



Tourist Motivation, Destination Competitiveness, and Destination Loyalty – A Study on the District of Virgin Princess

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Abstract

Many reasons tempt tourists, instigating researchers to analyse their motivations in choosing a destination matching their self-emotional persuasion. Some destinations arouse interest in travelling repeatedly, making tourists loyal owing to the destination's competitive advantage. The study intends to identify the influencing aspects that could cater to tourist satisfaction, thus generating potential loyal tourists; various dimensions of tourist motivations lead to the decision-making for the tourist, and major factors are the destination's attributes and the destination's perceived image. Any destination to sustain itself in the competitive tourism market has to evolve beyond the present competition, which requires likely tourist knowledge and their travel motivation related to their purchase decision-making for the destination. The results find that a peaceful environment, festivals and events, eco-tourism natural trails, and climatic conditions are crucial in attracting tourists to Kanyakumari – motivations like. Natural sceneries, the confluence of three seas Bay, Arabian and Indian Oceans, Sunrise and Sunset, attractive beaches, and Vivekananda rock are concrete competitive attributes of the district. The study further suggests managerial insinuations that can improve the district's competitiveness in increasing the tourist influxes.

Keywords: Tourist Motivations, Destination attributes, Tourist satisfaction, Destination Loyalty, Destination Competitiveness.

1. Introduction

Tourists consume experiences at a destination. These experiences are the resources that the destination employs in catering to tourists. Optimal and

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effective use of resources makes the destination more appealing to tourists; destination stakeholders continuously modify and upgrade resources to cater to the tourists' basic requirements. Any tourist who intends to visit any destination is motivated to spend time and money exploring the destination. The impetus to travel to any destination is to contribute to the economic development of the stakeholders at the destination. (E., 1989; D. G. Pearce & Butler, 1993). The process of decision-making before the purchase is always linked with the tourist's expectation for the destination which is widely known as motivation to travel to the destination and has been studied in length with the concepts of expectation and disconfirmation model. (Oliver & Oliver, 1980), equity theory (Fisk & Young, 1985), and norm theory (LaTour & Peat, 1979)

Numerous theories interpret satisfaction by linking it with the motivation and expectations of the tourist. (Gnoth, 1997; Wong, 2013); in tourism, consumer satisfaction is generally construed with relative perception (Douglas et al., 2023; Fodness, 1994), a crucial element for tourists in the decision-making process while purchasing any travel product. The concept of relative perception in tourism is based on experience or exposure to the features of the destination.(Escobar et al., 2020; Tse, 2014). The previous knowledge or reviews construct the base of expectation, which further becomes the parameter for the level of satisfaction. (Fernández et al., 2012; Genç, 2012; Hung et al., 2021). Several studies have verified that satisfaction has been the major contributor to predicting destination loyalty.(Gursoy et al., 2014; Papadopoulou et al., 2023)(P. L. Pearce & Lee, 2005). The construct of loyalty has three pillars. (Gursoy et al., 2014), namely destination image (del Bosque & Martín, 2008), attribute satisfaction (Chi & Qu, 2008), and overall satisfaction (Abuamoud et al., 2018), these confirm the degree of consumer loyalty towards the destination, i.e. likelihood to repurchase, and the likelihood to recommend the particular destination (Oppermann, 2000) (Baloglu & McCleary, 1999).

Tourist motivations, destination competitiveness, satisfaction, and destination loyalty are the significant parameters that support the idea of visiting any destination. Motivation refers to the factors internal and external to the tourists, the former comprising aspects of socio-psychological needs, available high disposable income, and excessive free time and later the destination-related factors like natural and artificial events, facilities and amenities that provoke the tourist to select for travel. Added to these is the destination's competitive advantage that promotes the loyalty parameter. Nurtured by the tangible and intangible attributes and the experience gained by the tourists, they are induced to pay repeat visits. Beyond the motivations and competitiveness, there are other mediating demographic and sociocultural parameters, such as annual income, gender, marital status, age, educational qualification, and nationality, and behavioural parameters,

including repeat purchase, duration of visit, and sources of information, that play a substantial role in the decision-making process.

The current paper will highlight the perfect blend of the above-said parameters, identifying the potential factors that influence motivation, the destination competitiveness that leads to overall satisfaction, and the loyal behaviour of tourists visiting Kanyakumari, the district of Virgin Princess.

2. Literature Review & Conceptual Framework

All research is built on the theoretical and empirical background of the parameters, laying a solid base for arriving at a framework. Likewise, the present study revolves around tourism motivations, the destination's competitiveness, satisfaction through experiences and repeat purchases or loyalty. Tourist Motivation is the psychological factor that induces behaviour based on external factors, especially destination-related elements identified as emotional stimuli by (Correia & Moital, 2009) that make them behave according to situations. The study on tourist motivation started in the 1970s, stressing the travel patterns or behaviour and how tourists were classified. Likewise, (Ajzen, 2012) opines that the tourist's purchase behaviour in deciding stages for a destination pertains to the individual preferences, and the perception of the value the individual gives to the attributes any destination offers. In this context, (Correia et al., 2007) identified pleasure as a travel motivator, while (Dann, 1977) added that anomie and ego-enhancement were reasons. On the other hand, (Prat & Cànoves, 2012) expressed that knowledge-seeking, leisure, attractions, longing for socialisation, and love for landscape features motivate exotic destinations. Several ideologies have been proposed by numerous authors in the given fields.

