviour (Li & Hunter, 2015). Murphy, underscores the importance of resident-tourist collaboration in fostering harmonious urban tourism ecosystems (Murphy, 2013).

Smart tourism, characterized by digital integration and real-time services, is revolutionizing urban travel behaviour (Pencarelli, 2020). Buhalis and Amaranggana describe how smart cities use technology to improve tourist satisfaction and efficiency (Buhalis & Amaranggana, 2015).

Nightlife significantly contributes to the appeal of urban destinations (Hollands & Chatterton, 2003). Van Liempt highlights the cultural and economic importance of night-time economies in reshaping and urban tourists (Van Liempt, et.al., 2015). Events like festivals and conferences are vital urban tourist attractions that influences the tourist behaviour (Canali & d' Angella, 2009). Getz, emphasizes their role in enhancing city appeal and driving economic benefits (Getz, 2008).

Effectively managing urban tourist behaviour requires balancing economic benefits with cultural preservation and community well-being (Croes, et.al., 2024). Hall and Page discuss policies such as visitor dispersal and education to achieve this balance (Hall & Page, 2014).

Urban tourist behaviour is a complex subject shaped by motivation, technology, cultural immersion, and sustainability challenges (Zheng, et.al., 2024). As cities continue to attract diverse visitor groups, comprehending and managing these behaviours will be essential for fostering vibrant and sustainable urban tourism ecosystems (Ashworth & Page, 2011).

## **2.5 Urban Tourist Desire**

Desire can be explained as a strong inner feeling of an individual to attain or to have a particular thing, individual, area or a product. It can also be considered as a feeling for something to happen either positively or negatively (Hofmann & Kotabe, 2014). Similarly, desire can also be explained as one's wishes, wants, passions or urges that one needs to get fulfilled in his or her life. The main motive for the tourists to travel to the cities is indeed the desire which arises from their inner feelings and provokes them to attain the strategy in a much profound manner (Pansiri, 2014). It includes a desire for uniqueness, for rest and relaxation, for a strong relation, for personal advancement, for nostalgic feelings, for a deep romance, for achieving recognition and for attaining a product or service (Pereira &

Gosling, 2019). These desires are usually influenced by socio-cultural factors and even the personality of the individual (Yamaguchi, 2003).

Desires leads to action, sometimes immediate or later when the right situation arrives. It urges and inclines us to attain those desires for entering into the fulfilment of joy and satisfaction and to deflect our minds from frequent sorrows and frustration (Schroeder, 2006).

Desire can be symbolised as a state of mind which is expressed in different forms like need, want, wish, craving or longing. Countless forms of features are normally associated with the term ‘desire’ (Schroeder, 2006). It can be perceived as propositional behaviour towards a certain state of affairs (Shiu, et.al., 2008).

Desire with regards to on urban tourism also varies in diverse angles depending upon the type of tourists visiting the city (Eldridge, 2021). Urban tourist desires have led to increased urban tourist activities in the city leading to sustainable tourism development and has helped to overcome various ill-effects in this segment. This objective cannot be attained by any city unless it is able to cope up with strategic issues like environment problems and their dimensions which affect everyone globally. Urban tourist destinations include varying tourists’ attractions like parks, museums, clubs, restaurants and even administrative buildings and for the effective functioning. The stringent evaluation of the pros and cons of the city would help to take necessary measures for upbringing the place as a sustainable urban tourist spot. While framing the principles for the sustainable development of the city, the desires and needs of the people must be given first priority rather than relying on other suggestions (Zamfir & Corbos, 2015).

Frequent changes are reflected in city tourist agenda and these have led to numerous benefits in the city and this helps in its future development. Frequent usage of Information and Communication Technologies (ICTs), experiential travel and even the momentum gained by the society has directly contributed to the demand for the city tourism as well as a notable change in tourist desires (Zhang, et.al., 2007). An interdisciplinary approach is needed in order to analyse the problems faced in the city tourism, which in turn adds strength to the urban development (Bellini & Pasquinelli, 2017). Various precautionary measures,

namely, examining the views and attitudes of local residents towards tourism has helped to evaluate the types of changes that have accelerated over time (Williams & Lawson, 2001). Even conduct of more research in this area would help to attain a better propaganda of tourist desires. Various other measures like detailed evaluation of the tourist attractions in certain areas, varying tourists' behaviours, and a detailed evaluation of tourist strategies adopted in other cities, review of subsisting and upcoming technologies would help to plan for the future growth and development of urban tourism (Bock, 2015).

Urban tourist cities usually represent the richest and diversified world urban attractions with more tourist flow, efficiency in sports, leisure, business, adventure and shopping, wealth and favourable economic conditions. Even the possession of modern infrastructure too adds fuel to the fire (Benghadbane & Khreis, 2019). The cities are even well flourished and depicted attractively in the eyes of tourists for its heritage. Facilities like bustling nightlife, low cost products and services rendered, serene modes attract much quantum of tourists to the area (S EI-Sherif & Afifi, 2020). Seven-star hotels, providing MICE tourism, night life, richest horse race and biggest shopping malls with safest destinations encompassing stable and well-advanced policies are yet other attractions in the cities (Soto, 2016). A scrutinised evaluation on the touristic needs and desires would help to frame a better atmosphere for the cities as a place to visit (Al-Saad & Ababneh, 2017).

Desire for experimental travel acts as one of the important motivations for the tourist consumption. Along with desire, social esteem and acquiring unique tourist products play a significant role in enhancing urban tourism. Usually tourists visit the same destination more than once if they are happy and comfortable in the last visit and had enjoyed much profound fully (Chan, et.al, 2016).

The tourist cities are attracted by the tourist due to its features like shopping, culture, heritage, wellness, sports and leisure attractions, possession of luxurious and budget hotels. With the achievement of the desired possessions during a visit, the tourists attain the stage of happiness as a psychological reward (Diener, et.al., 2010). Prior studies based on desire for possessions indicate that it has a direct effect on the consumption status of an individual (Balabanis & Stathopoulou, 2021).

Majority of the research studies depicts that desire for experiential travel acts as a vital ingredient for the tourists in selecting and moving to a particular destination. (Chan, et.al, 2016). There exists a wide gap between tourism development which does not align with the needs and desires of the tourist and hence the destinations are not able to produce the results which the tourist wishes to avail at a particular destination. (Boom, et.al., 2021).

The needs and desires of the tourists are geared more from the motives and motivations. Desires of the tourists vary according to different norms ranging from cultural, spiritual, adventurous, historical and much more. Even the desire for group travel that focuses on certain special categories of tourists such as bird watching, nature photography, or a spiritual level journey with the composition of yoga or other natural phenomenon has become a trend presently (Ayazlar, 2017). Both men and women desire to travel to destinations according to their choice, comfort and time (Foubert, 2018).

According to motivation theory, there are both pull and push factors that drags the tourists to a particular destination. Psychological factors are considered as push factors that stimulates the tourist to travel, the desire to excavate new tourist destinations, the desire to acquire knowledge and to escape from routine work pressures. Whereas the attractions of the site in the form of monuments, museums, parks and entertainment areas act as the pull factors (Regalado-Pezúa, et.al., 2022)

The desire of the tourist too rests on the distance to which one travels. It is found that a good quantum of tourist's desire to travel to places that are far away from their destination and that have highly unique qualities in terms of religion, culture, tradition, language, creed etc. (Cao, et.al, 2020)

The desire for the tourist would gradually increase if the city has unique features in its tourist attractions when compared with other cities and places (Giriwati, et.al., 2013). Subsequently, travel spaces have developed into extremely competitive environment that it moulded its destinations by accommodating modifications and deviations according to the travel behaviour, and supplying that mode of services and activities that the tourist desires.

## **2.6 Urban Tourist Satisfaction**

An inner feeling of happiness and positivity that sprouts after performing a task or attainment of something good is labelled as satisfaction (Lavallee, et.al., 2007). Fulfilment of a desire or appetite can also be termed as satisfaction (Taormina & Gao, 2013). Satisfaction involves the inner charisma that an individual attains while performing a task or by achieving something that is significant to him or her (Hadi & Iqbal, 2023).

Cognitive system functioning in an individual and the emotional stages through which one encounters has got a direct relation with satisfaction. Usually the mental procedure for understanding a particular phenomenon and its evaluation is performed by the cognitive system, whereas the emotions that emerge in the context relates to the individual's state of mind towards the specific service that he or she attains (Del & San, 2008). Satisfaction is normally seen as a post purchase behaviour that signifies what quantum a customer admires or dismisses a product or service after experiencing it (Alegre & Cladera, 2009).

In tourism, the term satisfaction is used in a wider mode and is directly related in selecting a destination. The tourist selects their desired places on the basis of their satisfaction they attained from the previous visits or the satisfactory views and opinions from other tourists, friends and relatives (Alegre, et.al., 2009). Even the quality of the varying services attained at the tourist site namely, food, accommodation, services, entertainment, shopping and other recreational facilities have a significant effect on the satisfaction level of the tourist. Other features like image of the destination, its perceived value and related cost of the goods and services too have a say in evaluating the satisfaction level of the tourists (Ozturk & Qu, 2008).

The following are the various factors that affects the satisfactory level of the tourist while making a visit to a particular destination.

- Infrastructural facilities
- Special attention to the tourists
- Cleanliness' of the site
- Parking facilities

- Food and recreation
- Easy accessibility
- Service facilities
- Positive travel experience
- Fruitful choice of destination
- Fulfilled expectations (Roy, et.al., 2016).

Satisfaction of the tourists can be named as a psychological juncture that is attained by these tourists from different destinations and this satisfaction is accomplished only when they receive all the comforts and accessories that they wished to have in the particular destination (Saayman, et.al., 2018). The influence of their expectations before making the visit to the destination and after visit would vary drastically that too from person to person (Hui, et.al., 2007). Reports indicate that there is a direct relationship between satisfaction levels of the tourists with the quantum of money spend by them in their visit to a specific destination (Zafu & Alemu, 2016).

Measurement of satisfaction level of urban tourists is highly significant due to several circumstances. Satisfied tourists usually spend longer time period in a specific destination which they visit and even the chances for repeated visit to emerge from the same (Zeng & Yi, 2021). Promotion of the urban tourist site through online ratings, word of mouth marketing, grabbing more friends and relatives onto the next visit are the major benefits that the tourist authorities attain when the tourists are satisfied with the spot (Inversini, et.al., 2009). In order to make the visitors satisfied and feel comfortable, measures like advance preparation, anticipating the common needs and getting ready for the same, and making the lobby welcoming and appealing, and warm greetings must be arranged. (Higginbotham, C. H. C. 2022). It is also found that the tourists who are highly satisfied with specific destinations reflect betterment in their overall life quality (Dolnicar, et.al., 2012).

Tourist satisfaction is a strategic measurement tool usually adopted by travel establishments in order to evaluate the quality of products and services that are offered to the tourists and whether these meets their expectations (Kadampully, 2000)

One can find that tourist satisfaction differs significantly based on certain controlling factors like the demographic variables, cultural features, travel patterns and the mode of information availed about the site (Kastenholz, et.al., 2018).

Time plays a vital role in enhancing the satisfaction level of the tourists. Tourists who spends more time in a particular destination usually attain more satisfaction than that of the tourists who has very less quantum of time to spend. (Ekiz, 2009). Thus, in order to attain maximum satisfaction with the limited time available, the tourists must choose those destinations that are nearer and easily accessible in all terms (Budeanu, 2007).

The extent to which the tourists feel happy by meeting their needs and expectations form a specific destination is termed as tourist satisfaction (Iraqi, 2006). The term is highly significant in the today’s modern era as tourist satisfaction acts a predictive barometer which helps to analyse the future tourist behaviour and their flow towards a particular destination (Hui, T. K., et.al., 2007). Hence, it is considered as an important objective that the tourist authorities must attain for its future growth (Buhalis, 2000).

Tourist satisfaction helps to modulate the psychological intentions of the tourist’s that in turn intensely affects the consumption pattern, destination choice, future desires to revisit, and for further recommendations to the public (Liu, et.al., 2017). It is impractical for the urban tourist organizations to sustain in the market if it disregards the view, needs and preferences of the tourist (Holloway & Humphreys, 2022).

Tourist satisfaction is considered to be one of the important predictors of tourist loyalty (Chi & Qu, 2008). Tourist satisfaction can be attained by improving the destination image and the quality of the products and services offered in the urban tourist area which in turn might gain more inflow of tourists.

The enhancement of residents residing in the urban tourist area must be given much priority for improving and maintaining urban tourist sites more effectively. Thus, in order to sustain a balanced urban tourism development in cities, the prime focus needs to be sustained on the welfare of the society in which tourism

operates. All comforts and accessories must be developed in cities on a resident-tourist priority so that both these segments may have comfort, ease of living and prosperity in their regime while the later obtains maximum satisfaction by visiting these areas (Aall & Koens, 2019). The governing authorities have the greatest expectations with regard to the contribution towards the economy and well satisfied tourists, with the agenda of tourist initiatives. Even they predict a bright future in developing their community with this programme (Jagxhiu, 2011).

Satisfaction level of tourists must be maintained by enhancing the carrying capacity of cities by holding huge tourists through maintaining an efficient economic, physical and socio-cultural environment (Boers & Cottrell, 2007).

Once the tourist is satisfied with a specific destination, the chances for revisiting the destination as well as submitting their positive personal experience in social networks are more likely (Leung & Bai, 2013). Image of the destination through online reviews, works as a medium to supply necessary positive information about the site which helps the tourist to make their decisions as to whether to make a visit or not. Hence, social networks play a vital role in sharing the satisfaction level of the tourists to the general public (Yoo & Gretzel, 2008).

Hence, tourist satisfaction can be termed as the difference between actual state of affairs with the desired state of affairs. In other words, the degree of satisfaction that the tourist received exceeds the expectations of that particular destination (Getahun & Dhaliwal, 2017).

## **2.7 Urban Tourist Attachment**

The term ‘attachment’ has been widely used in different situations and is usually considered as an emotional bond towards someone or something (Park, et.al, 2006). A kind of physical connection were an infant shows its attachment to its caregiver (Sroufe & Waters, 2017). It can also be termed as an extra part of a product or machine which helps to run the product more effectively or even a legal document supplied by a judicial officer or court (Amerman, 2012 and Newman, 2014). Thus, it is an act of bridging or linking or otherwise the state of being attached. A sensation that ties an individual to a person, object, reason, ideal, or the like, love, devotion, regard etc.

The concept of attachment has an emotional bond in the fields of consumer behaviour, specific job, and outdoor recreation, to a geographical area, family relations and even in tourism (Hosany, et.al., 2017).

Tourist attachment involves destination attachment or otherwise called as place attachment and emotional attachment. Destination attachment is psychological approach of creating a bond with a specific destination and it entails a combination of emotion, motivation and behaviour (Cao, et.al., 2021). Research studies indicate that the tourist who sense an intense attachment to a particular destination are more probable to revisit it again and again (Dolnicar, et.al., 2015).

Place attachment can be termed as a specific bond between people and specific place, landscape, environment (Hashemnezhad, et.al., 2013 and Cheng & Kuo, 2015). Place attachment is considered to be a substantial antecedent of tourist loyalty (Patwardhan, et.al., 2020). In order to increase market share and tourists' revisits, effective buildage and reinforcement of a tourist destiny can be used as a marketing tool (Tsai, 2016). Moulding an emotional bond with the tourists can work as a competitive weapon for attracting innumerable quantum of tourists to a particular destination. Research studies pertaining to attachment theory indicates that attachment acts as an elementary human ingredient in one's life and as a clue to analyse people's behaviour (Cao, et.al., 2021). Even though the tourist gains information about large number of tourist's destinations, they usually make visits to only few of them and may even make repeated visits due to its peculiarity, ease of access, conveniences, time saving, for a short break and so on (Antón, et.al., 2017).

Yet another category of tourist attachment is the emotional attachment. One can find a drastic change in the attachment of a tourist to a particular destination before and after the visit. This is because what the tourists wished to have from a particular site might either be favourable or unfavourable, comfortable or uncomfortable, advanced or less advanced as the case may be. Hence, it is quite natural to find deviations in the emotional attachment of an individual (Lalicic & Garaus, 2022).

Place attachment can also be termed as interplay of affects with beliefs, knowledge, behaviour, actions and emotion. It is a fundamental bondage between

people and the places they visit and is defined as place dependence (Lee & Bonaiuto, 2003).

Place attachment increases with practical worth of the physical components and the various accessories that are available at sight. Even the distinctiveness of these elements when compared to another is yet another significant factor which makes the destination centrally attractive encompassing the urban design with hi-tech quality (Ujang, 2017). The desire to maintain a close relationship to a place and its objects is also termed as place attachment (Hidalgo & Hernandez, 2001).

In other words, the degree to which an individual perceives to be dependent on, or attached to a destination is an implication of how well his or her goals, needs and motivations gets satisfied or how much positive reflection which he or she might have attained from that aspect (Ujang & Zakariya, 2015).

It is not necessary that the tourists get satisfied and attached to all the destinations to which he or she makes their visit. The level of attachment varies from destiny to destiny (da Costa Mendes, et.al., 2010). It may be high or low or even neutral. Thus, the inner desire of the tourists, their mind settings and inner feelings too play a vital part in maintaining attachment with a specific destination. Some tourists are attached to coastal destinations, while some others are towards hilly areas, yet another segment would like to spend time in parks, shopping, cultural events, historic destinations and the list would range to different levels depending on each tourist as they are unique and cannot be clubbed together in any context (Della Corte, et.al., 2015).

As per the psychological concept, a long-term and continuous emotional bondage between oneself and the place of visit is necessary for framing attachment towards the destiny (Kastenholz, et.al., 2020 & Huang, et.al., 2022).

Research studies indicates that place attachment leads to loyalty as both these terms have significant management implications in tourist visitations and are tied together to continued use (Ajayi & Tichaawa, 2021). Thus, both attachment and loyalty are closely related (Plunkett, et.al., 2019).

The dynamic nature of the destination decides the quantum of attachment by the tourists towards the places (Huang, et.al.,2022). Changes conferred to a destination usually has a direct role in the fluctuating attachment procedures shown by the tourists because the perception of the tourist changes widely and the one which is favourable to a particular tourist may not become favourable to another (Reitsamer, et.al., 2016). Higher level of place attachment stimulates the tourists to give more positive image about the destination to the public at large (Stylidis, 2018).

## **2.8 Urban Tourist Loyalty**

The eminence or quality of being reliable to the duties and commitments or being honest in the face of temptations is called as loyalty (Felten, 2011). The feel of attachment towards something or someone, the sentimental attitude towards an individual, group, or to an ideal, the sense of righteousness towards a cause or a duty can also be termed as loyalty (Kleinig, 2007).

In tourism, loyalty is a vibrantly used term that specifies the inclination of the tourists to revisit the destination again and again and also to recommend its features and benefits to others (Meleddu, et.al, 2015).

For the tourist destinations, loyalty acts as a major tool as this strategy helps to engage the tourists' spots continuously with repeated visits from the tourist. (Antón, et.al., 2017). Research indicates that once the tourists are attached to a particular destination, they automatically become loyal towards it (Plunkett, et.al., 2019).

Loyalty can be examined in different aspects. It is considered as an attitude and also as the actual behaviour. As an attitude, loyalty gives their opinion about a particular destination to their dear and near ones whereas loyalty as a behaviour indicates the way in which the people shows their actual traits and actions while visiting the destination (Bandyopadhyay & Martell, 2007). Thus, one can find multiple conceptualizations for the word loyalty (Pritchard, et.al.,1992).

The concept of loyalty plays a significant part in the hotel industries too. For attracting more customers, the hotel industries must adopt guest loyalty by focussing on loyal card which is highly significant in attracting more tourists in the coming

future (Aksoz & Bac, 2012).). To enhance loyalty, extra services like internet usages, photocopies, print facilities and other amenities must be provided to the guests while issuing the cards. Creation of partnership, employment of third-party companies, improving service qualities, developing local attractions, necessary infrastructure etc. would help the hotel industries to boost up in the tourist arena (Aksoz, et.al., 2012).

In the tourism industry, loyalty is expressed in relation to the choice of destination to revisit, the duration and frequency of revisits and the willingness to recommend the destination. The key features in tourist loyalty are satisfaction, motivation, experience quality and perceived value that creates attraction towards a travel destination (Suhartanto, et.al., 2020).

Measurement of tourist loyalty helps to analyse the areas where stringent role needs to be adopted for its enhancement and to manage the multiple characters engaged in the tourist activity (Cossío-Silva, et.al., 2019). Loyalty is measured to be the perfect predictor of the future flow of tourists towards that site (Gursoy, et.al., 2014). Therefore, it is the need of the tourist destinations to attract as much visitors and to retain its market target throughout for sustainable development (Buhalis, 2000).

Behind all this, the comprehension of the foundations which govern the loyalty towards a specific destination and the method in which they are intertwined to determine loyalty behaviour has converted into an essential substance (Awatara, et.al., 2020).

Numerous studies in tourism loyalty projects the attractiveness of the destinations as an important factor that brings profitability and thereby leading to progress and expansion (Yoo, et.al., 2020). The fruits of loyalty are significant in both current and future tourists' needs and trends (Cossío-Silva, et.al., 2019). Thus, tourist loyalty acts as a constant foundation for generating incomes as well as for the improvement of the destination image. Even the retention of the existing customers is more profitable than attracting new customers, as it requires huge quantum of time and money. And for this, the maintenance of tourist loyalty plays its role (Alves & da Costa, 2015).

In other words, loyalty towards a specific destination acts a key role in marketing the tourist products and also as predictor in analysing the post-visit behaviour of the tourist (Zhang, et.al., 2014). The positive fulfilment of expectations and the unique touristic experiences aids to tourism loyalty (da Costa Mendes, et.al., 2010).

Special attention is to be paid to the views and opinions of every tourist who visits the destination in order to reduce the future problems and the discomforts that the tourist face during their visit. Unique consideration to every tourist enables the destination to attract and maintain more loyal customers (Awatara, et.al., 2020). In a nut shell, the basic intention that creeps into the minds of the tourist to re-visit the destination thereby fostering tourist loyalty (McDowall, 2010).

The probability of recommending the destination to the friends and relatives and to others can be taken to evaluate the reflection of tourist loyalty (Cossío-Silva, et.al., 2019). The recommendation may be in the form of messages, chats, reviews, and blogs in tourist websites and even in the word of mouth format. That is both commercial and non-commercial communication used to take place within a short span of time, when once visited by the tourists (Harrison-Walker, 2001). Positive recommendation adds fuel to the fire accumulating better tourist loyalty. Well qualified information passed out from the tourist is of great relevance that maintains trust in the minds of the tourists (Kivela & Crofts, 2006).). In this mode, references attained from third parties enhance tourist destinations in a much-privileged style (De La Hoz-Correa & Muñoz-Leiva, 2019).

Tourist loyalty swings around a wide set of antecedents like image, satisfaction, perceived quality, safety and security, cultural transformations, previous exposures and motives (Almeida-Santana & Moreno-Gil, 2018). Certain research studies depict destination image and tourist satisfaction as the major indicator for the progression of the customers towards loyalty (Mohamad, et.al., 2011). The tourist evaluates the service quality offered by the destinations and its coverage. The greater the satisfaction received, better would the loyalty to turn up (Lee, et.al., 2004).

There exists a positive and highly significant relationship between tourist destination and loyalty (da Costa Mendes, et.al., 2010). Image of the destination, word of mouth reflections, tourist loyalty and satisfaction are the crucial predictors about the tourist visits (Kanwel, et.al., 2019).

As tourism is considered as a vital industrial sector in many countries throughout the world, the upsurge of tourism by maintaining loyalty acts a major player in wiping major quantum of tourists to a specific arena (Qamari, et.al., 2023). Thus, tourist loyalty can be seen as an essential ingredient in the travel industry (Bilgihan, et.al., 2013).

## **2.9 Sustainability**

Sustainability can be termed as fulfilling the requirements of the present scenario without making any compromise to the needs of the future generations. It consists of three angles or pillars namely environmental sustainability, social sustainability and economic sustainability (Lozano, 2008). It is a process of maintaining balance between man and nature that helps them to live harmoniously for a long period of time. It encompasses activities like reduction in waste and harmful emissions, conservation of natural resources and promotion of social equity all around. This concept underlies the significance of using the limited resources on the earth in a most appropriate manner so that it helps in the overall development in the society and world as a whole (Gupta & Vegelin, 2016).

Environmental sustainability encompasses with preserving natural resources, lessening pollution and in the protection of ecosystems. It comprises of utilizing renewable sources of energy, lessening waste all-round the environment and encouraging bio-diversity conservation (Singh & Vallarasu, 2023). For instance, sustainable agricultural activities like organic farming, crop rotation and water preservations would assist in sustaining fertility of the soil thereby helps to overcome environmental degradation (FAO, 2014). Similarly, sustainable urban planning underlines the usage and adoption of public transport, energy-efficient structures and green infrastructure in order to lessen the ecological footprints in the city (Aniekan, et.al., 2024).

Economic sustainability means nurturing long stretched economic development in a multipronged manner so that it neither cause environmental destruction nor broadens social inequality. It is vital factor of the Sustainable Development Goals of United Nations that stabilises the economic, social and environmental contemplations (Arora & Mishra, 2019).

Social sustainability emphasises on maintaining wellness and improved quality of life of the public as a whole, both for the present and to the future (Rogers, et.al., 2012). It includes guaranteeing justice, human rights and for the easy access to crucial services like education, healthcare, employment along with well-being of the community and social inclusion (Eizenberg, & Jabareen, 2017). Social sustainability ensures each and every individual in a country with the freedom of leading dignified lives and energetically taking part in the society (Pless & Appel, 2012). The sustainable development goals by the United Nations, implemented in 2015, offers a universal blueprint for attaining sustainability across every dimension by the year 2030, and strengthens the idea that the entire world’s future must be framed on a sustainable mode, which should be inclusive and fair for everyone. (United Nations, 2015).

## **2.10 Sustainable Urban Tourism**

Sustainable urban tourism is distinct category of tourism approach which manages and restructures urban tourism activities in such a way that it helps to attain overall sustainability to the society as a whole. Sustainability in urban tourism is mainly grounded on three major factors namely environmental factors, social factors and economic factors. Sustainable urban tourism focuses not only on the current needs of the tourists and residents, but also gives special consideration to the future flow of urban tourism in the society (Lerario & Di Turi, 2018).

In order to attain sustainability in the urban tourism context, a constant evaluation and analysis of the tourism measures need to be performed by monitoring its impacts, thereby executing preventive and curative actions (Lerario & Di Turi, 2018). The involvement of the local residents of the destinations in the central aspects of tourism planning and policy making too would help to attain sustainability in the development and upbringing of tourist destinations (Wang,

et.al., 2013). Also, responsible urban tourism measures need to be performed in a city for its overall development and sustainability. For this, setting up of environmental programmes by enhancing the natural landscape, environment best practice, participation and empowerment of community, healthy lifestyle and strategic planning would help the city to boost rapidly in environmental terms (Giriwati, et.al., 2013).

Wide-ranging economic benefits are generated through the activation of sustainable urban tourism which includes enhancement of local business, service enablers, and artisans. Also, a steep growth in the employment segment is also reflected through the upbringing of urban tourism in a sustainable mode (Faraji, et.al, 2021).

It is argued that while framing principles for the sustainable development of the city, the desires and needs of the people must be given the first priority rather than relying on other suggestions (Zamfir & Corbos, 2015). There are certain ill effects reflecting in certain areas which have to be taken seriously by the governing authorities in order to maintain sustainable and competitive urban tourist destinations (Naumov, 2014). Hence, necessary steps from the governing authorities would be desirable for promoting effective and eco-friendly solutions for the welfare of the tourists and inhabitants in a sustainable way (Lapko, 2014).

The need for sustainable urban tourism development cannot be neglected in any context from the part of cities. Thus, for this, various social, environmental problems and challenges occurring in these scenarios need to be solved in a predetermined manner. The major problems faced were the imbalance in the quality of life for residents and the tourists, local environmental hygienic conditions and less attention from the authorities (Aall & Koens, 2019). Certain ill effects like high pollution on the streets, dirty air, uncomfortable taxi service and hot climate also need to be improved in the near future to attract more tourists and to gain a sustainable development for the site (Gladushevskaya, 2016).

## **2.11 Conclusion**

Studies indicate that research works on the topic urban tourism in India are found to be very low and insignificant in the context of Kerala. Hence, a detailed literature review on different perspectives of urban tourism has been studied in this chapter. Upliftment of urban tourism rests upon the fulfilment of specific variables like awareness, perception, behaviour, desire, satisfaction, attachment and loyalty. The researcher also reviewed various literatures on sustainability and sustainable urban tourism. Thus, it aids the researcher to evolve an idea about the theme of research. The research gap is also grounded upon the review of existing literature and they have presented in this chapter.

## **2.12 Research Gap**

The above literature reviews indicate that a lot of studies on tourist awareness, perception, behaviour, desire, attachment, satisfaction and loyalty are performed all over the world. Also, studies related to sustainability and sustainable urban tourism are conducted by numerous researchers in different perspectives. But it has been noted that, research studies connecting to all these variables together are not available anywhere in the ecosphere, especially in India and is insignificant in the context of Kerala. Even though there are many studies relating to tourism in Kerala, the studies pertaining to sustainable urban tourism is insignificant throughout the state. In this context the researcher has selected one of the major urban agglomerations in Kerala, Thrissur District (specifically Thrissur Corporation) for the present research work and to know how the sustainable urban tourism can be nurtured in Thrissur District by exploring tourist perspectives and strategic challenges.

## 2.13 References

Aall, C., & Koens, K. (2019). The discourse on sustainable urban tourism: The need for discussing more than overtourism. *Sustainability*, 11(15), 4228. <https://doi.org/10.3390/su11154228>

Ajayi, O. O., & Tichaawa, T. M. (2021). Exploring the relationships between satisfaction, place attachment and loyalty in Nigerian zoos. *Geojournal of Tourism and Geosites*, 37(3), 861–872.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

Aksoz, O., & Bac, D. (2012). The importance of urban tourism for hotel marketing policies: The case of Eskişehir. *Geojournal of Tourism and Geosites*, 9(1), 7–16.

Alegre, J., & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*, 43(5/6), 670–685. <https://doi.org/10.1108/03090560910946990>

Almeida-Santana, A., & Moreno-Gil, S. (2018). Understanding tourism loyalty: Horizontal vs. destination loyalty. *Tourism Management*, 65, 245–255. <https://doi.org/10.1016/j.tourman.2017.10.011>

Al-Saad, S. A., & Ababneh, A. (2017). Concept, opportunities and challenges of urban tourism in the Arab world: Case studies of Dubai, Cairo and Amman. *Tourism: An International Interdisciplinary Journal*, 65(3), 361–375.

Alves, A. R. D. D. R., & da Costa, P. (2015). *Tourist destination loyalty: A multidimensional perspective* (Doctoral dissertation, Universidade do Algarve, Portugal).

Amerman, D. (2012). Getting attached: Maximize equipment productivity with the proper attachments. *Landscape & Irrigation*, 36(1), 20–22.

Amore, A. (2019). *Tourism and urban regeneration: Processes compressed in time and space*. Routledge. <https://doi.org/10.4324/9781315101948>

An, Q., & Ozturk, A. B. (2022). Assessing the effects of user-generated photos on hotel guests' price, service quality, overall image perceptions and booking

intention. *Journal of Hospitality and Tourism Technology*, 13(4), 608–625. <https://doi.org/10.1108/JHTT-02-2022-0066>

Aniekan, A. U., Peter, E. O., Onyinyechukwu, C., Bright, N., Adetomilola, V. F., & Kenneth, I. I. (2024). Incorporating energy efficiency in urban planning: A review of policies and best practices. *Engineering Science & Technology Journal* 5(1):83-98

Antón, C., Camarero, C., & Laguna-Garcia, M. (2017). Towards a new approach of destination loyalty drivers: Satisfaction, visit intensity and tourist motivations. *Current Issues in Tourism*, 20(3), 238–260. <https://doi.org/10.1080/13683500.2014.936834>

Arora, N. K., & Mishra, I. (2019). United Nations Sustainable Development Goals 2030 and environmental sustainability: Race against time. *Environmental Sustainability*, 2(4), 339–342. <https://doi.org/10.1007/s42398-019-00096-y>

Ashworth, G., & Page, S. J. (2011). Urban tourism research: Recent progress and current paradoxes. *Tourism Management*, 32(1), 1–15. <https://doi.org/10.1016/j.tourman.2010.02.002>

Awatara, I. G. P. D., Samsi, S., Hamdani, A., & Susila, L. N. (2020, May). The influence of corporate social responsibility, reputation and customer satisfaction toward tourism loyalty on Karanganyar Regency. *Journal of International Conference Proceedings* (Vol. 3, No. 1, pp. 291–296).

Ayazlar, R. A. (2017). Major wildlife attractions and choices in Turkey and the tourists' reports about their experiences and learning in this tourism niche. *Wildlife tourism, environmental learning and ethical encounters: Ecological and conservation aspects* (pp. 195–209). Springer. [https://doi.org/10.1007/978-3-319-55574-4\\_12](https://doi.org/10.1007/978-3-319-55574-4_12)

Balabanis, G., & Stathopoulou, A. (2021). The price of social status desire and public self-consciousness in luxury consumption. *Journal of Business Research*, 123, 463–475. <https://doi.org/10.1016/j.jbusres.2020.09.061>

Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services*, 14(1), 35–44. <https://doi.org/10.1016/j.jretconser.2006.03.002>

Baum, W. M. (2013). What counts as behavior? The molar multiscale view. *The Behavior Analyst*, 36(2), 283–293. <https://doi.org/10.1007/BF03392298>

Bellini, N., & Pasquinelli, C. (Eds.). (2017). *Tourism in the city*. Springer. <https://doi.org/10.1007/978-3-319-26877-4>

Benghadbane, F., & Khreis, S. (2019). The role of tourism marketing in enhancing tourism development: A comparative study between Constantine and Amman cities. *Geo Journal of Tourism and Geosites*, 24(1), 146–160. <https://doi.org/10.30892/gtg.24112-351>

Bhuiyan, M. A. H., Darda, M. A., & Hasan, M. R. (2021). Tourist perception and satisfaction on safari tourism at Bangabandhu Sheikh Mujib Safari Park in Bangladesh. *International Journal of Geoheritage and Parks*, 9(4), 430–440. <https://doi.org/10.1016/j.ijgeop.2021.08.003>

Bilgihan, A., Okumus, F., & Cobanoglu, C. (2013). Generation Y travelers' commitment to online social network websites. *Tourism Management*, 35, 13–22. <https://doi.org/10.1016/j.tourman.2012.05.005>

Blanco, H., Alberti, M., Forsyth, A., Krizek, K. J., Rodriguez, D. A., Talen, E., & Ellis, C. (2009). Hot, congested, crowded and diverse: Emerging research agendas in planning. *Progress in Planning*, 71(4), 153–205. <https://doi.org/10.1016/j.progress.2009.03.001>

Bock, K. (2015). The changing nature of city tourism and its possible implications for the future of cities. *European Journal of Futures Research*, 3(1), 1–8. <https://doi.org/10.1007/s40309-015-0078-5>

Boers, B., & Cottrell, S. (2007). Sustainable tourism infrastructure planning: A GIS-supported approach. *Tourism Geographies*, 9(1), 1–21. <https://doi.org/10.1080/14616680601092824>

Boo, S., & Busser, J. A. (2006). The hierarchical influence of visitor characteristics on tourism destination images. *Journal of Travel & Tourism Marketing*, 19(4), 55–67. [https://doi.org/10.1300/J073v19n04\\_05](https://doi.org/10.1300/J073v19n04_05)

Boom, S., Weijschede, J., Melissen, F., Koens, K., & Mayer, I. (2021). Identifying stakeholder perspectives and worldviews on sustainable urban tourism development using a Q-sort methodology. *Current Issues in Tourism*, 24(4), 520–535. <https://doi.org/10.1080/13683500.2018.1549024>

Brown, D. O. (2003). Perception differences among visitor groups: The case of horse-attraction versus other-attraction tourist markets in Lexington, Kentucky. *Journal of Vacation Marketing*, 9(2), 174–187. <https://doi.org/10.1177/135676670300900206>

Brown, K. W., & Ryan, R. M. (2003). The benefits of being present: Mindfulness and its role in psychological well-being. *Journal of Personality and Social Psychology*, 84(4), 822–848. <https://doi.org/10.1037/0022-3514.84.4.822>

Budeanu, A. (2007). Sustainable tourist behaviour: A discussion of opportunities for change. *International Journal of Consumer Studies*, 31(5), 499–508. <https://doi.org/10.1111/j.1470-6431.2007.00606.x>

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97–116. [https://doi.org/10.1016/S0261-5177\(99\)00095-3](https://doi.org/10.1016/S0261-5177(99)00095-3)

Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations enhancing tourism experience through personalisation of services. I. Tussyadiah & A. Inversini (Eds.), *Information and communication technologies in tourism 2015: Proceedings of the International Conference in Lugano, Switzerland, February 3–6, 2015* (pp. 377–389). Springer International Publishing. [https://doi.org/10.1007/978-3-319-14343-9\\_28](https://doi.org/10.1007/978-3-319-14343-9_28)

Canali, S., & d'Angella, F. (2009). Managing cultural events and meetings activities in European urban destinations. *International Journal of Arts Management*, 11(2), 59–72.

Cao, J., Zhang, J., Wang, C., Sun, J., & Chen, M. (2020). Exploring the essence of distance: A framework of distance desire and tourist destination choice. *Acta Geographica Sinica*, 75(4), 860–877.

Cao, L., Qu, Y., & Yang, Q. (2021). The formation process of tourist attachment to a destination. *Tourism Management Perspectives*, 38, 100828. <https://doi.org/10.1016/j.tmp.2021.100828>

Chan, W. Y., To, C. K. M., & Chu, W. C. (2016). Desire for experiential travel, avoidance of rituality and social esteem: An empirical study of consumer response to tourism innovation. *Journal of Innovation & Knowledge*, 1(1), 24–35. <https://doi.org/10.1016/j.jik.2016.01.006>

Chen, C. M., Chen, S. H., & Lee, H. T. (2010). Assessing destination image through combining tourist cognitive perceptions with destination resources. *International Journal of Hospitality & Tourism Administration*, 11(1), 59–75. <https://doi.org/10.1080/15256481003582934>

Chen, X., Li, J., Han, W., & Liu, S. (2021). Urban tourism destination image perception based on LDA integrating social network and emotion analysis: The example of Wuhan. *Sustainability*, 14(1), 12. <https://doi.org/10.3390/su14010012>

Cheng, C. K., & Kuo, H. Y. (2015). Bonding to a new place never visited: Exploring the relationship between landscape elements and place bonding. *Tourism Management*, 46, 546–560. <https://doi.org/10.1016/j.tourman.2014.08.006>

Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>

Coşkun, G. (2021). Authentic experience in tourism and commodification. *Journal of Tourism Leisure and Hospitality*, 3(2), 95–102.

Cossío-Silva, F. J., Revilla-Camacho, M. Á., & Vega-Vázquez, M. (2019). The tourist loyalty index: A new indicator for measuring tourist destination loyalty? *Journal of Innovation & Knowledge*, 4(2), 71–77. <https://doi.org/10.1016/j.jik.2017.12.002>

Coxon, S., Napper, R., & Richardson, M. (2018). *Urban mobility design*. Elsevier. <https://doi.org/10.1016/C2016-0-01935-2>

Croes, R., Park, J. Y., & Bonilla, J. (2024). Tourism and resident well-being: Balancing economic gains, social dynamics, and environmental challenges across urban and rural divides. *Tourism and Hospitality*, 5(4), 1217–1235. <https://doi.org/10.3390/tourhosp5040068>

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)

da Costa Liberato, P. M., Alén-González, E., & de Azevedo Liberato, D. F. V. (2018). Digital technology in a smart tourist destination: The case of Porto. *Journal of Urban Technology*, 25(1), 75–97. <https://doi.org/10.1080/10630732.2017.1413228>

da Costa Mendes, J., Oom do Valle, P., Guerreiro, M. M., & Silva, J. A. (2010). The tourist experience: Exploring the relationship between tourist satisfaction and destination loyalty. *Tourism: An International Interdisciplinary Journal*, 58(2), 111–126.

Darnell, A. C., & Johnson, P. S. (2001). Repeat visits to attractions: A preliminary economic analysis. *Tourism Management*, 22(2), 119–126. [https://doi.org/10.1016/S0261-5177\(00\)00046-5](https://doi.org/10.1016/S0261-5177(00)00046-5)

Das, D. K. (2014). Assessing impacts through community perception: An empirical study for Sikkim. *Periodic Research*, 3(2), 118–122.

De La Hoz-Correa, A., & Muñoz-Leiva, F. (2019). The role of information sources and image on the intention to visit a medical tourism destination: A cross-cultural analysis. *Journal of Travel & Tourism Marketing*, 36(2), 204–219. <https://doi.org/10.1080/10548408.2018.1527277>

Del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction: A cognitive-affective model. *Annals of Tourism Research*, 35(2), 551–573. <https://doi.org/10.1016/j.annals.2008.02.006>

Della Corte, V., D'Andrea, C., Savastano, I., & Zamparelli, P. (2017). Smart cities and destination management: Impacts and opportunities for tourism competitiveness. *European Journal of Tourism Research*, 17, 7–27.

Della Corte, V., Sciarelli, M., Cascella, C., & Del Gaudio, G. (2015). Customer satisfaction in tourist destination: The case of tourism offer in the city of Naples. *Journal of Investment and Management*, 4(1–1), 39–50. <https://doi.org/10.11648/j.jim.s.2015040101.15>

Diener, E., Ng, W., Harter, J., & Arora, R. (2010). Wealth and happiness across the world: Material prosperity predicts life evaluation, whereas psychosocial prosperity predicts positive feeling. *Journal of Personality and Social Psychology*, 99(1), 52–61. <https://doi.org/10.1037/a0018066>

Dionisio, M., Silva, C., & Nisi, V. (2019). Fostering interaction between locals and visitors by designing a community-based tourism platform on a touristic island. D. Lamas, F. Loizides, L. Nacke, M. Winckler, & P. Orji (Eds.), *Human-computer interaction – INTERACT 2019: 17th IFIP TC 13 International Conference, Paphos, Cyprus, September 2–6, 2019, Proceedings, Part II* (pp. 768–

787). Springer International Publishing. [https://doi.org/10.1007/978-3-030-29390-1\\_50](https://doi.org/10.1007/978-3-030-29390-1_50)

Dollard, J., & Miller, N. E. (2013). *Social learning and imitation*. Routledge. (Original work published 1941)

Dolnicar, S., Coltman, T., & Sharma, R. (2015). Do satisfied tourists really intend to come back? Three concerns with empirical studies of the link between satisfaction and behavioral intention. *Journal of Travel Research*, 54(2), 152–178. <https://doi.org/10.1177/0047287513513170>

Dolnicar, S., Yanamandram, V., & Cliff, K. (2012). The contribution of vacations to quality of life. *Annals of Tourism Research*, 39(1), 59–83. <https://doi.org/10.1016/j.annals.2011.04.015>

Ebejer, J. (2021). *Tourism in European cities: The visitor experience of architecture, urban spaces and city attractions*. Rowman & Littlefield.

Edwards, D., & Griffin, T. (2013). Understanding tourists' spatial behaviour: GPS tracking as an aid to sustainable destination management. *Journal of Sustainable Tourism*, 21(4), 580–595. <https://doi.org/10.1080/09669582.2013.776063>

Eizenberg, E., & Jabareen, Y. (2017). Social sustainability: A new conceptual framework. *Sustainability*, 9(1), 68. <https://doi.org/10.3390/su9010068>

Ekiz, E. H. (2009). Mapping out factors constraining tourist complaints: Hints for managers who wish to hear more. *Asian Journal of Business Management*, 1(1), 6–18.

Eldridge, A. (2021). Strangers in the night: Nightlife studies and new urban tourism. A. Eldridge & J. Smith (Eds.), *Tourism and the night* (pp. 52–65). Routledge. <https://doi.org/10.4324/9780429261585-5>

El-Sherif, N. S., & Afifi, G. (2020). City tourism as a key driver for sustainable development in Cairo Metropolitan: Challenges and opportunities. *Journal of Association of Arab Universities for Tourism and Hospitality*, 18(3), 65–77.

Engl, C. (2011). Successful destination branding: Experiences from an innovator. R. Conrady & M. Buck (Eds.), *Trends and issues in global tourism 2011* (pp. 143–148). Springer. [https://doi.org/10.1007/978-3-642-17916-1\\_20](https://doi.org/10.1007/978-3-642-17916-1_20)

Eraqi, M. I. (2006). Tourism services quality (TourServQual) in Egypt: The viewpoints of external and internal customers. *Benchmarking: An International Journal*, 13(4), 469–492. <https://doi.org/10.1108/14635770610676308>

Estelaji, A., Sadeghian, H., & Beyhaghi, Z. (2012). The role of urban tourism to achieve urban sustainable development. *International Journal of Geology*, 6(1), 17–25.

Faraji, A., Khodadadi, M., Nematpour, M., Abidizadegan, S., & Yazdani, H. R. (2021). Investigating the positive role of urban tourism in creating sustainable revenue opportunities in the municipalities of large-scale cities: The case of Iran. *International Journal of Tourism Cities*, 7(1), 177–199. <https://doi.org/10.1108/IJTC-12-2019-0223>

Felten, E. (2011). *Loyalty: The vexing virtue*. Simon & Schuster.

Food and Agriculture Organization of the United Nations (FAO). (2014). *Building a common vision for sustainable food and agriculture: Principles and approaches*. FAO.

Foubert, L. (2018). Men and women tourists' desire to see the world: 'Curiosity' and 'a longing to learn' as (self-) fashioning motifs (first–fifth centuries CE). *Journal of Tourism History*, 10(1), 5–20. <https://doi.org/10.1080/1755182X.2018.1426787>

Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a conceptual framework. *Annals of Tourism Research*, 29(1), 56–78. [https://doi.org/10.1016/S0160-7383\(01\)00031-7](https://doi.org/10.1016/S0160-7383(01)00031-7)

Garbea, R. V. (2013). Urban tourism between content and aspiration for urban development. *Management & Marketing-Craiova*, (1), 193–201.

García-Hernández, M., De la Calle-Vaquero, M., & Yubero, C. (2017). Cultural heritage and urban tourism: Historic city centres under pressure. *Sustainability*, 9(8), 1346. <https://doi.org/10.3390/su9081346>

Gardiner, S., King, C., & Grace, D. (2013). Travel decision making: An empirical examination of generational values, attitudes, and intentions. *Journal of Travel Research*, 52(3), 310–324. <https://doi.org/10.1177/0047287512467699>

Garg, A. (2013). A study of tourist perception towards travel risk factors in tourist decision making. *Asian Journal of Tourism and Hospitality Research*, 7(1), 47–57.

Getahun, W., & Dhaliwal, R. S. (2017). Satisfaction of foreign tourists in Ethiopia: Using holiday satisfaction model. *International Journal of Leisure and Tourism Marketing*, 5(2), 163–188. <https://doi.org/10.1504/IJLTM.2017.087888>

Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403–428. <https://doi.org/10.1016/j.tourman.2007.07.017>

Giriwati, N., Homma, R., & Iki, K. (2013). Urban tourism: Designing a tourism space in a city context for social sustainability. *The Sustainable City VIII (2 Volume Set): Urban Regeneration and Sustainability* (Vol. 1, pp. 165–176). WIT Press. <https://doi.org/10.2495/SC130141>

Gladushevskaya, V. (2016, May 16). *Urban tourism*. Bangkok.

Goldstein, E. B. (2014). *Sensation and perception* (9th ed.). Cengage Learning.

Gössling, S. (2002). Global environmental consequences of tourism. *Global Environmental Change*, 12(4), 283–302. [https://doi.org/10.1016/S0959-3780\(02\)00044-4](https://doi.org/10.1016/S0959-3780(02)00044-4)

Gronau, W., & Constanti, P. (2008). Urban rehabilitation a promising opportunity for product enhancement in tourism industry? A case study from Nicosia/Cyprus. *International Journal of Management Cases*, 10(3), 436–444.

Gulyaeva, Y. (2022). *Governance towards sustainable tourism development in Barcelona: Community participation perspective* (Master's thesis).

Gupta, J., & Vegelin, C. (2016). Sustainable development goals and inclusive development. *International Environmental Agreements: Politics, Law and Economics*, 16(3), 433–448. <https://doi.org/10.1007/s10784-016-9323-z>

Gursoy, D., Chen, J. S., & Chi, C. G. (2014). Theoretical examination of destination loyalty formation. *International Journal of Contemporary Hospitality Management*, 26(5), 809–827. <https://doi.org/10.1108/IJCHM-12-2013-0539>

Guttentag, D. A. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, 31(5), 637–651. <https://doi.org/10.1016/j.tourman.2009.07.003>

Hadi, C. P., & Iqbal, M. A. (2023). Work environment and job satisfaction affect performance through the achievement motivation of the teachers of SMA 6 Tangerang. *Dinasti International Journal of Management Science*, 4(4), 715–723. <https://doi.org/10.31933/dijms.v4i4.1419>

Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space*. Routledge.

Hall, T. (2009). Tourism, urban. *International Encyclopedia of Human Geography* (pp. 318–323). Elsevier. <https://doi.org/10.1016/B978-008044910-4.00984-5>

Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60–75. <https://doi.org/10.1177/109467050141006>

Hashemnezhad, H., Heidari, A. A., & Hoseini, P. M. (2013). Sense of place and place attachment. *International Journal of Architecture and Urban Development*, 3(1), 5–12.

Hidalgo, M. C., & Hernández, B. (2001). Place attachment: Conceptual and empirical questions. *Journal of Environmental Psychology*, 21(3), 273–281. <https://doi.org/10.1006/jevp.2001.0221>

Higginbotham, C. H. C. (2022). *Creating great visitor experiences: A guide for museum professionals*. Rowman & Littlefield.

Hillery, M., Nancarrow, B., Griffin, G., & Syme, G. (2001). Tourist perception of environmental impact. *Annals of Tourism Research*, 28(4), 853–867. [https://doi.org/10.1016/S0160-7383\(00\)00076-4](https://doi.org/10.1016/S0160-7383(00)00076-4)

Hofmann, W., & Kotabe, H. P. (2014). Desire and desire regulation: Basic processes and individual differences. *Social and Personality Psychology Compass*, 8(7), 328–341. <https://doi.org/10.1111/spc3.12110>

Hollands, R., & Chatterton, P. (2003). Producing nightlife in the new urban entertainment economy: Corporatization, branding and market segmentation. *International Journal of Urban and Regional Research*, 27(2), 361–385. <https://doi.org/10.1111/1468-2427.00450>

Holloway, J. C., & Humphreys, C. (2022). *The business of tourism*. Sage.

Hosany, S., Prayag, G., Van Der Veen, R., Huang, S., & Deesilatham, S. (2017). Mediating effects of place attachment and satisfaction on the relationship between tourists' emotions and intention to recommend. *Journal of Travel Research*, 56(8), 1079–1093. <https://doi.org/10.1177/0047287516668569>

Huang, M., Yang, X., Liu, D., & Fang, H. (2022). Effects of perceived change of urban destination on destination attachment. *Frontiers in Psychology*, 13, 1022421. <https://doi.org/10.3389/fpsyg.2022.1022421>

Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28(4), 965–975. <https://doi.org/10.1016/j.tourman.2006.08.008>

Inversini, A., Cantoni, L., & Buhalis, D. (2009). Destinations' information competition and web reputation. *Information Technology & Tourism*, 11(3), 221–234.

Ishak, R. P. (2021). Implementation and tourist perception of Sapta Pesona at Taman Kupu-Kupu, Sukajadi Tourism Village, Bogor. *JELAJAH: Journal of Tourism and Hospitality*, 3(1), 33–42.

Jagxhiu, B. (2011). The challenges of urban development: Case study – Prizren.

Jangra, R., Kaushik, S. P., & Saini, S. S. (2021). An analysis of tourists' perceptions toward tourism development: Study of cold desert destination, India. *Geography and Sustainability*, 2(1), 48–58.

Kamel Boulos, M. N., Lu, Z., Guerrero, P., Jennett, C., & Steed, A. (2017). From urban planning and emergency training to Pokémon Go: Applications of

virtual reality GIS (VRGIS) and augmented reality GIS (ARGIS) in personal, public and environmental health. *International Journal of Health Geographics*, 16, 1–11.

Kandampully, J. (2000). The impact of demand fluctuation on the quality of service: A tourism industry example. *Managing Service Quality: An International Journal*, 10(1), 10–19.

Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. *Sustainability*, 11(22), 6401.

Kastenholz, E., Eusébio, C., & Carneiro, M. J. (2018). Segmenting the rural tourist market by sustainable travel behaviour: Insights from village visitors in Portugal. *Journal of Destination Marketing & Management*, 10, 132–142.

Kastenholz, E., Marques, C. P., & Carneiro, M. J. (2020). Place attachment through sensory-rich, emotion-generating place experiences in rural tourism. *Journal of Destination Marketing & Management*, 17, 100455.

Kivela, J., & Crofts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354–377.

Kleinig, J. (2007). *Loyalty*.

Koufodontis, N. I., & Gaki, E. (2022). UNESCO urban world heritage sites: Tourists' awareness in the era of social media. *Cities*, 127, 103744.

Lalicic, L., & Garaus, M. (2022). Tourism-induced place change: The role of place attachment, emotions, and tourism concern in predicting supportive or oppositional behavioral responses. *Journal of Travel Research*, 61(1), 202–213.

Lapko, A. (2014). Urban tourism in Szczecin and its impact on the functioning of the urban transport system. *Procedia – Social and Behavioral Sciences*, 151, 207–214.

Lavallee, L. F., Hatch, P. M., Michalos, A. C., & McKinley, T. (2007). Development of the contentment with life assessment scale (CLAS): Using daily life experiences to verify levels of self-reported life satisfaction. *Social Indicators Research*, 83, 201–244.

Lecas, J. C. (2006). Behaviourism and the mechanization of the mind. *Comptes Rendus Biologies*, 329(5–6), 386–397.

Lee, J., Graefe, A. R., & Burns, R. C. (2004). Service quality, satisfaction, and behavioral intention among forest visitors. *Journal of Travel & Tourism Marketing*, 17(1), 73–82.

Lee, T., & Bonaiuto, M. (2003). Theory of attachment and place attachment. In *Psychological theories for environmental issues* (pp. 137–170). Ashgate.

Lerario, A., & Di Turi, S. (2018). Sustainable urban tourism: Reflections on the need for building-related indicators. *Sustainability*, 10(6), 1981.

Leung, X. Y., & Bai, B. (2013). How motivation, opportunity, and ability impact travelers' social media involvement and revisit intention. *Journal of Travel & Tourism Marketing*, 30(1–2), 58–77.

Li, Y., & Hunter, C. (2015). Community involvement for sustainable heritage tourism: A conceptual model. *Journal of Cultural Heritage Management and Sustainable Development*, 5(3), 248–262.

Liu, X., Li, J., & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. *Tourism and Hospitality Research*, 17(2), 135–146.

Lozano, R. (2008). Envisioning sustainability three-dimensionally. *Journal of Cleaner Production*, 16(17), 1838–1846.

Malle, B. F. (2006). *How the mind explains behavior: Folk explanations, meaning, and social interaction*. MIT Press.

Marková, I. (2017). *Human awareness: Its social development*. Routledge.

Marton, F. (2000). The structure of awareness. *Phenomenography*, 10216, 102–116.

McDowall, S. (2010). International tourist satisfaction and destination loyalty: Bangkok, Thailand. *Asia Pacific Journal of Tourism Research*, 15(1), 21–42.

McKercher, B., & Lau, G. (2008). Movement patterns of tourists within a destination. *Tourism Geographies*, 10(3), 355–374.

Meehan, K., Lunney, T., Curran, K., & McCaughey, A. (2016). Aggregating social media data with temporal and environmental context for recommendation in a mobile tour guide system. *Journal of Hospitality and Tourism Technology*, 7(3), 281–299.

Meleddu, M., Paci, R., & Pulina, M. (2015). Repeated behaviour and destination loyalty. *Tourism Management*, 50, 159–171.

Mercan, R., & Sandıkcı, M. (2024). Bleisure tourism: Business and leisure together. *Future tourism trends Volume 1: Tourism in the changing world* (pp. 3–15). Emerald Publishing Limited.

Miller, D., Merrilees, B., & Coghlan, A. (2014). Sustainable urban tourism: Understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism*, 23(1), 26–46. <https://doi.org/10.1080/09669582.2014.912219>

Mohamad, M., Ali, A. M., & Ab Ghani, N. I. (2011). A structural model of destination image, tourists' satisfaction and destination loyalty. *International Journal of Business and Management Studies*, 3(2), 167–177.

Moyle, B. D., Weiler, B., & Croy, G. (2013). Visitors' perceptions of tourism impacts: Bruny and Magnetic Islands, Australia. *Journal of Travel Research*, 52(3), 392–406.

Murphy, P. (2013). *Tourism: A community approach (RLE Tourism)*. Routledge.

Murugaiah, M. (2019). Urban tourism carrying capacity global best practices for Sri Lanka tourism. *A compendium of best practices in global tourism: Strategic lessons for Sri Lanka tourism development* (pp. 248).

Naumov, N. (2014). Heritage tourism in urban areas – Contemporary complexities and challenges. *Illuminare*, 12.

Newman, L. W. (2014). *Attachment of assets*. Juris Publishing, Inc.

Ozturk, A. B., & Qu, H. (2008). The impact of destination images on tourists' perceived value, expectations, and loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 9(4), 275–297.

Pacheco, M., Madureira, H., & Monteiro, A. (2024). Examining post-pandemic urban transformations: A literature review on COVID-19's influence on urban design. *Sustainability*, *16*(23), 10381.

Pansiri, J. (2014). Tourist motives and destination competitiveness: A gap analysis perspective. *International Journal of Hospitality & Tourism Administration*, *15*(3), 217–247.

Park, C. W., MacInnis, D. J., & Priester, J. R. (2006). Beyond attitudes: Attachment and consumer behavior. *Seoul National Journal*, *12*(2), 3–36.

Patwardhan, V., Ribeiro, M. A., Woosnam, K. M., Payini, V., & Mallya, J. (2020). Visitors' loyalty to religious tourism destinations: Considering place attachment, emotional experience and religious affiliation. *Tourism Management Perspectives*, *36*, 100737.

Paulauskaite, D., Powell, R., Coca- Stefaniak, J. A., & Morrison, A. M. (2017). Living like a local: Authentic tourism experiences and the sharing economy. *International Journal of Tourism Research*, *19*(6), 619–628.

Pecsek, B. (2015). The role of passages in urban tourism: Trabouler in Lyon. *Sitcon 2015—Singidunum International Tourism Conference* (pp. 252–256). Singidunum University.

Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. *Information Technology & Tourism*, *22*(3), 455–476.

Pereira, G. D. A., & Gosling, M. (2019). Push and pull motivations of Brazilian travel lovers. *Brazilian Business Review*, *16*, 63–86.

Pless, N. M., & Appel, J. (2012). Pursuit of dignity and social justice: Changing lives through 100% inclusion—How Gram Vikas fosters sustainable rural development. *Journal of Business Ethics*, *111*(3), 389–411.

Plunkett, D., Fulthorp, K., & Paris, C. M. (2019). Examining the relationship between place attachment and behavioral loyalty in an urban park setting. *Journal of Outdoor Recreation and Tourism*, *25*, 36–44.

Prandi, C., Nisi, V., Ribeiro, M., & Nunes, N. (2021). Sensing and making sense of tourism flows and urban data to foster sustainability awareness: A real-world experience. *Journal of Big Data*, *8*(1), 51.

Pritchard, M. P., Howard, D. R., & Havitz, M. E. (1992). Loyalty measurement: A critical examination and theoretical extension. *Leisure Sciences*, 14(2), 155–164.

Proctor, R. W., & Proctor, J. D. (2012). Sensation and perception. *Handbook of human factors and ergonomics* (pp. 59–61). Wiley.

Qamari, I. N., Shaikh, M., Garad, A., Suryono, L. J., & Nuryakin, N. (2023). The impact of the travel and tourism sector on the growth of the national economy. *Journal of Environmental Management and Tourism*, 14(6), 2715–2724.

Rajaratnam, S. D., Nair, V., Sharif, S. P., & Munikrishnan, U. T. (2015). Destination quality and tourists' behavioural intentions: Rural tourist destinations in Malaysia. *Worldwide Hospitality and Tourism Themes*, 7(5), 463–472.

Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS: Revista de Turismo y Patrimonio Cultural*, 11(3), 67–78.

Regalado-Pezúa, O., Sirkis, G., Carvache-Franco, O., Carvache-Franco, M., & Carvache-Franco, W. (2022). Urban tourism perception and recommendation in Mexico City and Lima. *Land*, 11(11), 2021.

Reitsamer, B. F., Brunner-Sperdin, A., & Stokburger-Sauer, N. E. (2016). Destination attractiveness and destination attachment: The mediating role of tourists' attitude. *Tourism Management Perspectives*, 19, 93–101.

Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21.

Richards, G. (2021). Actors in cultural tourism practices. *Rethinking cultural tourism*. Edward Elgar Publishing.

Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. CABI.

Rogers, D. S., Duraiappah, A. K., Antons, D. C., Munoz, P., Bai, X., Fragkias, M., & Gutscher, H. (2012). A vision for human well-being: Transition to social sustainability. *Current Opinion in Environmental Sustainability*, 4(1), 61–73.

Rosas-Jaco, M. I., Almeraya-Quintero, S. X., & Guajardo-Hernandez, L. G. (2020). Tourism awareness as a tourism development strategy: Status of the issue. *AGROProductividad*, 13(9), 77–83.

Roy, D., Dhir, M. G. M., & Ahsan, M. K. (2016). Factors affecting tourist satisfaction: A study in Sylhet Region. *ABC Research Alert*, 4(3), 9–20.

Roy, P., & Jasrotia, A. (2024). An insight into the behavior of tech-savvy millennial travelers: A global perspective. *Tourist behaviour and the new normal, Volume I: Implications for tourism resilience* (pp. 173–184). Springer Nature Switzerland.

Saayman, M., Li, G., Uysal, M., & Song, H. (2018). Tourist satisfaction and subjective well-being: An index approach. *International Journal of Tourism Research*, 20(3), 388–399.

Sahoo, D., & Mohanty, S. (2022). Does demographic factor affect tourist behaviour? Findings from the religious site of Jagannath Dham, India. *Geojournal of Tourism and Geosites*, 43(3), 1071–1080. <https://doi.org/10.30892/gtg.43327-902>

Said, J., & Maryono, M. (2018). Motivation and perception of tourists as push and pull factors to visit national park. In *E3S Web of Conferences* (Vol. 31, p. 08022). EDP Sciences.

Sano, K., Nagata, S., Sano, H., & Cheer, J. M. (2021). Mobility patterns of international tourists: Implications for responsible urban tourism. *Journal of Responsible Tourism Management*, 1(1), 88–111.

Schroeder, T. (2006). Desire. *Philosophy Compass*, 1(6), 631–639.

Segota, T., Mihalic, T., & Perdue, R. R. (2024). Resident perceptions and responses to tourism: Individual vs community level impacts. *Journal of Sustainable Tourism*, 32(2), 340–363.

Selby, M. (2003). *Understanding urban tourism: Image, culture and experience*. Bloomsbury Publishing.

Shafiee, M., Kashkuli, M., & Rezaei, M. (2025). Identify the impact of tourist attractions on the development of marginal areas. *City, Territory and Architecture*, 12(1), 1.

Shiu, E. M., Hassan, L. M., Thomson, J. A., & Shaw, D. (2008). An empirical examination of the extended model of goal-directed behaviour: Assessing the role of behavioural desire. *European Advances in Consumer Research*, 8, 66–71.

Shu, L., & Zhang, H. (2013). Study on tourist perceptions of urban tourism brand image in Ningbo. *LISS 2012: Proceedings of 2nd International Conference on Logistics, Informatics and Service Science* (pp. 999–1005). Springer Berlin Heidelberg.

Sihombing, D., Sihombing, M., Lubis, S., & Tarmizi, H. B. (2019). Community tourism awareness influence against tourism development and regional development in North Tapanuli Regency, Indonesia. *International Journal of Civil Engineering and Technology*, 10(3).

Singh, M., & Vallarasu, K. (2023). Environmental conservation and sustainability: Strategies for a greener future. *International Journal for Multidimensional Research Perspectives*, 1(3), 185–200.

Singh, S., Yadava, A. K., & Neog, Y. (2017). The determinants and measure of tourist's perception: A study of Namchi District of Sikkim. *International Journal of Research in Social Sciences*, 7(9).

Sinha, S., & Nair, B. (2021). Impact of COVID-19 on destination choice: An empirical study on sociodemographic determinants of future travel behaviour. *Anatolia: An International Journal of Tourism and Hospitality Research*, 32(1), 128–131.

Soto, R. (2016). Competitiveness and sustainability of tourism. *The Economy of Dubai*, 58.

Sroufe, L. A., & Waters, E. (2017). Attachment as an organizational construct. In *Interpersonal development* (pp. 109–124).

Stanchev, R. (2018). The most affected European destinations by over-tourism.

Stylidis, D. (2018). Residents' place image: A cluster analysis and its links to place attachment and support for tourism. *Journal of Sustainable Tourism*, 26(6), 1007–1026.

Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: The role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867–879.

Sukhadeve, V. (2025). The psychology of perception: Understanding how we see the world. *Journals of Knowledge Expansion in Psychology*, 1(1), 1–7.

Taormina, R. J., & Gao, J. H. (2013). Maslow and the motivation hierarchy: Measuring satisfaction of the needs. *The American Journal of Psychology*, 126(2), 155–177.

Thamrin Husain, S. D., & Saing, Z. (2022). The importance of tourism awareness groups in West Halmahera Regency tourism development policies. *Journal of Positive School Psychology*, 6(11), 1209–1218.

Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536–548.

Tukamushaba, E. K., Xiao, H., & Ladkin, A. (2016). The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding. *European Journal of Tourism, Hospitality and Recreation*, 7(1), 2–12. <https://doi.org/10.1515/ejthr-2016-0001>

Ujang, N. (2017). Place attachment and continuity of urban place identity. *Asian Journal of Environment-Behaviour Studies*, 2(2), 117–132.

Ujang, N., & Zakariya, K. (2015). The notion of place, place meaning and identity in urban regeneration. *Procedia: Social and Behavioral Sciences*, 170, 709–717.

United Nations. (1987). *Report of the World Commission on Environment and Development: Our common future*.

United Nations. (2015). *Transforming our world: The 2030 agenda for sustainable development*.

Van Liempt, I., Van Aalst, I., & Schwanen, T. (2015). Introduction: Geographies of the urban night. *Urban Studies*, 52(3), 407–421.

Van Niekerk, M., & Saayman, M. (2013). The influences of tourism awareness on the travel patterns and career choices of high school students in South Africa. *Tourism Review*, 68(4), 19–33.

Vaughn, L. (2019). *Psychology and culture: Thinking, feeling and behaving in a global context*. Routledge.

Wang, Y. J., Wu, C., & Yuan, J. (2010). Exploring visitors' experiences and intention to revisit a heritage destination: The case for Lukang, Taiwan. *Journal of Quality Assurance in Hospitality & Tourism*, 11(3), 162–178.

Wang, Y., Li, G., & Bai, X. (2013). A residential survey on urban tourism impacts in Harbin. In *Urban tourism in China* (pp. 81–94). Routledge.

Wei, Q., Lv, D., Fu, S., Zhu, D., Zheng, M., Chen, S., & Zhen, S. (2023). The influence of tourist attraction type on product price perception and neural mechanism in tourism consumption: An ERP study. *Psychology Research and Behavior Management*, 3787–3803.

Williams, J., & Lawson, R. (2001). Community issues and resident opinions of tourism. *Annals of Tourism Research*, 28(2), 269–290.

Xiang, Z., & Fesenmaier, D. R. (2022). Travel information search. *Handbook of e-Tourism* (pp. 921–940).

Xun, L., & Xu, Y. (2021). Tourists' perception evaluation of red tourism attractions based on grounded theory. *Academic Journal of Humanities & Social Sciences*, 4(12), 109–112.

Yamaguchi, I. (2003). The relationships among individual differences, needs and equity sensitivity. *Journal of Managerial Psychology*, 18(4), 324–344.

Yoo, K. H., & Gretzel, U. (2008). What motivates consumers to write online travel reviews? *Information Technology & Tourism*, 10(4), 283–295.

Yoo, M., Bai, B., & Singh, A. (2020). The evolution of behavioral loyalty and customer lifetime value over time: Investigation from a casino loyalty program. *Journal of Marketing Analytics*, 8, 45–56.

Zafu, B., & Alemu, M. M. (2016). Tourist satisfaction and service delivery at Nech Sar National Park of Ethiopia. *Open Access Library Journal*, 3(12), 1–13.

Zamfir, A., & Corbos, R. A. (2015). Towards sustainable tourism development in urban areas: Case study on Bucharest as tourist destination. *Sustainability*, 7(9), 12709–12722.

Zeng, L., & Yi Man Li, R. (2021). Tourist satisfaction, willingness to revisit and recommend, and mountain kangyang tourism spots sustainability: A structural equation modelling approach. *Sustainability*, 13(19), 10620.

Zhang, F., Clifton, K. J., & Shen, Q. (2007). Re-examining ICT impact on travel using the 2001 NHTS data for Baltimore Metropolitan Area. *Societies and cities in the age of instant access* (pp. 153–166). Springer Netherlands.

Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213–223.

Zheng, Y., Zhang, J., & Li, J. (2024). Gamified experience design: A case study on China's immersive tourist blocks in historic cities. *Frontiers in Sustainable Tourism*, 3, 1482203.

# Chapter 3

## *Research Methodology*

<i>Contents</i>	3.1.	<i>Introduction</i>
	3.2	<i>Research Problem</i>
	3.3	<i>Research Questions</i>
	3.4	<i>Objectives of the Study</i>
	3.5	<i>Hypotheses of the Study</i>
	3.6	<i>Scope of the Study</i>
	3.7	<i>Research Methodology</i>
	3.8	<i>Variables Used</i>
	3.9	<i>Conceptual Framework</i>
	3.10	<i>Pilot Study</i>
	3.11	<i>Reliability Test</i>
	3.12	<i>Data Analysis</i>
	3.13	<i>Operational Definitions</i>
	3.14	<i>Period of the Study</i>
	3.15	<i>Limitations of the Study</i>
	3.16	<i>Conclusion</i>
	3.17	<i>References</i>

### **3.1 Introduction**

The urban tourist sector has been dynamic throughout the world for many years, with both significant returns and downsides. The significance of urban tourism was largely overlooked in past decades and was virtually non-existent in the late 1980s and 1990s (Ashworth, 2003). However, with advancements in travel, it has become easier, faster and often more affordable to visit cities than it was years ago (Edgell et.al., 2008). Structuring and shaping of urban tourist centres has

become a priority in the present context, in order to handle every norms and procedures of the tourist destiny in a prearranged and attractive manner. An urban tourist centre with appropriate formature brings delight and fulfilment to the hearts of the tourist making them to visit the destinations again and again and even to spread positive word of mouth. For positioning and structuring the tourist area in the most appropriate form, adequate research and scrutinized evaluation needs to be formulated.

### **3.2 Research Problem**

Tourism is a significant sector in India, contributing not only to economic growth and foreign exchange earnings but also to employment generation and regional development (Mishra et al., 2011; Stojanovska-Stefanova, et al., 2019). Among the many forms of tourism flourishing in India—such as eco, cultural, heritage, adventure, and wellness tourism—the domain of urban tourism has remained comparatively underexplored, particularly in academic discourse and policy focus. While countries such as Singapore, South Africa, Philippines and Malaysia have recognized urban tourism as a strategy for sustainable development and urban revitalization (Telfer & Sharpley, 2015; Rogerson, 2017; Armas & Pascual, 2024), Indian states—including Kerala—have yet to meaningfully incorporate urban tourism within their long-term tourism planning frameworks.

Kerala, known as “God’s Own Country,” is globally acclaimed for its backwaters, eco-destinations and hill stations. Current tourism studies in Kerala largely centre around responsible tourism, eco-tourism and sustainability initiatives rooted in natural landscapes (Joseph, 2020), leaving a research void on urban tourism’s potential and challenges. (Wikipedia Contributors, 2018)

In this context, Thrissur, the cultural capital of Kerala, emerges as a strategically important case for initiating and institutionalizing sustainable urban tourism development. Thrissur is a Corporation rich in cultural heritage, historical significance, religious traditions, literary legacy and artistic institutions such as the Kerala Sahitya Akademi and Kerala Kalamandalam. It is also home to the iconic Thrissur Pooram, widely regarded as Kerala’s most colourful temple festival. Furthermore, the Corporation hosts diverse tourism experiences within a compact 10

km radius around the Thrissur Municipal Corporation, urban core and urban fringe, (Desa, 2018 and Redefining, 2012) including:

- Religious and spiritual destinations
- Historical and archaeological museums
- Performing arts and literary centres
- Traditional handloom clusters (e.g., Kuthampully)
- Ayurveda and wellness tourism spots
- Urban parks and curated shopping experiences
- Backwaters and agricultural landscapes

This makes Thrissur a unique urban tourism cluster with multi-faceted visitor appeal, combining spiritual, cultural, economic and recreational dimensions.

Despite receiving over 21 lakh domestic tourists in 2022 and ranking third in Kerala after Thiruvananthapuram and Ernakulam (Kerala Tourism Statistics, 2022), Thrissur lacks a coordinated urban tourism development strategy. Moreover, the district has the highest number of statutory towns (135) and hosts 25% of Kerala's urban localities (SPB Kerala, 2024), indicating substantial infrastructural and demographic potential for future urban tourism expansion.

Given these dynamics, the present study seeks to investigate the awareness, perception, desire, satisfaction, attachment, loyalty and challenges experienced by tourists visiting urban destinations in Thrissur. The central aim is to develop a comprehensive and sustainable urban tourism development plan, grounded in empirical evidence and aligned with tourists' preferences and expectations. The goal is to help policymakers, tourism development councils and government agencies to develop a sustainable urban tourism development plan. Such a plan would be aimed at stimulating local entrepreneurship, enhancing the quality of tourist experiences and promoting socio-economic inclusivity within urban centres. Once validated through empirical research, this framework can guide the formulation of evidence-based urban tourism policies and be replicated across emerging urban centres in Kerala, thereby offering a scalable and sustainable model for urban tourism development in India.

### **3.3 Research Questions**

- i. What is the awareness and perception level of tourists on urban tourism?
- ii. What are the various desires of tourists towards urban tourist destinations?
- iii. Whether the tourists are satisfied towards urban tourist destinations in Thrissur Corporation?
- iv. Whether the tourists are attached towards urban tourist destinations in Thrissur Corporation?
- v. Whether the tourists are loyal towards urban tourist destinations in Thrissur Corporation?
- vi. Whether any challenges are faced by the tourists while visiting urban tourist destinations and what are the remedies for overcoming strategic challenges?
- vii. Whether any association exists between tourists' perspectives, sustainability factors and remedies on sustainable urban tourism?

### **3.4 Objectives of the study**

1. To know the awareness and perception of tourists on urban tourism.
2. To know the relationship between type of tourists with tourists' perspectives (awareness, perception, desire, satisfaction, attachment and loyalty).
3. To study the factors contributing to sustainable urban tourism.
4. To identify the challenges faced by the urban tourists in Thrissur Corporation.
5. To know the remedies for overcoming strategic challenges faced by the urban tourists in Thrissur Corporation.
6. To develop a statistical model with 'type of tourists', 'their perspectives', 'sustainability factors', 'strategic challenges' and 'remedies for overcoming strategic challenges' as explanatory variables for 'sustainable urban tourism' as the dependent variable.

### **3.5 Hypotheses of the study**

The following hypotheses were formulated in order to fulfil the objectives of the present study.

- H1: There exists a significant relationship between demographic variables of the tourists and their awareness and perception about urban tourism.
- H2: There exists a significant relationship between demographic variables and primary desire for selecting and travelling to a specific urban tourist destination.
- H3: There exists a positive association between nature of tourists visiting Thrissur Corporation and the emotional and religious factors that influenced them in selection of Thrissur Corporation as tourist destination.
- H4: There exists a positive association between nature of tourists who visited Thrissur Corporation and their perception on the prominent features of Thrissur Corporation as tourist destination.
- H5: There exists a positive association between nature of tourists visiting Thrissur Corporation and their perception on the strengths of Thrissur Corporation to attract more tourists.
- H6: There exists a positive association between emotional and religious factors that influenced tourists in selection of Thrissur Corporation as their tourist destination and satisfaction towards tourism facilities established in Thrissur Corporation.
- H7: There exists a positive association between tourist perception on the prominent features of Thrissur Corporation and satisfaction towards tourism facilities established in Thrissur Corporation.
- H8: There exists a positive association between tourist destination visited by urban tourists and the nature of loyalty extended by them.
- H9: There exists a positive association between the type of tourists and their awareness towards urban tourism.
- H10: There exists a positive association between the type of tourists and their perception towards urban tourism.
- H11: There exists a positive association between the type of tourists and their desire to conduct urban tourism.
- H12: There exists a positive association between the type of tourists and their satisfaction towards urban tourism.
- H13: There exists a positive association between the type of tourists and their attachment towards urban tourism.

- H14: There exists a positive association between the type of tourists and their loyalty towards urban tourism.
- H15: There is an association between awareness towards urban tourism and tourists' perspectives.
- H16: There is an association between perception towards urban tourism and tourists' perspectives.
- H17: There is an association between desire towards urban tourism and tourists' perspectives.
- H18: There is an association between satisfaction towards urban tourism and tourists' perspectives.
- H19: There is an association between attachment towards urban tourism and tourists' perspectives.
- H20: There is an association between loyalty towards urban tourism and tourists' perspectives.
- H21: There is an association between the type of tourists and the nature of challenges faced by them.
- H22: There is an association between tourists' perspectives towards urban tourism and its influences on the environmental, social and economic sustainability of Thrissur Corporation.
- H23: There is an association between tourists' perception on environmental, social and economic sustainability of urban tourism and its influence on the sustainability of urban tourism in Thrissur Corporation.
- H24: There is an association between challenges faced by the urban tourists' and the remedies for overcoming strategic challenges.
- H25: There is an association between remedies for overcoming strategic challenges faced by the urban tourists' and its influence on sustainable urban tourism in Thrissur Corporation.

### **3.6 Scope of the Study**

The scope of the study includes the boundaries of the research work. The major components that distinguish the scope of the study are:

- a. Population

The researcher has conducted the study to analyse the tourist outlooks on urban tourist destinations at Thrissur Corporation. The study precisely scrutinizes those tourists who visited at the urban tourist destinations. The chosen tourist falls under four categories namely domestic tourists (within Kerala), domestic tourists (within India) NRIs and Foreign Tourists. The required population is infinite.

b. Place of the study

The place of the study is limited to urban tourist destinations that comes under the boundaries of Thrissur Corporation.

c. Period of the study

The research inquisitiveness was to explore the perspectives of tourists towards urban tourist destinations at Thrissur Corporation, Kerala. The period for collecting the data ranged from January 2024 to June 2024.

d. Data source

Primary data was used by the researcher as the major source that was collected from the tourists who visited urban tourist destinations at Thrissur Corporation.

### **3.7 Research Methodology**

Research methodology is a vital component of any study, as it provides a structured framework that guides the development of strategies to address the research questions and achieve the study's objectives. Essentially, it encompasses a range of techniques and procedures for collecting, analysing and interpreting data, ensuring that the findings are both reliable and valid (Creswell, 2009). The methodology aims to establish an organized approach that allows researchers to efficiently adapt and carry out various tasks throughout the research process (Bell, et.al., 2022).

#### **3.7.1 Research Design**

The present study titled **“Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists' Perspectives and Strategic Challenges”** is descriptive and analytical in nature. In order to collect the responses from the tourists, the study selected individual tourists who gathered in the varying urban

tourist destinations at Thrissur Corporation. A descriptive study has been conducted in order to gather necessary information's from the respondents. As the study involves hypothesis formation for testing and appropriate interpretation, it is analytical in nature too.

### **3.7.2 Sources of Data**

Data required for the research work were collected and used from both primary and secondary sources.

- a) **Primary data:** Primary data were collected from the individual tourists who gathered in the varying urban tourist destinations at Thrissur Corporation. In the present research work, the researcher tries to analyse the awareness, perception, behaviour, desire, satisfaction, attachment and loyalty of tourists to different urban tourist destinations at Thrissur Corporation along with problems faced and appropriate remedies for the same leading to sustainable urban tourism. For this, a detailed, structured and validated interview schedule was used to gather necessary information. Direct personal interview with the officials of District Tourism Promotion Council, Thrissur and tourists' were also conducted.
- b) **Secondary data:** Secondary data for the study were collected from various published sources like articles, newspapers, thesis, brochures, guides, statistical reports, websites of tourism department, books related to urban tourism.

### **3.7.3 Sample Design**

#### **a. Population**

The present study focuses on the tourists who visited urban tourist destinations at Thrissur Corporation. The study specifically examined the tourists who visited the 23 urban tourist destinations of Thrissur Corporation selected for the study.

#### **b. Sample size determination**

As the population is infinite, the researcher had adopted Andrew Fisher's formula for determining the sample size. As the population is infinite, the following formula was applied to determine the sample size.

here,  
 $Z = Z$ -  
value (1.96

$$\text{Sample Size} = \left[ \frac{(Z \text{ score})^2 \times \text{Std Dev} \times (1 - \text{Std Dev})}{\text{Confidence interval}^2} \right]$$

for a 95% confidence level)

Std Dev = Standard Deviation (0.5 for maximum variability)

confidence interval = 5%

$$= \frac{[1.96^2 \times 0.5 \times (1 - 0.5)]}{0.05^2}$$
$$= 384.16$$

Rounded to 384. Therefore, the sample size for the given population is **384**.

The researcher collected data from 400 tourists of different categories, as and when they were available and willing to participate in the survey, voluntarily. No monetary benefit was paid to the participants for purpose of data collection. At the end of the collection period, it was observed that nearly 16 schedules supplied insufficient data, that would support the researcher in effective compilation of data. These 16 schedules were deducted from actual population, retaining 384 samples information and data supplied.

### **c. Sampling Technique**

The study applied stratified random sampling for the selection of the respondents for the study. For the study, the researcher segmented the target population into four clusters i.e., tourists visiting Thrissur as domestic tourists (within Kerala), domestic tourists (within India) NRIs and Foreign Tourists. From within this group, data was collected from the respondents who were performing their tour in urban centres of Thrissur Corporation.

#### **3.7.4. Designing of Interview Schedule**

The schedule consisted of nine parts which comprises the following details: demographic information, awareness and perception, behaviour, satisfaction, attachment, loyalty, challenges faced by the tourists, remedies for overcoming strategic challenges and sustainability factors.

The first part includes the demographic profile of the respondents such as gender, age, educational qualification, marital status, employment status, nature of

work, number of family members, monthly income, number of earning members and area of residence. The second part consists of questions related to awareness and perception on urban tourism by incorporating questions on tourists' awareness about urban tourism, awareness on the need for promoting urban tourism, perception on comforts and accessories in the urban tourist centres and perception on exclusivity of specific urban destinations. The third part consists of questions related to behaviour of the tourists along with special focus on desire of the tourists. The fourth part consists of questions on tourist satisfaction on various amenities or services available at the tourists' destination. The fifth part consists of questions on tourist attachment towards urban tourist destination with special focus on place, compassion (sympathetic) and religious attachments. Data was also collected to measure the prominence of the tourist destinations at Thrissur Corporation i.e., on the heads like: Competitive merits of Thrissur Corporation, nature of comfort tourists realise in Thrissur Corporation, welcoming and hospitality feature of people in Thrissur Corporation and feel of safety. Data on the tourists' perception on the strengths of Thrissur Corporation in attracting tourists was also collected. The sixth part consists of questions on loyalty towards specific destination. The seventh part consists of the sustainability factors in urban tourism. The eighth part includes the challenges faced by the tourists. And finally, the ninth part consists of remedies for overcoming strategic challenges.

Necessary modifications were made in the schedule by conducting the pilot study and review with experts and finally the data were collected from the 400 respondents.

### **3.8 Variables Used**

The present section depicts the variables and sub -variables used in the study on the basis of the theoretical perspective from the part of the researcher. The researcher has adopted appropriate variables and theories to construct statements for the study.

#### **3.8.1 Demographic variables**

The researcher has adopted various demographic variables for the present study and it includes age, gender, level of education, marital status, employment

status, nature of work, number of family members including the respondent, monthly income, number of people employed and present area of residence.

### **3.8.2 Urban Tourist Awareness**

Awareness of the tourists has been analysed through a detailed evaluation of their general knowledge on urban tourism and the need for urban tourism.

