



## **Tourist Motivation and Heritage Site Visitation: A Case Study of ASI Monuments of Himachal Pradesh, India**

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### **Abstract**

This study empirically investigates the factors influencing tourists' motivations to visit heritage monuments in the Kangra district of Himachal Pradesh, India. With a focus on cultural and psychological dimensions of heritage tourism, the research aims to identify core motivational drivers shaping tourist behaviour. Three hundred fifty responses were collected through structured questionnaires administered at 11 Archaeological Survey of India (ASI)-protected heritage sites within the district. Using exploratory factor analysis (EFA) in SPSS, four dominant motivational dimensions were extracted: TMF1 (Holistic Enrichment through Experiential Tourism), TMF2 (Rejuvenation and Social Fulfilment), TMF3 (Personal Autonomy and Social Identity), and TMF4 (Self-Discovery and Inner Well-Being). The findings suggest that tourists are primarily driven by the desire to engage with the region's rich cultural and historical heritage. At the same time, the surrounding natural beauty serves as a complementary attraction. Demographic variables such as age, education, occupation, and travel companion significantly influenced these motivational factors. These insights provide a basis for targeted marketing strategies and customised tourism experiences. Additionally, the study highlights the potential for establishing a regional heritage tourism circuit, which could enhance visitor flow, generate economic benefits, and promote sustainable tourism development. The findings offer practical implications for tourism planners, heritage managers, and policymakers to optimise heritage site management and improve visitor engagement in emerging cultural destinations.

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**Keywords:** ASI Monuments, Domestic Tourists Motivation, Heritage Monuments, Heritage Tourism, Protected Monuments, Kangra District, Tourists, Quantitative Data.

## Introduction

Tourism is primarily driven by human curiosity and the desire to explore diverse cultural identities within and across nations. Heritage tourism holds a special place among tourism forms due to its association with cultural, historical, and architectural legacies. These rare and fragile attractions draw visitors for their uniqueness and historical value. As Nguyen and Cheung (2013) noted, understanding whether tourists visit heritage sites solely for cultural reasons or for other layered motivations is essential.

As of 2024, there are 1,199 World Heritage Sites in 168 countries, 933 cultural, 227 natural, and 39 mixed (Ministry of Culture, 2024). Countries with the most sites include Italy (59), China (57), Germany (52), France (52), and India (42). While culturally significant, these sites are increasingly pressured by globalisation and tourism impacts. Institutions like the UNWTO stress the need for preservation amidst rapid change.

Heritage management, as defined by Miller (1989), must strike a balance between presenting cultural assets for tourism and preserving them for future generations. Heritage sites are central to identity formation and often provoke debates on representation. In India, heritage narratives frequently reflect secular nationalism, rooted in its pluralistic cultural legacy (Bandyopadhyay et al., 2008).

As a subset of cultural tourism, heritage tourism includes visits to historically and architecturally important places. It appeals to both culturally curious and novelty-seeking travellers. Effective heritage management ensures access, interpretation, and visitor satisfaction while safeguarding site integrity (García-Hernández & De La Calle Vaquero, 2023). India's global appeal stems from its rich mythology, architecture, and traditional blend.

The Archaeological Survey of India (ASI), under the Ministry of Culture, oversees archaeological research and conservation of monuments under the Ancient Monuments and Archaeological Sites and Remains Act (1958) and the Antiquities and Art Treasures Act (1972). In Himachal Pradesh, ASI sites fall under the Shimla Circle. This study focuses on eleven ASI-protected monuments in the Kangra district, known for its deep cultural roots. Key sites include the Kangra Fort, the Masrur Temples, an 8th-century Nagara-style complex, and the Baijnath Temple, a significant Shaivite shrine.

## Need and Objectives of the Study

This research empirically investigates the motivational factors driving tourists to visit heritage monuments in Kangra. It identifies four motivational dimensions and analyses how socio-demographic characteristics influence tourist behaviour. Additionally, it explores challenges such as economic constraints and regional dependency, which may hinder heritage tourism development.

The study aims to provide practical insights for tourism stakeholders and policymakers. Recommendations include tailored tourism packages, infrastructure upgrades, and a proposed heritage circuit to improve regional accessibility and promote sustainable growth. By linking tourist motivation with the socio-economic context, this research presents a comprehensive model to enhance visitor experience, strengthen site management, and inform policy development.

## Research Objectives

1. To identify and analyse tourists' motivational factors for visiting heritage monuments.
2. To examine the impact of socio-demographic factors on tourist motivations.
3. To identify key challenges and suggest practical solutions for promoting heritage tourism via ASI-protected sites in Himachal Pradesh.

## Literature Review

### *Importance of Tourist Motivations*

Tourist motivation plays a fundamental role in shaping travel decisions and behaviour. It is a dynamic psychological driver influenced by internal desires and external conditions (Pearce, 1982). Motivation evolves and is shaped by age, status, and experiences. Dann (1981) viewed motivation as a psychological need that initiates travel, while his earlier push-pull framework (1977) distinguished internal (push) factors from external (pull) attractions.

Foundational theories have significantly shaped motivation research. Maslow's (1943) hierarchy of needs explained travel through progressive fulfilment, while Crompton (1979) identified nine socio-psychological travel motives like escape, self-discovery, and prestige. Iso-Ahola (1982) proposed a dual motivation model of seeking and escaping. Ryan (1998) critiqued the Travel Career Ladder, suggesting motivation aligns more with fulfilment than changing needs. Pearce and Lee (2005) later highlighted stable motivation domains such as relationship, relaxation, and self-development. Yousaf et



al. (2018) revisited Maslow in youth travel, linking shifting motivations to digital culture and globalisation.