2.1. Motivation

The study of motivation is an amalgamation of multiple fields, with extensive literature studied in Sociology, Psychology, Anthropology, Management, etc. The primary objective of pursuing knowledge around tourist motivation is identifying the reason for their travel and selecting any destination (Gnoth, 1997). Multiple theories have also interpreted motivation in tourism and associated it with internal-personal and external-destination factors. (M., 1977); authors like (E., 1989; Iso-Ahola, 1982) have also developed theories describing the optimal arousal theory of psychological reward (Dann, 1977), the motivation for tourists and the model of the push and pull factor, and the approach and avoidance paradigm (Hall & Pearce, 1982). Etc. Motivation has been examined from both tourist and destination perspectives. These interpretations have been successful in providing valuable insights into the understanding of motivation, such as need-based, value-based, benefit-sought or realised, and expectancy-based theories. (Snepenger *et al.*, 2006; Xiao and Nicholson, 2013; Cohen et al., 2014; Madden, Rashid, and Zainol,

2016; Juvan, Omerzel and Maravić, 2017; Yoo, Yoon and Park, 2018)(Dann, 1981; Yoon & Uysal, 2005). In tourism, motivation has been utilised in determining how an individual behaves both pre-purchase and post-purchase of the travel.

2.2. Competitiveness

The sense of competitiveness at a tourist place promotes destination awareness for policymakers (Abreu-Novais et al., 2016). It provides the stakeholders with a necessary push to pursue compatible steps to promote and develop the destination. This includes strategies and investments which could benefit all stakeholders when combined efficiently and effectively (Buhalis, 2000; Streimikiene et al., 2021). Competition helps identify core areas of progress to increase the value and capacity of the destination (Mohd Hanafiah & Zulkifly, 2018); it helps in analysing the organisation's current state, thus assisting them to work on the demand and supply chain of the destination, improving economic, environmental, and infrastructural output (Mazanec et al., 2007; Poon, 1993). Competitiveness helps develop solutions for radical problems, thus involving more strategic positions in strengthening destination quality (Crouch & Ritchie, 1999; Hanafiah & Zulkifly, 2019). Globalisation has undoubtedly been a key factor in delivering competitiveness to tourist destinations, leading to the comparison between peer destinations (Aguiar-Barbosa et al., 2020; Croes & Rivera, 2010), hence merging industrial and service industries to provide competitive advantages in the fields of affordability, quality, accessibility, facility, efficiency, skills and innovations (Hassan, 2000) (Ajzen, 2012). The high growth of any destination is directly proportional to the competitive environment at the destination, where the better executor of policies prevails. Hence, competitiveness becomes a crucial economic indicator in destination development.

2.3. Satisfaction

Satisfaction is a multi-dimensional factor with application in every significant field available; it is a psychological aspect of human nature that governs directional characteristics of need, expectation, and motivation (Dmitrović et al., 2009). It also considers the individual's prior beliefs, thus providing critical indicators to their emotional, social, and behavioural viewpoints (K.-H. Kim & Park, 2017; Wang et al., 2009). Extensive literature has explained the construct of satisfaction in tourism with numerous theories to understand the meaning of tourist satisfaction. Expectancy-Disconfirmation theory (Oliver, 1980) measures satisfaction with positive confirmation and negative disconfirmation, scaling the expectation and outcome level gap. The equity theory of satisfaction (Fisk & Young, 1985) concerns the cost or the trade-off of satisfaction in the fairness of what they have sacrificed to gain experience. Satisfaction is also linked with individual well-being, where It has a

significant influence on individual emotional decision-making; authors like (Diener et al., 2003; Ryan & Deci, 2001; Saari et al., 2023) have associated pleasure, enjoyment, cognition, and self-realisation with well-being obtained from satisfaction. The tourist's interaction with the destination starts with pre-purchase information collection for visiting the selected destination (Saayman et al., 2018); the post-purchase perception is then compared with the post-visit outcome. Hence, satisfaction is quantified by the tourist's assessment of subsequent beliefs and destination interaction (A. K. Kim & Brown, 2012).