### **3.8.3 Urban Tourist Perception**

Perception of the tourists has been analysed through a detailed evaluation on the comforts and accessory features and exclusivity of urban tourism

### **3.8.4 Urban Tourist Behaviour**

Behaviour of the urban tourists has also been analysed through a detailed evaluation on the travel companion, expectation, tourist timeline, number of days spent and combination of tourist destinations.

### **3.8.5 Urban Tourist Desire**

Desire of the urban tourists has been analysed through a detailed evaluation between demographic variables with features like adventure, study the culture, part of the nature, rest and relax, order to enjoy nightlife, enhance health, explore the world, attain spirituality, sports and entertainment, spend time with family, spend time with friends and relatives and visiting places seen on TV or in a movie.

### **3.8.6 Urban Tourist Satisfaction**

Satisfaction of the urban tourists has been analysed through a detailed evaluation of interest of the tourists to visit the destinations in Thrissur Corporation again, there overall satisfaction towards the individual urban tourist spots at Thrissur Corporation and promotion activities established in Thrissur Corporation for enhancing tourism.

### **3.8.7 Urban Tourist Attachment**

Attachment of the urban tourists has been analysed through a detailed evaluation on the places of destinations visited by the tourists, the number of times of visit to a specific destination, the mode of acquiring information about a

particular destination, number of days spent, emotional and religious factors, prominent features and strengths of the destination.

### **3.8.8 Urban Tourist Loyalty**

Loyalty of the urban tourists has been analysed through a detailed evaluation on their loyalty projected towards the urban tourists' destinations at Thrissur Corporation.

### **3.8.9 Sustainability**

Sustainability has also been analysed through a detailed evaluation of the three major factors that strengthens a specific situation which involves a combination of environmental sustainability, social sustainability and economic sustainability.

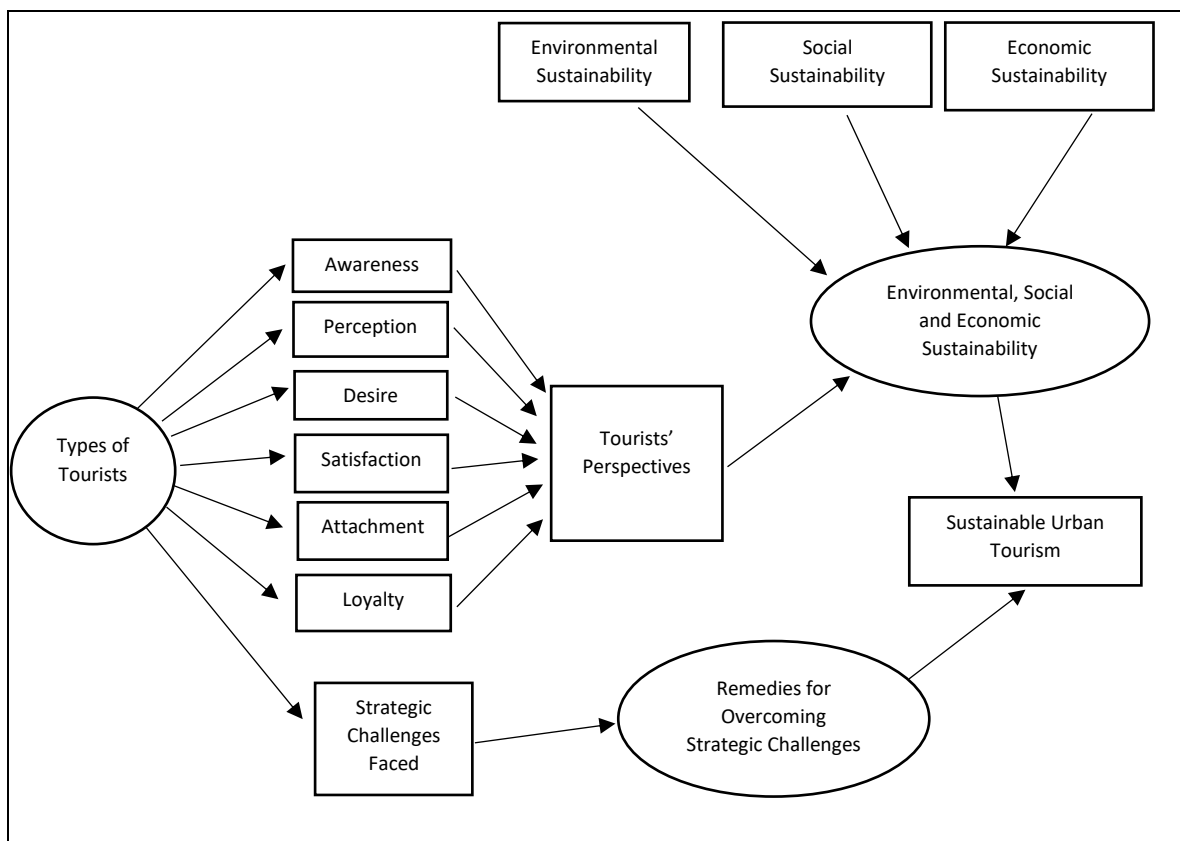
### **3.8.10 Sustainable Urban Tourism**

Sustainable urban tourism has been analysed through a detailed evaluation of economic, social and environmental factors that reflects in the urban tourists' perspectives of the tourists and in selection of urban tourist destinations at Thrissur Corporation.

## **3.9 Conceptual Framework**

The present research study incorporates numerous factors that attract tourists towards urban tourist destinations. Both positive and negative features affecting urban tourist sites are analysed in detail. The study would help to enlighten the concept of urban tourism and its need for effective functioning in Thrissur Corporation and Kerala in general.

### **Figure: 3.1 Conceptual Framework of the Study**



Source: Pictograph Developed for the Study

### 3.10 Pilot Study

A draft interview schedule was prepared and distributed to the respondents and experts in the field of research in order to analyse the content validity. In order to evaluate the reliability and validity of the schedule, a preliminary survey was performed. The draft schedule was given to 61 respondents who visited the tourist destinations at Thrissur Corporation. Based on the pilot study various modifications and corrections were made and finalised the schedule. The pilot study has helped the researcher to focus on the key aspects of the study that helped to complete the research.

### 3.11 Reliability Tests

Sample adequacy, data reliability and validity tests were computed by the researcher in order to ensure the reliability and validity of the study and its results are presented in the following table.

#### a) Reliability Analysis

Table: 3.1

**Data Reliability, Validity and Sample Adequacy**

Variables	Reliability $\alpha$	Composite Reliability (CR)	Convergent Validity AFL	Discriminant Validity	
				AVE	R <sup>2</sup>
Tourists Level of Awareness on Urban Tourism	.802	.834	.812	.811	.785
Tourists Level of Awareness on the Need for Promoting Urban Tourism	.803	.810	.985	.881	.795
Tourists Perception on Various Comforts and Accessories Features in the Urban Tourist Destinations	.929	.819	.851	.821	.780
Tourists Perception on Exclusivity of Tourist Place in Urban Regions	.854	.862	.844	.803	.725
Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination	.788	.920	.984	.805	.737
Tourists Level of Satisfaction towards Tourism Facilities Established in Thrissur	.958	.934	.818	.813	.718
Emotional and Religious Factors Influenced them in Selection of Thrissur as Tourist Destination	.951	.842	.846	.827	.774
Prominent Features of Thrissur Destination Influenced them to Select this Place for Touring	.952	.909	.803	.810	.750
Tourists Perception on Strengths of Thrissur Corporation to Attract More Tourists	.822	.844	.938	.806	.706
Nature of Loyalty Extended towards Thrissur as Tourist Destination	.904	.886	.891	.890	.714
Challenges Faced by Tourist While Visiting Tourist Destinations at Thrissur Corporation	.795	.813	.844	.846	.717
Tourists' Perspectives Towards Urban Tourism with Environmental Sustainability of Thrissur Corporation	.804	.876	.823	.817	.738
Tourists' Perspectives Towards Urban Tourism with Social Sustainability of Thrissur Corporation	.903	.884	.869	.872	.714
Tourists' Perspectives Towards Urban Tourism with Economic Sustainability of Thrissur Corporation	.911	.907	.851	.837	.756
Remedies for Overcoming Strategic Challenges Faced by	.821	.804	.918	.836	.756

Variables	Reliability $\alpha$	Composite Reliability (CR)	Convergent Validity AFL	Discriminant Validity	
				AVE	R <sup>2</sup>
the Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation					
Sustainable Urban Tourism	.833	.814	.859	.882	.734
Overall Cronbach's Alpha	.953				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.913				
Chi-Square Value	38796.613				
Sig	.000				

Source: Primary data

Reliability analysis indicates that Composite Reliability, Convergent and Divergent Reliability exists among the variables and data tested. Similarly, the sample adequacy is recorded as .913 (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) which is satisfactory.

### b) Test of Normality

**Table: 3.2**  
**Test of Normality**

Variables	Kolmogorov-Smirnov	
	Values	Sig
Understanding	0.231	.070
Need for Promoting	0.418	.100
Various Comfort	0.213	.120
Exclusivity	0.272	.080
Primary Desire	0.486	.088
Features of Thrissur	0.314	.100
Satisfaction	0.359	.103
Emotional	0.362	.100
Prominent Features	0.474	.120
Strength	0.439	.100
Nature of Loyalty	0.226	.120
Challenges	0.278	.100
Environment Sustainability	0.314	.083
Social Sustainability	0.321	.086
Economic Sustainability	0.252	.091
Remedies	0.247	.092
Sustainable urban tourism	0.427	.101

Level of Significance: 5 per cent

Kolmogorov -Smirnov test was applied in order to assess the normality of the data and it was found that the data is normally distributed as the p-values are above 0.05. As the data is distributed normally, the researcher adopted parametric test for further analysis.

### **3.12 Data Analysis**

The data was collected from the tourists who gathered at different urban tourist destinations that are selected for the study. The collected data was processed and analysed in both descriptive and inferential mode. For data analysis IBM SPSS Statistics was adopted.

The following statistical tools were applied for hypothesis testing and effective data analysis:

**Table 3.3**  
**Statistical Tools Adopted for Analysis**

<b>SL No.</b>	<b>Tool</b>	<b>Description</b>
1.	Frequency	In order to organize and attain a completed overview of the data
2.	Percentage	To analyse the connotation between the given dataset and to express a portion of the result within a fraction of 100
3.	Mean	A central value for the given data set
4.	Standard Deviation	A statistical tool used to measure spread of the given dataset around the mean score. It is used to analyse the deviation and variability of the values from the average
5.	Rank	To position the given data set in the hierarchical order or importance
6.	Weighted Arithmetic Mean	The method of calculating the average of a group of values where each component has a significant effect or weight. It is applied when certain values and concepts needs to be emphasised more than that of others
7.	One-way ANOVA	A statistical tool adopted in order to analyse whether there exist significant differences among the means of two or more groups that are adopted for the study. The tool is much powerful in analysing whether a single variable (i.e., independent variable) has considerable effect on multiple groups. It also helps to estimate whether variability amongst the group means is much higher than the variability within the group.
8.	Factor Analysis	A statistical tool applied in order to lessen larger number of variables into smaller groups or sets which help in discovering fundamental patterns and associations in a given data set. It is used to analyse complex data set and simplify it for further scrutiny. It is also used to measure the internal correlation of

		the variables.
9.	Confirmatory Factor Analysis (CFA)	Confirmatory Factor Analysis is a statistical tool applied in a data set to check whether the observed variables of the study precisely reflect on the factor or latent structure which is hypothesized. It is applied to check whether the values of a construct are reliable with that of researcher’s understanding about that specific construct or factor.
10.	Structural Equation Modelling (SEM)	SEM model is performed to measure association and complex relations between observed and latent variables. It incorporates the elements and data from factor analysis and path analysis to test the given hypothesis and causal relationship between the factors.
11.	Correlation	Correlation is a statistical tool that is used in research analysis in order to describe the linear relationship between two variables by explaining its strength and direction. The most common measure used in correlation analysis is the “Karl Pearson’s Coefficient of Correlation” where its values ranges between -1 to +1.
12.	Regression	Regression is one of the basic and effective statistical technique used to scrutinize the association between a dependent variable (known as outcomes) with one or more independent variables (known as predictors). The fundamental objective of performing regression analysis in the field of research is to predict and explain the outcomes based on observed variables.

*Source: Compiled by the researcher*

### 3.13 Operational definitions

- i. **Urban tourism:** Tourism activities conducted in large human agglomerations of the urban space with attributes namely cultural, historical, technological, architectural, social, natural, environmental, commercial, non

-agricultural products and services in and around Thrissur Corporation is termed as urban tourism.

- ii. Urban Tourists:** Tourists who visits urban tourist destinations for leisure, business and other purposes are termed as urban tourists.
- iii. Urban Tourist Awareness:** The state of being known about a particular topic, product, service or anything related to urban tourist destination by the tourists is termed as urban tourist awareness. It is the state of having general knowledge and understanding about a specific urban tourist destination, object, subject, activity etc.
- iv. Urban Tourist Perception:** It refers to the way in which the tourists recognize, appreciates, evaluates and analyse an urban tourist destination through sense organs or through mind. It involves understanding, intuitive psychological upsurge or a judgment about a particular urban tourist area that directly reflects in their travel plans, destination selection and overall satisfaction.
- v. Urban Tourist Behaviour:** The way in which an urban tourist reacts or responds by visiting an urban tourist destination can be termed as urban tourist behaviour. It involves the numerous decisions and actions taken by the urban tourists who are involved in the activity of tourism. It covers all activities from selection of an urban tourist destination, making the likely purchases and assessing the overall experience attained.
- vi. Urban Tourist Desire:** A strong feel or aspiration to travel to an urban tourist site in order to explore its specifications and attractions is termed as urban tourist desire. It is the inner motivation that sprouts within the tourists to fulfil their travel needs by visiting urban tourist locations.
- vii. Urban Tourist Satisfaction:** The state of being happy or pleased by visiting an urban tourist destination is termed as urban tourist satisfaction. The feeling that urban tourist’s get with the fulfilment of a tourist need or tourist desire from an urban tourist spot is termed as urban tourist satisfaction.
- viii. Urban Tourist Attachment:** A positive emotional feeling to an urban tourist destination due to its unique and specific features is called as urban tourist attachment. It is a process of physical and mental attachment to a particular urban tourist place that influences their loyalty and satisfaction to the

specific destination. The nostalgic feeling, the sense of belonging and the immerse liking towards an urban tourist arena is also termed as urban tourist attachment.

- ix. Urban Tourist Loyalty:** The state of being faithful to or the state of being honest to a particular urban tourist destination, that urges them to revisit these destinations and to spread positive word of mouth to the general public is called as urban tourist loyalty.
- x. Sustainability:** Sustainability can be termed as the capability of a particular scenario to attain overall growth and prosperity in an everlasting manner. Sustainability in urban tourism indicates the efficiency of the tourist activities and its promotion in such a way that it brings upliftment in the environment, social and economic sectors.
- xi. Sustainable Urban Tourism:** It refers to the tourism activities performed in the cities that help to bring balanced growth in the economic, social and environmental measures of the cities. Its objective is to reduce the ill-effects to the society thereby increase and upgrade the positive contributions of urban tourism to the urban environment. It confirms a sustainable future for both the urban tourists and to the inhabitants by considering economic, social and environmental factors.
- xii. Urban Tourist Perspectives:** It refers to the general viewpoint, the experiences attained and the normal expectations of the urban tourists while visiting a specific urban tourist destination. It includes features like awareness, perception, behaviour, desire, satisfaction, attachment and loyalty which the tourists possess and attains after visiting an urban tourist centre. Perspectives provide a very crucial step for evaluating the tourists on how they choose a particular destination, how they evaluate their trips and the way in which they rate a particular urban tourist destination.
- xiii. Nature of Tourists/Type of Tourists:** The researcher has used both terms namely ‘nature of tourists’ and ‘type of tourists’ interchangeably in the entire research work.
- xiv. Remedies for Overcoming Strategic Challenges/Strategies for Resolving Issues:** The term ‘remedies for overcoming strategic challenges’ was used by

the researcher as ‘strategies for resolving issues’, specifically in the SEM Model.

- xv. Thrissur/Thrissur Corporation:** The researcher has used both terms namely “Thrissur” and “Thrissur Corporation” interchangeably in the entire research work.
- xvi. Tourism/Urban Tourism:** The researcher has used both terms namely “Tourism” and “Urban Tourism” interchangeably in the entire research work.
- xvii. Tourists/Urban Tourists:** The researcher has used both terms namely “Tourists” and “Urban Tourists” interchangeably in the entire research work.

### **3.14 Period of the Study**

The main data for the research work was collected by the researcher with the help of a structured schedule along with the support of secondary data like journals, articles, books, theses, dissertations and websites. The primary data were collected from the tourists between the time period from January 2024 to June 2024.

### **3.15 Limitations of the study**

1. The data possessed qualitative characteristics and required quantification in order to fulfil the objectives of the study.
2. The study is also subject to the limitations of the sampling procedure adopted.
3. There is a chance for bias from the respondents, as some of the respondents might have provided an inaccurate response due to lack of available information.
4. The study does not include the entire tourists who visited these urban tourists’ destinations within the time period.
5. With the passage of time the tourists get more aware of the latest features technologies, and various new forms of tourism and hence the results obtained need not be applicable for the coming future generation.
6. There is a chance for personal bias in the response of the tourists as they may be influenced by numerous factors like personal expectations and preferences, seasonality or limited exposure to the complete and wide-ranging urban tourism experiences.



### 3.16 Conclusions

This chapter presents a blueprint of the research work titled “Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists’ Perspectives and Strategic Challenges”. This chapter includes the research problems, research questions, objectives and hypotheses of the study. Scope of the study is elucidated in the next part followed by research methodology that includes research design, sources of data, sample design and interview schedule. Variables used in the study, conceptual framework adopted, pilot study, reliability, validity and normality tests, data analysis, statistical tools applied are also been explained in the chapter. Finally, the chapter also compose with operational definitions used in the research work, period of the study and its limitations projected.

### 3.17 References

- Armas, K. L., & Pascual, M. P. (2024). The economic role of tourist attraction in the Philippines: Basis for comprehensive urban management plan. *International Journal of Hospitality & Tourism Systems*, 17(1).
- Ashworth, G. J. (2003). Urban tourism: Still an imbalance in attention. *Classic Reviews in Tourism*, 143–163.
- Bell, E., Harley, B., & Bryman, A. (2022). *Business research methods*. Oxford University Press.
- Creswell, J. W. (2009). Mapping the field of mixed methods research. *Journal of Mixed Methods Research*, 3(2), 95–108. <https://doi.org/10.1177/1558689808330883>
- Edgell, D. L., Swanson, J., Allen, M. D., & Smith, G. (2008). *Tourism policy and planning: Yesterday, today, and tomorrow*. Routledge.
- Government of Kerala. (2023). *Economic review 2023: Volume one*. [https://spb.kerala.gov.in/sites/default/files/2024-02/ER\\_English\\_Vol\\_1\\_2023.pdf](https://spb.kerala.gov.in/sites/default/files/2024-02/ER_English_Vol_1_2023.pdf)
- Joseph, J. (2020). Economic impact of tourism in Kerala, India. *European Online Journal of Natural and Social Sciences*, 9(3), 610.
- Kerala Tourism. (2022). *Kerala tourism statistics – 2022 – Highlights*. [https://www.keralatourism.org/tourismstatistics/tourism\\_statistics\\_202220230729105001.pdf2024](https://www.keralatourism.org/tourismstatistics/tourism_statistics_202220230729105001.pdf2024)

Mishra, P. K., Rout, H. B., & Mohapatra, S. S. (2011). Causality between tourism and economic growth: Empirical evidence from India. *European Journal of Social Sciences*, 18(4), 518–527.

Organisation for Economic Co-operation and Development (OECD). (2012). *Redefining “urban”: A new way to measure metropolitan areas*. OECD Publishing.

Rogerson, C. M. (2017). Creative industries and urban tourism: South African perspectives. *Urban tourism in the developing world* (pp. 167–184). Routledge.

Stojanovska-Stefanova, A., Dimitrov, N., & Magdinceva Sopova, M. (2019). The significant role of tourism in achieving the United Nations sustainable development goals. *Knowledge-International Journal, Scientific Papers*, 34(5), 1259–1264.

Telfer, D. J., & Sharpley, R. (2015). *Tourism and development in the developing world*. Routledge.

United Nations, Department of Economic and Social Affairs, Population Division. (2018). *World urbanization prospects: The 2018 revision*. Online edition, Retrieved July 14, 2023

Wikipedia contributors. (2018, December 28). *Demographics of Kerala*. *Wikipedia*. Wikimedia Foundation. [https://en.wikipedia.org/wiki/Demographics\\_of\\_Kerala](https://en.wikipedia.org/wiki/Demographics_of_Kerala), Retrieved April 12, 2024.

## Chapter 4

# THEORETICAL FRAMEWORK

<b>Contents</b>	<i>Part A</i>	
	4.1.	<i>Introduction</i>
	4.2	<i>Urban Regeneration</i>
	4.3	<i>Urban Regeneration and Urban Tourism</i>
	4.4	<i>Urban Tourism</i>
	4.5	<i>History and Evolution of Urban Tourism</i>
	4.6	<i>Benefits of Urban Tourism</i>
	4.7	<i>Urban Tourism Vs Other Forms of Tourism</i>
	4.8	<i>Urban Tourist Awareness</i>
	4.9	<i>Urban Tourist Perception</i>
	4.10	<i>Urban Tourist Behaviour</i>
	4.11	<i>Urban Tourist Desire</i>
	4.12	<i>Urban Tourist Satisfaction</i>
	4.13	<i>Urban Tourist Attachment</i>
	4.14	<i>Urban Tourist Loyalty</i>
	4.15	<i>Sustainability</i>
	4.16	<i>Sustainable Urban tourism</i>
	4.17	<i>Conclusion</i>
	4.18	<i>References</i>
	<i>Part B</i>	
	4.19	<i>Introduction</i>
	4.20	<i>Tourism at Thrissur</i>
	4.21	<i>History of Thrissur District</i>
	4.22	<i>Geographical Area of Thrissur District</i>
	4.23	<i>Thrissur Corporation</i>
	4.24	<i>Urban Tourist Centers in Thrissur Corporation</i>
4.25	<i>Conclusion</i>	
4.26	<i>References</i>	

## **Part A**

### **4.1 Introduction**

In the present chapter, the explanation of the main variables and the concepts used in the study are elucidated. In order to attain precise knowledge about the phenomenon, a theoretical review is obligatory. Hence, it comprises of details regarding urban regeneration, urban regeneration and urban tourism, urban tourism, its history, benefits, comparison between urban tourism with various other forms of tourism, urban tourist awareness, urban tourist perception, urban tourist behaviour, urban tourist desire, urban tourist satisfaction, urban tourist attachment, urban tourist loyalty, sustainability and sustainable urban tourism.

### **4.2 Urban Regeneration**

Urban regeneration is a multi-layered process that aims to revitalize and renew the urban segments which have experienced heavy decline, abandonment and disinvestment. It encompasses a comprehensive strategy that aims to address economic, social, environmental and physical issues faced by the cities (Sopiana & Harahap, 2023). Regeneration of urban segment projects help to transform devastated and underutilized urban areas into a sustainable, vibrant and comprehensive communities by exploiting resources, nurturing association and executing strategic intercessions (Jordan, 2023).

The following details depicts the key components and strategies that are involved in urban regeneration:

**1. Need Evaluation and Goal Setting:** Regeneration of urban precinct starts with a detailed assessment of the prevailing conditions which include the economic, social, environmental and infrastructural challenges. Stakeholder involvement plays a vital role in recognizing the needs of the communities, aspirations and their priorities which help in the development of regeneration goals and objectives (Yiannakou, 2020).

**2. Strategic Planning and Procedural Framework:** Development of a crucial plan and an appropriate policy structure enables to provide a roadmap for the urban

regeneration on a short, medium and long-term basis. For this, a target area for regeneration must be defined as an initial step, followed by establishment of strategies for attaining outcomes in the form of job creation, affordable housing projects, and provision for green space and in the enrichment of culture and traditions (Raco, 2003).

**3. Financing and Investment:** Regeneration of urban segment always requires a substantial quantum of investment from the public, private and non-profit zones mainly for the upliftment of infrastructure, properties and community facilities. Financial instruments like tax incentives, loans and grants, public-private partnerships and even crowdfunding need to be utilized in order to attract heavy investment and leverage the resources for rejuvenation schemes (Feldman, et.al., 2019)

**4. Physical Regeneration and Revamping:** Regeneration and revitalisation of the urban areas involve activities such as renovation of historical buildings, brownfield remediation, placemaking initiatives and mixed-use redevelopment (Grodach & Ehrenfeucht, 2015). Reinforcing the built environment, townscapes and community spaces helps to refine the standard of life, increase accessibility, enhance social interaction and helps to create a sense of belongingness among the residents.

**5. Community and Social Development:** Addressing communal disparities, encouraging social consistency and nurturing community empowerment are the fundamental aspects of urban regeneration (Rodriguez, 2016). Community advancement initiatives in the form of social services, healthcare, education, housing provisions and cultural programmes can enhance the overall development and resilience of communities.

**6. Employment Prospects and Economic Diversification:** Regeneration of urban areas is mainly performed in order to upsurge investments, employment, entrepreneurship, small businesses and innovations leading to economic growth. Strategies include support to the local enterprises, promoting creative industries, enhancing tourism, inviting new businesses, fostering training programs and workforce development (Stolarick, et.al., 2010).

**7. Sustainable and Conservational Reflections:** Urban rejuvenation efforts reinforce sustainable development principles by highlighting ecological stewardship, resource efficiency and resilience to climate change. Integrating green infrastructure, water management policies, renewable energy sources and sustainable transport options would boost environment quality, alleviate urban heat effects and encourage ecological biodiversity (Elliott, et.al., 2020).

**8. Evaluation, Monitoring and Adaptive Management:** Frequent evaluation, monitoring and adaptive management are inevitable for measuring the effectiveness of regeneration initiatives, tracing progress towards the goals and for making necessary adjustments as and when needed. Feedback mechanisms, benchmarks and the key performance indicators help the stakeholders to evaluate the results achieved and to refine the strategies adopted (Alwaer & Clements-Croome, 2010).

Thus, urban regeneration is a holistic and collaborative approach for the upliftment of the cities in all contexts that helps to stimulate and enhance economic growth and protection.

### **4.3 Urban Regeneration and Urban Tourism**

Urban regeneration plays a significant role in enhancing urban tourism by revitalizing city centres, preserving cultural heritage, improving infrastructure and creating vibrant public spaces and attractions. The following details depict the causes that contribute to the enhancement of urban tourism.

**1. Cultural Heritage Preservation:** Urban regeneration repeatedly focuses on conserving and reinstating ancient landmarks, memorials and cultural spots within urban areas. By preserving and showcasing the cultural heritage of a city, regeneration works create captivating tourist magnetisms that attracts the tourists interested in culture, history and architecture at an unprecedented rate (Licciardi & Amirtahmasebi, 2012).

**2. Formation of tourist-friendly infrastructure:** Urban regeneration includes activities in upgrading transportation networks, enduring accessibility and widening amenities like parks, pedestrian walkways and public facilities. These enrichments

make urban centres more visitor-friendly by enabling easier navigation and enhancing the overall tourist experience.

**3. Expansion of Cultural and Entertainment Districts:** Projects in urban regeneration regularly comprises of cultural and entertainment progressions in the districts by highlighting theatres, galleries, museums, performance venues and dining establishments (Polyzou, 2018). These extra vibrant hubs attract heavy flow of tourists into the destination, who in turn seek entertainment, arts and dining experiences that contributes to the city's tourism appeal.

**4. Reorganisation of Historic Neighbourhoods:** Reorganisation of historic neighbourhoods is taken as a stringent measure by the authorities as part of urban tourist development. Reorganisation of these spaces bring unique character and charm into the hearts of visitors to make their visit memorable too. These rejuvenated regions become magnets for tourists to explore authentic urban experiences, local cuisines, and artisanal products.

**5. Promotion of Urban Festivals and Events:** Regeneration of urban segment always involves organization and promotion of festivals, events and cultural celebrations that showcase the city's legacy, civilizations and creativity (Sasaki, 2010). These festivals and events help to attract more tourists thereby stimulates economic movement and also in contributing cultural vibrancy in the urban landscape.

**6. Formation of Iconic Landmarks and Public Spaces:** Creation of iconic landmarks, public places, parks and waterfronts act as the prime focal point of tourism which are the major ventures adopted in the regeneration projects. These magnetisms usually become classic signs of the city that draws visitors by offering extraordinary experiences.

**7. Support for Creative Industries and Tourism Businesses:** Urban regeneration focuses in supporting growth of creative industries including arts, fashion, design and gastronomy, which contribute to the city's cultural distinctiveness and tourism appeal. Nurturing local talent, encouraging inventive entrepreneurship and renewal

schemes would help to enhance the multiplicity and legitimacy of urban tourism offerings (Gregory, 2016).

**8. Development of Urban Aesthetics and Eminence of Life:** Refining the visual appeal, hygiene and security of urban zones through regeneration boosts the quality of lifecycle for residents and visitors alike (Stylidis, et.al., 2016). Gorgeously redesigned streetscapes, public art installations and well-maintained public areas create a positive imprint on tourists and inspire them to explore and spend time in the city.

Thus, urban regeneration plays a vigorous role in enlightening urban tourism by preserving cultural tradition, refining infrastructure, engendering gorgeous destinations and experiences and fostering economic and cultural liveliness. By stimulating urban areas and generating fascinating tourism aids, regeneration projects can contribute significantly to the sustainable development and prosperity of cities as tourist destinations.

#### **4.4 Urban Tourism**

Visiting cities and urban centres for recreation, leisure or cultural exploration that too for a short span of time is termed as urban tourism. Urban tourism offers wider range of attractions and facilities in the form of monuments, museums, cafes, restaurants, parks, greeneries, shopping, nightlife, art galleries, theatres, festivals and concerts. It offers its tourists varying opportunities so as to get them immersed in a positive dynamic atmosphere, local culture and traditions and in the varying lifestyle of the urban tourist destinations. The tourists often wander in urban destinations in order to explore the unique infrastructural facilities, landmarks, historical sites, as well as engaging with the local inhabitants and participating lively in their daily ventures.

Urban tourism plays a noteworthy part in assisting monetary development, exchange of culture, as well as in the sustainable urban growth in destinations throughout the world. (Panasiuk, 2021).

#### **4.5 History and Evolution of Urban Tourism**

The evolution of urban tourism traces back to the ancient civilizations where the cities served as the major centres of trade, commerce, power and culture. In keeping with the upgradation of city centres, urban tourism too emerged in a profound manner reflecting major shifts in the economic, social and technological landscapes (Jansen-Verbeke, 2013). Urban tourism started emerging in the famous cities of Rome, Babylon and Athens that too from the ancient era itself (Lees, 2015). During this period, people travelled to these destinations not only for trade opportunities, but also for cultural enrichment. (Sarmiento, 2020). In olden times, tourists visited cities to admire the grand monuments, to adore the religious spirituals and also to participate in the different types of festivals (Sharpley, 2009). For instance, the city of Rome grabbed a mass quantum of tourists from across the world to admire the architectural beauty and wonders and to take part in the religious vibes (Dietz, 2005).

Moving to the medieval period, pilgrimage tourism emerged as a dominant phenomenon in the urban centres, with main attractions towards cities like Jerusalem, Santiago de Compostela, Canterbury etc. (Lois-González & Solla, 2014). This pilgrimage tourism paved the way for heavy inflow of religious tourists to the site, followed by trade and commerce hubs across Europe, that in turn, fostered exchange of culture leading to economic prosperity (Aruljothi & Ramaswamy, 2019). Later, in the Renaissance era, the tradition of grand tour emerged as a major landmark where the European Aristocrats performed their journeys to major urban centres namely Venice, Paris and Florence (Verhoeven, 2015). These expeditions served as deeper and wider experiences in education, art, classical culture, architecture and in social standing (Laing & Crouch, 2011). The influx of the Industrial Revolution by 18<sup>th</sup> and 19<sup>th</sup> centuries brought significant evolutions in the urban landscapes as the cities were endured with rapid growth and transformation (Morris, 2013). The upsurge of industrial capitalism led to amplified urbanization with escalating metropolises like New York, Paris and London that emerged as universal hubs for trade, commerce and culture (Scott, 2011). Hence, urban destinations were converted to easily accessible platforms for the tourists especially for the growing middle class that encompassed leisure, business and other purposes (Mancinelli, 2020). Modern urban tourism has re-moulded significantly in the present era. By 20<sup>th</sup> and 21<sup>st</sup> centuries, this segment obtained exponential growth,

that were driven by major factors such as globalization, advancement in technologies and the changing consumer preferences (Mihajlović & Krželj-Čolović, 2014). Later, the cities started to market themselves in order to attract visitors by projecting their own unique heritage, culture and architecture (De Carlo, et.al., 2009).

As part of enhancement of urban tourist destination, the authorities also catalysed their genuine efforts for effective preservation and revitalization of the historic centres by renovating these destinations on an everlasting basis. Presently urban tourism is flourishing in major parts of the world in an unprecedented rate and has become the backbone in the development of major economies.

#### **4.6 Benefits of Urban Tourism**

Urban tourism offers wide range of benefits to the society. These benefits can be clubbed under categories like economic, social, cultural and environmental nature. They are as follows:

1. Economic benefits
2. Social Benefits
3. Cultural Benefits
4. Environment benefits

**1. Economic Benefits:** Economic benefits can be subdivided under three main categories like revenue generation, job creation and development of entrepreneurship and small-scale business.

**i. Revenue generation:** A good quantum of revenue can be generated through urban tourism as the visitors spend their income on dining, shopping, accommodation, entertainment, transportation and other tourism related activities. This aids in stimulating local business, creation of jobs and boosting of economic activities in urban areas.

**ii. Job Creation:** Tourism industry offers employment opportunities across numerous sectors including transportation, entertainment, hospitality, retail and tourism services. Career formation in urban tourism helps to lessen unemployment rates, progress household revenues and enhance the overall standard of living of the residents.

**iii. Entrepreneurship and Small Business Development:** Urban tourism nurtures entrepreneurship and wires the development of small businesses particularly in the hospitality, food and beverage, arts, crafts and cultural sectors. Small businesses play a dynamic role in furnishing unique experiences, goods and services that cater to the varied desires and interests of tourists.

**2. Social Benefits:** Social benefits can be subdivided under three main categories like cultural exchange and understanding, community empowerment and preservation of cultural heritage.

**i. Cultural Exchange and Understanding:** Urban tourism enable cultural exchange and collaboration between tourists and local inhabitants, fostering mutual understanding, tolerance and appreciation of diverse cultures, lifestyles and traditions. These intercultural involvements encourage social consistency and harmony inside urban societies.

**ii. Community Empowerment:** Tourism can empower resident communities by providing opportunities for participation in tourism-related events like guided trips, handicraft production, cultural performances and home-stay accommodations. Community involvement in tourism policymaking procedures and benefit-sharing mechanisms can help to ensure that tourism advancement is comprehensive and unbiased.

**iii. Preservation of Cultural Heritage:** Urban tourism segment often takes effort to preserve and encourage cultural heritage spots, historic benchmarks, museums, art galleries and traditional crafts (Timothy & Boyd, 2006). The preservation of cultural heritage not only augments the appeal of urban destinations but also contributes to identity construction, pride and sense of place among residents.

**3. Cultural Benefits:** Cultural benefits can be subdivided under two main categories like arts and cultural enrichment, cultural exchange and innovation.

**i. Arts and Cultural Enrichment:** Urban tourism contributes to the arts and cultural segment by promoting festivals, cultural events, exhibitions, performances and creative industries (Rogerson, 2017). Sightseers take opportunities to witness performances by local performers, artists, musicians and cultural practitioners in

order to enrich themselves with travel experiences thereby contributing to the vitality of urban culture.

**ii. Cultural Exchange and Innovation:** Urban tourism assures exchange of culture, creativity and innovation by exposing visitors to new concepts, outlooks and artistic cultural exchanges. The exchange of cultural experiences and knowledge among tourists and residents can stimulate innovation, cross-cultural alliances and the expansion of new cultural products and experiences.

**4. Environmental Benefits:** Environmental benefits can be subdivided into two main categories like promotion of sustainable practices and support for conservation.

**i. Promotion of Sustainable Practices:** Urban tourism can stimulate enduring practices, such as energy effectiveness, waste lessening, water preservation and green passage decisions (Miller, et.al., 2015). Sustainable urban tourism initiatives aim to lessen unwanted ecological impact of tourism while maximizing the positive contributions to environmental maintenance and safeguarding of urban ecosystems.

**ii. Support for Conservation:** Returns generated from tourism sector can contribute to the preservation and safeguarding of natural and cultural heritage locations within urban areas, including parks, gardens, historical regions and wildlife environments. Sustainable urban tourism management policies prioritize the conservation of natural possessions and biodiversity while delivering opportunities for responsible tourism activities.

Thus, urban tourism puts forward an extensive series of rewards including financial growth, work creation, cultural exchange, community empowerment, environmental preservation and social cohesion. By leveraging these exclusive charms, resources and practices of urban areas, urban tourism would contribute to the sustainable development and opulence of cities as vibrant, inclusive and liveable destinations.

#### **4.7 Urban Tourism vs Other Forms of Tourism**

Urban tourism diverges from other categories of tourism mostly in terms of the destination and the experiences it offers to tourists. Other forms of tourism include rural tourism, adventure tourism, ecotourism, cultural tourism, beach tourism, wellness tourism, cruise tourism, medical tourism, religious tourism, business tourism, sports tourism, educational tourism, heritage tourism and culinary tourism. The following are the major differences spotted between urban tourism and other forms of tourism.

**1. Destination Type:** Making a visit to cities and metropolitan areas is termed as urban tourism whereas other forms of tourism encompass travel to rural or natural areas such as beaches, mountains or countryside retreats.

**2. Attractions and Activities:** Urban tourism offers an extensive choice of cultural, culinary, historical and entertainment attractions and events throughout the city. It includes museums, galleries, theatres, restaurants, shopping districts, nightlife venues and architectural landmarks. Whereas other forms of tourism highlight outdoor recreational activities, wildlife viewing or eco-tourism experiences.

**3. Cultural and Historical Significance:** Urban tourism often pinpoints cultural and historical heritage of towns, projecting their unique identity, traditions and architectural heritage. Tourists visiting urban destinations makes their journey to museums, heritage sites and cultural places to acquire more information about the city's ancient and existing history. In contrast, other types of tourism focus more on natural landscapes, indigenous cultures or outdoor adventures.

**4. Infrastructure and Services:** Urban tourism precincts classically have sophisticated infrastructure and facilities to accommodate visitors, including transportation networks, lodging options, dining launches and entertainment sites. Usually cities with vibrant tourism industries are supported by a diverse range of businesses that cater to tourist's requirements. Other categories of tourism may require diverse types of infrastructure, such as eco-lodges, camping amenities or adventure tour operators.

**5. Market Segments:** Urban tourism attracts a wider series of market segments including artistic tourists, history devotees, foodies, business tourists, urban

explorers and city break tourists seeking short gateways. Other types of tourism focus on unique niche tourists such as adventure tourists, wellness retreat participants or eco-friendly tourists.

**6. Environmental Impact:** Although urban tourism contributes to the ecological sustainability through well-organized transport systems and cultural preservation efforts, it may also face encounters related to overcrowding, contamination and resource consumption in densely populated urban areas (Girard & Nijkamp, 2009). Other kinds of tourism in natural or rural settings may have diverse ecological impacts such as habitat disturbance or ecology degradation (Burger, 2000)

Urban tourism provides tourists the chance to immerse themselves in the dynamic culture, history, and vibrancy of cities while other forms of tourism provide alternative experiences that connect visitors with nature, adventure or relaxation in diverse landscapes and environments (Dileep, 2018). Each form of tourism has its own unique attractions, experiences and challenges catering to different preferences and interests among tourists.

#### **4.8 Urban Tourist Awareness**

Urban tourist awareness is crucial for promoting responsible and enduring tourism practices in urban areas. It encompasses educating sightseers, inhabitants, businesses and legislators about the worth of urban tourism, its influence on local groups and surroundings and the significance of conserving artistic heritage and promoting social inclusivity (Ashworth & Page, 2011). By enriching awareness about the benefits and encounters of urban tourism, stakeholders can undertake appropriate decisions that helps to support long term viability of tourist stations. On the contrary, it helps to minimise the evil impacts too (Lerario & Di Turi, 2018).

Public outreach, information sessions, educational programs, digital media campaigns, signage about the specific destinations are the various awareness demonstration measures that are adopted by the authorities for the publicity and upliftment of the urban tourist sector. This in turn helps to encourage a responsible conduct among the tourists, to help promote in cultural sensitivity and in supporting sustainable urban tourism expansion measures (Cox & Wray, 2011).

Urban tourism awareness empowers individuals and groups to diligently take part in transforming the future of urban tourism in ways that benefit both the inhabitants and tourists alike.

#### **4.9 Urban Tourist Perception**

Urban tourism perception involves the distinctive views, attitudes and ideologies held by visitors, residents and other collaborators regarding urban tourist destinations and their tourism aids (Rasoolimanesh, et.al., 2017). Perception plays a critical role in determining travel decisions, urging destination images and in determining tourist contentment (Liu, et.al., 2017). Optimistic perceptions of urban tourism are frequently allied with vibrant cityscapes, ironic cultural heritage, varied culinary experiences, energetic nightlife and easily accessible transportation systems (Bingöl, 2024).

Perceptions may also be governed by factors such as cleanliness, safety and security, traffic congestions, affordability and environmental sustainability. (Jamei, et.al., 2022). Stringent measures need to be adopted for marketing of urban tourist destinations. Efficient transmission strategies, highlightment of unique attractions, addressing misconceptions and nurturing an intellect of genuineness and hospitality too play a significant role in inculcating positive perceptions of urban tourism into the hearts of the public (Paskaleva-Shapira, 2007).

Thus, by analysing and profoundly handling the tourist perceptions, urban centres can improve their attractiveness and competitiveness and thereby create striking experiences that reverberate with diverse audiences.

#### **4.10 Urban Tourist Behaviour**

Urban tourist behaviour incorporates the motivations, decision-making processes, and activities of tourists visiting metropolitan areas (Bozic, et.al., 2017). Cities offer a unique blend of cultural, historical and recreational attractions that appeal to diverse visitor demographics. Tourists are often motivated by a combination of "push" factors, such as the desire to escape routine or seek novel experiences and "pull" factors, including the allure of iconic landmarks, vibrant nightlife and culinary offerings (Uysal, et.al., 2009). Destination image plays a

pivotal role in shaping tourist behaviour, as perceptions of a city's safety, accessibility and cultural richness influence their choices (Donaldson & Ferreira, 2009). As urban tourism continues to evolve, understanding the behaviours of city tourists remains crucial for creating balanced and sustainable tourism strategies.

Urban tourist behaviour is widely applied to understand how attitudes, subjective norms and perceived behavioural control, influence tourist intentions and actions. This is particularly relevant in urban tourism, as it considers the role of external factors, such as social influence and accessibility of urban attractions, in shaping tourist choices (Iriobe & Abiola-Oke, 2019).

Urban tourists often prioritize the quality of their experiences, blending leisure with cultural education and personal enrichment. The tourists are motivated by the desire to experience visual and cultural spectacles that differ from their daily lives.

Spatial and technological dimensions of the urban tourist centres too play a decisive role in shaping the urban tourism behaviour of the tourists. The movement of tourists within the cities are highly influenced by the specific design of urban tourist destinations and its effective transportation system (Sugimoto, et.al., 2019). Hence, the behaviour of tourists is influenced by numerous factors namely psychological, cultural, spatial and technological that makes them take vital decisions so as to make a visit to these destinations or not.

#### **4.11 Urban Tourist Desire**

Urban tourist desire is a complex phenomenon that gets moulded with the shells of curiosity, anticipation and thirst for worthwhile experiences (Ye & Tussyadiah, 2011). It encompasses a range of cravings that extends from cultural enrichment, historic allurements, culinary adventures and vibrant nightspots. Urban destinations act as a means upon which these desires are layered, offering a treasure full of opportunities for unearthing and exploration. The desire to submerge oneself in the pace and vigour of urban life, to enchant the rhythm of its streets and to touch the heartbeats of its culture, drawing the visitors to urban hubs all around the globe.

In the urban scenery, every angle of the urban tourist destinations holds the promise of delight and fulfilment, igniting desires and glowing the imagination as sightseers keenly embark on an expedition to satisfy their innermost passions for adventure and enlightenment (Cantor, et.al., 2013).

#### **4.12 Urban Tourist Satisfaction**

Urban tourist satisfaction is the feeling that the tourist attains when their actual experiences submerges or exceeds the desired outcomes. It is a pinnacle with a harmonious blend of expectations that the tourists attain from the dynamic city life (Ngabiapsi Kamden, 2017). It rests upon the accomplishment of diverse needs, extending from cultural engagement and exploration to local cuisines, followed by seamless passages and hospitable accommodations (Buhalis, et.al., 2022).

Satisfaction in urban tourism originates from the melodious conjunction of expediency, validity and novelty that it attains with legendary landmarks or hidden gems (Sorkin, 2013).

Tourist satisfaction is used as an indicator to study how tourists rate their experiences in tourism destinations (Saayman, et.al., 2018). A city's capability to repetitively distribute tourist aids on these fronts not only nurtures satisfaction but also lays the footing for enduring loyalty.

#### **4.13 Urban Tourist Attachment**

Urban tourist attachment denotes the emotional relationship and sense of belongingness that the tourists develop with urban tourist venues during their visit. This attachment uses to emerge from countless aspects, including the memorable interactions with the residents, unique experiences attained from the site and cultural encounters availed within the location (Wearing, 2001).

Urban tourist spots regularly offer a diverse range of attractions starting from high paced landmarks, iconic sites, historical destinations, vibrant markets and lively neighbourhoods that directly contribute to the foundation of tourist attachment. Furthermore, local residents' hospitality, urban experience authenticity and the

sensitivity of engagement in the city's troposphere helps to intensify the tourists' attachment towards a specific destination.

Robust tourist attachment not only raises repeated visitation and optimistic word-of-mouth advancement, but also ensures sustainable travel practices as vacationers become advocates for conserving the city's heritage and supporting local-resident communities (Kurian, 2023). Urban destinations can cherish tourist attachment through tactical destination management, communal engagement and by the formation of notable and reliable experiences which connect with holidaymakers at a personal level (Gannon, et.al., 2022).

#### **4.14 Urban Tourist Loyalty**

Urban tourist loyalty is a testimony to the synergetic relationship between tourists and cities, where communal satisfaction breeds long-lasting bonds (Zheng, 2020). It surpasses mere repetition of visits, budding into a deep-seated affinity moulded by encouraging experiences and memorable meetings (Ron & Timothy, 2018). Tourist loyalty is not merely a creation of handiness or routine but rather a projection of the complex interplay between urban attraction and tourist preferences (Cocks, 2001).

From the vibrant rhythm of bustling boulevards to the fascinating charm of historical landmarks, cities become more gorgeous than just tourist destinations. The urban tourist centres transform into personalized heavens that resonate with the unique requirements of each sightseer (Jamieson, 2022).

As urban sceneries endlessly try to reinvent themselves by refining loyalty demands, a subtle equilibrium between innovation and preservation becomes crucial so that it ensures overall satisfaction to the tourists in a sustainable way (Candahashi, 2023).

#### **4.15 Sustainability**

The capacity to tolerate and succeed in the present without spoiling the future can be termed as sustainability. It simply means fulfilling one's requirements currently while making definite that forthcoming generations can also fulfil their

needs too. This concept was initially made popular by the Commission of Brundtland in the year 1987 that speaks about the fair treatment that needs to be followed to both the current and future groups (Borowy, 2013). For the effective functioning of sustainability, the concept needs to be divided into 3 major components or otherwise termed as three independent pillars. They are environment sustainability, social sustainability and economic sustainability.

Environmental sustainability deals with safeguarding natural resources and natural systems in the same manner as it was before in order to hand over the same to the future generation (Ziaul & Shuwei, 2023). It is about preserving the environment so that it can be used in the future. In other words, protection of land, air, water, plants and animals can also be termed as environmental sustainability. The illegal measures like pollution and cutting dense forests, need to be controlled and put to an end in order to attain environment sustainability (Singh & Singh, 2016). Usage of clean energy (for example wind and solar), recycling and reuse of goods, following the rules and regulations passed in the context of environment by everyone would help to contribute a robust economy, healthy human folks with a better and sustainable environment (Gunduz & Yahaya, 2018).

Social sustainability mainly focuses on upholding and refining the social quality of human life by giving due significance to the concepts like consistency, inclusivity, justice and participation (Eizenberg & Jabareen, 2017). It underscores that expansion must be fair and comprehensive, guaranteeing that all the folks, irrespective of age, gender, civilization or income must have contact and free access to the rudimentary needs and chances (Dempsey, et.al., 2011). Social sustainability includes better education healthcare services, equal and fair action for everybody in the society, providing respect for native people and their cultural traditions, offering the public with the right to raise their voices along with safeguarding and friendly neighbourhoods. (Taiwo, et.al., 2020 and Eizenberg & Jabareen, 2017). Without social sustainability, societies become disjointed and defenceless to conflict, elimination and complete poverty, undermining ecological and financial progress (Barron, et.al, 2023).

Economic sustainability includes formation of long-lasting financial systems that assists in better livelihoods, produce revenues and foster modernization without making any ill-effects to the environment and to the society (Hariram, et.al., 2023). It means constructing a powerful and impartial economy that suits for the entire world without making any harm to the public (Cobb, 2007). Economic sustainability includes recycling and repossessing resources, assisting small and medium size business enterprise that encourage local business and ensures employment opportunities, thereby eliminating the poverty. It reassures accountable production and consumption, moral commercial practices and the incorporation of environmental and social charges into market decisions (Azapagic, et.al., 2016).

Thus, the overall sustainability can be achieved only when all the three pillars of sustainability are fulfilled successfully. For this, initiatives and cooperation from the parts namely, the government, business establishments and communities are utmost needed for a bright and future generation.

#### **4.16 Sustainable Urban Tourism**

Sustainable urban tourism symbolizes the practice of evolving and handling tourism in city centres in numerous ways that guarantees long term environmental fortification, social inclusivity and economic vivacity (Andari & Setiyorini, 2016). As cities progressively convert into key tourist terminuses, they face encounters such as congestion, contamination and compression on infrastructural and cultural spots. Sustainable urban tourism intends to discourse these problems by encouraging practices that lessens the adverse impacts while maximizing benefits for both inhabitants and tourists (Alvarez-Sousa, 2018). It assimilates the ideologies of sustainability like conservational care, monetary viability and communal responsibility into the urban development and tourism growth (Udodiugwu, et.al, 2025). Hence, sustainable urban tourism is a combination of environmental, social and economic principles.

In urban backgrounds, environmental sustainability in tourism includes diminishing carbon emanations, handling waste, preserving energy and water and shielding green spaces (Andari & Setiyorini, 2016). As an initiative of smart urban design, environmental sustainability in urban tourism includes advancement of

pedestrian zones, well-organized public transportation and cycling infrastructure, that plays a significant part in decreasing the effect of ecological footprint (Lin, et.al., 2022).

Furthermore, protecting the cultural and historic uniqueness of the cities is vital for generating reliable and inspiring experiences for the sightseers (Nursanty, et.al., 2023). If sustainably and efficiently managed, tourism can take stringent actions to preserve the heritage locations and encourage the local communities with a sense of pride about their heritage sites. Hence, for sustaining tourist measures, involvement and collaboration of numerous parties which includes the policy makers, private stakeholders and local residents is required (Gössling et al., 2016).

Sustainable urban tourism in social sense focuses in encouraging tourism in cities in such a way that it benefits the local inhabitants, brings a feel of respect towards the community and converts the urban places healthier for everyone (Kibiro, 2024). It emphasizes on justice, inclusion and communal harmony by including related resident groups in tourism preparation and permitting them to share their tradition through homestays, guided excursions and local businesses. It inspires sightseers to admire local customs and ceremonies that helps to reserve the cultural identity of the destination. (Sonuç, 2023). It also aids in developing more jobs, supporting fair wages to labourers and providing equal opportunities for everyone, while contributing to harmless, cleaner and more liveable cities through better-quality infrastructure and amenities (Govindan, et.al., 2025).

Economic sustainability in urban tourism involves attaining long term sustainability through creation of good jobs, aiding local suppliers and sellers, spending money on clean transportation by the authorities concerned (Fitzgerald, 2010). It also includes taking stringent measures in order to eradicate the problems that are faced like rise in prices of goods and services, pushing out the residents from the tourism scenario.

Thus, in order to attain sustainability in urban tourism as a whole, a better and effective advancement from the part of the above three pillars of urban tourism sustainability is needed.

#### 4.17 Conclusion

The historical background of urban regeneration and urban tourism are summarised in the first part of the present chapter. Urban tourism plays an indispensable role in the development of the cities. The satisfied tourists become loyal to the destinations and remain attached to a great extent. Details regarding the benefits of urban tourism and a comparison between urban tourism with various other forms of tourism is also performed in order to attain a precise idea about urban tourism. The fundamental theoretical background of the chief areas of the study such as urban tourist awareness, urban tourist perception, urban tourist behaviour, urban tourist desire, urban tourist satisfaction, urban tourist attachment, urban tourist loyalty, sustainability and sustainable urban tourism are also explained in the later part of the chapter.

#### 4.18 References

- Alvarez-Sousa, A. (2018). The problems of tourist sustainability in cultural cities: Socio-political perceptions and interests management. *Sustainability*, 10(2), 503.
- Alwaer, H., & Clements-Croome, D. J. (2010). Key performance indicators (KPIs) and priority setting in using the multi-attribute approach for assessing sustainable intelligent buildings. *Building and Environment*, 45(4), 799–807.
- Andari, R., & Setiyorini, H. P. D. (2016). Green tourism role in creating sustainable urban tourism. *South East Asia Journal of Contemporary*, 9(1), 27–30.
- Aruljothi, C., & Ramaswamy, S. (2019). *Pilgrimage tourism: Socio-economic analysis*. MJP Publisher.
- Ashworth, G., & Page, S. J. (2011). Urban tourism research: Recent progress and current paradoxes. *Tourism Management*, 32(1), 1–15.
- Azapagic, A., Stamford, L., Youds, L., & Barteczko-Hibbert, C. (2016). Towards sustainable production and consumption: A novel decision-support framework integrating economic, environmental and social sustainability (DESIREs). *Computers & Chemical Engineering*, 91, 93–103.

Barron, P., Cord, L., Cuesta, J., Espinoza, S., Larson, G., & Woolcock, M. (2023). *Social sustainability in development: Meeting the challenges of the 21st century*. World Bank Publications.

Bingöl, S. (2024). Exploring memorable travel experiences in urban tourism: Insights from five vibrant cities. *Journal of Multidisciplinary Academic Tourism*, 9(2), 99–112.

Borowy, I. (2013). *Defining sustainable development for our common future: A history of the World Commission on Environment and Development (Brundtland Commission)*. Routledge.

Bozic, S., Kennell, J., Vujicic, M. D., & Jovanovic, T. (2017). Urban tourist motivations: Why visit Ljubljana? *International Journal of Tourism Cities*, 3(4), 382–398.

Buhalis, D., Lin, M. S., & Leung, D. (2022). Metaverse as a driver for customer experience and value co-creation: Implications for hospitality and tourism management and marketing. *International Journal of Contemporary Hospitality Management*, 35(2), 701–716.

Burger, J. (2000). Landscapes, tourism, and conservation. *Science of the Total Environment*, 249(1–3), 39–49.

Candahashi, H. (2023). *Tokyo tales: A stranger in the metropolis of 100 villages*. Hermann Candahashi.

Cantor, N., Englot, P., & Higgins, M. (2013). Making the work of anchor institutions stick: Building coalitions and collective expertise. *Journal of Higher Education Outreach and Engagement*, 17(3), 17–46.

Cobb, J. B. (2007). *Sustainability: Economics, ecology, and justice*. Wipf and Stock Publishers.

Cocks, C. (2001). *Doing the town: The rise of urban tourism in the United States, 1850–1915*. University of California Press.

Cox, C., & Wray, M. (2011). Best practice marketing for regional tourism destinations. *Journal of Travel & Tourism Marketing*, 28(5), 524–540.

De Carlo, M., Canali, S., Pritchard, A., & Morgan, N. (2009). Moving Milan towards Expo 2015: Designing culture into a city brand. *Journal of Place Management and Development*, 2(1), 8–22.

Dempsey, N., Bramley, G., Power, S., & Brown, C. (2011). The social dimension of sustainable development: Defining urban social sustainability. *Sustainable Development*, 19(5), 289–300.

Dietz, M. (2005). *Wandering monks, virgins, and pilgrims: Ascetic travel in the Mediterranean world, AD 300–800*. Penn State Press.

Dileep, M. R. (2018). *Tourism: Concepts, theory and practice*. IK International Pvt Ltd.

Donaldson, R., & Ferreira, S. (2009, February). (Re-) creating urban destination image: Opinions of foreign visitors to South Africa on safety and security? *Urban Forum* (Vol. 20, pp. 1–18). Springer Netherlands.

Eizenberg, E., & Jabareen, Y. (2017). Social sustainability: A new conceptual framework. *Sustainability*, 9(1), 68.

Elliott, H., Eon, C., & Breadsell, J. K. (2020). Improving city vitality through urban heat reduction with green infrastructure and design solutions: A systematic literature review. *Buildings*, 10(12), 219.

Feldman, O., Lugovoi, A., Parker, A., & Farooq, S. (2019, October). Financing mechanisms for sustainable transport and mobility. *47th European Transport Conference*, Dublin, Ireland (pp. 9–11).

Fitzgerald, J. (2010). *Emerald cities: Urban sustainability and economic development*. Oxford University Press.

Gannon, M. J., Taheri, B., & Croall, R. (2022). Memorable cultural consumption: Differences between local and non-local visitors to domestic sites. *Journal of Hospitality and Tourism Insights*, 5(5), 842–864.

Girard, L. F., & Nijkamp, P. (Eds.). (2009). *Cultural tourism and sustainable local development*. Ashgate Publishing, Ltd.

Gössling, S., Scott, D., & Hall, C. M. (2016). *Tourism and sustainability: Principles to practice*. Routledge.

Govindan, K., Kaliyan, M., Kannan, D., & Haq, A. N. (2025). Social sustainability. *Sustainable Supply Chain Management*, 17(8), 455–466.

Gregory, J. J. (2016). Creative industries and urban regeneration: The Maboneng precinct, Johannesburg. *Local Economy*, 31(1–2), 158–171.

Grodach, C., & Ehrenfeucht, R. (2015). *Urban revitalization: Remaking cities in a changing world*. Routledge.

Gunduz, A. Y., & Yahaya, A. M. (2018). The importance of healthy human life on economic development. *Social Sciences*, 7(2), 63–67.

Hariram, N. P., Mekha, K. B., Suganthan, V., & Sudhakar, K. (2023). Sustainalism: An integrated socio-economic-environmental model to address sustainable development and sustainability. *Sustainability*, 15(13), 10682.

Iriobe, O., & Abiola-Oke, E. (2019). Moderating effect of the use of eWOM on subjective norms, behavioural control and religious tourist revisit intention. *International Journal of Religious Tourism and Pilgrimage*, 7(3).

Jamei, E., Chan, M., Chau, H. W., Gaisie, E., & Lättman, K. (2022). Perceived accessibility and key influencing factors in transportation. *Sustainability*, 14(17), 10806.

Jamieson, A. (2022). *My Hokkaido: The ultimate guide to Japan's great northern islands*. Tuttle Publishing.

Jansen-Verbeke, M. (2013). The mutation of cultural landscapes: The “unplanned” tourism map of Europe. *Trends in European tourism planning and organisation* (pp. 15–32).

Jordan, T. (2023). A regenerative study on the impact of urban public green space development on adjacent neighborhoods and communities and its potential to contribute to equitable neighborhood transformation (Doctoral dissertation, Drexel University).

Kibiro, E. G. (2024). Role of urban tourism in promoting sustainable development within Nairobi City County, Kenya (Doctoral dissertation, University of Technology).

Kurian, F. (2023). Sustainable tourism development: A model examining the relationship between destination image, tourist satisfaction, and tourism loyalty. *Journal for ReAttach Therapy and Developmental Diversities*, 6(10s), 1800–1811.

Laing, J. H., & Crouch, G. I. (2011). Frontier tourism: Retracing mythic journeys. *Annals of Tourism Research*, 38(4), 1516–1534.

Lees, A. (2015). *The city: A world history*. Oxford University Press.

Lerario, A., & Di Turi, S. (2018). Sustainable urban tourism: Reflections on the need for building-related indicators. *Sustainability*, 10(6), 1981.

Licciardi, G., & Amirtahmasebi, R. (Eds.). (2012). *The economics of uniqueness: Investing in historic city cores and cultural heritage assets for sustainable development*. World Bank Publications.

Lin, H. H., Hsu, I. C., Lin, T. Y., Tung, L. M., & Ling, Y. (2022). After the epidemic, is the smart traffic management system a key factor in creating a green leisure and tourism environment in the move towards sustainable urban development? *Sustainability*, 14(7), 3762.

Liu, X., Li, J., & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. *Tourism and Hospitality Research*, 17(2), 135–146.

Lois-González, R. C., & Solla, X. M. S. (2014). Chapter nine: New trends in urban. *New tourism in the 21st century: Culture, the city, nature and spirituality* (p. 209).

Mancinelli, F. (2020). Digital tourists: Freedom, responsibility and the neoliberal order. *Information Technology & Tourism*, 22(3), 417–437.

Mihajlović, I., & Krželj-Čolović, Z. (2014). The impact of globalisation on the development of tourism within social and economic changes. *European Scientific Journal*, 2(1), 108–120.

Miller, D., Merrilees, B., & Coghlan, A. (2015). Sustainable urban tourism: Understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism*, 23(1), 26–46.

Morris, A. E. J. (2013). *History of urban form before the industrial revolution*. Routledge.

Ngabiapsi Kamden, J. (2017). *Tourism industry development in Cameroon: Evaluating the influence of service quality and destination image on customer satisfaction among international tourists* (Doctoral dissertation, University of Wales Trinity Saint David).

Nursanty, E., Rusmiatmoko, D., & Husni, M. F. D. (2023). From heritage to identity: The role of city authenticity in shaping local community identity and cultural preservation. *Journal of Architecture and Human Experience*, 1(2), 131–150.

Panasiuk, A. (2021). Contemporary threats to the development of sustainable urban tourism. In *Handbook of sustainable development and leisure services* (pp. 141–156).

Paskaleva-Shapira, K. A. (2007). New paradigms in city tourism management: Redefining destination promotion. *Journal of Travel Research*, 46(1), 108–114.

Polyzou, A. (2018). *Urban regeneration and creative clusters: The case of Thessaloniki*.

Raco, M. (2003). Assessing the discourses and practices of urban regeneration in a growing region. *Geoforum*, 34(1), 37–55.

Rasoolimanesh, S. M., Roldán, J. L., Jaafar, M., & Ramayah, T. (2017). Factors influencing residents' perceptions toward tourism development: Differences across rural and urban world heritage sites. *Journal of Travel Research*, 56(6), 760–775.

Rodriguez, A. (2016). Social innovation for neighbourhood revitalization: A case of empowered participation and integrative dynamics in Spain. *Social innovation and territorial development* (pp. 81–100). Routledge.

Rogerson, C. M. (2017). Creative industries and urban tourism: South African perspectives. *Urban tourism in the developing world* (pp. 167–184). Routledge.

Ron, A. S., & Timothy, D. J. (2018). *Contemporary Christian travel: Pilgrimage, practice and place* (Vol. 85). Channel View Publications.

Saayman, M., Li, G., Uysal, M., & Song, H. (2018). Tourist satisfaction and subjective well-being: An index approach. *International Journal of Tourism Research*, 20(3), 388–399.

Sarmento, C. (2020). Tourism as intercultural business: Locating concepts and questioning identities. *European Journal of Sustainable Development*, 9(3), 400–400.

Sasaki, M. (2010). Urban regeneration through cultural creativity and social inclusion: Rethinking creative city theory through a Japanese case study. *Cities*, 27(Suppl. 1), S3–S9.

Scott, A. J. (2011). Emerging cities of the third wave. *City*, 15(3–4), 289–321.

Sharpley, R. (2009). Tourism, religion and spirituality. *The Sage handbook of tourism studies* (pp. 237–253).

Singh, R. L., & Singh, P. K. (2016). Global environmental problems. *Principles and applications of environmental biotechnology for a sustainable future* (pp. 13–41). Springer.

Sonuç, N. (2023). Culture, tourism, and sustainability (Cultural heritage and sustainable tourism, social sustainability of tourism, socio-cultural sustainability of tourism). *Encyclopedia of sustainable management* (pp. 1083–1089). Springer.

Sopiana, Y., & Harahap, M. A. K. (2023). Sustainable urban planning: A holistic approach to balancing environmental conservation, economic development, and social well-being. *West Science Interdisciplinary Studies*, 1(02), 43–53.

Sorkin, M. (2013). *All over the map: Writing on buildings and cities*. Verso.

Stolarick, K. M., Denstedt, M., Donald, B., & Spencer, G. M. (2010). Creativity, tourism and economic development in a rural context: The case of Prince Edward County. *Journal of Rural and Community Development*, 5(1).

Stylidis, D., Sit, J., & Biran, A. (2016). An exploratory study of residents' perception of place image: The case of Kavala. *Journal of Travel Research*, 55(5), 659–674.

Sugimoto, K., Ota, K., & Suzuki, S. (2019). Visitor mobility and spatial structure in a local urban tourism destination: GPS tracking and network analysis. *Sustainability*, 11(3), 919.

Taiwo, M. O., Samsudin, S., Daud, D. Z., Ataguba, O. J., & Atamamen, F. O. (2020). Review of the current concepts, dimensions, elements and indicators of social sustainability and social development. *European Journal of Molecular & Clinical Medicine*, 7(8).

Timothy, D. J., & Boyd, S. W. (2006). Heritage tourism in the 21st century: Valued traditions and new perspectives. *Journal of Heritage Tourism*, 1(1), 1–16.

Udodiugwu, M. I., Obiakor, U. J., Eneremadu, K. E., Onwuegbuchulem, N. C., & Anyaegbunam, C. E. (2025). Promoting environmental sustainability through eco-friendly products: A critical review for sustainable development. *Annals of Management and Organization Research*, 6(3), 247–252.

Uysal, M., Li, X., & Sirakaya-Turk, E. (2009). Push–pull dynamics in travel decisions. *Handbook of hospitality marketing management* (pp. 412–439). Routledge.

Verhoeven, G. (2015). *Europe within reach: Netherlandish tourists on the Grand Tour and beyond (1585–1750)*. Brill.

Wearing, S. (2001). *Volunteer tourism: Experiences that make a difference*. CABI.

Ye, H., & Tussyadiah, I. P. (2011). Destination visual image and expectation of experiences. *Journal of Travel & Tourism Marketing*, 28(2), 129–144.

Yiannakou, A. (2020). Urban regeneration as a perpetual planning process: Understanding the role of stakeholders in property-led regeneration projects in Greek cities. *Local Economy*, 35(2), 83–104.

Zheng, D. (2020). Building resident commitment through tourism consumption: A relational cohesion lens. *Journal of Destination Marketing & Management*, 16, 100441.

Ziaul, I. M., & Shuwei, W. (2023). Environmental sustainability: A major component of sustainable development. *International Journal of Environmental, Sustainability, and Social Science*, 4(3), 900–907.

## **Part B**

### **4.19 Introduction**

The part deals with tourism at Thrissur, followed by brief history of Thrissur District, its geographical area and its importance. The chapter also gives a brief idea about Thrissur Municipal Corporation and the important tourist destinations that comes under the purview of Thrissur Municipal Corporation as the study specifically focusses on the urban tourist's center's that falls inside the boundaries of Thrissur Municipal Corporation.

#### **4.20 Tourism at Thrissur**

Thrissur district is home to numerous sightseeing attractions that intermingles with the religious, cultural and naturalistic beauty. The district provides wide range of attractions to the tourists that encompasses religious monuments, cultural heritage, natural beauty, wild life and also with modern magnetisms. The cultural gem of Kerala, Thrissur has as many unique features that makes it abiding and fabulous into the minds of the tourists. Nestled in the core part of Kerala, Thrissur stands as a testimony to the state's cultural lushness and historical profoundness (Devika, et.al., 2016). The district engages its residents with numerous festivals, trade fairs and melas. Thrissur Pooram, one of the major festivals of the district attracts thousands of tourists to the destination from around the world which is indeed a grand spectacle of elephants, traditional performances and fireworks. The district has a rich religious composition of temples, churches and mosques along with parks, greeneries, shopping malls, beaches, mountains, waterfalls, palaces, libraries, art and cultural establishments, exhibition centres, concert halls and much more.

#### **4.21 History of Thrissur District**

Located in the central region of Kerala, the district of Thrissur encompasses a rich history that has spanned over several centuries. Thrissur and its neighbouring zones have been occupied as major prominent places since ancient eras, as evidenced by megalithic relics traced in numerous portions of the district (Premkumar, 2021). Thrissur region was part of the ancient Chera Kingdom, which was one of the major Dravidian Kingdoms of South India (Wikipedia Contributors, n.d. and Menon, 1998). Thrissur was a prominent centre of trade and culture during the medieval period (Anjali & Vinod, 2017). The district was known as "Vrishabhadripuram" and later as "Thrishivaperur", which eventually evolved into Thrissur (Wikipedia Contributors, n.d. and Devika, et.al., 2016).

The district saw the rise of various princely states like Cochin, Perumpadappu Swaroopam, and Zamorin of Calicut, which had influence over different parts of Thrissur (Devika, et.al., 2016). The arrival of the Portuguese in the 15th century significantly impacted Thrissur's coastal areas (Pittman, 2022). They

established trade relations and forts along the coast, influencing the local culture and economy. (Malekandathil, 2007). The Dutch East India Company also had a presence in Thrissur during the 17th and 18th centuries, followed by the British East India Company (Muralidharan, 2021). The British ultimately gained control over the region through treaties and alliances with local rulers (Wikipedia Contributors, 2018).

Thrissur district was officially formed on July 1, 1949, with the merger of erstwhile princely states and territories. The district was a part of the Malabar District of Madras Presidency during the British rule and later became part of the state of Kerala after India gained independence in 1947 (Kavitha & Ganesan, 2024).

Thrissur (formerly Trichur), is a city in Kerala, India, and serves as the headquarters of the Thrissur District. (Salini, 2022). Located 304 kilometres (189 miles) north-west of the state capital, Thiruvananthapuram, it is the third-largest urban agglomeration in Kerala, after Kochi and Kozhikode, and the 21st largest in India. (Thomas, 2017). The city is built around a 65-acre (26 ha) hillock called Thekkinkadu Maidanam, which houses the Vadakkunnathan Temple. Thrissur was historically the capital of the Kingdom of Cochin and a significant point of contact for various civilizations, including the Assyrians, Greeks, Persians, Arabs, Romans, Portuguese, Dutch and English. (Wikipedia Contributors, n.d.). The present modern formature and cultural eminence of the city is owed to Sakthan Thampuran (Rama Varma IX) who was the visionary monarch of the Cochin Kingdom from the year ranging from 1770 to 1805 (Narayanan, 2012 and Devika, et.al.,2016).

It was Sakthan Thampuran, the majestic ruler who introduced the famous festival, Thrissur Pooram in the year 1798 which elevated the cultural significance of the city around the globe (Nishanth & Udayanandan, 2021 and Vishwanathan, 2009). His supremacy in trade and administration helped to enhance religious harmony and in fostering inclusivity in the form of encouraged settlements of varied communities. His legacy is cherished in Thrissur's systematized cityscape, energetic festivals and the Sakthan Thampuran Palace is now converted as a museum that honours his contributions (Vinod, et.al., 2022). The city was organized by giving

prime importance to all sectors of the society and specific zoning was adopted for different events (Devika, et.al., 2016).

Renowned for its cultural heritage, particularly its temples and festivals, the Thrissur Pooram, held annually in the Malayalam month of Medam (April/May) at the Vadakkunnathan Temple, is a major cultural event in Kerala. This festival is one of Kerala's most colourful and spectacular temple events. The district has a rich tradition of art, music and literature with Thrissur being considered the cultural capital of Kerala. In the post-independence era, Thrissur has developed as an important commercial and educational hub in Kerala (Sancho, 2012). It has witnessed significant urbanization and growth in sectors such as education, healthcare, and industry. Overall, Thrissur district's history reflects a blend of ancient traditions, colonial influences and modern developments, making it a historically and culturally significant region in Kerala.

Known as the Cultural Capital of Kerala, Thrissur has a rich cultural, spiritual, and religious heritage. It has hosted the Kerala Sangeetha Nadaka Academy, Kerala Lalithakala Akademi and Kerala Sahitya Academy in its city centre (Rajadhyaksha, et.al., 2013).

The city has been a significant centre for Hindu scholarship and is historically associated with the introduction of Christianity, Islam and Judaism to the Indian subcontinent (Wikipedia Contributors, n.d.). Major temples in Thrissur include the Vadakkunnathan Temple, Thiruvambadi Sri Krishna Temple and Paramekkavu Bhagavathy Temple (Sundaresan & Kumar, 2023). Prominent Christian churches include St. Antony's Syro-Malabar Catholic Forane, Our Lady of Lourdes Syro-Malabar Catholic Metropolitan Cathedral and Our Lady of Dolours Syro-Malabar Catholic Basilica, one of the largest Christian church in India (Kuttiyanikkal, 2024). Cheraman Juma Masjid is one of the famous mosques in the district situated in Kodungallur, is the first mosque in India and one of the oldest in the world (Haseena, 2015). Thrissur is also home to the Academy of Sharia and Advanced Studies, an Islamic institute that uniquely incorporates Sanskrit and Hindu texts in its curriculum (Najda, 2018).

As tourism, a major industry, Thrissur attracts the largest number of domestic tourists in Kerala. Thrissur is a prominent academic hub, hosting several prestigious institutions, including:

- Kerala Kalamandalam
- Kerala Agricultural University
- Kerala University of Health Sciences
- College of Veterinary and Animal Sciences
- Sree Kerala Varma College
- St. Thomas College
- Vimala College
- Jawahar Bal Bhavan Thrissur
- Kerala Institute of Local Administration
- Kerala Forest Research Institute
- Kerala Police Academy
- Police Dog Training Centre
- Kerala Fire and Rescue Services Academy
- Excise Academy and Research Centre
- Government College of Music and Performing Arts
- Government College of Fine Arts
- Government Law College
- Government Engineering College
- Government Medical College
- Vaidyaratnam Ayurveda College (Vinod, et.al., 2022 & Devika, et.al., 2016).

Economically, Thrissur is a hub for silks, gold jewellery, retail business and serves as the headquarters of four major scheduled banks namely South Indian Bank Ltd, Catholic Syrian Bank, Dhanalakshmi Bank, and ESAF Small Finance Bank. (Wikipedia Contributors, n.d., “History of Thrissur” and Bidasaria, et.al., 2012 and Valsa, 2019). It is also known for its numerous chit fund companies. The city is also a major hub for gold jewellery and silk production. Thrissur produces 70% of Kerala's jewellery, employing over 40,000 artisans in approximately 3,000 manufacturing units (Sumeetha, 2019). The Ayurvedic drug manufacturing industry

also flourishes here, with notable companies like Oushadhi and Vaidyaratnam Oushadhasala operating locally.

Additionally, the city is a retail powerhouse, hosting well-known brands like Kalyan Group and Joy Alukkas, and has a growing IT presence through Infopark Thrissur. Celebrated as the Cultural Capital of Kerala, Thrissur is synonymous with its rich artistic, literary and festive traditions. The iconic Thrissur Pooram, often referred to as "the Pooram of all Poorams," is a grand temple festival held in April or May, drawing visitors from across the country.

Other cultural highlights include Puli Kali, an Onam celebration where artists are painted as tigers and Buon Natale, a Christmas festival that holds a Guinness World Record for the largest gathering of Santas. Thrissur is also home to Kerala's first cinema hall, established in 1907 (David Joy, 2024) and has a strong sporting culture, especially in football, with notable players like I.M. Vijayan hailing from the city (Shreekumar, 2020). Facilities such as the Thrissur Municipal Corporation Stadium support various sports, and the city has produced international bodybuilding and chess talents, including prodigy Nihal Sarin (Shreekumar, 2020).

Tourism plays a vital role in the Thrissur city's economy, with domestic visitors drawn to its temples, festivals, and cultural heritage. It is known for its grand procession of caparisoned elephants, traditional percussion ensembles like 'Panchavadyam' and 'Melam', and a spectacular display of fireworks. The Guruvayur Sri Krishna Temple, one of the most revered temples in India and the Basilica of Our Lady of Dolours (Puthanpally), a prominent Christian pilgrimage centre, are among the notable religious landmarks in the district. Institutions like Kerala Kalamandalam, dedicated to preserving and promoting classical Indian performing arts such as Kathakali and Mohiniyattam, are located in the district. The presence of these institutions contributes to the intellectual capital and educational excellence of the district.

The architectural elegance of Thrissur reflects a blend of indigenous Kerala architecture with influences from colonial powers like the Dutch and British, contributing to its unique aesthetic appeal (Thanikkad, 2021 and Menachery, 2018). The city's markets, including the famous Swaraj Round and Punkunnam, are

renowned for their vibrant commerce, particularly in gold jewellery manufacturing and trading, earning Thrissur the title of "Golden City of India" (Valsa, 2019).

While primarily known for its cultural and religious significance, Thrissur district also boasts natural attractions like the Athirappilly and Vazhachal waterfalls, which offer stunning vistas amidst lush greenery. These waterfalls, located on the Chalakudy River, attract nature lovers and photographers seeking serene and picturesque landscapes (Mathew, 2012).

#### **4.22 Geographical Area of Thrissur District**

Located in the central Kerala, Thrissur District encompasses a total area of 3,032 square kilometres and is surrounded by the districts of Malappuram and Palakkad to the North, Coimbatore to the East, Ernakulam and Idukki to the South and the Arabian Sea to the West (Wikipedia Contributors, n.d.). Its geographical diversity arrays from coastal plains to midland regions and hilly topographies, making the district with a unique combination of landscapes (Kuruvila, 2024). The coastline of the district stretches approximately to 50 kilometres, and is speckled with sandy beaches and fishing villages. The inland zones feature with lush paddy fields, sprawling plantations and coconut groves. Thrissur's landscape mildly escalates toward the eastern parts of the district, where the Western Ghats dominate, forming the district's highest elevations and contributing to its distinct environmental lushness.

The district is intersected by numerous streams and water bodies that plays a decisive role in its economic and agricultural landscape. Kerala's second-largest river, Bharathapuzha, drifts along the district's northern frontier, while the Periyar and Chalakudy rivers enhance the southern and central regions.

The Kole wetlands, of the district is indeed a Ramsar site and is one of the most noteworthy marshland ecosystems in the state that encompasses a considerable part of Thrissur district (Kuruvila, 2024). It aids as a natural flood-control system with a habitat for diverse flora and fauna, in addition to being a vital rice-growing area. The all-embracing network of canals, ponds and backwaters further augments the district's aquatic resources, supporting fisheries and local livelihoods.

The diverse topography of Thrissur supports a tropical monsoon climate with substantial rainfall throughout the monsoon season and sensible temperatures all over the year. The hilly areas especially in the forested eastern fragments are ironic in biodiversity and form part of the Western Ghats is recognized as one of the world's eight "hottest hotspots" of organic diversity (Antony, 2024). These forests are home to a wide range of flora and fauna, including several rampant and endangered species. The district also holds a variety of agricultural zones, processing crops like rice, coconut, banana and spices. Hence, Thrissur's geographical features not only support its vibrant agriculture and economy but also make it a vital ecological region within Kerala.

Summers, lasting from March to May, are the hottest period of the year, with daytime temperatures soaring to 36–38 °C (96.8–100.4 °F) and high humidity levels making the season uncomfortable (Rohit, 2021). The southwest monsoon follows from June to September, bringing heavy rains that contribute to an average annual rainfall of approximately 3,100 mm (122 inches) (Gorja, et.al., 2023). October and November mark the retreating monsoon, while the cooler winter season, from December through February, brings pleasant weather with daytime temperatures averaging 30 °C (86 °F) (Abram, D., 2010). Thrissur records about 124 rainy days annually, with rainfall peaking during the monsoon months. (Kuruville, 2024).

#### **4.23 Thrissur Corporation**

Thrissur municipality was formed on 1<sup>st</sup> of July, 1942 and later it was converted to Municipal Corporation in the year 2000 by assimilating the Panchayats namely Ollukara, Ollur, Ayyanthole, Vilvattom, Koorkanchery and parts of Nadathara Panchayat. The municipal corporation originated into existence on 2<sup>nd</sup> October 2000 with a total composition of 101.42 sq. km area. The present population of Thrissur in 2011 is 31,21,200 which gives a rank of 113 in India (out of 640 in total) (“District Profile | District Thrissur, Government of Kerala | India”). The male composition of population is 14,80,763 and females with 16,40,437. The sex ratio of the district is 1109/1000 male [(India), (Panchayat Level Statistics 2011, Thrissur District, 2014), (“Thrissur District Population Census 2011-2022, Kerala Literacy Sex Ratio and Density”), (“District Profile | District Thrissur, Government of Kerala | India”)].

Thrissur has an average literacy rate of 95.08% in 2011 with male 96.78% and female with 93.56% (“Thrissur District Population Census 2011-2022, Kerala Literacy Sex Ratio and Density”) (“District Profile | District Thrissur, Government of Kerala | India”). The average population density of the district is 1026 persons per square kilometer (2660/sq. mi). The metropolitan/ urban population of the city is 1,861,269 out of which 879,643 are with male composition and 981,626 females. (“Thrissur Metropolitan Urban Region Population 2011-2025 Census”). According to the census 2011, 67.17 percent (20,96,406) of the total population of Thrissur district lies in urban regions of which males constitute to around 9,92,460 and female with 11,03,946. (“Thrissur District Population Census 2011-2022, Kerala Literacy Sex Ratio and Density”).

As the revenue district of Kerala, Thrissur is home to around 10% of the Kerala’s total population (“District Profile | District Thrissur, Government of Kerala | India”). After Kochi and Kozhikode, Thrissur city is the third major urban agglomeration in the state of Kerala, and in India, the 21st largest [(Raghavan, 2016), (Wikipedia Contributors, n.d.)].

### 4.23.1. Map of Thrissur District

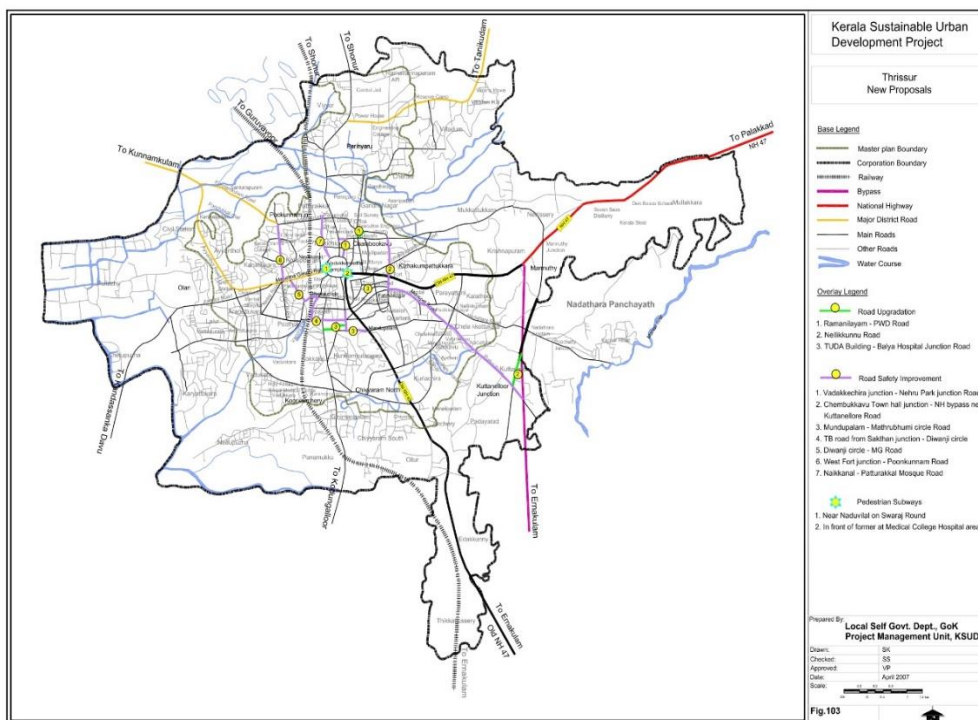
Figure 4.1



Source: Map | CEO Kerala (“Map | CEO Kerala”)

### 4.23.2 Map of Thrissur Corporation

Figure 4.2



Source: Thrissurcorporation.lsgkerala.gov.in. (“Thrissur Corporation”)

Thrissur Corporation is positioned in the heart of Kerala, India, is not only an administrative unit but also a mark of cultural legacy, historical implication and urban development. Thrissur Corporation incorporates a vibrant combination of legacy, commerce and civic amenities that make it a fundamental entity in the state's landscape (Devika, et.al., 2016).

Thrissur, often termed as the cultural capital of Kerala, is immersed in history dating back to prehistoric times (Anjali & Vinod, 2017). The city's name itself has advanced from "Thrishivaperur," demonstrating its worth as a sacred abode (de). At its midst lies the renowned Vadakkunnathan Temple, a historic Shiva temple well-known for its architectural splendour and as the venue for the popular Thrissur Pooram festival (Thanikkad, 2021). This festival, celebrated with unmatched fervour and glory, exemplifies the city's cultural vitality and draws devotees and sightseers from far and wide.

As the executive hub of Thrissur district, the Thrissur Corporation enacts a pivotal role in governing and influencing urban life in the district. It incorporates an area of around 101.42 square kilometres, catering to a group of inhabitants that is varied in culture and commercial activities (Devika, et.al. 2016). The Corporation is accountable for imparting vital civic facilities such as public infrastructure, roads, water supply and waste management and to guarantee a high standard of living for its residents.

The city is famous in the field of trade and commerce, especially in Gold business and in entrepreneurial buildage. The district is home to many educational establishments including Kerala University of Health Sciences, Kerala Agricultural University and several significant schools and colleges. Furthermore, the city boasts modern healthcare amenities, guaranteeing access to eminent medical services for its inhabitants and those from neighbouring provinces.

It is a hub for traditional arts such as Kathakali, Mohiniyattam and traditional music with establishments like Kerala Kalamandalam playing a decisive role in conserving and encouraging these art forms. The city's cultural chart is dotted with exhibitions, performances and literary events that augment the cultural tapestry of Kerala.

Thrissur Corporation attracts a noteworthy number of visitors year-round, due to its enlightening landmarks, religious destinations and natural attraction. The Athirappilly and Vazhachal waterfalls, situated nearby, offers breath-taking sights amidst lush green landscapes (Mathew, 2012). The city's well-preserved historical memorials and galleries offer insights into its memorable past, making it a favoured terminus for history fanatics and tourists seeking cultural immersion.

#### **4.24 Urban Tourist Centers in Thrissur Corporation**

Following are the major urban tourist centres located in Thrissur Corporation that are used in the study:

1. Sri Vadakkumnathan Temple
2. Paramekkavu Bhagavathy Temple
3. Nehru Park
4. Shoba City
5. Vilangan Hill
6. Puzhakkal River Tourism Village
7. Puzhakkal Wet Lands
8. Pullazhi Koleland
9. Sakthan Tampuran palace
10. Thiruvambady Sri Krishna Temple
11. Our Lady of Lourdes Metropolitan Cathedral
12. Our lady of Dolours Basilica
13. Sacred Heart Latin Catholic Church (St. Antony's)
14. State Museum and Zoo
15. Kerala Lalithakala Academy
16. Kerala Sahitya Academy
17. Kerala Sangeetha Nataka Academy
18. Archaeological Museum
19. Heritage garden
20. St. Euphrasia Tomb Shrine
21. St. Antony's Forane Church, Ollur
22. Vaidyaratnam Ayurveda Museum
23. Mannuthy Plant Nurseries

- 1. Sri Vadakkumnathan Temple:** Located in the heart of Thrissur, Kerala, this temple is dedicated to Lord Shiva and stands as an everlasting symbol of

spiritual consecration and architectural splendour (Sree Wadakkunathan Temple, n.d.). It is one of the oldest temples in Kerala, with its ancestries tracing back to prehistoric periods. The temple demonstrates conventional Kerala temple architectonics, distinguished by intricate wooden carvings, magisterial gopurams and the inimitable ‘koothambalam’ or temple theatre. (Vadakkunnathan Temple, 2022). The central shrine sanctorum (srikovil) is bound by a spacious courtyard, enhancing the temple's magnificence.

Beyond its configurational beauty, the temple aids as a momentous spiritual centre, enticing devotees from far and wide, especially during festivals and auspicious occasions. The deity, adored as Vadakkunathan, is renowned through daily rituals accomplished with strict adherence to age-old customs. As a cultural centre, the temple too plays a central role in preserving and encouraging Kerala’s traditional arts, that encompasses Koodiyattam, Kathakali and classical music performances, entertaining the visitors with an immersive artistic experience.

One of the greatest remarkable aspects of the Sri Vadakkunathan Temple is its connection with the magnificent Thrissur Pooram festival, the major and most exciting temple festival in Kerala. During this annual carnival, the temple converts as the focal point of glorious processions highlighting caparisoned elephants, captivating percussion performances and breath-taking fireworks, drawing thousands of disciples and tourists. The temple's supernatural ambiance, peaceful surroundings and centuries-old traditions makes it a perfect place for meditation and peace. (Sundaresan & Kumar, 2023).

- 2. Paramekkavu Bhagavathy Temple:** The Paramekkavu Bhagavathy Temple, situated in Thrissur, is a revered centre of worship devoted to Goddess Bhagavathy, an embodiment of Goddess Durga. With an antiquity courting back numerous centuries, the temple grips immense significance in the spiritual and cultural fabric of Kerala. As one of the primogenital temples in Thrissur, it attracts innumerable devotees who come to seek the blessings of the divinity, signifying power, fortification and opulence.

The temple's architecture displays the crux of conventional Kerala temple design, highlighting a splendid gopuram (gateway tower) ornamented with intricate sculptures and carvings. (Paramekkavu Temple - One of the Participating Temples in Thrissur Pooram, n.d.). Inside, the sanctum sanctorum preserves the presiding deity, where everyday rites and devotions are conducted by priests following time-honoured traditions. The temple also plays a vital role in conserving and promoting Kerala's artistic heritage by hosting cultural events such as music concerts and dance performances that augment visitors with the essence of local traditions.

One of the crucial aspects of Paramekkavu Bhagavathy Temple is its outstanding participation in the famed Thrissur Pooram festival, where it stands alongside the Vadakkunnathan Temple in orchestrating a spectacular celebration (Paramekkavu Temple - One of the Participating Temples in Thrissur Pooram, n.d.). During Pooram, the temple comes alive with glowing processions highlighting elaborately decorated elephants, traditional drumming music and vivacious cultural displays that draw thousands of followers and visitors. The temple ground encircled by lush greenery and ornamented with exquisite architectural design, provide a tranquil and spiritual atmosphere that encourages reflection and reverence. (Menon, 2010).

**Nehru Park:** Nehru Park is a prevalent recreational spot that offers a charming experience for families and children. The park is owned by Thrissur Municipal Corporation and is named as Jawaharlal Nehru Park, in the memory of the first Prime Minister of the country. Positioned at the core of the city, the park offers a variety of attractions that cater to diverse age groups. It composes with well-equipped play areas encompassing swings, slides and other playground equipment, confirming a fun-filled time for young visitors. In the central part of the park, there is a steel elephant statue with 16-foot-high which is indeed an attractive site for the children and the adults. An aquarium within the park comprises of varied collection of fish species which offers an educational cum entertaining experience to the visitors of all ages. (Kerala Tourism & Kerala-Tourism, n.d.).

Furthermore, well-maintained walking tracks permit visitors to take leisurely strolls amidst the greenery. A miniature train ride is also one of the tourist attractions, providing kids with a thrilling and pleasurable experience. A small boating area with paddle boats add to the appeal of the park. Some segments also contain small animal enclosures where visitors can observe birds and other creatures.

To augment sightseer experience, a cafeteria is accessible within the premises, offering snacks and refreshments. With its blend of recreational and natural features, Nehru Park aids as a seamless destination for children to play and for families to spend eminent time together in a safe and vibrant environment.

- 3. Shoba City Mall, Thrissur:** As a premier shopping complex cum entertainment destination, Shoba City mall was inaugurated and open to the public on 17<sup>th</sup> December, 2015. The mall is located near to Puzhakkal, Thrissur with an area of 4,50,000 square feet that is spread over in three floors (Wikipedia Contributors, n.d.). It is one of the major integrated townships of Kerala located within the large 55 acre- Shoba City area. The mall offers over 100 well-known brands like Van Heusen, Allen Solly, Lifestyle, Pantaloons, Apple and Marks & Spencer providing the customers with a complete shopping experience (The, 2015).

Shoba City Mall is the first multiplex cinema in Thrissur, run by INOX, with six screens that accommodates 1400 viewers approximately. It offers 15 food counters that serves both domestic and International cuisines, catering to variety of tastes with a 550-seat food court. Furthermore, the mall offers abundant parking facilities, that too around 700 vehicles at a time and is also equipped with latest facilities like high speed 4G Wi-Fi and CCTV surveillance (The, 2015).

The mall is easily accessible to the public due to its location on the Thrissur- Guruvayur State Highway and has been converted as a prominent landmark in Thrissur district, drawing visitors from all over the state. The beautiful blend of shopping and dining-cum-entertainment opportunities has

converted this destination into a central hub for both the tourist and the locals to attain insightful experience.

- 4. Vilangan Hills:** Vilangan Hill, also termed as Vilangan Kunnu, situated 7km away from Thrissur town is a peaceful and charming hill situated near Thrissur, Kerala, making it a prevalent terminus for both locals and tourists looking for relaxation and natural beauty. With a radius of 8 kilometres, Vilangan hill is a laterite mount with 80 meters above the sea level with a top of around 5 acres (Wikipedia Contributors, n.d.) The mount offers breathtaking panoramic sights of Thrissur city and the adjacent landscape, appealing photographers and nature devotees. Well-maintained walking tracks and pathways provide an excellent opportunity for tourists to discover the lush greenery while enjoying a refreshing nature walk. Tourists who come with their families accompanied by children get a great opportunity to play, rest and relax.

Additionally, the open-air amphitheatre provides a setting for cultural programs, performances and social gatherings, thereby enhancing its appeal as a vibrant communal space. Popularly recognized as the “Oxygen Jar of Thrissur”, the hill encompasses with an open- air theatre, Kudumbashree Canteen, Children’s park, Asokavanam (medicinal garden) and a Vilangan Trekkers club. The medicinal garden is maintained by Asokavanam Samiti and Vilangan Trekkers club in collaboration with Oushadhi and Department of Tourism, Kerala. ([www.hithrissur.in](http://www.hithrissur.in), n.d.).

Visitors can adore peaceful picnic spots dispersed across the hill, that is unanimous for relaxing with family and friends. The sunrise and sunset views can also be seen from the destiny that offers a picturesque atmosphere. Many residents frequently climb the hill for morning and evening walks, jogging and other fitness routines, enjoying the fresh air and natural environments. The existence of a small botanical garden featuring various plant species cater to the educational and recreational part of the visit. The spot is easily accessible through road and it offers ample parking amenities, making it an easy and entertaining gateway.

**5. Puzhakkal River Tourism Village:** As an emerging tourist destination in Thrissur District, Kerala, Puzhakkal River Tourism Village is designed to highlight the charming beauty of the Puzhakkal River, contributing visitors an array of amusing and cultural experiences. The village is located 5km far from the Thrissur town and is opposite to Shoba City. One of the key attractions of the hamlet is its boating services, which permit the visitors to slide along the tranquil waters and immerse in the picturesque surroundings (Puzhakkal River Tourism Village • Entry Fee, Timing, Things to Do, 2021).

The village also encourages eco-tourism by concentrating on the preservation of local flora and fauna, making it a heaven for nature lovers. Well-maintained walking and jogging trails along the riverbank offer a peaceful setting for fitness fans and those beholding for a quiet escape.

The destiny is a major attraction for bird watchers and photographers as it is home to numerous species of birds. Tourists can savor reliable Kerala cuisine at local eateries within the village, indulging in traditional flavours and delicacies. With its easy accessibility and well-connected site near Thrissur city, Puzhakkal River Tourism Village is a perfect breakout for both locals and vacationers, offering a melodious blend of nature, escapade and cultural exploration.

**6. Puzhakkal Wetlands:** Puzhakkal Wetlands in Thrissur is an ecologically noteworthy area that wires a rich biodiversity and plays a decisive role in preserving the environmental balance of the region. The wetland functions as a vital habitat for abundant species of fish, plants and birds, including both inland and migratory species and is home to a mixed range of flora and fauna. The spot is a paradise for bird viewers and nature lovers, particularly during the migratory season when rare and exotic birds can be spotted. The spot is an ideal location for eco-tourism with lush greeneries and interconnected waterbodies. The wetland is spread across a surface area of 13640 hectares or 33,700 acres and acts as a significant natural drainage system for the district (Kerala Photos, 2013). Around 40% of the rice

cultivation for the entire state is produced from this region. It is one of the major and vastly productive wetlands in Kerala. (Kerala Photos, 2013).

Thrissur Kole wetlands holds the third position with respect to the number of birds in India. It has attained a significant stand under the Bird Life International and has over 241 species of birds to its credit, that are usually found in this arena. Special category of birds such as Oriental darter, black belled tern, spot- billed pelican, darter, black-headed ibis, greater spotted eagle, painted stork and cinereous vulture being spotted at the site. Fishes like megalops, Carnax, barramundi, cyprinidae, mangrove red snapper and cyprinoides are also found at this destination on a large scale. (Kerala Photos, 2013).

While the primary focus remains on ecological conservation, the wetlands offer entertaining activities such as guided nature walks and bird-watching tours, offering visitors with an opportunity to experience the natural world responsibly. With its tranquil atmosphere and natural significance, Puzhakkal Wetlands stand as an indispensable sanctuary for wildlife and a peaceful platform for those looking to attach with landscape while supporting conservation efforts.

**7. Pullazhi Kole Wetlands:** Pullazhi Kole Wetlands, also known as Pullazhi Koleland, is a vibrant environmental area in Thrissur, Kerala, and forms part of the universally recognized Vembanad-Kol Wetland system, a designated Ramsar site. This exceptional wetland ecosystem supports an unbelievable variety of vegetation and wildlife, making it a vital habitat for resident and migratory bird species (Jayson, 2018). During the migratory season, nature enthusiasts and bird watchers gathers at this area to observe rare and endangered birds, thus making it a treasure trove for birdwatchers. The wetlands also claim stunning natural scenery, with massive stretches of water scattered with lush greenery, generating a tranquil retreat for visitors and a perfect location for photography.

In addition to its biodiversity, Pullazhi Koleland is recognized for its sustainable agrarian practices. These wetlands are used for paddy cultivation

during the dry season, transmuting into a flourishing wetland ecosystem during the monsoon. This traditional farming method not only endures local livelihoods but also upholds the ecological balance, thereby synchronizing human activity with natural habitat. Pullazhi Kole Wetlands also assists as a centre for eco-tourism, research and conservation (Jayson, 2018 and Dd Architects, n.d.).

Fishing is another significant part of the local culture, with traditional fishing systems offering livelihood for numerous people in the community. Preservation efforts led by administrative agencies, ecological establishments, and local communities aim to guard and preserve this unique ecosystem, confirming its sustainability for future generations. It also, it acts as an active laboratory for researchers and students learning biodiversity, ecology and sustainable farming (Kumar & Sneha, 2021). Conveniently accessible from Thrissur city, the Pullazhi Kole Wetlands provides a seamless blend of nature, culture and ecological worth, making it an indispensable destination for anybody interested in exploring Kerala's rich ecological heritage.

- 8. Sakthan Thampuran Palace:** Also known as Vadakkekara Palace, Sakthan Thampuran Palace is a remarkable historic landmark in Thrissur, Kerala which is named after Sakthan Thampuran (Rama Varma IX), the Monarch of Cochin, who played a significant role in the development of the city (Vishwanathan, 2009). The palace is situated in the town of Thrissur and is a landmark for cultural heritage, traditional architecture and artefacts. The palace was originally built in 18<sup>th</sup> century by then the ruler of the Cochin Kingdom, Rama Varma Sakthan Thampuran.

It has been converted into a museum presently and it offers a unique blend of a unique blend of Kerala's traditional and Dutch architectural elegance. The palace stands as a testimony to the cultural and architectural heritage of the Cochin Kingdom, with a blend of Kerala's and Dutch's traditional architectural style (Sumitha, 2021). The design of the Palace,

including thick walls, high roofs, intricately engraved wooden ceilings and large rooms indicate the magnificence of the era.

The major attractions at the Palace is its transformation into a heritage museum with a wide display of ancient coins, old weapons, bronze statues and old household equipment's. (Sumitha, 2021). Tourists can also explore the royal possessions including ritualistic robes and fixtures, that offer an insight into the luxurious lifestyle of the Cochin royal family. The palace also offers a tranquil and attractive atmosphere with its well-maintained botanic garden which is home to varied range of trees and plants. Its Durbar hall is the next major attraction in this destination where the ruler once held court, showcasing the opulence of royal proceedings. The burial ground of former Cochin rulers and a traditional granary adds to its historic appeal. The palace is easily accessible to the sightseers as it is located in the heart of the city.

- 9. Thiruvambady Sri Krishna Temple:** The temple is a noteworthy and cultural landscape located in Thrissur that offers celestial experience to its followers and visitors. The temple is located at the heart of Thrissur and is one of the admirable temples in the district. It is devoted to Lord Krishna as a child, popularly known as “Unnikrishna”. The temple is fully filled with traditional artistic carvings, intricate model wood work and gracefully designed shrine “sanctum sanctorum” (Sreekovil) (Thiruvambadi Sri Krishna Temple (Thrissur) History, n.d.). The deity in the temple is decorated with precious exquisite jewels and apparels, attracting devotees from across the country. The temple follows a stringent schedule of systematic rituals and poojas, contributing an intensely mystical experience to visitors seeking blessings (Thiruvambadi Sri Krishna Temple (Thrissur) History, n.d.).

The destination is also a key centre for religious commemorations including grand festivities of Vishu, Navaratri and Krishna Janmashtami where mystical poojas, community feasts and cultural performances take place. Beyond its religious worth, the temple aids as a centre for cultural events, conserving and promoting Kerala's artistic legacy through classical music,

devotional singings, dance performances and traditional art forms. Thrissur Pooram, a festival conducted in the month of April is the most significant events of this temple as it stands and performs a crucial role alongside of Paramekkavu temple. The festival is features traditional percussion music, alluring fireworks and richly decorated elephants.

The temple conducts several charitable and social activities such as by arranging free meals (Annadanam), healthcare camps and educational programs for the local public. With the serene atmosphere, lively celebrations and deep routed traditions, Thiruvambady temple stands as a distinguished spiritual and cultural milestone in Kerala. Located in the heart of Thrissur city, this temple attracts wider range of devotees and tourists every year for seeking the divine aura and rich heritage.

**10. Our Lady of Lourdes Metropolitan Cathedral:** As one of the momentous Roman Catholic churches in Thrissur, established in the year 1885, Our Lady of Lourdes Metropolitan Cathedral is one of the most renowned Roman Catholic churches in Thrissur, Kerala and is devoted to Our Lady of Lourdes. The church is also called as Lourdes Cathedral that has been a dominant place of reverence and is an epitome of architectural excellence, blending both Gothic and Indian elegance. Its tall arched ceilings, intricated carvings and stained-glass windows are some of the striking features (Our Lady of Lourdes Metropolitan Cathedral - One of the Largest, n.d.).

A chief highlight of the Cathedral is the enormous secretive Lourdes Grotto, a replica of the eminent sanctuary in France, which serves as a significant pilgrimage site and is believed to have incredible powers. One of the distinguishing features of the Cathedral is the underground chapel that encompasses with a gorgeously decorated prayer room offering the devotees to have a mystical experience.

The church celebrated its centenary in the year 1986 when the (Saint) Pope John Paul II conducted the historic visit to Kerala (Our Lady of Lourdes Metropolitan Cathedral - One of the Largest, n.d.). The Cathedral functions as the seat of the Metropolitan Archbishop of Thrissur, that plays a

magnificent role in the Syro-Malabar Catholic Church. Regular Mass services along with outstanding celebrations like Christmas, Easter and the Feast of Our Lady of Lourdes attract huge congregations of devotees. It stands testimony as a cultural milestone of Thrissur, hosting holy processions, music performances and events that highlight the province's rich heritage. The Cathedral's peaceful atmosphere, accompanied by gorgeously landscaped gardens, offers a peaceful location for meditation and prayer. Placed in the centre of Thrissur, it is easily accessible, making it a key magnetism for both tourists and pilgrims (Our Lady of Lourdes Metropolitan Cathedral - One of the Largest, n.d.).

**11. Our Lady of Dolours Basilica:** Also known as Puthan Pally, the church is one of the most significant and largest churches in Asia positioned as a remarkable symbol of faith, eternity and heritage in Thrissur district. The church is dedicated to Our Lady of Lourdes. The church was constructed between the years 1929 to 1940 and acts as a spectacular Basilica due to its architectural significance that showcases the Gothic style of Architecture such as ribbed vaults, intricate stained -glass windows, soaring spires and pointed arches. (“Our Lady of Dolours Basilica at Thrissur - Biggest Church Tower in India | Mural Paintings in Kerala Churches | Christianity in Kerala | Kerala Tourism” and Francis, n.d.). Its gigantic interior can accommodate thousands of celebrants, making it one of the major churches in India. Identifying its historic and mystical reputation, Pope John Paul II raised it to the position of the Church into a Minor Basilica in the year 1992 (KCBC Site, n.d.)

The Basilica serves as a chief sacred centre, performing daily mass services in numerous languages and hosting momentous Christian festivities including Christmas, Easter and the feast of Our Lady of Dolours. These events are noticeable for its outstanding processions, cultural presentations and community by feasts, fascinating a large number of disciples and visitors. Apart from its spiritual significance, the Basilica plays a decisive part in the resident community, dynamically engaging in cultural, educational and charitable initiatives. It operates orphanages, schools and

healthcare amenities, contributing to communal welfare and elevating the deprived segment (Our Lady of Dolours Basilica Thrissur | Churches in Thrissur, 2024). The interior of the Basilica is decorated with beautiful murals, frescoes and religious sculptures. (“Our Lady of Dolours Basilica”) The church has eleven altars that augment the sacred ambiance. Its location in the heart of Thrissur confirms easy approachability, making it a projecting landmark for vacationers and pilgrims alike.

The serene atmosphere of the Basilica, combined with its architectural grandeur and divine sanctity, offers a tranquil retreat for prayer, reflection and rejuvenation. The Bible Tower situated in the Basilica showcases a spectacular view of the city. It is a magnificent structure and projecting landmark and is considered as the tallest church tower in India with a height of 260 feet and an area with 25,000 square feet (“Our Lady of Dolours Basilica”). The tower showcases the visual narratives of culture and skilled craftsmanship (Francis, n.d.). The church plays a vital part in the lives of Christian folk by hosting numerous religious celebrations.

**12. The Sacred Heart Latin Catholic Church:** The church is generally known as St. Antony’s Church, is a noteworthy dwelling of worship in Thrissur, Kerala, showcasing a combination of traditional Kerala engineering with European and Portuguese stimuluses. Its distinct cross-shaped design, tall ceilings, and attractive interiors create a peaceful and spiritual atmosphere that charms worshippers and visitors alike. Devoted to the Sacred Heart of Jesus, the chapel embraces massive religious reputation for the Latin Catholic community, serving as a medium for worship, prayer and sacred rituals.

The church is intensely engrained in the cultural legacy of Kerala’s Latin Catholics, conserving traditions through its services and communal events. Systematic Holy Mass is performed in Malayalam and occasionally in English, with special services held on Sundays and during main spiritual commemorations. (Sacred Heart Roman Catholic Latin Church, Thrissur,

Thrissur, India - Reviews, Ratings, Tips and Why You Should Go – Wanderlog, n.d.)

One of the most momentous celebrations is the Feast of St. Antony, the patron saint of the church, which is marked by distinct observances, majestic parades and community gatherings that bring together parishioners and followers from close areas. The church vigorously involves with the local public through educational programs, spiritual guidance, social services and nurturing unity and companionship among its members. The interior of the chapel is designed with sacred art, fabulous stained-glass windows portraying Biblical scenes and Catholic saints, religious statues, and enhancing its mystical and artistic appeal. Located in the core of Thrissur, it is easily reachable by road, making it an appropriate and welcoming sanctuary for both visitors and residents. The Sacred Heart Latin Catholic Church (St. Antony's) remains a guiding light of faith and custom, promoting the holy life of its parishioners while standing as a testimony to the cultural and divine heritage of Thrissur.

**13. The State Museum and Zoo:** The State Museum and Zoo is a unique spot for the tourists that flawlessly blends culture with wildlife. Established in the year 1885, the zoo and museum are one of the earliest and the most prominent zoological gardens in India and is situated at Chembukkavu, which is at the heart of Thrissur City, Kerala. (Kerala Tourism & Kerala-Tourism, n.d.) The zoo is also known to be as the “State Zoological Garden” that houses with varied collection of birds, animals and reptiles and hence provide tourists with an opportunity to spot both indigenous and exotic species such as elephants, lions, tigers, deer, monkeys, snakes and a variety of birds.

The zoological garden highlights wildlife preservation and species conservation highlighted by interactive displays. (Anvar, n.d.). Educational programs and distinctly guided trips are frequently performed to elevate consciousness regarding biodiversity and the significance of shielding natural habitats. Adjacent to the zoo is a gorgeously preserved botanic

garden, contributing a tranquil setting with an extensive diversity of vegetations making it an idyllic spot for leisurely walks (Walker, S., 2022).

The State Museum is also situated in the same premises that projects Kerala's rich history and cultural heritage. It is a treasure trove with an inspiring assemblage of historical artifacts, archaeological discoveries, antique sculptures, coins and documents that springs a deep intuition into the region's past routine. (Kerala Tourism & Kerala-Tourism, n.d.). The museum too displays Kerala's artistic ethnicities through exposures of mural paintings, intricate wood carvings, traditional costumes and metalwork. (Kerala Tourism & Kerala-Tourism, n.d.) Ethnographic demonstrations further enhance the tourist experience by explaining the lifestyle, ceremonies and civilizations of Kerala's native groups. Suitably positioned at the core of Thrissur, the State Museum and Zoo are comfortably accessible and assist as a prevalent magnetism for sightseers, families, school groups seeking both educational and entertaining experiences. The spot has well-maintained tourist amenities, including souvenir shops, cafeterias and picnic zones.

**14. The Kerala Lalithakala Academy:** The Kerala Lalithakala Academy established in 1962 in Thrissur is a remarkable establishment committed to fostering and encouraging arts across Kerala (“Welcome to Kerala Lalithakala Akademi | Kerala Lalithakala Akademi” and “Lalithakala Akademi”). It plays a decisive role in promoting numerous forms of artistic appearances which includes paintings, print makings, sculpture, multimedia art and photography. The academy frequently arranges art exhibitions that showcase the works of brilliant artists from Kerala and outside, providing them with a platform to display their inventiveness that engross art enthusiasts.

Furthermore, it conducts seminars, art camps, workshops, skill development, artistic experimentation and wisdom sharing among artists and scholars (“Thrissur Culture, Art Academies in Thrissur, Thrissur Traditions”). Similarly, the academy provides residency programs, letting artists to work in an exciting atmosphere and exchange ideas with their

peers. It also encourages art education by linking with schools, colleges and establishments to inspire young talents in tracking careers in visual arts.

The academy also arranges film screenings, cultural events and performances that exhibits Kerala's artistic diversity. It also recognizes and nurtures participants with outstanding abilities to visual arts through awards, grants and scholarships, and hence inspiring budding artists to excel in this field. By engaging with community through interactive sessions, outreach programs and art talks, the academy nurtures a deep contribution for visual arts and cultural heritage in the State. Centrally located in Thrissur, it aids as a dominant hub for artists, academics and vacationers in conserving and endorsing Kerala's rich creative traditions.

**15. The Kerala Sahitya Academy:** The Kerala Sahitya Academy is a renowned establishment dedicated to the upgradation and preservation of Malayalam literature and language that was inaugurated in 15<sup>th</sup> October 1956 by the former Monarch of Travancore, Chithira Thirunal Balarama Varma, in Thiruvananthapuram (“Kerala Sahitya Academy,” n.d., Major Institutions | District Thrissur, Government of Kerala | India, n.d and Wikipedia Contributors, “Kerala Sahitya Akademi”). It plays a critical role in encouraging poets, writers and literary scholars by conducting literary events, workshops and seminars that cheer intellectual deliberations and imaginative expression (:: Welcome to Sahitya Akademi ::..., n.d. and Major Institutions | District Thrissur, Government of Kerala | India, n.d.).

One of the significant contributions by the Academy is the impressive literary awards it confers that recognises writers who have made great contribution to Malayalam literature. Furthermore, the establishment publishes an extensive series of literary works, critical essays and research papers, certifying the sustained development and life-long documentation of literary works (Kerala Sahitya Akademi, n.d.). The Academy is committed to exploration and documentation, and to sustaining archives and libraries that serves as valuable resources to researchers and scholars. The academy also arranges vivacious literary commemorations and cultural programs that

celebrate the fruitfulness of Malayalam literature, providing a platform for novelists to link with their spectators.

Beyond literary programs, the Kerala Sahitya Academy vigorously nurtures evolving literary aptitude through fellowships and scholarships thereby stimulating inventive writing and research. It reinforces translation projects that bring worldwide literary works to Malayalam readers and vice versa, nurturing cross-cultural exchange (“Kerala Sahitya Academy,” n.d.). It also collaborates with numerous educational institutions in order to promote language studies and literary education, assisting curriculum expansion and academic programs. Furthermore, it undertakes creative activities to conserve Kerala’s cultural legacy through literature, fostering a sense of pride and uniqueness among its people. Expediently positioned in Thrissur, the academy brings together an exciting hub for literary activities, drawing writers, students, scholars and literature enthusiasts from all over Kerala and beyond. Its unwavering assurance to Malayalam literature has solidified its position as a crucial establishment in Kerala’s cultural and literary landscape. (“Kerala Sahitya Academy,” n.d.)

**16. Kerala Sangeetha Nataka Academy:** The Kerala Sangeetha Nataka Academy established on 26<sup>th</sup> April 1958 in Thrissur is a reputed institution dedicated to preserving and encouraging the traditional arts forms of Kerala, that includes dance, music and drama (Wikipedia Contributors, “Kerala Sangeetha Nataka Akademi”). It plays a dynamic role in aiding classical and folk-art forms such as Mohiniyattam, Kathakali, Koodiyattam, Ottamthullal, Thullal and both Hindustani and Carnatic classical music. The academy provides workshops, training and educational schemes to cherish ambitious performers and enthusiasts, guaranteeing that these ironic traditions continue to flourish and prosper. (“Kerala Sangeetha Nataka Akademi, Thrissur, Enchanting Kerala, Newsletter, Kerala Tourism | Kerala Tourism”).

In its mission to protect Kerala’s cultural heritage, the academy energetically safeguards antique writings, musical configurations, dance ethnicities and historical manuscripts. Also, it offers scholarships and

fellowships to talented scholars and artists through intense support in the form of education, research and artistic endeavours in the arena of art performances. The academy is also identified for its yearly anniversaries and enlightening events, which showcase the talents of both established and developing artists. It recognizes brilliance in the field by granting prestigious awards and honours upon dance, music, drama performers, choreographers, composers and scholars public outreach initiatives including lecture demonstrations, exhibitions and seminars, help to increase consciousness about Kerala's performance arts and their historical implication.

Moreover, the academy cooperates with cultural organizations, universities, and establishments both in India and abroad, nurturing cultural exchange and artistic development (“Kerala Sangeetha Nataka Akademi, Thrissur, Enchanting Kerala, Newsletter, Kerala Tourism | Kerala Tourism”). It has a well- preserved resource centre, a library housing books, archival materials and recordings that serves as a treasured hub for the research scholars and students (Publications - Keralasangeethanatakaakademi, n.d.). Located at Thrissur, the academy remains as an epicentre of performing art related activities, fascinating artists and viewers from across Kerala and outside. The keenness to conserve and celebrate Kerala's artistic inheritance makes it a precious establishment in the state's cultural landscape.

**17. The Archaeological Museum:** The Archaeological Museum located in the centre part of Thrissur and positioned adjacent to the Zoo compound was started in the year 1948, is a noteworthy establishment that projects Kerala's rich archaeological heritage through a wide-ranging gathering of relics, statues, coins, potteries and tools (“Archaeological Museum in Thrissur | Museums Protected by Department of Archaeology | Protected Monuments”). The structure of the Archaeological Museum was constructed earlier as a Palace by the Ruler of Kollengode, as a gift to his daughter in the year 1904, which was transferred to the Kerala Government in a later period.

Presently the museum is managed by Archaeology Department of the State of Kerala (Archaeological Museum Thrissur - Archaeological Museum

Trichur Kerala, n.d.). These displays extend to several historic eras, i.e., from prehistoric periods to the medieval and colonial ages, offering valuable insights about the area’s cultural progression (“Archaeological Museum of Thrissur | Kerala Tourism”). These treasures were originally stored at Kollengode Palace and later were transferred to Sakthan Thampuran Palace in the year 1975. (Archaeological Museum of Thrissur | Kerala Tourism, n.d. and Archaeological Museum Thrissur - Archaeological Museum Trichur Kerala, n.d.). Majority of the artifacts have been unearthed from archaeological spots across Kerala, highlighting the state's entrenched history. The museum itself is retained as a momentous historic structure, that features architectural elements which augment the artistic ambience and also feature artifacts on display. (Wikipedia Contributors, “Archaeology Museum”).

The architecture of the Palace is a unique combination of Dutch and traditional Kerala mode. Thick parapets, tall roofs, large rooms and Italian marble flooring are the main highlights of the Museum. (“Archaeological Museum, Thrissur - Timings, Entry Fee, History & Artifacts”). The museum has a wider collection of statues, models of monuments and ancient temples, scripts written on palm leaves, unearthed materials, stone aged tools, bronze sculptures, royal furniture, ancient coins, models of chariot and even specimen of art forms of Kerala (Archaeological Museum in Thrissur | Museums Protected by Department of Archaeology | Protected Monuments, n.d.). The museum also projects highly informative exhibits about the past which helps the students, research scholars and visitors from varying places to understand and analyse the importance of each artefact. (“Sakthan Thampuran Archaeological Museum, Thrissur - Explore Kerala’s Rich History”).

**19. The Heritage Garden:** The Heritage garden also known as the Shakthan Thampuran Palace Garden is located on the southern part of Shakthan Thampuran Palace is a beautifully structured and designed park situated in the heart of the city. Positioned next to the Shakthan Thampuran Palace, it offers a peaceful retreat with a combination of cultural heritage, natural

beauty and recreational opportunities for the kids and adults. The garden is recognized for its greenery, including numerous herbal plants and is a favourite spot for inhabitants and sightseers alike. The garden showcases the state's artistic and architectural traditions which is a combination of traditional sculptures, landscape spaces and heritage-inspired structures. (Heritage Garden, n.d.).

The park has a rich collection of statues, sculptures and art installations representing scenes of Kerala's mythology, rich history that enhance both educational significance and aesthetic value. Some parts of the garden also contain models and fragments of ancient structures like palaces, temples, ceremonial platforms (Koothambalams), and traditional houses (Tharavads) that offers the tourists a glimpse into the conventional history and architectural excellence. (Shakthan Thampuran Palace, 2022). Informational signage and boards deliver historic background, permitting visitors to recognize the cultural symbolism behind the monuments and installations.

The Heritage Garden also aids as an artistic hub that celebrates the states traditional arts and communal heritage (Heritage Garden, n.d.). It regularly hosts cultural programs like dance performances, music concerts and art exhibitions, fostering an upgradation for the state's artistic heritage. With a sprawling enthusiastic picnic area, sheltered pavilions and benches, it is a prevalent spot for family daytrips and entertaining events. The garden also helps in, conserving native plant species and traditional architectural elegances. Public participation is stimulated through volunteer programs, workshops on traditional paintings and arts, and instructive tours for schools and cultural groups (“Heritage Garden”). Accessibly positioned around Thrissur city, the Heritage Garden is easily approachable and remains a favourite destination for vacationers, residents and legacy fanatics alike. Offering a harmonious intermingling of nature and culture, it is a peaceful retreat and an inspiring space to explore Kerala's artistic traditions and historical origins.

**20. St. Euphrasia Tomb Shrine** in Thrissur, Kerala, is a cherished pilgrimage place devoted to Saint Euphrasia Eluvathingal, a Syro-Malabar Catholic holy sister identified for her in-depth religiousness and unwavering commitment to God. (Euphrasia of the Sacred Heart of Jesus (1877-1952)- Biography, n.d.). Born in 1877 and living until 1952, Saint Euphrasia expended her lifetime in prayer, humbleness and service inside the convent (“Euphrasia Eluvathingal, 2024”). St. Euphrasia was also called as “The Praying Mother”. Her tomb, enshrined within a serene and prayerful setting, attracts devotees who come to seek her intervention and offer prayers for attaining blessings. The shrine’s architecture links conventional Kerala elements with Christian spiritual inspirations, forming a peaceful atmosphere conducive to reflection and consecration. Visitors attend daily mass at this shrine with special mass services on Saturdays and Sundays. The annual feast of the Saint is celebrated in the church on August 29<sup>th</sup> (St Euphrasia Pilgrim Centre, Feast at Evuprasiamma Shrine Ollur, n.d.).

Sightseers take part in numerous religious practices such as reciting prayers, lighting candles and offering flowers, at the tomb. Several people trust in the miraculous interventions of Saint Euphrasia, attributing blessings and recoveries from her mystical presence. The monument is a noteworthy centre for spiritual pilgrimage with thousands of disciples visiting all over the year, especially on the day of feast which is celebrated. The annual festivities comprise of distinct Masses, prayers, processions and cultural programs that unite the pilgrims from all-over Kerala and beyond.

The shrine too plays a decisive role in community enhancement through educational programs, social services and charitable activities which promote the ethics of compassion and service symbolized by Saint Euphrasia (Euphrasia Eluvathingal, 2024). In addition to the religious and spiritual magnetism, the shrine has also developed a museum that showcases the holy books, and products that were used by the Saint. A good collection of artifacts projecting the daily life of the Saint along with values helps to inspire and instil enthusiasm in the minds of the visitors arriving at the destination that makes them have to repeated visit to this destination. (St.

Euphrasia Tomb Shrine: Places of Worship in Ollur, Thrissur, n.d. and St Euphrasia Pilgrim Centre, Feast at Evuprasiamma Shrine Ollur, n.d.). Expediently positioned in Thrissur, the St. Euphrasia Tomb Shrine remains an easily accessible and sacred place for the public of all faiths seeking divine regeneration and stimulation. As a sign of unfaltering belief and devotion, the sanctum continues to maintain the Saint's legacy, attracting followers who find relief and strength from the Saint's life and teachings.

**21. St. Antony's Forane Church in Ollur:** St. Antony's Forane Church, also the Shrine of St. Raphael in Ollur, Thrissur is a notable and traditionally momentous and religious landmark with deep roots in Kerala's Christian legacy and is called as Chinna Roma (Small Rome) (Wikipedia Contributors, n.d.). The history of the church dates back in the year 1718 when a temporary church was raised for the believers and later it was blessed on 13 June 1722. The church was blessed by then the Bishop of Kodungallur, Mar Antony Pimentel and Johann Ernst Hanxleden, popularly known as Arnos Pathiri (St. Antony's Shrine Ollur: Ollur Forane Church Thrissur, Kerala: Art and Architecture, n.d.). Dedicated to Saint Antony of Padua, the church has been a centre for adoration and prayers from centuries, serving as a spiritual place for the Catholic community. The supreme feature of the church includes traditional architectural elegances, vibrant liturgical performances and community activities that exhibit the legacy of the Syro-Malabar Church.

Saint Raphael's feast, Archangel (Malakhayude Perunnal) is one of the major festivals of the shrine that attracts thousands of pilgrims from all around. The architecture of the church is a combination of Kerala's and Europe's tradition that showcases the artistic and architectural diversity. Inside, the church encompasses exquisite spiritual statues, artworks and intricate decorations that create a serene and mystical atmosphere for worshippers. (St. Antony's Shrine Ollur: Ollur Forane Church Thrissur, Kerala: Art and Architecture, n.d.). An Elephant Wall, known as Aanamathil built in 1814 is one of its historical and traditionally significant architecture which was used for protecting the church from the attack of enemy rulers

and also as a guard from heavy monsoon downpours. (“St. Antony’s Shrine Ollur: Ollur Forane Church Thrissur, Kerala: Art and Architecture”).

Regular sacraments, masses and religious observances are performed here, captivating a steady flow of followers who wish to attain blessings and prayers. This annual feast draws thousands of pilgrims who takes part in special prayers, vibrant processions and cultural engagements, making it one of the most momentous spiritual celebrations in the area. Beyond its role as a destination of worship, the church energetically participates in public outreach and charitable initiatives, assisting in social safety programs that replicate Christian principles of love and compassion. Situated in Ollur, a suburb of Thrissur, the church continues to exist as a famous pilgrimage terminus and a hub of religious and enlightening activity. It continues to maintain the ethnicities and belief of Kerala’s Catholic community, standing as an inspiration of spiritual devotion and communal congruence.

**22. The Vaidyaratnam Ayurveda Museum** in Thrissur is a momentous establishment dedicated to the advancement and conservation of Ayurveda, India's prehistoric and holistic curative system. Situated at Thaikkattussery, near to Ollur, Thrissur, the museum is a part of Thaikkattussery Mana and was opened to the general public on 28<sup>th</sup> of December 2013 by the former honourable President of India, Dr. A.P.J. Abdul Kalam (Vaidyaratnam Ayurveda Museum in Thrissur | Kerala Tourism, n.d.). The museum offers visitors with in-depth insights into the antiquity and philosophy of Ayurveda through well-curated displays highlighting ancient documents, texts, medicinal plants and artifacts that showcase traditional curative practices (Vaidyaratnam Ayurveda Museum in Thrissur | Kerala Tourism, n.d.).

It also encompasses herbal garden which is a major attraction for the visitors where they can explore an extensive diversity of medicinal plants used in Ayurvedic treatments. The museum also represents several Ayurvedic rehabilitations and medicinal preparations, offering instructive demonstrations and interactive displays that elucidate Ayurvedic concepts, diagnostic and lifestyle commendations. A digital theatre is arranged for the

visitors called as “Natya Gruham” that displays the audio-visual demonstrations and presentations on the Ayurveda concept. A digital library and a 3D gallery are set up that showcases the manufacturing and rehabilitation procedures of Ayurveda medicine. The museum too offers a physical library that encompasses the prehistoric texts that were used by “Ashtavaidyas”. (Vaidyaratnam Ayurveda Museum in Thrissur | Kerala Tourism, n.d. and “Digital Ayurveda Book Collection Kerala | Vaidyaratnam”).

These elements jointly offer an immersive knowledge experience about the ideologies of Ayurveda and its role in sustaining health and wellness. The museum is spread over in three blocks of buildings, popularly known as Acharya Gruham, that displays eight branches of Ayurveda in an in-depth manner. These eight branches of Ayurveda are generally known as Kayachikitsa (General medicine), Graha Chikitsa (psychiatry), Balachikitsa (paediatrics), Oordhvanga Chikitsa (ophthalmology and otorhinolaryngiology), Damshttra Chikitsa (clinical toxicology), Vrusha Chikitsa (reproductive medicine), Salva Chikitsa (surgery) and Jara Chikitsa (rejuvenation therapy). (Vaidyaratnam Ayurveda Museum | DTPC, n.d. and Vaidyaratnam Ayurveda Museum at Thaikkattussery, Thrissur | Kerala Tourism, n.d.).

Moreover, serving as an educational source, the museum also showcases Ayurvedic formulations, clinical authentication of traditional treatments, research and development, and contributing to studies on medicinal plants. It vigorously encourages Ayurveda through seminars, workshops and training programs envisioned for students, healthcare professionals, and those involved in alternative medicine. Furthermore, the museum highlights Ayurveda’s cultural heritage, shedding light on the contributions of ancient sages and consultant practitioners to the arena of natural medicine. (Vaidyaratnam Ayurveda Museum at Thaikkattussery, Thrissur | Kerala Tourism, n.d.). Visitors who comes here can boost their experience with guided trips, a museum shop supplying Ayurvedic products and can have access to a herbal pharmacy. Conveniently located in Thrissur,

the Vaidyaratnam Ayurveda Museum is a vital location for anyone keen to discover Kerala's ironic heritage of traditional healthcare practices.

**23. Mannuthy Plant Nurseries** in Thrissur, Kerala, assist as a vivacious centre of greenery and biodiversity, contributing a widespread collection of plants, trees and flowers that provide both to gardening fanatics and professionals (About Us Mannuthy Farms, n.d.). Around 1000 nurseries are functioning in Mannuthy that offers wider variety of seeds, saplings and plants. Placed in the dynamic suburb of Mannuthy, these nurseries perform a critical role in upbringing ecological conservation and sustainable horticultural practices. These nurseries are not just suppliers of plants but are also centres of education and consciousness, highlighting the significance of eco-friendly nursery and landscaping.

A prominent feature of these nurseries is their rich gathering of native Kerala plants that includes occasional and scarce species that contribute to preserving the state's unique flora. Visitors can discover a varied collection of plants, extending from medicinal herbs to decorative flowers, each reflecting Kerala's botanic inheritance. (About Us Mannuthy Farms, n.d.). Furthermore, the garden centre regularly demonstrates on gardening practices, plant care and ecological stewardship, inspiring individuals and groups to implement green practices and supportable living.

Along with preservation and instruction, Mannuthy Plant Nurseries play a vibrant role in reinforcing local farming and the agriculture business. They offer agronomists and landscapers with exceptional variety of seeds, plantlets and proficient guidance, enhancing agricultural yield and contributing to the area's economic advancement. Visiting these nurseries is not only an occasion to observe the beauty of nature but also a chance to attach with Kerala's rich ecological tradition. The tranquil environments and lush greenery provide a stimulating effect for the visitors to be away from stress of urban life, making the nurseries a favourite spot for nature lovers and sightseers alike. In essence, Mannuthy Plant Nurseries symbolize the harmonious synchronicity of nature and human endeavour, serving as

custodians of Kerala's botanic diversity, instructors in sustainable practices, and pillars of communal engagement (Rajasree, 2016).

#### 4.25 Conclusion

Urban tourism plays a noteworthy role in the development of cities and nation as a whole. This chapter gives a picture of different types of tourism, tourism performed at Thrissur, history of Thrissur District, geographical area of Thrissur District, a summary of Thrissur Corporation and a detailed view on the urban tourist centres in Thrissur Corporation.

#### 4.26 References

About Us Mannuthy Farms. (n.d.). *Mannuthyfarms.in*. Retrieved February 24, 2024, <https://mannuthyfarms.in/about-us/>

Abram, D. (2010). *The rough guide to Kerala*. Dorling Kindersley Ltd.

Anjali, C., & Vinod, K. (2017). *The Indian historic cities: Exploring the cultural capital*.

Antony, A. (2024). *A study on employee perception towards performance management system at Arya Vaidya Sala, Kottakkal*.

Anvar. (n.d.). Kerala State Museum and Zoo Thrissur - Book My Kerala Trip. *Book My Kerala Trip*. Retrieved July 17, 2024, <https://bookmykeralatrip.com/kerala-state-museum-and-zoo-thrissur.html>

Archaeological Museum in Thrissur | Museums Protected by Department of Archaeology | Protected Monuments. *Archaeology*. [www.archaeology.kerala.gov.in/monuments/archaeological-museum/11](http://www.archaeology.kerala.gov.in/monuments/archaeological-museum/11). Accessed 24 June 2024.

Archaeological Museum of Thrissur | Kerala Tourism. *Keralatourism.org*. [www.keralatourism.org/destination/archaeological-museum-thrissur/325/](http://www.keralatourism.org/destination/archaeological-museum-thrissur/325/). Accessed 30 May 2024.

Archaeological Museum Thrissur - Archaeological Museum Trichur Kerala. (n.d.). *Kerala-tourism.org*. Retrieved June 16, 2024, [https://www.kerala-tourism.org/kerala-museums/archaeological-museum.html#google\\_vignette](https://www.kerala-tourism.org/kerala-museums/archaeological-museum.html#google_vignette)

Archaeological Museum, Thrissur - Timings, Entry Fee, History & Artifacts. *Trawell.in*, 20 Jan. 2010. [www.trawell.in/kerala/thrissur/archaeological-museum](http://www.trawell.in/kerala/thrissur/archaeological-museum). Accessed 19 Apr. 2023.

Bidasaria, P., Bugier, C., Guillermin, S., Moisset, L., & Ramesh, V. (2012). *When healing is more than good: Ayurvedic cluster in Kerala*.

David Joy, A. (2024). *A history of Malayalam horror cinema and the use of Christian iconography* (Doctoral dissertation, University of East London).

dd architects. (n.d.). *Ddarchitects.in*. Retrieved March 12, 2024, <https://www.ddarchitects.in/project-publicspaces-kole-ecotourism.html>

Devika, K. C., Bhattathiripad, T. R., & Kothari, B. S. (2016). Emerging paradigms for development planning: A case of Thrissur, the cultural capital of Kerala. *Procedia Technology*, 24, 1681–1690.

Digital Ayurveda Book Collection Kerala | Vaidyaratnam. *Vaidyaratnammooss.com*. Accessed 14 Dec. 2023, <https://vaidyaratnammooss.com/museum>

District Profile | District Thrissur, Government of Kerala | India. *Thrissur.nic.in*. Accessed 12 Aug. 2024.

Euphrasia of the Sacred Heart of Jesus (1877–1952)- Biography. (n.d.). *Vatican.va*. Retrieved May 17, 2024, [https://www.vatican.va/news\\_services/liturgy/saints/ns\\_lit\\_doc\\_20061203\\_eufrasia\\_en.html](https://www.vatican.va/news_services/liturgy/saints/ns_lit_doc_20061203_eufrasia_en.html)

Francis, N. (n.d.). Our Lady of Dolours Basilica, Thrissur. *RTF | Rethinking the Future*. Retrieved June 8, 2024, <https://www.re-thinkingthefuture.com/case-studies/a12849-our-lady-of-dolours-basilica-thrissur/>

Gorja, M. M. K., Challa, V. S., Viswanadhapalli, Y., Vissa, N. K., & Balasubramanian, V. (2023). Sensitivity of cloud microphysics on the simulation of heavy rainfall in WRF—a case study for the 7–10 August 2019 event over Kerala, India. *Atmospheric Research*, 288, 106715.

Haseena, V. A. (2015). Historical aspects of the legend of Cheraman Perumal of Kodungallur in Kerala. *Historical Research Letter*, 17, 47–51.

Heritage Garden. (n.d.). *Travelsetu.com*. Retrieved July 10, 2023, <https://travelsetu.com/guide/heritage-garden-tourism?>

Heritage Garden. *Travelsetu.com*. Accessed 20 Apr. 2023, <https://travelsetu.com/guide/heritage-garden-tourism?>

Jayson, E. A. (2018). Foraging ecology of birds in Kole wetlands of Thrissur, Kerala. *Kerala Forest Research Institute Research Report*, 546, 1–95.

Kavitha, A. J. A., & Ganesan, P. (2024). The historical perspectives of governance and good governance: A study of Kingdom of Travancore (1729–1949). *Cahiers Magellanes-NS*, 6(2), 984–978.

KCBC Site. (n.d.). *Kcbc.co.in*. Retrieved May 12, 2024, <https://kcbc.co.in/KCBC/Pilgrims/14>

Kerala Photos. (2013, February 12). Thrissur Kole Wetlands - Kerala - Kerala Photos - Kerala. *Kerala Photos - Kerala*. <https://keralaphotos.in/2013/02/thrissur-kole-fields-kerala/>, Retrieved May 14, 2024

Kerala Sahitya Academy. (n.d.). *4kerala*. <https://travel.4kerala.in/kerala-sahitya-akademi/>, Retrieved July 7, 2024

Kerala Sahitya Akademi. (n.d.). *Nucleos.com*. Retrieved May 23, 2024, [https://wikipedia.nucleos.com/viewer/wikipedia\\_en\\_all/A/Kerala\\_Sahitya\\_Akademi](https://wikipedia.nucleos.com/viewer/wikipedia_en_all/A/Kerala_Sahitya_Akademi)

Kerala Sahitya Akademi. *Wikipedia*. Wikimedia Foundation. [en.wikipedia.org/wiki/Kerala\\_Sahitya\\_Akademi?](https://en.wikipedia.org/wiki/Kerala_Sahitya_Akademi?) Accessed 20 Dec. 2023.

Kerala Sangeetha Nataka Akademi, Thrissur, Enchanting Kerala, Newsletter, Kerala Tourism | Kerala Tourism. *Kerala Tourism*. [www.keralatourism.org/kerala-article/2010/kerala-sangeetha-nataka-akademi/65](http://www.keralatourism.org/kerala-article/2010/kerala-sangeetha-nataka-akademi/65). Accessed 8 June 2024.

Kerala Tourism, & Kerala-Tourism. (n.d.). *Keralatourism.holiday*. Retrieved September 18, 2024, <https://www.keralatourism.holiday/best-places/thrissur/nehru-park.php>

Kumar, S., & Sneha, A. (2021). A study on fish diversity in Pullazhi Kole Wetlands of Thrissur, India after the deluge of 2019.

Kuruvila, R. (2024). *AHP-based flood susceptibility and evacuation route mapping in the Ernakulam district of Kerala* (Doctoral dissertation, Pondicherry University).

Kuttiyanikkal, C. (2024). Ashrams–Christian. *Christianity* (pp. 115–126). Dordrecht: Springer Netherlands.

Lalithakala Akademi. (n.d.). *Lalithakala Akademi*. [www.lalithkala.org/about-us/](http://www.lalithkala.org/about-us/)? Accessed 11 Feb. 2024.

Major Institutions | District Thrissur, Government of Kerala | India. (n.d.). *Thrissur.nic.in*. Retrieved March 12, 2024, <https://thrissur.nic.in/en/major-institutions/>

Malekandathil, P. (2007). Winds of change and links of continuity: A study on the merchant groups of Kerala and the channels of their trade, 1000–1800. *Journal of the Economic and Social History of the Orient*, 50(2–3), 259–286.

“Map | CEO Kerala.” *CEO Kerala*, 2024, [www.ceo.kerala.gov.in/voters-corner/maps](http://www.ceo.kerala.gov.in/voters-corner/maps). Accessed 20 Sept. 2024.

Mathew, B. (Ed.). (2012). *Kerala Tradition & Fascinating Destinations 2012*. Biju Mathew | Info Kerala Communications Pvt Ltd.

Menachery, G. (2018). *Facets of India's Christian Legacy*. Notion Press.

Menon, A. S. (2010). *Legacy of Kerala*. DC Books.

Menon, P. S. (1998). *History of Travancore from the earliest times*. Asian Educational Services.

Muralidharan, M. (2021). *Knowledge-making endeavours of the Dutch East India Company in Malabar, 1663–1795* (Doctoral dissertation, Open Access Te Herenga Waka–Victoria University of Wellington).

Najda, A. (2018). *Intellectual activism of Muslim women in post 1990 Kerala* (Doctoral dissertation, Farook College, Calicut).

Narayanan, M. (2012). An intriguing feature of Kathakali, the traditional dance-drama of. In *Dance Matters: Performing India on Local and Global Stages* (p. 237).

Nishanth, P., & Udayanandan, K. M. (2021). Why do we need festivals with rhythmic drums? *Science and Culture*.

Our Lady of Dolours Basilica at Thrissur – Biggest Church Tower in India | Mural Paintings in Kerala Churches | Christianity in Kerala | Kerala Tourism. (n.d.). *Kerala Tourism*. [www.keralatourism.org/christianity/dolours-basilica-thrissur/75](http://www.keralatourism.org/christianity/dolours-basilica-thrissur/75). Accessed 25 July 2024.

Our Lady of Dolours Basilica Thrissur | Churches in Thrissur. (2024, December 26). *Artechrealtors.com*. <https://artechrealtors.com/blog/our-lady-of-dolours-basilica-thrissur/>, Accessed 24 July 2024

Our Lady of Dolours Basilica. (n.d.). *Doloursbasilicathrissur.in*. [www.doloursbasilicathrissur.in/](http://www.doloursbasilicathrissur.in/). Accessed 19 Feb. 2024.

Our Lady of Lourdes Metropolitan Cathedral – One of the largest. (n.d.). *Indiano Travel*. Retrieved February 15, 2024, <https://indiano.travel/place/our-lady-of-lourdes-metropolitan-cathedral/>

Panchayat Level Statistics 2011, Thrissur District. (2014). <https://ecostat.kerala.gov.in/storage/publications/1672.pdf>, Accessed 20 July 2023

Paramekkavu Temple – one of the participating temples in Thrissur Pooram. (n.d.). *Keralatourism.org*. Retrieved June 8, 2024, <https://www.keralatourism.org/destination/paramekkavu-temple/577/>

Pittman, G. (2022). *Indian History: 16th Century*.

Premkumar, G. (2021). *Genesis and growth of archaeology in Kerala*.

Publications – Keralasangeethanatakaakademi. (n.d.). *Keralasangeethanatakaakademi*. Retrieved October 12, 2024, <https://keralasangeethanatakaakademi.in/publications/>

Puzhakkal River Tourism Village • Entry Fee, Timing, Things to Do. (2021, January 5). *Tripinic*. <https://tripinic.com/place/puzhakkal-river-tourism-village>, Accessed 20 September 2023

Raghavan, P. (2016, October 19). Urbanisation in northern districts of Kerala has overtaken that in the south. *Times of India Blog*.

<https://timesofindia.indiatimes.com/blogs/minorityview/urbanisation-in-northern-districts-of-kerala-has-overtaken-that-in-the-south/>. Accessed 5 May 2023.

Rajadhyaksha, A., Radhika, P., & Tenkayala, R. (2013). *Country profile: India*. International Federation of Arts Councils and Culture Agencies.

Rajasree, P. (2016). *Analysis of supply chain management of horticultural nurseries* (Doctoral dissertation, Department of Agricultural Economics, College of Horticulture, Vellanikkara).

Rohit, N. (2021). *Assessing landslide vulnerability and developing climatic triggering predictors for Thrissur District* (Doctoral dissertation, College of Climate Change and Environmental Science, Vellanikkara).

Sacred Heart Roman Catholic Latin Church, Thrissur, Thrissur, India – Reviews, ratings, tips and why you should go. (n.d.). *Wanderlog*. Retrieved April 16, 2024, <https://wanderlog.com/place/details/10216177/sacred-heart-roman-catholic-latin-church-thrissur>

Sakthan Thampuran Archaeological Museum, Thrissur – Explore Kerala’s rich history. (n.d.). *Archaeology*. [www.archaeology.kerala.gov.in/pages/sakthan-thampuran-archaeological-museum-thrissur/52](http://www.archaeology.kerala.gov.in/pages/sakthan-thampuran-archaeological-museum-thrissur/52). Accessed 5 Jan. 2023.

Salini, V. (2022). *Economic impact of urban agglomeration in Kerala* (Doctoral dissertation, Dept. of Economics, Dr. John Matthai Centre Aranattukara).

Sancho, D. (2012). ‘The year that can break or make you’: The politics of secondary schooling, youth and class in urban Kerala, South India (Doctoral dissertation, University of Sussex).

Shakthan Thampuran Palace. (2022, May 5). *Unacademy*. <https://unacademy.com/content/ssc/study-material/general-awareness/shakthan-thampuran-palace/>, Accessed 27 September 2024

Shreekumar, S. S. (2020). *The best way forward: For India’s football*. Hsra Publications.

Sree Wadakkunathan Temple. (n.d.). *Sreewadakkunathantemple.org*. Retrieved May 4, 2024, <https://sreewadakkunathantemple.org/>

St Euphrasia Pilgrim Centre, Feast at Evuprasiamma Shrine Ollur. (n.d). *Eventslate.com*. <https://eventslate.com/st-euphrasia-pilgrim-centre-feast-evuprasiamma-shrine-ollur-1047992325>, Accessed August 31, 2024.

St. Euphrasia Tomb Shrine: Places of Worship in Ollur, Thrissur. (n.d.). *Wheree*. Retrieved October 15, 2024, <https://st-euphrasia-tomb-shrine.wheree.com/>

St. Antony’s Shrine Ollur: Ollur Forane Church Thrissur, Kerala: Art and architecture. (n.d.). *Ollurshrine.org*. Retrieved March 18, 2024, <https://ollurshrine.org/st-antonys-forane-church/art-and-architecture/>

Sumeetha, M. (2019). Gold jewellery making and migrant labour force in Kerala. *Economic & Political Weekly*, 54(28), 107.

Sumitha, S. S. (2021). *Protection and preservation of monuments: Endeavors of Department of Archaeology, Kerala State*.

Sundaresan, A., & Kumar, S. (2023). *Unraveling the potential to become a learning city: A case study of Thrissur City, Kerala*.

Thanikkad, J. (2021). Cultural tourism centers: A geographical presentation of cultural tourism product in Kerala. *SSRN*. <https://ssrn.com/abstract=3934176>

Thanikkad, J. A. S. E. E. L. A. (2021). Cultural tourism centers: A geographical presentation of cultural tourism product in Kerala. *SSRN*. <https://ssrn.com/abstract=3934176>

The Property Times. (2015, December 17). Sobha Limited forays into commercial space by launching “Sobha City Mall” at Sobha City Thrissur – Kerala’s largest integrated township. *The Property Times | Real Estate News & Views Portal*. <https://thepropertytimes.in/sobha-limited-forays-into-commercial-space-by-launching-sobha-city-mall-at-sobha-city-thrissur-keralas-largest-integrated-township>

Thiruvambadi Sri Krishna Temple (Thrissur) history. (n.d.). *Travelsetu.com*. Retrieved August 8, 2024, <https://travelsetu.com/guide/thiruvambadi-sri-krishna-temple-tourism/thiruvambadi-sri-krishna-temple-tourism-history>

Thomas, J. S. (2017). A study on urbanisation of Kerala with reference to the cities and the slum population. *Technology*, 49(4), 14–32.

Thrissur Corporation. (n.d.). *Thrissurcorporation.lsgkerala.gov.in*. <https://thrissurcorporation.lsgkerala.gov.in/index.php/en/map/299> (Accessed May 17, 2023).

Thrissur culture, art academies in Thrissur, Thrissur traditions. (2016). *ThrissurOnline.in*. [www.thrissuronline.in/guide/culture-of-thrissur/](http://www.thrissuronline.in/guide/culture-of-thrissur/) (Accessed September 24, 2023).

Thrissur district population census 2011–2022, Kerala literacy sex ratio and density. (n.d.). *Census2011.co.in*. [www.census2011.co.in/census/district/277-thrissur.html](http://www.census2011.co.in/census/district/277-thrissur.html) (Accessed April 11, 2023).

Thrissur metropolitan urban region population 2011–2025 census. (n.d.). *Census2011.co.in*. [www.census2011.co.in/census/metropolitan/419-thrissur.html](http://www.census2011.co.in/census/metropolitan/419-thrissur.html) (Accessed March 12, 2025).

Vadakkunnathan Temple. (2022, December 1). *Wikipedia*. [https://en.wikipedia.org/wiki/Vadakkunnathan\\_Temple](https://en.wikipedia.org/wiki/Vadakkunnathan_Temple), Accessed 30 April 2024

Vaidyaratnam Ayurveda Museum | DTPC. (n.d.). *DTPC Thrissur*. Retrieved November 18, 2024, <https://www.dtpcthrissur.com/destination/vaidyaratnam-ayurveda-museum>

Vaidyaratnam Ayurveda Museum at Thaikkattussery, Thrissur | Kerala Tourism. (n.d.). *Kerala Tourism*. Retrieved September 24, 2024, <https://www.keralatourism.org/kerala-article/2014/ayurveda-museum-thaikkattussery/476>

Vaidyaratnam Ayurveda Museum in Thrissur | Kerala Tourism. (n.d.). *Keralatourism.org*. Retrieved May 21, 2024, <https://www.keralatourism.org/destination/vaidyaratnam-ayurveda-museum/586/>

Valsa, M. A. (2019). *A historical outline of kuri companies and its impact on the socio-economic transformation of Trichur (1891–1975)* (Doctoral dissertation, PG & Research Department of History, PSMO College, Tirurangadi).

Vilangan Hills. (2024, September 20). *Wikipedia*. [https://en.wikipedia.org/wiki/Vilangan\\_Hills](https://en.wikipedia.org/wiki/Vilangan_Hills) (Accessed November 7, 2024).

Vinod, A. V., Mishra, S., & Surin, A. (2022). *Place-making and connecting the heritage precincts in an urban area – A case of Thrissur city core*.

Vishwanathan, S. (2009). Sakthan Thampuran and the emergence of Cochin as a commercial centre. *Pragati*, 37.

Walker, S. (2022). Zoological gardens of India. *Zoo and aquarium history* (pp. 257–298). CRC Press.

Welcome to Kerala Lalithakala Akademi | Kerala Lalithakala Akademi. (2017). *Lalithkala.com*. <https://lalithkala.com/content/welcome-kerala-lalithakala-akademi/index.html?utm> (Accessed April 25, 2024).

Welcome to Sahitya Akademi. (n.d.). *Sahitya-akademi.gov.in*. Retrieved February 12, 2024, <https://sahitya-akademi.gov.in/>

Wikipedia Contributors. (2018, December 19). History of Kerala. *Wikipedia*. [https://en.wikipedia.org/wiki/History\\_of\\_Kerala](https://en.wikipedia.org/wiki/History_of_Kerala), Retrieved April 15, 2024.

Wikipedia Contributors. (n.d.). Kerala Sahitya Akademi. *Wikipedia*. Retrieved September 20, 2024, [https://en.wikipedia.org/wiki/Kerala\\_Sahitya\\_Akademi?](https://en.wikipedia.org/wiki/Kerala_Sahitya_Akademi?)

Wikipedia Contributors. (n.d.). Kerala Sangeetha Nataka Akademi. *Wikipedia*, Retrieved March 15, 2024.

Wikipedia Contributors. (n.d.). Saint Antony's Syro-Malabar Church, Ollur. *Wikipedia*. Retrieved September 25, 2024, [https://en.wikipedia.org/wiki/Saint\\_Antony%27s\\_Syro-Malabar\\_Church%2C\\_Ollur](https://en.wikipedia.org/wiki/Saint_Antony%27s_Syro-Malabar_Church%2C_Ollur)

Wikipedia Contributors. (n.d.). Sobha City Mall. *Wikipedia*. Retrieved October 12, 2024, [https://en.wikipedia.org/wiki/Sobha\\_City\\_Mall](https://en.wikipedia.org/wiki/Sobha_City_Mall)

Wikipedia Contributors. (n.d.). Thrissur district. *Wikipedia*. Retrieved March 6, 2024, [https://en.wikipedia.org/wiki/Thrissur\\_district](https://en.wikipedia.org/wiki/Thrissur_district)

Wikipedia Contributors. (n.d.). Vilangan Hills. *Wikipedia*.

Wikipedia Contributors. (n.d.). Archaeology Museum. *Wikipedia*. [https://en.wikipedia.org/wiki/Archaeological\\_Museum,\\_Thrissur](https://en.wikipedia.org/wiki/Archaeological_Museum,_Thrissur) (Accessed August 12, 2024).

Wikipedia Contributors. (n.d.). History of Thrissur. *Wikipedia*. [https://en.wikipedia.org/wiki/History\\_of\\_Thrissur](https://en.wikipedia.org/wiki/History_of_Thrissur) (Accessed March 15, 2024).

Wikipedia Contributors. (n.d.). Thrissur District. *Wikipedia*. [https://en.wikipedia.org/wiki/Thrissur\\_district](https://en.wikipedia.org/wiki/Thrissur_district) (Accessed March 6, 2024).

Wikipedia. (2024, May 20). *Euphrasia Eluvathingal*. [https://en.wikipedia.org/wiki/Euphrasia\\_Eluvathingal](https://en.wikipedia.org/wiki/Euphrasia_Eluvathingal) (Accessed October 25, 2024).

www.hithrissur.in. (n.d.). Vilangan Hills Thrissur, Kerala - Hi Thrissur tourist places. *Hithrissur.in*. <https://hithrissur.in/vilanganhills.html?> (Accessed August 28, 2023).

## **Chapter 5**

# ***Awareness, Perception and Behaviour of Tourists in Urban Tourism Destination Selection***

<b>Contents</b>	5.1	<i>Introduction</i>
	5.2	<i>Demographic Segmentation of the Tourist</i>
	5.3	<i>Tourists' Awareness and Perception about Urban Tourism</i>
	5.4	<i>Touring Behaviour of Tourist</i>
	5.5	<i>Primary Desire for Selecting and Travelling to a Specific Destination</i>
		<i>Conclusion</i>
	5.6	<i>References</i>
	5.7	

### **5.1 Introduction**

Urban tourism in Kerala is still in its emerging stage, despite the state possessing a distinctive blend of diverse urban landscapes. The state has drafted plans for developing urban tourism for the following 25 years and is first in the country to set-up KUPC (Kerala Urban Policy Commission) to enhance the economic status of the state, to create quality cum productive job and transforming the urban infrastructure facilities and governances. Kerala is the third largest urban state in the country, next to Tamil Nadu and Goa, where 47.70 percent of the state's population live in urban regions and it is projected that 90 percent of the state's populations will be living in urban regions (Singh, 2024). The rapid pace of urbanisation prompts the researcher to examine the significance of understanding tourists' perceptive on urban tourism in the Thrissur Corporation.

This chapter addresses the awareness, perception and behaviour of tourists in urban tourism destination selection in Thrissur Corporation. This chapter is based on sample data collected from 384 tourists who visited the 23 urban tourism

destinations in Thrissur Corporation. The data for analysing their awareness, perception and behaviour had been collected through a structured interview schedule. The next section dealt with the brief profile of the respondents.

## 5.2. Demographic Segmentation of the Tourist

The awareness, perception and behavioural characteristics are mainly depending on a person’s gender, age, educational qualification, marital status, employed status, nature of work, number of earning members and area of residence (Satyajit and Balakrishna,2021). Hence, a detailed understanding of these variables was necessary to know the relationship between demographic variables and their perspectives. Table 5.1. shows the frequency distribution for each of these characteristics.

**Table: 5.1**  
**Demographic Segmentation of Tourists**

Demographic Profile		Total	Percentage
Gender	Male	189	49.2
	Female	195	50.8
	<b>Total</b>	<b>384</b>	<b>100</b>
Age	Below 20 Years	11	2.86
	21-30 Years	130	33.85
	31-40 Years	161	41.93
	41-50 Years	60	15.63
	Above 51 Years	22	5.73
	<b>Total</b>	<b>384</b>	<b>100</b>
Educational Qualification	Below 10 <sup>th</sup>	2	0.52
	SSLC	34	8.85
	HSS	8	2.08
	Graduate	91	23.70
	Post Graduate	175	45.57
	Ph.D.	74	19.27
	<b>Total</b>	<b>384</b>	<b>100</b>
Marital Status	Single	151	39.32
	Married	224	58.33
	Divorced	7	1.82
	Widow/Widower	2	0.52
	<b>Total</b>	<b>384</b>	<b>100</b>
Employment Status	Self-Employed	169	44.01
	Employed in Public Sector	141	36.72
	Employed in Private Sector	60	15.63
	Unemployed	14	3.64

Demographic Profile		Total	Percentage
	<b>Total</b>	<b>384</b>	<b>100</b>
<b>Nature of Work</b>	Salaried Class	174	45.31
	Business	3	0.78
	Professionals	49	12.76
	Students	131	34.11
	Others	27	7.03
	<b>Total</b>	<b>384</b>	<b>100</b>
<b>Number of Family Members</b>	One	3	0.78
	Two	29	7.55
	Three	76	19.79
	Four	144	37.50
	Five	73	19.01
	More than Five	59	15.36
	<b>Total</b>	<b>384</b>	<b>100</b>
<b>Monthly Income (Rs.)</b>	Below 10,000	23	5.99
	10,001- 30,000	117	30.47
	30,001- 50,000	71	18.49
	50,001-. 70,000	77	20.05
	70,001- 90,000	52	13.54
	90,001& above	44	11.46
	<b>Total</b>	<b>384</b>	<b>100</b>
<b>Number of Earning Members</b>	Single Earner	228	59.38
	Two Earners	128	33.33
	More than Two	28	7.29
	<b>Total</b>	<b>384</b>	<b>100</b>
<b>Area of Residence</b>	Within Kerala	144	37.50
	Domestic Tourist	104	27.08
	NRI	78	20.31
	Foreign	58	15.10
	<b>Total</b>	<b>384</b>	<b>100</b>

**Source: Primary Data**

Out of the 384 respondent's, 50.8 percent of the tourists were female and the remaining 49.2 percent were male. 41.93 percent of the tourists were in the age group between 31-40 years, followed by age category of 21-30 years (33.85 percent). Remaining respondents were found to be in the age category between 41-50 years (15.63 percent), 51 years & above (5.73 percent) and below 20 years (2.86 percent).

From the table, it is clear that the respondents were well educated. Around 45.57 percent of the tourists were post-graduates, followed by graduates (23.70 percent). Remaining, 30.73 percent of the tourists were found to be literate at different levels: doctorates (19.27 percent), SSLC qualified (8.85 percent), HSS qualified (2.08 percent) and less than 10<sup>th</sup> qualification (0.52 percent). Marital status

of the respondents was shortlisted as: Married (58.33 percent), Single (39.32 percent), Divorcees (1.82 percent) and Widow/Widower (0.52 percent).

Employment status of the respondents is observed to be: financial stable and sound. 44.01 percent of the tourists were independent and self-employed (44.01 percent) followed by public sector employees (36.72 percent). Remaining 19.27 percent of the respondents were found to be as: private sector employees (15.63 percent) and unemployed [students or homemakers (women) (3.64 percent)].

Nature of work of the respondents also helped to analyse in assessing the social class of the respondents and were observed to be: salaried class (45.31 percent), students (34.11 percent), business (0.78 percent), professionals (12.76 percent) and

small portion of children and home-makers (7.03 percent).

Family size of the respondents provided necessary information about the predictable number of members who could visit a specific tourist destination. In this context it has been observed that the respondents have maximum number of four members (37.50 percent) i.e., parent and their two children, an ideal South Indian nuclear family size. Remaining, 62.50 percent of the respondents have: three members (19.79 percent), five members (19.01 percent), more than five members (15.36 percent), two members (7.55 percent) and just one member (0.78 percent).

Economic status of the respondents was assessed through their monthly income earned and the number of earning members their family has. In this context, it was noted that monthly income of the respondents is distributed to be: Rs.10,001-Rs. 30,000 (30.47 percent), Rs.50,001-Rs. Rs. 70,000 (20.05 percent), Rs.30,001-Rs. 50,000 (18.49 percent), Rs.70,001-Rs.90,000 (13.54 percent), Rs.90,001 & above (11.46 percent) and less than Rs.10,000 (5.99 percent). The number of earning members in the family were found to be: single earner (59.38 percent), two earners (33.33 percent) and more than two (7.29 percent).

Out of the total respondents, 37.50 percent of the tourists belonged to Kerala, domestic tourist (tourists within the country, 27.08 percent), NRI (Non-Residential Indians, 20.31 percent) and foreign tourists (15.10 percent).

Demographic status of the respondents provided a very valuable information on the nature of the tourists who visited urban tourist destinations at Thrissur Corporation. Hence it is summarized that, majority of the tourists responded were women i.e., 50.78 percent. Majority of the tourists fall in the age category between 31-40 years (41.93 percent) and 45.57 percent of them were post-graduates. It was found that 58.33 percent of the respondents were married. Most of the respondents belongs to a nuclear family with a maximum of four members (37.50 percent). Employment status of the respondents was segmented as self-employed with 44.01 percent. Most of the respondents belonged to the salaried class (45.31 percent). Monthly income of the respondents ranged between Rs.10,001-Rs. 30,000 (30.47 percent) and 59.38 percent of the family had single earners. It was found that 37.50 percent of the tourists were the residents of Kerala.

### **5.3. Tourists Awareness and Perception about Urban Tourism**

Tourism has a major influence in the growth of economic, social, cultural and environment in which it operates. It is playing a significant role in the nourishment and growth of a specific destination. Urban tourism is a form of tourism that take place in surrounding urban regions and is expected to gain more prominence as predicted by UNO (United Nation Organization), as 55 percent of the world population live in urban regions and this population would raise to 68 percent by the year 2050 (United Nations, n.d.)

#### **5.3.1. Tourists' Awareness on Urban Tourism**

In this session, the researcher has assessed the tourists' awareness about urban tourism. They were provided with two statements and asked them to rate these statements according to their understanding on a Likert's five-point scale as well aware, aware, moderately aware, least aware and not at all aware. Sum and Weighted Arithmetic Mean (WAM) have been calculated. Based on the WAM, Ranks were assigned.

Table 5.2 below has dealt with tourist awareness on urban tourism.

**Table: 5.2**

**Tourists' Awareness on Urban Tourism**

<b>Variables</b>	<b>Well Aware</b>	<b>Aware</b>	<b>Moderately Aware</b>	<b>Least Aware</b>	<b>Not at All Aware</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Tourist Activities Conducted Within a City	82 (21.36)	213 (55.47)	56 (14.58)	28 (7.29)	5 (1.30)	1491	3.88	<b>2</b>
Tourism activity that takes place in an urban space, characterized by a non-agricultural economy such as administration, manufacturing, trade and services and functioning as a nodal point of transport.	112 (29.17)	185 (48.17)	74 (19.27)	13 (3.39)	0 (0.00)	1548	4.03	<b>1</b>

**Source: Primary Data**

**Note: Figures in brackets denote percentages**

Majority of the tourists realized that urban tourism takes place within urban space (80.60 percent) and followed by the statement that urban tourism is all about travelling within urban limits of a city (77.60 percent). These two variables are raised based on Likert's five-point scale and the computed WAM score that range between 4.03 and 3.88.

The tourists believed that urban tourism take place within urban space (80.60 percent) as the concept reveals that urban tourism is a pivotal place for exploring while also learning arts, music, culture, relax, enjoy adventures, worship and do much more recreations.

**5.3.2. Tourist Awareness on the Need for Promoting Urban Tourism**

In order to understand, the tourists’ awareness on the need for promoting urban tourism, they were provided with six statements and asked them to rate these statements on a Likert’s five-point scale. Sum and Weighted Arithmetic Mean (WAM) have been calculated. Based on the WAM, Ranks were assigned.

Table 5.3 dealt with tourist awareness on the need for promoting urban tourism.

**Table: 5.3**  
**Tourist Awareness on the Need for Promoting Urban Tourism**

<b>Variables</b>	<b>Very True</b>	<b>True</b>	<b>Moderately True</b>	<b>False</b>	<b>Very False</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Support in the Development of Cities in all Segments	168 (43.75)	182 (47.40)	33 (8.59)	0 (0.00)	1 (0.26)	1668	4.34	<b>2</b>
Enhance Standard of Living of the Citizens	145 (37.76)	197 (51.30)	41 (10.68)	0 (0.00)	1 (0.26)	1637	4.26	<b>5</b>
Increases Employment Opportunities	186 (48.44)	162 (42.19)	34 (8.85)	2 (0.52)	0 (0.00)	1684	4.39	<b>1</b>
Eliminates Poverty	81 (21.09)	136 (35.42)	134 (34.90)	25 (6.51)	8 (2.08)	1409	3.67	<b>6</b>
Improved Infrastructure of the City	156 (40.63)	184 (47.92)	40 (10.41)	2 (0.52)	2 (0.52)	1642	4.28	<b>4</b>
Enhance City’s Image	173 (45.05)	176 (45.83)	31 (8.08)	2 (0.52)	2 (0.52)	1668	4.34	<b>2</b>

**Source: Primary Data**

**Note: Figures in brackets denote percentages**

Policy makers and tourism industry stakeholders prefer to promote and encourage tourists to conduct urban tourism. Tourists opined that, the Government focuses on promoting urban tourism to increase employment opportunities to the localities (87.80 percent), for enhancing the image of a specific city and promote the city across all segments (86.80 percent). City administration like to promote urban

tourism as it creates scope for improving the infrastructure facilities of the city (85.60 percent), whereby Government will allocate more funds in the budget for building bridges to overcome traffic issues, strength road and railway facilities, build roads and pedestrian walk path, enhances the cities security system etc. Promotion of urban tourism also supports Government in enhancing standard of life of the localities (85.20 percent) and elimination of poverty (73.40 percent).

From the Table 5.3, it is clear that the Government focuses on promoting urban tourism to increase employment opportunities to the localities (87.80 percent).

### **5.3.3. Tourist’s Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations**

Tourist perception on various comforts and accessory features that must be in the urban tourist destination have also been assessed with the help of eleven items. They were requested to rate the comforts and accessories on a Likert’s five-point scale, Sum and Weighted Arithmetic Mean (WAM) have been calculated. Based on the value of WAM, Ranks were assigned. Besides that, factor analysis was conducted to reduce the eleven components into appropriate size.

**Table: 5.4**  
**Tourist’s Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations**

<b>Variables</b>	<b>Very Important</b>	<b>Important</b>	<b>Moderately Important</b>	<b>Least Important</b>	<b>Not at all Important</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Public Restrooms	270 (70.31)	91 (23.70)	20 (5.21)	3 (0.78)	0 (0.00)	1780	4.64	<b>1</b>
Well Laid Roads	257 (66.93)	102 (26.56)	20 (5.21)	4 (1.04)	1 (0.26)	1762	4.59	<b>3</b>
Sign Boards	234 (60.94)	117 (30.47)	28 (7.29)	5 (1.30)	0 (0.00)	1732	4.51	<b>9</b>
Emergency Services	258 (67.19)	97 (25.26)	24 (6.25)	5 (1.30)	0 (0.00)	1760	4.58	<b>5</b>
Safe Drinking Water	269 (70.05)	86 (22.40)	22 (5.73)	3 (0.78)	4 (1.04)	1765	4.60	<b>2</b>
Cleanliness of	267	80	34	1	2	1761	4.59	<b>3</b>

<b>Variables</b>	<b>Very Important</b>	<b>Important</b>	<b>Moderately Important</b>	<b>Least Important</b>	<b>Not at all Important</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
the Site	(69.53)	(20.83)	(8.85)	(0.26)	(0.53)			
Sidewalks	221 (57.55)	125 (32.55)	29 (7.55)	6 (1.56)	3 (0.79)	1707	4.45	<b>10</b>
Restaurants	242 (63.02)	111 (28.91)	29 (7.55)	1 (0.26)	1 (0.26)	1744	4.54	<b>7</b>
Food & Accommodation Facilities	236 (61.46)	114 (29.69)	31 (8.07)	3 (0.78)	0 (0.00)	1735	4.52	<b>8</b>
Parking Facilities	251 (65.36)	104 (27.08)	24 (6.25)	4 (1.04)	1 (0.27)	1752	4.56	<b>6</b>
Help Desk Services	119 (30.99)	152 (39.58)	113 (29.43)	0 (0.00)	0 (0.00)	1542	4.02	<b>11</b>

**Source: Primary Data**

**Note: Figures in brackets denote percentages**

Table 5.4 provides information on the tourist’s perception on various infrastructure facilities, hospitality services and security feature that urban tourism destination must possess. Tourists felt that the urban tourist destinations must have public restrooms (92.80 percent), access to safe drinking water (92 percent), well laid roads and maintaining cleanliness in the tourist spot (91.80 percent). These four variables are rated with the WAM score of 4.64, 4.60 and 4.59. They expect that urban tourist spots must have quick access to emergency services like health care and police security (91.60 percent), adequate parking facilities (91.20 percent), restaurant facilities (90.80 percent), affordable food and accommodation facilities (90.40 percent), travel sign boards (90.20 percent), sidewalk ways (89 percent) and help desk services (80.40 percent). Above mentioned seven variables were rated with WAM score of 4.58 to 4.02.

Tourists opined that urban tourist spots must have public restrooms (92.80 percent), access to safe drinking water (92 percent), well laid roads and maintenance of tourist spot’s cleanliness (91.80 percent) as these needs were very basic and more essentially pursued by urban tourists.

### **5.3.3.1 Factor Analysis of Tourist Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations**

Factor analysis was conducted to measure and relate association between the variable i.e., tourist perception on various comforts and accessory features in the urban tourist destinations, considering the following variables: public restrooms, well laid roads, sign boards, emergency services, safe drinking water, cleanliness of the site, sidewalks, restaurants, food and accommodation facilities, parking facilities and help desk services.

Table 5.5 shows the KMO and Bartlett’s Test for tourist perception on various comforts and accessory features that must be there in urban destinations.