2.4. Loyalty

Buying and consuming a tourism product affirms businesses' marketing efforts to convince consumers to visit any destination. A good marketing strategy helps businesses influence the right customer with the right product (Cohen et al., 2014; McKercher & Guillet, 2011). By offering the consumer tourism product features they look for, namely Novelty, Authenticity, Amenities, Product Modification, or even an update on the Existing Destination (Blomstervik & Olsen, 2022a; Chekalina et al., 2018; Prebensen et al., 2014; Seyitoğlu & Davras, 2022); a decent marketing effort makes sure that it induces the consumer to try the product, here if the product exceeds the pre-purchase expectation (Kotler & Armstrong, 2021), then the consumer would most likely purchase the product. Therefore, it generates consumer loyalty for the organisation. In the book "Objects, subjects and Mediations in Consumption" (Miller, 2001), Daniel Miller defined consumption as a free expression of the creative subject, where individuals choose to consume a particular product based on prior awareness related to the product. However, if the consumer consumes the same product again, then the degree of loyalty is shown with repeated consumption of the product suited to their preferences. (Mustaniroh et al., 2020; Yuksel et al., 2010). The degree of loyalty has always been critical in measuring consumer preferences and marketing success. In tourism, if a destination influences any individual to revisit or recommend the destination, it is considered tourism loyalty. (Astari et al., 2016; Blomstervik & Olsen, 2022b; Zheng et al., 2015).

A destination's success is appreciated relying on the satisfaction testified by the tourists and visitors. This total satisfaction depends upon the sum of the experience of all the tangible and intangible products the destination offers tourists. The overall experience provided by a destination cannot be from a single source but a conglomeration of stakeholders like the host community, government sector, various tourism businesses, linked industries, and destination management organisations (DMOs). Based on the contention of (Dayunan, 2022) the overall experience of the tourist customers, if favourable, leads to higher satisfaction levels and guides their intention to repurchase. There are characteristics as mentioned by (Lin & Wang, 2012) where

satisfaction pertains to services, facilities, communication, infrastructure, safety and security, and ease of entry into a nation offered by the government and other stakeholders.

The argument of (Kassean & Gassita, 2013) Stresses on destination's service quality, its attractiveness, and its cultural attributes like religion and language, which are the most discussed factors in many studies. On the other hand, (Douglas et al., 2023; Juvan et al., 2017; Papadopoulou et al., 2023) Add that other specific destination factors like stability of the political climate, social features, excellent accommodational establishments, acceptable exchange rates, and reputation of the destination build the image in the public's minds. Information sources like the internet and word-of-mouth on tourist attractions' pricing form a base for arousing the intention to travel to a specific destination. (Li & Cao, 2022) Content that experience gained on the whole rather than individual product or service directly or indirectly refers to the competitive advantage displayed by the destination. Additionally, (Blomstervik & Olsen, 2022a; Dai et al., 2023) Propose that the expectation of tourists relies on the internal and external variables they experience in the place of visit.

From the above discussion, it is clear that the elements of tourist motivations, destination image, tourist satisfaction, destination loyalty, and destination competitiveness are interrelated.



Figure 1: Conceptual Framework

3. Research Objective

The general objective is to study the travel motivations, destination loyalty, and destination competitiveness of Kanyakumari, the district of the Virgin Princess of Tamil Nadu, located at the southernmost tip of the Indian Peninsula. The specific objectives of the study are to identify the main factors influencing potential tourists for their loyal behaviour towards the destination. Kanyakumari explores the various dimensions of tourist motivations leading to the tourists' visit to Kanyakumari, the destination plays a huge role in attracting tourists from numerous places, owing to the competition it holds with other beaches and heritage sites. After intensively probing the literature review, studies were conducted exclusively and individually on travel motivation, destination attributes, destination

competitiveness, and destination loyalty. No such attempts were made to identify such parameters, which have wholly contributed to the destination loyalty of Kanyakumari. Thus, it enables the researchers to study the travel motivations of the tourists and the influence of destination attributes that make the tourists loyal to visit Kanyakumari. Consequently, it forms the first and unique study trying to build a relationship between these concepts in the study area, filling the gap. With this rationale, the researcher has set out to contribute to the theory of tourism.

Finding out the motivations of the tourists and the influence of destination loyalty on the decision to select a destination will help to highlight the travel pattern of the tourists and the destination's qualities. This will help to identify where Kanyakumari stands in the heart of tourists and what is lacking so that the government can take the necessary action to make it a popular tourism destination in India. It is expected to improve the image of Kanyakumari. It will, directly and indirectly, contribute to employment generation and improvement in India's economy. The study will act as a catalyst to kindle the spirit of the tourists and the stakeholders at all levels to bring about the overall development of Kanyakumari. The study will provide a ground for future research endeavours. The study is confined to travel motivations, destination attributes/ competitiveness, and destination loyalty. Since the study is exploratory and inferential, it will explore Kanyakumari's various motivations and destination qualities, leading to destination loyalty (Cape Comorin). The study will enable the various stakeholders to improve and integrate policies for the overall enhancement of Kanyakumari to increase tourists' loyalty to visiting Kanyakumari.