**Table: 5.5**  
**KMO and Bartlett's Test**  
**Tourist’s Perception on Various Comforts and Accessory Features in the Urban**  
**Tourist Destinations**

Kaiser-Meyer-Olkin (KMO) Test for Assessing Sampling Adequacy	.936
Bartlett’s Sphericity Test (Chi-Square approximation)	3442.432
DF	55
Sig	.000

**Source: Computed value**

**Level of Significance: 5 percent**

The value of KMO for overall matrix of eleven variables was found to be excellent (0.936) and Bartlett’s test of sphericity’s chi-square value 3442.432 was adequate at five percent level of significance.

Table 5.6 shows the communalities of tourist’s perception on various comforts and accessory features in the urban tourist destinations.

**Table: 5.6**  
**Communalities**  
**Tourist’s Perception on Various Comforts and Accessory Features in the Urban**  
**Tourist Destinations**

<b>Variables</b>	<b>Initial</b>	<b>Extraction</b>
Public Restrooms	1.000	.902
Well Laid Roads	1.000	.787
Sign Boards	1.000	.970
Emergency Services	1.000	.826
Safe Drinking Water	1.000	.858
Cleanliness of the Site	1.000	.838
Sidewalks	1.000	.821
Restaurants	1.000	.899
Food & Accommodation Facilities	1.000	.922
Parking Facilities	1.000	.803
Help Desk Services	1.000	.999

**Source: Computed value**

It has been observed that PCA (Principal Component Analysis) score has been recorded .787 at the lowest and .999 at the highest mark.

**Table: 5.7**  
**Rotated Component Matrix**  
**Tourist’s Perception on Various Comforts and Accessory Features in the Urban**  
**Tourist Destinations**

<b>Variables</b>	<b>Component</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
X <sub>1</sub> -Public Restrooms	.840	-	-	-	-
X <sub>2</sub> -Well Laid Roads	.890	-	-	-	-
X <sub>3</sub> -Sign Boards	-	-	-	.793	-
X <sub>4</sub> -Emergency Services	-	.745	-	-	-
X <sub>5</sub> -Safe Drinking Water	.805	-	-	-	-
X <sub>6</sub> -Cleanliness of the Site	-	.753	-	-	-
X <sub>7</sub> -Sidewalks	-	-	-	-	.760
X <sub>8</sub> -Restaurants	-	-	.817	-	-
X <sub>9</sub> -Food & Accommodation Facilities	-	-	-	.868	-
X <sub>10</sub> -Parking Facilities	-	-	.733	-	-
X <sub>11</sub> -Help Desk Services	-	-	-	-	.998
<b>Eigen Value</b>	<b>6.989</b>	<b>0.996</b>	<b>0.724</b>	<b>0.513</b>	<b>0.403</b>
<b>% of Variance</b>	<b>63.532</b>	<b>9.058</b>	<b>6.584</b>	<b>4.661</b>	<b>3.663</b>
<b>Cumulative</b>	<b>63.532</b>	<b>72.590</b>	<b>79.174</b>	<b>83.836</b>	<b>87.498</b>

**Level of Significance: 5 percent**

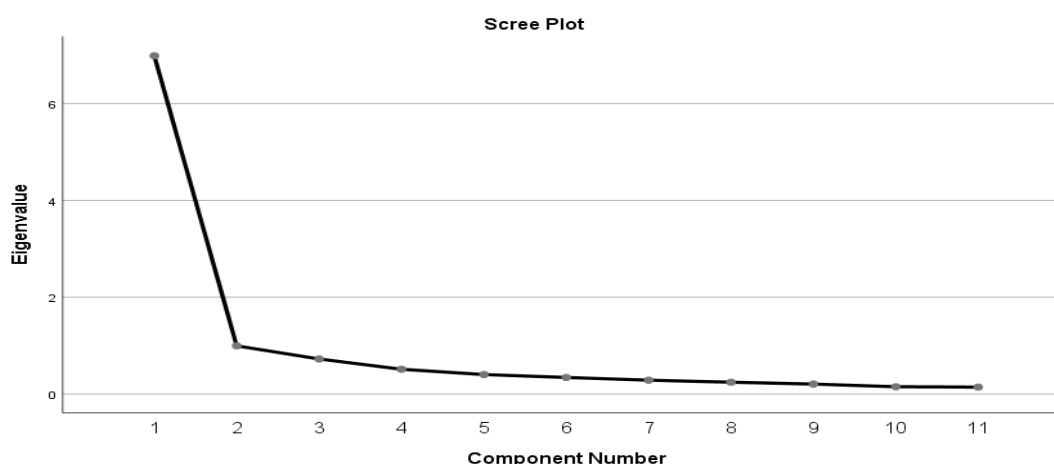
It is clear from the rotated component matrix (Table 5.7) that five factors were extracted together and it accounted for 87.498 percent of the total variance (information comprised from original eleven variables). Among the five items loaded, the first factor was named as **“Basic Facilities”** which included variables like public restrooms, well laid roads and safe drinking water and it explains 63.532 percent of the total variance. The second factor was based on the emergency services and cleanliness of the site and was labelled as **Rescue & Hygiene Facilities”** constituting 9.058 percent of the total variance.

The third factor was labelled as **“Refreshment & Parking Facilities”** which included variables namely restaurants and parking facilities, constituting 6.584 percent of the total variance. The fourth factor was labelled as **“Sign Boards & Boarding Facilities”** that included variables namely sign boards and food & accommodation, constituting 4.661 percent of the total variance and finally the fifth factor was termed as **“Support Services”** that includes sidewalks and help desk services that accounted for 3.663 percent of the total variance. Fortunately, these factors are consistent with the findings of Tukamushaba, E.K., et.al.,2016., which is the base for the measurement of the perception of tourists on various destinations.

Hence it indicated that basic facilities like public restrooms, well laid roads and safe drinking water are the most significant features that must be upgraded and looked into by the authority for the enhancement of urban tourism in these sites.

**Figure: 5.1**  
**Scree Plot**

**Tourist’s Perception on Various Comforts and Accessory Features that must be there in the Urban Tourist Destinations**



From Figure 5.1, it is clear that, tourist’s perception on various comforts and accessory features that are required in the urban tourist destinations showcases 11 variables which are grouped into five factors. It has also been found that although there are eleven principal components only three factors have Eigen values over one.

Table 5.8 depicts the Cronbach’s Alpha for tourist perception on various comforts and accessory features in the urban tourist destinations.

**Table: 5.8**  
**Cronbach’s Alpha**  
**Tourist Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations**

<b>Factors</b>	<b>Variables included in the factors</b>	<b>Cronbach’s Alpha</b>
Basic Facilities	Public restrooms, well laid roads and safe drinking water	.946
Rescue & Hygiene Facilities	Emergency services and cleanliness of the site	.877
Refreshment & Parking Facilities	Restaurants and parking facilities	.799
Sign Boards & Boarding Facilities	Sign boards and food & accommodation facilities	.750
Support Services	Sidewalks and help desk services	.701

**Source: Computed from Primary Data**

Cronbach’s Alpha statistics for reliability testing for tourist perception on various comforts and accessory features in the urban tourist destinations: Basic Facilities (.946), Rescue & Hygiene Facilities (.877), Refreshment & Parking Facilities (.799), Sign Boards & Boarding Facilities (.750) and Support Services (.701). The alpha coefficients demonstrate a strong correlation and internal consistency among the variables examined.

#### **5.3.4. Tourist Perception on Exclusivity of Urban Tourist Destinations**

In order to understand the perception of tourist on the exclusivity of urban tourist destinations, they were provided with eleven items which may be their major attraction to least attraction in the urban tourist places. They were told to rate these

statements on a Likert’s five-point scale and based on their rating, Sum and WAM were calculated and Ranks were assigned.

Table 5.9. dealt with the tourist perception on exclusivity of urban tourist destinations. Factor analysis were conducted to reduce the items into groups.

**Table: 5.9**  
**Tourist Perception on Exclusivity of Urban Tourist Destinations**

<b>Variables</b>	<b>Major Attraction</b>	<b>One of the Attraction</b>	<b>Minor Attraction</b>	<b>Not an Attraction</b>	<b>Not at all Attraction</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Museums and Art Galleries	147 (38.28)	183 (47.66)	53 (13.80)	1 (0.26)	0 (0.00)	1628	4.24	<b>4</b>
Theatres and Cinemas	113 (29.43)	169 (44.01)	86 (22.40)	14 (3.64)	2 (0.52)	1529	3.98	<b>8</b>
Convention Centres	94 (24.48)	158 (41.15)	115 (29.94)	15 (3.91)	2 (0.52)	1479	3.85	<b>10</b>
Concert Halls	99 (25.78)	174 (45.31)	94 (24.48)	15 (3.91)	2 (0.52)	1505	3.92	<b>9</b>
Historical Sites	174 (45.31)	143 (37.24)	59 (15.37)	6 (1.56)	2 (0.52)	1633	4.25	<b>3</b>
Night Clubs	94 (24.48)	118 (30.73)	138 (35.94)	27 (7.03)	7 (1.82)	1417	3.69	<b>11</b>
Carnivals/Exhibitions/ Tradeshows etc	163 (42.45)	157 (40.89)	59 (15.36)	5 (1.30)	0 (0.00)	1630	4.24	<b>4</b>
Parks and Green Areas	203 (52.86)	143 (37.24)	31 (8.07)	6 (1.56)	1 (0.27)	1693	4.41	<b>1</b>
Shopping Facilities	196 (51.04)	151 (39.33)	31 (8.07)	6 (1.56)	0 (0.00)	1689	4.40	<b>2</b>
Ancient Monuments and Statutes	155 (40.36)	155 (40.37)	68 (17.71)	4 (1.04)	2 (0.52)	1609	4.19	<b>6</b>
Waterfronts/Water Bodies	144 (37.50)	148 (38.55)	83 (21.61)	5 (1.30)	4 (1.04)	1575	4.10	<b>7</b>

**Source: Primary Data**

**Note: Figures in brackets denote percentages**

From the above data, it is clear that, the main attractions in the Urban areas are the parks and green areas, amusements cum theme parks, historical, cultural and religious places. Hence, an assessment of tourist’s perception about these spots were assessed with the information provided by the respondents. It was found that the

tourists were well aware of parks and green areas (88.20 percent), shopping facilities (88 percent) and historical sites (85 percent) located in prominent urban tourist spots. These destination features were ranked in the first three places with the WAM score of 4.41 to 4.25.

Tourists realised that certain urban regions also encompass with museums and art galleries and conduct of frequent carnivals, exhibitions, tradeshows etc., (84.80 percent) and ancient monuments and statues of leaders, freedom fighters or kings, queens (83.80 percent). Urban tourists perceived that specific urban regions also have waterfronts, water bodies (82 percent), theatres and cinemas (79.60 percent), concert halls (78.40 percent), convention centres (77 percent) and night clubs (73.80 percent) for the entertainment of tourists. These variables were ranked in the fourth to eleventh places with the computed WAM scores ranging from 4.24 to 3.69.

The study found that the urban tourists were well aware of parks and green areas (88.20 percent), shopping facilities (88 percent) and historical sites (85 percent) located in prominent urban tourist spots.

#### **5.3.4.1 Factor Analysis of Tourist Perception on Exclusivity of Urban Tourist Destinations**

Factor analysis was conducted to measure and relate association between the variable i.e., tourist level of perception on exclusivity of tourist destinations in urban regions, considering the following variables: museums and art galleries, theatres and cinemas, convention centres, concert halls, historical sites, night clubs, carnivals, exhibitions, tradeshows etc, parks and green areas, shopping facilities, ancient monuments and statues and waterfronts/water bodies. Table 5.10 shows the KMO and Bartlett’s Test for tourist perception on exclusivity of urban tourist destinations.

**Table: 5.10**  
**KMO and Bartlett's Test**  
**Tourist Perception on Exclusivity of Urban Tourist Destinations**

Kaiser-Meyer-Olkin (KMO) Test for Assessing Sampling Adequacy	.853
---	------

Bartlett’s Sphericity Test (Chi-Square approximation)	1764.026
DF	55
Sig	.000

**Level of Significance: 5 percent**

The value of KMO for overall matrix of eleven variables was found to be excellent (0.853) and Bartlett’s test of sphericity’s chi-square value 1764.026 was adequate at five percent level of significance.

Table 5.11 below shows the communalities of tourist’s perception on exclusivity of urban tourist destinations.

**Table: 5.11  
Communalities  
Tourist Perception on Exclusivity of Urban Tourist Destinations**

<b>Variables</b>	<b>Initial</b>	<b>Extraction</b>
Museums and Art Galleries	1.000	.791
Theatres and Cinemas	1.000	.725
Convention Centres	1.000	.810
Concert Halls	1.000	.725
Historical Sites	1.000	.761
Night Clubs	1.000	.973
Carnivals/Exhibitions/Tradeshows	1.000	.705
Parks and Green Areas	1.000	.809
Shopping Facilities	1.000	.755
Ancient Monuments and Statutes	1.000	.751
Waterfronts/Water Bodies	1.000	.933

Source: Computed value

It has been observed that PCA (Principal Component Analysis) score has been recorded .705 at the lowest and .973 at the highest mark.

It is clear from the rotated component matrix (Table 5.12) that five factors were extracted together and it accounted for 88.079 percent of the total variance (information comprised from original eleven variables). Among the five items loaded, the first factor was named as “**Exploration & Shopping**” which included variables like historical sites, parks and green areas and shopping facilities and it explains 41.556 percent of the total variance. The second factor was labelled as “**Passion & Entertainment**” that included variables namely museums and art

galleries and carnivals, exhibitions, tradeshows etc. and it explains 25.855 percent of the total variance.

**Table: 5.12**  
**Rotated Component Matrix**  
**Tourist Perception on Exclusivity of Urban Tourist Destinations**

Variables	Component				
	1	2	3	4	5
X <sub>1</sub> -Museums and Art Galleries	-	.839	-	-	-
X <sub>2</sub> -Theatres and Cinemas	-	-	-	.828	-
X <sub>3</sub> -Convention Centers	-	-	-	-	.877
X <sub>4</sub> -Concert Halls	-	-	-	.769	-
X <sub>5</sub> -Historical Sites	.746	-	-	-	-
X <sub>6</sub> -Night Clubs	-	-	-	-	.914
X <sub>7</sub> -Carnivals/Exhibitions/ Tradeshows etc	-	.684	-	-	-
X <sub>8</sub> -Parks and Green Areas	.830	-	-	-	-
X <sub>9</sub> -Shopping Facilities	.774	-	-	-	-
X <sub>10</sub> -Ancient Monuments & Statutes	-	-	.765	-	-
X <sub>11</sub> -Waterfronts/Water Bodies	-	-	.898	-	-
<b>Eigen Value</b>	<b>4.571</b>	<b>2.844</b>	<b>0.987</b>	<b>0.660</b>	<b>0.626</b>
<b>% of Variance</b>	<b>41.556</b>	<b>25.855</b>	<b>8.974</b>	<b>6.003</b>	<b>5.692</b>
<b>Cumulative</b>	<b>41.556</b>	<b>67.411</b>	<b>76.385</b>	<b>82.387</b>	<b>88.079</b>

Level of Significance: 5 percent

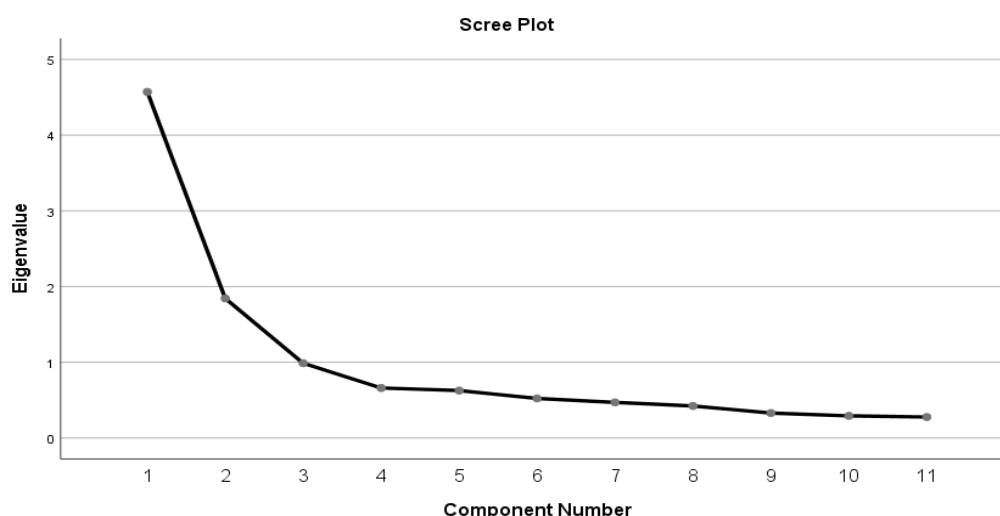
The third factor was labelled as “**Recollection & Relaxation**” which included variables like ancient monuments and statutes and waterfronts, water bodies, and it explains for 8.974 percent of the total variance. The fourth factor was labelled as “**Music & Movie**” which included variables namely theatres and cinemas and concert halls and it explains 6.003 percent of the total variance. Finally, the fifth factor was termed as “**Private Life Entertainment**” with variables namely Convention Centres and night clubs that constituted 5.692 percent of the total variance. These factors are consistent with the findings of Pecsek, B., 2015 & Tukamushaba, E. K., et.al., 2016., which is the base for the measurement of the perception of tourists on the exclusivity of each destination.

Hence it indicates that historical sites, parks and green areas, shopping facilities are the most significant features that must be upgraded and looked into by the authority for the enhancement of urban tourism in these sites.

**Figure: 5.2**

**Scree Plot**

**Tourist Perception on Exclusivity of Urban Tourist Destinations**



The figure 5.2, exhibits that the tourist’s perception on exclusivity features that must be there in the urban tourist destinations showcased 11 variables which were grouped into five factors. It has also been found that although there are eleven principal components only five factors have Eigen values over one.

Table 5.13 depicts the Cronbach’s Alpha for Tourist perception on exclusivity of urban tourist destinations.

**Table: 5.13**

**Cronbach’s Alpha**

**Tourist Perception on Exclusivity of Urban Tourist Destinations**

<b>Factors</b>	<b>Variables Included in the Factors</b>	<b>Cronbach’s Alpha</b>
Exploration & Shopping	Historical sites, parks and green areas and shopping facilities	.881
Passion & Entertainment	Museums and art galleries and carnivals/exhibitions/tradeshows	.794
Recollection & Relaxation	Ancient monuments and statues and waterfronts/water bodies	.780
Music & Movie	Theatres and cinemas and concert halls	.719
Private Life Entertainment	Convention centres and night clubs	.705

Source: Computed from Primary Data

Cronbach’s Alpha statistics for reliability testing for tourist level of perception on exclusivity of urban tourist destinations in urban regions: Exploration & Shopping (.881), Passion & Entertainment (.794), Recollection & Relaxation (.780), Music & Movie (.719) and Private Life Entertainment (.705). The alpha coefficients demonstrate a strong correlation and internal consistency among the variables examined.

### **5.3.5. Association between Demographic Variables of Tourists and Their Level of Awareness and Perception About Urban Tourism.**

According to Satyajit and Balakrishna, 2021 and Debasis and Sasmita, 2022, tourists trust, belief, understanding about tourist spot and touring behaviour are mostly influenced by their demographic status. Drawing relevance with these studies following SE-Model is constructed. The SEM aimed to measure association between demographic variables of tourists and their level of awareness and perception about urban tourism. Table 5.14 depicts the expansion of variables used for the model.

**Table: 5.14**

#### **Variables Expansion**

#### **Association Between Demographic Variables of Tourists and their Level of Awareness and Perception about Urban Tourism**

<b>Abbreviation</b>	<b>Expansion</b>
GEND	Gender
AGE	Age
EDUC	Education
MART	Marital Status
EMST	Employment Status
NAWO	Nature of Work
NOME	Number of Family Members
MOIN	Monthly Income
EAEM	Earning Employee Members
RESI	Residence
COUT	Concept of Urban Tourism
NEFP	Need for Promotion
FAAV	Facilities Available
EXCU	Exclusivity
DEMO	Demographic Variables
AWPE	Awareness & Perception

**Source: Extracted from the model**

In order to establish the relationship between demographic variables and tourists’ awareness and perception on urban tourism hypothesis were formulated. Table 5.15 shows the hypothesis formulated for the model.

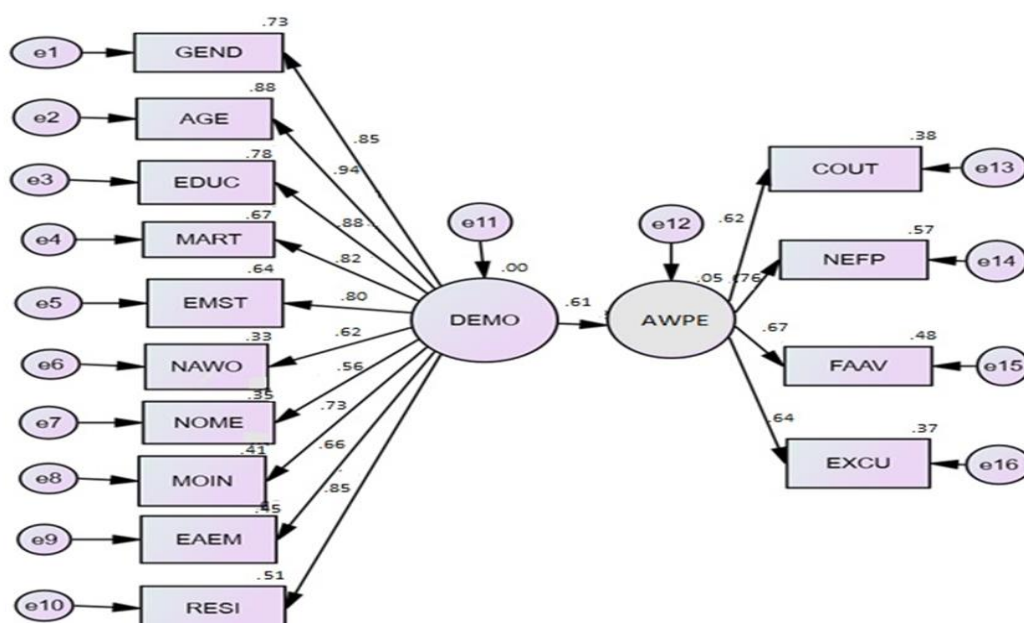
**Table: 5.15**  
**Testing of Hypothesis Results**  
**Association between Demographic Variables of Tourists and their Level of Awareness and Perception about Urban Tourism**

No.	Hypothesis
<b>H1</b>	There exists a significant relationship between demographic variables of the tourists and their awareness and perception about urban tourism

**Source: Formulated**

Figure 5.3 shows the Structural Equation Model (SEM) of the relationship between demographic variables of the tourists’ and their awareness and perception on urban tourism. The CFA values are shown in the Table 5.16 and Path Analysis in Table 5.17.

**Figure: 5.3**  
**Confirmatory Factor Analysis**  
**Association Between Demographic Variables of Tourists and their Level of Awareness and Perception about Urban Tourism**



**Table: 5.16**  
**Model Fit Indices of CFA Model for the Level of Awareness and Perception about**  
**Urban Tourism and Demographic Variables of Tourists**

<b>Fit Indices</b>	<b>Obtained Value</b>	<b>Accepted Thresholds Levels</b>	<b>Literature Support</b>	<b>Acceptable Value</b>
$\chi^2$ (CMIN)	227.85	NA	NA	NA
DF	76	NA	NA	NA
P	.000	NA	NA	NA
Scaled $\chi^2$ /df	2.998	$\leq 3$	Carmines & McIver (1981)	$\leq 3$
Goodness of Fit Index (GFI)	.967	Value Greater than 0.95	Hooper, et.al. (2008)	>.95 to < 1
Adjusted Goodness of Fit Index (AGFI)	.956	Value Greater than 0.95	Hooper, et.al. (2008)	>.95 to < 1
Tucker-Lewis Index (TLI)	.967	Value Greater than 0.95	Hu & Bentler (1999)	>.95 to < 1
Comparative Fit Index (CFI)	.989	Value Greater than 0.95	Hu & Bentler (1999)	>.95 to < 1
Normed Fit Index (NFI)	.971	Value Greater than 0.95	Bentler & Bonett, 1980	>.95 to < 1
Parsimonious Normed Fit Index (PNFI)	.973	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Parsimonious Comparative Fit Index (PCFI)	.942	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Relative Fit Index (RFI)	.968	0=Poor Fit, 1=Good Fit	Bollen (1986)	0 to 1
Incremental Fit Index (IFI)	.991	0=Poor Fit, 1=Good Fit	Bollen (1989)	0 to 1
Root Mean Square Approximation Method (RMSEA)	.006	Range of 0.05 to 0.08	Hu & Bentler (1999)	.05 or lower indicates a strong fit of the model

**Level of Significance: 5 percent**

The CFA results are displayed in Table 5.16, and the SEM results are shown in Figure 5.3. The fit indices suggest that the measurement model demonstrates an overall good fit, indicating that the proposed model aligns well with the observed data with values  $\chi^2$  (anova) = 227.85 (p=.000), Scaled  $X^2/df$ = 2.998, GFI=.967, AGFI=.956, TLI=.967, CFI=.989, NFI=.971, PNFI=.973, PCFI=.942, RFI=.968, IFI=.991 and RMSEA=.006. Hence, the SEM Model is appropriate for further analysis.

#### **5.3.5.1 Path Analysis**

Path analysis is a statistical method commonly applied in the area of social science research in order to analyse the multifaceted interrelationships between the variables. It assists the researchers to detect and measure both direct and indirect results of multiple factors on a specific outcome. By putting a sequence of regression analyses in an organized sequence, the Path Analysis will aid in the testing of theoretic models and the justification of causal assumptions.

Under this technique, variables are represented as nodes, with arrows (or paths) signifying the directional associations and relationship between them. These paths replicate hypothesized fundamental links, making it conceivable to assess not only the instant effects of variables but also their delayed or mediated influences (Streiner, D. L., 2005). The prime goals of path analysis comprise of measuring the implication and strength of these relationships, evaluating specific causal hypotheses and magnifying the researchers understanding of how numerous factors affect each other. Finally, it offers an organized and comprehensive framework for accessing how numerous variables interrelate within a given model (Garson, 2013).

Table 5.17 below depicts the Path Analysis for the level of awareness and perception about urban tourism and demographic variables of tourists.

**Table: 5.17**

**Path Analysis in CFA Using Maximum Likelihood Weights  
Level of Awareness and Perception about Urban Tourism and Demographic Variables  
of Tourists**

Path			Unstandardized Estimates	Standardized Estimates (Beta Coefficient)	Standard Error (S.E.)	Critical Ratio (C.R)	P Value	Relationship
AWPE	<---	DEMO	1.283	.610	.093	7.378	.000	Significant
RESI	<---	DEMO	1.000	.850	.065	6.785	.000	Significant
EAEM	<---	DEMO	2.644	.664	.078	8.571	.000	Significant
MOIN	<---	DEMO	1.346	.733	.099	10.493	.000	Significant
NOME	<---	DEMO	2.294	.560	.026	7.360	.000	Significant
NAWO	<---	DEMO	1.132	.621	.097	8.809	.000	Significant
EMST	<---	DEMO	5.669	.800	.078	6.798	.000	Significant
MART	<---	DEMO	5.374	.818	.023	6.823	.000	Significant
EDUC	<---	DEMO	5.479	.883	.031	7.887	.000	Significant
AGE	<---	DEMO	6.196	.939	.156	11.870	.000	Significant
GEND	<---	DEMO	6.016	.854	.036	8.806	.000	Significant
COUT	<---	AWPE	1.000	.623	.125	10.639	.000	Significant
NEFP	<---	AWPE	1.359	.757	.058	7.266	.000	Significant
FAAV	<---	AWPE	.482	.671	.114	11.233	.000	Significant
EXCU	<---	AWPE	.422	.642	.080	8.245	.000	Significant

**Level of Significance: 5 percent**

- Association between demographic variables of tourists and their level of awareness and perception about urban tourism: AWPE vs DEMO. ( $\beta=.610$ ,  $p=.000$ ) is positively correlated and found to be significant.
- Intercorrelation of demographic variables of tourists' RESI vs DEMO ( $\beta=.850$ ,  $p=.000$ ), EAEM vs DEMO ( $\beta=.664$ ,  $p=.000$ ), MOIN vs DEMO ( $\beta=.733$ ,  $p=.000$ ), NOME vs DEMO ( $\beta=.560$ ,  $p=.000$ ), NAWO vs DEMO ( $\beta=.621$ ,  $p=.000$ ), EMST vs DEMO ( $\beta=.800$ ,  $p=.000$ ), MART vs DEMO ( $\beta=.818$ ,  $p=.000$ ), EDUC vs DEMO ( $\beta=.883$ ,  $p=.000$ ), AGE vs DEMO ( $\beta=.939$ ,  $p=.000$ ) and GEND vs DEMO ( $\beta=.854$ ,  $p=.000$ ) are positively correlated and found to be significant.
- Intercorrelation of tourists' level of awareness and perception about urban tourism: COUT vs AWPE ( $\beta=.623$ ,  $p=.000$ ), NEFP vs AWPE ( $\beta=.757$ ,

$p=.000$ ), FAAV vs AWPE ( $\beta=.671$ ,  $p=.000$ ) and EXCU vs AWPE ( $\beta=.642$ ,  $p=.000$ ) are positively correlated and found to be significant.

- All the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ), i.e., Beta coefficients are above the threshold limit. Hence, the SEM Model shows a prompt fit for the above data.

The hypothesis framed stands accepted and it has been concluded that *there exists a significant relationship between demographic variables of the tourists and their awareness and perception about urban tourism.*

#### 5.4. Touring Behaviour of Tourist

Studying touring behaviour in urban tourism helps to understand tourist movement patterns, destination management, tourist experience, and urban planning. Table 5.18 has dealt with travel behaviour of tourist. They were requested to rate the statements related to the adoption of tour package, service of guide and plan own trip. They were requested to rate the statements in a Likert's three-point the scale. Sum and Weighted Arithmetic Mean (WAM) have been calculated. Based on the WAM, Ranks were assigned.

**Table: 5.18**  
**Travel Behaviour**

Sl. No	Opinion	Definitely Yes	To an Extent	No Not Necessary	Sum	Mean	Rank
1.	Adopting Tour Packages from Tour Operators	84 (21.88)	164 (42.71)	136 (35.41)	716	1.86 (62.0)	2
2.	Prefer to Avail Guide Services	78 (20.31)	159 (41.41)	147 (38.28)	699	1.82 (60.67)	3
3.	Prefer to Tour Independently	165 (42.97)	127 (33.07)	92 (23.96)	841	2.19 (73.0)	1

**Source: Primary Data**

**Note: Figures in brackets denote percentages**

From the Table 5.18, it is clear that, 73 percent of the respondents prefer to tour independently and was ranked first with WAM score of 2.19. Around 62 percent of the tourists (WAM 1.86) said that adopting tour packages from tour

operators is necessary for promotion urban tourism in specific destination and 60.67 percent of the tourists (WAM 1.82) express their preference for availing guided services in order to explore and understand urban tourist destination and were ranked in the second and third respectively.

Hence, it is analysed that 73 percent of the respondents prefer to tour independently while taking a trip.

#### **5.4.1. Timeline of Visit in Urban Tourist Destination in the Past**

Timeline within which tourists had visited urban tourists' destinations in Thrissur urban tourist destinations were mentioned in the Table 5.19.

It was found that most of the tourists (48.96 percent) had visited Thrissur tourist destinations many years before. 18.49 percent of the tourists had visited just two years before and 14.85 percent in the past one year. Recent visits to the urban destinations are made by 17.70 percent (2.86 + 5.99 + 8.85) of the respondents and were classified as: 8.85 percent within past six months, 5.99 percent within the past one month and 2.86 percent within the last 15 days.

**Table: 5.19**

**Timeline Tourists Visited Urban Tourist Destinations in the Past**

<b>Sl. No</b>	<b>Days</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	With the 15 Days	11	2.86
2.	Week within the Past 1 Month	23	5.99
3.	Within the Past 6 Months	34	8.85
4.	Within the Past 1 Year	57	14.85
5.	Two Years Ago	71	18.49
6.	Many Years Ago	188	48.96
	<b>Total</b>	<b>384</b>	<b>100</b>

**Source: Primary Data**

It was discussed in the Table 5.1 that 37.50 percent of urban tourists are from within Kerala, yet just 17.70 percent of the respondents had visited to urban tourist destinations in Thrissur Corporation within past six months or lesser period. It creates greater scope for promotion of urban tourism in this region in a more vigorous way.

#### **5.4.2. Number of Days Spent in the Tourist Destinations at Thrissur Corporation**

The frequency of tourist visits to a destination and the duration of their stay provide valuable insights to tourism stakeholders. Such information helps in understanding the nature of tourism activities, tourist preferences, crowding patterns, the type of amenities that need to be maintained and the expectations or demands of visitors. This, in turn, highlights key opportunities for tourism development in that area.

**Table: 5.20**

**Number of Days Spent in the Urban Tourist Destinations at Thrissur Corporation**

<b>Sl. No.</b>	<b>Days</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	Few Hours	28	7.29
2.	One	79	20.57
3.	Two	107	27.86
4.	Three	67	17.45
5.	Four	31	8.07
6.	Five	24	6.26
7.	More than Five	48	12.50
	<b>Total</b>	<b>384</b>	<b>100</b>

Source: Primary Data

Data in table 5.20 revealed that the respondents prefer to stay in Thrissur for a maximum of: two days (27.86 percent), make a single day visit (20.57 percent), stay for three days (17.45 percent) and for more than five days (12.50 percent). Rests, 6.26 percent of the visitors prefer to stay for five days and 7.29 percent for just few hours.

Hence, it is found that 48.43 percent of the respondents prefer to tour around Thrissur for a day (20.57 percent) or two (27.86 percent).

#### **5.4.3. Combination of Tourists Destinations**

In order to understand the attraction of tourists to well-known and less-known spots, they were requested to express their response as always, frequently, sometimes, rarely and never. Table 5.21 show the result of combination of tourist destinations.



**Table: 5.21**  
**Combination of Tourist Destinations**

Sl. No	Opinion	No. of Respondents	Percentage
1.	Always	114	29.68
2.	Frequently	160	41.67
3.	Sometimes	91	23.70
4.	Rarely	12	3.13
5.	Never	7	1.82
	<b>Total</b>	<b>384</b>	<b>100</b>

Source: Primary Data

From the Table 5.21, it is clear that 95.05 percent of the tourists prefer to combine the well-known and less-known spots during their visit and their behaviour is summarized as: frequent combiners (41.67 percent), always combiners (29.68 percent) and sometime visitors (23.70 percent). Rest of the respondents recorded their visits are rarely combined (3.13 percent) and never combiners (1.82 percent).

It was observed that 95.05 percent of the tourists preferred to combine the well-known and less-known spot during their visits to Thrissur, of which frequent combiners of destinations to be visited were found to be 41.67 percent.

### **5.5. Primary Desire for Selecting and Travelling to a Specific Destination**

Each individual carries unique likes and dislikes, which are often reflected in their choice of travel destination. Table 5.22 highlighted the primary factors influencing tourists in selecting and visiting a specific destination.

**Table: 5.22**  
**Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Variables	Prime Motive	Motive	One of the Motive	Least Motive	Not at A Motive	Sum	Mean	Rank
Attracted by Adventure Features	114 (29.69)	160 (41.67)	91 (23.70)	12 (3.13)	7 (1.81)	1514	3.94	<b>7</b>
To Study the Culture	102 (26.56)	177 (46.09)	94 (24.48)	7 (1.82)	4 (1.05)	1518	3.95	<b>6</b>
To be a Part of the Nature	180 (46.88)	152 (39.58)	48 (12.50)	3 (0.78)	1 (0.26)	1659	4.32	<b>5</b>
To Rest and Relax	220 (57.29)	125 (32.55)	35 (9.11)	3 (0.78)	1 (0.27)	1712	4.46	<b>1</b>

In Order to Enjoy Nightlife	106 (27.60)	149 (38.80)	103 (26.82)	18 (4.69)	8 (2.09)	1479	3.85	<b>9</b>
To Enhance Health	104 (27.08)	169 (44.01)	89 (23.18)	17 (4.43)	5 (1.30)	1502	3.91	<b>8</b>
To Explore the World	216 (56.25)	134 (34.90)	31 (8.07)	1 (0.26)	2 (0.52)	1713	4.46	<b>1</b>
To Attain Spirituality by Visiting Religious Places	105 (27.34)	141 (36.72)	111 (28.91)	14 (3.65)	13 (3.38)	1463	3.81	<b>11</b>
For Sports and Entertainment	85 (22.14)	154 (40.10)	115 (29.95)	23 (5.99)	7 (1.82)	1439	3.75	<b>12</b>
To Spend Time with Family	201 (52.34)	147 (38.28)	29 (7.55)	6 (1.56)	1 (0.27)	1693	4.41	<b>3</b>
To Spend Time with Friends and Relatives	195 (50.78)	148 (38.54)	34 (8.85)	6 (1.56)	1 (0.27)	1682	4.38	<b>4</b>
Visiting Places Seen on TV or in a Movie	105 (27.34)	151 (39.32)	97 (25.26)	25 (6.51)	6 (1.57)	1476	3.84	<b>10</b>

**Source: Primary Data**

**Note: Figures in brackets denote percentages**

Majority of the respondents said that they like to explore the world (89.20 percent) and to rest and relax (89.20 percent). So, they travelled a lot and paid more attention to selecting their place of travel. On the other side, 88.20 percent of the tourists wish to spend time with family. These touring desires of the respondents are rated in the first to third place with the WAM score of 4.46 to 4.41. A certain group of respondent's desires to spend time with friends and relatives (87.60 percent), to be a part of the nature (86.40 percent) and to study the culture (79 percent). These three criteria are listed in the fourth to six places with WAM score of 4.38 to 3.95. Respondents also claim that they visit urban destinations in Thrissur as they are attracted by adventure features (78.80 percent), to enhance their health (78.20 percent), in order to enjoy nightlife (77 percent), visit places viewed in Television or in a movie (76.80 percent), to visit religious places (76.20 percent) and for sports and entertainment (75 percent) purposes. These variables are rated with the WAM score ranging from 3.94 to 3.75.

The study provided clear evidence that touring and travelling desire of individuals completely differ from one to another, some like to explore the world, some want to rest and relax, whereas some want to be away from busy life and be

with their family members (spouse, children, parents and sibling or relatives). As per the study majority i.e., 89.20 percent of the respondents said that they like to explore the world and also wish to rest and relax. These are the chief motives of travelling to a specific destination. Hence, the tourists’ travel on a large scale and pay lot of attention while selecting their tour or travel place.

### **5.5.1. Factor Analysis of Primary Desire for Selecting and Travelling to a Specific Destination**

Factor analysis was conducted to measure and relate association between the variable i.e., primary desire expressed by the tourists for selecting and travelling to a specific destination, considering the following variables: attracted by adventure features, to study the culture, to be a part of the nature, to rest and relax, in order to enjoy nightlife, to enhance health, to explore the world, to attain spirituality by visiting religious places, for sports and entertainment, to spend time with family, to spend time with friends and relatives and visiting places seen on TV or in a movie.

Table 5.23 below depicts the KMO and Bartlett's Test for primary desire for selecting and travelling to a specific destination.

**Table: 5.23**  
**KMO and Bartlett's Test**  
**Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Kaiser-Meyer-Olkin (KMO) Test for Assessing Sampling Adequacy	.864
Bartlett’s Sphericity Test (Chi-Square approximation)	1189.059
DF	66
Sig	.000

**Level of Significance: 5 percent**

The value of KMO for overall matrix of twelve variables was found to be excellent (0.864) and Bartlett’s test of sphericity’s chi-square value 1189.059 was highly significant at five percent level of significance.

Communalities of primary desire for selecting and travelling to a specific destination was shown in the Table 5.24

**Table: 5.24**

**Communalities**

**Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Variables	Initial	Extraction
Attracted by Adventure Features	1.000	.704
To Study the Culture	1.000	.700
To be a Part of the Nature	1.000	.726
To Rest and Relax	1.000	.851
In Order to Enjoy Nightlife	1.000	.762
To Enhance Health	1.000	.703
To Explore the World	1.000	.701
To Attain Spirituality by Visiting Religious Places	1.000	.757
For Sports and Entertainment	1.000	.836
To Spend Time with Family	1.000	.734
To Spend Time with Friends and Relatives	1.000	.775
Visiting Places Seen on TV or in a Movie	1.000	.921

Source: Computed Value

It has been observed that PCA (Principal Component Analysis) score has been recorded .700 at the lowest and .921 at the highest mark. Table 5.25 below shows the rotated component matrix on the primary desire for selecting and travelling to a specific destination.

**Table: 5.25**

**Rotated Component Matrix**

**Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Variables	Component				
	1	2	3	4	5
X <sub>1</sub> -Attracted by Adventure Features	-	-	.786	-	-
X <sub>2</sub> -To Study the Culture	-	.846	-	-	-
X <sub>3</sub> -To be a Part of the Nature	-	.829	-	-	-
X <sub>4</sub> -To Rest and Relax	.844	-	-	-	-
X <sub>5</sub> -In Order to Enjoy Nightlife	-	-	-	.758	-
X <sub>6</sub> -To Enhance Health	-	-	.773	-	-
X <sub>7</sub> -To Explore the World	.785	-	-	-	-
X <sub>8</sub> -To Attain Spirituality by Visiting Religious Places	-	-	-	-	.847
X <sub>9</sub> -For Sports and Entertainment	-	-	-	-	.886
X <sub>10</sub> -To Spend Time with Family	.803	-	-	-	-
X <sub>11</sub> -To Spend Time with Friends	-	.853	-	-	-

and Relatives					
X <sub>12</sub> -Visiting Places Seen on TV or in a Movie	-	-	-	.920	-
<b>Eigen Value</b>	<b>4.755</b>	<b>2.480</b>	<b>1.268</b>	<b>1.139</b>	<b>0.741</b>
<b>% of Variance</b>	<b>39.625</b>	<b>20.667</b>	<b>10.567</b>	<b>9.488</b>	<b>6.172</b>
<b>Cumulative</b>	<b>39.625</b>	<b>60.292</b>	<b>70.859</b>	<b>80.347</b>	<b>86.519</b>

**Level of Significance: 5 percent**

From the Table 5.25, it is clear that, five factors extracted together account for 86.519 percent of the total variance (information contained in the original twelve variables). The first factor was named **“Leisure Enjoyment”** which included variables namely, to rest and relax, to explore the world and to spend time with family and it explains 39.625 percent of the total variance. The second factor was labelled as **“Love for Culture & Nature”** that includes variables like, to study the culture, to be a part of the nature and to spend time with friends and relatives and it represents 20.667 percent of the total variance. The third factor was labelled as **“Adventure & Health Needs”** and it composed with factors like, attracted by adventure features and to enhance health and it constitutes 10.567 percent of the total variance. The fourth factor was termed as **“Exploration”** that included variables like, in order to enjoy nightlife and visiting places seen on TV or in a movie and it represents 9.488 percent of the total variance. Finally, the fifth factor was labelled as **“Religious & Sport Visits”** which includes variables like, to attain spirituality by visiting religious places and for sports and entertainment constitute the fifth factor and it explains 6.172 percent of the total variance. Fortunately, these factors are consistent with the findings of Dini & Pencarelli, 2022, which is the base for the measurement of the primary desire for selecting and travelling to a specific destination.

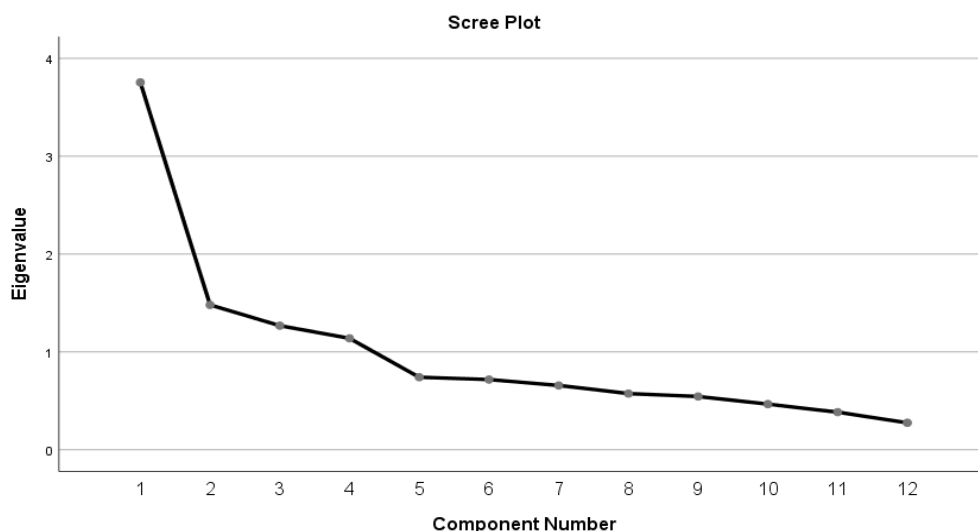
Hence, it indicates that to rest and relax, to explore the world and to spend time with family are the key primary desires for selecting and travelling to a specific destination.

Figure 5.4 shows the diagram of primary desire for selecting and travelling to a specific destination.

**Figure: 5.4**

**Scree Plot**

**Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**



Primary desire for selecting and travelling to a specific destination showcases 12 variables which are grouped into five factors. It has also been found that although there are twelve principal components only 10 factors have Eigen values over one.

Table 5.26 depicts the Cronbach’s Alpha for primary desire for selecting and travelling to a specific destination.

**Table: 5.26**

**Cronbach’s Alpha**

**Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

<b>Factors</b>	<b>Variables Included in the Factors</b>	<b>Cronbach’s Alpha</b>
Leisure Enjoyment	To rest and relax, to explore the world and to spend time with family	.951
Love for Culture & Nature	To study the culture, to be a part of the nature and to spend time with friends and relatives	.853
Adventure & Health Needs	Attracted by adventure features and to enhance health	.840
Exploration	In order to enjoy nightlife and visiting places seen on tv or in a movie	.789
Religious & Sport Visits	To attain spirituality by visiting religious places and for sports and entertainment	.765

**Source: Computed from Primary Data**

Cronbach's Alpha statistics for reliability testing for primary desire for selecting and travelling to a specific destination: Leisure Enjoyment (.951), Love for Culture & Nature (.853), Adventure & Health Needs (.840), Exploration (.789) and Religious & Sport Visits (.765). The alpha coefficients demonstrate a strong correlation and internal consistency among the variables examined.

As the study provided clear evidence that touring and travelling desire of individuals completely differ from one to another, some like to explore the world, some want to rest and relax, whereas some want to be away from busy life and be with their family members (spouse, children, parents and sibling or relatives).

### **5.5.2. Relationship Between Demographic Variables and Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination.**

For studying the association between demographic variables of respondents and the primary desire for selecting and travelling to a specific destination, a detailed analysis was conducted. Based on these findings the second hypothesis of the study is framed and tested. The following measures like mean, standard deviation and one-way ANOVA were used for analysis.

#### **5.5.2.1 Mean and Standard Deviation**

Both mean and standard deviation values serve for different resolutions. Mean comes under the measurement of central tendency that helps to indicate the average value, whereas standard deviation comes under the measure of dispersion that specifies how the data is spread over around the mean value (Argyrous, 1997).

#### **5.5.2.2 One -Way ANOVA**

One- way ANOVA test is used to analyze whether there is any significant difference statistically among the means of more than three self-determining independent groups (Chan & Walmsley,1997). It fundamentally measures whether the inconsistency (variability) between the group means is higher or broader than the inconsistency within each group (Larson, M. G., 2008). If the test statistics indicate

a good level of significance, it can be concluded that the means of at least two groups are different (Mertens, W., et.al., 2016).

Table 5.27 below shows the association between demographic variables and primary desire for selecting and travelling to a specific destination

**Table 5.27**  
**Testing of Hypothesis Results**  
**Association Between Demographic Variables and Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

No.	Hypothesis
<b>H2</b>	There exists a significant relationship between demographic variables and primary desire for selecting and travelling to a specific urban tourist destination.

**Source: Formulated**

The Tables 5.28 to Table 5.37 shows the result of Measure of Dispersion and one-way ANOVA test for various demographic variables like gender, age, educational qualifications, marital status, employment status, nature of work, number of family members, monthly income, number of earning members and area of residence. In Table 5.29, Table 5.30, Table 5.33, Table 5.34 & Table 5.35, the variables were termed as 1,2,3,4,5,6,7,8,9,10,11 & 12. It denotes “attracted by adventure features, to study the culture, to be a part of the nature, to rest and relax, in order to enjoy nightlife, to enhance health, to explore the world, to attain spirituality by visiting religious places, for sports and entertainment, to spend time with family, to spend time with friends and relatives and visiting places seen on TV or in a movie” respectively.

**Table: 5.28**  
**Measure of Dispersion and ANOVA Test**  
**Gender Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Variables	Male		Female		F Value	Sig
	Mean	SD	Mean	SD		
Attracted by Adventure Features	2.085	0.953	2.031	0.861	7.339	<b>.001</b>
To Study the Culture	2.101	0.816	1.995	0.828	11.586	<b>.029</b>

Variables	Male		Female		F Value	Sig
	Mean	SD	Mean	SD		
To be a Part of the Nature	1.735	0.739	1.626	0.738	12.121	<b>.046</b>
To Rest and Relax	1.566	0.759	1.518	0.668	8.436	<b>.009</b>
In Order to Enjoy Nightlife	2.118	0.909	2.180	0.989	10.409	<b>.023</b>
To Enhance Health	2.026	0.864	2.153	0.913	9.987	<b>.010</b>
To Explore the World	1.513	<b>0.661</b>	1.566	0.738	10.557	<b>.046</b>
To Attain Spirituality by Visiting Religious Places	2.154	0.945	2.228	1.035	17.531	<b>.047</b>
For Sports and Entertainment	<b>2.221</b>	0.866	<b>2.286</b>	0.991	20.472	<b>.042</b>
To Spend Time with Family	1.672	0.778	1.513	<b>0.653</b>	14.728	<b>.030</b>
To Spend Time with Friends and Relatives	1.646	0.762	1.595	0.707	10.456	<b>.000</b>
Visiting Places Seen on TV or in a Movie	2.108	0.899	2.206	1.003	16.032	<b>.010</b>

Level of Significance: 5 percent

From the Table 5.28, it is clear that, the highest mean for both male and female was quoted for “sports and entertainment” with 2.221 and 2.286 respectively. Whereas the lowest standard deviation was quoted for males under “exploring the world” with 0.661 and for females under “spending time with family” with 0.653.

Both male and female tourists desire to select and travel to a specific urban destination differ from one to another. The computed one-way ANOVA test values: 7.339, 11.586, 12.121, 8.436, 10.409, 9.987, 10.557, 17.531, 20.472, 14.728, 10.456 and 16.032 are found to be significance at 5 percent. Hence, the hypothesis is accepted and it has been declared that primary desire for selecting and travelling to a specific urban destination differs according to the gender.

**Table: 5.29**  
**Measure of Dispersion and ANOVA Test**  
**Age Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

AGE		1	2	3	4	5	6	7	8	9	10	11	12
<b>Below 20 Years</b>	<b>Mean</b>	1.909	2.091	1.602	1.360	2.364	2.182	1.435	2.273	<b>2.545</b>	1.553	1.596	2.143
	<b>SD</b>	0.701	0.831	0.744	<b>0.554</b>	0.924	0.751	0.669	0.905	0.820	0.749	0.761	0.921
<b>21-30 Years</b>	<b>Mean</b>	1.692	2.000	1.685	1.677	1.854	2.046	1.508	<b>2.123</b>	2.100	1.608	1.554	2.115
	<b>SD</b>	0.714	0.844	0.737	0.828	0.818	0.931	<b>0.673</b>	0.889	0.947	0.710	0.716	1.024
<b>31-40 Years</b>	<b>Mean</b>	2.180	2.075	2.091	2.273	2.174	2.087	1.909	2.273	2.360	2.091	2.000	<b>2.455</b>
	<b>SD</b>	0.987	0.863	0.831	0.905	0.965	0.897	0.944	1.112	0.965	<b>0.701</b>	0.775	0.688
<b>41-50 years</b>	<b>Mean</b>	2.300	2.100	1.733	1.583	<b>2.500</b>	2.050	1.767	2.067	2.133	1.533	1.667	2.200
	<b>SD</b>	0.830	0.752	0.756	0.696	0.930	0.872	0.745	0.936	0.747	<b>0.650</b>	0.655	0.988
<b>51 years &amp;above</b>	<b>Mean</b>	<b>2.727</b>	1.955	1.864	1.591	2.636	2.409	1.682	2.273	2.545	1.682	1.864	2.227
	<b>SD</b>	0.827	0.575	<b>0.560</b>	0.590	1.093	0.666	0.646	0.767	0.912	0.716	0.774	0.752
<b>F Value</b>		11.248	10.289	11.721	17.154	17.269	10.845	13.644	10.722	12.524	11.649	11.721	10.398
<b>Sig</b>		<b>.000</b>	<b>.005</b>	<b>.044</b>	<b>.000</b>	<b>.000</b>	<b>.047</b>	<b>.006</b>	<b>.007</b>	<b>.041</b>	<b>.001</b>	<b>.044</b>	<b>.010</b>

Level of Significance: 5 percent

From the Table 5.29, it is clear that, the highest mean for the age category 20 years was found to be 2.545, which was quoted “for sports and entertainment”, between 21 to 30 years was “for attaining spirituality by visiting religious places” with 2.123, between 31 to 40 was “for visiting places seen on TV or in a movie” with 2.455, between 41 to 50 was for “to enjoy nightlife” with 2.500 and 51 and above was for “attracted by adventure features” with 2.727.

Whereas the lowest standard deviation for the age category 20 years was found to be 0.554 which was quoted for “rest and relax”, between 21 to 30 years it was for “exploring the world” with 0.673, between 31 to 40 and 41 to 50 was “for spending time with family” with 0.701 and 0.650 respectively. Lowest standard deviation for 51 years and above was for “to be a part of the nature” with 0.560.

The data described that tourists in the age group of below 20 years and above 51 years age group show more interest in selecting and travelling to a specific urban destination. In continuity, it is found that the computed one-way ANOVA test values: 11.248, 10.289, 11.721, 17.154, 17.269, 10.845, 13.644, 10.722, 12.524, 11.649, 11.721 and 10.398 are found to be significance at 5 percent. Hence, the hypothesis is accepted and it has been confirmed that primary desire for selecting and travelling to a specific urban destination differs according to the age.

**Table: 5.30**  
**Measure of Dispersion and ANOVA Test**  
**Educational Qualification Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

<b>Educational Qualification</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
<b>Below 10th</b>	<b>Mean</b>	2.057	1.680	1.429	2.183	2.040	1.520	2.206	2.148	<b>2.209</b>	1.500	1.500	1.500
	<b>SD</b>	0.907	0.758	<b>0.638</b>	0.923	0.906	0.718	0.880	0.948	0.972	0.707	0.707	0.707
<b>SSLC</b>	<b>Mean</b>	1.559	1.765	1.500	1.500	1.735	1.941	1.618	1.912	<b>2.029</b>	1.647	1.559	1.882
	<b>SD</b>	0.613	<b>0.606</b>	0.707	0.707	0.710	0.736	0.697	0.668	0.834	0.544	0.613	0.808
<b>HSS</b>	<b>Mean</b>	<b>2.500</b>	1.875	1.625	1.625	2.000	2.154	1.625	2.125	2.000	1.500	1.670	1.625
	<b>SD</b>	0.926	0.641	<b>0.518</b>	<b>0.518</b>	0.756	0.868	<b>0.518</b>	0.641	0.756	0.535	0.804	<b>0.518</b>
<b>Graduate</b>	<b>Mean</b>	1.769	2.066	1.703	1.692	1.978	2.250	1.549	2.209	<b>4.000</b>	1.747	1.750	2.286
	<b>SD</b>	0.731	0.929	0.738	0.799	0.843	0.886	<b>0.703</b>	0.913	1.414	0.811	0.707	1.003
<b>Post Graduate</b>	<b>Mean</b>	2.069	2.108	3.500	1.794	1.941	<b>4.000</b>	2.089	3.000	2.243	1.571	1.600	2.069
	<b>SD</b>	0.862	0.786	2.121	<b>0.641</b>	0.851	1.414	0.889	1.414	1.120	0.746	0.758	0.913
<b>Ph. D</b>	<b>Mean</b>	<b>2.527</b>	2.074	1.608	1.432	2.432	2.176	1.514	2.223	2.500	1.432	1.622	2.365
	<b>SD</b>	1.023	0.824	0.773	0.643	1.099	0.956	0.687	1.035	0.969	<b>0.599</b>	0.656	1.001
<b>F Value</b>		10.406	21.002	16.349	14.369	5.070	10.585	9.330	8.825	13.195	19.687	10.217	22.787
<b>Sig</b>		<b>.000</b>	<b>.016</b>	<b>.003</b>	<b>.001</b>	<b>.000</b>	<b>.012</b>	<b>.004</b>	<b>.032</b>	<b>.008</b>	<b>.037</b>	<b>.005</b>	<b>.017</b>

Level of Significance: 5 percent

In Table 5.30, the highest mean of the respondents whose educational qualification level falls below 10 was 2.209 and for SSLC qualified was found to be 2.029 under “sports and entertainment”. For the respondents who have qualified HSS, their highest mean value is 2.500 under “attracted by adventure features”. Graduate respondents possessed a higher mean value of 4.000 under “sports and entertainment”, post graduates with 4.000 under “enhanced health’ and Ph. D qualified with 2.527 under “attracted by adventure features”.

Whereas the lowest standard deviation for the respondents below 10<sup>th</sup> were found to be 0.638 under the concept “to be a part of the nature”. For SSLC qualified respondents, the lowest standard deviation was found to be 0.606 under the category of “studying the culture”. HSS qualified respondents possessed lowest value under the following four concepts namely “to be a part of the nature”, “to rest and relax”, “to explore the world” and to “visiting places seen on TV or in a movie” with 0.518. Graduates attained lowest value under “exploring the world” with 0.703, post graduates under “rest and relaxation” with 0.641 and finally Ph.D.’s under “spending time with family” with 0.599.

As per study graduate and post graduate tourists show more desire in selecting and travelling to a specific urban destination. The calculated one-way ANOVA test values: 10.406, 21.002, 16.349, 14.369, 5.070, 10.585, 9.330, 8.825, 13.195, 19.687, 10.217 and 22.787 are found to be significance at 5 percent. Therefore, the hypothesis is accepted and it has been declared that primary desire for selecting and travelling to a specific urban destination differs according to the educational qualification.

Table 5.31 indicates that the highest mean of the respondents who were single were found to be under the concept of “enjoying nightlife” with 2.714, married with 2.714 under two categories namely “attaining spirituality by visiting religious places” and for “sports and entertainment”. Respondents who were divorced were found to have highest mean with 2.304 under “sports and entertainment”. Widow/Widower possessed a higher mean under two categories namely “in order to enjoy nightlife” and in “sports and entertainment” with 2.500.

**Table: 5.31**  
**Measure of Dispersion and ANOVA Test**  
**Marital Status Vs Primary Desire for Selecting and Travelling to a Specific Urban**  
**Tourist Destination**

Variables	Single		Married		Divorced		Widow/Widower		F Value	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Attracted by Adventure Features	1.748	0.714	2.268	0.961	2.143	1.069	1.500	<b>0.707</b>	10.937	<b>.000</b>
To Study the Culture	1.987	0.856	2.500	0.707	2.143	0.690	2.080	0.805	10.625	<b>.009</b>
To be a Part of the Nature	2.000	0.816	2.000	1.414	1.675	0.726	1.670	0.744	10.576	<b>.031</b>
To Rest and Relax	1.714	0.756	1.446	0.626	1.675	0.813	1.500	<b>0.707</b>	13.292	<b>.021</b>
In Order to Enjoy Nightlife	<b>2.714</b>	1.113	2.263	0.987	1.947	0.847	<b>2.500</b>	<b>0.707</b>	14.403	<b>.005</b>
To Enhance Health	2.500	<b>0.707</b>	2.129	0.916	2.000	0.577	2.026	0.864	10.567	<b>.037</b>
To Explore the World	2.143	1.069	1.580	0.717	1.450	0.640	1.500	<b>0.707</b>	12.851	<b>.037</b>
To Attain Spirituality by Visiting Religious Places	2.225	1.001	<b>2.714</b>	1.254	2.152	0.972	2.000	1.414	10.853	<b>.045</b>
For Sports and Entertainment	2.152	0.929	<b>2.714</b>	1.113	<b>2.304</b>	0.921	<b>2.500</b>	<b>0.707</b>	11.440	<b>.031</b>
To Spend Time with Family	2.500	<b>0.707</b>	1.509	0.683	1.857	<b>0.378</b>	1.689	0.768	13.335	<b>.020</b>
To Spend Time with Friends and Relatives	1.603	0.731	1.857	<b>0.378</b>	1.621	0.748	1.620	0.734	10.448	<b>.019</b>
Visiting Places Seen on TV or in a Movie	2.119	0.966	2.286	0.951	2.170	0.946	2.156	0.951	10.657	<b>.009</b>

Level of Significance: 5 percent

Whereas the lowest standard deviation for the respondents who were single was found to be 0.707 under the concept “spend time with family”. For the respondents who were married, “spending time with friends and relatives” was found to be the least with 0.378, devided with 0.378 under “spending time with family” and widow/widower with 0.707 under five heads namely “attracted by

adventure features”, “to rest and relax”, “in order to enjoy nightlife”, “to explore the world” and “sports and entertainment”.

The data depicts that married and unmarried tourists show differences in selecting and travelling to urban tourist destinations. The figured one-way ANOVA test values: 10.937, 10.625, 10.576, 13.292, 14.403, 10.567, 12.851, 10.853, 11.440, 13.335, 10.448 and 10.657 are found to be of significance at 5 percent. The hypothesis framed is accepted and it has been declared that primary desire for selecting and travelling to a specific urban tourist destination differs according to the marital status.

Table 5.32 depicts the employment status of the respondents with primary desire for selecting and travelling to a specific destination. It was analysed that, “attaining spirituality by visiting religious places” was found to have the highest mean with 2.643 for the respondents who were self-employed. For those who were employed in the public and private sector the highest mean was found to be 2.241 and 2.250 respectively for “sports and entertainment” and the unemployed respondents possessed a mean score of 2.189 under “attracted by adventure features”.

Whereas the lowest standard deviation for the respondents who were self-employed and employed under private sector were quoted as 0.636 and 0.481 respectively under “rest and relaxation”, 0.701 for those employed in the public sector under “exploring the world and 0.426 for unemployed under “spending time with family”.

It was noticed that self-employed tourists show more interest in selecting and travelling specific urban destination. Relevance to this conclusion is drawn from the computed one-way ANOVA test values: 16.322, 11.453, 8.582, 7.266, 12.341, 9.359, 11.828, 21.117, 10.975, 17.807, 18.017 and 7.075 that were found to be of significance at 5 percent. The results supported in acceptance of the hypothesis framed, thus it has been declared that primary desire for selecting and travelling to a specific urban destination differs according to the employment status.

**Table: 5.32**  
**Measure of Dispersion and ANOVA Test**

**Employment Status Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Variables	Self-Employed		Employed in Public Sector		Employed in Private Sector		Unemployed		F Value	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Attracted by Adventure Features	2.357	1.151	1.801	0.786	2.217	0.976	<b>2.189</b>	0.913	16.322	<b>.000</b>
To Study the Culture	2.286	0.825	2.078	0.811	1.867	0.700	2.065	0.867	11.453	<b>.027</b>
To be a Part of the Nature	1.669	0.769	1.730	0.706	1.583	0.720	1.714	0.825	8.582	<b>.027</b>
To Rest and Relax	1.456	<b>0.636</b>	1.752	0.838	1.350	<b>0.481</b>	1.286	0.611	7.266	<b>.000</b>
In Order to Enjoy Nightlife	2.300	1.030	1.986	0.878	2.231	0.926	2.143	1.351	12.341	<b>.003</b>
To Enhance Health	2.143	0.949	2.121	0.866	1.983	0.948	2.095	0.888	9.359	<b>.003</b>
To Explore the World	1.598	0.766	1.553	<b>0.701</b>	1.400	0.494	1.286	0.469	11.828	<b>.041</b>
To Attain Spirituality by Visiting Religious Places	<b>2.643</b>	1.336	2.149	0.878	2.233	0.963	2.172	1.052	21.117	<b>.042</b>
For Sports and Entertainment	2.296	0.870	<b>2.241</b>	0.955	<b>2.250</b>	1.052	1.857	0.770	10.975	<b>.004</b>
To Spend Time with Family	1.562	0.697	1.660	0.715	1.600	0.827	1.214	<b>0.426</b>	17.807	<b>.045</b>
To Spend Time with Friends and Relatives	1.627	0.722	1.631	0.760	1.650	0.732	1.286	0.611	18.017	<b>.035</b>
Visiting Places Seen on TV or in a Movie	2.214	1.251	2.149	0.956	2.200	0.988	2.142	0.915	7.075	<b>.004</b>

Level of Significance: 5 percent

**Table: 5.33**  
**Measure of Dispersion and ANOVA Test**  
**Nature of Work Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Nature of Work		1	2	3	4	5	6	7	8	9	10	11	12
Salaried Class	Mean	2.213	2.017	1.626	1.420	2.247	2.040	1.529	2.184	<b>2.282</b>	1.552	1.638	2.178
	SD	0.941	0.815	0.748	<b>0.591</b>	0.932	0.915	0.669	1.020	0.929	0.725	0.706	0.936
Business	Mean	1.667	2.057	2.047	1.680	1.542	1.333	2.089	1.333	2.190	<b>2.253</b>	1.591	1.620
	SD	1.155	0.907	0.823	0.740	0.714	<b>0.577</b>	0.889	<b>0.577</b>	0.990	0.929	0.720	0.734
Professionals	Mean	<b>2.286</b>	2.082	1.755	1.510	2.245	2.163	1.694	2.224	<b>2.286</b>	1.653	1.714	2.245
	SD	0.866	0.886	0.804	<b>0.681</b>	1.011	0.874	0.871	1.066	0.816	0.723	0.816	0.925
Students	Mean	1.740	2.099	1.740	1.725	1.916	2.107	1.496	<b>2.214</b>	2.198	1.656	1.603	2.099
	SD	0.770	0.831	0.729	0.842	0.877	0.870	<b>0.684</b>	0.961	0.964	0.710	0.761	0.991
Others	Mean	2.222	2.037	1.667	1.556	<b>2.481</b>	2.259	1.593	2.148	2.407	1.481	1.481	2.259
	SD	0.974	0.706	<b>0.620</b>	0.698	1.087	0.859	0.636	0.818	0.931	0.753	0.643	0.903
<b>F Value</b>		16.808	11.433	11.212	14.015	13.504	11.018	11.220	10.607	11.734	11.153	11.021	11.441
<b>Sig</b>		<b>.000</b>	<b>.022</b>	<b>.005</b>	<b>.003</b>	<b>.008</b>	<b>.038</b>	<b>.002</b>	<b>.008</b>	<b>.042</b>	<b>.031</b>	<b>.036</b>	<b>.020</b>

Level of Significance: 5 percent

From the Table 5.33, it is clear that, the highest mean of the respondents who belong to salaried class was 2.282 under the variable “sports and entertainment”, business with 2.253 under “spending time with family”, professionals with 2.286 under “attraction towards adventure features” and “for sports and entertainment”, students with 2.214 under “attaining spirituality while visiting religious places” and others with 2.481 under the variable “in order to enjoy nightlife”.

The lowest standard deviation was noted as 0.591 under the variable “rest and relaxation” for the salaried class, 0.577 for business personals under the term “to enhance health” and “to attain spirituality by visiting religious places”, professional with 0.681 under the category “rest and relax”, students with 0.684 under the variable “to explore the world” and others with 0.620 under the statement “to be a part of the nature”.

Respondents with different occupation show varying interest in selection of the urban tourism centre in Thrissur Corporation. One-way ANOVA test values: 16.808, 11.433, 11.212, 14.015, 13.504, 11.018, 11.220, 10.607, 11.734, 11.153, 11.021 and 11.441 computed were found to be of significance at 5 percent.

**Table: 5.34**

**Measure of Dispersion and ANOVA Test**

**Number of Family Members Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

<b>Number of Family Members</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
<b>One</b>	<b>Mean</b>	2.103	2.057	1.667	1.680	1.542	1.667	1.333	2.158	<b>2.333</b>	1.566	1.591	2.222
	<b>SD</b>	1.012	0.907	1.155	0.740	0.714	<b>0.577</b>	<b>0.577</b>	1.059	1.528	0.718	0.720	1.007
<b>Two</b>	<b>Mean</b>	2.333	2.069	1.621	1.542	2.345	2.207	1.517	2.241	<b>2.414</b>	1.621	1.621	2.207
	<b>SD</b>	0.577	0.799	0.622	<b>0.242</b>	0.974	1.013	0.634	1.023	1.053	0.728	0.622	0.940
<b>Three</b>	<b>Mean</b>	1.987	2.066	1.671	1.526	2.158	2.013	1.579	<b>3.000</b>	2.224	2.253	1.645	1.987
	<b>SD</b>	0.902	0.754	0.755	<b>0.683</b>	0.967	0.774	0.821	1.732	0.961	0.929	0.778	0.959
<b>Four</b>	<b>Mean</b>	1.965	2.021	1.729	1.604	2.042	2.035	1.556	2.174	2.194	1.653	1.653	<b>2.667</b>
	<b>SD</b>	0.904	0.848	0.786	0.759	0.915	0.919	<b>0.677</b>	0.956	0.830	0.722	0.732	1.155
<b>Five</b>	<b>Mean</b>	2.164	1.986	1.575	1.479	2.315	2.110	1.521	2.233	<b>2.342</b>	1.603	1.616	2.000
	<b>SD</b>	0.972	0.858	<b>0.665</b>	0.709	0.998	0.921	0.709	1.007	1.030	0.812	0.810	0.833
<b>More than five</b>	<b>Mean</b>	2.203	2.153	1.729	1.508	2.102	<b>2.254</b>	1.492	2.153	2.237	1.424	1.492	2.356
	<b>SD</b>	0.783	0.827	0.739	0.679	0.923	0.863	0.626	0.925	0.916	<b>0.563</b>	0.626	0.905
<b>F Value</b>		10.969	8.314	9.507	7.708	11.111	10.869	10.186	10.482	8.443	6.075	5.594	11.740
<b>Sig</b>		<b>.037</b>	<b>.004</b>	<b>.001</b>	<b>.018</b>	<b>.034</b>	<b>.002</b>	<b>.008</b>	<b>.009</b>	<b>.018</b>	<b>.034</b>	<b>.005</b>	<b>.025</b>

Level of Significance: 5 percent

From the Table 5.34 above, the highest mean was quoted as 2.333 for single member, 2.414 for two members and 2.342 for five members in the variable “for sports and entertainment” under the demographic factors relating to number of family members including the respondent. A greater mean of 3.000 was projected for three family members under the variable “attain spirituality by visiting religious places”, 2.667 for four family members under the variable “visiting places seen on TV or in a movie” and 2.254 for “enhanced health” with more than five family members.

Whereas the lowest standard deviation was quoted as 0.577 for “enhancing health” and “exploring the world” for single members, 0.242 and 0.683 for two and three members respectively under the variable “rest and relaxation”, 0.677 for four members under the variable “exploring the world”, 0.665 for five members under the head “to be part of the nature” and finally 0.563 for more than five members under the variable “spending time with family”.

Tourists with different family size show differences in selection of the urban tourist destination that they prefer to visit. In support to this statement, it has been found that the computed one-way ANOVA test values: 10.969, 8.314, 9.507, 7.708, 11.111, 10.869, 10.186, 10.482, 8.443, 6.075, 5.594 and 11.740 were found to be significance at 5 percent.

**Table: 5.35**

**Measure of Dispersion and ANOVA Test**

**Monthly Income Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Monthly Income		1	2	3	4	5	6	7	8	9	10	11	12
<b>Below Rs.10,000</b>	<b>Mean</b>	1.739	2.000	1.826	1.696	1.696	2.000	1.609	2.000	<b>2.043</b>	1.826	1.652	2.130
	<b>SD</b>	0.810	0.739	0.778	0.703	0.822	0.739	<b>0.656</b>	0.739	0.928	0.778	0.714	0.869
<b>Rs. 10,001- Rs. 30,000</b>	<b>Mean</b>	1.889	1.983	1.624	1.564	1.991	1.991	1.496	2.145	<b>2.197</b>	1.581	1.521	2.034
	<b>SD</b>	0.774	0.830	0.728	0.687	0.815	0.815	<b>0.625</b>	0.922	0.863	0.710	0.638	0.909
<b>Rs. 30,001- Rs. 50,000</b>	<b>Mean</b>	2.056	1.944	1.648	1.606	2.225	1.986	1.592	<b>2.296</b>	2.239	1.648	1.718	2.127
	<b>SD</b>	0.998	0.860	<b>0.699</b>	0.727	1.045	0.886	0.767	1.006	1.088	0.739	0.796	<b>0.909</b>
<b>Rs. 50,001- Rs. Rs. 70,000</b>	<b>Mean</b>	2.299	<b>2.351</b>	1.753	1.468	2.247	2.325	1.623	2.195	2.260	1.506	1.688	2.299
	<b>SD</b>	0.988	0.839	0.797	0.736	0.962	1.057	0.828	1.089	0.880	<b>0.620</b>	0.765	0.974
<b>Rs. 70,001- Rs. 90,000</b>	<b>Mean</b>	2.327	1.923	1.596	1.462	2.385	2.077	1.481	2.173	<b>2.404</b>	1.596	1.712	2.269
	<b>SD</b>	0.857	0.737	0.693	0.699	0.993	0.788	<b>0.641</b>	1.024	0.891	0.823	0.776	0.952
<b>Above Rs. 90,001</b>	<b>Mean</b>	1.932	2.023	1.773	1.523	2.227	2.159	1.455	2.250	<b>2.341</b>	1.545	1.477	2.159
	<b>SD</b>	0.900	0.762	0.774	0.762	1.008	0.914	<b>0.627</b>	1.059	0.963	0.730	0.762	1.119
<b>F Value</b>		13.679	22.787	10.761	10.651	12.713	11.671	10.637	10.412	10.674	10.828	11.319	10.893
<b>Sig</b>		<b>.003</b>	<b>.017</b>	<b>.008</b>	<b>.001</b>	<b>.020</b>	<b>.041</b>	<b>.002</b>	<b>.040</b>	<b>.043</b>	<b>.030</b>	<b>.025</b>	<b>.046</b>

Level of Significance: 5 percent

Table 5.35, the highest mean with regard to monthly income of the respondents were analysed in Table 5.35, and it was found that the respondents who earned monthly income below Rs.10,000 and between Rs. 10,001- 30,000 secured a mean score of 2.043 and 2.197 respectively under sports and entertainment, 2.296 under “attain spirituality by visiting religious places” for income between Rs. 30,001 to 50,000, 2.351 under “to study the culture” for income between Rs.50,001 to 70,000, 2.404 and 2.341 under “sports and entertainment” for income between Rs.70,001 to 90,000 and income above Rs.90,001 respectively.

**Table: 5.36**  
**Measure of Dispersion and ANOVA Test**  
**Number of Earning Members Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Variables	Single Earner		Two Earners		More than Two		F Value	Sig
	Mean	SD	Mean	SD	Mean	SD		
Attracted by Adventure Features	2.075	0.890	1.953	0.886	2.393	1.066	12.832	<b>.000</b>
To Study the Culture	2.057	0.830	2.047	0.841	1.964	0.693	10.158	<b>.004</b>
To be a Part of the Nature	1.645	0.734	1.719	0.763	1.786	0.686	10.719	<b>.048</b>
To Rest and Relax	1.487	0.699	1.586	<b>0.705</b>	1.786	0.833	22.574	<b>.008</b>
In Order to Enjoy Nightlife	2.118	0.855	2.133	1.038	2.464	1.201	12.690	<b>.016</b>
To Enhance Health	2.101	0.959	2.016	0.742	2.321	0.905	12.415	<b>.024</b>
To Explore the World	1.487	<b>0.647</b>	1.786	0.738	1.578	0.770	12.597	<b>.006</b>
To Attain Spirituality by Visiting Religious Places	2.167	1.049	2.429	0.836	2.180	0.909	10.883	<b>.014</b>
For Sports and Entertainment	<b>2.189</b>	0.912	<b>2.464</b>	0.999	2.320	0.939	21.613	<b>.001</b>
To Spend Time with Family	1.588	0.725	1.602	0.735	1.571	<b>0.634</b>	20.026	<b>.004</b>
To Spend Time with Friends and Relatives	1.575	0.726	1.656	0.747	1.821	0.723	11.652	<b>.013</b>
Visiting Places Seen on TV or in a Movie	2.123	0.954	2.125	0.922	<b>2.571</b>	0.997	12.905	<b>.006</b>

Level of Significance: 5 percent

Whereas the lowest standard deviation was quoted as 0.656, 0.625, 0.641 and 0.627 under “world exploration” for income below Rs.10,000, between Rs. 10,001 to 30,000, Rs.70,001 to 90,000 and above Rs.90,000 respectively. The income between Rs.30,001 to 50,000 attained a lower standard deviation of 0.699 under the

variable “to be part of the nature”, 0.620 under “spending time with family” for income between Rs.50,001 to 70,000.

Data classified and assessed revealed that income of the tourists strongly influences the travel destinations selected by them. The computed one-way ANOVA test values: 13.679, 22.787, 10.761, 10.651, 12.713, 11.671, 10.637, 10.412, 10.674, 10.828, 11.319 and 10.893 are found to be of significance at 5 percent.

From the Table 5.36, it is clear that, the highest mean was quoted to be 2.189 and 2.464 under the variable “sports and entertainment” for single and double earning members of the family respectively. Whereas 2.571 was quoted as the highest mean value for more than two earning members in the family under the statement “visiting places seen on TV or in a movie”.

The lowest standard deviation was quoted under the variable “exploring the world” with 0.647 for single earners, 0.705 for two earners under “rest and relax” and 0.634 for more than two earners under the statement “to spend time with family”.

It has been inferred that families with more earning members try to explore more tourist destinations when compared with single and double-income families. In support to this statement, it has been observed that the computed one-way ANOVA test values: 12.832, 10.158, 10.719, 22.574, 12.690, 12.415, 12.597, 10.883, 21.613, 20.026, 11.652 and 12.905 are found to be of significance at 5 percent.

From the Table 5.37 above, the highest mean for the within the state tourists (local tourists) was quoted under the variable “sports and entertainment” with 2.184, 3.981 for domestic tourists under “to attain spirituality by visiting religious places”, 3.628 among NRI tourists under the statement “to be part of the nature” and 3.569 among the foreign tourists under the statements “to spend time with friends and relatives” and “visiting places seen on TV or in a movie”.

Also, the lowest standard deviation was traced for the state (local), domestic and foreign tourists under the statement “visiting places seen on tv or in a movie” with 0.584, 0.681 and 0.624 respectively. 0.617 was quoted as the lowest value of standard deviation for the NRI tourists under the variable “to rest and relax”.

**Table: 5.37**

**Measure of Dispersion and ANOVA Test**

**Area of Residence Vs Primary Desire for Selecting and Travelling to a Specific Urban Tourist Destination**

Variables	Within the State Tourists		Domestic Tourists		NRI Tourists		Foreign Tourists		F Value	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Attracted by Adventure Features	2.016	0.971	<b>3.981</b>	0.824	2.141	0.893	2.224	0.956	21.198	<b>.027</b>
To Study the Culture	1.910	0.733	3.106	0.913	2.077	0.769	2.121	0.774	17.456	<b>.013</b>
To be a Part of the Nature	1.565	0.673	1.760	0.757	<b>3.628</b>	0.740	1.741	0.785	10.659	<b>.034</b>
To Rest and Relax	1.546	0.683	1.625	0.685	3.333	<b>0.617</b>	1.569	0.678	18.815	<b>.028</b>
In Order to Enjoy Nightlife	2.176	0.951	3.048	0.885	3.051	0.979	2.379	0.952	7.579	<b>.009</b>
To Enhance Health	1.957	0.978	2.125	0.867	1.962	0.813	3.224	0.956	9.788	<b>.009</b>
To Explore the World	1.451	0.650	3.538	0.696	1.577	0.845	1.569	<b>0.624</b>	10.504	<b>.045</b>
To Attain Spirituality by Visiting Religious Places	2.105	0.934	<b>3.981</b>	0.914	2.141	0.922	2.207	0.969	17.473	<b>.017</b>
For Sports and Entertainment	<b>2.184</b>	1.023	2.090	1.119	2.310	1.096	2.841	0.635	10.713	<b>.001</b>
To Spend Time with Family	2.153	0.998	2.260	0.881	2.244	0.969	2.635	0.785	9.685	<b>.009</b>
To Spend Time with Friends and Relatives	1.529	0.600	1.625	0.740	1.551	0.696	<b>3.569</b>	0.678	10.889	<b>.002</b>
Visiting Places Seen on TV or in a Movie	1.657	<b>0.584</b>	1.548	<b>0.681</b>	1.654	0.850	<b>3.569</b>	<b>0.624</b>	21.074	<b>.039</b>

Level of Significance: 5 percent

Data summarized above lists out different preferences and desires of the tourists for selection of Thrissur as their travel destination. The computed one-way ANOVA test values: 21.198, 17.456, 10.659, 18.815, 7.579, 9.788, 10.504, 17.473, 10.713, 9.685, 10.889 and 21.074 are found to be significance at 5 percent. Therefore, the hypothesis is accepted and it has been declared that primary desire for selecting and travelling to a specific urban destination differs according to the area of residence.

From the Table 5.28-5.37 it has been concluded that, the computed one-way ANOVA test values: gender, age, educational qualification, marital status, employment status, nature of work, number of family members, monthly income, number of earning members and area of residence are found to be of significance at 5 percent. Hence, the hypothesis is accepted and it has been stated that *that there exists a significant relationship between demographic variables and primary desire for selecting and travelling to a specific urban tourist destination.*

## 5.6 Conclusion

In this chapter, the analysis of awareness, perception and behaviour of tourists in relation to urban tourism destination selection highlights the multifaceted nature of travel decisions. Tourists' choices are shaped not only by their awareness of available destinations but also by their perceptions of urban attractions, facilities, and overall environment. The SEM model shows the relationship between demographic variables of the tourists and their awareness and perception. The findings suggest that the primary desire to select a specific destination often stems from a combination of cultural, social, and experiential expectations. Overall, this chapter underscores that urban tourism development requires a clear understanding of tourists' awareness, perceptions, touring behaviour and desires in order to design strategies that enhance destination appeal, strengthen competitive advantage, and ensure a positive and sustainable tourism experience.

## 5.7. References

Argyrous, G. (1997). Measures of central tendency and measures of dispersion. In *Statistics for social research* (pp. 41–59). London: Macmillan Education UK.

Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606.

Bollen, K. A. (1986). Sample size and Bentler and Bonett's nonnormed fit index. *Psychometrika*, 51(3), 375–377.

Carmines, E. G., & McIver, J. P. (1981). Analyzing models with unobserved variables: Analysis of covariance structures. In G. W. Bohrnstedt & E. F. Borgatta (Eds.), *Social measurement: Current issues* (pp. 65–115). Sage.

Chan, Y., & Walmsley, R. P. (1997). Learning and understanding the Kruskal-Wallis one-way analysis-of-variance-by-ranks test for differences among three or more independent groups. *Physical Therapy*, 77(12), 1755–1761.

Debasis, S., & Sasmita, M. (2022). Does demographic factor affect tourist behaviour? Findings from the religious site of Jagannath Dham, India. *Geojournal of Tourism and Geosites*, 43(3), 1071–1080.

Dini, M., & Pencarelli, T. (2022). Wellness tourism and the components of its offer system: a holistic perspective. *Tourism Review*, 77(2), 394-412.

Garson, G. D. (2013). *Path analysis*. Asheboro, NC: Statistical Associates Publishing.

Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53–60.

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55.

Larson, M. G. (2008). Analysis of variance. *Circulation*, 117(1), 115–121.

Mertens, W., Pugliese, A., & Recker, J. (2016). Comparing differences across groups. In *Quantitative data analysis: A companion for accounting and information systems research* (pp. 7–19). Cham: Springer International Publishing.

Mulaik, S. A., James, L. R., Van Alstine, J., Bennett, N., Lind, S., & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. *Psychological Bulletin*, 105(3), 430–445.

Satyajit, S., & Balakrishna, N. (2021). Impact of COVID-19 on destination choice: An empirical study on sociodemographic determinants of future travel behaviour. *Anatolia: An International Journal of Tourism and Hospitality Research*, 32(1), 128–131.

Singh, S. (2024, December 30). How Kerala, with distinct rural-urban continuum, readies rapid growth plans. *Hindustan Times*.

Streiner, D. L. (2005). Finding our way: An introduction to path analysis. *The Canadian Journal of Psychiatry*, 50(2), 115–122.

United Nations. (n.d.). 68% of the world population projected to live in urban areas by 2050, says UN. *United Nations*. Retrieved March 19, 2024, <https://www.un.org/uk/desa/68-world-population-projected-live-urban-areas-2050-says-un>

## **Chapter 6**

# ***Analysing Tourist Satisfaction, Attachment and Loyalty towards Urban Tourist Destinations in Thrissur Corporation***

<b>Contents</b>	6.1	<i>Introduction</i>
	6.2	<i>Urban Tourist Satisfaction</i>
	6.3	<i>Urban Tourist Attachment with Specific Destination</i>
	6.4	<i>Urban Tourist Loyalty</i>
	6.5	<i>Conclusion</i>
	6.6	<i>References</i>

### **6.1 Introduction**

Kerala has a rich history that depicts the historical and cultural heritage. It includes with all tourist facilities and attractions ranging from mountains, beaches, lakes, rivers, amusement parks, museums, zoos, pilgrimage centres and much more. One can dive into a deep array of tourist attractions throughout Kerala and specially in Thrissur Corporation. There are urban agglomerations that contain all these facilities together within a zonal range of 10 to 15 km radius. The present chapter deals with an in-depth study on the 23 urban tourist destinations that comes under the purview of Thrissur Municipal Corporation. The researcher has taken stringent measures to analyse the satisfaction, attachment and loyalty of the tourists towards urban tourist destinations.

Upliftment of urban tourist destinations are mainly associated with the satisfaction attained by the tourists towards a specific destination and their intention to revisit these destinations. Analysing the preferences of the tourists towards urban tourist destination will contribute higher, effective and faster development of the area. Evaluating tourist attachment will help the authorities arrange vital amenities

for the visitors. Finally, the loyalty of tourists ultimately drives demand for urban tourism destinations through positive word of mouth, as, satisfied visitors will enthusiastically recommend these places to others. The present chapter deals with satisfaction, attachment and loyalty projected by the tourist towards urban tourist destinations at Thrissur Corporation.

The next section deals with tourist satisfaction towards urban tourist destinations selected for the study.

## **6.2 Urban Tourist Satisfaction**

Satisfied tourists are usually interested in revisiting a specific tourist destination. Satisfaction of the tourists is evaluated in terms of their feel towards urban tourist sites, the amenities which they enjoy, the overall view of the tourist sites, emotional and religious factors and the prominent features of the tourist spots.

### **6.2.1 Place Visited at Thrissur Corporation**

In the Table 6.1 below, the researcher has collected information regarding the places visited by the respondents at Thrissur Corporation.

It is clear that, out of 384 respondents, 71.35 percent of them have visited Sri Vadakumnathan Temple, followed by Paramekkavu Bhagavathy Temple with 59.37 percent and Nehru park with 59.11 percent and hence are the most visited destination in Thrissur. 57.29 percent of the tourist have visited Sacred Heart Latin Catholic Church (St. Antony's), followed by Vaidyaratnam Ayurveda Museum with 57.03 percent, Shoba City, Vilangan Hill and Puzhakkal River Tourism Village 55.46 percent, Puzhakkal Wet Lands and Pullazhi Koleland 55.21 percent, St. Antony's Forane Church, Ollur 52.34 percent, Our Lady of Dolours Basilica 49.73 percent, Kerala Sangeetha Nataka Academy 45.31 percent, Heritage Garden 44.53 percent, Our Lady of Lourdes Metropolitan Cathedral 34.11 percent, Archaeological Museum 32.81 percent, State Museum and Zoo 31.77 percent, St. Euphrasia Tomb Shrine 31.51 percent, Thiruvambady Sri Krishna Temple 31.25 percent, Sakthan Thampuran Palace 29.94 percent and Kerala Lalithakala Academy

with 27.34 percent. Kerala Sahitya Academy (21.61 percent) and Mannuthy Plant Nurseries (25.52 percent) are observed to be least visited destinations by the tourists.

**Table: 6.1**  
**Place Visited at Thrissur Corporation**

Sl. No	Place	No. of Respondents (N=384)	Proportionate Percentage
1.	Sri Vadakkumnathan Temple	274	71.35
2.	Paramekkavu Bhagavathy Temple	228	59.37
3.	Nehru Park	227	59.11
4.	Shoba City	213	55.46
5.	Vilangan Hill	213	55.46
6.	Puzhakkal River Tourism Village	213	55.46
7.	Puzhakkal Wet Lands	212	55.21
8.	Pullazhi Koleland	212	55.21
9.	Sakthan Thampuran Palace	115	29.94
10.	Thiruvambady Sri Krishna Temple	120	31.25
11.	Our Lady of Lourdes Metropolitan Cathedral	131	34.11
12.	Heritage Garden	171	44.53
13.	Our Lady of Dolours Basilica	191	49.73
14.	State Museum and Zoo	122	31.77
15.	Sacred Heart Latin Catholic Church (St. Antony's)	220	57.29
16.	Kerala Lalithakala Academy	105	27.34
17.	Kerala Sahitya Academy	83	21.61
18.	Kerala Sangeetha Nataka Academy	174	45.31
19.	Archaeological Museum	126	32.81
20.	St. Euphrasia Tomb Shrine	121	31.51
21.	St. Antony's Forane Church, Ollur	201	52.34
22.	Vaidyaratnam Ayurveda Museum	219	57.03
23.	Mannuthy Plant Nurseries	98	25.52

Source: Primary Data

Sri Vadakkumnathan Temple, Paramekkavu Bhagavathy Temple and Nehru Park are the most preferred tourist destinations in Thrissur Corporation. This indicates that majority of the tourists are attached to the above three tourist destinations when compared with others. Kerala Sahitya Academy and Mannuthy Plant Nurseries are found to be least preferred destinations.

## **6.2.2 Tourist Level of Satisfaction with Urban Tourist Destinations in Thrissur Corporation**

In this section below, the researcher has assessed the tourists' satisfaction at the urban tourist destinations at Thrissur Corporation which is shown in Table 6.2.

**Table: 6.2**

### **Tourist Level of Satisfaction with Urban Tourist Destinations in Thrissur Corporation**

<b>Sl. No</b>	<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	Highly Satisfied	22	5.73
2.	Satisfied	162	42.19
3.	Neutral	150	39.06
4.	Dissatisfied	44	11.46
5.	Highly Dissatisfied	6	1.56
	Total	384	100

Source: Primary Data

Most (42.19 percent) of the tourists are satisfied with the urban tourist features of Thrissur Corporation. 39.06 percent feel neither satisfied nor dissatisfied. While 11.46 percent of the tourists are dissatisfied with the urban tourist destinations and 1.56 percent is highly dissatisfied. Around 5.73 percent of the tourists projected higher level of satisfaction.

From the above data, it is clear that 42.19 percent of the tourists expressed a feel of satisfaction towards urban tourist destinations, its features and amenities available in Thrissur Municipal Corporation.

## **6.2.3 Association Between Place Visited at Thrissur Corporation Vs Tourist Level of Satisfaction**

Table 6.3 below shows the association between place visited at Thrissur Corporation vs tourist level of satisfaction.

**Table: 6.3**  
**Association Between Place Visited at Thrissur Corporation Vs Tourist Level of Satisfaction**

Place	Satisfaction					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Sri Vadakkunnathan Temple	19 (6.90)	120 (43.80)	108 (39.40)	23 (8.40)	4 (1.50)	274 (100)
Paramekkavu Bhagavathy Temple	14 (6.10)	103 (45.20)	89 (39.00)	19 (8.30)	3 (1.30)	228 (100)
Nehru Park	14 (6.20)	103 (45.40)	88 (38.80)	19 (8.40)	3 (1.30)	227 (100)
Shoba City	14 (6.60)	98 (46.00)	79 (37.10)	19 (8.90)	3 (1.40)	213 (100)
Vilangan Hill	14 (6.60)	98 (46.00)	79 (37.10)	19 (8.90)	3 (1.40)	213 (100)
Puzhakkal River Tourism Village	14 (6.60)	98 (46.00)	79 (37.10)	19 (8.90)	3 (1.40)	213 (100)
Puzhakkal Wet Lands	14 (6.60)	98 (46.20)	78 (36.80)	19 (9.00)	3 (1.40)	212 (100)
Pullazhi Koleland	14 (6.60)	98 (46.20)	78 (36.80)	19 (9.00)	3 (1.40)	212 (100)
Sakthan Thampuran Palace	6 (5.20)	56 (48.70)	40 (34.80)	13 (11.30)	0 (0.00)	115 (100)
Thiruvambady Sri Krishna Temple	6 (5.00)	58 (48.30)	42 (35.00)	13 (10.80)	1 (0.80)	120 (100)
Our Lady of Lourdes Metropolitan Cathedral	7 (5.30)	65 (49.60)	44 (33.60)	14 (10.70)	1 (0.80)	131 (100)
Heritage Garden	12 (7.00)	80 (46.80)	61 (35.70)	16 (9.40)	2 (1.20)	171 (100)
Our Lady of Dolours Basilica	13 (6.80)	89 (46.60)	69 (36.10)	18 (9.40)	2 (1.00)	191 (100)
State Museum and Zoo	6 (4.90)	59 (48.40)	43 (35.20)	13 (10.70)	1 (0.80)	122 (100)
Sacred Heart Latin Catholic Church (St. Antony's)	14 (6.40)	101 (45.90)	83 (37.70)	19 (8.60)	3 (1.40)	220 (100)
Kerala Lalithakala Academy	6 (5.70)	52 (49.50)	36 (34.30)	11 (10.50)	0 (0.00)	105 (100)
Kerala Sahitya Academy	4 (4.80)	42 (50.60)	27 (32.50)	10 (12.00)	0 (0.00)	83 (100)
Kerala Sangeetha Nataka Academy	12 (6.90)	80 (46.00)	62 (35.60)	18 (10.30)	2 (1.10)	174 (100)
Archaeological Museum	6 (4.80)	62 (49.20)	43 (34.10)	14 (11.10)	1 (0.80)	126 (100)
St. Euphrasia Tomb Shrine	6 (5.00)	59 (48.80)	42 (34.70)	13 (10.70)	1 (0.80)	121 (100)
St. Antony's Forane Church, Ollur	13 (6.50)	94 (46.80)	73 (36.30)	18 (9.00)	3 (1.50)	201 (100)
Vaidyaratnam Ayurveda Museum	14 (6.40)	101 (46.10)	82 (37.40)	19 (8.70)	3 (1.40)	219 (100)
Mannuthy Plant Nurseries	5 (5.10)	50 (51.00)	33 (33.70)	10 (10.20)	0 (0.00)	98 (100)

Source: Computed Data

Note: Figures in brackets denote percentages

Table 6.3 presents association between place visited at Thrissur Corporation and tourist level of satisfaction. The results indicate that above 50 percent of the tourists are satisfied (satisfied and highly satisfied) with the urban tourist destinations. Out of 384 tourists visited urban tourist centers in Thrissur Corporation, majority (274) of them have visited the famous Sri Vadakkumnathan Temple, followed by Paramekkavu Bhagavathy Temple with 228 tourists. 227 of them had visited Nehru Park, Sacred Heart Latin Catholic Church (St. Antony's) (220), Vaidyaratnam Ayurveda Museum (219), Shoba City, Vilangan Hill and Puzhakkal River Tourism Village with 213, Puzhakkal Wet Lands and Pullazhi Koleland with 212, St. Antony's Forane Church, Ollur (201), Our Lady of Dolours Basilica (191), Kerala Sangeetha Nataka Academy (174), Heritage Garden (171), Our Lady of Lourdes Metropolitan Cathedral (131), Archeological Museum (126), State Museum and Zoo (122), St. Euphrasia Tomb Shrine (121), Thiruvambady Sri Krishna Temple (120), Sakthan Thampuran Palace (115), Kerala Lalithakala Academy (105), Mannuthy Plant Nurseries (98) and Kerala Sahitya Academy (83).

The data reveals that, most of the tourists have visited Sri Vadakkumnathan Temple (274) and Kerala Sahitya Academy (83) was recorded as the least visited destination.

#### **6.2.4 Tourists Interested to Visit Urban Tourist Destination in Thrissur Corporation Again**

Respondents were asked whether they wish to visit the tourist destinations in Thrissur Corporation again. Table 6.4 below shows the details of tourist's interest in visiting tourist destinations.

**Table: 6.4**  
**Tourists Interested to Visit Destination in Thrissur Corporation Again**

<b>Sl. No</b>	<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	Interested to Visit Again	349	90.89
2.	Not Interested to Visit Again	35	9.11
	Total	384	100

Source: Primary Data

Table 6.4 reveals that 90.89 percent of the tourists express their wish to revisit urban tourist destinations in Thrissur Corporation in the near future. Just, 9.11 percent of the tourists are dissatisfied and are not interested in visiting this region again.

Data reveals that 90.89 percent of the tourists express their wish to visit Thrissur again for exploring and touring purposes.

### **6.2.5 Association Between Place Visited at Thrissur Corporation Vs Tourists Interest to Revisit Urban Tourist Destination**

Satisfied tourists wish to revisit the tourist destinations again and again due to the prominent facilities offered to them during their visit. Below Table 6.5 has depicted a detailed list of the urban tourist destinations that they intend to revisit in Thrissur.

A good quantum of tourists expresses their wish to revisit the urban tourist destinations located within Thrissur Corporation. Majority of the respondents wish to revisit again with Sri Vadakkumnathan Temple (90.90 percent), Paramekkavu Bhagavathy Temple (90.40 percent), Nehru Park (90.30 percent), Sacred Heart Latin Catholic Church (St. Antony's) and Vaidyaratnam Ayurveda Museum (90 percent), Shoba City, Vilangan Hill and Puzhakkal River Tourism Village (89.70 percent), Puzhakkal Wet Lands, St. Antony's Forane Church, Ollur and Pullazhi Koleland (89.60 percent), Our Lady of Lourdes Metropolitan Cathedral (89.30 percent), Kerala Sahitya Academy (89.20 percent), Our Lady of Dolours Basilica (89 percent), Archaeological Museum (88.90 percent), Mannuthy Plant Nurseries (88.70 percent), Kerala Lalithakala Academy (88.60 percent), State Museum and Zoo and Kerala Sangeetha Nataka Academy (88.50 percent), St. Euphrasia Tomb Shrine (88.40 percent), Thiruvambady Sri Krishna Temple and Heritage Garden (88.30 percent) and Sakthan Thampuran Palace (87.80 percent).

**Table: 6.5**  
**Association Between Place Visited at Thrissur Corporation Vs Tourists' Interest to Revisit Urban Tourist Destination**

Place	Visit Destinations		Total
	Prefer	Do Not	
Sri Vadakkumnathan Temple	249 (90.90)	25 (9.10)	274 (100)
Paramekkavu Bhagavathy Temple	206 (90.40)	22 (9.60)	228 (100)
Nehru Park	205 (90.30)	22 (9.70)	227 (100)
Shoba City	191 (89.70)	22 (10.30)	213 (100)
Vilangan Hill	191 (89.70)	22 (10.30)	213 (100)
Puzhakkal River Tourism Village	191 (89.70)	22 (10.30)	213 (100)
Puzhakkal Wet Lands	190 (89.60)	22 (10.40)	212 (100)
Pullazhi Koleland	190 (89.60)	22 (10.40)	212 (100)
Sakthan Thampuran Palace	101 (87.80)	14 (12.20)	115 (100)
Thiruvambady Sri Krishna Temple	106 (88.30)	14 (11.70)	120 (100)
Our Lady of Lourdes Metropolitan Cathedral	117 (89.30)	14 (10.70)	131 (100)
Heritage Garden	151 (88.30)	20 (11.70)	171 (100)
Our Lady of Dolours Basilica	170 (89.00)	21 (11.00)	191 (100)
State Museum and Zoo	108 (88.50)	14 (11.50)	122 (100)
Sacred Heart Latin Catholic Church (St. Antony's)	198 (90.00)	22 (10.00)	220 (100)
Kerala Lalithakala Academy	93 (88.60)	12 (11.40)	105 (100)
Kerala Sahitya Academy	74 (89.20)	9 (10.80)	83 (100)
Kerala Sangeetha Nataka Academy	154 (88.50)	20 (11.50)	174 (100)
Archaeological Museum	112 (88.90)	14 (11.10)	126 (100)
St. Euphrasia Tomb Shrine	107 (88.40)	14 (11.60)	121 (100)
St. Antony's Forane Church, Ollur	180 (89.60)	21 (10.40)	201 (100)
Vaidyaratnam Ayurveda Museum	197 (90.00)	22 (100)	219 (100)
Mannuthy Plant Nurseries	87 (88.70)	11 (11.20)	98 (100)

Source: Computed Data

Note: Figures in brackets denote percentages

Hence, it is analysed that majority of the respondents wish to revisit Sri Vadakkumnathan Temple (90.90 percent), Paramekkavu Bhagavathy Temple (90.40 percent) and Nehru Park (90.30 percent).

#### **6.2.6. Tourists' Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

In this session, the researcher has assessed the tourists' level of satisfaction towards tourism facilities established in Thrissur Corporation. They were provided with numerous variables that comes under the purview of urban tourism and were asked to rate these variables according to their level of satisfaction attained on a Likert's five-point scale as highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied. Sum and Weighted Arithmetic Mean (WAM) was calculated and based on the WAM, Ranks were assigned.

Table 6.6 below shows the Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation.

The above data has projected the tourists' level of satisfaction towards various facilities established in the urban tourist destinations in Thrissur Corporation. From the data, it is analysed that restaurants and shopping (75.8 percent) was ranked first by the respondents with a WAM score of 3.79. Friendliness of the local people (74.4 percent) was ranked in the third position with a WAM score of 3.72.

Hotels (73.2 percent), transportation services (72 percent), medical facilities (71.6 percent), diversity of attractions (71.2 percent), climatic conditions (69.6 percent), safety and security (68.6 percent), easy access (68.4 percent), supporting infrastructure (68.2 percent), opportunity for rest (67.6 percent) and business opportunities (67 percent) were ranked from fourth to thirteenth position by the respondents with a WAM score ranging from 3.66 to 3.35.

**Table: 6.6**  
**Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

<b>Variables</b>	<b>Highly Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Highly Dissatisfied</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Hotels	63 (16.41)	186 (48.44)	90 (23.44)	33 (8.59)	12 (3.12)	1407	3.66	4
Restaurants	74 (19.27)	197 (51.30)	80 (20.83)	25 (6.51)	8 (2.09)	1456	3.79	1
Shopping	92 (23.96)	171 (44.53)	79 (20.57)	33 (8.59)	9 (2.35)	1456	3.79	1
Diversity of Attractions	52 (13.54)	175 (45.57)	108 (28.13)	35 (9.11)	14 (3.65)	1368	3.56	7
Nightlife and Entertainment	45 (11.72)	123 (32.03)	128 (33.33)	59 (15.37)	29 (7.55)	1248	3.25	17
Sports and Recreation	37 (9.64)	136 (35.42)	129 (33.59)	55 (14.32)	27 (7.03)	1253	3.26	16
Supporting Infrastructure	43 (11.20)	155 (40.36)	127 (33.07)	33 (8.59)	26 (6.78)	1308	3.41	11
Transportation Services	59 (15.36)	176 (45.83)	102 (26.56)	32 (8.34)	15 (3.91)	1384	3.60	5
Parking Facilities	42 (10.94)	136 (35.42)	124 (32.29)	40 (10.41)	42 (10.94)	1248	3.25	17
Pedestrian Areas	40 (10.42)	136 (35.42)	130 (33.85)	44 (11.46)	34 (8.85)	1256	3.27	15
Easy Access	50 (13.02)	152 (39.58)	119 (30.99)	37 (9.64)	26 (6.77)	1315	3.42	10
Cleanliness of the Spot	35 (9.11)	150 (39.06)	132 (34.38)	32 (8.33)	35 (9.12)	1270	3.31	14
Wash Rooms	32 (8.33)	131 (34.11)	140 (36.46)	39 (10.16)	42 (10.94)	1224	3.19	19
Help Desk	38 (9.90)	116 (30.21)	137 (35.68)	51 (13.27)	42 (10.94)	1209	3.15	20
Information Guide	34 (8.85)	114 (29.69)	150 (39.06)	48 (12.50)	38 (9.90)	1210	3.15	20
Safety and Security	47 (12.24)	149 (38.80)	130 (33.85)	37 (9.64)	21 (5.47)	1316	3.43	9
Friendliness of the Local People	74 (19.27)	176 (45.83)	95 (24.74)	32 (8.34)	7 (1.82)	1430	3.72	3
Opportunity for Rest	43 (11.20)	152 (39.58)	123 (32.03)	41 (10.68)	25 (6.51)	1299	3.38	12
Climatic Conditions	47 (12.24)	163 (42.45)	117 (30.47)	40 (10.41)	17 (4.43)	1335	3.48	8
Business Opportunities	40 (10.42)	141 (36.72)	128 (33.33)	62 (16.14)	13 (3.39)	1285	3.35	13
Medical Facilities	65 (16.93)	146 (38.02)	130 (33.85)	34 (8.86)	9 (2.34)	1376	3.58	6

Source: Primary Data

Note: Figures in brackets denote percentages

Cleanliness of the spot (66.2 percent), pedestrian areas (65.4 percent), sports and recreation (65.2 percent), parking facilities and nightlife & entertainment (65 percent) were ranked from fourteenth to seventeenth position with WAM score ranging from 3.31 to 3.25. Wash rooms (63.8 percent) were ranked in the nineteenth position with WAM score of 3.19, followed by help and information guide in the twentieth position with WAM of 3.15.

Most of the tourists are found to be satisfied with restaurants and shopping (75.8 percent) and friendliness of the local people (74.4 percent).

### **6.2.7 Factor Analysis on Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

Factor analysis was conducted to measure and relate association between the variables i.e., tourist level of satisfaction towards tourism facilities established in Thrissur, considering the following variables: hotels, restaurants, shopping, diversity of attractions, nightlife and entertainment, sports and recreation, supporting infrastructure, transportation services, parking facilities, pedestrian areas, easy access, cleanliness of the spot, wash rooms, help desk, information guide, safety and security, friendliness of the local people, opportunity for rest, climatic conditions, business opportunities and medical facilities.

Table 6.7 shows the KMO and Bartlett's Test for tourist level of satisfaction towards tourism facilities established in Thrissur.

**Table: 6.7**  
**KMO and Bartlett's Test**  
**Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

Kaiser-Meyer-Olkin (KMO) Test for Assessing Sampling Adequacy	.948
Bartlett's Sphericity Test (Chi-Square approximation)	6496.988
DF	210
Sig	.000

Level of Significance: 5 percent

The Kaiser-Meyer-Olkin measure for the twenty-one variable matrix was 0.948, reflecting excellent adequacy, and Bartlett’s test of sphericity yielded a chi-square statistic of 6496.988, which was highly significant at the 5% level.

The Table 6.8 shows the communalities of tourist level of satisfaction towards tourism facilities established in Thrissur.

**Table: 6.8**  
**Communalities**  
**Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

<b>Variables</b>	<b>Initial</b>	<b>Extraction</b>
Hotels	1.000	.741
Restaurants	1.000	.802
Shopping	1.000	.702
Cleanliness of the Spot	1.000	.714
Supporting Infrastructure	1.000	.706
Wash Rooms	1.000	.731
Help Desk	1.000	.806
Information Guide	1.000	.803
Safety and Security	1.000	.755
Parking Facilities	1.000	.725
Pedestrian Areas	1.000	.853
Easy Access	1.000	.783
Diversity of Attractions	1.000	.743
Friendliness of the Local People	1.000	.833
Transportation Services	1.000	.703
Nightlife and Entertainment	1.000	.721
Opportunity for Rest	1.000	.718
Sports and Recreation	1.000	.811
Climatic Conditions	1.000	.751
Business Opportunities	1.000	.792
Medical Facilities	1.000	.909

Source: Computed Value

It has been observed that PCA (Principal Component Analysis) score has been recorded .703 at the lowest and .909 at the highest mark.

**Table: 6.9**  
**Rotated Component Matrix**  
**Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

Variables	Component				
	1	2	3	4	5
X <sub>1</sub> -Hotels	.734	-	-	-	-
X <sub>2</sub> -Restaurants	.810	-	-	-	-
X <sub>3</sub> -Shopping	.719	-	-	-	-
X <sub>4</sub> -Cleanliness of the Spot	-	-	.762	-	-
X <sub>5</sub> -Supporting Infrastructure	-	-	.820	-	-
X <sub>6</sub> -Wash Rooms	-	-	-	-	.742
X <sub>7</sub> -Help Desk	-	-	-	-	.809
X <sub>8</sub> -Information Guide	-	-	-	-	.744
X <sub>9</sub> -Safety and Security	-	-	.786	-	-
X <sub>10</sub> -Parking Facilities	-	-	-	-	.834
X <sub>11</sub> -Pedestrian Areas	-	-	-	.813	-
X <sub>12</sub> -Easy Access	-	-	.753	-	-
X <sub>13</sub> -Diversity of Attractions	-	.734	-	-	-
X <sub>14</sub> -Friendliness of the Local People	.772	-	-	-	-
X <sub>15</sub> -Transportation Services	-	.884	-	-	-
X <sub>16</sub> -Nightlife and Entertainment	-	-	-	.736	-
X <sub>17</sub> -Opportunity for Rest	-	-	.830	-	-
X <sub>18</sub> -Sports and Recreation	-	-	-	.766	-
X <sub>19</sub> -Climatic Conditions	-	.723	-	-	-
X <sub>20</sub> -Business Opportunities	-	-	-	.784	-
X <sub>21</sub> -Medical Facilities	-	.915	-	-	-
<b>Eigen Value</b>	<b>11.510</b>	<b>3.646</b>	<b>1.220</b>	<b>0.841</b>	<b>0.747</b>
<b>% of Variance</b>	<b>54.810</b>	<b>17.362</b>	<b>5.810</b>	<b>4.005</b>	<b>3.557</b>
<b>Cumulative</b>	<b>54.810</b>	<b>72.172</b>	<b>77.981</b>	<b>81.986</b>	<b>85.543</b>

Level of Significance: 5 percent

It is clear from the rotated component matrix (Table 6.9) that five factors were extracted together and it accounted for 85.543 percent of the total variance (information comprised from original twenty-one variables). Among the five factors loaded, the first factor was labelled as “**Hospitality Services & Shopping Features**” that composed of hotels, restaurants, shopping and friendliness of the local people and it explains 54.810 per cent of the total variance. The second factor was based on diversity of attractions, transportation services, climatic conditions and medical facilities and was named as “**Climatic Condition & Diversity Features**” and it constitutes 17.362 per cent of the total variance. The third factor was named as “**Overall Infrastructure Features**” with variables like cleanliness of the spot, supporting infrastructure, safety and security, easy access and opportunity for rest

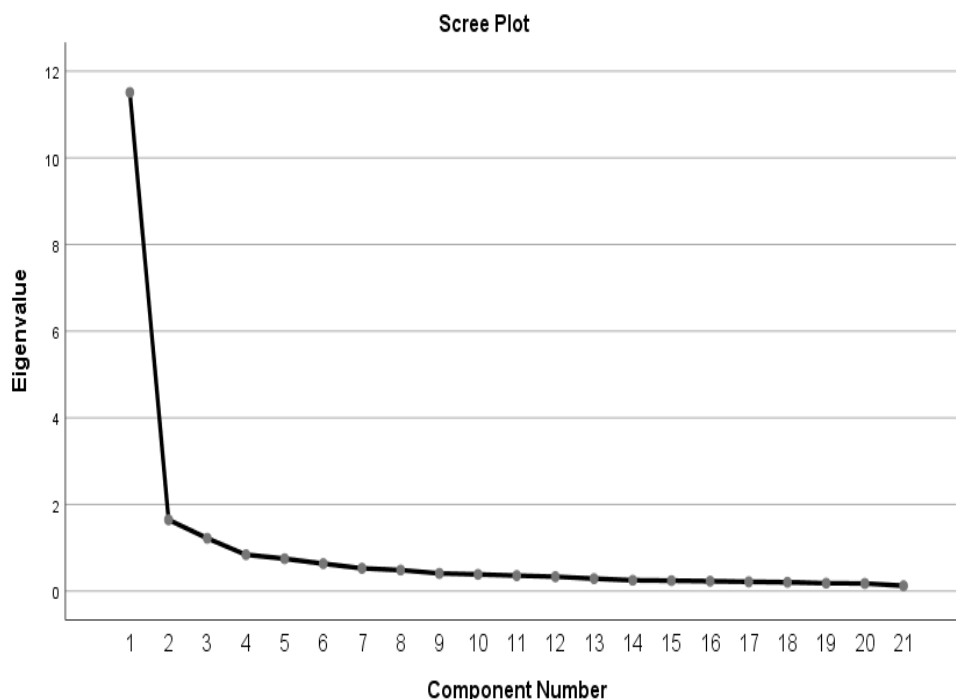
and it represents 5.810 percent of the total variance. The fourth factor was labelled as “**Entertainment & Receptions**” with variables namely pedestrian areas, night-life and entertainment, sports and recreation and business opportunities and it explains 4.005 per cent of the total variance. And finally, the fifth factor was termed as “**Public Utility Services**” with wash rooms, help desk, information guide and parking facilities as the variables and it constitutes 3.557 per cent of the total variance. Fortunately, these factors are consistent with the findings of Roy, D., et.al., 2016., which is the base for the measurement of the satisfaction of tourists on various destinations.

Hence it is indicated that hospitality services and shopping features like hotels, restaurants, shopping and friendliness of the local people are the most significant factors that must be upgraded and looked into by the authority for the satisfaction of urban tourists’ in these sites.

**Figure: 6.1**

**Scree Plot**

**Tourists’ Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**



From Figure 6.1, it is clear that tourist level of satisfaction towards tourism facilities established in Thrissur showcases 21 variables which are grouped into five

factors. It has also been found that although there are 21 principal components only 13 variables have Eigen values over one.

Table 6.10 depicts the Cronbach’s Alpha for tourist level of satisfaction towards tourism facilities established in Thrissur Corporation.

**Table: 6.10**  
**Cronbach’s Alpha**  
**Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

<b>Factors</b>	<b>Variables Included in the Factors</b>	<b>Cronbach’s Alpha</b>
Hospitality Services & Shopping Features	Hotels, restaurants, shopping and friendliness of the local people	.977
Climatic Condition & Diversity Features	Diversity of attractions, transportation services, climatic conditions and medical facilities	.961
Overall Infrastructure Features	Supporting infrastructure, safety and security, easy access and opportunity for rest	.933
Entertainment & Recreations	Cleanliness of the spot, pedestrian areas, nightlife and entertainment, sports and recreation and business opportunities	.892
Public Utility Services	Wash rooms, help desk, information guide and parking facilities	.867

Source: Computed from Primary Data

Cronbach’s Alpha statistics for reliability testing for tourist level of satisfaction towards tourism facilities established in Thrissur were noted to be as follows: Hospitality Services and Shopping Features (.977), Climatic Condition & Diversity Features (.961), Overall Infrastructure Features (.933), Entertainment & Recreations (.892) and Public Utility Services (.867). The alpha coefficients demonstrate a strong correlation and internal consistency among the variables examined.

### **6.3 Urban Tourist Attachment with Specific Destination**

The attachment of tourists towards a specific destination mainly depends on the way in which tourist centers are framed and offered to them (Changuklee & Allen, 1999). Tourists develop an emotional attachment with a specific destination when their inner desire, liking and expectation are met in the form of holiday

enjoyment, sporting cum adventure, nearness to nature, fulfilling spiritual and health needs, space for celebration, rest and relax etc. The following presents a detailed account of the various features that foster attachment to urban tourist destinations within Thrissur Corporation.

### **6.3.1 Source of Information**

Tourists acquire information about a specific destination through numerous modes. It may be from tourist agencies, from friends and relatives, through internet, media, books and guides and much more

The table 6.11 shows the details regarding the mode of information acquired by the tourists.

**Table: 6.11**  
**Tourist Acquiring Information about Urban Tourist Destinations at Thrissur Corporation**

<b>Sl. No</b>	<b>Destinations</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	From Tourist Agencies	92	23.95
2.	From Friends and Relatives	171	44.53
3.	Through Internet	79	20.57
4.	Media	9	2.35
5.	Books and Guides	4	1.04
6.	Fairs and Exhibitions	20	5.21
7.	It was a Part of Travel Package	9	2.35
	Total	384	100

Source: Primary Data

The tourists generally acquire information from numerous sources before visiting a specific tourist destination. The above tabulated data elucidates the information and knowledge acquired by the tourist from multiple sources. Most of the respondents acquired information from their friends and relatives (44.53 percent), tourist agencies (23.95 percent), through internet (20.57 percent), fairs and exhibitions (5.21 percent), media and part of travel package (2.35 percent) and also from books and guides (1.04 percent).

Word of mouth publicity made by the friends and relatives (44.53 percent) was considered as the prime influencing factor cum sources of information for the tourists for selecting a specific tourist destination at Thrissur Corporation.

### **6.3.2. Frequency of Visit**

Satisfied tourists often make opportunities to revisit those tourist destinations where they have visited once and are attached to it. They feel comfortable and close to these destinations due to its attractive and mesmerizing features and are even accompanied by more friends and relatives to the sites.

The next table 6.12 shows the details of frequency of visit by the tourists to the urban tourist destinations at Thrissur Corporation.

**Table: 6.12**  
**Number of Times Visited in Urban Tourist Destinations in Thrissur Corporation**

<b>Sl. No</b>	<b>No. of Times</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	Once	28	7.29
2.	Twice	25	6.51
3.	Thrice	36	9.38
4.	Four Times	27	7.03
5.	Five Times	11	2.86
6.	More than Five Times	257	66.93
	Total	384	100

Source: Primary Data

Based on the information and inspiration from various sources, it has been observed that 66.93 percent of the respondents had visited various tourist destinations in Thrissur Corporation more than five times. Remaining 33.07 percent of them had visited, for minimum of three times (9.38 percent), once (7.29 percent), four times (7.03 percent), couple of times (6.51 percent) and five times (2.86 percent) in the past.

It has been observed that 66.93 percent of the respondents had visited various tourist destination in Thrissur Corporation for more than five times. Hence, the data reveals the nature of emotional attachment and personal likeness to a specific tourist spot.

### 6.3.3 Number of Days Stayed in the Urban Tourist Destinations in Thrissur Corporation

The more, the tourists are satisfied and attached with a specific tourist destination, the more likely they are to stay in these places.

The below table 6.13 depicts the number of days spent by the tourists who visited urban tourist destinations in Thrissur Corporation.

**Table: 6.13**

#### **Number of Days Stayed in the Urban Tourist Destinations in Thrissur Corporation**

Sl. No	No. of Night	No. of Respondents	Percentage
1.	One Day	104	27.08
2.	Two Nights	109	28.39
3.	Three Nights	72	18.75
4.	Four Nights	23	5.99
5.	Five Nights	19	4.95
6.	More than Five Nights	57	14.84
	Total	384	100

Source: Primary Data

Tourists stay in a specific destination provide information on the nature of services utilized by them and prominent places visited by them. In this context it has been found that the respondents had stayed in Thrissur for: two nights (28.39 percent), one night (27.08 percent), three nights (18.75 percent), more than five nights (14.84 percent), four nights (5.99 percent) and five nights (4.95 percent).

Most of the tourists had stayed in Thrissur for minimum of two nights (28.39 percent).

### 6.3.4 Emotional & Religious Factors that Influenced Tourists' in Selection of Urban Tourist Destinations in Thrissur Corporation

Patwardhan, V., et.al., 2020 found that emotional and religious factors play a key role in shaping tourists' decisions when selecting destinations.

In order to analyze the emotional and religious factors that influenced tourists in selecting Thrissur Corporation as tourist destination, they were provided with twenty-three statements which they prioritized from the most to the least degree

of importance. The respondents were requested to rate these factors on a Likert's five-point scale and based on their rating Sum and Weighted Arithmetic Mean (WAM) were calculated and Ranks were assigned.

Table 6.14 has dealt with the emotional & religious factors that influenced tourists in selection of tourist destinations in Thrissur Corporation.

**Table: 6.14**  
**Emotional & Religious Factors that Influenced Tourist in Selection of Tourist Destination in Thrissur Corporation**

Variables	Highly Attached	Attached	Moderately Attached	Least Attached	Not at all Attached	Sum	Mean	Rank
<b>Place Attachment (Travelling to Thrissur than to Other Destination)</b>								
Enjoyment (Personal Likelihood)	63 (16.41)	126 (32.81)	131 (13.80)	53 (13.80)	11 (2.87)	1329	3.46	10
Relativity with Historic Destination	61 (15.89)	196 (51.04)	116 (30.21)	6 (1.56)	5 (1.30)	1454	3.79	2
Eco-Friendly Travel Spots	75 (19.53)	185 (48.18)	110 (28.65)	10 (2.60)	4 (1.04)	1469	3.83	1
Visit to Cultural Significant Places	66 (17.19)	193 (50.26)	108 (28.13)	11 (2.86)	6 (1.56)	1454	3.79	2
Visit to Zoological Park and Wildlife Sanctuary	69 (17.97)	176 (45.83)	121 (31.51)	11 (2.86)	7 (1.83)	1441	3.75	4
Visit to Archaeological Spots	56 (14.58)	176 (45.83)	138 (35.94)	9 (2.35)	5 (1.30)	1421	3.70	6
Visit to Museum	55 (14.32)	168 (43.75)	133 (34.64)	22 (5.73)	6 (1.56)	1396	3.64	8
Reputation of Tourist Sport	38 (9.90)	123 (32.03)	155 (40.36)	50 (13.02)	18 (4.69)	1265	3.29	13
Travel Experience	61 (15.89)	162 (42.19)	135 (35.16)	16 (4.16)	10 (2.60)	1400	3.65	7
Sense of Belongingness	46 (11.98)	146 (38.02)	145 (37.76)	30 (7.81)	17 (4.43)	1326	3.45	11
Sense of Likelihood	55 (14.32)	120 (31.25)	147 (38.28)	44 (11.46)	18 (4.69)	1302	3.39	12
To Realise Best Tour Experience	80 (20.83)	132 (34.38)	119 (30.99)	33 (8.59)	20 (5.21)	1371	3.57	9
Deep Attachment with Ethnicity	72 (18.75)	165 (42.97)	121 (31.51)	23 (5.99)	3 (0.78)	1432	3.73	5

<b>Variables</b>	<b>Highly Attached</b>	<b>Attached</b>	<b>Moderately Attached</b>	<b>Least Attached</b>	<b>Not at all Attached</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
of Thrissur								
<b>Sympathetic Attachment (Compassion with the Thrissur)</b>								
Affection towards Regional Residents	50 (13.02)	167 (43.49)	142 (36.98)	21 (5.47)	4 (1.04)	1390	3.62	2
Identity with Regional Residents	47 (12.24)	167 (43.49)	143 (37.24)	21 (5.47)	6 (1.56)	1380	3.59	5
Commonality with Regional Residents	45 (11.72)	178 (46.35)	137 (35.68)	16 (4.17)	8 (2.08)	1388	3.61	4
Understand Regional Residents' Lifestyle	53 (13.80)	166 (43.23)	138 (35.94)	21 (5.47)	6 (1.56)	1391	3.62	2
Feel Close to Some Residents During Visit	51 (13.28)	161 (41.93)	130 (33.85)	31 (8.08)	11 (2.86)	1362	3.55	6
Made Friendship with Some of the Residents During the Visit	86 (22.40)	182 (47.40)	98 (25.52)	14 (3.64)	4 (1.04)	1484	3.86	<b>1</b>
<b>Religious Attachment</b>								
Wish to attend Thrissur Festivals (Annual Pooram, Temple Events)	58 (15.10)	163 (42.45)	130 (33.85)	26 (6.78)	7 (1.82)	1391	3.62	3
Attending Various Religious Festival	60 (15.63)	136 (35.42)	152 (39.58)	23 (5.98)	13 (3.39)	1359	3.54	4
Identity with the Religious Festival	70 (18.23)	143 (37.24)	139 (36.20)	22 (5.73)	10 (2.60)	1393	3.63	2
Religiously Attached with Festival	76 (19.79)	200 (52.08)	94 (24.48)	14 (3.65)	0 (0.00)	1490	3.88	<b>1</b>

Source: Primary Data

Note: Figures in brackets denote percentages

Tourists are found to be emotionally attached (place attachment) with a specific destination and are influenced by the features like: eco-friendly travel spots (76.60 percent), feel of visiting to cultural significant places and personal relativity

with historic spots (75.80 percent). These three emotional attachments are rated in the first and second places with WAM score of 3.83 and 3.79. Tourists expressed their love for visiting zoological park and wildlife sanctuary (75 percent), deep attachment with ethnicity of Thrissur (74.60 percent), willingness to visit archaeological spots (74 percent), to realise travel experience (73 percent) and prefer for visit to museums (72.80 percent). These five attachment factors are rated from the fourth to eight places, with the WAM values ranging from 3.75 to 3.64. Tourists also select their travel destinations in order to realise best tour experience (71.40 percent), for enjoyment (personal likeliness) (69.20 percent), sense of belongingness to the place (69 percent), sense of likeliness (67.80 percent) to specific destination and the reputation of tourist spot (65.80 percent).

Sympathetic attachment (emotional factor) of the tourists reveal their affection towards a specific urban tourist destination. Various features that influenced tourists were friendship made with some residents during the visit (77.20 percent), affection towards regional residents and understanding of regional residents' lifestyle (72.40 percent), realising commonality with regional residents (72.20 percent), identity with regional residents (71.80 percent) and feeling close to some residents' during the visit (71 percent). These five variables are rated first to sixth order with WAM score ranging from 3.86 to 3.55.

Religious factors that motivate the tourist to visit urban tourism destination in Thrissur Corporation repeatedly are listed as: religiously attached with festivals conducted in Thrissur (77.60 percent), create personal identity with the religious festival (72.60 percent), wish to attend Thrissur festivals (annual pooram, temple events) (72.40 percent), and for the purpose of attending various religious festivals (70.80 percent).

Tourists' preference of Thrissur is identified as: more attachment with the eco-friendly travel spots (76.60 percent), friendship made with some residents during the visit (77.20 percent) and religiously attached with festivals conducted in Thrissur (77.60 percent).

### **6.3.5 Prominent Features that Influenced Tourists to Visit Urban Tourist Destinations in Thrissur Corporation**

Li & Wu, 2015 found that prominent features plays a significant role in influencing the tourists while visiting tourist destinations.

In order to analyze the prominent features that influenced tourists to visit urban tourist destinations in Thrissur Corporation, they were provided with eighteen statements that ranged from “very true” to “very false”. They were requested to rate these on a Likert’s five-point scale and based on their rating, Sum and (Weighted Arithmetic Mean) WAM were calculated and Ranks were assigned.

Table 6.15 has dealt with the prominent features that influenced tourists to visit urban tourist destinations in Thrissur Corporation

**Table: 6.15**

**Prominent Features that Influenced Tourists to Visit Urban Tourist Destinations in Thrissur Corporation**

Variables	Very True	True	Moderately True	False	Very False	Sum	Mean	Rank
<b>Competitive Features</b>								
Visiting Tourist Places is more Interesting than Visiting to Other Destinations	54 (14.06)	128 (33.33)	110 (28.65)	66 (17.19)	26 (6.77)	1270	3.31	5
Attending Festivals and Celebrations is more Enthusiastic than that of Visiting Other Places	65 (16.93)	159 (41.41)	105 (27.34)	37 (9.64)	18 (4.68)	1368	3.56	3
Shopping and Recreation are much more Attractive than Other Places	56 (14.58)	141 (36.72)	117 (30.47)	45 (11.72)	25 (6.51)	1310	3.41	4
Historical Significance Places Influence to Visit Again	67 (17.45)	168 (43.75)	116 (30.21)	20 (5.21)	13 (3.38)	1408	3.67	2
The Cultural Features Inspires the Visitors and to make Frequent Visits to these Destination	81 (21.09)	157 (40.89)	115 (29.95)	18 (4.69)	13 (3.38)	1427	3.72	<b>1</b>
Cannot Substitute any Other Places for Tourism and Entertainment Other than Thrissur	47 (12.24)	113 (29.43)	132 (34.38)	59 (15.36)	33 (8.59)	1234	3.21	6
<b>Comfort Zone</b>								
Best Tourist Spot	43 (11.20)	136 (35.42)	124 (32.29)	55 (14.32)	26 (6.77)	1267	3.30	4

<b>Variables</b>	<b>Very True</b>	<b>True</b>	<b>Moderately True</b>	<b>False</b>	<b>Very False</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Trustworthy Tourist Destination	44 (11.46)	161 (41.93)	129 (33.59)	31 (8.07)	19 (4.95)	1332	3.47	3
Feel Homely and Comfortable while Visiting Thrissur	72 (18.75)	166 (42.23)	109 (28.39)	26 (6.77)	11 (2.86)	1414	3.68	<b>1</b>
Suitable Society to Tour	62 (16.15)	145 (37.76)	134 (34.90)	28 (7.29)	15 (3.90)	1363	3.55	2
<b>Welcoming Nature</b>								
Welcoming Guest	70 (18.23)	178 (46.35)	120 (31.26)	10 (2.60)	6 (1.56)	1448	3.77	2
Friendly Behaviour of Hosts	56 (14.58)	192 (50.00)	118 (30.73)	12 (3.13)	6 (1.56)	1432	3.73	3
Contribution of Guest to Local Economy Growth	59 (15.36)	171 (44.53)	135 (35.16)	13 (3.39)	6 (1.56)	1416	3.69	4
Fair Treatment by Residents	65 (16.93)	195 (50.78)	112 (29.17)	9 (2.34)	3 (0.78)	1462	3.81	<b>1</b>
<b>Safety Conditions</b>								
Feeling Safe Visit to Thrissur	88 (22.92)	190 (49.48)	97 (25.26)	7 (1.82)	2 (0.52)	1507	3.92	<b>1</b>
Feeling Safe and Secure While Walking During the Daytime at Thrissur	93 (24.22)	181 (47.14)	96 (25.00)	12 (3.12)	2 (0.52)	1503	3.91	2
Thrissur is Safer than any Other Place	63 (16.41)	152 (39.58)	132 (34.38)	33 (8.59)	4 (1.04)	1389	3.62	4
Travelling alone is not Problem	77 (20.05)	157 (40.89)	121 (31.51)	24 (6.25)	5 (1.30)	1429	3.72	3

Source: Primary Data

Note: Figures in brackets denote percentages

Table 6.15 above indicates the prominent features of the tourist destination in Thrissur Corporation which are divided into four segments namely competitive features, comfort zones, welcoming nature and safety conditions. Competitive merits of the Thrissur appreciated by the tourists that make them visit these destinations are: cultural features (74.40 percent) and historically significant places that influence the tourists (73.40 percent). They also appreciate attending festivals and exhibitions conducted in Thrissur rather than in other tourist destinations (71.20 percent). Tourists also feel that visiting Thrissur is more interesting than visiting other destinations (66.20 percent) and feel that there can be no replacement for tourism and entertainment of Thrissur with any other destination (64.20 percent). These competitive features of Thrissur are scored in the first to sixth places with the WAM score of 3.72 to 3.21.

When moving to comfort zones, the statements like: feel homely and comfortable to visit (73.60 percent), suitable society to tour (71 percent), Thrissur is a trustworthy tourist destination (69.40 percent) and best tourist spot (66 percent) are scored in the first to fourth place with the WAM score of 3.68 to 3.30, on Likert's five-point scale.

Welcoming atmosphere and hospitality are the other features of the people of Thrissur: fair treatment by residents at the destination (76.20 percent), welcoming guests heartily (75.40 percent), friendly behaviour of hosts (74.60 percent) and contribution of guest to local economy growth (73.80 percent) are rated in the first to fourth places with WAM of 3.81 to 3.69.

With regard to safety conditions, the statements like: feeling safe while visiting this place (78.40 percent), feeling safe and secure while walking during the daytime at Thrissur (78.20 percent), travelling alone in Thrissur is not a problem (74.40 percent) and Thrissur is safer than any other places in Kerala (72.40 percent). This feeling of safety is ranked in the first to fourth place with WAM score of 3.92 to 3.62.

Prominence of Thrissur as urban tourists' destination has been observed to be: tourists' inclination to the cultural features (74.40 percent), feel of home and comfort (73.60 percent), fair treatment by residents at the destination (76.20 percent) and feel safe while visiting this place (78.40 percent). All these features along with emotional, rational and trust built by the tourist makes Thrissur Corporation a special urban tourist destination when compared to other places in Kerala.

### 6.3.6 Tourists Perception on the Strengths of Thrissur Corporation in Attracting Tourists

Romao, J., et.al., 2015 found that strengths of the tourist’s destinations in the form of culture, heritage, entertainment (shopping & nightlife) act a decisive role in attracting tourists.

Demand for the tourist destinations increases due to its facilities established and offered to the tourists. These facilities can be named as the strengths of a tourist destination which include shopping and entertainment, nightlife, historical, cultural and religious significance and numerous other factors.

In order to understand the tourists’ perception regarding the strengths of Thrissur Corporation in attracting tourists, they were provided with six elements which may be their major strength to the least, in the urban tourist places. They were requested to rate these on a Likert’s three-point scale and based on their rating, Sum and Weighted Arithmetic Mean (WAM) were calculated and Ranks have been assigned.

The table 6.16 below indicates the tourists’ perception on the strengths of Thrissur Corporation in attracting tourists.

**Table: 6.16**

**Tourists Perception on the Strengths of Thrissur Corporation in Attracting Tourists**

Variables	Major Strength	One of the Strength	Minor Strength	Sum	Mean	Rank
Shopping and Entertainment	195 (50.78)	154 (40.10)	35 (9.12)	928	2.42	1
Nightlife	135 (35.16)	234 (60.93)	15 (3.91)	888	2.31	2
Historical Significance	131 (34.11)	169 (44.01)	84 (21.88)	815	2.12	4
Cultural Significance	200 (52.08)	82 (21.36)	102 (26.56)	866	2.26	3
Religious Significance	134 (34.90)	47 (12.24)	203 (52.86)	699	1.82	5
Others	68 (17.71)	168 (43.75)	148 (38.54)	688	1.79	6

Source: Primary Data

Note: Figures in brackets denote percentages

Tourists feel that shopping and entertainment (80.67 percent) are the major strengths of urban tourist destination, followed by nightlife (77.00 percent),

cultural significance (75.33 percent), historical significance (70.67 percent), religious significance (60.67 percent) and various other features like amusement park, spiritual places, parks etc. (59.67 percent).

### **6.3.7 Association Between Nature of Tourists Visited in Thrissur Corporation and Their Attachment with Specific Destination**

Limei Cao et al., 2021 listed down tourists’ attachments towards a specific destination as emotional, logical and motivational features. Research paper of Ivana Sagovnovic et al., 2024 attempted to correlate relationships between tourist destination selection with the tourist destination reputation cum features, emotional attachment, past travel experiences, satisfaction and loyalty to a specific destination. These two studies form the base for the construction of this SEM. The SEM model aimed to measure association between nature of tourists visited in Thrissur and their attachment with specific destination. Table 6.17 depicts the expansion of variables used for the model.

**Table: 6.17**  
**Variables Expansion**  
**Association Between Nature of Tourists Visited in Thrissur Corporation and Their Attachment with Specific Destination**

WSTU	Within the State Tourist
DOME	Domestic Tourist
NRI	NRI
FORG	Foreigner
PLAT	Place Attachment (Travelling to Thrissur than to Other Destination)
SYAT	Sympathetic Attachment (Compassion with the Thrissur)
REAT	Religious Attachment
COFE	Competitive Features
COZO	Comfort Zone
WENA	Welcoming Nature
SACO	Safety Conditions
SHEN	Shopping and Entertainment
NIGH	Nightlife
HISI	Historical Significance
CUSI	Cultural Significance
RESI	Religious Significance
OTHS	Others
NATU	Nature of Tourist Visited Thrissur
ERFA	Emotional and Religious Factors that Influenced them in Selection of Thrissur Corporation as their Tourist Destination
PRFE	Perception on the Prominent Features of Thrissur as Tourist Destination Influenced to Select this place
PEST	Perception on Strengths of Thrissur Corporation to Attract more Tourists

**Source:** Extracted from the model

In order to establish the relationship between nature of tourists visited in Thrissur Corporation and their attachment with specific destination, three hypotheses were formulated. Table 6.18 shows the hypothesis formulated for the model.

**Table: 6.18**  
**Testing of Hypotheses Results**  
**Association Between Nature of Tourists Visited in Thrissur Corporation and Their Attachment with Specific Destination**

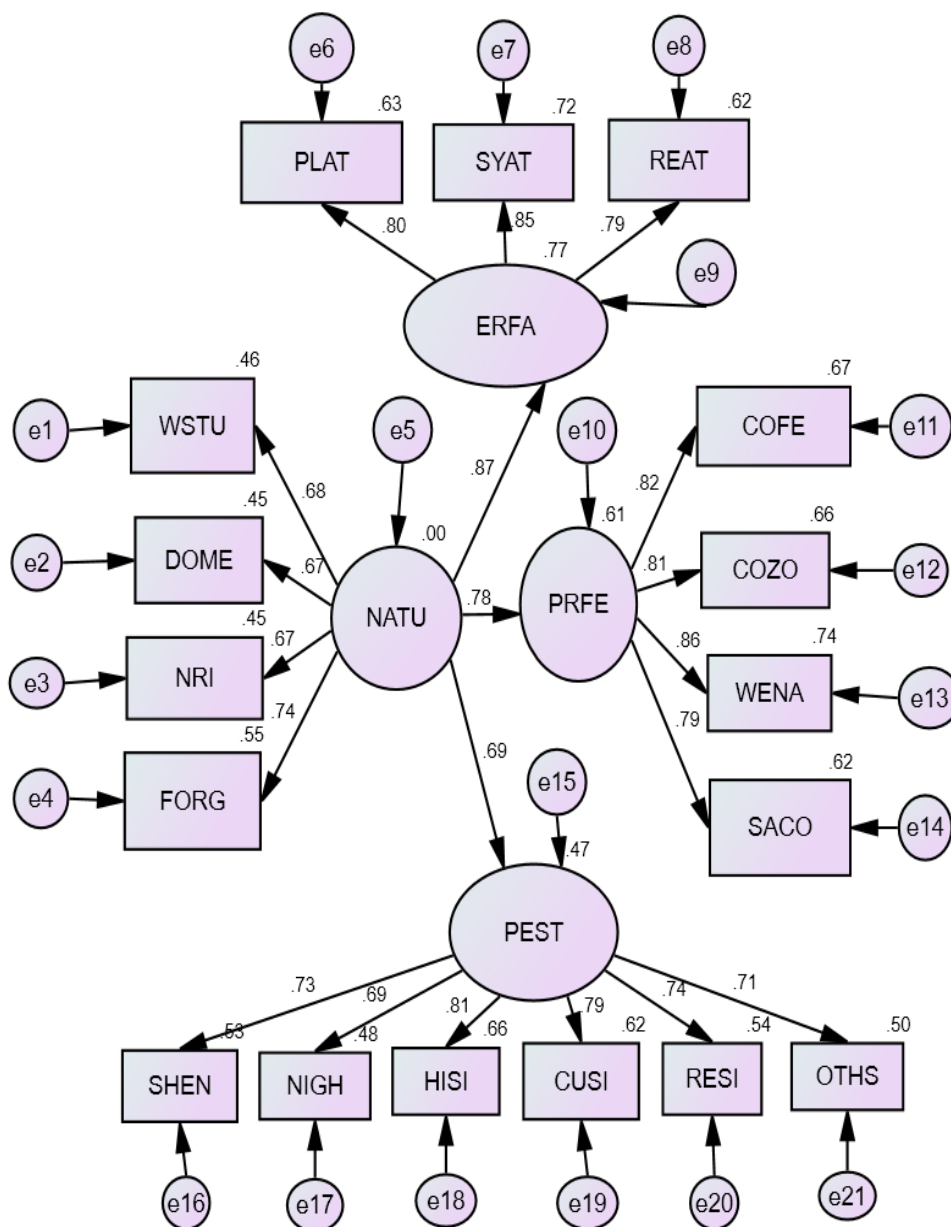
<b>H<sub>0</sub></b>	<b>Hypotheses</b>
<b>H3</b>	There exists a positive association between nature of tourists visiting Thrissur Corporation and the emotional and religious factors that influenced them in selection of Thrissur Corporation as tourist destination.
<b>H4</b>	There exists a positive association between nature of tourists who visited Thrissur Corporation and their perception on the prominent features of Thrissur Corporation as tourist destination.
<b>H5</b>	There exists a positive association between nature of tourists visiting Thrissur Corporation and their perception on the strenghts of Thrissur Corporation to attract more tourists.

Figure 6.2 below shows the Structural Equation Model (SEM) of the relationship between nature of tourists visited in Thrissur and their attachment with specific destination. The CFA values are shown in the table 6.19 and Path Analysis in table 6.20.

**Figure: 6.2**

**Confirmatory Factor Analysis**

**Association Between Nature of Tourists Visited in Thrissur Corporation and their Attachment with Specific Destination**



**Table: 6.19**

**Model Fit Indices of CFA Model for the Relationship Between Nature of Tourists Visited in Thrissur Corporation and their Attachment with Specific Urban Tourist Destination**

<b>Fit Indices</b>	<b>Obtained Value</b>	<b>Accepted Thresholds Levels</b>	<b>Literature Support</b>	<b>Acceptable Value</b>
$\chi^2$ (CMIN)	334.348	NA	NA	NA
DF	116	NA	NA	NA
P	.000	NA	NA	NA
Scaled $\chi^2/df$	2.882	$\leq 3$	Carmines & McIver (1981)	$\leq 3$
Goodness of Fit Index	.993	Value Greater than 0.95	Hooper, et.al. (2008)	$>.95$ to $< 1$
Adjusted Goodness of Fit Index (AGFI)	.957	Value Greater than 0.95	Hooper, et.al. (2008)	$>.95$ to $< 1$
Tucker-Lewis Index (TLI)	.953	Value Greater than 0.95	Hu & Bentler (1999)	$>.95$ to $< 1$
Comparative Fit Index (CFI)	.969	Value Greater than 0.95	Hu & Bentler (1999)	$>.95$ to $< 1$
Normed Fit Index (NFI)	.976	Value Greater than 0.95	Bentler & Bonett, 1980	$>.95$ to $< 1$
Parsimonious Normed Fit Index (PNFI)	.905	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Parsimonious Comparative Fit Index (PCFI)	.924	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Relative Fit Index (RFI)	.997	0=Poor Fit, 1=Good Fit	Bollen (1986)	0 to 1
Incremental Fit Index (IFI)	.950	0=Poor Fit, 1=Good Fit	Bollen (1989)	0 to 1
Root Mean Square Approximation Method (RMSEA)	.006	Range of 0.05 to 0.08	Hu & Bentler (1999)	.05 or lower indicates a strong fit of the model

Level of Significance: 5 percent

The CFA results are displayed in Table 6.19 and Figure 6.2. The fit indices suggest that the measurement model demonstrates a good overall fit. Based on these results, the study confirms that the proposed model fits the data well with values  $\chi^2$

(CMIN) = 334.348 (p=.000), Scaled X<sup>2</sup>/df= 2.882, GFI=.993, AGFI=.957, TLI=.953, CFI=.969, NFI=.976, PNFI=.905, PCFI=.924, RFI=.997, IFI=.950 and RMSEA=.006. Hence, the SEM Model is appropriate for further analysis.

**Table: 6.20**  
**Path Analysis in CFA Using Maximum Likelihood Weights**  
**Association Between Nature of Tourists Visited in Thrissur Corporation and their Attachment with Specific Urban Tourist Destination**

Path			Unstandardized- Estimates	Standardised Estimates (Beta Coefficient)	Standard. Error (S.E.)	Critical Ratio (C.R)	P Value	Relationship
PEST	<---	NATU	.690	.687	.068	10.140	.000	Significant
ERFA	<---	NATU	1.073	.875	.080	13.482	.000	Significant
PRFE	<---	NATU	1.088	.780	.089	12.250	.000	Significant
FORG	<---	NATU	1.000	.740	.632	11.452	.000	Significant
NRI	<---	NATU	.843	.672	.067	12.530	.000	Significant
DOME	<---	NATU	.898	.671	.072	12.438	.000	Significant
WSTU	<---	NATU	.874	.678	.068	12.827	.000	Significant
PLAT	<---	ERFA	1.000	.795	.563	11.963	.000	Significant
SYAT	<---	ERFA	.969	.846	.056	17.297	.000	Significant
REAT	<---	ERFA	.969	.787	.059	16.337	.000	Significant
COFE	<---	PRFE	1.000	.818	.632	12.587	.000	Significant
COZO	<---	PRFE	.866	.813	.051	16.950	.000	Significant
WENA	<---	PRFE	.939	.861	.052	18.235	.000	Significant
SACO	<---	PRFE	.992	.786	.056	17.669	.000	Significant
OTHS	<---	PEST	1.000	.707	.415	14.532	.000	Significant
RESI	<---	PEST	1.040	.738	.077	13.534	.000	Significant
CUSI	<---	PEST	1.003	.785	.070	14.311	.000	Significant
HISI	<---	PEST	.985	.809	.067	14.644	.000	Significant
NIGH	<---	PEST	.838	.693	.068	12.284	.000	Significant
SHEN	<---	PEST	.948	.727	.074	12.777	.000	Significant

Level of Significance: 5 percent

- Association between nature of tourists visited in Thrissur Corporation and their attachment with specific destination: PEST vs NATU ( $\beta$ =.687, p=.000), ERFA vs NATU ( $\beta$ =.875, p=.000) and PRFE vs NATU ( $\beta$ =.780, p=.000) are positively correlated and found to be significant.

- Intercorrelation of nature of tourist visited Thrissur Corporation: FORG vs NATU ( $\beta=.740$ ,  $p=.000$ ), NRI vs NATU ( $\beta=.672$ ,  $p=.000$ ), DOME vs NATU ( $\beta=.671$ ,  $p=.000$ ) and WSTU vs NATU ( $\beta=.678$ ,  $p=.000$ ) are positively correlated and found to be significant.
- Intercorrelation of emotional and religious factors that influenced them in selection of Thrissur Corporation as their tourist destination: PLAT vs ERFA ( $\beta=.795$ ,  $p=.000$ ), SYAT vs ERFA ( $\beta=.846$ ,  $p=.000$ ) and REAT vs ERFA ( $\beta=.787$ ,  $p=.000$ ) are positively correlated and found to be significant.
- Intercorrelation of perception on the prominent features of Thrissur Corporation as tourist destination influenced to select this place: COFE vs PRFE ( $\beta=.818$ ,  $p=.000$ ), COZO vs PRFE ( $\beta=.813$ ,  $p=.000$ ), WENA vs PRFE ( $\beta=.861$ ,  $p=.000$ ) and SACO vs PRFE ( $\beta=.786$ ,  $p=.000$ ) are positively correlated and significant.
- Intercorrelation of perception on strengths of Thrissur Corporation to attract more tourists: OTHS vs PEST ( $\beta=.707$ ,  $p=.000$ ), RESI vs PEST ( $\beta=.738$ ,  $p=.000$ ), CUSI vs PEST ( $\beta=.785$ ,  $p=.000$ ), HISI vs PEST ( $\beta=.809$ ,  $p=.000$ ), NIGH vs PEST ( $\beta=.693$ ,  $p=.000$ ) and SHEN vs PEST ( $\beta=.727$ ,  $p=.000$ ) are positively correlated and significant.
- All the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ), i.e., Beta coefficients are above the threshold limit which is represented in the following Table: 6.20, the SEM Model shows a prompt fit for the above data.

The hypotheses framed stands accepted and it has been concluded that there exists positive association between (i) *nature of tourists visiting Thrissur Corporation and the emotional and religious factors that influenced them in selection of Thrissur Corporation as tourist destination* (ii) *nature of tourists who visited Thrissur Corporation and their perception on the prominent features of Thrissur Corporation as tourist destination* and (iii) *nature of tourists visiting Thrissur Corporation and their perception on the strengths of Thrissur Corporation to attract more tourists*.

#### **6.3.8 Association Between Tourists' Attachment with Specific Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation.**

The data given below explains the association between tourists’ attachment with specific destination and their satisfaction towards tourism facilities established in Thrissur Corporation.

Table 6.21 depicts the expansion of variables used for the model.

**Table: 6.21**  
**Variables Expansion**  
**Association Between Tourists’ Attachment with Specific Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

PLAT	Place Attachment (Travelling to Thrissur than to Other Destination)
SYAT	Sympathetic Attachment (Compassion with the Thrissur)
REAT	Religious Attachment
COFE	Competitive Features
COZO	Comfort Zone
WENA	Welcoming Nature
SACO	Safety Conditions
HOSS	Hospitality Services
ENTER	Entertainment
HYFA	Hygiene Factors
INHD	Information, Helpdesk and Security
INFF	Infrastructure Facilities
SOEL	Socio-EOC Life
ERFA	Emotional and Religious Factors that Influenced them in Selection of Thrissur as their Tourist Destination
PRFE	Perception on the Prominent Features of Thrissur as Tourist Destination Influenced to Select this place
SATS	Satisfaction towards tourism facilities established in Thrissur

**Source: Extracted from the model**

Aneesa Majeed K.R., et.al.,2024 acknowledged that Kerala is the first regional state in India to recognise tourism as a productive industrial activity, as it supports the state in better utilisation of social-cultural activities, conservation of historical cum ecology, integrating community life and celebration with tourism concept and increasing the income sources for the state, thereby improving the

standard of living of the citizens. To attain these set goals of the Government, the tourists should realise higher degree of satisfaction and they should plan to visit specific destination again and again, at the same time recommend these destinations to friends, relative, colleagues and others. Drawing relevance to this concept the following SEM is drawn. The SEM model aimed to measure association between tourists’ attachment with specific destination and their satisfaction towards tourism facilities established in Thrissur.

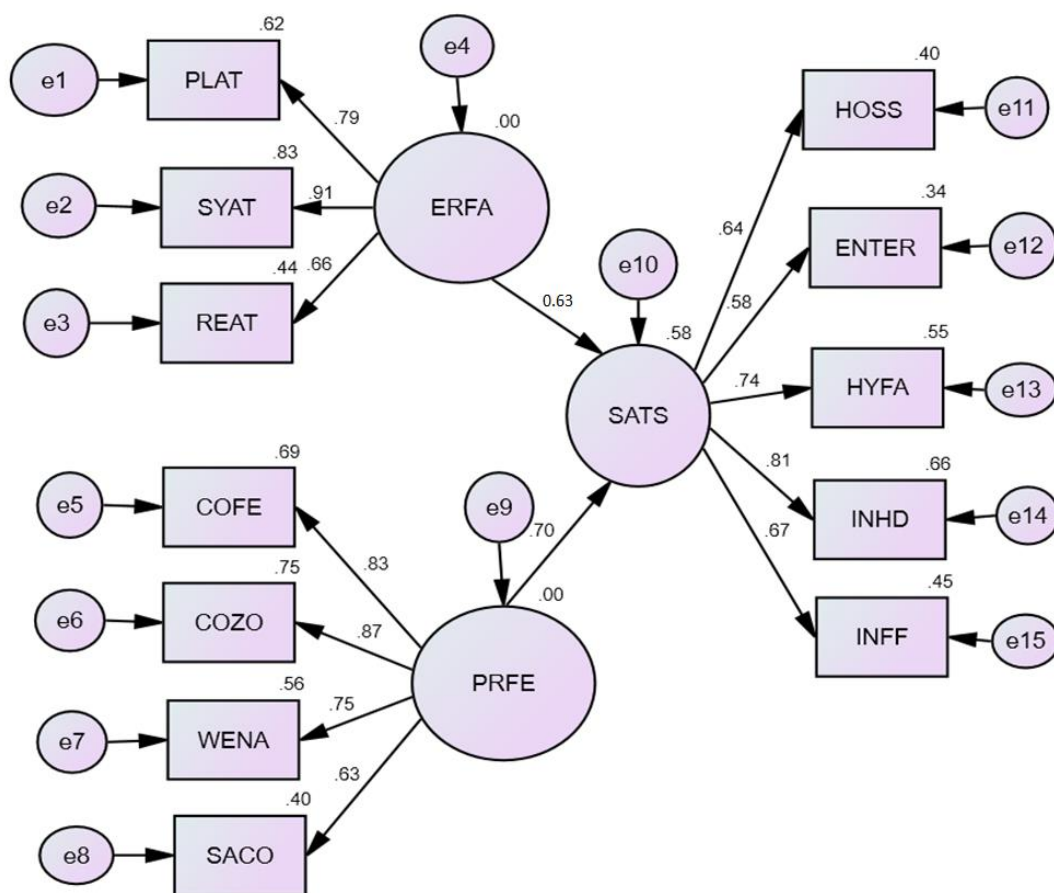
In order to establish the relationship between tourists attachment with specific destination and their satisfaction towards tourism facilities established in Thrissur, two hypotheses were formulated. Table 6.22 displays the hypothesis formulated for the model.

**Table: 6.22**  
**Testing of Hypotheses Results**  
**Association Between Tourists’ Attachment**  
**with Specific Destination and their Satisfaction Towards Tourism Facilities**  
**Established in Thrissur Corporation**

<b>H<sub>0</sub></b>	<b>Hypotheses</b>
<b>H6</b>	There exists a positive association between emotional and religious factors that influenced tourists in selection of Thrissur Corporation as their tourist destination and satisfaction towards tourism facilities established in Thrissur Corporation.
<b>H7</b>	There exists a positive association between tourist perception on the prominent features of Thrissur Corporation and satisfaction towards tourism facilities established in Thrissur Corporation.

Figure 6.3 below shows the Structural Equation Model (SEM) of the relationship between tourists’ attachment with specific urban tourist destinations and their satisfaction towards tourism facilities established in Thrissur Corporation. The CFA values are shown in the table 6.23 and Path Analysis in table 6.24.

**Figure: 6.3**  
**Confirmatory Factor Analysis**  
**Association Between Tourists Attachment**  
**with Specific Urban Tourist Destination and their Satisfaction Towards Tourism**  
**Facilities Established in Thrissur Corporation**



**Table: 6.23**

**Model Fit Indices of CFA Model for the Relationship Between Tourists Attachment with Specific Urban Tourist Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

Fit Indices	Obtained Value	Accepted Thresholds Levels	Literature Support	Acceptable Value
$\chi^2$ (CMIN)	188.724	NA	NA	NA
DF	63	NA	NA	NA
P	.000	NA	NA	NA
Scaled $\chi^2$ /df	2.996	$\leq 3$	Carmines & McIver (1981)	$\leq 3$
Goodness of Fit Index (GFI)	.997	Value Greater than 0.95	Hooper, et.al. (2008)	>.95 to < 1
Adjusted Goodness of Fit Index (AGFI)	.959	Value Greater than 0.95	Hooper, et.al. (2008)	>.95 to < 1
Tucker-Lewis Index (TLI)	.987	Value Greater than 0.95	Hu & Bentler (1999)	>.95 to < 1
Comparative Fit Index (CFI)	.989	Value Greater than 0.95	Hu & Bentler (1999)	>.95 to < 1
Normed Fit Index (NFI)	.963	Value Greater than 0.95	Bentler & Bonett, 1980	>.95 to < 1
Parsimonious Normed Fit Index (PNFI)	.992	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Parsimonious Comparative Fit Index (PCFI)	.973	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Relative Fit Index (RFI)	.969	0=Poor Fit, 1=Good Fit	Bollen (1986)	0 to 1
Incremental Fit Index (IFI)	.958	0=Poor Fit, 1=Good Fit	Bollen (1989)	0 to 1
Root Mean Square Approximation Method (RMSEA)	.007	Range of 0.05 to 0.08	Hu & Bentler (1999)	.05 or lower indicates a strong fit of the model

Level of Significance: 5 percent

The CFA results are shown in Table 6.23 and Figure 6.3. The fit indices suggest that the measurement model demonstrates an overall good fit, indicating that the proposed model fits the data well with values  $\chi^2$  (CMIN) = 188.724 (p=.000), Scaled  $X^2$ /df= 2.996, GFI=.997, AGFI=.959, TLI=.987, CFI=.989, NFI=.963, PNFI=.992, PCFI=.973, RFI=.969, IFI=.958 and RMSEA=.007. Hence, the SEM Model is appropriate for further analysis.

**Table: 6.24**  
**Path Analysis in CFA Using Maximum Likelihood Weights**  
**Association Between Tourists Attachment**  
**with Specific Urban Tourist Destination and their Satisfaction Towards Tourism**  
**Facilities Established in Thrissur Corporation**

Path			Unstandardized Estimates	Standardised Estimates (Beta Coefficient)	Standard. Error (S.E.)	Critical Ratio (C.R)	P Value	Relationship
SATS	<---	ERFA	.242	.632	.058	7.196	.000	Significant
SATS	<---	PRFE	.630	.702	.082	7.707	.000	Significant
REAT	<---	ERFA	1.000	.663	.084	7.521	.000	Significant
SYAT	<---	ERFA	1.232	.912	.096	12.857	.000	Significant
PLAT	<---	ERFA	1.015	.789	.078	13.058	.000	Significant
SACO	<---	PRFE	1.000	.633	.096	10.956	.000	Significant
WENA	<---	PRFE	1.216	.746	.105	11.562	.000	Significant
COZO	<---	PRFE	1.502	.867	.119	12.579	.000	Significant
COFE	<---	PRFE	1.421	.832	.111	12.746	.000	Significant
HOSS	<---	SATS	1.000	.640	.035	7.846	.000	Significant
ENTER	<---	SATS	1.007	.584	.086	11.659	.000	Significant
HYFA	<---	SATS	1.321	.740	.102	12.953	.000	Significant
INHD	<---	SATS	1.389	.807	.100	13.875	.000	Significant
INFF	<---	SATS	1.254	.667	.101	12.367	.000	Significant

Level of Significance: 5 percent

- Association between tourists’ attachment with specific destination and their satisfaction towards tourism facilities established in Thrissur: SATS vs ERFA ( $\beta=.632$ ,  $p=.000$ ) and SATS vs PRFE ( $\beta=.702$ ,  $p=.000$ ) are positively correlated and found to be significant.
- Intercorrelation of emotional and religious factors that influenced them in selection of Thrissur as their tourist destination: REAT vs ERFA ( $\beta=.663$ ,  $p=.000$ ), SYAT vs ERFA ( $\beta=.912$ ,  $p=.000$ ) and PLAT vs ERFA ( $\beta=.789$ ,  $p=.000$ ) are positively correlated and found to be significant.
- Intercorrelation of perception on the prominent features of Thrissur as tourist destination influenced to select this place: SACO vs PRFE ( $\beta=.633$ ,  $p=.000$ ),

WENA vs PRFE ( $\beta=.746$ ,  $p=.000$ ), COZO vs PRFE ( $\beta=.867$ ,  $p=.000$ ) and COFE vs PRFE ( $\beta=.832$ ,  $p=.000$ ) are positively correlated and found to be significant.

- Intercorrelation of satisfaction towards tourism facilities established in Thrissur: HOSS vs SATS ( $\beta=.640$ ,  $p=.000$ ), ENTER vs SATS ( $\beta=.584$ ,  $p=.000$ ), HYFA vs SATS ( $\beta=.740$ ,  $p=.000$ ), INHD vs SATS ( $\beta=.807$ ,  $p=.000$ ) and INFF vs SATS ( $\beta=.667$ ,  $p=.000$ ) are positively correlated and found to be significant. SOEL have negative value it has been omitted in the Figure.
- All the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ) i.e., Beta coefficients are above the threshold limit which is represented in the Table: 6.24. Hence, the SEM Model shows a prompt fit for the above data.
- The hypotheses framed stands accepted and it has been concluded that there exists positive association *between (i) emotional and religious factors that influenced tourists in selection of Thrissur Corporation as their tourist destination and satisfaction towards tourism facilities established in Thrissur Corporation and (ii) tourist perception on the prominent features of Thrissur Corporation and satisfaction towards tourism facilities established in Thrissur Corporation.*

#### 6.4 Urban Tourist Loyalty

It has been observed that tourists' shows a sense of loyalty towards the destinations when their needs and desire to visit a specific destination is fulfilled and when they attain overall satisfaction from these destinations. A tourist becomes loyal to a certain destination and will show their willingness to visit these destinations again, recommend this to their friends and relatives, prefer to stay more at these destinations etc.

In order to understand the urban tourist loyalty, the respondents were provided with five statements and were requested to rate these on a Likert's five-point scale. Based on their rating, Sum and (Weighted Arithmetic Mean) WAM were calculated and Ranks were assigned.

The following Table 6.25 depicts the loyalty of tourists towards urban tourist destinations at Thrissur Corporation.

**Table: 6.25**  
**Nature of Loyalty Extended by Tourist Towards Urban Tourist Destinations in Thrissur Corporation**

<b>Variables</b>	<b>Undoubtedly</b>	<b>Sure</b>	<b>Mayhap</b>	<b>Doubtful</b>	<b>Never</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Willingness to visit again	98 (25.52)	192 (50.00)	83 (21.61)	7 (1.83)	4 (1.04)	1525	3.97	2
Recommend these tourist destinations to family and friends	90 (23.44)	207 (53.91)	80 (20.83)	3 (0.78)	4 (1.04)	1528	3.98	<b>1</b>
Preference to stay for longer periods at Thrissur when compared with other places	68 (17.71)	138 (35.94)	136 (35.42)	33 (8.59)	9 (2.34)	1375	3.58	5
Visit here with more Companions	66 (17.19)	180 (46.88)	118 (30.73)	14 (3.64)	6 (1.56)	1438	3.74	4
Look Forward to Participate in Spectacular Festive, Religious, Cultural, Architectural Aspects	90 (23.44)	180 (46.88)	100 (26.04)	10 (2.60)	4 (1.04)	1494	3.89	3

Source: Primary Data

Note: Figures in brackets denote percentages

The above data depicts the nature of loyalty and preferences of the tourists to visit various destination in Thrissur. The results indicate that 79.60 percent of the tourists would like to recommend this tourist destination to family and friends. It was inferred that 79.40 percent of the tourists expressed willingness to visit specific destination in Thrissur again. Tourists look forward to participate in spectacular festive, religious, cultural, architectural aspects (77.80 percent). They express likelihood to visit Thrissur with more companions (74.80 percent). Also, the tourists said that they prefer to stayed for longer periods at Thrissur when compared to other

places (71.60 percent). These variables are placed in the first to fifth places with the WAM score ranging from 3.98 to 3.58.

Hence, it was inferred that 79.60 percent of the respondents would like to recommend this tourist destination to family and friends. At the same time 79.40 percent of the tourists expressed their willingness to visit specific urban tourist destinations in Thrissur again.

#### **6.4.1 Association Between Place Visited at Thrissur Corporation and Nature of Loyalty Extended by the Urban Tourists**

When the tourists are satisfied and are attached towards a specific tourist destination, they automatically turn into a loyal tourist by revisiting these destinations and by spreading positive word of mouth. Hence, there exists a significant relationship between tourist destinations visited by the tourists and the nature of loyalty projected towards it. In order to understand the association between place visited at Thrissur Corporation and nature of loyalty extended by the tourists, Sum, Mean and Ranks were calculated.

Table 6.26 below shows the association between place visited at Thrissur Corporation and nature of loyalty extended by tourist.

**Table: 6.26**

**Association Between Place Visited at Thrissur Corporation Vs Nature of Loyalty Extended by the Urban Tourists**

Place	Willingness to visit again			Recommend these tourist destinations to family and friends			Preference to stay for longer periods at Thrissur when compared with other places			Visit here with more companions			Look forward to participate in spectacular festive, religious, cultural, architectural aspects		
	Sum	Mean	%	Sum	Mean	%	Sum	Mean	%	Sum	Mean	%	Sum	Mean	%
<b>Sri Vadakkumnathan Temple</b>	1089	3.97	79.49	1088	3.97	79.42	966	3.53	70.51	1011	3.69	73.8	1060	3.87	77.37
<b>Paramekkavu Bhagavathy Temple</b>	903	3.96	79.21	895	3.93	78.51	798	3.5	70	842	3.69	73.86	870	3.82	76.32
<b>Nehru Park</b>	899	3.96	79.21	892	3.93	78.59	795	3.5	70.04	839	3.7	73.92	867	3.82	76.39
<b>Shoba City</b>	840	3.94	78.87	838	3.93	78.69	744	3.49	69.86	790	3.71	74.18	816	3.83	76.62
<b>Vilangan Hill</b>	840	3.94	78.87	838	3.93	78.69	744	3.49	69.86	790	3.71	74.18	816	3.83	76.62
<b>Puzhakkal River Tourism Village</b>	840	3.94	78.87	838	3.93	78.69	744	3.49	69.86	790	3.71	74.18	816	3.83	76.62
<b>Puzhakkal Wet Lands</b>	835	3.94	78.77	833	3.93	78.58	739	3.49	69.72	785	3.7	74.06	811	3.83	76.51
<b>Pullazhi Koleland</b>	835	3.94	78.77	833	3.93	78.58	739	3.49	69.72	785	3.7	74.06	811	3.83	76.51
<b>Sakthan Thampuran Palace</b>	459	3.99	79.83	461	4.01	80.17	414	3.6	72	431	3.75	74.96	453	3.94	78.78
<b>Thiruvambady Sri Krishna Temple</b>	479	3.99	79.83	481	4.01	80.17	435	3.63	72.5	450	3.75	75	472	3.93	78.67
<b>Our Lady of Lourdes Metropolitan Cathedral</b>	520	3.97	79.39	521	3.98	79.54	469	3.58	71.6	491	3.75	74.96	512	3.91	78.17
<b>Heritage Garden</b>	673	3.94	78.71	669	3.91	78.25	598	3.5	69.94	634	3.71	74.15	653	3.82	76.37
<b>Our Lady of</b>	753	3.94	78.85	754	3.95	78.95	664	3.48	69.53	706	3.7	73.93	730	3.82	76.44

Place	Willingness to visit again			Recommend these tourist destinations to family and friends			Preference to stay for longer periods at Thrissur when compared with other places			Visit here with more companions			Look forward to participate in spectacular festive, religious, cultural, architectural aspects		
	Sum	Mean	%	Sum	Mean	%	Sum	Mean	%	Sum	Mean	%	Sum	Mean	%
<b>Dolours Basilica</b>															
<b>State Museum and Zoo</b>	488	4	80	490	4.02	80.33	442	3.62	72.46	459	3.76	75.25	480	3.93	78.69
<b>Sacred Heart Latin Catholic Church (St. Antony's)</b>	871	3.96	79.18	864	3.93	78.55	769	3.5	69.91	816	3.71	74.18	843	3.83	76.64
<b>Kerala Lalithakala Academy</b>	420	4	80	423	4.03	80.57	376	3.58	71.62	393	3.74	74.86	413	3.93	78.67
<b>Kerala Sahitya Academy</b>	338	4.07	81.45	335	4.04	80.72	297	3.58	71.57	312	3.76	75.18	331	3.99	79.76
<b>Kerala Sangeetha Nataka Academy</b>	684	3.93	78.62	681	3.91	78.28	608	3.49	69.89	644	3.7	74.02	664	3.82	76.32
<b>Archaeological Museum</b>	502	3.98	79.68	504	4	80	453	3.6	71.9	473	3.75	75.08	495	3.93	78.57
<b>St. Euphrasia Tomb Shrine</b>	483	3.99	79.83	485	4.01	80.17	439	3.63	72.56	454	3.75	75.04	476	3.93	78.68
<b>St. Antony's Forane Church, Ollur</b>	792	3.94	78.81	792	3.94	78.81	700	3.48	69.65	745	3.71	74.13	768	3.82	76.42
<b>Vaidyaratnam Ayurveda Museum</b>	867	3.96	79.18	861	3.93	78.63	766	3.5	69.95	813	3.71	74.25	840	3.84	76.71
<b>Mannuthy Plant Nurseries</b>	392	4	80	395	4.03	80.61	351	3.58	71.63	365	3.72	74.49	387	3.95	78.98

Source: Computed Data

Cross table data collected from the tourists on the statements like willingness to visit again, recommend these tourist destinations to family and friends, preference to stay for longer periods at Thrissur when compared with other places, re-visit with more companions, look forward to participate in spectacular festive, religious, cultural and architectural aspects. The results indicate that above 78 percent of the respondents who visited their respective tourist destinations would like to revisit and recommend it to their friends. 76 percent and above were interested to participate in the religious activities. 73 percent and above tourists were interested to visit tourist destinations at Thrissur Corporation with more companions. Finally, it was also found that only 69 percent and above were interested in staying for longer periods at urban tourist destination in Thrissur Corporation when compared to other places.

Hence, a good quantum of tourists who visited tourist destinations in Thrissur Corporation were willing to visit again and to recommend these to their family and friends. In order to establish association between place visited at Thrissur Corporation with nature of loyalty extended by the tourists, hypothesis were formulated. Table 6.27 shows the hypothesis formulated for the model.