4. Research Methodology

4.1. Research Setting

Kanyakumari is the destination, which is in fourth place in terms of domestic tourist arrivals and eighth place in terms of foreign tourist arrivals within the Tamil Nadu state, according to the 2022 Directorate of Tourism, Chennai data. Kanyakumari is an excellent destination for leisure recreation, fun, and cultural and religious activities peaceful environment, festivals and events, eco-tourism natural trails, medical facilities, sports facilities, climatic conditions, and nightlife are crucial in creating loyalty towards the destination and handicrafts and souvenirs. Therefore, both natural and artificial attractions attract tourists to Kanyakumari. The attitude of the local people and the service providers, the role of the government in promoting Kanyakumari as a tourist destination,

4.2. Research Design

The study was constructed taking in context of Destination Competitiveness, Travel Motivation, Travel Satisfaction, and Destination Loyalty; all these

factors contribute to the overall tourism development at the destination. The data for the research is drawn from tourists visiting the Virgin District of Tamil Nadu, a convenient sampling method was used to collect responses from the tourists visiting the district. Structured questionnaires were distributed among the tourists with proper instructions related to the context of the destination. A total of 120 tourist questionnaires were finalized (Larry Dwyer Vanja Dragičević & Cvelbar, 2016), which apart from collecting tourists' demographic and socioeconomic characteristics also collected responses based on (Thong et al., 2023) related to their perception of the destination and destination's competitiveness with other alternative destinations, tourist's travel motivation, their satisfaction with the facilities and amenities available at the destination and their revisit intention or their chances of recommending the destination to friends, family and acquaintances.

4.3. Research Method

The responses were collected on a 7-point Likert scale with 1 indicating "very unlikely" and 7 indicating "very likely", the study used (Albayrak & Caber, 2018) Method in measuring the relationship between variables. The survey items were selected from (Hoang et al., 2022; Hung et al., 2021; Lee et al., 2011; Pansiri, 2014; Prebensen et al., 2014; Yoon & Uysal, 2005) Discussing destination competitiveness, motivation to visit, satisfaction and loyalty towards the destination. After collecting the responses, the questionnaires were refined and compiled to analyze and test the antecedents of the research with the tools used in the study utilizing frequency distribution, cross-tabulations, Chi-square test, Correlation, and Regression. The hypothetical statements have been tested at the level of 5% significance with the application of SPSS 18.

5. Findings and Results

The parameters of study tourist motivations, destination competitiveness and loyalty are the major variables that rely on the demography to which the tourists belong. Motivations differ according to the gender, age, marital status, educational qualification, occupation and nationality of the tourists. Therefore, under the gender profile, male respondents were the maximum number of 74(61.7%), and the remaining 46(38.3%) were female. Almost one third of them 67(55.8%) were between the age group 20 and 40, 39(32.5%) between 40 and 60, 9(7.5%) below 20 and 5(4.2%) of them above 60. Under the marital status category, the majority, 76(63.3%), are married, while 44(36.7%) are unmarried, showing that it is a place for family-centred tourism activities. More than half of respondents 69(57.5%) possessed graduation and post-graduation degrees, 28(23.3%) professional qualifications, and 23(19.2%) below graduation. Under the category Income, a maximum of 33(27.5%) earned between ₹1 lakh and ₹3 lakhs, 27(22.5%) between ₹ 60,000 and ₹1

lakh, 23(19.2%) between ₹5 lakh and above, 21(17.5%) tourist respondents varied between ₹3 lakhs and ₹5 lakhs and 16(13.3%) unemployed students and house-wives. Regarding nationality, 98(81.7%) respondents are domestic tourists, and 22(18.3%) are foreign tourists.

To establish an association between the psychological factor motivation and demographic factors that influence the behaviour, Hypotheses are presented in Table 1. The association has been checked with the respondents' nationality and occupation, which plays a role in motivation. The variable loyalty has been analysed by taking nationality and the visit frequency to establish logical connotations.

Hypothesis 1: No significant association exists between tourist motivation and nationality in deciding to travel to Kanyakumari.

Hypothesis 2: No significant association exists between tourist motivation and occupation for touring Kanyakumari.

Hypothesis 3: No significant association exists between the visit frequency and nationality for travelling to Kanyakumari.

Hypothesis 4: Loyalty, Merry Making, Affordability, Fitness, Experiencing and learning, Achievement, and Escape are independent.

Hypothesis 5: Destination Competitiveness, Nightlife and entertainment, Monuments of Kanyakumari, Natural Scenery, Culture, Facilities and amenities, Activities, Shopping, and cleanliness are independent.

About **Hypothesis 1**, the Chi-square value of 36.612 with degrees of freedom six and P value of .000 of the Chi-square tests of association shows that a strong relationship exists between the variable's tourist motivation and nationality of the tourists. Rest and relaxation have been a motivation for 43(35.8%) of the tourist respondents, 28(23.3%) for fun, 20(16.7%) for religious reason, and 18(15.0%) for culture. Of the 98 Indian nationals, 39(39.8%) came for rest and relaxation, 26(26.5%) for fun, and 18(18.4%) for religious reasons. Reasons like culture, study trips and visiting friends and relatives have got negligible responses, accounting for 6(6.1%), 4(4.1%) and 2(2.0%) respectively. Of the 22 foreign nationals, 12(54.5%) came for culture, and 4(18.2%) came for relaxation. Religion and fun share an equal percentage of 2(9.1%). None of the foreigners had come for study trips and visiting friends and relatives. Thus, it is inferred that the culture of Kanyakumari highly motivated foreigners to visit the destination, and this motivation does not mind long distances away from one's country to visit.