**Table 6.27**

**Testing of Hypothesis Results**

**Association Between Place Visited at Thrissur Corporation Vs Nature of Loyalty Extended by the Urban Tourists**

No.	Hypothesis
H8	There exists a positive association between tourist destination visited by urban tourists and the nature of loyalty extended by them.

**Source: Formulated**

Table 6.28 shows the Chi-Square Results of the association between place visited at Thrissur Corporation and nature of loyalty extended by tourists.

**Table: 6.28**

**Chi-Square Results**

**Association Between Place Visited at Thrissur Corporation Vs Nature of Loyalty Extended by the Urban Tourists**

Variables	Chi-Square Value	DF	Contingency Co-Efficient	Table Vale	Remark
Willingness to Visit Again	82.665	88	.457	110.898	Accepted
Recommend these Tourist Destination to Family and Friends	95.190	88	.483	110.898	Accepted
Preference to Stay for Longer Periods at Thrissur when Compared with Other Places	76.607	88	.443	110.898	Accepted
Visit here with more Companions	90.518	88	.474	110.898	Accepted
Look Forward to Participate in Spectacular Festive, Religious, Cultural, Architectural Aspects	81.033	88	.453	110.898	Accepted

Level of Significance: 5 percent

The above data reveals that the calculated values 82.665, 95.190, 76.607, 90.518 and 81.033 are lesser than the table value 110.898 at 5 percent level of significance. ***Hence the hypothesis is accepted and it has been concluded that there exists a positive association between tourist destination visited by urban tourists and the nature of loyalty extended by them.***

### **6.5 Conclusion**

In this chapter, the analysis of satisfaction, attachment and loyalty of tourists in relation to urban tourism destination was performed. Satisfaction of the tourists depends on the facilities availed by them. A detailed analysis on the facilities availed in the tourist destination were performed in the first part of the chapter. Later, the variable attachment was used to analyse the emotional and religious factors prevailing in the destination and also with the prominent features of the destination. A SEM model was framed on the basis of the above factors that projected the association between nature of tourist visited in Thrissur Corporation and their attachment with specific destination followed by a SEM model showing an

association between tourists' attachment with specific destination and their satisfaction towards tourism facilities established in Thrissur.

Finally, the variable “loyalty” was analysed among the tourists while visiting a specific tourist destination. Overall, this chapter underscores that urban tourism development requires a clear understanding of tourists' satisfaction, attachment and loyalty in order to design policies that augment destination appeal, improves competitiveness and ensure a productive and sustainable tourism practice.

## 6.6 References

Aneesha Majeed, K. R., & Bindu, K., Dr. Shaji, E. V. (2024). A study on satisfaction of tourists visiting tourist destinations in Trivandrum Corporation. *Library Progress International*, 44(3). <https://bpasjournals.com/library-science/index.php/journal/article/view/3056>

Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606.

Bollen, K. A. (1986). Sample size and Bentler and Bonett's nonnormed fit index. *Psychometrika*, 51(3), 375–377.

Carmines, E. G., & McIver, J. P. (1981). Analyzing models with unobserved variables: Analysis of covariance structures. In G. W. Bohrnstedt & E. F. Borgatta (Eds.), *Social measurement: Current issues* (pp. 65–115). Sage.

Changuklee, C., & Allen, L. (1999). Understanding individuals' attachment to selected destinations: An application of place attachment. *Tourism Analysis*, 4(3-4), 173-185.

Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53–60.

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55.

Ivana, Š., Kovačić, S., Kurež, B., Tretyakova, T. N., & Syromiatnikova, Y. A. (2024). Getting closely attached to it: The role of destination personality and emotional experience in tourists' attachment to a tourist destination. *International*

*Journal of Hospitality and Tourism Administration*, 25(5), 1091–1125.  
[https://www.tandfonline.com/doi/full/10.1080/15256480.2023.2235692?scroll=top  
&needAccess=true](https://www.tandfonline.com/doi/full/10.1080/15256480.2023.2235692?scroll=top&needAccess=true)

Li, M., & Wu, B. (2015). Urban tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism* (pp. 1–3). Springer. [https://doi.org/10.1007/978-3-319-01669-6\\_208-1](https://doi.org/10.1007/978-3-319-01669-6_208-1)

Limei, C., Qu, Y., & Yang, Q. (2021). The formation process of tourist attachment to a destination. *Tourism Management Perspectives*, 38. <https://www.sciencedirect.com/science/article/abs/pii/S2211973621000416>.

Mulaik, S. A., James, L. R., Van Alstine, J., Bennett, N., Lind, S., & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. *Psychological Bulletin*, 105(3), 430–445.

Patwardhan, V., Ribeiro, M. A., Woosnam, K. M., Payini, V., & Mallya, J. (2020). Visitors' loyalty to religious tourism destinations: Considering place attachment, emotional experience and religious affiliation. *Tourism Management Perspectives*, 36, 100737.

Romão, J., Neuts, B., & Nijkamp, P. (2015). Culture, product differentiation and market segmentation: A structural analysis of the motivation and satisfaction of tourists in Amsterdam. *Tourism Economics*, 21(3), 455–474.

Roy, D., Dhir, M. G. M., & Ahsan, M. K. (2016). Factors affecting tourist satisfaction: A study in Sylhet Region. *ABC Research Alert*, 4(3), 9-20.

## **Chapter 7**

# ***Evaluating Sustainable Urban Tourism in Thrissur Corporation***

<b>Contents</b>	7.1	<i>Introduction</i>
	7.2	<i>Relationship Between Types of Tourists with Tourist Perspectives</i>
	7.3	<i>Association Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives</i>
	7.4	<i>Tourists' Perspectives on Sustainability Factors towards Urban Tourist Destinations</i>
	7.5	<i>Challenges Faced by Urban Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation</i>
	7.6	<i>Remedies for Overcoming Strategic Challenges</i>
	7.7	<i>Association Between Types of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies Towards Sustainable Urban Tourism</i>
	7.8	<i>Conclusion</i>
	7.9	<i>References</i>

### **7.1 Introduction**

Sustainable urban tourism in Thrissur is shaped by the city's unique cultural identity, historical significance and expanding urban infrastructure. As the “Cultural Capital of Kerala,” Thrissur attracts diverse groups of visitors, yet the sustainability of its tourism growth depends on how effectively economic opportunities, social inclusivity and environmental concerns are balanced. Understanding tourist perspectives offer valuable insights into the strengths and limitations of Thrissur as an urban destination, while the identification of strategic challenges highlights the gaps that need to be addressed for long-term resilience.

This chapter critically examines how tourist expectations align with the city's tourism offerings and how urban policies, community participation and

resource management influence sustainable outcomes. By evaluating both constraints and remedies, this chapter provides a holistic view of sustainable urban tourism practices in Thrissur Corporation and proposes strategic directions that can strengthen its position as a sustainable urban tourism destination.

## **7.2 Relationship Between Types of Tourists with Tourist Perspectives**

Tourist perspectives namely awareness, perception, desire, satisfaction, attachment and loyalty played a significant role with the types of tourists visiting urban tourist destination, as all these factors play a decisive role among the different types of tourists while selecting and travelling to a specific urban tourist destination.

The present SEM aimed to measure association between type of tourists' and their awareness, perception, desire, satisfaction, attachment and loyalty. Table 7.1 depicts the expansion of variables used for the model.

**Table: 7.1**  
**Variables Expansion**  
**Relationship Between Types of Tourists with Tourist Perspectives**

TYTU	Type of Tourist
AWAR	Awareness
PERC	Perception
DESI	Desire
SATS	Satisfaction
ATTA	Attachment
LOYL	Loyalty

**Source: Extracted from the model**

In order to establish the relationship between types of tourists and tourist perspectives, six hypotheses were formulated. Table 7.2 shows the hypothesis formulated for the model.

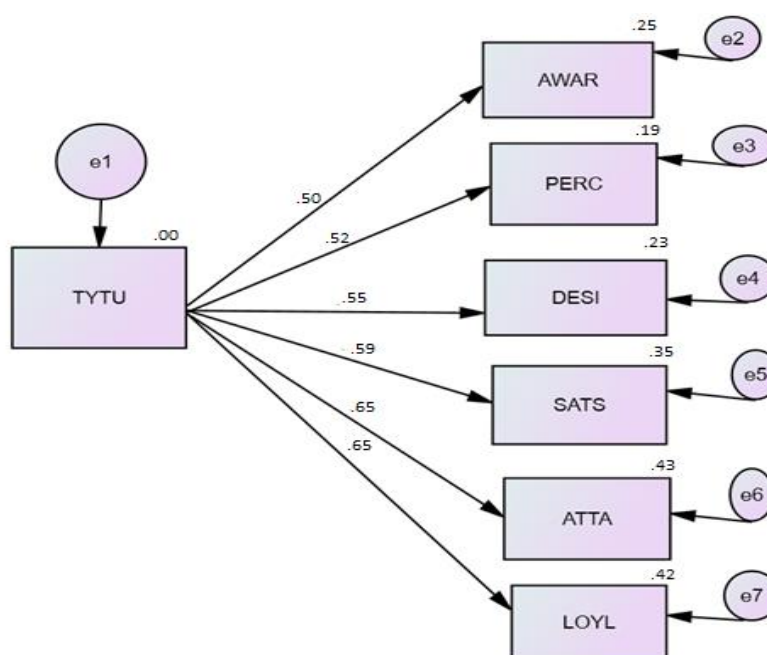
**Table: 7.2**  
**Testing of Hypotheses Results**  
**Relationship Between Types of Tourists with Tourist Perspectives**

H <sub>0</sub>	Hypotheses
<b>H<sub>9</sub></b>	There exists a positive association between the type of tourists and their awareness towards urban tourism.
<b>H<sub>10</sub></b>	There exists a positive association between the type of tourists and their perception towards urban tourism.
<b>H<sub>11</sub></b>	There exists a positive association between the type of tourists and their desire to conduct urban tourism.
<b>H<sub>12</sub></b>	There exists a positive association between the type of tourists and their satisfaction towards urban tourism.
<b>H<sub>13</sub></b>	There exists a positive association between the type of tourists and their attachment towards urban tourism.
<b>H<sub>14</sub></b>	There exists a positive association between the type of tourists and their loyalty towards urban tourism.

**Source: Formulated**

Figure 7.1 shows the Structural Equation Model (SEM) of the relationship between types of tourists with tourist perspectives on urban tourism. The CFA values are shown in the Table 7.3 and Path Analysis in Table 7.4.

**Figure: 7.1**  
**Confirmatory Factor Analysis**  
**Relationship Between Types of Tourists with Tourist Perspectives (Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty)**



**Table: 7.3**

**Model Fit Indices of CFA Model for the Relationship Between Types of Tourists with Tourist Perspectives (Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty)**

<b>Fit Indices</b>	<b>Obtained Value</b>	<b>Accepted Thresholds Levels</b>	<b>Literature Support</b>	<b>Acceptable Value</b>
$\chi^2$ (CMIN)	42.142	NA	NA	NA
DF	15	NA	NA	NA
P	.000	NA	NA	NA
Scaled $\chi^2/df$	2.809	$\leq 3$	Carmines & McIver (1981)	$\leq 3$
Goodness of Fit Index (GFI)	.957	Value Greater than 0.95	Hooper, Coughlan, & Mullen (2008)	>.95 to < 1
Adjusted Goodness of Fit Index (AGFI)	.974	Value Greater than 0.95	Hooper, Coughlan, & Mullen (2008)	>.95 to < 1
Tucker-Lewis Index (TLI)	.953	Value Greater than 0.95	Hu & Bentler (1999)	>.95 to < 1
Comparative Fit Index (CFI)	.962	Value Greater than 0.95	Hu & Bentler (1999)	>.95 to < 1
Normed Fit Index (NFI)	.951	Value Greater than 0.95	Bentler & Bonett, 1980	>.95 to < 1
Parsimonious Normed Fit Index (PNFI)	.957	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Parsimonious Comparative Fit Index (PCFI)	.959	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Relative Fit Index (RFI)	.900	0=Poor Fit, 1=Good Fit	Bollen (1986)	0 to 1
Incremental Fit Index (IFI)	.904	0=Poor Fit, 1=Good Fit	Bollen (1989)	0 to 1
Root Mean Square Approximation Method (RMSEA)	.006	Range of 0.05 to 0.08	Hu & Bentler (1999)	.05 or lower indicates a strong fit of the model

Level of Significance: 5 percent

The fit indices suggest that the measurement model demonstrates a good overall fit, indicating that the proposed model aligns well with the data with values

$\chi^2$  (CMIN) = 42.142 (p=.000), Scaled X<sup>2</sup>/df= 2.809, GFI=.957, AGFI=.974, TLI=.953, CFI=.962, NFI=.951, PNFI=.957, PCFI=.959, RFI=.900, IFI=.904 and RMSEA=.006. Hence, the SEM Model is appropriate for further analysis.

**Table: 7.4**

**Path Analysis in CFA Using Maximum Likelihood Weights  
Relationship Between Types of Tourists with Tourist Perspectives (Awareness,  
Perception, Desire, Satisfaction, Attachment and Loyalty)**

Path			Unstandardized Estimates	Standardized Estimates	S. E	C.R	P Value	Relationship
AWAR	<---	TYTU	.563	.501	.050	11.247	.000	Significant
PERC	<---	TYTU	.430	.524	.045	9.510	.000	Significant
DESI	<---	TYTU	.488	.552	.045	10.842	.000	Significant
SATS	<---	TYTU	.690	.592	.048	14.365	.000	Significant
ATTA	<---	TYTU	.667	.653	.039	16.884	.000	Significant
LOYL	<---	TYTU	.606	.652	.036	16.824	.000	Significant

Level of Significance: 5 percent

- Association between the type of tourists and their awareness: AWAR vs TYTU ( $\beta=.501$ ,  $p=.000$ ) is positively correlated and found to be significant.
- Association between the type of tourists and their perception: PERC vs TYTU ( $\beta=.524$ ,  $p=.000$ ) is positively correlated and found to be significant.
- Association between the type of tourists and their desire: DESI vs TYTU ( $\beta=.552$ ,  $p=.000$ ) is positively correlated and found to be significant.
- Association between the type of tourists and their satisfaction: SATS vs TYTU ( $\beta=.592$ ,  $p=.000$ ) is positively correlated and found to be significant.
- Association between the type of tourists and their attachment: ATTA vs TYTU ( $\beta=.653$ ,  $p=.000$ ) is positively correlated and found to be significant.
- Association between the type of tourists and their loyalty: LOYL vs TYTU ( $\beta=.652$ ,  $p=.000$ ) is positively correlated and found to be significant.
- All the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ), i.e., Beta coefficients are above the threshold limit. Hence, the SEM Model shows a prompt fit for the above data.

The hypotheses framed stands accepted and it has been concluded that *there exists a positive association between the type of tourists and Tourist Perspectives (Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty)*

### **7.3 Association Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives**

As awareness, perception, desire, satisfaction, attachment and loyalty collectively forms the perspectives of the tourists, the present study tries to analyse the whether there exists any significant relationship between these variables. For this, statistical tools like mean, standard deviation, correlation and regression were performed.

The Table 7.5 depicts a detailed analysis of the association between awareness, perception, desire, satisfaction, attachment and loyalty with tourist perspectives.

**Table 7.5**  
**Association between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives**

<b>Descriptive Statistics</b>			
<b>Variables</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
Awareness	4.15	.458	384
Perception	4.12	.515	384
Desire	1.91	.462	384
Satisfaction	2.62	.685	384
Attachment	3.44	1.645	384
Loyalty	2.34	.681	384
Tourists Perspectives	2.66	.397	384

From the above data, it is clear that the variable “awareness” has the highest mean value, followed by “perception” with 4.12, “attachment” 3.44, “satisfaction” 2.62, “loyalty” 2.34 and desire with the lowest mean value of 1.91.

Whereas the lowest standard deviation was quoted for awareness 0.458, desire 0.462, perception 0.515, loyalty 0.681, satisfaction 0.685 and the highest for attachment with 1.645. Overall tourist perspectives have a mean score of 2.66 and standard deviation with 0.397.

Hence, the variable “awareness” has the highest mean value with 4.15 and the lowest standard deviation with 0.458 which indicates that the variable “awareness” has greater influence on tourist perspectives when compared with other variables.

Table 7.6 below depicts the hypotheses results of the association between awareness, perception, desire, satisfaction, attachment and loyalty with tourist perspectives.

**Table: 7.6**  
**Testing of Hypotheses Results**  
**Association between Awareness, Perception, Desire, Satisfaction, Attachment**  
**and Loyalty with Tourist Perspectives**

<b>H<sub>0</sub></b>	<b>Hypotheses</b>
<b>H15</b>	There is an association between awareness towards urban tourism and tourists' perspectives.
<b>H16</b>	There is an association between perception towards urban tourism and tourists' perspectives.
<b>H17</b>	There is an association between desire towards urban tourism and tourists' perspectives.
<b>H18</b>	There is an association between satisfaction towards urban tourism and tourists' perspectives.
<b>H19</b>	There is an association between attachment towards urban tourism and tourists' perspectives.
<b>H20</b>	There is an association between loyalty towards urban tourism and tourists' perspectives.

**Source: Formulated**

### **7.3.1 Correlation Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives**

Correlation for all the variables namely awareness, perception, desire, satisfaction, attachment and loyalty with tourist perspectives were performed and it was found that all the variables have significant relationship with tourists' perspectives and are also intercorrelated at (0.000) level of significance. Positive correlation existing between the dependent and independent variables has paved the way to perform Multiple Regression Analysis which has helped to know the effect of these variables on tourist perspectives.

### **7.3.2 Regression**

Regression is one of the basic and effective statistical technique used to scrutinize the association between a dependent variable (known as outcomes) with one or more independent variables (known as predictors). The fundamental objective of performing regression analysis in the field of research is to predict and explain the outcomes based on observed variables. There are different types of regression namely, simple linear regression, multiple regression, logistic regression, non-linear regression etc. Under simple linear regression, a single predictor variable is applied to estimate its effect on the dependent variable with the help of a linear equation. and multiple regression. Whereas in multiple regression, two or more independent variables are used to analyse its relationship with the dependent variable. Logistic regression is applied when the dependent variable is of binary or categorical in nature and has only two outcomes. When the relationship between the variables is not in a straight mode, then it is the case of non-linear regression (Montgomery et al., 2021). This technique is broadly used in the field of medicines, social sciences, economics and engineering (James et al., 2013).

In the present analysis the researcher has adopted multiple regression in order to analyse the all the six variables with tourists’ perspectives.

### **7.3.3 Multiple Regression on the Association Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives**

Table 7.7 below depicts the model summary of the association between awareness, perception, desire, satisfaction, attachment and loyalty with tourist perspectives.

**Table 7.7**

**Model Summary of the Association between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives**

<b>Model Summary</b>									
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Change Statistics</b>				
					<b>R Square Change</b>	<b>F Change</b>	<b>df1</b>	<b>df2</b>	<b>Sig. F Change</b>
1	.909	0.825	0.823	0.167	0.825	297.169	6	377	0
a. Predictors: (Constant), Awareness, Perception, Desire, Satisfaction, Attachment, Loyalty									
b. Dependent Variable: Tourist Perspectives									

Source: Computed

In the output table tourist perspectives was taken as dependent variable and awareness, perception, desire, satisfaction, attachment and loyalty are taken independent variables. The R value represents the strength of the association between the dependent variable (Tourist Perspectives) and the independent variables (awareness, perception, desire, satisfaction, attachment and loyalty). The model explains that the R value is 0.909 which indicates that there exists an extremely strong linear association between the variables.

R<sup>2</sup> value was quoted to be 0.825 which indicates that 82.5% of the variance in the tourist’s perspectives (dependent variable) is explained by awareness, perception, desire, satisfaction, attachment and loyalty (independent variables) in the model and is found to be strong and excellent. The adjusted R<sup>2</sup> value was quoted as 0.823, which is very close to R<sup>2</sup> which indicates that the independent variables included in the model are worth and meaningful and there are no issues of overfitting. F-statistic (297.169) indicates that all the variables have a very strong relationship with tourist perspectives and has a significant impact on the model’s predictive power.

Hence, the values obtained in the Regression Model is highly satisfactory at (0.000) level of significance.

Table 7.8 below depicts the Coefficient values on the association between awareness, perception, desire, satisfaction, attachment and loyalty with tourist perspectives.

**Table 7.8**  
**Coefficients of the Association Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives**

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
	Awareness	0.122	0.023	0.14	5.382	0	0.077	0.166
	Perception	0.119	0.021	0.154	5.681	0	0.078	0.16
	Desire	0.082	0.022	0.196	3.699	0	0.039	0.126
	Attachment	0.235	0.022	0.406	10.643	0	0.192	0.279
	Satisfaction	0.048	0.006	0.198	8.179	0	0.036	0.059
	Loyalty	0.262	0.021	0.449	12.273	0	0.22	0.303
a. Dependent Variable: Tourist Perspectives								

Source: Computed

The above table depicts the regression analysis of all six predictors namely, awareness, perception, desire, satisfaction, attachment and loyalty on tourist perspectives. It was found that all these variables significantly influence tourist perspectives, as indicated by their p values (0.000 - level of significance). Outstandingly, all the coefficients showcased a positive figure, which indicates that an increase in any of these factors contributes positively towards overall tourist perspectives.

The unstandardized coefficients (B) highlight the magnitude of this effect, with loyalty (B= 0.262) and attachment (B=0.235) exerting the strongest influence, followed by awareness (B=0.122), perception (B=0.119), Desire (B=0.082) and satisfaction (B=0.048).

When comparing relative importance through standardized coefficients (Beta), loyalty ( $\beta = 0.449$ ) and attachment ( $\beta = 0.406$ ) again, emerged as the most powerful predictors, indicating that tourists tend to select and travel to a specific destination primarily on their affinity and faithfulness shown towards these destinations. Satisfaction ( $\beta = 0.198$ ), desire ( $\beta = 0.916$ ), perception ( $\beta = 0.154$ ) and awareness ( $\beta = 0.14$ ) also have meaningful but comparatively smaller impacts. These findings suggest that tourist perspective is most strongly shaped by loyalty and attachment, while other factors act as supportive influences.

All the ‘t’ values were above ‘ $\pm 1.96$ ’ and hence is considered to be statistically significant (0.000- level of significance) with highest ‘t’ values for loyalty and attachment with 12.273 and 10.643 respectively.

Hence, the hypothesis is accepted that *there exists a significant positive association between awareness, perception, desire, satisfaction, attachment and loyalty towards urban tourism and tourist perspectives.*

#### **7.4 Tourists’ Perspectives on Sustainability Factors towards Urban Tourist Destinations**

Tourists perspectives plays a decisive role in attaining sustainability of a specific urban tourist destination. The views of the tourists, the way in which they engage and behave in a tourist destination directly impacts the sustainability level of the destination either positively or negatively. If the tourists give much prioritization to sustainability while visiting a destination, then their choices will swing in a positive manner in all aspects. That is, their mode of transportation, accommodation, food and cuisines, activities, entertainments will be planned in a positive and sustainable manner without harming the destinations. This, in turn would help to encourage the local tourism organizations to improve and offer more responsible travel options to their tourists.

Tourist awareness plays a key role in sustainability of tourist centres because well-versed sightseers are likely to follow responsible behaviours by supporting eco-friendly initiatives of the tourist authorities and contribute to the conservation of the tourist spots. When tourists become conscious of the social, cultural and

environmental impacts of their actions, they will not create issues due to overuse, disorder or damage a specific product or a surrounding in which they remain. Awareness too helps the tourist to value the local traditions, livelihoods and culture of the region, making them equipped to make use of locally owned restaurants, accommodations and handicrafts that helps in the development of the local economy (UNWTO, 2017).

Tourists who are well aware would conserve energy, water, reduce plastic use and respect wild life, thereby, contributing significantly to the sustainable measures (Hingham and Cohen, 2011). Tourists who are aware usually support conservation projects adopted by the authorities by offering donations and volunteering which helps to promote eco-friendly activities in tourist destinations (Weaver, 2001). When awareness about sustaining tourism, resources are spread through word of mouth, peer groups and through social media, it would help in normalizing sustainable touring practices and inspire the tour operators in adopting greener practices (Moscardo, 2017).

Perception of the tourists and their desire to visit tourist destinations plays a stringent role in upkeeping sustainability. When the tourists perceive a destination as ecologically responsible and traditionally authentic, they will more probably act in a sustainable mode (Lee and Jen, 2019). Most of the tourists wish for trustworthy, meaningful and ecologically responsible practices from the destinations which they visit (Dolnicar, Cvelbar, & Grün, 2019). The desire and demand for such tourist destinations automatically creates a sense of pressure on the tourist stakeholders to adopt greener practices. For example, the tourists who wishes to have eco-friendly accessories in their destinations usually opt for eco-lodges and other nature-based accessories (Kontogeorgopoulos, Churyen, & Duangsaeng, 2014). The desire for receiving eco-friendly services even force the tourists to pay higher charges willingly (López-Mosquera & Sánchez, 2011). This in turn would help the local establishments with monetary benefits and also assist in maintaining conservational measures at the destination. Furthermore, sustainable tourist perceptions and desires help in maintaining long- term loyalty to these destinations and to revisit plans in the near future.

Satisfaction, attachment and loyalty of the tourists towards a specific destination too contributes effectively in the sustainability level of tourist areas. A satisfied tourist becomes a responsible tourist who would respect and obey the terms and conditions set within the touristic area. They would recommend these tourist destinations to their friends and relatives and makes frequent visits to these destinations (Chi & Qu, 2008).

When the tourists become attached to a particular tourist destination, a strong bond between the tourists' and the destination is generated which makes them act and support nature where it belongs to and will try to conserve and build respect to its trade and culture (Ramkissoon, et.al., 2013). Tourists who are loyal towards a destination makes repeated visits and spreads positive word of mouth to others which in turn would help to bring economic benefits, thereby reducing the need for heavy marketing campaigns for attracting new tourists (Yuksel, et.al., 2010). Loyalty of the tourists towards a specific destination encourages them to invest a good quantum of their money, time and attention in safeguarding the place by creating a shared sense of responsibility, thereby leading to sustainable management of available resources (Prayag and Ryan, 2012).

Hence, all these perspectives set a strong base for sustainable tourism within and around a specific tourist region leading to a long-term development.

#### **7.4.1 Tourist Level of Perception on the Sustainability of Urban Tourism in Thrissur Corporation**

Tourists shows different level of perception on the sustainability factors according to their awareness, insight and desire to visit urban tourist destinations. Table 7.9, below depicts the perception level of the tourists regarding the sustainability of urban tourism in Thrissur Corporation.

**Table: 7.9**

**Tourist Level of Perception on the Sustainability of Urban Tourism in Thrissur Corporation**

<b>Sl. No</b>	<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	Highly Potential	134	34.90
2.	Potential	114	29.69
3.	Moderately Potential	83	21.61
4.	Weak	38	9.90
5.	Very Weak	15	3.90
	Total	384	100

Source: Primary Data

34.90 percent of tourists suggest that Thrissur Corporation has a potential for sustainability of urban tourism. 29.69 percent of tourists opine that it has potential, 21.61 percent of them rated Thrissur Corporation as possessing moderately potential while 9.90 percent of tourists opined weak and remaining 3.90 percent of them said very weak sustainability of urban tourism in Thrissur Corporation.

Thus, it has been concluded that Thrissur Corporation has a high potential (34.90 percent) for sustainability of urban tourism.

**7.4.2 Tourists Understanding on the Promotion of Urban Tourism in Thrissur Corporation with Support to Sustainability**

The concept of sustainability is analysed by the tourists in different angles. Some tourists may be well aware and the others might be least aware. The more, the tourists are aware about sustainability, the more likely that they will conserve and favour tourist destinations.

Table 7.10 below depicts the tourists' understanding on the promotion of urban tourism in Thrissur Corporation by supporting to sustainability.

**Table: 7.10**  
**Tourists Understanding on the Promotion of Urban Tourism in Thrissur Corporation with Support to Sustainability**

Variables	Highly Prospects	Prospects	Moderate Prospects	Least Prospects	Not at All Prospects	Sum	Mean	Rank
<b>Environmental</b>								
Eco-Friendly Accommodation	221 (57.55)	95 (24.74)	48 (12.50)	11 (2.86)	9 (2.35)	1660	4.32	2
Public Transportation	152 (39.58)	127 (33.07)	85 (22.14)	15 (3.91)	5 (1.30)	1558	4.06	4
Waste Management	180 (46.88)	120 (31.25)	57 (14.84)	18 (4.69)	9 (2.34)	1596	4.16	3
Green Spaces	193 (50.26)	144 (37.50)	31 (8.07)	12 (3.13)	4 (1.04)	1662	4.33	<b>1</b>
<b>Social</b>								
Community Engagement	150 (39.06)	132 (34.38)	70 (18.23)	22 (5.73)	10 (2.60)	1542	4.02	<b>1</b>
Cultural Preservation	153 (39.84)	122 (31.77)	81 (21.09)	16 (4.17)	12 (3.13)	1540	4.01	2
Fare Labour Practices	113 (29.43)	106 (27.60)	80 (20.83)	50 (13.02)	35 (9.12)	1364	3.55	4
Accessible Tourism	133 (36.64)	113 (29.43)	56 (14.58)	43 (11.20)	39 (10.15)	1410	3.67	3
<b>Economic</b>								
Local Environmental Benefits	206 (53.65)	73 (19.01)	63 (16.41)	32 (8.33)	10 (2.60)	1585	4.13	2
Responsible Marketing	216 (56.25)	84 (21.88)	41 (10.68)	32 (8.33)	11 (2.86)	1614	4.20	<b>1</b>
Tourist Education	143 (37.24)	116 (30.21)	100 (26.04)	14 (3.65)	11 (2.86)	1518	3.95	3

Source: Primary Data

In order to understand the promotion of urban tourism in Thrissur Corporation with support to sustainability, the tourists were provided with eleven items (four factors in environment sustainability, four factors in social sustainability and three factors in economic sustainability) which may berated from possessing major prospects to that prospects which is not all necessary. They were requested to rate these on a Likert’s five-point scale and based on their rating, Sum and Weighted Arithmetic Mean (WAM) were calculated and Ranks were assigned.

With regard to environmental sustainability, the data indicated green spaces (86.60 percent), eco-friendly accommodation (86.40 percent), waste management

(83.20 percent) and public transportation with 81.20 percent of responses. These variables are ranked in the first to fourth place with WAM score between 4.33 to 4.06.

When dealing with social sustainability, the study found that, community engagement (80.40 percent), cultural preservation (80.20 percent), accessible tourism (73.40 percent) and fair labour practices (71 percent). These variables were ranked from the first to fourth place with WAM score ranging from 4.02 to 3.55.

And finally, under economic sustainability, the data depicts that responsible marketing (84 percent), local environmental benefits (82.6 percent) and tourist education (79 percent). These variables were ranked from the first to third place with WAM score ranging from 4.20 to 3.95.

Hence, it is clear that green spaces (86.60 percent), community engagement (80.40 percent) and responsible marketing (84 percent) were considered as highly prospective by the tourists on environmental, social and economic sustainability in Thrissur Corporation.

## **7.5 Challenges Faced by Urban Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation**

Urban tourism has its own positive and negative features, that provides scope for the Government agencies and the tourist industry related stakeholders to rectify their flaws and strengthen their infrastructural and service quality. In this context, the researcher has analysed the numerous challenges that was faced by the tourists during their visit to urban tourist destinations at Thrissur Corporation.

In order to understand the challenges faced by the urban tourists, the tourists were provided with twenty-one statements which may be faced by them in the urban tourist destinations. They were requested to rate these on a Likert's three-point scale and based on their rating, Sum and Weighted Arithmetic Mean (WAM) were calculated and Ranks were assigned.

The Table 7.11 below depicts the various challenges faced by the tourists while visiting tourist destinations at Thrissur Corporation.



**Table: 7.11**  
**Challenges Faced by Urban Tourists’ While Visiting Urban Tourist Destinations at Thrissur Corporation**

<b>Variables</b>	<b>Major Challenge</b>	<b>One of the Challenge</b>	<b>Not at all a Challenge</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Lack of Reliability	62 (16.15)	241 (62.76)	81 (21.09)	749	1.95	14
Low Visibility and Weak Brand Identity Due to Inadequate Promotion	59 (15.36)	270 (70.31)	55 (14.33)	772	2.01	12
Overcrowding Leading to Discomfort and Chaos	43 (11.20)	272 (70.83)	69 (17.97)	742	1.93	16
Lack of Adequate Infrastructure	85 (22.14)	183 (47.65)	116 (30.21)	737	1.92	17
Lack of Technological Advancements in the Tourist Arena	146 (38.02)	177 (46.09)	61 (15.89)	853	2.22	5
Inadequacy of Facilities and Resources in the Tourist Arena (Due to Fragmentation in Tourism Development and Service Delivery)	163 (42.45)	175 (45.57)	46 (11.98)	885	2.30	2
Underutilization of Indigenous Cultural and Natural Assets in the Tourism Centres Leading to Reduced Tourist Engagement and Shorter Stays	152 (39.58)	175 (45.57)	57 (14.85)	863	2.25	3
Monotonous and Generic Tourism Products Leading to Tourist Disengagement	145 (37.76)	176 (45.83)	63 (16.41)	850	2.21	6
Lack of Efficient Local Transportation	141 (36.72)	169 (44.01)	74 (19.27)	835	2.17	9
Limits the Ability to Offer Personalized and Seamless Tourist Experiences	156 (40.63)	164 (42.71)	64 (16.66)	860	2.24	4
Overconcentration in a Few Hotspots, and the Neglect of Potential-Rich Destinations and Lack of Integrated Public Travel Packages	134 (34.90)	196 (51.04)	54 (14.06)	848	2.21	6
Huge Quantum of Time and Distance is Needed to Visit These Destinations	105 (27.34)	206 (53.65)	73 (19.01)	800	2.08	11

<b>Variables</b>	<b>Major Challenge</b>	<b>One of the Challenge</b>	<b>Not at all a Challenge</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Physically Degraded Ecosystem	136 (35.42)	182 (47.40)	66 (17.18)	838	2.18	8
Highly Polluted Areas	76 (19.79)	189 (49.22)	119 (30.99)	725	1.89	19
Dominance of Large Corporations and Lack of Local Representation in Prime Tourist Areas	173 (45.05)	164 (42.71)	47 (12.24)	894	2.33	<b>1</b>
Problems in Accommodation	73 (19.01)	241 (62.76)	70 (18.23)	771	2.01	12
High Cost of Services	82 (21.35)	184 (47.92)	118 (30.73)	732	1.91	18
Low Quality Hotels and Restaurants	72 (18.75)	187 (48.70)	125 (32.55)	715	1.86	20
Language Difficulties	71 (17.49)	220 (57.29)	93 (24.22)	746	1.94	15
Climate Change	83 (21.61)	153 (39.84)	148 (38.55)	703	1.83	21
Safety and Security	131 (34.11)	165 (42.97)	88 (22.92)	811	2.11	10

Source: Primary Data

Note: Figures in brackets denote percentages

From the above data, it is clear that, dominance of large corporations in the tourist spots and lack of local representation in prime tourist areas (77.67 percent) were considered as the major challenges by the tourists because the tourists faced difficulty in purchasing goods and services from these places as the cost for the same was found to be high when compared to local dealers. Hence, it was not possible for all category of tourists to attain it. Yet, another major challenge was inadequacy of facilities and resources in the tourist area (due to fragmentation in tourism development and service delivery) with 76.67 percent response, followed by underutilization of indigenous cultural and natural assets in the tourism centres leading to reduced tourist engagement and shorter stays (75 percent), limits the ability to offer personalized and seamless tourist experiences (74.67 percent) and lack of technological advancements in the tourist arena (74 percent). These were considered as the major challenges faced by urban tourist who visited Thrissur

Corporation. These variables are ranked from the first to fifth rank with WAM score ranging between 2.33 to 2.22.

Data describes that, overconcentration in a few hotspots and the neglect of potential-rich destinations and lack of integrated public travel packages, monotonous and generic tourism products leading to tourist disengagement (73.67 percent), physically degraded ecosystem (72.67 percent), lack of efficient local transportation (72.33 percent) and safety and security (70.33 percent) were the various other challenges faced by tourists and these were ranked from the sixth to tenth place with a WAM score ranging from 2.21 to 2.11.

As per the table can be understood that, huge quantum of time and distance is needed to visit these destinations (69.33 percent), problems in accommodation, low visibility and weak brand identity due to inadequate promotion (67 percent), lack of reliability (65 percent) and language difficulties (64.67 percent) are the third level of challenges faced by the tourists. These variables are ranked from the eleventh to fifteenth rank with a WAM score ranging from 2.08 to 1.94.

The study represents that tourist also faced challenges due to the overcrowding of tourist spots leading to discomfort and chaos (64.33 percent), lack of adequate infrastructure (64 percent), high cost of services (63.67 percent), highly polluted areas (63 percent), low quality hotels and restaurants (62 percent) and climate change (61 percent). These variables were ranked from the sixteenth to twentieth place with a WAM score ranging from 1.93 to 1.83.

Thus, it can be concluded that majority i.e., 77.67 percent of the tourists faced dominance from large corporation interferences at the tourist spots and lack of local representation in prime tourist areas.

### **7.5.1 Factor Analysis on the Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation**

Factor analysis was conducted to measure and relate association between the variable i.e., challenges faced by tourists while visiting tourist destinations at Thrissur Corporation, considering the following variables: lack of reliability, low visibility and weak brand identity due to inadequate promotion, overcrowding

leading to discomfort and chaos, lack of adequate infrastructure, lack of technological advancements in the tourist arena, inadequacy of facilities and resources in the tourist arena (due to fragmentation in tourism development and service delivery), underutilization of indigenous cultural and natural assets in the tourism centres leading to reduced tourist engagement and shorter stays, monotonous and generic tourism products leading to tourist disengagement, lack of efficient local transportation, limits the ability to offer personalized and seamless tourist experiences, overconcentration in a few hotspots, and the neglect of potential-rich destinations and lack of integrated public travel packages, huge quantum of time and distance is needed to visit these destinations, physically degraded ecosystem, highly polluted areas, dominance of large corporations and lack of local representation in prime tourist areas, problems in accommodation, high cost of services, low quality hotels and restaurants, language difficulties, climate change and safety and security.

Table 7.12 shows the KMO and Bartlett's Test on challenges faced by tourists while visiting urban tourist destinations at Thrissur Corporation.

**Table: 7.12**  
**KMO and Bartlett's Test**  
**Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation**

Kaiser-Meyer-Olkin (KMO) Test for Assessing Sampling Adequacy	.808
Bartlett's Sphericity Test (Chi-Square approximation)	1860.633
DF	210
Sig	.000

Level of Significance: 5 percent

The overall KMO value for the 21-variable matrix was 0.808, indicating excellent sampling adequacy, while Bartlett's test of sphericity produced a chi-square of 1860.633, which was highly significant at the 5% level.

Table 7.13 shows the communalities of challenges faced by tourists while visiting tourist destinations at Thrissur Corporation

**Table: 7.13**  
**Communalities**  
**Challenges Faced by Tourists While Visiting Tourist Destinations at Thrissur Corporation**

Variables	Initial	Extraction
Lack of Reliability	1.000	.739
Low Visibility and Weak Brand Identity Due to Inadequate Promotion	1.000	.889
Overcrowding Leading to Discomfort and Chaos	1.000	.802
Lack of Adequate Infrastructure	1.000	.767
Lack of Technological Advancements in the Tourist Arena	1.000	.705
Inadequacy of Facilities and Resources in the Tourist Arena (Due to Fragmentation in Tourism Development and Service Delivery)	1.000	.868
Underutilization of Indigenous Cultural and Natural Assets in the Tourism Centres Leading to Reduced Tourist Engagement and Shorter Stays	1.000	.908
Monotonous and Generic Tourism Products Leading to Tourist Disengagement	1.000	.802
Lack of Efficient Local Transportation	1.000	.770
Limits the Ability to Offer Personalized and Seamless Tourist Experiences	1.000	.812
Overconcentration in a Few Hotspots, and the Neglect of Potential-Rich Destinations and Lack of Integrated Public Travel Packages	1.000	.744
Huge Quantum of Time and Distance is Needed to Visit These Destinations	1.000	.756
Physically Degraded Ecosystem	1.000	.824
Highly Polluted Areas	1.000	.884
Dominance of Large Corporations and Lack of Local Representation in Prime Tourist Areas	1.000	.891
Problems in Accommodation	1.000	.722
High Cost of Services	1.000	.701
Low Quality Hotels and Restaurants	1.000	.741
Language Difficulties	1.000	.844
Climate Change	1.000	.839
Safety and Security	1.000	.877

Source: Computed Value

It has been observed that PCA (Principal Component Analysis) score has been recorded .701 at the lowest and .908 at the highest mark.

**Table: 7.14**  
**Rotated Component Matrix**  
**Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation**

Variables	Component		
	1	2	3
X <sub>1</sub> -Lack of Reliability	-	-	.800
X <sub>2</sub> -Low Visibility and Weak Brand Identity Due to Inadequate Promotion	-	-	.731
X <sub>3</sub> -Overcrowding Leading to Discomfort and Chaos	-	-	.686
X <sub>4</sub> -Lack of Adequate Infrastructure	-	-	.705
X <sub>5</sub> -Lack of Technological Advancements in the Tourist Arena	-	-	.852
X <sub>6</sub> -Inadequacy of Facilities and Resources in the Tourist Arena (Due to Fragmentation in Tourism Development and Service Delivery)	.705	-	-
X <sub>7</sub> -Underutilization of Indigenous Cultural and Natural Assets in the Tourism Centres Leading to Reduced Tourist Engagement and Shorter Stays	.706	-	-
X <sub>8</sub> -Monotonous and Generic Tourism Products Leading to Tourist Disengagement	.705	-	-
X <sub>9</sub> -Lack of Efficient Local Transportation	.649	-	-
X <sub>10</sub> -Limits the Ability to Offer Personalized and Seamless Tourist Experiences	.672	-	-
X <sub>11</sub> -Overconcentration in a Few Hotspots and Neglect of Potential-Rich Destinations and Lack of Integrated Public Travel Packages	.769	-	-
X <sub>12</sub> -Huge Quantum of Time and Distance is Needed to Visit These Destinations	.687	-	-
X <sub>13</sub> -Physically Degraded Ecosystem	.691	-	-
X <sub>14</sub> -Highly Polluted Areas	-	.742	-
X <sub>15</sub> -Dominance of Large Corporations and Lack of Local Representation in Prime Tourist Areas	-	.763	-
X <sub>16</sub> -Problems in Accommodation	-	.685	-
X <sub>17</sub> -High Cost of Services	-	.619	-
X <sub>18</sub> -Low Quality Hotels and Restaurants	-	.662	-
X <sub>19</sub> -Language Difficulties	-	.662	-
X <sub>20</sub> -Climate Change	-	.608	-
X <sub>21</sub> -Safety and Security	-	.600	-
<b>Eigen Value</b>	<b>7.248</b>	<b>6.771</b>	<b>3.461</b>
<b>% of Variance</b>	<b>34.514</b>	<b>32.241</b>	<b>16.480</b>
<b>Cumulative</b>	<b>34.514</b>	<b>66.755</b>	<b>83.235</b>

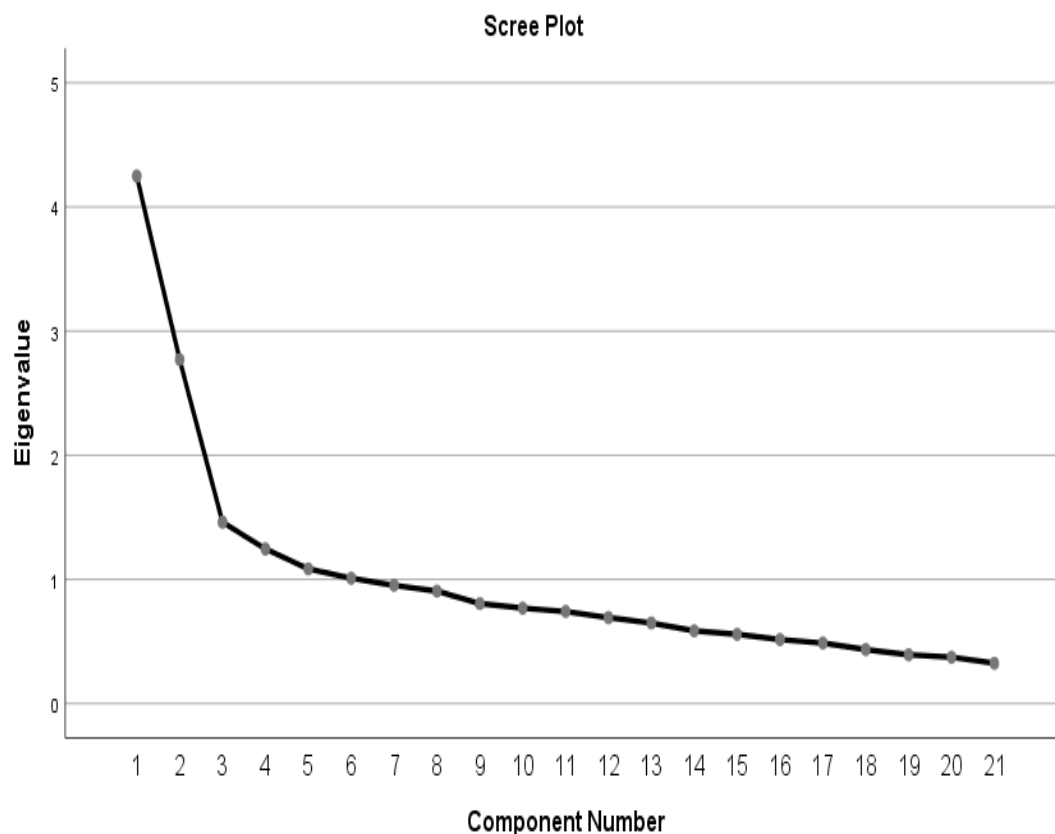
Level of Significance: 5 percent

The rotated component matrix (Table 7.14) indicates that three extracted factors jointly explain 83.235% of the total variance in the original 21 variables. Among the three factors loaded, the first factor was labelled as “**Infrastructure & Security**” with variables like inadequacy of facilities and resources in the tourist arena (due to fragmentation in tourism development and service delivery), underutilization of indigenous cultural and natural assets in the tourism centres leading to reduced tourist engagement and shorter stays, monotonous and generic tourism products leading to tourist disengagement, lack of efficient local transportation, limits the ability to offer personalized and seamless tourist experiences, overconcentration in a few hotspots, neglect of potential-rich destinations and lack of integrated public travel packages, huge quantum of time and distance is needed to visit these destinations and physically degraded ecosystem. This factor accounted for 34.514 percent of the total variance.

“**Local Bodies, Pollution & Poor Hospitality Services**” are the second factor with variables such as highly polluted areas, dominance of large corporations and lack of local representation in prime tourist areas, problems in accommodation, high cost of services, low quality hotels and restaurants, language difficulties, climate change and safety and security and it explains 32.241 percent of the total variance. And finally, the third factor was named as “**Infrastructure, & Trust**” with variables like lack of reliability, low visibility and weak brand identity due to inadequate promotion, overcrowding leading to discomfort and chaos, lack of adequate infrastructure and lack of technological advancements in the tourist area and it represents 16.480 percent of the total variance. Fortunately, these factors are consistent with the findings of Alam, J., et.al., 2022, which is the base for the measurement of the challenges faced by tourists while visiting tourist destinations at Thrissur Corporation.

Hence it indicated that infrastructure and security are the major challenges faced by tourists while visiting urban tourist destinations at Thrissur Corporation.

**Figure: 7.2**  
**Scree Plot**  
**Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation**



From the Figure 7.2, it is clear that, challenges faced by tourists while visiting tourist destinations at Thrissur Corporation showcases 21 variables which are grouped into 3 factors. It has also been found that all the 21 principal components have Eigen values over one.

Table 7.15 depicts the Cronbach's Alpha for challenges faced by tourists while visiting urban tourist destinations at Thrissur Corporation.

**Table: 7.15**  
**Cronbach’s Alpha**  
**Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation**

<b>Factors</b>	<b>Variables Included in the Factors</b>	<b>Cronbach’s Alpha</b>
Infrastructure & Security	Inadequacy of facilities and resources in the tourist arena (due to fragmentation in tourism development and service delivery), underutilization of indigenous cultural and natural assets in the tourism centres leading to reduced tourist engagement and shorter stays, monotonous and generic tourism products leading to tourist disengagement, lack of efficient local transportation, limits the ability to offer personalized and seamless tourist experiences, overconcentration in a few hotspots, and the neglect of potential-rich destinations and lack of integrated public travel packages, huge quantum of time and distance is needed to visit these destinations and physically degraded ecosystem	.832
Local Bodies, Pollution & Poor Hospitality Services	Highly polluted areas, dominance of large corporations and lack of local representation in prime tourist areas, problems in accommodation, high cost of services, low quality hotels and restaurants, language difficulties, climate change and safety and security	.765
Infrastructure & Trust	Lack of reliability, low visibility and weak brand identity due to inadequate promotion, overcrowding leading to discomfort and chaos, lack of adequate infrastructure and lack of technological advancements in the tourist arena	.730

Source: Computed from Primary Data

Cronbach’s Alpha statistics for reliability testing for challenges faced by tourists while visiting tourist destinations at Thrissur Corporation: infrastructure and security (.832), local bodies, pollution & poor hospitality services (.765) and infrastructure & trust (.730). The alpha coefficients demonstrate a strong correlation and internal consistency among the variables examined.

## 7.6 Remedies for Overcoming Strategic Challenges

Remedies are those rectification measures taken by the concerned authorities for overcoming the vital issues faced by the society on account of a specific happening. Within the scope of the present study, the respondents and the researcher proposed a set of remedies to effectively address and rectify the identified challenges.

To identify suitable measures for overcoming the challenges in urban tourist destinations, respondents were provided with twenty-one possible recommendations. They were requested to rate each item on a Likert's five-point scale, falling between highly essential to not necessary and based on their responses, the Sum and Weighted Average Mean (WAM) were calculated and Ranks were assigned.

Table 7.16 below depicts the remedies for overcoming strategic challenges faced by the urban tourists.

**Table: 7.16**

**Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists**

Variables	Highly Recommended	Recommended	Moderately Recommended	Least Suggested	Not Necessary	Sum	Mean	Rank
Adoption of Effective Tourist Management Systems	75 (19.53)	136 (35.42)	114 (29.69)	48 (12.50)	11 (2.86)	1368	3.56	18
Involvement in Destination Promotion	67 (17.45)	195 (50.78)	92 (23.96)	25 (6.51)	5 (1.30)	1446	3.77	8
Promoting Off-Peak Travel	72 (18.75)	174 (45.31)	105 (27.34)	27 (7.03)	6 (1.57)	1431	3.73	9
Enhancing Infrastructure Facilities	51 (13.28)	190 (49.48)	101 (26.30)	27 (7.03)	15 (3.91)	1387	3.61	15
Strengthening Digital Marketing	127 (33.07)	155 (40.36)	89 (23.18)	11 (2.86)	2 (0.53)	1546	4.03	<b>1</b>
Building Linkage with Stakeholders (Private & Public Tourism Service Providers)	75 (19.53)	206 (53.65)	75 (19.53)	26 (6.77)	2 (0.52)	1478	3.85	5
Including Local Flora, Art, Culture & Ethnicity Concepts as Part of Niche Tourism	64 (16.67)	136 (35.42)	158 (41.15)	24 (6.25)	2 (0.51)	1388	3.61	<b>15</b>

Attempting to Offer Greater Tourism Experiences	55 (14.32)	131 (34.11)	158 (41.15)	38 (9.90)	2 (0.51)	1351	3.52	19
Taking measures to Increase the Number of Public and Private Transportation	44 (11.46)	172 (44.79)	115 (29.95)	42 (10.94)	11 (2.86)	1348	3.51	20
Smart Destination Management (Digitalization)	60 (15.63)	148 (38.54)	107 (27.86)	56 (14.58)	13 (3.39)	1338	3.48	21
Offering Inland-Public Travel Packages (Covering Various Places)	63 (16.41)	164 (42.71)	119 (30.99)	33 (8.59)	5 (1.30)	1399	3.64	14
Promoting Hired Vehicle Services (Personally Operated) and Enhancing Digital and Real-Time Travel Information	73 (19.01)	157 (40.89)	111 (28.91)	37 (9.64)	6 (1.55)	1406	3.66	13
Ensuring Balance between Environment, Social Contact and Economic Growth	85 (22.14)	163 (42.45)	87 (22.66)	37 (9.64)	12 (3.11)	1424	3.71	10
Promoting Eco-Tourism and Implementing Green Certification Standards	83 (21.61)	165 (42.97)	92 (23.96)	31 (8.07)	13 (3.39)	1426	3.71	10
Supporting Local Business to Open Shops in Prime Destinations	78 (20.31)	138 (35.94)	108 (28.13)	46 (11.98)	14 (3.64)	1372	3.57	17
Strengthen Online Booking Systems, Tourist Information Centres and Emergency Accommodation Plans through appropriate Monitoring and Regulation	76 (19.79)	161 (41.93)	109 (28.39)	29 (7.55)	9 (2.34)	1418	3.69	12
Enabling Transparent Pricing Policies, Providing Off-Season Discounts and Support Local Tourism Operators through Appropriate Government Regulations	88 (22.92)	167 (43.49)	91 (23.70)	32 (8.33)	6 (1.56)	1451	3.78	7
Enable Quality Certification System for the Hotels and Restaurants Along with Feedback and Review Mechanisms from the Part of the Tourists	92 (23.96)	182 (47.40)	90 (23.44)	14 (3.65)	6 (1.55)	1492	3.89	3
Enabling Multilingual Signage and Information Boards, Arranging Professional Guides and Translators, Training the Tourism Staff in Basic Foreign Languages, Implementation of Mobile Translation Apps and Tools, Tourism Brochures and Maps	94 (24.48)	178 (46.35)	80 (20.83)	27 (7.04)	5 (1.30)	1481	3.86	4
Promoting the Tourists to Choose Sustainable Travel Options by Staying in Eco-Certified Accommodations and Making them Aware Again and Again	111 (28.91)	166 (43.23)	76 (19.79)	27 (7.03)	4 (1.04)	1505	3.92	2

About the Need for Conserving Water and Energy, Offset Carbon Emissions, Reducing Waste, to Select Low-Impact Activities thereby Supporting Local and Sustainable Businesses								
Enhancing Police and Tourist Security Patrols in all Tourist Areas	103 (26.82)	170 (44.27)	71 (18.49)	30 (7.82)	10 (2.60)	1478	3.85	5

Source: Primary Data

The above data showcases the various remedies that were put forward in order to overcome the strategic challenges faced by the urban tourists while visiting urban tourist destinations at Thrissur Corporation. Majority (80.6 percent) of the tourists opined that strengthening of digital marketing segment would really help to control the flow of the tourists and would help to generate more demand during off-seasons and was ranked in the first position with a WAM of 4.03. Promoting the tourists to choose sustainable travel options by staying in eco-certified accommodations and making them aware again and again about the need for conserving water and energy, offset carbon emissions, reducing waste, to select low-impact activities thereby supporting local and sustainable businesses (78.4 percent) were ranked second with WAM score of 3.92. Enable quality certification system for the hotels and restaurants along with feedback and review mechanisms from the part of the tourists (77.8 percent) were ranked in the third position by the tourists with a WAM of 3.89.

77.2 percent of tourists suggested that enabling multilingual signage and information boards, arranging professional guides and translators, training the tourism staff in basic foreign languages, implementation of mobile translation apps and tools, tourism brochures and maps are necessary for overcoming the challenges faced with a mean score of 3.86, and was ranked in the fourth position. Enhancing police and tourist security patrols in all tourist areas and building linkage with stakeholders (private & public tourism service providers) (77 percent), enabling transparent pricing policies, providing off-season discounts and support local tourism operators through appropriate government regulations (75.6 percent), involvement in destination promotion (75.4 percent), have been ranked from fifth to eighth positions with a WAM score ranging from 3.85 to 3.77.

Promoting off-peak travel (74.6 percent), ensuring balance between environment, social contact and economic growth and promoting eco-tourism and implementing green certification standards (74.2 percent ) strengthen online booking systems, tourist information centres and emergency accommodation plans through appropriate monitoring and regulation (73.8 percent), promoting hired vehicle services (personally operated) and enhancing digital and real-time travel information (73.2 percent) were ranked from ninth to thirteenth position with a WAM score ranging from 3.73 to 3.66.

Offering inland-public travel packages (covering various places) (72.8 percent), including local flora, art, culture and ethnicity concepts as part of niche tourism (72.2 percent), enhancing infrastructure facilities (72.2 percent) , supporting local business to open shops in prime destinations (71.4 percent), adoption of effective tourist management systems (71.2 percent), attempting to offer greater tourism experiences (70.4 percent), taking measures to increase the number of public and private transportation (70.2 percent) and smart destination management (Digitalization) (69.6 percent) were ranked from fourteenth to twenty-first with a WAM score of 3.64 to 3.48.

Majority of the tourists suggested that strengthening of digital marketing and promoting the tourists to choose sustainable travel options by staying in eco-certified accommodations etc. and enabling quality certification systems were the prime factors projected as a remedial measure in order to overcome the challenges faced by the tourists while visiting urban tourist destinations in Thrissur Corporation.

### **7.6.1 Factor Analysis on Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists**

Factor analysis was conducted to measure and relate association between the variable i.e., strategies suggested to overcome the challenges faced by the urban tourists, considering the following variables: adoption of effective tourist management systems, involvement in destination promotion, promoting off-peak travel, enhancing infrastructure facilities, strengthening digital marketing, building linkage with stakeholders (private & public tourism service providers), including local flora, art, culture and ethnicity concepts as part of niche tourism, attempting to offer greater tourism experiences, taking measures to increase the number of public and private transportation, smart destination management (digitalization), offering inland-public travel packages (covering various places), promoting hired vehicle services (personally operated) and enhancing digital and real-time travel information, ensuring balance between environment, social contact and economic growth, promoting eco-tourism and implementing green certification standards, supporting local business to open shops in prime destinations, strengthen online booking systems, tourist information centres and emergency accommodation plans through appropriate monitoring and regulation, enabling transparent pricing policies, providing off-season discounts and support local tourism operators through appropriate Government regulations, enable quality certification system for the hotels and restaurants along with feedback and review mechanisms from the part of the tourists, enabling multilingual signage and information boards, arranging professional guides and translators, training the tourism staff in basic foreign languages, implementation of mobile translation apps and tools, tourism brochures and maps, promoting the tourists to choose sustainable travel options by staying in eco-certified accommodations and making them aware again and again about the need for conserving water and energy, offset carbon emissions, reducing waste, to select low-impact activities thereby supporting local and sustainable businesses and enhancing police and tourist security patrols in all tourist areas.

Table 7.17 shows the KMO and Bartlett's Test on remedies for overcoming strategic challenges faced by the urban tourists.

**Table: 7.17**  
**KMO and Bartlett's Test**  
**Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists**

Kaiser-Meyer-Olkin (KMO) Test for Assessing Sampling Adequacy	.885
Bartlett's Sphericity Test (Chi-Square approximation)	3401.303
DF	210
Sig	.000

Level of Significance: 5 percent

The KMO value for the overall 21-variable matrix was 0.885, indicating excellent sampling adequacy, while Bartlett's test of sphericity produced a chi-square of 3401.303, which was highly significant at the 5% level.

Table 7.18 below depicts the communalities on remedies for overcoming strategic challenges faced by the urban tourists.

**Table: 7.18**  
**Communalities**  
**Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists**

Variables	Initial	Extraction
Adoption of Effective Tourist Management Systems	1.000	.702
Involvement in Destination Promotion	1.000	.701
Promoting Off-Peak Travel	1.000	.765
Enhancing Infrastructure Facilities	1.000	.833
Strengthening Digital Marketing	1.000	.865
Building Linkage with Stakeholders (Private & Public Tourism Service Providers)	1.000	.789
Including Local Flora, Art, Culture & Ethnicity Concepts as Part of Niche Tourism	1.000	.703
Attempting to Offer Greater Tourism Experiences	1.000	.756
Taking measures to Increase the Number of Public and Private Transportation	1.000	.781
Smart Destination Management (Digitalization)	1.000	.771
Offering Inland-Public Travel Packages (Covering Various Places)	1.000	.829
Promoting Hired Vehicle Services (Personally Operated) and Enhancing	1.000	.880

Digital and Real-Time Travel Information		
Ensuring Balance between Environment, Social Contact and Economic Growth	1.000	.825
Promoting Eco-Tourism and Implementing Green Certification Standards	1.000	.840
Supporting Local Business to Open Shops in Prime Destinations	1.000	.858
Strengthen Online Booking Systems, Tourist Information Centres and Emergency Accommodation Plans through appropriate Monitoring and Regulation	1.000	.805
Enabling Transparent Pricing Policies, Providing Off-Season Discounts and Support Local Tourism Operators through Appropriate Government Regulations	1.000	.848
Enable Quality Certification System for the Hotels and Restaurants Along with Feedback and Review Mechanisms from the Part of the Tourists	1.000	.878
Enabling Multilingual Signage and Information Boards, Arranging Professional Guides and Translators, Training the Tourism Staff in Basic Foreign Languages, Implementation of Mobile Translation Apps and Tools, Tourism Brochures and Maps	1.000	.958
Promoting the Tourists to Choose Sustainable Travel Options by Staying in Eco-Certified Accommodations and Making them Aware Again and Again About the Need for Conserving Water and Energy, Offset Carbon Emissions, Reducing Waste, to Select Low-Impact Activities thereby Supporting Local and Sustainable Businesses	1.000	.722
Enhancing Police and Tourist Security Patrols in all Tourist Areas	1.000	.864

Source: Computed Value

It has been observed that PCA (Principal Component Analysis) score has been recorded .701 at the lowest and .958 at the highest mark.

**Table: 7.19**

**Rotated Component Matrix**

**Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists**

Variables	Component				
	1	2	3	4	5
X <sub>1</sub> -Adoption of Effective Tourist Management Systems	-	-	-	-	.822
X <sub>2</sub> -Involvement in Destination Promotion	-	-	-	-	.638
X <sub>3</sub> -Promoting Off-Peak Travel	-	-	-	-	.822
X <sub>4</sub> -Enhancing Infrastructure Facilities	-	-	-	.855	-
X <sub>5</sub> -Strengthening Digital Marketing	-	-	-	.752	-

Variables	Component				
	1	2	3	4	5
X <sub>6</sub> -Building Linkage with Stakeholders (Private & Public Tourism Service Providers)	-	-	-	.788	-
X <sub>7</sub> -Including Local Flora, Art, Culture & Ethnicity Concepts as Part of Niche Tourism	-	-	.710	-	-
X <sub>8</sub> -Attempting to Offer Greater Tourism Experiences	-	-	.794	-	-
X <sub>9</sub> -Taking measures to Increase the Number of Public and Private Transportation	-	-	.724	-	-
X <sub>10</sub> -Smart Destination Management (Digitalization)	-	.850	-	-	-
X <sub>11</sub> -Offering Inland-Public Travel Packages (Covering Various Places)	.852	-	-	-	-
X <sub>12</sub> -Promoting Hired Vehicle Services (Personally Operated) and Enhancing Digital and Real-Time Travel Information	-	.853	-	-	-
X <sub>13</sub> -Ensuring Balance between Environment, Social Contact and Economic Growth	.810	-	-	-	-
X <sub>14</sub> -Promoting Eco-Tourism and Implementing Green Certification Standards	-	.754	-	-	-
X <sub>15</sub> -Supporting Local Business to Open Shops in Prime Destinations	-	.885	-	-	-
X <sub>16</sub> -Strengthen Online Booking Systems, Tourist Information Centres and Emergency Accommodation Plans through appropriate Monitoring and Regulation	-	.874	-	-	-
X <sub>17</sub> -Enabling Transparent Pricing Policies, Providing Off-Season Discounts, Support Local Tourism Operators through Appropriate Government Regulations	.690	-	-	-	-
X <sub>18</sub> -Enable Quality Certification System for the Hotels and Restaurants Along with Feedback and Review Mechanisms from the Part of the Tourists	.792	-	-	-	-
X <sub>19</sub> -Enabling Multilingual Signage and Information Boards, Arranging Professional Guides and Translators, Training the Tourism Staff in Basic Foreign Languages, Implementation of Mobile Translation Apps and Tools, Tourism Brochures and Maps,	.748	-	-	-	-
X <sub>20</sub> -Promoting the Tourists to Choose Sustainable Travel Options by Staying in Eco-Certified Accommodations and Making them Aware Again and Again About the	.768	-	-	-	-

Variables	Component				
	1	2	3	4	5
Need for Conserving Water and Energy, Offset Carbon Emissions, Reducing Waste, to Select Low-Impact Activities thereby Supporting Local and Sustainable Businesses					
X <sub>21</sub> -Enhancing Police and Tourist Security Patrols in all Tourist Areas	.670	-	-	-	-
<b>Eigen Value</b>	<b>8.424</b>	<b>4.086</b>	<b>3.291</b>	<b>1.151</b>	<b>0.967</b>
<b>% of Variance</b>	<b>40.114</b>	<b>19.457</b>	<b>15.671</b>	<b>5.481</b>	<b>4.605</b>
<b>Cumulative</b>	<b>40.114</b>	<b>59.571</b>	<b>75.243</b>	<b>80.724</b>	<b>85.328</b>

Level of Significance: 5 percent

The rotated component matrix (Table 7.19) shows that the five extracted factors collectively explain 85.328% of the total variance in the original 21 variables. Among the five factors loaded, the first factor was labelled as **“Promote Infrastructure & Local Administration”** with variable like offering inland-public travel packages (covering various places), ensuring balance between environment, social contact and economic growth, enabling transparent pricing policies, providing off-season discounts and support local tourism operators through appropriate Government regulations, enable quality certification system for the hotels and restaurants along with feedback and review mechanisms from the part of the tourists, enabling multilingual signage and information boards, arranging professional guides and translators, training the tourism staff in basic foreign languages, implementation of mobile translation apps and tools, tourism brochures and maps, promoting the tourists to choose sustainable travel options by staying in eco-certified accommodations and making them aware again and again about the need for conserving water and energy, offset carbon emissions, reducing waste, to select low-impact activities thereby supporting local and sustainable businesses and enhancing police and tourist security patrols in all tourist areas which represents 40.114% of the overall variance.

The second factor was named as **“Adoption of Digital Marketing Practices & Technology Adoption”** with variables including smart destination management (digitalization), promoting hired vehicle services (personally operated) and enhancing digital and real-time travel information, promoting eco-tourism and

implementing green certification standards, supporting local business to open shops in prime destinations and strengthen online booking systems, tourist information centres and emergency accommodation plans through appropriate monitoring and regulation which represents 19.457 percent of the overall variance.

The third factor was labelled as “**Promote Environment, Flora Fauna & Ethnicity**” with variables like including local flora, art, culture and ethnicity concepts as part of niche tourism, attempting to offer greater tourism experiences and taking measures to increase the number of public and private transportation and it constitutes 15.671 percent of the total variance. Enhancing infrastructure facilities, strengthening digital marketing and building linkage with stakeholders (private & public tourism service providers) establishes the fourth factor and was named as “**Enhance Digital Infrastructure**” as it accounts for 5.481 percent of the total variance.

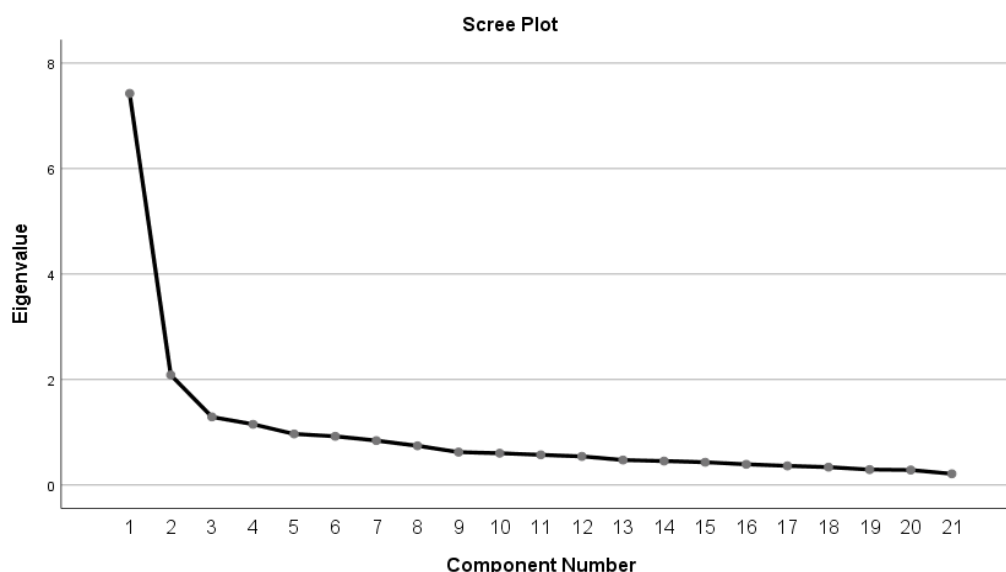
And finally, the fifth factor was labelled as “**Tourism Management & Promotion**” with variables like adoption of effective tourist management systems, involvement in destination promotion and promoting off-peak travel and it explains 4.605 percent of the total variance. Fortunately, these factors are consistent with the findings of Tushika, & Garg, 2024, which is the base for measurement of the remedies for overcoming strategic challenges faced by the urban tourists.

Hence, it indicates that promotion of infrastructure & local administration are the key factors that may be looked into by the authorities for overcoming the major challenges faced by the tourists while visiting urban tourist destinations at Thrissur Corporation.

**Figure 7.3**

**Scree Plot**

**Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists**



From the Figure 7.3, it is clear that remedies for overcoming strategic challenges faced by the urban tourists showcases 21 variables which are grouped into five factors. It has also been found that although there are 21 principal components, only 18 factors have Eigen values over one.

Table: 7.20 below depicts the Cronbach’s Alpha values for the remedies for overcoming strategic challenges faced by the urban tourists.

**Table: 7.20**

**Cronbach’s Alpha**

**Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists**

Factors	Variables Included in the Factors	Cronbach’s Alpha
Promote Infrastructure & Local Administration	Offering inland-public travel packages (covering various places), ensuring balance between environment, social contact and economic growth, enabling transparent pricing policies, providing off-season discounts and support local tourism operators through appropriate Government regulations, enable quality certification system for the hotels and restaurants along with feedback and review mechanisms from the part of the tourists, enabling multilingual signage and information boards,	.914

<b>Factors</b>	<b>Variables Included in the Factors</b>	<b>Cronbach's Alpha</b>
	arranging professional guides and translators, training the tourism staff in basic foreign languages, implementation of mobile translation apps and tools, tourism brochures and maps, promoting the tourists to choose sustainable travel options by staying in eco-certified accommodations and making them aware again and again about the need for conserving water and energy, offset carbon emissions, reducing waste, to select low-impact activities thereby supporting local and sustainable businesses and enhancing police and tourist security patrols in all tourist areas	
Adoption of Digital Marketing Practices & Technology Adoption	Smart destination management (digitalization), promoting hired vehicle services (personally operated) and enhancing digital and real-time travel information, promoting eco-tourism and implementing green certification standards, supporting local business to open shops in prime destinations and strengthen online booking systems, tourist information centres and emergency accommodation plans through appropriate monitoring and regulation	.886
Promote Environment, Flora Fauna & Ethnicity	Including local flora, art, culture & ethnicity concepts as part of niche tourism, attempting to offer greater tourism experiences and taking measures to increase the number of public and private transportation	.791
Enhance Digital Infrastructure	Enhancing infrastructure facilities, strengthening digital marketing and building linkage with stakeholders (private & public tourism service providers)	.770
Tourism Management & Promotion	Adoption of effective tourist management systems, involvement in destination promotion and promoting off-peak travel	.705

Source: Computed from Primary Data

Cronbach's Alpha statistics for reliability testing for overcoming the strategic challenges faced by the urban tourists: promote infrastructure & local administration (.914), adoption of digital marketing practices and technology adoption (.886), promote environment, flora fauna and ethnicity (.791), enhance digital infrastructure (.770) and tourism management and promotion (.705). The

alpha coefficients demonstrate a strong correlation and internal consistency among the variables examined.

### **7.7 Association Between Types of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies Towards Sustainable Urban Tourism**

All category of tourists namely domestic tourists (within Kerala), domestic tourists (within India), NRI's and foreign tourists wish to fulfil their desires and expectations while visiting a specific tourist destination. Before visiting a spot, the tourists try to acquire general information about the destination, its features etc. Also, they maintain a general perception about these destinations. Once the awareness is clear with a positive perception about the destination, there emerges a stringent desire to visit the destination in the minds of the tourists. When the desire is fulfilled by visiting tourist destination and if the tourists are satisfied, they would feel attached to the destination. Once attached and satisfied, they transform as loyal by spreading positive word of mouth about the destination to the public and also to revisit these destinations in the future. Hence, all these concepts can be clubbed under a common term as tourists' perspectives.

When tourist perspectives are fulfilled, it leads to improved sustainability of the destination as tourists contributes a lot of positive features to these destinations, thereby leading to environmental, social and economic sustainability. When sustainability reaches its peak, the tourists centres transfer into a sustainable tourist destination.

There are also chances for the tourists to get negative reviews of the destination which might affect their revisit and positive word of mouth reflection. Hence, stringent measures need to be taken to overcome these challenges. Once the remedial measures are taken by the authorities, tourist destinations will again convert into a prime focus area with wider attractions leading to heavy flow of tourists that in turn leads to prosperity in all segments and thereby attaining sustainability in urban tourism.

In the past 20 years the concept of urban tourism attained wider acceptance and started flourishing in various countries (Amore,2019). Awareness regarding

urban tourism acts as an indispensable component for supporting and developing tourist destinations (Sihombing et al, 2019). The perception of urban tourists is a psychological process in which the tourist attains precise information about a particular tourist destination through their senses; which would vary from person to person. The tourists evaluate a particular spot on the basis of different criteria's like its image, positioning, environmental conditions, infrastructure, accessories and much more (Xun & Xu, 2021). The tourist perception composes of numerous factors like destination image, service quality, price perceptions, perceived value, sense of crisis and the sense of security (Rajesh, 2013). This is the notion of the tourist before real visit. It also involves evaluation of previous experiences that the tourists attained while performing a visit to a particular destination (Rajaratnam et al., 2015).

Exploring peculiarities in a tourist spot like aestheticism, exercise, uniqueness, entertainment, excitement and history is considered as vibrant according to the tourist visiting the site (Pecsek, 2015). Appropriate measurement of tourist perception in a particular site helps the tourism industry-related stakeholders to identify the strengths and weakness of the destination that foster further modifications and improvements in the site (Bhuiyan et. al.,2021). Positive perception received from a destination becomes the major pillar for the spot to develop substantially as, it is on this basis that other tourists make their visit to these destinations as their favourite choice. (Said & Maryono, 2018).

The level of satisfaction of the tourists to come back (loyalty) to a particular destination again is based on their perspectives (Darnell & Johnson, 2001). In connection to this concept, it can be stated that for enhancement of urban tourism industry through urban rehabilitation and opening up of urban economy to the world as a whole (Gronau, et al.,2008) and transmitting awareness for the effective promotion of urban tourism in the touristic areas leads to overall development and sustainability (Prandi et al., 2021).

**Table: 7.21**  
**Variables Expansion**  
**Association Between Types of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies Towards Sustainable Urban Tourism**

TYTU	Type of Tourists
AWAR	Awareness
PERC	Perception
DESI	Desire
SATS	Satisfaction
ATTA	Attachment
LOYL	Loyalty
CHFA	Challenges Faced
TOPE	Tourists' Perspectives towards Urban Tourism
ENSU	Environmental Sustainability
SOSU	Social Sustainability
ECSU	Economic Sustainability
ESES	Environmental, Social and Economic Sustainability
SUUT	Sustainable Urban Tourism
LFSI	Lack of Facilities Social Sustainability Issues
EIPP	Economic Issues
PEVI	Pollution Environmental Issues
DERI	Destination Related Issues
ENSI	Environmental Safety Issues
SRIS	Strategies for Resolving Issues/ Remedies for Overcoming Strategic Challenges
ESES	Environment, Social and Economic Sustainability

**Source: Extracted from the model**

Urban tourism enacts a pivotal role in enhancing the social, economic and environmental development of numerous countries and so, promotion of awareness in tourism among the residents and tourists must be taken as a priority. (Rosas-Jaco et al., 2020). For promoting urban tourism in the near future, the views and attitudes of local residents towards tourism has to be examined which would help to evaluate the types of changes that have accelerated over time (Bock, 2015).

**Table: 7.22**  
**Testing of Hypotheses Results**  
**Association Between Types of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies Towards Sustainable Urban Tourism**

<b>Ho</b>	<b>Hypotheses</b>
<b>H9</b>	There exists a positive association between the type of tourists and their awareness towards urban tourism
<b>H10</b>	There exists a positive association between the type of tourists and their perception towards urban tourism
<b>H11</b>	There exists a positive association between the type of tourists and their desire to conduct urban tourism
<b>H12</b>	There exists a positive association between the type of tourists and their satisfaction towards urban tourism
<b>H13</b>	There exists a positive association between the type of tourists and their attachment with urban tourism.
<b>H14</b>	There exists a positive association between the type of tourists and their loyalty towards urban tourism.
<b>H15</b>	There is an association between awareness towards urban tourism and tourists' perspectives.
<b>H16</b>	There is an association between perception towards urban tourism and tourists' perspectives.
<b>H17</b>	There is an association between desire towards urban tourism and tourists' perspectives.
<b>H18</b>	There is an association between satisfaction towards urban tourism and tourists' perspectives.
<b>H19</b>	There is an association between attachment towards urban tourism and tourists' perspectives.
<b>H20</b>	There is an association between loyalty towards urban tourism and tourists' perspectives.
<b>H21</b>	There is an association between the type of tourists and the nature of challenges faced by them.
<b>H22</b>	There is an association between tourists' perspectives towards urban tourism and its influences on the environmental, social and economic sustainability of Thrissur Corporation.
<b>H23</b>	There is an association between tourists' perception on environmental, social and economic sustainability of urban tourism and its influence on the sustainability of urban tourism in Thrissur Corporation.
<b>H24</b>	There is an association between challenges faced by the urban tourists' and the remedies for overcoming strategic challenges.
<b>H25</b>	There is an association between remedies for overcoming strategic challenges faced by the urban tourists' and its influence on sustainable urban tourism in Thrissur Corporation.

Conduct of enhanced research in this area would help to attain a better propoganda of tourist desires. Drawing a correlation with the theoretical discussions, conceptual framework of the study is developed.

The present SEM aimed to measure association between types of tourists, tourist perspectives, sustainability, challenges and remedies towards sustainable urban tourism. Table 7.21 depicts the expansion of variables used for the model.

In order to establish the relationship between types of tourists, tourist perspectives, sustainability, challenges and remedies towards sustainable urban tourism, 17 hypotheses were formulated. The Table 7.22 shows the hypothesis formulated for the model.

The Figure 7.4 shows the Structural Equation Modelling (SEM) of the relationship between type of tourists, tourist perspectives, sustainability, challenges, and remedies towards sustainable urban tourism. The CFA values are shown in the Table 7.23 and Path Analysis in Table 7.24.

Figure: 7.4

Confirmatory Factor Analysis

Association Between Type of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies towards Sustainable Urban Tourism

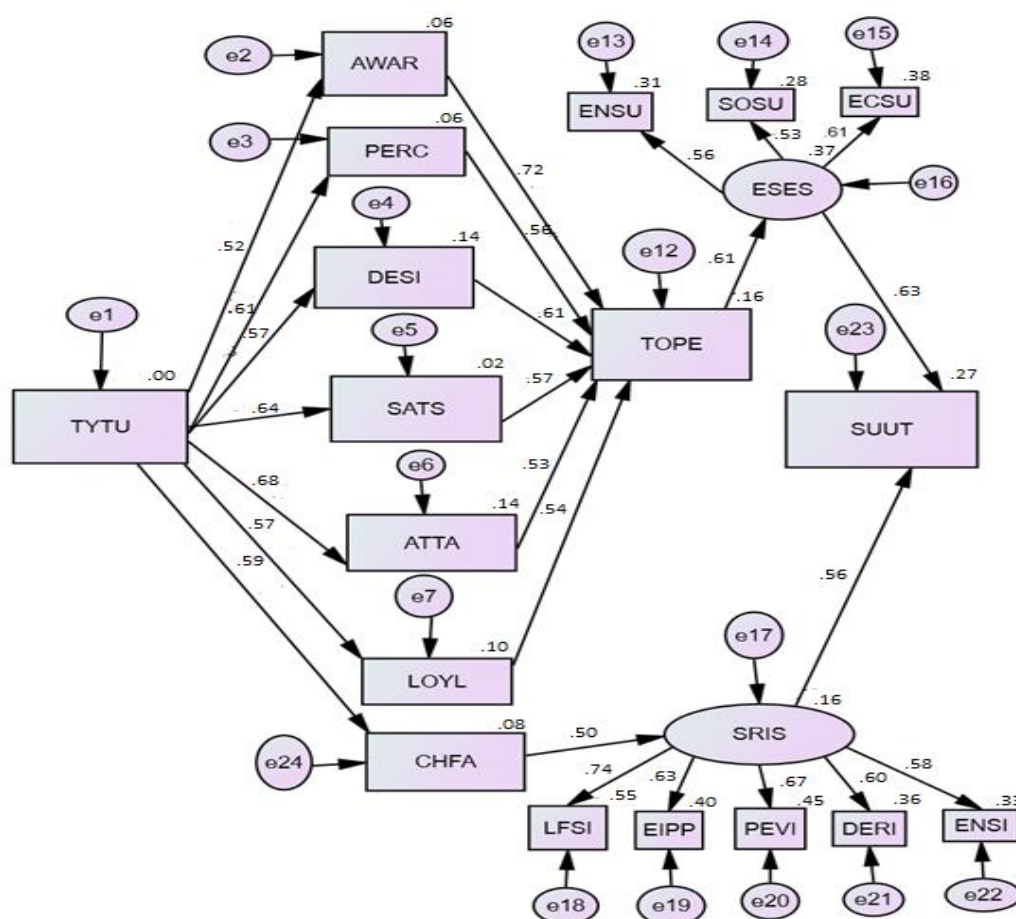


Table: 7.23

Model Fit Indices of CFA Model for the Association Between Type of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies towards Sustainable Urban Tourism

<b>Fit Indices</b>	<b>Obtained Value</b>	<b>Accepted Thresholds Levels</b>	<b>Literature Support</b>	<b>Acceptable Value</b>
$\chi^2$ (CMIN)	366.293	NA	NA	NA
DF	128	NA	NA	NA
P	.000	NA	NA	NA
Scaled $\chi^2$ /df	2.962	$\leq 3$	Carmines & McIver (1981)	$\leq 3$
Goodness of Fit Index (GFI)	.956	Value Greater than 0.95	Hooper, et.al. (2008)	>.95 to < 1
Adjusted Goodness of Fit Index (AGFI)	.958	Value Greater than 0.95	Hooper, et.al. (2008)	>.95 to < 1
Tucker-Lewis Index (TLI)	.968	Value Greater than 0.95	Hu & Bentler (1999)	>.95 to < 1
Comparative Fit Index (CFI)	.952	Value Greater than 0.95	Hu & Bentler (1999)	>.95 to < 1
Normed Fit Index (NFI)	.975	Value Greater than 0.95	Bentler & Bonett, 1980	>.95 to < 1
Parsimonious Normed Fit Index (PNFI)	.965	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Parsimonious Comparative Fit Index (PCFI)	.904	0=Poor Fit, 1=Good Fit	Mulaik et al. (1989)	0 to 1
Relative Fit Index (RFI)	.911	0=Poor Fit, 1=Good Fit	Bollen (1986)	0 to 1
Incremental Fit Index (IFI)	.926	0=Poor Fit, 1=Good Fit	Bollen (1989)	0 to 1
Root Mean Square Approximation Method (RMSEA)	.007	Range of 0.05 to 0.08	Hu & Bentler (1999)	.05 or lower indicates a strong fit of the model

Level of Significance: 5 percent

On the basis of these measurements, the result of the study shows that the proposed model has a Good data fit with  $\chi^2$  (CMIN) = 366.293 (p=.000), Scaled  $X^2$ /df=2.962, GFI=.956, AGFI=.958, TLI=.968, CFI=.952, NFI=.975, PNFI=.965, PCFI=.904, RFI=.911, IFI=.926 and RMSEA=.007. Hence, the SEM Model is appropriate for further analysis.

**Table: 7.24**

**Path Analysis in CFA Using Maximum Likelihood Weights**

**Association Between Type of Tourists, Tourist Perspectives, Sustainability, Challenges, and Remedies towards Sustainable Urban Tourism**

Path			Unstandardised Estimates	Standardised Estimates	S.E	C.R	P Value	Relationship
AWAR	<---	TYTU	.244	.524	.048	5.107	.000	Significant
PERC	<---	TYTU	.274	.612	.054	5.026	.000	Significant
DESI	<---	TYTU	.407	.570	.052	7.789	.000	Significant
SATS	<---	TYTU	.165	.641	.055	3.000	.003	Significant
ATTA	<---	TYTU	.429	.682	.054	8.025	.000	Significant
LOYL	<---	TYTU	.364	.573	.056	6.486	.000	Significant
TOPE	<---	AWAR	.180	.721	.058	3.127	.002	Significant
TOPE	<---	PERC	.150	.560	.050	2.994	.003	Significant
TOPE	<---	DESI	.112	.611	.055	2.040	.041	Significant
TOPE	<---	SATS	.068	.574	.048	1.414	.017	Significant
TOPE	<---	ATTA	.226	.533	.053	4.235	.000	Significant
TOPE	<---	LOYL	.040	.542	.049	.819	.013	Significant
ESES	<---	TOPE	.347	.613	.044	7.869	.000	Significant
CHFA	<---	TYTU	.312	.594	.053	5.925	.000	Significant
SUUT	<---	ESES	.996	.632	.164	6.083	.000	Significant
SRIS	<---	CHFA	.212	.500	.035	6.058	.000	Significant
SRIS	<---	SUUT	.270	.561	.033	8.108	.000	Significant
ENSU	<---	ESES	1.000	.527	.135	8.365	.000	Significant
SOSU	<---	ESES	1.035	.533	.143	7.234	.000	Significant
ECSU	<---	ESES	1.232	.631	.175	7.033	.000	Significant
LFSI	<---	SRIS	1.256	.718	.126	9.988	.000	Significant
EIPP	<---	SRIS	1.118	.626	.123	9.105	.000	Significant
PEVI	<---	SRIS	1.197	.663	.126	9.489	.000	Significant
DERI	<---	SRIS	1.080	.589	.124	8.699	.000	Significant
ENSI	<---	SRIS	1.000	.566	.142	5.632	.000	Significant

Level of Significance: 5 percent

- Association between type of tourists and tourists’ awareness, perception, desire, satisfaction, attachment, loyalty towards urban tourism: AWAR vs TYTU ( $\beta=.524$ ,  $p=.000$ ), PERC vs TYTU ( $\beta=.612$ ,  $p=.000$ ), DESI vs TYTU ( $\beta=.570$ ,  $p=.000$ ), SATS vs TYTU ( $\beta=.641$ ,  $p=.003$ ), ATTA vs TYTU ( $\beta=.682$ ,  $p=.000$ ) and LOYL vs TYTU ( $\beta=.573$ ,  $p=.000$ ) are positively correlated and found to be significant.

- Association between tourists' perspectives and tourists' awareness, perception, desire, satisfaction, attachment and loyalty towards urban tourism: TOPE vs AWAR ( $\beta=.721$ ,  $p=.002$ ), TOPE vs PERC ( $\beta=.560$ ,  $p=.003$ ), TOPE vs DESI ( $\beta=.611$ ,  $p=.041$ ), TOPE vs SATS ( $\beta=.574$ ,  $p=.017$ ), TOPE vs ATTA ( $\beta=.533$ ,  $p=.000$ ), and TOPE vs LOYL ( $\beta=.542$ ,  $p=.013$ ) are positively correlated and found to be significant.
- Association between tourists' perspectives and environmental, social and economic sustainability: ESES vs TOPE ( $\beta=.613$ ,  $p=.000$ ) are positively correlated and found to be significant.
- Association between type of tourist and challenges face by the tourists' (challenges): CHFA vs TYTU ( $\beta=.594$ ,  $p=.000$ ) is positively correlated and found to be significant.
- Association between environmental, social and economic sustainability and sustainable urban tourism: SUUT vs ESES ( $\beta=.632$ ,  $p=.000$ ) is positively correlated and found to be significant.
- Association between challenges faced vs remedies for overcoming strategic challenges: SRIS vs CHFA ( $\beta=.500$ ,  $p=.000$ ) is positively correlated and to be significant.
- Association between sustainable urban tourism vs remedies for overcoming strategic challenges: SRIS vs SUUT ( $\beta=.561$ ,  $p=.000$ ) is positively correlated and to be significant.
- The intercorrelation of environmental, social and economic sustainability and sustainable urban tourism: ENSU vs ESES ( $\beta=.527$ ,  $p=.000$ ), SOSU vs ESES ( $\beta=.533$ ,  $p=.000$ ) and ECSU vs ESES ( $\beta=.631$ ,  $p=.000$ ) are positively correlated and significant.
- The intercorrelation of remedies for overcoming strategic challenges: LFSI vs SRIS ( $\beta=.718$ ,  $p=.000$ ), EIPP vs SRIS ( $\beta=.626$ ,  $p=.000$ ), PEVI vs SRIS ( $\beta=.663$ ,  $p=.000$ ), DERI vs SRIS ( $\beta=.589$ ,  $p=.000$ ) and ENSI vs SRIS ( $\beta=.566$ ,  $p=.000$ ) are positively correlated and significant.
- All the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ), i.e., Beta coefficients are above the threshold limit. Hence, the SEM Model shows a prompt fit for the above data.

The hypotheses framed stands accepted and it has been concluded that there exists a positive association between (i) *type of tourists and their awareness, perception, desire, satisfaction, attachment and loyalty towards urban tourism*, (ii) *tourists' awareness, perception, desire, satisfaction, attachment and loyalty towards urban tourism and tourists' perspectives* (iii) *type of tourists and the nature of challenges faced by them*, (iv) *tourists' perspectives towards urban tourism and its influences on the environmental, social and economic sustainability of Thrissur Corporation*, (v) *tourists' perception on environmental, social and economic sustainability of urban tourism and its influence on the sustainability of urban tourism in Thrissur Corporation* (vi) *challenges faced by the urban tourists' and the remedies for overcoming strategic challenges* and (vii) *remedies for overcoming strategic challenges faced by the urban tourists' and its influence on sustainable urban tourism in Thrissur Corporation*. Thus, sustainable urban tourism can be fostered by integrating tourist perspectives, promoting sustainability, identifying strategic challenges along with their remedies.

## **7.8 Conclusion**

An in-depth examination of urban tourism in Thrissur indicates that while the city's destinations are enriched with cultural assets and attractive features, they are also affected by challenges that may reduce demand and limit tourist inflows. This chapter systematically analyses the difficulties experienced by tourists within Thrissur Corporation and proposes appropriate remedies to address these concerns, thereby enhancing visitor satisfaction and strengthening the city's tourism profile. Furthermore, sustainability dimensions are evaluated to assess the extent to which urban tourism practices contribute to the long-term viability of destinations.

The findings reveal a significant relationship between type of tourists, their perspectives, sustainability factors and the challenges faced. This underscores that fostering sustainable urban tourism in Thrissur requires not only addressing visitor concerns but also integrating their perspectives into strategic planning. The chapter concludes that sustainable growth can be achieved through a balanced approach that aligns tourist expectations with effective policy interventions, thereby enabling Thrissur Corporation to serve as a model of sustainable urban tourism.

## 7.9 References

- Alam, J., Alam, Q. N., & Kalam, A. (2022). Prospects and challenges for sustainable tourism: Evidence from south Asian countries. *arXiv preprint arXiv:2211.03411*.
- Amore, A. (2019). *Tourism and urban regeneration: Processes compressed in time and space*. Routledge. <https://doi.org/10.4324/9781315101948>
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606.
- Bhuiyan, M. A. H., Darda, M. A., & Hasan, M. R. (2021). Tourist perception and satisfaction on safari tourism at Bangabandhu Sheikh Mujib Safari Park in Bangladesh. *International Journal of Geoheritage and Parks*, 9(4), 430–440. <https://doi.org/10.1016/j.ijgeop.2021.08.003>
- Bock, K. (2015). The changing nature of city tourism and its possible implications for the future of cities. *European Journal of Futures Research*, 3(1), 1–8. <https://doi.org/10.1007/s40309-015-0078-5>
- Bollen, K. A. (1986). Sample size and Bentler and Bonett's nonnormed fit index. *Psychometrika*, 51(3), 375–377.
- Carmines, E. G., & McIver, J. P. (1981). Analyzing models with unobserved variables: Analysis of covariance structures. G. W. Bohrnstedt & E. F. Borgatta (Eds.), *Social Measurement: Current Issues* (pp. 65–115). Sage.
- Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Darnell, A. C., & Johnson, P. S. (2001). Repeat visits to attractions: a preliminary economic analysis. *Tourism management*, 22(2), 119-126.

Dolnicar, S., Cvelbar, L. K., & Grün, B. (2019). Do pro-environmental appeals trigger pro-environmental behavior in tourists? *Tourism Management*, 70, 425–433. <https://doi.org/10.1016/j.tourman.2018.09.009>

Gronau, W., & Constanti, P. (2008). Urban rehabilitation a promising opportunity for product enhancement in tourism industry? A case study from Nicosia/Cyprus. *International Journal of Management Cases*, 10(3), 436–444.

Higham, J., & Cohen, S. A. (2011). Canary in the coalmine: Norwegian attitudes towards climate change and extreme long-haul air travel to Aotearoa/New Zealand. *Tourism Management*, 32(1), 98–105. <https://doi.org/10.1016/j.tourman.2010.04.004>

Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53–60.

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55.

James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). *An introduction to statistical learning: with applications in R*. Springer. An Introduction to Statistical Learning

Kontogeorgopoulos, N., Churyen, A., & Duangsaeng, V. (2014). Success factors in community-based tourism in Thailand: The role of luck, external support, and local leadership. *Tourism Planning & Development*, 11(1), 106–124. <https://doi.org/10.1080/21568316.2013.852563>

Lee, T. H., & Jan, F. H. (2019). Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. *Tourism Management*, 70, 368–380. <https://doi.org/10.1016/j.tourman.2018.09.003>

López-Mosquera, N., & Sánchez, M. (2011). The influence of personal values in the economic-use valuation of peri-urban green spaces: An application of

the means-end chain theory. *Tourism Management*, 32(4), 875–889. <https://doi.org/10.1016/j.tourman.2010.08.003>

Montgomery, D. C., Peck, E. A., & Vining, G. G. (2021). Introduction to linear regression analysis (6th ed.). John Wiley & Sons. [content.e-bookshelf.de](https://www.content.e-bookshelf.de)

Moscardo, G. (2017). Building excellence in sustainable tourism: 15 years of building responsible tourism in destinations. *Journal of Sustainable Tourism*, 25(2), 127–144. <https://doi.org/10.1080/09669582.2016.1221737>

Mulaik, S. A., James, L. R., Van Alstine, J., Bennett, N., Lind, S., & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. *Psychological Bulletin*, 105(3), 430–445.

Pan, G. (2022). *Correlation Coefficient*. In B. S. Daya Sagar, Q. Cheng, J. McKinley, & F. Agterberg (Eds.), *Encyclopedia of Mathematical Geosciences*. Springer.

Pecsek, B. (2015). The role of passages in urban tourism: Trabouler in Lyon. *Sitcon 2015—Singidunum International Tourism Conference* (pp. 252–256). Singidunum University.

Prandi, C., Nisi, V., Ribeiro, M., & Nunes, N. (2021). Sensing and making sense of tourism flows and urban data to foster sustainability awareness: A real-world experience. *Journal of Big Data*, 8(1), 51.

Rajaratnam, S. D., Nair, V., Sharif, S. P., & Munikrishnan, U. T. (2015). Destination quality and tourists' behavioural intentions: Rural tourist destinations in Malaysia. *Worldwide Hospitality and Tourism Themes*, 7(5), 463–472.

Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS: Revista de Turismoy Patrimonio Cultural*, 11(3), 67–78.

Ramkissoon, H., Smith, L. D. G., & Weiler, B. (2013). Testing the dimensionality of place attachment and its relationships with place satisfaction and

pro-environmental behaviours: A structural equation modelling approach. *Tourism Management*, 36, 552–566. <https://doi.org/10.1016/j.tourman.2012.09.003>

Rosas-Jaco, M. I., Almeraya-Quintero, S. X., & Guajardo-Hernandez, L. G. (2020). Tourism awareness as a tourism development strategy: Status of the issue. *AGROProductividad*, 13(9), 77–83.

Said, J., & Maryono, M. (2018). Motivation and perception of tourists as push and pull factors to visit national park. In *E3S Web of Conferences* (Vol. 31, p. 08022). EDP Sciences.

Sihombing, D., Sihombing, M., Lubis, S., & Tarmizi, H. B. (2019). Community tourism awareness influence against tourism development and regional development in North Tapanuli Regency, Indonesia. *International Journal of Civil Engineering and Technology*, 10(3).

Tushika, & Garg, P. (2024, September). Sustainable tourism and infrastructure: Overcoming challenges in developing economies. *International Journal of Novel Research and Development*, 9(9), c662–c670.

UNWTO. (2017). *Tourism and the sustainable development goals – Journey to 2030*. World Tourism Organization, Retrieved February 15, 2024.

Weaver, D. B. (2001). Ecotourism as mass tourism: Contradiction or reality? *Cornell Hotel and Restaurant Administration Quarterly*, 42(2), 104–112.

Xun, L., & Xu, Y. (2021). Tourists' perception evaluation of red tourism attractions based on grounded theory. *Academic Journal of Humanities & Social Sciences*, 4(12), 109–112.

Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274–284. <https://doi.org/10.1016/j.tourman.2009.03.007>

## CHAPTER 8

### *Summary, Findings and Conclusion*

<i>Contents</i>	8.1	<i>Introduction</i>
	8.2	<i>Summary of Findings</i>
	8.3	<i>Conclusion</i>
	8.4	<i>Scope for Further Research</i>

#### **8.1 Introduction**

The study on “Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists' Perspectives and Strategic Challenges” is based on both primary and secondary data. The primary data for the study were collected from 384 tourists who visited urban tourist destinations in Thrissur Corporation by using a structured and validated interview schedule. Supporting data relating to tourism were also collected from secondary sources. A systematic study was performed in order to analyze and evaluate the relationship between different categories of tourists with tourists' perspectives, sustainability, challenges, remedies for overcoming challenges and finally leading to overall urban tourism sustainability.

The present study is exploratory and descriptive in nature. In the present research work, the researcher tries to analyse the awareness, perception, desire, satisfaction, attachment and loyalty of tourists to different urban tourist destinations at Thrissur Corporation. The study applied stratified random sampling for the selection of the respondents. The researcher has segmented the target population i.e., tourists visiting Thrissur as domestic tourists (within Kerala), domestic tourists (within India) NRIs and Foreign Tourists. From within this group, data was collected from the respondents who were performing their tour in urban tourist

destinations of Thrissur Corporation. The chapter also contains the major findings drawn by the researcher, conclusion and future scope for the study.

Government of Kerala and tourist service providers are aggressively promoting various tourism activities (like duration of stay, nearness to nature, health and wellness treatments, leisure holiday entertainments, cultural and historic visits, indulging in water sports etc.) among wider segment of the tourist. Thrissur has all the above-mentioned tourism activities within its urban limits that provides considerable importance for the conduct of this research study. Hence, the study has drawn useful insights on urban tourism to the stakeholders upon which recommendations can be made to the tourist authorities in Kerala, especially in Thrissur Corporation.

## **8.2 Findings of the Study**

The following are the major findings drawn by the researcher through data classification, assessment and through testing of hypotheses by applying appropriate statistical techniques.

### **8.2.1 Demographic Segmentation of the Tourist**

A detailed evaluation of the demographic variables helps the researcher to analyze different categories of tourists who visited urban tourist destinations in Thrissur Corporation. Their classification on the basis of gender, age, educational qualification, marital status, employment status, nature of work, number of family members, monthly income, number of earning members and area of residence has assisted in evaluating the nature of tourists in different angles.

Out of the 384 respondent's 50.8 percent of the tourists were female and the remaining 49.2 percent were male. Majority of the tourists belonged to the age category between 31-40 years (41.93 percent) followed by age group 21-30 years (33.85 percent). Around 45.57 percent of the tourists were post-graduates, followed by graduates (23.70 percent). 58.33 percent of the respondents were married. Most of the tourists were independent and self-employed (44.01 percent) financial stable and sound.

A good quantum of the respondents belonged to salaried class (45.31 percent). Most (37.50 percent) of the respondents belong to a nuclear family with four members. Most of the respondents had a monthly income of Rs.10,001-Rs. 30,000 (30.47 percent). Out of the total respondents, majority of the tourists belonged to Kerala (37.50 percent), domestic tourist (tourists within the country, 27.08 percent), NRI (Non-Residential Indians, 20.31 percent) and foreign tourists (15.10 percent).

### **8.2.2 Tourists' Awareness and Perception about Urban Tourism**

Tourism has a major impact in the development of economic, social, cultural and environment in which it functions. It plays a substantial role in the nourishment and growth of a specific destination. Awareness and perception of the tourists were analysed through different angles which were summarized as follows:

#### **8.2.2.1. Tourists' Awareness on Urban Tourism**

In order to analyze the awareness and perception level of the respondents regarding urban tourism, they were provided with numerous statements and their preference for the same were evaluated. Tourists has a good level of awareness on urban tourism and the results were depicted as follows:

The tourists believed that urban tourism take place within urban space (80.60 percent). A good quantum of the respondents thinks that urban tourism is an activity which is conducted within urban limits of a city (77.60 percent).

#### **8.2.2.2 Tourist Awareness on the Need for Promoting Urban Tourism**

In order to understand, the tourists' awareness on the need for promoting urban tourism, they were provided with varying statements and their preference for the same were evaluated. It is understood that the respondents possess a greater level of awareness on the necessity of encouraging urban tourism and it was depicted as follows:

Urban tourism aids in increasing employment opportunities to the localities where it is performed (87.80 percent). It also helps in enhancing the image of a city where it operates and its development in all segments (86.80 percent).

Upliftment of urban tourism would help to improve the infrastructural facilities of the city (85.60 percent), whereby Government will allocate more funds in the budget for building bridges to overcome traffic issues, strength road and railway facilities, build roads and pedestrian walk path, enhances the cities security system. It also supports in improving the standard of life of the localities (85.20 percent) and in eradication of poverty (73.40 percent).

#### **8.2.2.3. Tourist’s Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations**

A study of tourist perception would help to evaluate the view point of the tourists with regard to a specific tourist destination. The following information were collected from the respondents on various comforts and accessory features that must be in the urban tourist destination.

Majority of the tourists felt that the urban tourist destinations must have public restrooms (92.80 percent), access to safe drinking water (92 percent), well laid roads and cleanliness (91.80 percent).

While visiting to a specific urban tourist destination, the tourists expects to have quick access to emergency services in the form of health care and police security (91.60 percent), adequate parking facilities (91.20 percent), restaurant facilities (90.80 percent), affordable food and accommodation facilities (90.40 percent), travel sign boards (90.20 percent), sidewalk ways (89 percent) and help desk services (80.40 percent).

#### **8.2.2.4 Factor Analysis of Tourist Perception on Various Comforts and Accessory Features in the Urban Tourist Destinations**

Factor analysis was performed to estimate the tourist perception on various comforts and accessory features. KMO and Bartlett’s test was found to be highly significant (0.936) with a chi-square value of 3442.432 at five percent level of significance. Five factors were extracted that explained 87.498 percent of the total variance and was labelled as “Basic Facilities”, “Rescue & Hygiene Facilities”, “Refreshment & Parking Facilities”, “Sign Boards & Boarding Facilities” and “Support Services”. The results projects that basic facilities like public restrooms,

well laid roads and safe drinking water are the most significant features that must be upgraded and looked into by the authority for the enhancement of urban tourism in these sites. Cronbach's Alpha coefficients for these factors demonstrated a strong correlation and internal consistency among the variables tested.

#### **8.2.2.5. Tourist Perception on Exclusivity of Urban Tourist Destinations**

A study of tourist perception with regard to exclusivity would help to evaluate the view point of the tourists with regard to a specific tourist destination. The following information were collected from the respondents on the exclusivity features that must be there in the urban tourist destination.

The major attractions of the urban areas are the parks and green areas (88.20 percent), amusements cum theme parks (88 percent), historical, cultural and religious places (85 percent).

Tourists realised that urban regions must encompass with museums and art galleries and conduct of frequent carnivals, exhibitions, tradeshows etc., (84.80 percent) and ancient monuments and statutes of leaders, freedom fighters or kings, queens (83.80 percent).

Urban tourists perceived that specific urban regions also have waterfronts, water bodies (82 percent), theatres and cinemas (79.60 percent), concert halls (78.40 percent), convention centres (77 percent) and night clubs (73.80 percent) for the entertainment of tourists.

#### **8.2.2.6 Factor Analysis of Tourist Perception on Exclusivity of Urban Tourist Destinations**

Factor Analysis was performed on tourist perception on exclusivity of urban tourist destinations. KMO and Bartlett's test was found to be highly significant (0.853) with a chi-square value of 1764.026 at five percent level of significance. Five factors were extracted which explained 87.498 percent of the total variance and was named as “Exploration & Shopping”, “Passion & Entertainment”, “Recollection & Relaxation”, “Music & Movie” and “Private Life Entertainment”. The results showcased that historical sites, parks and green areas, shopping facilities are the

most significant features that must be upgraded and looked into by the authority for the enhancement of urban tourism in these sites. Also, the Cronbach's Alpha coefficients for these factors demonstrated a strong correlation and internal consistency among the variables tested.

#### **8.2.2.7. Association between Demographic Variables of Tourists and Their Level of Awareness and Perception About Urban Tourism.**

Studies relating Satyajit and Balakrishna, 2021 and Debasis and Sasmita, 2022 were used to measure association between demographic variables of tourists and their level of awareness and perception about urban tourism using SEM. The results indicated a strong fit of the SEM model as all the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ). And hence, hypothesis framed was accepted and it was concluded *that there exists a significant relationship between demographic variables of the tourists and their awareness and perception about urban tourism.*

#### **8.2.3. Touring Behaviour of Tourist**

Studying the behaviour of the tourist helps to recognize tourist movement patterns, destination management, tourist experience and urban planning. 73 percent of the respondents prefer to tour independently, followed by 62 percent of the tourists who wish to adopt tour packages from tour operators. 60.67 percent of the tourists expressed their preference for availing guided services in order to explore and understand urban tourist destination.

##### **8.2.3.1. Timeline of Visit in Urban Tourist Destination in the Past**

Timeline of visit in urban tourist destination in the past indicates the interest of the tourists towards urban tourist destinations in Thrissur Corporation. The results indicate that most of the tourists (48.96 percent) had visited Thrissur urban tourist destinations many years before. 18.49 percent of the tourists had visited just two years before and 14.85 percent in the past one year. Recent visits to the urban destinations are made by 17.70 percent of the tourists.

### **8.2.3.2. Number of Days Spent in the Tourist Destinations at Thrissur Corporation**

The regularity of tourist visits to a destination and the period of their stay offers valuable insights to tourism stakeholders. Such information helps in analysing the nature of tourism activities, tourist preferences, amenities to be maintained and the expectations of the visitors. The study reveals that respondents prefer to stay in Thrissur for a maximum of: two days (27.86 percent), make a single day visit (20.57 percent), stay for three days (17.45 percent) and for more than five days (12.50 percent). Rests, 6.26 percent of the visitors prefer to stay for five days and 7.29 percent for just few hours.

### **8.2.3.3. Combination of Tourists Destinations**

A good quantum of tourists (95.05 percent) prefer to combine well-known and less-known spots. Rarely combined respondents were found as 3.13 percent and never combiners with 1.82 percent.

### **8.2.4. Primary Desire for Selecting and Travelling to a Specific Destination**

Every individual carries unique likes and dislikes, which are often reflected in their choice of travel destination. Their desire to travel to a specific destination varies according to their demographic and socio- economic status. The results showed that majority of the respondents like to explore the world (89.20 percent) and to rest and relax (89.20 percent). 88.20 percent of the tourists wish to spend time with family. A certain group of respondent's desires to spend time with friends and relatives (87.60 percent), to be a part of the nature (86.40 percent) and to study the culture (79 percent).

Respondents also visits urban tourist destinations in Thrissur as they are attracted by adventure features (78.80 percent), to enhance their health (78.20 percent), in order to enjoy nightlife (77 percent), visit places viewed in Television or in a movie (76.80 percent), to visit religious places (76.20 percent) and for sports and entertainment (75 percent) purposes.

#### **8.2.4.1 Factor Analysis of Primary Desire for Selecting and Travelling to a Specific Destination**

Factor Analysis was performed on the primary desire for selecting and travelling to a specific urban tourist destination. KMO and Bartlett's test was found to be highly significant (0.864) with a chi-square value of 1189.059 at five percent level of significance. Five factors were extracted which explained 86.519 percent of the total variance and was labeled as “Leisure Enjoyment”, “Love for Culture & Nature”, “Adventure & Health Needs”, “Exploration”, “Religious & Sport Visits”. The results indicate that to rest and relax, to explore the world and to spend time with family are the key primary desires for selecting and travelling to a specific destination. Also, the Cronbach's Alpha coefficients for these factors demonstrated a strong correlation and internal consistency among the variables tested.

#### **8.2.4.2 Relationship Between Demographic Variables and Primary Desire for Selecting and Travelling to a Specific Destination.**

In order to study the relationship between demographic variables of respondents and the primary desire for selecting and travelling to a specific destination, a detailed analysis was conducted. The following measures like mean, standard deviation and one-way ANOVA were used for analysis.

##### **I. Gender:**

- 1) Both male and female tourists desire for selecting and travelling to a particular urban destination differs from one to another.
- 2) The highest mean for both male and female was quoted for “sports and entertainment” with 2.221 and 2.286 respectively.
- 3) The lowest standard deviation was quoted for males under “exploring the world” with 0.661 and for females under “spending time with family” with 0.653.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent. Hence, the hypothesis was accepted and it has been declared that

primary desire for selecting and travelling to a specific urban destination differs according to the gender.

## **II. Age:**

- 1) Age group of below 20 years and above 51 years age group show more interest in selecting and travelling to a particular urban tourist destination.
- 2) The highest mean for the age category 20 years was found to be 2.545, which was quoted “for sports and entertainment” and 51 and above was for “attracted by adventure features” with 2.727.
- 3) The lowest standard deviation for the age category 20 years was found to be 0.554 which was quoted for “rest and relax” and for 51 years and above was for “to be a part of the nature” with 0.560.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent Hence, the hypothesis is accepted and it has been confirmed that primary desire for selecting and travelling to a specific urban tourist destination differs according to the age.

## **III. Educational Qualification:**

- 1) Graduate and post graduate tourists show more desire in selecting and travelling to a particular urban tourist destination.
- 2) The highest mean of the respondents for educational qualification was found to be 4.000 under “sports and entertainment”, post graduates with 4.000 under “enhanced health”.
- 3) The lowest standard deviation was found for HSS qualified respondents under the following four concepts namely “to be a part of the nature”, “to rest and relax”, “to explore the world” and to “visiting places seen on TV or in a movie” with 0.518.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent Hence, the hypothesis was accepted and it has been declared that primary desire for selecting and travelling to a specific urban destination differs according to the educational qualification.

#### **IV. Marital Status:**

- 1) Married and unmarried tourists show differences in selecting and travelling to urban tourist destination.
- 2) The highest mean of the respondents who were single were found to be under the concept of “enjoying nightlife” with 2.714, married with 2.714 under two categories namely “attaining spirituality by visiting religious places” and for “sports and entertainment”.
- 3) The lowest standard deviation was found to be 0.378 for the respondents who were married and divorced under “spending time with friends and relatives” and “spending time with family” respectively.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent Hence, the hypothesis framed was accepted and it has been declared that primary desire for selecting and travelling to a specific urban tourist destination differs according to the marital status.

#### **V. Employment Status:**

- 1) Employed and unemployed tourists show more interest in selecting and travelling to a specific urban tourist destination.
- 2) Self-employed tourists show more interest in selecting and travelling to a specific urban tourist destination with a mean of 2.643 under “attaining spirituality by visiting religious places”.
- 3) Whereas the lowest standard deviation for the respondents who were unemployed was 0.426 under “spending time with family”.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent.

The results supported in acceptance of the hypothesis framed, thus it has been declared that primary desire for selecting and travelling to a specific urban destination differs according to the employment status.

## **VI. Nature of Work:**

- 1) Respondents with different occupation show varying interest in selection of urban tourism destinations in Thrissur Corporation.
- 2) The highest mean of the respondents who belonged to the category “others” was quoted as 2.481 under the variable “in order to enjoy nightlife”.
- 3) The lowest standard deviation was quoted as 0.577 for business personals under the term “to enhance health” and “to attain spirituality by visiting religious places”.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent.

Hence, the hypothesis framed was accepted and it has been declared that primary desire for selecting and travelling to a specific urban tourist destination differs according to the nature of work.

## **VII. Number of Family Members:**

- 1) Tourists with different family size show differences in selection of the urban tourist destination that they prefer to visit.
- 2) A greater mean of 3.000 was projected for three family members under the variable “attain spirituality by visiting religious places”.
- 3) Whereas the lowest standard deviation was quoted as 0.242 for two members under the variable “rest and relaxation”.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent.

Hence, the hypothesis framed was accepted and it has been declared that primary desire for selecting and travelling to a specific urban tourist destination differs according to the number of family members.

## **VIII. Monthly Income:**

- 1) Data classified and assessed revealed that income of the tourists strongly influences the travel destinations selected by them.

- 2) The highest mean with regard to monthly income of the respondents was found to be below Rs.10,000 with a mean score of 2.043 under “sports and entertainment”.
- 3) Whereas the lowest standard deviation was quoted as 0.620 under “spending time with family” for income between Rs.50,001 to 70,000.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent.

Hence, the hypothesis framed was accepted and it has been declared that primary desire for selecting and travelling to a specific urban tourist destination differs according to monthly income of the respondents.

#### **IX. Number of Earning Members:**

- 1) It has been inferred that families with more earning members try to explore more tourist destinations when compared with single and double-income families.
- 2) The highest mean was quoted to be 2.571 for more than two earning members in the family under the statement “visiting places seen on TV or in a movie”.
- 3) The lowest standard deviation was quoted as 0.634 under the statement “to spend time with family” for more than two earners.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent.

Hence, the hypothesis framed was accepted and it has been declared that primary desire for selecting and travelling to a specific urban tourist destination differs according to the number of earning members.

#### **X. Area of Residence:**

- 1) Domestic tourists showed more interest in travelling to a specific tourist destination.

- 2) The highest mean for the was quoted as 3.981 for domestic tourists under “to attain spirituality by visiting religious places”.
- 3) The lowest standard deviation was traced for domestic tourists (within Kerala) under “visiting places seen on TV or in a movie” with 0.584.
- 4) One-way ANOVA test was performed and found to be significant at 5 percent.

Hence, the hypothesis framed was accepted and it has been declared that primary desire for selecting and travelling to a specific urban tourist destination differs according to the area of residence.

Overall results indicate *that there exists a significant relationship between demographic variables and primary desire for selecting and travelling to a specific urban tourist destination.*

#### **8.2.5 Urban Tourist Satisfaction**

Satisfied tourists are usually interested in revisiting a specific urban tourist destination. Satisfaction of the tourists is evaluated in terms of their feel towards urban tourist sites, the amenities which they enjoy, the overall view of the urban tourist sites, emotional and religious factors and the prominent features of the tourist spots.

##### **8.2.5.1 Place Visited at Thrissur Corporation**

Sri Vadakkumnathan Temple (71.35 percent), Paramekkavu Bhagavathy Temple (59.37 percent) and Nehru Park (59.11 percent) are the most preferred tourist destinations in Thrissur Corporation. This indicates that majority of the tourists are attached to the above three tourist destinations when compared with others. Kerala Sahitya Academy (21.61 percent) and Mannuthy Plant Nurseries (25.52 percent) are found to be least preferred destinations.

##### **8.2.5.2 Tourist Level of Satisfaction with Urban Tourist Destinations in Thrissur Corporation**

The results indicate that most (42.19 percent) of the tourists are satisfied with the urban tourist features of Thrissur Corporation. 39.06 percent feel neither

satisfied nor dissatisfied. While 11.46 percent of the tourists are dissatisfied with the urban tourist destinations and 1.56 percent is highly dissatisfied.

### **8.2.5.3 Association Between Place Visited at Thrissur Corporation Vs Tourist Level of Satisfaction**

The results indicate that above 50 percent of the tourists are satisfied (satisfied and highly satisfied) with the urban tourist destinations. Out of 384 tourists visited urban tourist centers in Thrissur Corporation, majority (274) of them have visited the famous Sri Vadakkumnathan Temple, followed by Paramekkavu Bhagavathy Temple with 228 tourists. 227 of them had visited Nehru Park.

### **8.2.5.4 Tourists Interested to Visit Destination in Thrissur Corporation Again**

90.89 percent of the respondents expressed their wish to revisit urban tourist destinations in Thrissur Corporation in the near future. Just, 9.11 percent of the tourists are dissatisfied and are not interested in visiting this region again.

### **8.2.5.5 Association Between Place Visited at Thrissur Corporation Vs Tourists Interest to Revisit Urban Tourist Destination**

Satisfied tourists wish to revisit the tourist destinations again and again due to the prominent facilities offered to them during their visit.

A good quantum of tourists expresses their wish to revisit the urban tourist destinations located within Thrissur Corporation. Majority of the respondents wish to revisit Sri Vadakkumnathan Temple (90.90 percent), Paramekkavu Bhagavathy Temple (90.40 percent) and Nehru Park (90.30 percent).

### **8.2.5.6 Tourists' Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

Tourists' level of satisfaction towards tourism facilities established in Thrissur Corporation was analysed and found that restaurants and shopping (75.8 percent), Friendliness of the local people (74.4 percent), Hotels (73.2 percent) were the prime destinations where the tourists attained maximum satisfaction.

### **8.2.5.7 Factor Analysis on Tourist Level of Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

Factor Analysis was performed on the tourists' level of satisfaction towards tourism facilities established in Thrissur Corporation. KMO and Bartlett's test was found to be highly significant (0.948) with a chi-square value of 6496.988 at five percent level of significance. Five factors were extracted which explained 85.543 percent of the total variance and the factors were labelled as “Hospitality Services & Shopping Features”, “Climatic Condition & Diversity Features”, “Overall Infrastructure Features”, “Entertainment & Recreations” and “Public Utility Services”. The results indicate that hospitality services and shopping features like hotels, restaurants, shopping and friendliness of the local people are the most significant factors that must be upgraded and looked into by the authority for the satisfaction of urban tourists' in these sites. Also, the Cronbach's Alpha coefficients for these factors demonstrated a strong correlation and internal consistency among the variables tested.

#### **8.2.6 Urban Tourist Attachment with Specific Destination**

The attachment of tourists towards a specific urban tourist destination mainly depends on the way in which tourist centers are framed and offered to them.

##### **8.2.6.1 Source of Information**

Tourists acquire information about a specific destination through numerous modes. It may be from tourist agencies, from friends and relatives, through internet, media, books and guides and much more

Most of the respondents acquired information from their friends and relatives (44.53 percent), tourist agencies (23.95 percent), through internet (20.57 percent), fairs and exhibitions (5.21 percent), media and part of travel package (2.35 percent) and also from books and guides (1.04 percent).

##### **8.2.6.2 Frequency of Visit**

Satisfied tourists often make opportunities to revisit those tourist destinations where they have visited once and are attached to it. They feel comfortable and close to these destinations due to its attractive and mesmerizing features and are even accompanied by more friends and relatives to the sites.

The study observed that 66.93 percent of the respondents had visited various urban tourist destinations in Thrissur Corporation more than five times. Remaining 33.07 percent of them had visited, for minimum of three times (9.38 percent), once (7.29 percent), four times (7.03 percent), couple of times (6.51 percent) and five times (2.86 percent) in the past.

### **8.2.6.3 Number of Days Stayed in Thrissur Corporation**

The more, the tourists are satisfied and attached with a specific tourist destination, the more likely they are to stay in these places. The respondents stayed in the urban tourist destinations of Thrissur Corporation for two nights (28.39 percent), one night (27.08 percent), three nights (18.75 percent), more than five nights (14.84 percent), four nights (5.99 percent) and five nights (4.95 percent).

### **8.2.7 Emotional & Religious Factors that Influenced Tourists' in Selection of Urban Tourist Destinations in Thrissur Corporation**

Majority of tourists are found to be emotionally attached (place attachment) with a specific urban tourist destination and are influenced by the features like: eco-friendly travel spots (76.60 percent), feel of visiting to cultural significant places and personal relativity with historic spots (75.80 percent).

Sympathetic attachment (emotional factor) of the tourists reveal their affection towards a specific urban tourist destination. Major features that influenced tourists were friendship made with some residents during the visit (77.20 percent), affection towards regional residents and understanding of regional residents' lifestyle (72.40 percent) and realising commonality with regional residents (72.20 percent),

Major religious factors that motivate the tourist to visit urban tourism destination in Thrissur Corporation were listed as: religiously attached with festivals conducted in Thrissur (77.60 percent), create personal identity with the religious festival (72.60 percent) and wish to attend Thrissur festivals (annual pooram, temple events) (72.40 percent).

### **8.2.8 Prominent Features that Influenced Tourists to Visit Urban Tourist Destinations in Thrissur Corporation**

The prominent features of a tourist destination play a vital role in attracting huge number of tourists.

Competitive merits of the Thrissur Corporation appreciated by the tourists that make them visit these destinations are: cultural features (74.40 percent) and historically significant places (73.40 percent). They also appreciate attending

festivals and exhibitions conducted in Thrissur rather than in other tourist destinations (71.20 percent). These were considered as the major factors by the tourists.

With regard to comfort zones, the statements like: feel homely and comfortable to visit (73.60 percent), suitable society to tour (71 percent), Thrissur is a trustworthy tourist destination (69.40 percent) were considered as major factors.

Under the category welcoming atmosphere, fair treatment by residents at the destination (76.20 percent), welcoming guests heartily (75.40 percent), friendly behaviour of hosts (74.60 percent) were reflected as the major factors.

With regard to safety conditions, feeling safe while visiting this place (78.40 percent), feeling safe and secure while walking during the daytime at Thrissur (78.20 percent), travelling alone in Thrissur is not a problem (74.40 percent) were rated by the respondents in the top position.

All these features along with emotional, rational and trust built by the tourist makes Thrissur Corporation a special urban tourist destination when compared to other places in Kerala.

### **8.2.9 Tourists Perception on the Strengths of Thrissur Corporation in Attracting Tourists**

Demand for the tourist destinations increases due to its facilities established and offered to the tourists. These facilities can be named as the strengths of a tourist destination which include shopping and entertainment, nightlife, historical, cultural and religious significance and numerous other factors.

Tourists feel that shopping and entertainment (80.67 percent) are the major strengths of urban tourist destination, followed by nightlife (77.00 percent), cultural significance (75.33 percent), historical significance (70.67 percent), religious significance (60.67 percent) and various other features like amusement park, spiritual places, parks etc. (59.67 percent).

#### **8.2.10 Association Between Nature of Tourists Visited in Thrissur Corporation and Their Attachment with Specific Destination**

Studies relating to Limei Cao et al., 2021 and Ivana Sagovnovic et al., 2024 were used to measure association between nature of tourists visiting Thrissur Corporation with emotional and religious factors, perception on the prominent features and perception on the strengths of Thrissur Corporation using SEM for which three hypotheses were formulated. The results indicated a strong fit of the SEM model as all the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ). And hence, hypothesis framed was accepted and it was concluded there exists positive association between *(i) nature of tourists visiting Thrissur Corporation and the emotional and religious factors that influenced them in selection of Thrissur Corporation as tourist destination (ii) nature of tourists who visited Thrissur Corporation and their perception on the prominent features of Thrissur Corporation as tourist destination and (iii) nature of tourists visiting Thrissur Corporation and their perception on the strengths of Thrissur Corporation to attract more tourists.*

#### **8.2.11 Association Between Tourists' Attachment with Specific Destination and their Satisfaction Towards Tourism Facilities Established in Thrissur Corporation**

Study from Aneesa Majeed K.R., et.al.,2024 was used to measure the association between tourists' attachment with specific destination and their satisfaction towards tourism facilities established in Thrissur Corporation using SEM for which two hypothesis were formulated. The results indicated a strong fit of the SEM model as all the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ). And hence, hypothesis framed was accepted and it was concluded that there exists positive association *between (i) emotional and religious factors that influenced tourists in selection of Thrissur Corporation as their tourist destination and satisfaction towards tourism facilities established in Thrissur Corporation and (ii) tourist perception on the prominent features of Thrissur Corporation and satisfaction towards tourism facilities established in Thrissur Corporation.*

### **8.2.12 Urban Tourist Loyalty**

Tourists' shows a sense of loyalty towards urban tourist destinations when their needs and desire to visit a specific destination is fulfilled and when they attain overall satisfaction from these destinations. 79.60 percent of the tourists would like to recommend these tourist destination to family and friends. It was inferred that 79.40 percent of the tourists expressed willingness to visit specific destination in Thrissur again. Tourists look forward to participate in spectacular festive, religious, cultural, architectural aspects (77.80 percent). These were considered as the major factors that converted the respondents into loyal tourists.

#### **8.2.12.1 Association Between Place Visited at Thrissur Corporation and Nature of Loyalty Extended by the Tourists**

When the tourists are satisfied and are attached towards a specific tourist destination, they automatically turn into a loyal tourist by revisiting these destinations and by spreading positive word of mouth. A good quantum of tourists who visited urban tourist destinations in Thrissur Corporation were willing to visit again and to recommend these to their family and friends.

In order to establish association between of place visited at Thrissur Corporation with nature of loyalty extended by the tourists, hypothesis were formulated and the result indicated that *that there exists a positive association between tourist destination visited by urban tourists and the nature of loyalty extended by them.*

### **8.2.13 Relationship Between Types of Tourists with Tourist Perspectives**

Tourist perspectives namely awareness, perception, desire, satisfaction, attachment and loyalty played a significant role with the types of tourists visiting urban tourist destination, as all these factors play a decisive role among the different types of tourists while selecting and travelling to a specific urban tourist destination.

In order to establish the relationship between types of tourists and tourist perspectives, a SEM model was developed for which six hypotheses were formulated. The results indicates that *there exists a positive association between*

*the type of tourists and Tourist Perspectives (Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty)*

**8.2.13.1 Association Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives**

Tourist perspectives namely awareness, perception, desire, satisfaction, attachment and loyalty played a significant role with the types of tourists visiting urban tourist destination, as all these factors play a decisive role among the different types of tourists while selecting and travelling to a specific urban tourist destination.

The variable “awareness” has the highest mean value with 4.15 and the lowest standard deviation with 0.458 which indicates a greater influence on tourist perspectives when compared with other variables.

**8.2.13.2 Correlation between awareness, perception, desire, satisfaction, attachment and loyalty with tourist perspectives**

Correlation for all the variables namely awareness, perception, desire, satisfaction, attachment and loyalty with tourist perspectives were performed and it was found that all the variables have significant relationship with tourists' perspectives and are also intercorrelated at (0.000) level of significance.

**8.2.13.3 Multiple Regression on the Association Between Awareness, Perception, Desire, Satisfaction, Attachment and Loyalty with Tourist Perspectives**

Values obtained in the Regression Model-R value (0.909),  $R^2$  (0.825), adjusted  $R^2$  (0.823) and F-statistic (297.169) indicates that there exists an extremely strong linear association between the variables and were highly satisfactory at (0.000) level of significance. All the coefficients showcased a positive figure, which were above the threshold limits and hence indicated that *there exists a significant positive association between awareness, perception, desire, satisfaction, attachment and loyalty towards urban tourism and tourist perspectives.*

#### **8.2.14 Tourists’ Perspectives on Sustainability Factors towards Urban Tourist Destinations in Thrissur Corporation**

Tourists perspectives namely awareness, perception, desire, satisfaction, attachment and loyalty set a strong base for sustainable tourism within and around a specific tourist region leading to a long-term development. Tourists shows different level of perception on the sustainability factors according to their awareness, insight and desire to visit urban tourist destinations.

The results indicate that Thrissur Corporation has a potential for sustainability of urban tourism (34.90 percent). 29.69 percent of tourists opine that it has potential, 21.61 percent of them rated Thrissur Corporation as possessing moderately potential.

##### **8.2.14.1 Tourists Understanding on the Promotion of Urban Tourism in Thrissur Corporation with Support to Sustainability**

The concept of sustainability is analysed by the tourists in different angles. With regard to sustainability, green spaces (86.60 percent), community engagement (80.40 percent) and responsible marketing (84 percent) were considered as highly prospective by the tourists under environmental, social and economic sustainability respectively for the upbringing of urban tourist destinations in Thrissur Corporation.

#### **8.2.15 Challenges Faced by Urban Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation**

Urban tourism has its own positive and negative features, that provides scope for the Government agencies and the tourist industry related stakeholders to rectify their flaws and strengthen their infrastructural and service quality.

Dominance of large corporations in the tourist spots and lack of local representation in prime tourist areas (77.67 percent) were the major challenges faced by the tourists while visiting urban tourist destination at Thrissur Corporation. Inadequacy of facilities and resources in the tourist area (due to fragmentation in tourism development and service delivery) 76.67 percent and underutilization of indigenous cultural and natural assets in the tourism centres leading to reduced

tourist engagement and shorter stays (75 percent) were also considered as the major challenges faced by the urban tourists.

#### **8.2.15.1 Factor Analysis on the Challenges Faced by Tourists While Visiting Urban Tourist Destinations at Thrissur Corporation**

Factor Analysis was performed to measure and relate association between the variable i.e., challenges faced by urban tourists while visiting urban tourist destinations at Thrissur Corporation. KMO and Bartlett's test was found to be highly significant (0.808) with a chi-square value of 1860.633 at five percent level of significance. Three factors were extracted which explained 83.235 percent of the total variance and the factor were labelled as “Infrastructure & Security”, “Local Bodies, Pollution & Poor Hospitality Services” and “Infrastructure, & Trust”. The results indicated that infrastructure and security are the major challenges faced by tourists while visiting urban tourist destinations at Thrissur Corporation. Also, the Cronbach's Alpha coefficients for these factors demonstrated a strong correlation and internal consistency among the variables tested.

#### **8.2.16 Remedies for Overcoming Strategic Challenges**

Remedies are those rectification measures taken by the concerned authorities for overcoming the vital issues faced by the society on account of a specific happening.

Majority of the tourists suggested that strengthening of digital marketing (80.6 percent), promoting the tourists to choose sustainable travel options by staying in eco-certified accommodations (78.4 percent) and enabling quality certification systems (77.8 percent) were the prime factors projected as a remedial measure in order to overcome the challenges faced by the tourists while visiting urban tourist destinations in Thrissur Corporation.

#### **8.2.16.1 Factor Analysis on Remedies for Overcoming Strategic Challenges Faced by the Urban Tourists**

Factor Analysis was performed to measure and relate association between the variable i.e., strategies suggested to overcome the challenges faced by the urban tourists. KMO and Bartlett's test was found to be highly significant (0.885) with a

chi-square value of 3401.303 at five percent level of significance. Five factors were extracted which explained 85.328 percent of the total variance and the factor were labelled as “Promote Infrastructure & Local Administration”, “Adoption of Digital Marketing Practices & Technology Adoption”, “Promote Environment, Flora, Fauna & Ethnicity”, “Enhance Digital Infrastructure” and “Tourism Management & Promotion”. Hence, it indicates that promotion of infrastructure & local administration are the key factors that may be looked into by the authorities for overcoming the major challenges faced by the tourists while visiting urban tourist destinations at Thrissur Corporation. Also, the Cronbach’s Alpha coefficients for these factors demonstrated a strong correlation and internal consistency among the variables tested.

#### **8.2.17 Association Between Types of Tourists, Tourist Perspectives, Sustainability, Challenges and Remedies Towards Sustainable Urban Tourism**

A SEM model was developed in order to measure the association between types of tourists, tourist perspectives, sustainability, challenges and remedies towards sustainable urban tourism and for these 17 hypotheses were formulated.

The results indicated a strong fit of the SEM model as all the values adjacent to the observed variables indicate their standardized factor loadings ( $\beta$ ). And hence, hypothesis framed was accepted and it was concluded there exists a positive association between *(i) type of tourists and their awareness, perception, desire, satisfaction, attachment and loyalty towards urban tourism, (ii) tourists' awareness, perception, desire, satisfaction, attachment and loyalty towards urban tourism and tourists' perspectives (iii) type of tourists and the nature of challenges faced by them, (iv) tourists' perspectives towards urban tourism and its influences on the environmental, social and economic sustainability of Thrissur Corporation, (v) tourists' perception on environmental, social and economic sustainability of urban tourism and its influence on the sustainability of urban tourism in Thrissur Corporation (vi) challenges faced by the urban tourists' and the remedies for overcoming strategic challenges and (vii) remedies for overcoming strategic challenges faced by the urban tourists' and its influence on sustainable urban tourism in Thrissur Corporation.*

### **8.3 Conclusion**

Urban tourism is very popular form of tourism across the world and promotion of the urban tourism offers number of benefits to the Government and to the local socio-economic upliftment of the destination. Through the conduct of this study it has been understood that there is a significant association between types of tourists, tourist perspectives, sustainability, strategic challenges and remedies with sustainable urban tourism. Hence, enhancement in all these factors would lead the tourist destination into higher levels by reaping huge profits in the future.

Positive tourist perspectives play a crucial role in enhancing the image of urban tourist destinations and enabling stakeholders to achieve sustainability across multiple dimensions, ultimately contributing to the overall growth of the tourism sector. At the same time, addressing and rectifying the strategic challenges faced by tourists helps to minimize negative impacts and ensures the delivery of improved services and experiences. A well-coordinated and streamlined approach from the authorities is therefore essential to guide urban tourism along the right path, fostering long-term sustainability and positioning Thrissur Corporation as a model for sustainable urban tourism development.

### **8.4 Future Scope of the Study**

The scope for conducting future research in the field of urban tourism in Kerala and in India as a whole is vast in nature and is becoming increasingly relevant. The study offers a huge scope for the future researchers to continue with the current topic, as this study focused only one tourism centre, i.e., Thrissur Corporation. Whole of Kerala known as God's own country, offers a number of opportunities to perform various types of urban tourism services. Thus, future researcher can make studies in the following topics:

- 1) Nature of Urban Tourism promoted and currently conducted across Kerala
- 2) Urban Tourism conducted between two major tourist destinations
- 3) Urban tourism performed among tourists of different segment (within Kerala, domestic, NRI and international visitors).
- 4) Sustainable Urban Tourism in Kerala

- 5) Integration of digital technologies in the concept of urban tourism
- 6) Urban tourism and heritage conservation
- 7) Urban tourism in the Post-Covid Scenario

## Chapter 9

### *Recommendations and Implications*

<i>Contents</i>	9.1	<i>Recommendations</i>
	9.2	<i>Implications of the study</i>

This chapter contains the recommendations proposed and future scope for the study.

#### **9.1 Recommendations**

A detailed assessment of data and keen understanding of the study of concepts provide scope for the researcher to propose the following suggestions to the State Government of Kerala and to the hospitality service providers.

##### **I. Recommendations to the Government and Tourism Authorities**

- Government of Kerala and tourism development authorities are suggested to promote urban tourism by understanding the contribution of guests to local economy growth.
- Government of Kerala and the tourism industry related stakeholders may focus on promoting the concept of urban tourism among the tourists who prefer to travel on same days and travel through available travel packages.
- As majority of the tourists' gather information about urban tourism from their friends and relatives, the Government of Kerala, may take measures to

motivate the tourists to avail more trusted and reliable services offered by tourism activities organizers i.e., travel agents.

- A good quantum of tourists is not aware of sign boards, sidewalk ways and help desk services that are usually found in the urban tourist destinations. So, Government of Kerala and the tourism industry officials are advised to focus on installing sign boards in various places, construct sidewalk ways and offer help desk services for the convenience of tourists.
- Tourism authorities in Thrissur Corporation are hereby recommended to promote features related to amusement, spiritual, sports and natural tourism across Thrissur Corporation, as these destinations and tourism are not focused or well-promoted in Thrissur Corporation in specific and Kerala in general.
- State authorities may take stringent measures to promote a strong feel among the tourists that the Thrissur Corporation is safe place for tourists.
- As tourists face major issues like lack of adequate infrastructure, inadequate transportation facilities and physically degraded ecosystem, it is recommended to overcome the above-mentioned issues by strengthening tourism services across Kerala and thereby offering maximum level of convenience to the tourists.
- Instead of positioning urban tourism as a competitor to nature-based tourism, the authorities may reframe its concepts, products and services as a complementary experience. By integrating Thrissur Corporation’s distinctive attributes—such as culture and heritage, spirituality, creativity and festival ideologies—urban tourism can establish a unique identity that enhances visitor experiences and this would significantly contribute to the overall growth of urban tourism within Thrissur Corporation.
- Authorities may take initiatives to develop smart signage, QR-based guides, walking tours and improving the cleanliness of public spaces, public transport, pedestrians’ zones that would help to strengthen the infrastructural facilities and its associated accessories in the urban zones.

- Usage of appropriate influencers in social media, local storytellers and travel vloggers, partnership with hi-tech platforms like Airbnb would help promote niche experiences among the tourists. Hence, the authorities may approach appropriate experts to enhance functioning and help in development of urban tourism in Thrissur Corporation.
- Framing a distinct brand “Urban Tourism” that is distinct from hill tourism and backwater tourism would help to promote urban tourism in Thrissur Corporation in association with modern marketing techniques.
- It is indeed necessary to conduct workshop and seminars on the significance of urban tourism, as majority of the stakeholders are unaware of the benefits of urban tourism. The authorities may take appropriate measures and try to engage local entrepreneurs (local entrepreneurship) and startups in creating vital experiences like food walks, history tours, etc. and must provide subsidies and incentives for the preservation of urban heritage property.
- The authority may take initiatives to organize food fairs, melas, exhibitions, trade shows at all these urban tourist destinations like Swaraj Round (Thrissur Round), Shoba City on a frequent basis where huge crowds gather together.
- Thrissur Corporation holds a massive potential to bind urban energy and its exciting legacy after sunset. With its rich cultural heritage, traditional legacy, and festive spirit, Thrissur Corporation may offer night life in these destinations that makes the tourist more comfortable to spend their time lavishly and leisurely.
- The authorities may extend urban tourist experiences like evening heritage walks, illuminated shops, temples, churches, parks, prearranged night safaris to the zoo, traditional art performances, active night markets and night photography tours as the urban tourist destinations in Thrissur Corporation has a great potential for exploration during the night.
- The authorities may arrange unique cultural offerings to the tourists in these destinations like offering “Cultural Nights” with performances like classical

dance, music concerts, storytelling, night time rituals in churches and temples along with shopping, vibrant night markets, food courts, cafes, family restaurants, local vendors, local cuisine events and relaxing spaces for night-time dining and socialization, that would help deepen tourist engagement. Thus, with in-depth planning and communal support, Thrissur Corporation can evolve as a prime nightlife urban cultural tourist destination in Kerala and in India.

- DTPC may take initiatives to bring more tourism packages for the tourists in order to attain more inflow of tourists during the month of April and May, as this is the peak period to have more quantum of tourists travelling throughout Kerala and in particular, for Thrissur Corporation, as this is the period when the famous Thrissur Pooram and exhibitions are held.
- Appropriate support from the Government by integration of urban tourism into “Kerala Tourism Vision 2025”, seeking adequate funds from Smart City Projects and Heritage City Development Schemes would help to boost urban tourism in Thrissur Corporation and Kerala as a whole. Also, collaboration with DTPC Thrissur, local municipalities and tourism clubs too would assist in leveraging urban tourism policies.
- Concurrently, substantial measures like green mobility solutions, waste management of urban areas and eco-certification of business establishments are vital in order to reduce the ecological impact of urban tourism in the city centres.
- Governing bodies are advised hereby to concentrate on event-based tourism on urban precincts, heritage renaissance by linking Public- Private Partnerships (PPPs).
- Formation of urban tourism cells inside the municipal bodies and then aligning the urban tourism strategies with the urban plans of Thrissur Corporation would help streamline this idea into a high frame development mode.

- Creating a one day or two-day urban cultural trip as a trial in Thrissur Corporation by collaborating these events from morning to night in appropriate sequence and marketing the strategy into the hearts of domestic and international tourists who love to be a part of nature, culture, architecture, history, entertainment and night life of Thrissur Corporation, could also help to promote urban tourism.
- Development of a close feeling of oneness with residents while visiting the tourist spots and religious attachment with the specific destination would help the tourists to revisit these destinations. Hence, the hospitality service providers may well make such vital arrangements for the tourists so that they are moved by such feelings and serenity throughout their visit.
- Promoting Thrissur Corporation as a MICE spot by bringing advancement in the conference facilities, food and accommodation and integration of leisure and cultural tourism for the corporate visitors.
- The authorities may take initiative for mapping and organising traditional food festivals (culinary tourism) that showcases Kerala’s native cuisine encompassing Kerala Sadya, desserts and snacks into the urban tourist zones.
- Building an iconic brand image for Thrissur Corporation by leveraging festivals, arts, entertainment, history, culture and amusement would significantly boost the Urban tourism potential of Thrissur Corporation and Kerala in general.
- And finally, the stakeholders should promote a feel of non-substitutional effect of Thrissur Corporation with other places.

## **II. Recommendations to the Hospitality Service Providers**

- Hospitality service providers operating in Thrissur Corporation are advised to establish nightclubs, construct concerts halls and convention centres for offering more entertainment and offer elite life-style fascination to the domestic and international tourists.

- Since most respondents expressed a desire to revisit Thrissur Corporation, stakeholders should prioritize the long-term enhancement of tourist facilities and amenities to strengthen the city’s tourism appeal.
- Given that visitors typically stay in Thrissur Corporation for a minimum of two nights, municipal authorities, hospitality providers and travel agencies should collaboratively promote the city’s urban tourism sites and unique features to encourage extended stays, thereby boosting local tourism development and economic benefits.
- Hospitality service providers can increase the demand for tourists to the urban tourist destinations at Thrissur Corporation by enhancing the amusement related (personal likeliness) features at these destinations.
- Developing a sense of belongingness and enjoyment to the urban tourist destinations i.e., Thrissur Corporation (make emotional attachment to the destination) too would help to boost the demand for tourists to these areas.

## **9.2 Implications of the Study**

The present study highlights several significant implications for fostering sustainable urban tourism in Thrissur Corporation. Urban tourism in Kerala and specifically in Thrissur Corporation, has traditionally been overshadowed by the state’s focus on eco-tourism, backwater experiences and rural tourism. This limited attention is driven by inadequate promotional efforts, the perception that cities are congested, polluted and lack authentic cultural experiences and the broader branding of Kerala as a nature-based tourism hub. As a result, urban tourist destinations in Thrissur Corporation remain under-utilized, despite their rich cultural, historical and festival-based assets. These drawbacks emphasize the need for targeted strategies to reposition urban tourism as a viable and attractive alternative, capable of complementing existing nature-based tourism offerings.

To address these challenges, the development of well-planned and integrated urban tourist circuits is essential. Thrissur Corporations’ rich cultural, religious and festival heritage provides a strong foundation for creating cultural, festival and religious circuits that showcase the city’s unique identity. Such initiatives can bridge

the perception gap by offering authentic experiences that highlight the local culture, creativity and spirituality. The establishment of these circuits, combined with effective marketing and promotion, can increase tourist inflow and encourage longer stays, thereby enhancing the city’s visibility and competitiveness in Kerala’s tourism landscape.

Infrastructure enhancement is another critical implication of this study. Tourist satisfaction and the duration of stay are closely linked to the availability of amenities such as clean public toilets, proper signage, parking facilities, tourist help kiosks, safe and walkable city routes and efficient public transport. Additionally, providing training to urban tour guides and improving hospitality services can significantly enhance visitor experiences. By addressing these infrastructure and service gaps, stakeholders can create a more attractive, comfortable and engaging urban tourism environment that encourages repeat visits and word-of-mouth promotion.

Sustainability is central to the long-term implications of this study. Urban tourism development must balance economic growth with environmental preservation, cultural protection and social inclusivity. Stakeholders—including municipal authorities, hospitality providers, travel agencies and local communities—should adopt practices that minimize environmental degradation, prevent overcrowding and protect cultural and heritage assets. A multi-pronged approach encompassing awareness campaigns, creative product development, stakeholder engagement and infrastructure improvements is necessary to promote sustainable urban tourism and ensure its long-term viability.

The study also emphasizes the broader socio-economic benefits of advancing urban tourism. Development in this sector can generate employment opportunities, support Micro, Small, and Medium Enterprises (MSMEs) and preserve Kerala’s cultural assets, thereby contributing to local economic growth and community well-being. At the same time, careful management is required to mitigate potential challenges, including environmental issues, fragmented policy coordination and the risk of overcrowding. Implementing a year-round tourism policy, guided by active governance and sustainability principles, is crucial for ensuring stability and resilience in the sector.

Finally, the study underscores the importance of integrating tourist perspectives into strategic planning. Understanding tourists' expectations, preferences and experiences allows stakeholders to design interventions that are both practical and effective. By aligning strategic initiatives with sustainability considerations, infrastructure development and creative tourism offerings, Thrissur Corporation can foster a resilient and attractive urban tourism ecosystem. Such a holistic approach not only addresses current challenges but also positions Thrissur Corporation as a model for sustainable urban tourism in Kerala, ensuring long-term growth, cultural preservation, and socio-economic benefits for the region.

## BIBLIOGRAPHY

Aall, C., & Koens, K. (2019). The discourse on sustainable urban tourism: The need for discussing more than overtourism. *Sustainability*, *11*(15), 4228. <https://doi.org/10.3390/su11154228>

About Us Mannuthy Farms. (n.d.). *Mannuthyfarms.in*. Retrieved February 24, 2024, <https://mannuthyfarms.in/about-us/>

Abram, D. (2010). *The rough guide to Kerala*. Dorling Kindersley Ltd.

Ajayi, O. O., & Tichaawa, T. M. (2021). Exploring the relationships between satisfaction, place attachment and loyalty in Nigerian zoos. *Geojournal of Tourism and Geosites*, *37*(3), 861–872.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

Aksoz, O., & Bac, D. (2012). The importance of urban tourism for hotel marketing policies: The case of Eskişehir. *Geojournal of Tourism and Geosites*, *9*(1), 7–16.

Alam, J., Alam, Q. N., & Kalam, A. (2022). Prospects and challenges for sustainable tourism: Evidence from south asian countries. *arXiv preprint arXiv:2211.03411*.

Alegre, J., & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*, *43*(5/6), 670–685. <https://doi.org/10.1108/03090560910946990>

Almeida-Santana, A., & Moreno-Gil, S. (2018). Understanding tourism loyalty: Horizontal vs. destination loyalty. *Tourism Management*, *65*, 245–255. <https://doi.org/10.1016/j.tourman.2017.10.011>

Al-Saad, S. A., & Ababneh, A. (2017). Concept, opportunities and challenges of urban tourism in the Arab world: Case studies of Dubai, Cairo and Amman. *Tourism: An International Interdisciplinary Journal*, 65(3), 361–375.

Alvarez-Sousa, A. (2018). The problems of tourist sustainability in cultural cities: Socio-political perceptions and interests management. *Sustainability*, 10(2), 503.

Alves, A. R. D. D. R., & da Costa, P. (2015). *Tourist destination loyalty: A multidimensional perspective* (Doctoral dissertation, Universidade do Algarve, Portugal).

Alwaer, H., & Clements-Croome, D. J. (2010). Key performance indicators (KPIs) and priority setting in using the multi-attribute approach for assessing sustainable intelligent buildings. *Building and Environment*, 45(4), 799–807.

Amerman, D. (2012). Getting attached: Maximize equipment productivity with the proper attachments. *Landscape & Irrigation*, 36(1), 20–22.

Amore, A. (2019). *Tourism and urban regeneration: Processes compressed in time and space*. Routledge. <https://doi.org/10.4324/9781315101948>

An, Q., & Ozturk, A. B. (2022). Assessing the effects of user-generated photos on hotel guests' price, service quality, overall image perceptions and booking intention. *Journal of Hospitality and Tourism Technology*, 13(4), 608–625. <https://doi.org/10.1108/JHTT-02-2022-0066>

Andari, R., & Setiyorini, H. P. D. (2016). Green tourism role in creating sustainable urban tourism. *South East Asia Journal of Contemporary*, 9(1), 27–30.

Aneesha Majeed, K. R., & Bindu, K., Dr. Shaji, E. V. (2024). A study on satisfaction of tourists visiting tourist destinations in Trivandrum Corporation. *Library Progress International*, 44(3). <https://bpasjournals.com/library-science/index.php/journal/article/view/3056>

Aniekan, A. U., Peter, E. O., Onyinyechukwu, C., Bright, N., Adetomilola, V. F., & Kenneth, I. I. (2024). Incorporating energy efficiency in urban planning: A review of policies and best practices. *Engineering Science & Technology Journal* 5(1):83-98

Anjali, C., & Vinod, K. (2017). *The Indian historic cities: Exploring the cultural capital*.

Antón, C., Camarero, C., & Laguna-Garcia, M. (2017). Towards a new approach of destination loyalty drivers: Satisfaction, visit intensity and tourist motivations. *Current Issues in Tourism*, 20(3), 238–260. <https://doi.org/10.1080/13683500.2014.936834>

Antony, A. (2024). *A study on employee perception towards performance management system at Arya Vaidya Sala, Kottakkal*.

Anvar. (n.d.). Kerala State Museum and Zoo Thrissur - Book My Kerala Trip. *Book My Kerala Trip*. Retrieved July 17, 2024, <https://bookmykeralatrip.com/kerala-state-museum-and-zoo-thrissur.html>

Archaeological Museum in Thrissur | Museums Protected by Department of Archaeology | Protected Monuments. *Archaeology*. [www.archaeology.kerala.gov.in/monuments/archaeological-museum/11](http://www.archaeology.kerala.gov.in/monuments/archaeological-museum/11). Accessed 24 June 2024.

Archaeological Museum of Thrissur | Kerala Tourism. *Keralatourism.org*. [www.keralatourism.org/destination/archaeological-museum-thrissur/325/](http://www.keralatourism.org/destination/archaeological-museum-thrissur/325/). Accessed 30 May 2024.

Archaeological Museum Thrissur - Archaeological Museum Trichur Kerala. (n.d.). *Kerala-tourism.org*. Retrieved June 16, 2024, [https://www.kerala-tourism.org/kerala-museums/archaeological-museum.html#google\\_vignette](https://www.kerala-tourism.org/kerala-museums/archaeological-museum.html#google_vignette)

Archaeological Museum, Thrissur - Timings, Entry Fee, History & Artifacts. *Trawell.in*, 20 Jan. 2010. [www.trawell.in/kerala/thrissur/archaeological-museum](http://www.trawell.in/kerala/thrissur/archaeological-museum). Accessed 19 Apr. 2023.

Argyrous, G. (1997). Measures of central tendency and measures of dispersion. In *Statistics for social research* (pp. 41–59). London: Macmillan Education UK.

Armas, K. L., & Pascual, M. P. (2024). The economic role of tourist attraction in the Philippines: Basis for comprehensive urban management plan. *International Journal of Hospitality & Tourism Systems*, 17(1).

Arora, N. K., & Mishra, I. (2019). United Nations Sustainable Development Goals 2030 and environmental sustainability: Race against time. *Environmental Sustainability*, 2(4), 339–342. <https://doi.org/10.1007/s42398-019-00096-y>

Aruljothi, C., & Ramaswamy, S. (2019). *Pilgrimage tourism: Socio-economic analysis*. MJP Publisher.

Ashworth, G. J. (2003). Urban tourism: Still an imbalance in attention. *Classic Reviews in Tourism*, 143–163.

Ashworth, G., & Page, S. J. (2011). Urban tourism research: Recent progress and current paradoxes. *Tourism Management*, 32(1), 1–15.

Awatara, I. G. P. D., Samsi, S., Hamdani, A., & Susila, L. N. (2020, May). The influence of corporate social responsibility, reputation and customer satisfaction toward tourism loyalty on Karanganyar Regency. *Journal of International Conference Proceedings* (Vol. 3, No. 1, pp. 291–296).

Ayazlar, R. A. (2017). Major wildlife attractions and choices in Turkey and the tourists' reports about their experiences and learning in this tourism niche. *Wildlife tourism, environmental learning and ethical encounters: Ecological and conservation aspects* (pp. 195–209). Springer. [https://doi.org/10.1007/978-3-319-55574-4\\_12](https://doi.org/10.1007/978-3-319-55574-4_12)

Azapagic, A., Stamford, L., Youds, L., & Barteczko-Hibbert, C. (2016). Towards sustainable production and consumption: A novel decision-support framework integrating economic, environmental and social sustainability (DESIRES). *Computers & Chemical Engineering*, *91*, 93–103.

Balabanis, G., & Stathopoulou, A. (2021). The price of social status desire and public self-consciousness in luxury consumption. *Journal of Business Research*, *123*, 463–475. <https://doi.org/10.1016/j.jbusres.2020.09.061>

Balasubramanian, A. (2017). *Kerala—At a glance*.

Bandyopadhyay, R., & Nair, B. B. (2019). Marketing Kerala in India as God's Own Country! for tourists' spiritual transformation, rejuvenation and well-being. *Journal of Destination Marketing & Management*, *14*, 100369.

Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services*, *14*(1), 35–44. <https://doi.org/10.1016/j.jretconser.2006.03.002>

Barron, P., Cord, L., Cuesta, J., Espinoza, S., Larson, G., & Woolcock, M. (2023). *Social sustainability in development: Meeting the challenges of the 21st century*. World Bank Publications.

Baum, W. M. (2013). What counts as behavior? The molar multiscale view. *The Behavior Analyst*, *36*(2), 283–293. <https://doi.org/10.1007/BF03392298>

Bell, E., Harley, B., & Bryman, A. (2022). *Business research methods*. Oxford University Press.

Bellini, N., & Pasquinelli, C. (Eds.). (2017). *Tourism in the city*. Springer. <https://doi.org/10.1007/978-3-319-26877-4>

Benghadbane, F., & Khreis, S. (2019). The role of tourism marketing in enhancing tourism development: A comparative study between Constantine and Amman cities. *Geo Journal of Tourism and Geosites*, *24*(1), 146–160. <https://doi.org/10.30892/gtg.24112-351>

Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606.

Bhuiyan, M. A. H., Darda, M. A., & Hasan, M. R. (2021). Tourist perception and satisfaction on safari tourism at Bangabandhu Sheikh Mujib Safari Park in Bangladesh. *International Journal of Geoheritage and Parks*, 9(4), 430–440. <https://doi.org/10.1016/j.ijgeop.2021.08.003>

Bhutia, S. (2015). Sustainable tourism development in Darjeeling hills of West Bengal, India: Issues & challenges. *Global Journal of Human-Social Science*, 15(3), 1–10.

Bianchi, R. V. (2002). Towards a new political economy of global tourism. *Tourism and development: Concepts and issues* (pp. 265–299). Channel View Publications.

Bidasaria, P., Bugier, C., Guillermin, S., Moisset, L., & Ramesh, V. (2012). *When healing is more than good: Ayurvedic cluster in Kerala*.

Bilgihan, A., Okumus, F., & Cobanoglu, C. (2013). Generation Y travelers' commitment to online social network websites. *Tourism Management*, 35, 13–22. <https://doi.org/10.1016/j.tourman.2012.05.005>

Bingöl, S. (2024). Exploring memorable travel experiences in urban tourism: Insights from five vibrant cities. *Journal of Multidisciplinary Academic Tourism*, 9(2), 99–112.

Blanco, H., Alberti, M., Forsyth, A., Krizek, K. J., Rodriguez, D. A., Talen, E., & Ellis, C. (2009). Hot, congested, crowded and diverse: Emerging research agendas in planning. *Progress in Planning*, 71(4), 153–205. <https://doi.org/10.1016/j.progress.2009.03.001>

Bock, K. (2015). The changing nature of city tourism and its possible implications for the future of cities. *European Journal of Futures Research*, 3(1), 1–8. <https://doi.org/10.1007/s40309-015-0078-5>

Boers, B., & Cottrell, S. (2007). Sustainable tourism infrastructure planning: A GIS-supported approach. *Tourism Geographies*, 9(1), 1–21. <https://doi.org/10.1080/14616680601092824>

Bollen, K. A. (1986). Sample size and Bentler and Bonett's nonnormed fit index. *Psychometrika*, 51(3), 375–377.

Boo, S., & Busser, J. A. (2006). The hierarchical influence of visitor characteristics on tourism destination images. *Journal of Travel & Tourism Marketing*, 19(4), 55–67. [https://doi.org/10.1300/J073v19n04\\_05](https://doi.org/10.1300/J073v19n04_05)

Boom, S., Weijsschede, J., Melissen, F., Koens, K., & Mayer, I. (2021). Identifying stakeholder perspectives and worldviews on sustainable urban tourism development using a Q-sort methodology. *Current Issues in Tourism*, 24(4), 520–535. <https://doi.org/10.1080/13683500.2018.1549024>

Borowy, I. (2013). *Defining sustainable development for our common future: A history of the World Commission on Environment and Development (Brundtland Commission)*. Routledge.

Bozic, S., Kennell, J., Vujicic, M. D., & Jovanovic, T. (2017). Urban tourist motivations: Why visit Ljubljana? *International Journal of Tourism Cities*, 3(4), 382–398.

Brown, D. O. (2003). Perception differences among visitor groups: The case of horse-attraction versus other-attraction tourist markets in Lexington, Kentucky. *Journal of Vacation Marketing*, 9(2), 174–187. <https://doi.org/10.1177/135676670300900206>

Brown, K. W., & Ryan, R. M. (2003). The benefits of being present: Mindfulness and its role in psychological well-being. *Journal of Personality and Social Psychology*, 84(4), 822–848. <https://doi.org/10.1037/0022-3514.84.4.822>

Budeanu, A. (2007). Sustainable tourist behaviour: A discussion of opportunities for change. *International Journal of Consumer Studies*, 31(5), 499–508. <https://doi.org/10.1111/j.1470-6431.2007.00606.x>

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97–116. [https://doi.org/10.1016/S0261-5177\(99\)00095-3](https://doi.org/10.1016/S0261-5177(99)00095-3)

Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations enhancing tourism experience through personalisation of services. I. Tussyadiah & A. Inversini (Eds.), *Information and communication technologies in tourism 2015: Proceedings of the International Conference in Lugano, Switzerland, February 3–6, 2015* (pp. 377–389). Springer International Publishing. [https://doi.org/10.1007/978-3-319-14343-9\\_28](https://doi.org/10.1007/978-3-319-14343-9_28)

Buhalis, D., Lin, M. S., & Leung, D. (2022). Metaverse as a driver for customer experience and value co-creation: Implications for hospitality and tourism management and marketing. *International Journal of Contemporary Hospitality Management*, 35(2), 701–716.

Bureau, T. H. (2024, March 4). State sets new record in domestic tourist arrivals with 2.18 crore visitors in 2023. *The Hindu*. <https://www.thehindu.com/news/national/kerala/state-sets-new-record-in-domestic-tourist-arrivals-with-218-crore-visitors-in-2023/article67913815.ece>

Burger, J. (2000). Landscapes, tourism, and conservation. *Science of the Total Environment*, 249(1–3), 39–49.

Canali, S., & d'Angella, F. (2009). Managing cultural events and meetings activities in European urban destinations. *International Journal of Arts Management*, 11(2), 59–72.

Candahashi, H. (2023). *Tokyo tales: A stranger in the metropolis of 100 villages*. Hermann Candahashi.

Cantor, N., Englot, P., & Higgins, M. (2013). Making the work of anchor institutions stick: Building coalitions and collective expertise. *Journal of Higher Education Outreach and Engagement*, 17(3), 17–46.

Cao, J., Zhang, J., Wang, C., Sun, J., & Chen, M. (2020). Exploring the essence of distance: A framework of distance desire and tourist destination choice. *Acta Geographica Sinica*, 75(4), 860–877.

Cao, L., Qu, Y., & Yang, Q. (2021). The formation process of tourist attachment to a destination. *Tourism Management Perspectives*, 38, 100828. <https://doi.org/10.1016/j.tmp.2021.100828>

Carmines, E. G., & McIver, J. P. (1981). Analyzing models with unobserved variables: Analysis of covariance structures. G. W. Bohrnstedt & E. F. Borgatta (Eds.), *Social Measurement: Current Issues* (pp. 65–115). Sage.

Chan, W. Y., To, C. K. M., & Chu, W. C. (2016). Desire for experiential travel, avoidance of rituality and social esteem: An empirical study of consumer response to tourism innovation. *Journal of Innovation & Knowledge*, 1(1), 24–35. <https://doi.org/10.1016/j.jik.2016.01.006>

Chan, Y., & Walmsley, R. P. (1997). Learning and understanding the Kruskal-Wallis one-way analysis-of-variance-by-ranks test for differences among three or more independent groups. *Physical Therapy*, 77(12), 1755–1761.

Changuklee, C., & Allen, L. (1999). Understanding individuals' attachment to selected destinations: An application of place attachment. *Tourism Analysis*, 4(3-4), 173-185.

Chen, C. M., Chen, S. H., & Lee, H. T. (2010). Assessing destination image through combining tourist cognitive perceptions with destination resources. *International Journal of Hospitality & Tourism Administration*, 11(1), 59–75. <https://doi.org/10.1080/15256481003582934>

Chen, X., Li, J., Han, W., & Liu, S. (2021). Urban tourism destination image perception based on LDA integrating social network and emotion analysis: The example of Wuhan. *Sustainability*, *14*(1), 12. <https://doi.org/10.3390/su14010012>

Cheng, C. K., & Kuo, H. Y. (2015). Bonding to a new place never visited: Exploring the relationship between landscape elements and place bonding. *Tourism Management*, *46*, 546–560. <https://doi.org/10.1016/j.tourman.2014.08.006>

Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, *29*(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>

Cobb, J. B. (2007). *Sustainability: Economics, ecology, and justice*. Wipf and Stock Publishers.

Cocks, C. (2001). *Doing the town: The rise of urban tourism in the United States, 1850–1915*. University of California Press.

Constable, O. R. (2004). *Housing the stranger in the Mediterranean world: Lodging, trade, and travel in late antiquity and the Middle Ages*. Cambridge University Press.

Coşkun, G. (2021). Authentic experience in tourism and commodification. *Journal of Tourism Leisure and Hospitality*, *3*(2), 95–102.

Cossío-Silva, F. J., Revilla-Camacho, M. Á., & Vega-Vázquez, M. (2019). The tourist loyalty index: A new indicator for measuring tourist destination loyalty? *Journal of Innovation & Knowledge*, *4*(2), 71–77. <https://doi.org/10.1016/j.jik.2017.12.002>

Cowan, A. B. (2008). *A nice place to visit: Tourism, urban revitalization, and the transformation of postwar American cities* (Doctoral dissertation, University of Cincinnati).

Cox, C., & Wray, M. (2011). Best practice marketing for regional tourism destinations. *Journal of Travel & Tourism Marketing*, 28(5), 524–540.

Coxon, S., Napper, R., & Richardson, M. (2018). *Urban mobility design*. Elsevier. <https://doi.org/10.1016/C2016-0-01935-2>

Creswell, J. W. (2009). Mapping the field of mixed methods research. *Journal of Mixed Methods Research*, 3(2), 95–108. <https://doi.org/10.1177/1558689808330883>

Croes, R., Park, J. Y., & Bonilla, J. (2024). Tourism and resident well-being: Balancing economic gains, social dynamics, and environmental challenges across urban and rural divides. *Tourism and Hospitality*, 5(4), 1217–1235. <https://doi.org/10.3390/tourhosp5040068>

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)

Curtis, B., & Pajaczkowska, C. (2005). “Getting there” travel, time and narrative. *Travellers' tales* (pp. 197–214). Routledge.

da Costa Liberato, P. M., Alén-González, E., & de Azevedo Liberato, D. F. V. (2018). Digital technology in a smart tourist destination: The case of Porto. *Journal of Urban Technology*, 25(1), 75–97. <https://doi.org/10.1080/10630732.2017.1413228>

da Costa Mendes, J., Oom do Valle, P., Guerreiro, M. M., & Silva, J. A. (2010). The tourist experience: Exploring the relationship between tourist satisfaction and destination loyalty. *Tourism: An International Interdisciplinary Journal*, 58(2), 111–126.

Darnell, A. C., & Johnson, P. S. (2001). Repeat visits to attractions: a preliminary economic analysis. *Tourism management*, 22(2), 119–126.

Das, D. K. (2014). Assessing impacts through community perception: An empirical study for Sikkim. *Periodic Research*, 3(2), 118–122.

David Joy, A. (2024). *A history of Malayalam horror cinema and the use of Christian iconography* (Doctoral dissertation, University of East London).

dd architects. (n.d.). *Ddarchitects.in*. Retrieved March 12, 2024, <https://www.ddarchitects.in/project-publicspaces-kole-ecotourism.html>

De Carlo, M., Canali, S., Pritchard, A., & Morgan, N. (2009). Moving Milan towards Expo 2015: Designing culture into a city brand. *Journal of Place Management and Development*, 2(1), 8–22.

De La Hoz-Correa, A., & Muñoz-Leiva, F. (2019). The role of information sources and image on the intention to visit a medical tourism destination: A cross-cultural analysis. *Journal of Travel & Tourism Marketing*, 36(2), 204–219. <https://doi.org/10.1080/10548408.2018.1527277>

Debasis, S., & Sasmita, M. (2022). Does demographic factor affect tourist behaviour? Findings from the religious site of Jagannath Dham, India. *Geojournal of Tourism and Geosites*, 43(3), 1071–1080.

Del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction: A cognitive-affective model. *Annals of Tourism Research*, 35(2), 551–573. <https://doi.org/10.1016/j.annals.2008.02.006>

Della Corte, V., D'Andrea, C., Savastano, I., & Zamparelli, P. (2017). Smart cities and destination management: Impacts and opportunities for tourism competitiveness. *European Journal of Tourism Research*, 17, 7–27.

Della Corte, V., Sciarelli, M., Cascella, C., & Del Gaudio, G. (2015). Customer satisfaction in tourist destination: The case of tourism offer in the city of Naples. *Journal of Investment and Management*, 4(1–1), 39–50. <https://doi.org/10.11648/j.jim.s.2015040101.15>

Dempsey, N., Bramley, G., Power, S., & Brown, C. (2011). The social dimension of sustainable development: Defining urban social sustainability. *Sustainable Development*, 19(5), 289–300.

Devasia, D., & PV, S. K. (2022). Promotion of tourism using digital technology: An analysis of Kerala Tourism. *Handbook of technology application in tourism in Asia* (pp. 403–422). Springer Nature Singapore.

Devika, K. C., Bhattathiripad, T. R., & Kothari, B. S. (2016). Emerging paradigms for development planning: A case of Thrissur, the cultural capital of Kerala. *Procedia Technology*, 24, 1681–1690.

Diener, E., Ng, W., Harter, J., & Arora, R. (2010). Wealth and happiness across the world: Material prosperity predicts life evaluation, whereas psychosocial prosperity predicts positive feeling. *Journal of Personality and Social Psychology*, 99(1), 52–61. <https://doi.org/10.1037/a0018066>

Dietz, M. (2005). *Wandering monks, virgins, and pilgrims: Ascetic travel in the Mediterranean world, AD 300–800*. Penn State Press.

Digital Ayurveda Book Collection Kerala | Vaidyaratnam. [Vaidyaratnammooss.com](https://vaidyaratnammooss.com). Accessed 14 Dec. 2023, <https://vaidyaratnammooss.com/museum>

Dileep, M. R. (2018). *Tourism: Concepts, theory and practice*. IK International Pvt Ltd.

Dini, M., & Pencarelli, T. (2022). Wellness tourism and the components of its offer system: a holistic perspective. *Tourism Review*, 77(2), 394-412.

Dionisio, M., Silva, C., & Nisi, V. (2019). Fostering interaction between locals and visitors by designing a community-based tourism platform on a touristic island. D. Lamas, F. Loizides, L. Nacke, M. Winckler, & P. Orji (Eds.), *Human-computer interaction – INTERACT 2019: 17th IFIP TC 13 International Conference, Paphos, Cyprus, September 2–6, 2019, Proceedings, Part II* (pp. 768–787). Springer International Publishing. [https://doi.org/10.1007/978-3-030-29390-1\\_50](https://doi.org/10.1007/978-3-030-29390-1_50)

District Profile | District Thrissur, Government of Kerala | India.  
*Thrissur.nic.in*. Accessed 12 Aug. 2024.