Hypothesis 2, with a Chi-square value of 36.318 with degrees of freedom of 24 and a P value of .051 of the Chi-square tests of association, shows that a relationship exists between the variables of tourist motivation

and occupation of the tourists. Majority 36(30.0%) of the respondents are business men, 32(26.7%) employed under private sector, 28(23.3%) self-employed, 16(13.3%) public sector, and 8(6.7%) students. It is further noted that the majority, 12(42.9%) of the total 28(23.3%) self-employed tourists, visited Kanyakumari for relaxation, 7(25.0%) for fun, and 15(20.3%) for religious reasons. Thus, it is inferred that Kanyakumari's rest, relaxation and fun attributes motivated self-employees and business people to reduce their stress in their working environment than public and private sector employees, indirectly contributing to their loyalty to the destination.

Considering **Hypothesis 3**, the Chi-square value of 11.932 with degrees of freedom four and P value of .01 of the Chi-square test of association shows a strong relationship between the variable frequency of visit and nationality of the tourists. Among the respondents, 77(64.2%) are first-time visitors, and the remaining 43(35.8%) are repeated visitors. Of the total 98(81.7%) Indian respondents 56(57.1%) are first time visitors, while 42(42.9%) are repeat visitors. Of the total 22(18.3%) foreign respondents, 21(95.5%) are first time visitors and only 1(4.5%) are repeat visitors. Thus, it is inferred that Indians are more loyal to Kanyakumari than Foreigners, as the distance between origin and destination makes a difference. It can be inferred that the nationality of the tourists determines the frequency of visits to a destination because the closer a destination is to the place of origin of the tourists, the more frequent the visit will be than the destination that is far away.

Table 1: Chi-Square Test

| Hypothesis | Chi-Square value | Df | P Value |
|------------|------------------|----|---------|
| 1 | 36.612 | 6 | .000 |
| 2 | 36.318 | 24 | .051 |
| 3 | 11.932 | 4 | .017 |

To analyse the tourists' motivation and loyalty towards the Kanyakumari, specific aspirations like merry-making, fitness, experiencing and learning, achievement, escape and affordability are checked for independent relationships to know which factors influence the tourists' minds. **Hypothesis 4** has scientific investigation via regression analysis of how far the psychological variables play a role in maintaining loyalty. It explains a causal relationship of loyalty, which is a dependent variable, with that of above mentioned multiple independent variables.

The relationship between independent push factors or internal factors and dependent variable loyalty can be established with the significance level of the hypothesis. The correlation between the cause-and-effect variables is explained through the R-value, which appears to be .440. In contrast, the variation in whole among the said variable is displayed through the R-square value, showing .193, and the adjusted R-square is .150. Since the difference between R square and adjusted R square is meagre among the variable's

merrymaking, affordability, fitness, experiencing and learning, achievement, and escape with destination loyalty, it can be inferred as good by rule. By considering the inaccuracy present in the model, the prediction of the variable is improved by fitting the model at an F-ratio of 4.510, which is a good value since it is above one, which is significant at the .000 level of the P value giving room for rejecting the null hypothesis. Therefore, the investigation advocates that the motivational aspects positively relate to loyalty.

Table 2a shows whether merry-making, affordability, fitness, experience, learning, achievement, and escape are significant predictors of loyalty. It is revealed from the table that attributes like fitness, and achievement are significantly related to loyalty as the values are .020 and .035, respectively, with a beta coefficient of .217 and .203 in that order. The other variables, experiencing and learning, affordability, escape and merry-making, do not significantly correlate with the dependent variable loyalty. To relate to the finding of the regression analysis, tourists who visit Kanyakumari are loyal as the two variables fitness and achievement influence them. Hence, these two factors have a more significant impact on tourists' loyalty.

Table 2: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .440 ^a | .193 | .150 | 4.19532 |

a. Predictors: (Constant), Merry Making, Affordability, Fitness, Experiencing & Learning, Achievement, Escape

Table 2: ANOVA

| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
|---|------------|----------------|-----|-------------|-------|-------------------|
| 1 | Regression | 476.324 | 6 | 79.387 | 4.510 | .000 ^a |
| | Residual | 1988.876 | 113 | 17.601 | | |
| | Total | 2465.200 | 119 | | | |

a. Predictors: (Constant), Merry Making, Affordability, Fitness, Experiencing & Learning, Achievement, Escape, b. Dependent Variable: Loyalty

Table - 2a: Correlation

| | | Fitness | Affordability | Achievement | Escape | Merry Making | Loyalty |
|----------------------------|---------------|---------|---------------|-------------|--------|--------------|---------|
| Pearson Correlation | Fitness | 1 | -.077 | .316** | .197* | .206* | .307** |
| | Affordability | -.077 | 1 | .168 | .104 | .011 | .105 |
| | Achievement | .316** | .168 | 1 | .274** | .163 | .333** |
| | Escape | .197* | .104 | .274** | 1 | .362** | .203* |
| | Merry Making | .206* | .011 | .163 | .362** | 1 | .237** |
| | Loyalty | .307** | .105 | .333** | .203* | .237** | 1 |
| Sig. (2 tailed) | Fitness | | .403 | .000 | .031 | .024 | .001 |
| | Affordability | .403 | | .066 | .256 | .907 | .255 |
| | Achievement | .000 | .066 | | .002 | .075 | .000 |
| | Escape | .031 | .256 | .002 | | .000 | .026 |
| | Merry Making | .024 | .907 | .075 | .000 | | .009 |
| | Loyalty | .001 | .255 | .000 | .026 | .009 | |

| | | | | | | | |
|----------|---------------|-----|-----|-----|-----|-----|-----|
| N | Fitness | 120 | 120 | 120 | 120 | 120 | 120 |
| | Affordability | 120 | 120 | 120 | 120 | 120 | 120 |
| | Achievement | 120 | 120 | 120 | 120 | 120 | 120 |
| | Escape | 120 | 120 | 120 | 120 | 120 | 120 |
| | Merry Making | 120 | 120 | 120 | 120 | 120 | 120 |
| | Loyalty | 120 | 120 | 120 | 120 | 120 | 120 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The correlation matrix analysis indicates that only some observed relationships are solid. A moderate relationship exists between escape, achievement and loyalty, given the Pearson values as $r=.362$, $.316$, and $.333$, respectively. There is a negative correlation between affordability and fitness. The two-tailed test shows significance as the p-value is below the .05 level in the achievement, merry-making, and escape variables. On the whole, it is found that there is a positive correlation between the variables studied. Thus, it is inferred that except for the variable affordability, the other variables play a significant role in having loyalty towards the destination Kanyakumari. Apart from the tourists' motivations, the competitive advantage of the destination that arouses interest in visiting is essential. Therefore, to test the variables of destination competitiveness and their respective cause and effect relationship is analysed through multiple regression analysis on the variables of Nightlife and entertainment, Monuments of Kanyakumari, Natural Scenery, Culture, Facilities and amenities, Activities, Shopping, and cleanliness were identified during the field visit and further the pilot study.

Hence, the following Hypothesis has been considered for the investigation. The results of multiple regression analysis are depicted in Table 3, showing the R-value for this regression model as .473. The R square figure and the adjusted R square having minimum difference with scores .223 and .175, respectively, identify the model as good. The F- ratio of 4.600 is also acceptable as it is above one, which is ideal for concluding that the model is fit. Moreover, the P value is also significant at the .000 level. The coefficient Table-3a shows whether Nightlife and entertainment, Monuments of Kanyakumari, Natural Scenery, Culture, Facilities and amenities, Activities, and Shopping and cleanliness are significant predictors of destination competitiveness. It is revealed from the table that attributes like activities and natural scenery are significantly related to competitiveness as the values are .000 and .075, respectively, with a beta coefficient of .481 and (-.165) in that order. The other variables, facilities and amenities, monuments of Kanyakumari, culture, shopping, and cleanliness, do not show a significant relationship with the dependent variable competitiveness. To relate the regression analysis findings, tourists who visit Kanyakumari are loyal as they are influenced by the two variables: activities and natural scenery. Hence, these two factors contribute more to the tourists' competitiveness of Kanyakumari as a destination.

The analysis of the correlation matrix Table-3a indicates that few of the observed relationships are very strong. The most substantial relationship between culture, activities, monuments, and destination competitiveness is found, given the Pearson values as $r=.414$, $.419$, $.411$, and $.426$, respectively. There is a lesser but positive correlation between monuments and facilities and amenities. There is a negative correlation between monuments, shopping and cleanliness, and nightlife and entertainment. The two-tailed test shows significance as the p-value is below .05 level in the variable facilities, amenities, activities, and culture with destination competitiveness. On the whole, it is found that there is a positive correlation between the variables studied. Thus, it is inferred that other variables correlate highly with destination competitiveness except for the variable monuments, natural scenery, nightlife and entertainment, and shopping and cleanliness. Therefore, the other variables play a significant role in deriving destination competitiveness towards Kanyakumari for tourists.