Dollard, J., & Miller, N. E. (2013). *Social learning and imitation*. Routledge.  
(Original work published 1941)

Dolnicar, S., Coltman, T., & Sharma, R. (2015). Do satisfied tourists really intend to come back? Three concerns with empirical studies of the link between satisfaction and behavioral intention. *Journal of Travel Research*, 54(2), 152–178.  
<https://doi.org/10.1177/0047287513513170>

Dolnicar, S., Cvelbar, L. K., & Grün, B. (2019). Do pro-environmental appeals trigger pro-environmental behavior in tourists? *Tourism Management*, 70, 425–433. <https://doi.org/10.1016/j.tourman.2018.09.009>

Dolnicar, S., Yanamandram, V., & Cliff, K. (2012). The contribution of vacations to quality of life. *Annals of Tourism Research*, 39(1), 59–83.  
<https://doi.org/10.1016/j.annals.2011.04.015>

Donaldson, R., & Ferreira, S. (2009, February). (Re-) creating urban destination image: Opinions of foreign visitors to South Africa on safety and security? *Urban Forum* (Vol. 20, pp. 1–18). Springer Netherlands.

Duranton, G. (2008). Cities: Engines of growth and prosperity for developing countries?

Easterlin, R. A. (2009). *Growth triumphant: The twenty-first century in historical perspective*. University of Michigan Press.

Ebejer, J. (2021). *Tourism in European cities: The visitor experience of architecture, urban spaces and city attractions*. Rowman & Littlefield.

Edgell, D. L., Swanson, J., Allen, M. D., & Smith, G. (2008). *Tourism policy and planning: Yesterday, today, and tomorrow*. Routledge.

Edward, M., & George, B. P. (2008). Destination attractiveness of Kerala as an international tourist destination: An importance-performance analysis.

Edwards, D., & Griffin, T. (2013). Understanding tourists' spatial behaviour: GPS tracking as an aid to sustainable destination management. *Journal of Sustainable Tourism*, 21(4), 580–595. <https://doi.org/10.1080/09669582.2013.776063>

Eizenberg, E., & Jabareen, Y. (2017). Social sustainability: A new conceptual framework. *Sustainability*, 9(1), 68.

Ekiz, E. H. (2009). Mapping out factors constraining tourist complaints: Hints for managers who wish to hear more. *Asian Journal of Business Management*, 1(1), 6–18.

Eldridge, A. (2021). Strangers in the night: Nightlife studies and new urban tourism. A. Eldridge & J. Smith (Eds.), *Tourism and the night* (pp. 52–65). Routledge. <https://doi.org/10.4324/9780429261585-5>

Elliott, H., Eon, C., & Breadsell, J. K. (2020). Improving city vitality through urban heat reduction with green infrastructure and design solutions: A systematic literature review. *Buildings*, 10(12), 219.

El-Sherif, N. S., & Afifi, G. (2020). City tourism as a key driver for sustainable development in Cairo Metropolitan: Challenges and opportunities. *Journal of Association of Arab Universities for Tourism and Hospitality*, 18(3), 65–77.

Engl, C. (2011). Successful destination branding: Experiences from an innovator. R. Conrady & M. Buck (Eds.), *Trends and issues in global tourism 2011* (pp. 143–148). Springer. [https://doi.org/10.1007/978-3-642-17916-1\\_20](https://doi.org/10.1007/978-3-642-17916-1_20)

Eraqi, M. I. (2006). Tourism services quality (TourServQual) in Egypt: The viewpoints of external and internal customers. *Benchmarking: An International Journal*, 13(4), 469–492. <https://doi.org/10.1108/14635770610676308>

Estelaji, A., Sadeghian, H., & Beyhaghi, Z. (2012). The role of urban tourism to achieve urban sustainable development. *International Journal of Geology*, 6(1), 17–25.

Euphrasia of the Sacred Heart of Jesus (1877–1952)- Biography. (n.d.). *Vatican.va*. Retrieved May 17, 2024, [https://www.vatican.va/news\\_services/liturgy/saints/ns\\_lit\\_doc\\_20061203\\_eufrasia\\_en.html](https://www.vatican.va/news_services/liturgy/saints/ns_lit_doc_20061203_eufrasia_en.html)

Faraji, A., Khodadadi, M., Nematpour, M., Abidizadegan, S., & Yazdani, H. R. (2021). Investigating the positive role of urban tourism in creating sustainable revenue opportunities in the municipalities of large-scale cities: The case of Iran. *International Journal of Tourism Cities*, 7(1), 177–199. <https://doi.org/10.1108/IJTC-12-2019-0223>

Feldman, O., Lugovoi, A., Parker, A., & Farooq, S. (2019, October). Financing mechanisms for sustainable transport and mobility. *47th European Transport Conference*, Dublin, Ireland (pp. 9–11).

Felten, E. (2011). *Loyalty: The vexing virtue*. Simon & Schuster.

Fitzgerald, J. (2010). *Emerald cities: Urban sustainability and economic development*. Oxford University Press.

Food and Agriculture Organization of the United Nations (FAO). (2014). *Building a common vision for sustainable food and agriculture: Principles and approaches*. FAO.

Foubert, L. (2018). Men and women tourists' desire to see the world: 'Curiosity' and 'a longing to learn' as (self-) fashioning motifs (first–fifth centuries CE). *Journal of Tourism History*, 10(1), 5–20. <https://doi.org/10.1080/1755182X.2018.1426787>

Francis, N. (n.d.). Our Lady of Dolours Basilica, Thrissur. *RTF / Rethinking the Future*. Retrieved June 8, 2024, <https://www.re-thinkingthefuture.com/case-studies/a12849-our-lady-of-dolours-basilica-thrissur/>

Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a conceptual framework. *Annals of Tourism Research*, 29(1), 56–78. [https://doi.org/10.1016/S0160-7383\(01\)00031-7](https://doi.org/10.1016/S0160-7383(01)00031-7)

Gannon, M. J., Taheri, B., & Croall, R. (2022). Memorable cultural consumption: Differences between local and non-local visitors to domestic sites. *Journal of Hospitality and Tourism Insights*, 5(5), 842–864.

Garbea, R. V. (2013). Urban tourism between content and aspiration for urban development. *Management & Marketing-Craiova*, (1), 193–201.

Garcia-Hernandez, M., De la Calle-Vaquero, M., & Yubero, C. (2017). Cultural heritage and urban tourism: Historic city centres under pressure. *Sustainability*, 9(8), 1346.

Gardiner, S., King, C., & Grace, D. (2013). Travel decision making: An empirical examination of generational values, attitudes, and intentions. *Journal of Travel Research*, 52(3), 310–324. <https://doi.org/10.1177/0047287512467699>

Garg, A. (2013). A study of tourist perception towards travel risk factors in tourist decision making. *Asian Journal of Tourism and Hospitality Research*, 7(1), 47–57.

Garson, G. D. (2013). *Path analysis*. Asheboro, NC: Statistical Associates Publishing.

Getahun, W., & Dhaliwal, R. S. (2017). Satisfaction of foreign tourists in Ethiopia: Using holiday satisfaction model. *International Journal of Leisure and Tourism Marketing*, 5(2), 163–188. <https://doi.org/10.1504/IJLTM.2017.087888>

Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403–428. <https://doi.org/10.1016/j.tourman.2007.07.017>

Girard, L. F., & Nijkamp, P. (Eds.). (2009). *Cultural tourism and sustainable local development*. Ashgate Publishing, Ltd.

Giriwati, N., Homma, R., & Iki, K. (2013). Urban tourism: Designing a tourism space in a city context for social sustainability. *The Sustainable City VIII (2 Volume Set): Urban Regeneration and Sustainability* (Vol. 1, pp. 165–176). WIT Press. <https://doi.org/10.2495/SC130141>

Gladushevskaya, V. (2016, May 16). *Urban tourism*. Bangkok.

Goldstein, E. B. (2014). *Sensation and perception* (9th ed.). Cengage Learning.

Gorja, M. M. K., Challa, V. S., Viswanadhapalli, Y., Vissa, N. K., & Balasubramanian, V. (2023). Sensitivity of cloud microphysics on the simulation of heavy rainfall in WRF—a case study for the 7–10 August 2019 event over Kerala, India. *Atmospheric Research*, 288, 106715.

Gössling, S. (2002). Global environmental consequences of tourism. *Global Environmental Change*, 12(4), 283–302. [https://doi.org/10.1016/S0959-3780\(02\)00044-4](https://doi.org/10.1016/S0959-3780(02)00044-4)

Gössling, S., Scott, D., & Hall, C. M. (2016). *Tourism and sustainability: Principles to practice*. Routledge.

Government of Kerala. (2023). *Economic review 2023: Volume one*. [https://spb.kerala.gov.in/sites/default/files/2024-02/ER\\_English\\_Vol\\_1\\_2023.pdf](https://spb.kerala.gov.in/sites/default/files/2024-02/ER_English_Vol_1_2023.pdf)

Govindan, K., Kaliyan, M., Kannan, D., & Haq, A. N. (2025). Social sustainability. *Sustainable Supply Chain Management*, 17(8), 455–466.

Gregory, J. J. (2016). Creative industries and urban regeneration: The Maboneng precinct, Johannesburg. *Local Economy*, 31(1–2), 158–171.

Grodach, C., & Ehrenfeucht, R. (2015). *Urban revitalization: Remaking cities in a changing world*. Routledge.

Gronau, W., & Constanti, P. (2008). Urban rehabilitation a promising opportunity for product enhancement in tourism industry? A case study from Nicosia/Cyprus. *International Journal of Management Cases*, 10(3), 436–444.

Gulyaeva, Y. (2022). *Governance towards sustainable tourism development in Barcelona: Community participation perspective* (Master's thesis).

Gunduz, A. Y., & Yahaya, A. M. (2018). The importance of healthy human life on economic development. *Social Sciences*, 7(2), 63–67.

Gupta, J., & Vegelin, C. (2016). Sustainable development goals and inclusive development. *International Environmental Agreements: Politics, Law and Economics*, 16(3), 433–448. <https://doi.org/10.1007/s10784-016-9323-z>

Gursoy, D., Chen, J. S., & Chi, C. G. (2014). Theoretical examination of destination loyalty formation. *International Journal of Contemporary Hospitality Management*, 26(5), 809–827. <https://doi.org/10.1108/IJCHM-12-2013-0539>

Guttentag, D. A. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, 31(5), 637–651. <https://doi.org/10.1016/j.tourman.2009.07.003>

Gyr, U. (2010). The history of tourism: Structures on the path to modernity. *Notes*, 2(8), 1–18.

Hadi, C. P., & Iqbal, M. A. (2023). Work environment and job satisfaction affect performance through the achievement motivation of the teachers of SMA 6 Tangerang. *Dinasti International Journal of Management Science*, 4(4), 715–723. <https://doi.org/10.31933/dijms.v4i4.1419>

Hall, C. M., & Lew, A. A. (2009). *Understanding and managing tourism impacts: An integrated approach*. Routledge.

Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space*. Routledge.

Hall, T. (2009). Tourism, urban. *International Encyclopedia of Human Geography* (pp. 318–323). Elsevier. <https://doi.org/10.1016/B978-008044910-4.00984-5>

Hariram, N. P., Mekha, K. B., Suganthan, V., & Sudhakar, K. (2023). Sustainalism: An integrated socio-economic-environmental model to address sustainable development and sustainability. *Sustainability*, *15*(13), 10682.

Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, *4*(1), 60–75. <https://doi.org/10.1177/109467050141006>

Haseena, V. A. (2015). Historical aspects of the legend of Cheraman Perumal of Kodungallur in Kerala. *Historical Research Letter*, *17*, 47–51.

Hashemnezhad, H., Heidari, A. A., & Hoseini, P. M. (2013). Sense of place and place attachment. *International Journal of Architecture and Urban Development*, *3*(1), 5–12.

Henning, R. K. (2022). *Urban tourism: A comparative tale of two cities, Cape Town and Tshwane* (Master's thesis, University of Pretoria, South Africa).

Heritage Garden. (n.d.). *Travelsetu.com*. Retrieved July 10, 2023, <https://travelsetu.com/guide/heritage-garden-tourism?>

Hidalgo, M. C., & Hernández, B. (2001). Place attachment: Conceptual and empirical questions. *Journal of Environmental Psychology*, *21*(3), 273–281. <https://doi.org/10.1006/jevp.2001.0221>

Higginbotham, C. H. C. (2022). *Creating great visitor experiences: A guide for museum professionals*. Rowman & Littlefield.

Higham, J., & Cohen, S. A. (2011). Canary in the coalmine: Norwegian attitudes towards climate change and extreme long-haul air travel to Aotearoa/New

Zealand. *Tourism Management*, 32(1), 98–105.  
<https://doi.org/10.1016/j.tourman.2010.04.004>

Hillery, M., Nancarrow, B., Griffin, G., & Syme, G. (2001). Tourist perception of environmental impact. *Annals of Tourism Research*, 28(4), 853–867.  
[https://doi.org/10.1016/S0160-7383\(00\)00076-4](https://doi.org/10.1016/S0160-7383(00)00076-4)

Hofmann, W., & Kotabe, H. P. (2014). Desire and desire regulation: Basic processes and individual differences. *Social and Personality Psychology Compass*, 8(7), 328–341. <https://doi.org/10.1111/spc3.12110>

Hollands, R., & Chatterton, P. (2003). Producing nightlife in the new urban entertainment economy: Corporatization, branding and market segmentation. *International Journal of Urban and Regional Research*, 27(2), 361–385.  
<https://doi.org/10.1111/1468-2427.00450>

Holloway, J. C., & Humphreys, C. (2022). *The business of tourism*. Sage.

Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53–60.

Hosany, S., Prayag, G., Van Der Veen, R., Huang, S., & Deesilatham, S. (2017). Mediating effects of place attachment and satisfaction on the relationship between tourists' emotions and intention to recommend. *Journal of Travel Research*, 56(8), 1079–1093. <https://doi.org/10.1177/0047287516668569>

[https://www.researchgate.net/figure/Thrissur-District-Map-Map-of-The-Study-Area-Analytical-Methodology-All-The-Experiments\\_fig1\\_279155020](https://www.researchgate.net/figure/Thrissur-District-Map-Map-of-The-Study-Area-Analytical-Methodology-All-The-Experiments_fig1_279155020).  
Accessed 10 July 2024.

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55.

Huang, M., Yang, X., Liu, D., & Fang, H. (2022). Effects of perceived change of urban destination on destination attachment. *Frontiers in Psychology, 13*, 1022421. <https://doi.org/10.3389/fpsyg.2022.1022421>

Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management, 28*(4), 965–975. <https://doi.org/10.1016/j.tourman.2006.08.008>

International Recommendations for Tourism Statistics, 2008. (n.d.).

Inversini, A., Cantoni, L., & Buhalis, D. (2009). Destinations' information competition and web reputation. *Information Technology & Tourism, 11*(3), 221–234.

Iriobe, O., & Abiola-Oke, E. (2019). Moderating effect of the use of eWOM on subjective norms, behavioural control and religious tourist revisit intention. *International Journal of Religious Tourism and Pilgrimage, 7*(3).

Ishak, R. P. (2021). Implementation and tourist perception of Sapta Pesona at Taman Kupu-Kupu, Sukajadi Tourism Village, Bogor. *JELAJAH: Journal of Tourism and Hospitality, 3*(1), 33–42.

Ivana, Š., Kovačić, S., Kurež, B., Tretyakova, T. N., & Syromiatnikova, Y. A. (2024). Getting closely attached to it: The role of destination personality and emotional experience in tourists' attachment to a tourist destination. *International Journal of Hospitality and Tourism Administration, 25*(5), 1091–1125. <https://www.tandfonline.com/doi/full/10.1080/15256480.2023.2235692?scroll=top&needAccess=true>

Jagxhiu, B. (2011). The challenges of urban development: Case study – Prizren.

Jamal, T., & Stronza, A. (2009). Collaboration theory and tourism practice in protected areas: Stakeholders, structuring and sustainability. *Journal of Sustainable Tourism, 17*(2), 169–189.

Jamei, E., Chan, M., Chau, H. W., Gaisie, E., & Lättman, K. (2022). Perceived accessibility and key influencing factors in transportation. *Sustainability*, *14*(17), 10806.

Jamieson, A. (2022). *My Hokkaido: The ultimate guide to Japan's great northern islands*. Tuttle Publishing.

Jangra, R., Kaushik, S. P., & Saini, S. S. (2021). An analysis of tourists' perceptions toward tourism development: Study of cold desert destination, India. *Geography and Sustainability*, *2*(1), 48–58.

Jansen-Verbeke, M. (1992). Urban recreation and tourism: Physical planning issues. *Tourism Recreation Research*, *17*(2), 33–45.

Jansen-Verbeke, M. (2013). The mutation of cultural landscapes: The “unplanned” tourism map of Europe. *Trends in European tourism planning and organisation* (pp. 15–32).

Jayson, E. A. (2018). Foraging ecology of birds in Kole wetlands of Thrissur, Kerala. *Kerala Forest Research Institute Research Report*, *546*, 1–95.

Jordan, T. (2023). A regenerative study on the impact of urban public green space development on adjacent neighborhoods and communities and its potential to contribute to equitable neighborhood transformation (Doctoral dissertation, Drexel University).

Jose, J. (2019). *Travel geography of Kerala: A historical perspective*.

Joseph, J. (2020). Economic impact of tourism in Kerala, India. *European Online Journal of Natural and Social Sciences*, *9*(3), 610.

Kamel Boulos, M. N., Lu, Z., Guerrero, P., Jennett, C., & Steed, A. (2017). From urban planning and emergency training to Pokémon Go: Applications of virtual reality GIS (VRGIS) and augmented reality GIS (ARGIS) in personal, public and environmental health. *International Journal of Health Geographics*, *16*, 1–11.

Kandampully, J. (2000). The impact of demand fluctuation on the quality of service: A tourism industry example. *Managing Service Quality: An International Journal*, 10(1), 10–19.

Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. *Sustainability*, 11(22), 6401.

Kastenholz, E., Eusébio, C., & Carneiro, M. J. (2018). Segmenting the rural tourist market by sustainable travel behaviour: Insights from village visitors in Portugal. *Journal of Destination Marketing & Management*, 10, 132–142.

Kastenholz, E., Marques, C. P., & Carneiro, M. J. (2020). Place attachment through sensory-rich, emotion-generating place experiences in rural tourism. *Journal of Destination Marketing & Management*, 17, 100455.

Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. *Place Branding*, 1, 58–73.

Kavitha, A. J. A., & Ganesan, P. (2024). The historical perspectives of governance and good governance: A study of Kingdom of Travancore (1729–1949). *Cahiers Magellanes-NS*, 6(2), 984–978.

KCBC Site. (n.d.). *Kcbc.co.in*. Retrieved May 12, 2024, <https://kcbc.co.in/KCBC/Pilgrims/14>

Kerala Photos. (2013, February 12). Thrissur Kole Wetlands - Kerala - Kerala Photos - Kerala. *Kerala Photos - Kerala*. <https://keralaphotos.in/2013/02/thrissur-kole-fields-kerala/>, Retrieved May 14, 2024

Kerala Sahitya Academy. (n.d.). *4kerala*. <https://travel.4kerala.in/kerala-sahitya-akademi/>, Retrieved July 7, 2024

Kerala Sahitya Akademi. (n.d.). *Nucleos.com*. Retrieved May 23, 2024, [https://wikipedia.nucleos.com/viewer/wikipedia\\_en\\_all/A/Kerala\\_Sahitya\\_Akademi](https://wikipedia.nucleos.com/viewer/wikipedia_en_all/A/Kerala_Sahitya_Akademi)

Kerala Sahitya Akademi. *Wikipedia*. Wikimedia Foundation. [en.wikipedia.org/wiki/Kerala\\_Sahitya\\_Akademi?](https://en.wikipedia.org/wiki/Kerala_Sahitya_Akademi) Accessed 20 Dec. 2023.

Kerala Sangeetha Nataka Akademi, Thrissur, Enchanting Kerala, Newsletter, Kerala Tourism | Kerala Tourism. *Kerala Tourism*. [www.keralatourism.org/kerala-article/2010/kerala-sangeetha-nataka-akademi/65](http://www.keralatourism.org/kerala-article/2010/kerala-sangeetha-nataka-akademi/65). Accessed 8 June 2024.

Kerala Tourism, & Kerala-Tourism. (n.d.). *Keralatourism.holiday*. Retrieved September 18, 2024, <https://www.keralatourism.holiday/best-places/thrissur/nehru-park.php>

Kerala Tourism. (2022). *Kerala Tourism Statistics – 2022 – Highlights*. [https://www.keralatourism.org/tourismstatistics/tourism\\_statistics\\_202220230729105001.pdf](https://www.keralatourism.org/tourismstatistics/tourism_statistics_202220230729105001.pdf), Retrieved August 8, 2024

Kibiro, E. G. (2024). Role of urban tourism in promoting sustainable development within Nairobi City County, Kenya (Doctoral dissertation, University of Technology).

Kimbu, A. N., & Tichaawa, T. M. (2018). Sustainable development goals and socio-economic development through tourism in Central Africa: Myth or reality? *Geo Journal of Tourism and Geosites*, 23(3), 780–796.

Kivela, J., & Crofts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354–377.

Kleinig, J. (2007). *Loyalty*.

Kontogeorgopoulos, N., Churyen, A., & Duangsaeng, V. (2014). Success factors in community-based tourism in Thailand: The role of luck, external support, and local leadership. *Tourism Planning & Development*, 11(1), 106–124. <https://doi.org/10.1080/21568316.2013.852563>

Koufodontis, N. I., & Gaki, E. (2022). UNESCO urban world heritage sites: Tourists' awareness in the era of social media. *Cities*, 127, 103744.

- Kronenberg, K., & Fuchs, M. (2021). Aligning tourism's socio-economic impact with the United Nations' sustainable development goals. *Tourism Management Perspectives*, 39, 100831.
- Kumar, R. (2008). *Medical tourism in India (management and promotion)*. Deep and Deep Publications.
- Kumar, S., & Sneha, A. (2021). A study on fish diversity in Pullazhi Kole Wetlands of Thrissur, India after the deluge of 2019.
- Kurian, F. (2023). Sustainable tourism development: A model examining the relationship between destination image, tourist satisfaction, and tourism loyalty. *Journal for ReAttach Therapy and Developmental Diversities*, 6(10s), 1800–1811.
- Kuruvila, R. (2024). *AHP-based flood susceptibility and evacuation route mapping in the Ernakulam district of Kerala* (Doctoral dissertation, Pondicherry University).
- Kuttiyanikkal, C. (2024). Ashrams–Christian. *Christianity* (pp. 115–126). Dordrecht: Springer Netherlands.
- Laing, J. H., & Crouch, G. I. (2011). Frontier tourism: Retracing mythic journeys. *Annals of Tourism Research*, 38(4), 1516–1534.
- Lalicic, L., & Garaus, M. (2022). Tourism-induced place change: The role of place attachment, emotions, and tourism concern in predicting supportive or oppositional behavioral responses. *Journal of Travel Research*, 61(1), 202–213.
- Lalithakala Akademi. (n.d.). *Lalithakala Akademi*. [www.lalithkala.org/about-us/](http://www.lalithkala.org/about-us/)? Accessed 11 Feb. 2024.
- Lapko, A. (2014). Urban tourism in Szczecin and its impact on the functioning of the urban transport system. *Procedia – Social and Behavioral Sciences*, 151, 207–214.
- Larson, M. G. (2008). Analysis of variance. *Circulation*, 117(1), 115–121.

Lavallee, L. F., Hatch, P. M., Michalos, A. C., & McKinley, T. (2007). Development of the contentment with life assessment scale (CLAS): Using daily life experiences to verify levels of self-reported life satisfaction. *Social Indicators Research*, 83, 201–244.

Lecas, J. C. (2006). Behaviourism and the mechanization of the mind. *Comptes Rendus Biologies*, 329(5–6), 386–397.

Lee, J., Graefe, A. R., & Burns, R. C. (2004). Service quality, satisfaction, and behavioral intention among forest visitors. *Journal of Travel & Tourism Marketing*, 17(1), 73–82.

Lee, T. H., & Jan, F. H. (2019). Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. *Tourism Management*, 70, 368–380. <https://doi.org/10.1016/j.tourman.2018.09.003>

Lee, T., & Bonaiuto, M. (2003). Theory of attachment and place attachment. In *Psychological theories for environmental issues* (pp. 137–170). Ashgate.

Lees, A. (2015). *The city: A world history*. Oxford University Press.

Lerario, A., & Di Turi, S. (2018). Sustainable urban tourism: Reflections on the need for building-related indicators. *Sustainability*, 10(6), 1981.

Leung, X. Y., & Bai, B. (2013). How motivation, opportunity, and ability impact travelers' social media involvement and revisit intention. *Journal of Travel & Tourism Marketing*, 30(1–2), 58–77.

Li, M., & Wu, B. (2015). Urban tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism* (pp. 1–3). Springer. [https://doi.org/10.1007/978-3-319-01669-6\\_208-1](https://doi.org/10.1007/978-3-319-01669-6_208-1)

Li, Y., & Hunter, C. (2015). Community involvement for sustainable heritage tourism: A conceptual model. *Journal of Cultural Heritage Management and Sustainable Development*, 5(3), 248–262.

Licciardi, G., & Amirtahmasebi, R. (Eds.). (2012). *The economics of uniqueness: Investing in historic city cores and cultural heritage assets for sustainable development*. World Bank Publications.

Limei, C., Qu, Y., & Yang, Q. (2021). The formation process of tourist attachment to a destination. *Tourism Management Perspectives*, 38. <https://www.sciencedirect.com/science/article/abs/pii/S2211973621000416>

Lin, H. H., Hsu, I. C., Lin, T. Y., Tung, L. M., & Ling, Y. (2022). After the epidemic, is the smart traffic management system a key factor in creating a green leisure and tourism environment in the move towards sustainable urban development? *Sustainability*, 14(7), 3762.

Liu, X., Li, J., & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. *Tourism and Hospitality Research*, 17(2), 135–146.

Lois-González, R. C., & Solla, X. M. S. (2014). Chapter nine: New trends in urban. *New tourism in the 21st century: Culture, the city, nature and spirituality* (p. 209).

López-Mosquera, N., & Sánchez, M. (2011). The influence of personal values in the economic-use valuation of peri-urban green spaces: An application of the means-end chain theory. *Tourism Management*, 32(4), 875–889. <https://doi.org/10.1016/j.tourman.2010.08.003>

Lowthorp, L. K. (2013). *Scenarios of endangered culture, shifting cosmopolitanisms: Kutiyattam and UNESCO intangible cultural heritage in Kerala, India*. University of Pennsylvania.

Lozano, R. (2008). Envisioning sustainability three-dimensionally. *Journal of Cleaner Production*, 16(17), 1838–1846.

Majewska, J. (2015). Inter-regional agglomeration effects in tourism in Poland. *Tourism Geographies*, 17(3), 408–436.

Major Institutions | District Thrissur, Government of Kerala | India. (n.d). *Thrissur.nic.in*. Retrieved March 12, 2024, <https://thrissur.nic.in/en/major-institutions/>

Malekandathil, P. (2007). Winds of change and links of continuity: A study on the merchant groups of Kerala and the channels of their trade, 1000–1800. *Journal of the Economic and Social History of the Orient*, 50(2–3), 259–286.

Malle, B. F. (2006). *How the mind explains behavior: Folk explanations, meaning, and social interaction*. MIT Press.

Mancinelli, F. (2020). Digital tourists: Freedom, responsibility and the neoliberal order. *Information Technology & Tourism*, 22(3), 417–437.

“Map | CEO Kerala.” *CEO Kerala*, 2024, [www.ceo.kerala.gov.in/voters-corner/maps](http://www.ceo.kerala.gov.in/voters-corner/maps). Accessed 20 Sept. 2024.

Marková, I. (2017). *Human awareness: Its social development*. Routledge.

Marton, F. (2000). The structure of awareness. *Phenomenography*, 10216, 102–116.

Mathew, B. (Ed.). (2012). *Kerala Tradition & Fascinating Destinations 2012*. Biju Mathew | Info Kerala Communications Pvt Ltd.

McDowall, S. (2010). International tourist satisfaction and destination loyalty: Bangkok, Thailand. *Asia Pacific Journal of Tourism Research*, 15(1), 21–42.

McKercher, B., & Lau, G. (2008). Movement patterns of tourists within a destination. *Tourism Geographies*, 10(3), 355–374.

Meehan, K., Lunney, T., Curran, K., & McCaughey, A. (2016). Aggregating social media data with temporal and environmental context for recommendation in a

mobile tour guide system. *Journal of Hospitality and Tourism Technology*, 7(3), 281–299.

Meleddu, M., Paci, R., & Pulina, M. (2015). Repeated behaviour and destination loyalty. *Tourism Management*, 50, 159–171.

Menachery, G. (2018). *Facets of India's Christian Legacy*. Notion Press.

Menon, A. S. (2010). *Legacy of Kerala*. DC Books.

Menon, P. S. (1998). *History of Travancore from the earliest times*. Asian Educational Services.

Mercan, R., & Sandıkcı, M. (2024). Bleisure tourism: Business and leisure together. *Future tourism trends Volume 1: Tourism in the changing world* (pp. 3–15). Emerald Publishing Limited.

Mertens, W., Pugliese, A., & Recker, J. (2016). Comparing differences across groups. In *Quantitative data analysis: A companion for accounting and information systems research* (pp. 7–19). Cham: Springer International Publishing.

Mihajlović, I., & Krželj-Čolović, Z. (2014). The impact of globalisation on the development of tourism within social and economic changes. *European Scientific Journal*, 2(1), 108–120.

Mill, R. C. (2008). The inter-relationships between leisure, recreation, tourism, and hospitality. *The SAGE handbook of hospitality management*, 90-106.

Miller, D., Merrilees, B., & Coghlan, A. (2014). Sustainable urban tourism: Understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism*, 23(1), 26–46. <https://doi.org/10.1080/09669582.2014.912219>

Mishra, P. K., Rout, H. B., & Mohapatra, S. S. (2011). Causality between tourism and economic growth: Empirical evidence from India. *European Journal of Social Sciences*, 18(4), 518–527.

Mohamad, M., Ali, A. M., & Ab Ghani, N. I. (2011). A structural model of destination image, tourists' satisfaction and destination loyalty. *International Journal of Business and Management Studies*, 3(2), 167–177.

Morris, A. E. J. (2013). *History of urban form before the industrial revolution*. Routledge.

Morrison, A. M., & Maxim, C. (2021). *World tourism cities: A systematic approach to urban tourism*. Routledge.

Moscardo, G. (2017). Building excellence in sustainable tourism: 15 years of building responsible tourism in destinations. *Journal of Sustainable Tourism*, 25(2), 127–144. <https://doi.org/10.1080/09669582.2016.1221737>

Mosedale, J., & Scarles, C. (2012). *Narratives of travel and tourism*. Ashgate Publishing.

Moyle, B. D., Weiler, B., & Croy, G. (2013). Visitors' perceptions of tourism impacts: Bruny and Magnetic Islands, Australia. *Journal of Travel Research*, 52(3), 392–406.

Mulaik, S. A., James, L. R., Van Alstine, J., Bennett, N., Lind, S., & Stilwell, C. D. (1989). Evaluation of goodness-of-fit indices for structural equation models. *Psychological Bulletin*, 105(3), 430–445.

Muralidharan, M. (2021). *Knowledge-making endeavours of the Dutch East India Company in Malabar, 1663–1795* (Doctoral dissertation, Open Access Te Herenga Waka–Victoria University of Wellington).

Murphy, P. (2013). *Tourism: A community approach (RLE Tourism)*. Routledge.

Murugaiah, M. (2019). Urban tourism carrying capacity global best practices for Sri Lanka tourism. *A compendium of best practices in global tourism: Strategic lessons for Sri Lanka tourism development* (pp. 248).

Nag, B., Banerjee, S., & Chatterjee, R. (2007). Changing features of the automobile industry in Asia: Comparison of production, trade and market structure in selected countries (No. 37). *ARTNeT Working Paper Series*.

Najda, A. (2018). *Intellectual activism of Muslim women in post 1990 Kerala* (Doctoral dissertation, Farook College, Calicut).

Narayanan, M. (2012). An intriguing feature of Kathakali, the traditional dance-drama of. In *Dance Matters: Performing India on Local and Global Stages* (p. 237).

Naumov, N. (2014). Heritage tourism in urban areas – Contemporary complexities and challenges. *Illuminare, 12*.

Newman, L. W. (2014). *Attachment of assets*. Juris Publishing, Inc.

Newman, P., & Jennings, I. (2012). *Cities as sustainable ecosystems: Principles and practices*. Island Press.

Ngabiapsi Kamden, J. (2017). *Tourism industry development in Cameroon: Evaluating the influence of service quality and destination image on customer satisfaction among international tourists* (Doctoral dissertation, University of Wales Trinity Saint David).

Nishanth, P., & Udayanandan, K. M. (2021). Why do we need festivals with rhythmic drums? *Science and Culture*.

Nithya, N. R. (2013). Development of tourism industry in Kerala: An appraisal. *Asian Journal of Research in Social Sciences and Humanities, 3*(12), 59–70.

Nursanty, E., Rusmiatmoko, D., & Husni, M. F. D. (2023). From heritage to identity: The role of city authenticity in shaping local community identity and cultural preservation. *Journal of Architecture and Human Experience, 1*(2), 131–150.

Organisation for Economic Co-operation and Development (OECD). (2012). *Redefining “urban”: A new way to measure metropolitan areas*. OECD Publishing.

Our Lady of Dolours Basilica at Thrissur – Biggest Church Tower in India | Mural Paintings in Kerala Churches | Christianity in Kerala | Kerala Tourism. (n.d.). *Kerala Tourism*. [www.keralatourism.org/christianity/dolours-basilica-thrissur/75](http://www.keralatourism.org/christianity/dolours-basilica-thrissur/75). Accessed 25 July 2024.

Our Lady of Dolours Basilica Thrissur | Churches in Thrissur. (2024, December 26). *Artechrealtors.com*. <https://artechrealtors.com/blog/our-lady-of-dolours-basilica-thrissur/>, Accessed 24 July 2024

Our Lady of Dolours Basilica. (n.d.). *Doloursbasilicathrissur.in*. [www.doloursbasilicathrissur.in/](http://www.doloursbasilicathrissur.in/). Accessed 19 Feb. 2024.

Our Lady of Lourdes Metropolitan Cathedral – One of the largest. (n.d.). *Indiano Travel*. Retrieved February 15, 2024, <https://indiano.travel/place/our-lady-of-lourdes-metropolitan-cathedral/>

Ozturk, A. B., & Qu, H. (2008). The impact of destination images on tourists' perceived value, expectations, and loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 9(4), 275–297.

Pacheco, M., Madureira, H., & Monteiro, A. (2024). Examining post-pandemic urban transformations: A literature review on COVID-19's influence on urban design. *Sustainability*, 16(23), 10381.

Padmanabhan, N. (2013). *History of Kerala I*. New Writing, 164, 194.

Pan, G. (2022). Correlation Coefficient. In B. S. Daya Sagar, Q. Cheng, J. McKinley, & F. Agterberg (Eds.), *Encyclopedia of Mathematical Geosciences*. Springer.

Panasiuk, A. (2021). Contemporary threats to the development of sustainable urban tourism. In *Handbook of sustainable development and leisure services* (pp. 141–156).

Panchayat Level Statistics 2011, Thrissur District. (2014). <https://ecostat.kerala.gov.in/storage/publications/1672.pdf>, Accessed 20 July 2023

Pansiri, J. (2014). Tourist motives and destination competitiveness: A gap analysis perspective. *International Journal of Hospitality & Tourism Administration*, 15(3), 217–247.

Paramekkavu Temple – one of the participating temples in Thrissur Pooram. (n.d.). *Keralatourism.org*. Retrieved June 8, 2024, <https://www.keralatourism.org/destination/paramekkavu-temple/577/>

Park, C. W., MacInnis, D. J., & Priester, J. R. (2006). Beyond attitudes: Attachment and consumer behavior. *Seoul National Journal*, 12(2), 3–36.

Paskaleva-Shapira, K. A. (2007). New paradigms in city tourism management: Redefining destination promotion. *Journal of Travel Research*, 46(1), 108–114.

Patwardhan, V., Ribeiro, M. A., Woosnam, K. M., Payini, V., & Mallya, J. (2020). Visitors' loyalty to religious tourism destinations: Considering place attachment, emotional experience and religious affiliation. *Tourism Management Perspectives*, 36, 100737.

Paulauskaite, D., Powell, R., Coca- Stefaniak, J. A., & Morrison, A. M. (2017). Living like a local: Authentic tourism experiences and the sharing economy. *International Journal of Tourism Research*, 19(6), 619–628.

Pecsek, B. (2015). The role of passages in urban tourism: Trabouler in Lyon. *Sitcon 2015—Singidunum International Tourism Conference* (pp. 252–256). Singidunum University.

Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. *Information Technology & Tourism*, 22(3), 455–476.

Pereira, G. D. A., & Gosling, M. (2019). Push and pull motivations of Brazilian travel lovers. *Brazilian Business Review*, 16, 63–86.

Pittman, G. (2022). *Indian History: 16th Century*.

Pless, N. M., & Appel, J. (2012). Pursuit of dignity and social justice: Changing lives through 100% inclusion—How Gram Vikas fosters sustainable rural development. *Journal of Business Ethics*, 111(3), 389–411.

Plunkett, D., Fulthorp, K., & Paris, C. M. (2019). Examining the relationship between place attachment and behavioral loyalty in an urban park setting. *Journal of Outdoor Recreation and Tourism*, 25, 36–44.

Polyzou, A. (2018). *Urban regeneration and creative clusters: The case of Thessaloniki*.

Prandi, C., Nisi, V., Ribeiro, M., & Nunes, N. (2021). Sensing and making sense of tourism flows and urban data to foster sustainability awareness: A real-world experience. *Journal of Big Data*, 8(1), 51.

Premkumar, G. (2021). *Genesis and growth of archaeology in Kerala*.

Pritchard, M. P., Howard, D. R., & Havitz, M. E. (1992). Loyalty measurement: A critical examination and theoretical extension. *Leisure Sciences*, 14(2), 155–164.

Proctor, R. W., & Proctor, J. D. (2012). Sensation and perception. *Handbook of human factors and ergonomics* (pp. 59–61). Wiley.

Publications – Keralasangeethanatakaakademi. (n.d).  
*Keralasangeethanatakaakademi*. Retrieved October 12, 2024,  
<https://keralasangeethanatakaakademi.in/publications/>

Puzhakkal River Tourism Village • Entry Fee, Timing, Things to Do. (2021, January 5). *Tripinic*. <https://tripinic.com/place/puzhakkal-river-tourism-village>, Accessed 20 September 2023

Qamari, I. N., Shaikh, M., Garad, A., Suryono, L. J., & Nuryakin, N. (2023). The impact of the travel and tourism sector on the growth of the national economy. *Journal of Environmental Management and Tourism*, 14(6), 2715–2724.

Raco, M. (2003). Assessing the discourses and practices of urban regeneration in a growing region. *Geoforum*, 34(1), 37–55.

Raghavan, P. (2016, October 19). Urbanisation in northern districts of Kerala has overtaken that in the south. *Times of India Blog*. <https://timesofindia.indiatimes.com/blogs/minorityview/urbanisation-in-northern-districts-of-kerala-has-overtaken-that-in-the-south/>. Accessed 5 May 2023.

Rajadhyaksha, A., Radhika, P., & Tenkayala, R. (2013). *Country profile: India*. International Federation of Arts Councils and Culture Agencies.

Rajaratnam, S. D., Nair, V., Sharif, S. P., & Munikrishnan, U. T. (2015). Destination quality and tourists' behavioural intentions: Rural tourist destinations in Malaysia. *Worldwide Hospitality and Tourism Themes*, 7(5), 463–472.

Rajasree, P. (2016). *Analysis of supply chain management of horticultural nurseries* (Doctoral dissertation, Department of Agricultural Economics, College of Horticulture, Vellanikkara).

Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS: Revista de Turismoy Patrimonio Cultural*, 11(3), 67–78.

Ramkissoon, H., Smith, L. D. G., & Weiler, B. (2013). Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviours: A structural equation modelling approach. *Tourism Management*, 36, 552–566. <https://doi.org/10.1016/j.tourman.2012.09.003>

Rasoolimanesh, S. M., Roldán, J. L., Jaafar, M., & Ramayah, T. (2017). Factors influencing residents' perceptions toward tourism development: Differences

across rural and urban world heritage sites. *Journal of Travel Research*, 56(6), 760–775.

Regalado-Pezúa, O., Sirkis, G., Carvache-Franco, O., Carvache-Franco, M., & Carvache-Franco, W. (2022). Urban tourism perception and recommendation in Mexico City and Lima. *Land*, 11(11), 2021.

Reitsamer, B. F., Brunner-Sperdin, A., & Stokburger-Sauer, N. E. (2016). Destination attractiveness and destination attachment: The mediating role of tourists' attitude. *Tourism Management Perspectives*, 19, 93–101.

Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21.

Richards, G. (2021). Actors in cultural tourism practices. *Rethinking cultural tourism*. Edward Elgar Publishing.

Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. CABI.

Rodriguez, A. (2016). Social innovation for neighbourhood revitalization: A case of empowered participation and integrative dynamics in Spain. *Social innovation and territorial development* (pp. 81–100). Routledge.

Rogers, D. S., Duraiappah, A. K., Antons, D. C., Munoz, P., Bai, X., Fragkias, M., & Gutscher, H. (2012). A vision for human well-being: Transition to social sustainability. *Current Opinion in Environmental Sustainability*, 4(1), 61–73.

Rogerson, C. M. (2017). Creative industries and urban tourism: South African perspectives. *Urban tourism in the developing world* (pp. 167–184). Routledge.

Rohit, N. (2021). *Assessing landslide vulnerability and developing climatic triggering predictors for Thrissur District* (Doctoral dissertation, College of Climate Change and Environmental Science, Vellanikkara).

Romão, J., Neuts, B., & Nijkamp, P. (2015). Culture, product differentiation and market segmentation: A structural analysis of the motivation and satisfaction of tourists in Amsterdam. *Tourism Economics*, 21(3), 455–474.

Ron, A. S., & Timothy, D. J. (2018). *Contemporary Christian travel: Pilgrimage, practice and place* (Vol. 85). Channel View Publications.

Rosas-Jaco, M. I., Almeraya-Quintero, S. X., & Guajardo-Hernandez, L. G. (2020). Tourism awareness as a tourism development strategy: Status of the issue. *AGROProductividad*, 13(9), 77–83.

Roy, D., Dhir, M. G. M., & Ahsan, M. K. (2016). Factors affecting tourist satisfaction: A study in Sylhet Region. *ABC Research Alert*, 4(3), 9-20.

Roy, P., & Jasrotia, A. (2024). An insight into the behavior of tech-savvy millennial travelers: A global perspective. *Tourist behaviour and the new normal, Volume I: Implications for tourism resilience* (pp. 173–184). Springer Nature Switzerland.

Saayman, M., Li, G., Uysal, M., & Song, H. (2018). Tourist satisfaction and subjective well-being: An index approach. *International Journal of Tourism Research*, 20(3), 388–399.

Sacred Heart Roman Catholic Latin Church, Thrissur, Thrissur, India – Reviews, ratings, tips and why you should go. (n.d.). *Wanderlog*. Retrieved April 16, 2024, <https://wanderlog.com/place/details/10216177/sacred-heart-roman-catholic-latin-church-thrissur>

Sahoo, D., & Mohanty, S. (2022). Does demographic factor affect tourist behaviour? Findings from the religious site of Jagannath Dham, India. *Geojournal of Tourism and Geosites*, 43(3), 1071–1080. <https://doi.org/10.30892/gtg.43327-902>

Said, J., & Maryono, M. (2018). Motivation and perception of tourists as push and pull factors to visit national park. In *E3S Web of Conferences* (Vol. 31, p. 08022). EDP Sciences.

Sakthan Thampuran Archaeological Museum, Thrissur – Explore Kerala’s rich history. (n.d.). *Archaeology*. [www.archaeology.kerala.gov.in/pages/sakthan-thampuran-archaeological-museum-thrissur/52](http://www.archaeology.kerala.gov.in/pages/sakthan-thampuran-archaeological-museum-thrissur/52). Accessed 5 Jan. 2023.

Salini, V. (2022). *Economic impact of urban agglomeration in Kerala* (Doctoral dissertation, Dept. of Economics, Dr. John Matthai Centre Aranattukara).

Sancho, D. (2012). ‘The year that can break or make you’: The politics of secondary schooling, youth and class in urban Kerala, South India (Doctoral dissertation, University of Sussex).

Sano, K., Nagata, S., Sano, H., & Cheer, J. M. (2021). Mobility patterns of international tourists: Implications for responsible urban tourism. *Journal of Responsible Tourism Management*, 1(1), 88–111.

Sarmiento, C. (2020). Tourism as intercultural business: Locating concepts and questioning identities. *European Journal of Sustainable Development*, 9(3), 400–400.

Sasaki, M. (2010). Urban regeneration through cultural creativity and social inclusion: Rethinking creative city theory through a Japanese case study. *Cities*, 27(Suppl. 1), S3–S9.

Satyajit, S., & Balakrishna, N. (2021). Impact of COVID-19 on destination choice: An empirical study on sociodemographic determinants of future travel behaviour. *Anatolia: An International Journal of Tourism and Hospitality Research*, 32(1), 128–131.

Schroeder, T. (2006). Desire. *Philosophy Compass*, 1(6), 631–639.

Scott, A. J. (2011). Emerging cities of the third wave. *City*, 15(3–4), 289–321.

Segota, T., Mihalic, T., & Perdue, R. R. (2024). Resident perceptions and responses to tourism: Individual vs community level impacts. *Journal of Sustainable Tourism*, 32(2), 340–363.

Selby, M. (2003). *Understanding urban tourism: Image, culture and experience*. Bloomsbury Publishing.

Shafiee, M., Kashkuli, M., & Rezaei, M. (2025). Identify the impact of tourist attractions on the development of marginal areas. *City, Territory and Architecture*, 12(1), 1.

Shakthan Thampuran Palace. (2022, May 5). *Unacademy*. <https://unacademy.com/content/ssc/study-material/general-awareness/shakthan-thampuran-palace/>, Accessed 27 September 2024

Sharma, A., Vashishat, T., & Rishad, A. (2019). The consequences of exchange rate trends on international tourism demand: Evidence from India. *Journal of Social and Economic Development*, 21, 270–287.

Sharpley, R. (2009). Tourism, religion and spirituality. *The Sage handbook of tourism studies* (pp. 237–253).

Shiu, E. M., Hassan, L. M., Thomson, J. A., & Shaw, D. (2008). An empirical examination of the extended model of goal-directed behaviour: Assessing the role of behavioural desire. *European Advances in Consumer Research*, 8, 66–71.

Shreekumar, S. S. (2020). *The best way forward: For India's football*. Hsra Publications.

Shu, L., & Zhang, H. (2013). Study on tourist perceptions of urban tourism brand image in Ningbo. *LISS 2012: Proceedings of 2nd International Conference on Logistics, Informatics and Service Science* (pp. 999–1005). Springer Berlin Heidelberg.

Sihombing, D., Sihombing, M., Lubis, S., & Tarmizi, H. B. (2019). Community tourism awareness influence against tourism development and regional development in North Tapanuli Regency, Indonesia. *International Journal of Civil Engineering and Technology*, 10(3).

Singh, A. K. (2014). Probable agricultural biodiversity heritage sites in India: XXI. The Malabar region. *Asian Agri-History*, 18(4), 311–341.

Singh, M., & Vallarasu, K. (2023). Environmental conservation and sustainability: Strategies for a greener future. *International Journal for Multidimensional Research Perspectives*, 1(3), 185–200.

Singh, R. L., & Singh, P. K. (2016). Global environmental problems. *Principles and applications of environmental biotechnology for a sustainable future* (pp. 13–41). Springer.

Singh, S. (2024, December 30). How Kerala, with distinct rural-urban continuum, readies rapid growth plans. *Hindustan Times*.

Singh, S., Yadava, A. K., & Neog, Y. (2017). The determinants and measure of tourist's perception: A study of Namchi District of Sikkim. *International Journal of Research in Social Sciences*, 7(9).

Sinha, S., & Nair, B. (2021). Impact of COVID-19 on destination choice: An empirical study on sociodemographic determinants of future travel behaviour. *Anatolia: An International Journal of Tourism and Hospitality Research*, 32(1), 128–131.

Sonuç, N. (2023). Culture, tourism, and sustainability (Cultural heritage and sustainable tourism, social sustainability of tourism, socio-cultural sustainability of tourism). *Encyclopedia of sustainable management* (pp. 1083–1089). Springer.

Sopiana, Y., & Harahap, M. A. K. (2023). Sustainable urban planning: A holistic approach to balancing environmental conservation, economic development, and social well-being. *West Science Interdisciplinary Studies*, 1(02), 43–53.

Sorkin, M. (2013). *All over the map: Writing on buildings and cities*. Verso.

Soto, R. (2016). Competitiveness and sustainability of tourism. *The Economy of Dubai*, 58.

Sree Wadakkunathan Temple. (n.d.). *Sreewadakkunathantemple.org*. Retrieved May 4, 2024, <https://sreewadakkunathantemple.org/>

Sroufe, L. A., & Waters, E. (2017). Attachment as an organizational construct. In *Interpersonal development* (pp. 109–124).

St Euphrasia Pilgrim Centre, Feast at Evuprasiamma Shrine Ollur. (n.d.). *Eventslate.com*. <https://eventslate.com/st-euphrasia-pilgrim-centre-feast-evuprasiamma-shrine-ollur-1047992325> (Accessed August 31, 2024).

St. Antony's Shrine Ollur: Ollur Forane Church Thrissur, Kerala: Art and architecture. (n.d.). *Ollurshrine.org*. Retrieved March 18, 2024, <https://ollurshrine.org/st-antonys-forane-church/art-and-architecture/>

St. Euphrasia Tomb Shrine: Places of Worship in Ollur, Thrissur. (n.d.). *Wheree*. Retrieved October 15, 2024, <https://st-euphrasia-tomb-shrine.wheree.com/>

Stanchev, R. (2018). The most affected European destinations by over-tourism.

Stojanovska-Stefanova, A., Dimitrov, N., & Magdinceva Sopova, M. (2019). The significant role of tourism in achieving the United Nations sustainable development goals. *Knowledge-International Journal, Scientific Papers*, 34(5), 1259–1264.

Stolarick, K. M., Denstedt, M., Donald, B., & Spencer, G. M. (2010). Creativity, tourism and economic development in a rural context: The case of Prince Edward County. *Journal of Rural and Community Development*, 5(1).

Streiner, D. L. (2005). Finding our way: An introduction to path analysis. *The Canadian Journal of Psychiatry*, 50(2), 115–122.

Stylidis, D. (2018). Residents' place image: A cluster analysis and its links to place attachment and support for tourism. *Journal of Sustainable Tourism*, 26(6), 1007–1026.

Stylidis, D., Sit, J., & Biran, A. (2016). An exploratory study of residents' perception of place image: The case of Kavala. *Journal of Travel Research*, 55(5), 659–674.

Sugimoto, K., Ota, K., & Suzuki, S. (2019). Visitor mobility and spatial structure in a local urban tourism destination: GPS tracking and network analysis. *Sustainability*, 11(3), 919.

Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: The role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867–879.

Sukhadeve, V. (2025). The psychology of perception: Understanding how we see the world. *Journals of Knowledge Expansion in Psychology*, 1(1), 1–7.

Sulaiman, M. Z., Wilson, R., Sulaiman, M. Z., & Wilson, R. (2019). Translating tourism landscapes: From nature to urban. *Translation and tourism: Strategies for effective cross-cultural promotion* (pp. 89–127). Routledge.

Sumeetha, M. (2019). Gold jewellery making and migrant labour force in Kerala. *Economic & Political Weekly*, 54(28), 107.

Sumitha, S. S. (2021). *Protection and preservation of monuments: Endeavors of Department of Archaeology, Kerala State*.

Sundaresan, A., & Kumar, S. (2023). *Unraveling the potential to become a learning city: A case study of Thrissur City, Kerala*.

Sweet, R., Gerrit, V., & Goldsmith, S. (2017). *Beyond the Grand Tour*. Routledge.

Taiwo, M. O., Samsudin, S., Daud, D. Z., Ataguba, O. J., & Atamamen, F. O. (2020). Review of the current concepts, dimensions, elements and indicators of social sustainability and social development. *European Journal of Molecular & Clinical Medicine*, 7(8).

Taormina, R. J., & Gao, J. H. (2013). Maslow and the motivation hierarchy: Measuring satisfaction of the needs. *The American Journal of Psychology*, 126(2), 155–177.

Tata Economic Consultancy Services. (n.d.). *Economic impact of tourism in Kerala*. [https://tourism.gov.in/sites/default/files/2020-07/20%20Year%20Perspective%20plan%20final%20Report%20of%20Kerala\\_compressed%20%281%29.pdf](https://tourism.gov.in/sites/default/files/2020-07/20%20Year%20Perspective%20plan%20final%20Report%20of%20Kerala_compressed%20%281%29.pdf), Retrieved June 12, 2024.

Telfer, D. J., & Sharpley, R. (2015). *Tourism and development in the developing world*. Routledge.

Thamrin Husain, S. D., & Saing, Z. (2022). The importance of tourism awareness groups in West Halmahera Regency tourism development policies. *Journal of Positive School Psychology*, 6(11), 1209–1218.

Thanikkad, J. (2021). Cultural tourism centers: A geographical presentation of cultural tourism product in Kerala. *SSRN*. <https://ssrn.com/abstract=3934176>

Thanikkad, J. A. S. E. E. L. A. (2021). Cultural tourism centers: A geographical presentation of cultural tourism product in Kerala. *SSRN*. <https://ssrn.com/abstract=3934176>

The Property Times. (2015, December 17). Sobha Limited forays into commercial space by launching “Sobha City Mall” at Sobha City Thrissur – Kerala’s largest integrated township. *The Property Times | Real Estate News & Views Portal*. <https://thepropertytimes.in/sobha-limited-forays-into-commercial-space-by-launching-sobha-city-mall-at-sobha-city-thrissur-keralas-largest-integrated-township>

Thiruvambadi Sri Krishna Temple (Thrissur) history. (n.d.). *Travelsetu.com*. Retrieved August 8, 2024, <https://travelsetu.com/guide/thiruvambadi-sri-krishna-temple-tourism/thiruvambadi-sri-krishna-temple-tourism-history>

Thomas, J. S. (2017). A study on urbanisation of Kerala with reference to the cities and the slum population. *Technology*, 49(4), 14–32.

Thrissur Corporation. (n.d.). *Thrissurcorporation.lsgkerala.gov.in*. <https://thrissurcorporation.lsgkerala.gov.in/index.php/en/map/299> (Accessed May 17, 2023).

Thrissur culture, art academies in Thrissur, Thrissur traditions. (2016). *ThrissurOnline.in*. [www.thrissuronline.in/guide/culture-of-thrissur/](http://www.thrissuronline.in/guide/culture-of-thrissur/) (Accessed September 24, 2023).

Thrissur district population census 2011–2022, Kerala literacy sex ratio and density. (n.d.). *Census2011.co.in*. [www.census2011.co.in/census/district/277-thrissur.html](http://www.census2011.co.in/census/district/277-thrissur.html) (Accessed April 11, 2023).

Thrissur metropolitan urban region population 2011–2025 census. (n.d.). *Census2011.co.in*. [www.census2011.co.in/census/metropolitan/419-thrissur.html](http://www.census2011.co.in/census/metropolitan/419-thrissur.html) (Accessed March 12, 2025).

Timothy, D. J., & Boyd, S. W. (2006). Heritage tourism in the 21st century: Valued traditions and new perspectives. *Journal of Heritage Tourism*, 1(1), 1–16.

Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536–548.

Tukamushaba, E. K., Xiao, H., & Ladkin, A. (2016). The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding. *European Journal of Tourism, Hospitality and Recreation*, 7(1), 2–12. <https://doi.org/10.1515/ejthr-2016-0001>

Tushika, & Garg, P. (2024, September). Sustainable tourism and infrastructure: Overcoming challenges in developing economies. *International Journal of Novel Research and Development*, 9(9), c662–c670.

Udodiugwu, M. I., Obiakor, U. J., Eneremadu, K. E., Onwuegbuchulem, N. C., & Anyaegbunam, C. E. (2025). Promoting environmental sustainability through eco-friendly products: A critical review for sustainable development. *Annals of Management and Organization Research*, 6(3), 247–252.

Ujang, N. (2017). Place attachment and continuity of urban place identity. *Asian Journal of Environment-Behaviour Studies*, 2(2), 117–132.

Ujang, N., & Zakariya, K. (2015). The notion of place, place meaning and identity in urban regeneration. *Procedia: Social and Behavioral Sciences*, 170, 709–717.

United Nations, Department of Economic and Social Affairs, Population Division. (2018). *World urbanization prospects: The 2018 revision*. Online edition. Retrieved July 14, 2023

United Nations. (1987). *Report of the World Commission on Environment and Development: Our common future*.

United Nations. (2015). *Transforming our world: The 2030 agenda for sustainable development*.

United Nations. (n.d.). 68% of the world population projected to live in urban areas by 2050, says UN. *United Nations*. Retrieved March 19, 2024, <https://www.un.org/uk/desa/68-world-population-projected-live-urban-areas-2050-says-un>

UNWTO. (2017). *Tourism and the sustainable development goals – Journey to 2030*. World Tourism Organization, Retrieved February 15, 2024.

Urry, J. (2007). *Mobilities*. Polity.

Uysal, M., Li, X., & Sirakaya-Turk, E. (2009). Push–pull dynamics in travel decisions. *Handbook of hospitality marketing management* (pp. 412–439). Routledge.

Vadakkunnathan Temple. (2022, December 1). *Wikipedia*. [https://en.wikipedia.org/wiki/Vadakkunnathan\\_Temple](https://en.wikipedia.org/wiki/Vadakkunnathan_Temple), Accessed 30 April 2024

Vaidyaratnam Ayurveda Museum | DTPC. (n.d.). *DTPC Thrissur*. Retrieved November 18, 2024, <https://www.dtpcthrissur.com/destination/vaidyaratnam-ayurveda-museum>

Vaidyaratnam Ayurveda Museum at Thaikkattussery, Thrissur | Kerala Tourism. (n.d.). *Kerala Tourism*. Retrieved September 24, 2024, <https://www.keralatourism.org/kerala-article/2014/ayurveda-museum-thaikkattussery/476>

Vaidyaratnam Ayurveda Museum in Thrissur | Kerala Tourism. (n.d.). *Keralatourism.org*. Retrieved May 21, 2024, <https://www.keralatourism.org/destination/vaidyaratnam-ayurveda-museum/586/>

Valsa, M. A. (2019). *A historical outline of kuri companies and its impact on the socio-economic transformation of Trichur (1891–1975)* (Doctoral dissertation, PG & Research Department of History, PSMO College, Tirurangadi).

Van der Borg, J. (2011). Tourism helps or hinders the growth of urban regions? Evidence from ESPON and a number of European art cities. *From territorial cohesion to the new regionalized Europe* (pp. 45–64).

Van Liempt, I., Van Aalst, I., & Schwanen, T. (2015). Introduction: Geographies of the urban night. *Urban Studies*, 52(3), 407–421.

Van Niekerk, M., & Saayman, M. (2013). The influences of tourism awareness on the travel patterns and career choices of high school students in South Africa. *Tourism Review*, 68(4), 19–33.

Vaughn, L. (2019). *Psychology and culture: Thinking, feeling and behaving in a global context*. Routledge.

Verhoeven, G. (2015). *Europe within reach: Netherlandish tourists on the Grand Tour and beyond (1585–1750)*. Brill.

Vilangan Hills. (2024, September 20). *Wikipedia*. [https://en.wikipedia.org/wiki/Vilangan\\_Hills](https://en.wikipedia.org/wiki/Vilangan_Hills) (Accessed November 7, 2024).

Vinod, A. V., Mishra, S., & Surin, A. (2022). *Place-making and connecting the heritage precincts in an urban area – A case of Thrissur city core*.

Vishwanathan, S. (2009). Sakthan Thampuran and the emergence of Cochin as a commercial centre. *Pragati*, 37.

Walker, S. (2022). Zoological gardens of India. *Zoo and aquarium history* (pp. 257–298). CRC Press.

Wang, Y. J., Wu, C., & Yuan, J. (2010). Exploring visitors' experiences and intention to revisit a heritage destination: The case for Lukang, Taiwan. *Journal of Quality Assurance in Hospitality & Tourism*, 11(3), 162–178.

Wang, Y., Li, G., & Bai, X. (2013). A residential survey on urban tourism impacts in Harbin. In *Urban tourism in China* (pp. 81–94). Routledge.

Wearing, S. (2001). *Volunteer tourism: Experiences that make a difference*. CABI.

Weaver, D. B. (2001). Ecotourism as mass tourism: Contradiction or reality? *Cornell Hotel and Restaurant Administration Quarterly*, 42(2), 104–112.

Wei, Q., Lv, D., Fu, S., Zhu, D., Zheng, M., Chen, S., & Zhen, S. (2023). The influence of tourist attraction type on product price perception and neural mechanism in tourism consumption: An ERP study. *Psychology Research and Behavior Management*, 3787–3803.

Welcome to Kerala Lalithakala Akademi | Kerala Lalithakala Akademi. (2017). *Lalithkala.com*. <https://lalithkala.com/content/welcome-kerala-lalithakala-akademi/index.html?utm> (Accessed April 25, 2024).

Welcome to Sahitya Akademi. (n.d.). *Sahitya-akademi.gov.in*. Retrieved February 12, 2024, <https://sahitya-akademi.gov.in/>

Wikipedia Contributors. (2018, December 19). History of Kerala. *Wikipedia*. [https://en.wikipedia.org/wiki/History\\_of\\_Kerala](https://en.wikipedia.org/wiki/History_of_Kerala), Retrieved April 15, 2024.

Wikipedia contributors. (2018, December 28). *Demographics of Kerala*. *Wikipedia*. Wikimedia Foundation. [https://en.wikipedia.org/wiki/Demographics\\_of\\_Kerala](https://en.wikipedia.org/wiki/Demographics_of_Kerala), Retrieved April 12, 2024.

Wikipedia Contributors. (n.d.). Archaeology Museum. *Wikipedia*. [https://en.wikipedia.org/wiki/Archaeological\\_Museum,\\_Thrissur](https://en.wikipedia.org/wiki/Archaeological_Museum,_Thrissur) (Accessed August 12, 2024).

Wikipedia Contributors. (n.d.). History of Thrissur. *Wikipedia*. [https://en.wikipedia.org/wiki/History\\_of\\_Thrissur](https://en.wikipedia.org/wiki/History_of_Thrissur) (Accessed March 15, 2024).

Wikipedia Contributors. (n.d.). Kerala Sahitya Akademi. *Wikipedia*. Retrieved September 20, 2024, [https://en.wikipedia.org/wiki/Kerala\\_Sahitya\\_Akademi?](https://en.wikipedia.org/wiki/Kerala_Sahitya_Akademi?)

Wikipedia Contributors. (n.d.). Kerala Sangeetha Nataka Akademi. *Wikipedia*, Retrieved March 15, 2024.

Wikipedia Contributors. (n.d.). Saint Antony's Syro-Malabar Church, Ollur. *Wikipedia*. Retrieved September 25, 2024, [https://en.wikipedia.org/wiki/Saint\\_Antony%27s\\_Syro-Malabar\\_Church%2C\\_Ollur](https://en.wikipedia.org/wiki/Saint_Antony%27s_Syro-Malabar_Church%2C_Ollur)

Wikipedia Contributors. (n.d.). Sobha City Mall. *Wikipedia*. Retrieved October 12, 2024, [https://en.wikipedia.org/wiki/Sobha\\_City\\_Mall](https://en.wikipedia.org/wiki/Sobha_City_Mall)

Wikipedia Contributors. (n.d.). Thrissur District. *Wikipedia*. [https://en.wikipedia.org/wiki/Thrissur\\_district](https://en.wikipedia.org/wiki/Thrissur_district) (Accessed March 6, 2024).

Wikipedia Contributors. (n.d.). Thrissur district. *Wikipedia*. Retrieved March 6, 2024, [https://en.wikipedia.org/wiki/Thrissur\\_district](https://en.wikipedia.org/wiki/Thrissur_district)

Wikipedia Contributors. (n.d.). Vilangan Hills. *Wikipedia*.

Wikipedia. (2024, May 20). *Euphrasia Eluvathingal*. [https://en.wikipedia.org/wiki/Euphrasia\\_Eluvathingal](https://en.wikipedia.org/wiki/Euphrasia_Eluvathingal) (Accessed October 25, 2024).

Williams, J., & Lawson, R. (2001). Community issues and resident opinions of tourism. *Annals of Tourism Research*, 28(2), 269–290.

www.hithrissur.in. (n.d.). Vilangan Hills Thrissur, Kerala - Hi Thrissur tourist places. *Hithrissur.in*. <https://hithrissur.in/vilanganhills.html?> (Accessed August 28, 2023).

Xiang, Z., & Fesenmaier, D. R. (2022). Travel information search. *Handbook of e-Tourism* (pp. 921–940).

Xun, L., & Xu, Y. (2021). Tourists' perception evaluation of red tourism attractions based on grounded theory. *Academic Journal of Humanities & Social Sciences*, 4(12), 109–112.

Yamaguchi, I. (2003). The relationships among individual differences, needs and equity sensitivity. *Journal of Managerial Psychology*, 18(4), 324–344.

Ye, H., & Tussyadiah, I. P. (2011). Destination visual image and expectation of experiences. *Journal of Travel & Tourism Marketing*, 28(2), 129–144.

Yiannakou, A. (2020). Urban regeneration as a perpetual planning process: Understanding the role of stakeholders in property-led regeneration projects in Greek cities. *Local Economy*, 35(2), 83–104.

Yoo, K. H., & Gretzel, U. (2008). What motivates consumers to write online travel reviews? *Information Technology & Tourism*, 10(4), 283–295.

Yoo, M., Bai, B., & Singh, A. (2020). The evolution of behavioral loyalty and customer lifetime value over time: Investigation from a casino loyalty program. *Journal of Marketing Analytics*, 8, 45–56.

Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management, 31*(2), 274–284. <https://doi.org/10.1016/j.tourman.2009.03.007>

Zafu, B., & Alemu, M. M. (2016). Tourist satisfaction and service delivery at Nech Sar National Park of Ethiopia. *Open Access Library Journal, 3*(12), 1–13.

Zamfir, A., & Corbos, R. A. (2015). Towards sustainable tourism development in urban areas: Case study on Bucharest as tourist destination. *Sustainability, 7*(9), 12709–12722.

Zeng, L., & Yi Man Li, R. (2021). Tourist satisfaction, willingness to revisit and recommend, and mountain kangyang tourism spots sustainability: A structural equation modelling approach. *Sustainability, 13*(19), 10620.

Zhang, F., Clifton, K. J., & Shen, Q. (2007). Re-examining ICT impact on travel using the 2001 NHTS data for Baltimore Metropolitan Area. *Societies and cities in the age of instant access* (pp. 153–166). Springer Netherlands.

Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management, 40*, 213–223.

Zheng, D. (2020). Building resident commitment through tourism consumption: A relational cohesion lens. *Journal of Destination Marketing & Management, 16*, 100441.

Zheng, Y., Zhang, J., & Li, J. (2024). Gamified experience design: A case study on China's immersive tourist blocks in historic cities. *Frontiers in Sustainable Tourism, 3*, 1482203.

Ziaul, I. M., & Shuwei, W. (2023). Environmental sustainability: A major component of sustainable development. *International Journal of Environmental, Sustainability, and Social Science, 4*(3), 900–907.

## APPENDICES

### INTERVIEW SCHEDULE

#### Fostering Sustainable Urban Tourism in Thrissur: Exploring Tourists' Perspectives and Strategic Challenges

Respected Sir/Madam,

*I am conducting a research study on urban tourism as part of my research work. The purpose of this interview is to understand respondent's awareness, perception, desire, satisfaction, attachment, loyalty and challenges faced by the tourists in the urban tourist centres of Thrissur Corporation. Your responses will provide valuable insights for this study. I assure that the data would solely use for academic purpose and privacy of the respondents would not be disclosed in any context. The interview will take about 10 minutes, and all the information you provide will be kept strictly confidential and used only for research purposes. Your participation is voluntary and you may choose not to answer any question or withdraw at any point. Thank you for your time and willingness to share your views.*

Jency Baby, Assistant Professor, Department of Commerce, Mercy College, Palakkad-678006, Kerala and a Ph. D Research Scholar at St. Thomas College, Thrissur-.680001, Kerala, Ph. 8547511035

#### Section I: Demographic Profile

1. Gender

Male  Female  Transgender

2. Age

Below 20 Years  21-30 Years  31-40 Years

41-50 Years  Above 51 Years

3. Educational Qualification

Below 10<sup>th</sup>  SSLC  HSS  Graduate

Post Graduate  Ph.D.  Others \_\_\_\_\_

4. Marital Status

Single  Married  Divorced

Widow/Widower

5. Employment Status

Self-Employed       Employed in Public Sector

Employed in Private Sector       Unemployed

6. Nature of work

Salaried Class       Business       Professionals

Students       Others \_\_\_\_\_

7. Number of Family Members including the respondent

One       Two       Three       Four       Five

More than Five

8. Monthly Income

Below Rs. 10,000       Rs. 10,001-Rs. 30,000

Rs. 30,001-Rs. 50,000       Rs. 50,001-Rs. Rs. 70,000

Rs. 70,001-Rs. 90,000       Rs. 90,001 and above

9. Number of people employed (skilled /unskilled) in your family (household earning composition).

Single Earner       Two Earners       More than Two

10. Your present area of residence

a. Within Kerala

Thiruvananthapuram       Kollam       Alappuzha

Pattanamthitta       Kottayam       Idukki

Ernakulam       Thrissur       Palakkad

Malappuram       Kozhikode       Wayanad

Kannur       Kasargode

b. Domestic Tourist Outside Kerala (India) \_\_\_\_\_

c. NRI \_\_\_\_\_ (from Which Country)

d. Foreign Nationalist \_\_\_\_\_(Nationality)

**Section II. Tourist Awareness and Perception about Urban Tourism**

11. State your level of awareness on urban tourism.

Sl. No	Particulars	Well Aware	Aware	Moderately Aware	Least Aware	Not at All Aware
1.	Tourist activities					

	conducted within a city					
2.	Tourism activity that takes place in an urban space, characterized by a non-agricultural economy such as administration, manufacturing, trade and services and functioning as a nodal point of transport.					

12. State your awareness on the need for promoting urban tourism?

Sl. No	Particulars	Very True	True	Moderately True	False	Very False
1.	Support in the development of cities in all segments					
2.	Enhance standard of living of the citizens					
3.	Increases employment opportunities					
4.	Eliminates poverty					
5.	Improved infrastructure of the city					
6.	Enhance city's image					

13. State your perception on various comforts and accessory features that must be there in the urban tourist destinations.

Sl. No	Particulars	Very Important	Important	Moderately Important	Least Important	Not at all Important
1.	Public restrooms					
2.	Well laid roads					
3.	Sign boards					
4.	Emergency services					
5.	Safe drinking water					
6.	Cleanliness of the site					
7.	Sidewalks					
8.	Restaurants					
9.	Food & accommodation					

	n facilities					
10.	Parking facilities					
11.	Help desk services					

14. State your understanding on exclusivity of tourist place in urban regions.

Sl. No	Particulars	Major Attraction	One of the Attraction	Minor Attraction	Not an Attraction	Not at all Attraction
1.	Museums and art galleries					
2.	Theatres and cinemas					
3.	Convention centres					
4.	Concert halls					
5.	Historical sites					
6.	Night clubs					
7.	Carnivals/Exhibition/Tra deshow					
8.	Parks and green areas					
9.	Shopping facilities					
10.	Ancient monuments and statues					
11.	Waterfronts/Water bodies					

### Section III. Touring Behaviour of Tourist

15. The following questions need one response in each row.

Sl. No	Opinion	Definitely Yes	To an extent	Not Necessary
1.	Do you feel that adopting tourist packages from tour operators is necessary for successful trips?			
2.	Do you prefer to use guide services while taking a trip?			
3.	Do you wish to tour independently while taking a trip?			

16. In the past, when did you visited these places in the past?

- Within the 15 days       Week within the past 1 month   
 Within the past 6 months       Within the past 1 year

Two years ago  Many years ago

17. Number of days you wish to spent in Thrissur?

Few Hours  One  Two  Three  Four   
 Five  More than Five

18. Do you tour combines different well-known and less-known places in Thrissur Corporation (to realise fascination)?

Always  Frequently  Sometimes   
 Rarely  Never

19. State the primary desire for selecting and travelling to a specific urban tourist destination.

Sl. No	Particulars	Prime Motive	Motive	One of the Motive	Least Motive	Not at A Motive
1.	Attracted by Adventure Features					
2.	To Study the Culture					
3.	To be a Part of the Nature					
4.	To Rest and Relax					
5.	In Order to Enjoy Nightlife					
6.	To Enhance Health					
7.	To Explore the World					
8.	To Attain Spirituality by Visiting Religious Places					
9.	For Sports and Entertainment					
10.	To Spend Time with Family					
11.	To Spend Time with Friends and Relatives					
12.	Visiting Places Seen on TV or in a Movie					

#### **Section IV. Urban Tourist Satisfaction**

20. Below is the detailed list of urban tourist destinations that comes under the boundaries of Thrissur Corporation. In which all places have you visited?

Sri Vadakkumnathan Temple  Paramekkavu Bhagavathy Temple   
 Nehru Children's Park  Shoba City   
 Vilangan Hill  Puzhakkal River Tourism   
 Village  Puzhakkal Wet Lands  Pullazhi Koleland

- Sakthan Tampuran palace       Thiruvambady Sri Krishna Temple
- Our Lady of Lourdes Metropolitan Cathedral       Heritage garden
- Our lady of Dolours Basilica       State Museum and Zoo
- Sacred Heart Latin Catholic Church (St. Antony’s)       Kerala Lalithakala Academy
- Kerala Sahitya Academy       Kerala Sangeetha Nataka Academy
- Archaeological Museum       St. Euphrasia Tomb Shrine
- St. Antony’s Forane Church, Ollur       Vaidyaratnam Ayurveda Museum
- Mannuthy Plant Nurseries

21. Are you satisfied with these urban tourist destinations in Thrissur Corporation?

- Highly Satisfied            Satisfied            Neutral
- Dissatisfied            Highly Dissatisfied

22. State your level of satisfaction on the urban tourist destinations in Thrissur Corporation.

Place	Satisfaction					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Sri Vadakkumnathan Temple						
Paramekkavu Bhagavathy Temple						
Nehru Park						
Shoba City						
Vilangan Hill						
Puzhakkal River Tourism Village						
Puzhakkal Wet Lands						
Pullazhi Koleland						
Sakthan Thampuran Palace						
Thiruvambady Sri Krishna						

Temple						
Our Lady of Lourdes Metropolitan Cathedral						
Heritage Garden						
Our Lady of Dolours Basilica						
State Museum and Zoo						
Sacred Heart Latin Catholic Church (St. Antony's)						
Kerala Lalithakala Academy						
Kerala Sahitya Academy						
Kerala Sangeetha Nataka Academy						
Archaeological Museum						
St. Euphrasia Tomb Shrine						
St. Antony's Forane Church, Ollur						
Vaidyaratnam Ayurveda Museum						
Mannuthy Plant Nurseries						

23. Are you interested to visit urban tourist destinations in Thrissur Corporation again?

Yes  No

24. State your level of satisfaction towards tourism facilities established in Thrissur Corporation as part of urban tourism promotion activities?

Sl. No	Tourist Accessories	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	N.A.
--------	---------------------	------------------	-----------	---------	--------------	---------------------	------

1.	Hotels						
2.	Restaurants						
3.	Shopping						
4.	Cleanliness of the Spot						
5.	Supporting Infrastructure						
6.	Wash Rooms						
7.	Help Desk						
8.	Information Guide						
9.	Safety and Security						
10.	Parking Facilities						
11.	Pedestrian Areas						
12.	Easy Access						
13.	Diversity of Attractions						
14.	Friendliness of the Local People						
15.	Transportation Services						
16.	Nightlife and Entertainment						
17.	Opportunity for Rest						
18.	Sports and Recreation						
19.	Climatic Conditions						
20.	Business Opportunities						
21.	Medical Facilities						

**Section V. Urban Tourist Attachment with Specific Destination**

25. From where do you acquire information about tourist destinations at Thrissur Corporation?

- From tourist agencies       From friends and relatives   
 Through Internet       Media   
 Books and Guides       Fairs and Exhibitions   
 It was a part of travel package

26. How many times have you visited urban tourist destinations at Thrissur Corporation?

- One       Two       Three       Four       Five   
 More than Five

27. How many days did you to stay at urban tourist destinations in Thrissur Corporation?

- One       Two       Three       Four       Five   
 More than Five

28. State which of the emotional & religious factors influenced you in selection of Thrissur Corporation as urban tourist destination?

Sl. No	Particulars	Highly Attached	Attached	Moderately Attached	Least Attached	Not at All Attached
<b>Place Attachment (Travelling to Thrissur than to Other Destination)</b>						
1.	Enjoyment (Personal Likeliness)					
2.	Relativity with Historic Destination					
3.	Eco-Friendly Travel Spots					
4.	Visit to Cultural Significant Places					
5.	Visit to Zoological Park and Wildlife Century					
6.	Visit to Archaeological Spots					
7.	Visit to Museum					
8.	Reputation of Tourist Sport					
9.	Travel Experience					
10.	Sense of Belongingness					
11.	Sense of Likeliness					
12.	To Release Best Tour Experience					
13.	Deep Attached with Thrissur					
<b>Sympathetic Attachment (Compassion with the Thrissur)</b>						
14.	Affection towards Regional Residents					
15.	Identity with Regional Residents					
16.	Commonality with Regional Residents					
17.	Understand Regional Residents' Lifestyle					
18.	Feel Close to Some Residents Visit					
19.	Made Friends with Some Residents During the Visit					
<b>Religious Attachment</b>						
20.	Wish to attend Thrissur Festivals (Annual Pooram, Temple Events)					
21.	Visiting Various Religious Festival					
22.	Identity with the Religious Festival					
23.	Religiously Attached with Festival					

29. State which of the prominent features of Thrissur Corporation as tourist destinations influenced you to visit these places?

Sl. No	Particulars	Very True	True	Moderately	False	Very False
<b>Competitive Features</b>						
1.	Visiting Tourist Places is more Interesting than Visiting to Other Destinations					
2.	Attending Festivals and					

	Exhibitions is more Enthusiastic than that of Visiting Other Places					
3.	Shopping and Recreation are much more Attractive than Other Places					
4.	Historical Significance Places Influence to Visit Again					
5.	The Cultural Features Inspire the Visitors and to make Frequent Visits to these Destinations					
6.	Cannot Substitute any Other Places for Tourism and Entertainment Other than Thrissur					
<b>Comfort Zone</b>						
7.	Best Tourist Spot					
8.	Trustworthy Tourist Destinies					
9.	Feel Homely and Comfortable while Visiting Thrissur					
10.	Suitable Society to Tour					
<b>Welcoming Nature</b>						
11.	Welcoming Guest					
12.	Friendly Behaviour of Hosts					
13.	Contribution of Guest to Local Economy Growth					
14.	Fair Treatment by Residents					
<b>Safety Conditions</b>						
15.	Feeling Safe Visit to Thrissur					
16.	Feeling Safe and Secure While Walking During the Daytime at Thrissur					
17.	Thrissur is Safer than any Other Place in Kerala					
18.	Travelling alone is not Problem					

30. What do you consider as the strengths of Thrissur Corporation to attract more tourists?

<b>Sl. No</b>	<b>Particulars</b>	<b>Major Strength</b>	<b>One of the Strength</b>	<b>Minor Strength</b>
1.	Shopping and Entertainment			
2.	Nightlife			
3.	Historical Significance			
4.	Cultural Significance			
5.	Religious Significance			
6.	Others (Specify)			

**Section VI – Urban Tourist Loyalty**

31. State the nature of loyalty extended by you towards tourist destination Thrissur Corporation.

<b>Criterion of Loyalty</b>	<b>Undoubtedly</b>	<b>Sure</b>	<b>Maybe</b>	<b>Doubtful</b>	<b>Never</b>
Willingness to Visit Again					
Recommend these Tourist Destinations to Family and Friends					
Preference to Stay for Longer Periods at Thrissur when Compared with Other Places					
Visit here with more Companions					
Look Forward to Participate in Spectacular Festive, Religious, Cultural, Architectural Aspects					

**Section VII: Urban Tourism Sustainability**

32. State your perception on the sustainability of urban tourism in Thrissur Corporation?

Highly Potential  Potential  Moderately Potential

Weak  Very Weak

33. As per your understanding how far promotion of urban tourism in Thrissur Corporation with support in \_\_\_\_\_ sustainability?

Sl. No	Particulars	Highly Prospects	Prospects	Moderate Prospects	Least Prospects	Not At All Prospects
<b>Environmental</b>						
1.	Eco-Friendly Accommodation					
2.	Public Transportation					
3.	Waste Management					
4.	Green Spaces					
<b>Social</b>						
5.	Community Engagement					
6.	Cultural Preservation					
7.	Fare Labour Practices					
8.	Accessible Tourism					
<b>Economic</b>						
9.	Local Environmental Benefits					
10.	Responsible Marketing					
11.	Tourist Education					

**VIII. Challenges faced by the Tourists**

34. What are the major challenges faced by you while visiting urban tourist destinations at Thrissur Corporation?

<b>Variables</b>	<b>Major Challenge</b>	<b>One of the Challenge</b>	<b>Not at all a Challenge</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Lack of Reliability						
Low Visibility and Weak Brand Identity Due to Inadequate Promotion						
Overcrowding Leading to Discomfort and Chaos						
Lack of Adequate Infrastructure						
Lack of Technological Advancements in the Tourist Arena						
Inadequacy of Facilities and Resources in the Tourist Arena (Due to Fragmentation in Tourism Development and Service Delivery)						
Underutilization of Indigenous Cultural and Natural Assets in the Tourism Centres Leading to Reduced Tourist Engagement and Shorter Stays						
Monotonous and Generic Tourism Products Leading to Tourist Disengagement						
Lack of Efficient Local Transportation						
Limits the Ability to Offer Personalized and Seamless Tourist Experiences						
Overconcentration in a Few Hotspots, and the Neglect of Potential-Rich Destinations and Lack of Integrated Public Travel Packages						
Huge Quantum of Time and Distance is Needed to Visit These Destinations						
Physically Degraded Ecosystem						
Highly Polluted Areas						
Dominance of Large Corporations and Lack of Local Representation in Prime Tourist Areas						
Problems in Accommodation						
High Cost of Services						
Low Quality Hotels and Restaurants						
Language Difficulties						
Climate Change						
Safety and Security						

## **IX. Remedies for Overcoming Challenges**

35. Kindly give your suggestion to overcome the challenges faced by the urban tourists.

<b>Variables</b>	<b>Highly Recommended</b>	<b>Recommended</b>	<b>Moderately Recommended</b>	<b>Least Suggested</b>	<b>Not Necessary</b>
Adoption of Effective Tourist Management Systems					
Involvement in Destination Promotion					
Promoting Off-Peak Travel					
Enhancing Infrastructure Facilities					
Strengthening Digital Marketing					
Building Linkage with Stakeholders (Private & Public Tourism Service Providers)					
Including Local Flora, Art, Culture & Ethnicity Concepts as Part of Niche Tourism					
Attempting to Offer Greater Tourism Experiences					
Taking measures to Increase the Number of Public and Private Transportation					
Smart Destination Management (Digitalization)					
Offering Inland-Public Travel Packages (Covering Various Places)					
Promoting Hired Vehicle Services (Personally Operated) and Enhancing Digital and Real-Time Travel Information					
Ensuring Balance between Environment, Social Contact and Economic Growth					
Promoting Eco-Tourism and Implementing Green Certification Standards					
Supporting Local Business to Open Shops in Prime Destinations					
Strengthen Online Booking Systems, Tourist Information Centres and Emergency Accommodation Plans through appropriate Monitoring and Regulation					
Enabling Transparent Pricing Policies, Providing Off-Season Discounts and Support Local Tourism Operators through Appropriate Government Regulations					
Enable Quality Certification System for the Hotels and Restaurants Along with Feedback					

and Review Mechanisms from the Part of the Tourists					
Enabling Multilingual Signage and Information Boards, Arranging Professional Guides and Translators, Training the Tourism Staff in Basic Foreign Languages, Implementation of Mobile Translation Apps and Tools, Tourism Brochures and Maps					
Promoting the Tourists to Choose Sustainable Travel Options by Staying in Eco-Certified Accommodations and Making them Aware Again and Again About the Need for Conserving Water and Energy, Offset Carbon Emissions, Reducing Waste, to Select Low-Impact Activities thereby Supporting Local and Sustainable Businesses					
Enhancing Police and Tourist Security Patrols in all Tourist Areas					

**THANK YOU**