Table - 3: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .473 ^a | .223 | .175 | 4.13472 |

a. Predictors: (Constant), Night life & Entertainment, Monuments of Kanyakumari, Natural Scenery, Culture, Facilities & Amenities, Activities, Shopping & Cleanliness

Table - 3: ANOVA

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|---------|
| 1 | Regression | 550.462 | 7 | 78.637 | 4.600 | .000(a) |
| | Residual | 1914.738 | 112 | 17.096 | | |
| | Total | 2465.200 | 119 | | | |

a. Predictors: (Constant), Nightlife & Entertainment, Monuments of Kanyakumari, Natural Scenery, Culture, Facilities & Amenities, Activities, Shopping & Cleanliness

b. Dependent Variable: Destination Competitiveness

Table - 3a: Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|----------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 24.484 | 4.042 | | 6.058 | .000 |
| | Facilities & Amenities | .331 | .564 | .059 | .587 | .558 |
| | Activities | 3.449 | .697 | .481 | 4.947 | .000 |
| | Monuments of Kanyakumari | -.515 | .672 | -.076 | -.767 | .445 |
| | Natural Scenery | -1.622 | .903 | -.165 | -1.796 | .075 |
| | Culture | .586 | .475 | .118 | 1.234 | .220 |
| | Shopping & Cleanliness | .279 | .559 | .051 | .500 | .618 |
| | Night life & Entertainment | -.094 | .385 | -.023 | -.245 | .807 |

a. Dependent Variable: Destination Competitiveness

Table – 3a Correlations

| | Facilities & Amenities | Activities | Monu-ments | Natural Scenery | Culture | Shopping & Cleanliness | Nightlife & Entertainment | Competi-tiveness |
|----------------------------|---------------------------|------------|------------|-----------------|---------|------------------------|---------------------------|------------------|
| Pearson Correlation | | | | | | | | |
| | Facilities & Amenities | | | | | | | |
| | Activities | 1 | | | | | | |
| | Monuments | .228* | 1 | | | | | |
| | Natural Scenery | .322** | .419** | 1 | | | | |
| | Culture | .235** | .334** | .154 | 1 | | | |
| | Shopping & Cleanliness | .414** | .132 | .205* | .213* | 1 | | |
| | Nightlife & Entertainment | .335** | .118 | -.084 | .230* | .316** | 1 | |
| | Competi-tiveness | .086 | .136 | -.045 | .207* | .411** | .411** | 1 |
| | Facilities & Amenities | .169 | .426** | .140 | .030 | .123 | .061 | .1 |
| | Activities | .012 | .000 | .000 | .151 | .199 | .139 | .000 |
| | Monuments | .000 | .000 | .093 | .024 | .362 | .624 | .127 |
| | Natural Scenery | .010 | .000 | .093 | .019 | .011 | .023 | .746 |
| | Culture | .000 | .151 | .024 | .019 | .000 | .027 | .070 |
| | Shopping & Cleanliness | .000 | .199 | .362 | .011 | .000 | .000 | .180 |
| | Nightlife & Entertainment | .351 | .139 | .624 | .023 | .000 | .506 | .506 |
| | Competi-tiveness | .065 | .000 | .127 | .746 | .180 | .506 | .506 |
| N | Facilities & Amenities | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| | Activities | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| | Monuments | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| | Natural Scenery | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| | Culture | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| | Shopping & Cleanliness | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| | Nightlife & Entertainment | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| | Competitiveness | 120 | 120 | 120 | 120 | 120 | 120 | 120 |

| | | | | | | | | |
|--------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Pearson Correlation | 1 | .228* | .322** | .235** | .414** | .335** | .086 | .169 |
| Activities | .228* | 1 | .419** | .334** | .132 | .118 | .136 | .426** |
| Monuments | .322** | .419** | 1 | .154 | .205* | -.084 | -.045 | .140 |
| Natural Scenery | .235** | .334** | .154 | 1 | .213* | .230* | .207* | .030 |
| Culture | .414** | .132 | .205* | .213* | 1 | .316** | .202* | .166 |
| Shopping & Cleanliness | .335** | .118 | -.084 | .230* | .316** | 1 | .411** | .123 |
| Nightlife & Entertainment | .086 | .136 | -.045 | .207* | .202* | .411** | 1 | .061 |
| Competitiveness | .169 | .426** | .140 | .030 | .166 | .123 | .061 | 1 |
| Sig. (2- tailed) | | .012 | .000 | .010 | .000 | .000 | .351 | .065 |
| Activities | .012 | | .000 | .000 | .151 | .199 | .139 | .000 |
| Monuments | .000 | .000 | | .093 | .024 | .362 | .624 | .127 |
| Natural Scenery | .010 | .000 | .093 | | .019 | .011 | .023 | .746 |
| Culture | .000 | .151 | .024 | .019 | | .000 | .027 | .070 |
| Shopping & Cleanliness | .000 | .199 | .362 | .011 | .000 | | .000 | .180 |
| Nightlife & Entertainment | .351 | .139 | .624 | .023 | .027 | .000 | | .506 |
| Competitiveness | .065 | .000 | .127 | .746 | .070 | .180 | .506 | |
| N | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Activities | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Monuments | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Natural Scenery | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Culture | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Shopping & Cleanliness | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Nightlife & Entertainment | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |
| Competitiveness | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 |

**., Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).

The above multiple regression analysis of tourist motivation with the variable destination loyalty and destination attributes with destination competitiveness clarifies that the destination attributes of Kanyakumari play a significant role in concluding that destination attributes create competitiveness and the same influences the motivations of the tourists and claims their repeated purchase, making them loyal, an outcome of their satisfaction based on the experience enjoyed. Based on testing the first two Hypothesis on analysing the associations between the variable's tourist motivations and the demographic variables nationality and occupation, it can be identified that the latter plays a significant role in being loyal to the destination of the virgin princes, which is further confirmed with the association depicted in Hypothesis 4 with nationality and frequency of visit. From the results of Hypothesis Four, it is found that loyalty depends on the tourists' motivations like Merry Making, Affordability, Fitness, Experiencing and learning, Achievement, and Escape. Simultaneously, The results from **Hypothesis 5** find that destination Competitiveness depends upon the attributes of nightlife entertainment, monuments of Kanyakumari, natural scenery, culture, facilities amenities, activities, shopping, and cleanliness experienced that develops a sense of satisfaction amidst the tourists motivating them to increase their number of visits and thus all the five Hypothesis have investigated the proposed objectives of exploring the various dimensions of tourist motivations, destination competitiveness of the district that leads to the overall satisfaction of the tourists and identifying the main factors influencing potential tourists for their loyal behaviour in visiting the district of Virgin Princess – Kanyakumari.

6. Conclusion and Discussion

Tourists can visit Kanyakumari independently without the help of travel agents or others since they are loyal to the destination. The level of loyalty between the tourist who pays a first visit and those who pay repeat visits is the same. Indians are highly loyal to Kanyakumari when compared to Foreigners. It is the culture of Kanyakumari that highly motivated foreigners to visit the destination. Kanyakumari is undoubtedly an ideal spiritual and recreational destination for wellness activities. Scores of fitness activities such as maintaining good health, balancing stress, and getting mental peace reflect the destination attributes of Kanyakumari and is undoubtedly an ideal recreational destination. Activities such as walking on the seashore, taking a bath in the sea, horse riding, ferry rides, and meditating in the Vivekananda rock memorial reflect the destination attributes of Kanyakumari to pull the tourists towards the destination.

Natural sceneries such as the confluence of three seas (Bay, Arabian & Indian Oceans), Sunrise and Sunset, attractive beaches, and Vivekananda rock truly reflect the destination attributes of Kanyakumari for displaying

loyal behaviour of the tourists, which is depicted in Figure 2. relaxation and fun attributes of Kanyakumari motivates self-employees and business people to reduce their stress in their working environment than public and private sector employees indirectly contributing to their loyalty to the destination. The culture of Kanyakumari motivates a more significant number of female tourists than male tourists. Middle-aged tourists are found to be more loyal than children and older adults. Relaxation motivates many married tourists to reduce their family and work stress. Further, the friends and relatives are so loyal that they motivate the tourists to visit the destination so that they too can enjoy all the attractions and attributes of Kanyakumari.

The destination competitiveness of Kanyakumari, the virgin district, should be promoted by the media as a destination for all seasons, as the sunrise and sunset are ongoing attractions without any stoppage. Another competitive advantage is beach tourism, and domestic and international tourists come to sunbathe and rest on the shores' sands. Therefore, the beaches should be open for everybody to sunbathe. The district is reachable only through surface transport, and to improve its competitive advantage, it has to bring a domestic and international terminal for the flights to take off and drop the tourists, reducing travel time and distance and enhancing the psychological framework of the tourists. This will improve tourists' loyalty to the Virgin Princess district. The destination has to increase the number of tourist attractions and open new avenues of activities for recreation and entertainment. More activities and attractions will increase tourists' length of stay.

The government should make an immense effort to market the destination in all ways without compromising with using technology and the internet and making the most out of it. Policy decisions should be made by the government authorities with the help of the other stakeholders while knowing the tourist's needs and wants and catering to them for their utmost level of satisfaction.

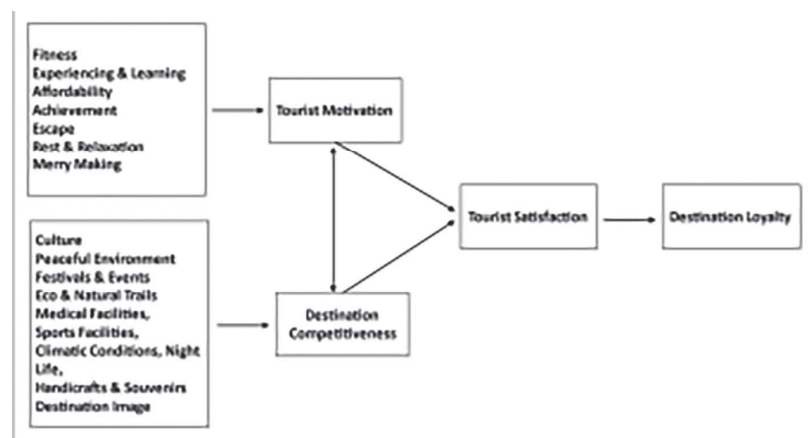


Figure 2: Destination Loyalty Model

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