Recent studies reinforce the importance of understanding motivations across various tourism contexts, including nature, wellness, and heritage (Loureiro et al., 2022; Rasoolimanesh et al., 2021).

### *Tourist Motivations in Heritage Tourism*

Heritage tourism, a vibrant arm of cultural tourism, connects tourists with history, identity, and place (Chen & Chen, 2015; Prayag & Hosany, 2013; Zhang & Peng, 2014; Yousefi & Marzuki, 2012). Research links motivation with satisfaction, loyalty, and destination image, though pathways between these variables remain underexplored (Velmurugan et al., 2021). Su et al. (2020) proposed a model where motivation indirectly influences satisfaction through engagement, experience, and image. Petr (2015) introduced the Tourist-Heritage-Visit Model, explaining how tourist profiles, heritage attributes, and vacation contexts affect visitation, distinguishing casual from monument-specific visitors.

Remoaldo et al. (2014) found that visitors to Guimarães were drawn by historical and cultural importance. In contrast, Shi et al. (2019) noted that South Luogu Alley visitors prioritised leisure and socialising over authenticity, suggesting varied interpretations of authenticity across segments. Huang (2010), comparing self-perception and importance-rating scales, confirmed both are reliable in assessing tourist motivation.

Recent global studies (Yoon et al., 2023; Rasoolimanesh et al., 2021) highlight authenticity, destination image, and experiential value as essential motivational outcomes in cultural tourism.

### *Tourist Socio-Demographic Profile and Motivation*

Socio-demographics shape tourist motivation and aid in segmentation and planning. Kara and Mkwizu (2020) showed that age, gender, and family size influence motivations for learning, socialising, and novelty in Tanzania. Ramires et al. (2018) used cluster analysis in World Heritage cities to reveal motivational segments shaped by demographic and psychographic traits. Devesa et al. (2010) noted that motivation impacts satisfaction and visit ratings in rural Spain, though external factors also matter.

Sung et al. (2015) classified international tourists in Taiwan into motivation-based groups using demographic factors like age and income. Carvache-Franco et al. (2020) segmented coastal tourists into passive, eco-coastal, and multi-motivated types. Hassan and Moghavvemi (2019) studied Islamic travel motivations, identifying religious, social, and hedonic drivers among Malay and Iranian Muslims. These findings confirm the critical role of socio-demographics in predicting tourist behaviour across various settings.



*Research Gap and Rationale*

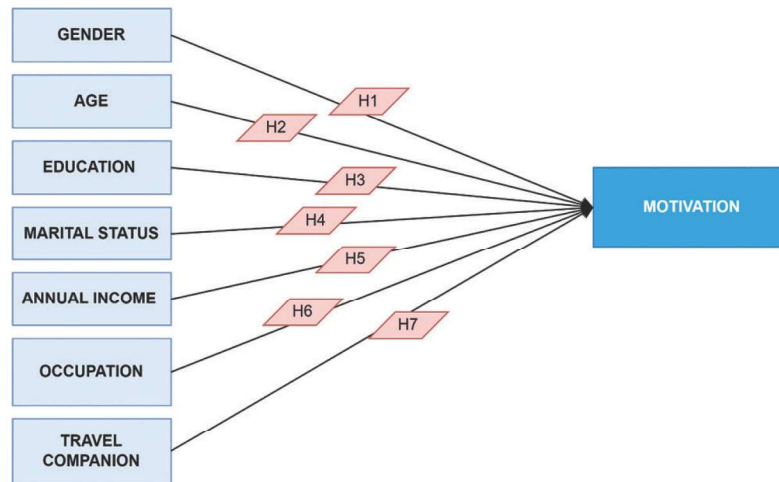
Despite extensive global research on tourist motivation, no empirical studies have examined the motivational dynamics influencing visitors to heritage monuments in Himachal Pradesh, India, particularly those protected by the Archaeological Survey of India (ASI). With ASI managing over 40 heritage sites in the region, many possessing the potential to become leading cultural attractions, this gap presents a critical opportunity for research.

The current study addresses this void by investigating the motivational and socio-demographic factors influencing heritage tourism in the Kangra district of Himachal Pradesh. It contributes to the theoretical understanding of heritage tourism motivation and offers insights for enhancing visitor management and regional tourism planning.

*Research Hypotheses*

To fulfil the objectives, the following hypotheses are proposed:

- H1: Gender positively impacts tourist motivation to visit heritage monuments in the Kangra district of Himachal Pradesh.
- H2: Age positively impacts tourist motivation to visit heritage monuments in the Kangra district of Himachal Pradesh.
- H3: Marital status positively impacts tourist motivation to visit heritage monuments in the Kangra district of Himachal Pradesh.
- H4: Education level positively impacts tourist motivation to visit heritage monuments in the Kangra district of Himachal Pradesh.
- H5: Occupation positively impacts tourist motivation to visit heritage monuments in the Kangra district of Himachal Pradesh.
- H6: Income positively impacts tourist motivation to visit heritage monuments in the Kangra district of Himachal Pradesh.
- H7: Travel companions positively impact tourist motivation to visit heritage monuments in the Kangra district of Himachal Pradesh.



**Figure 1:** Conceptual Model

**Note:** Author compilation

## Methods

### *Settings*

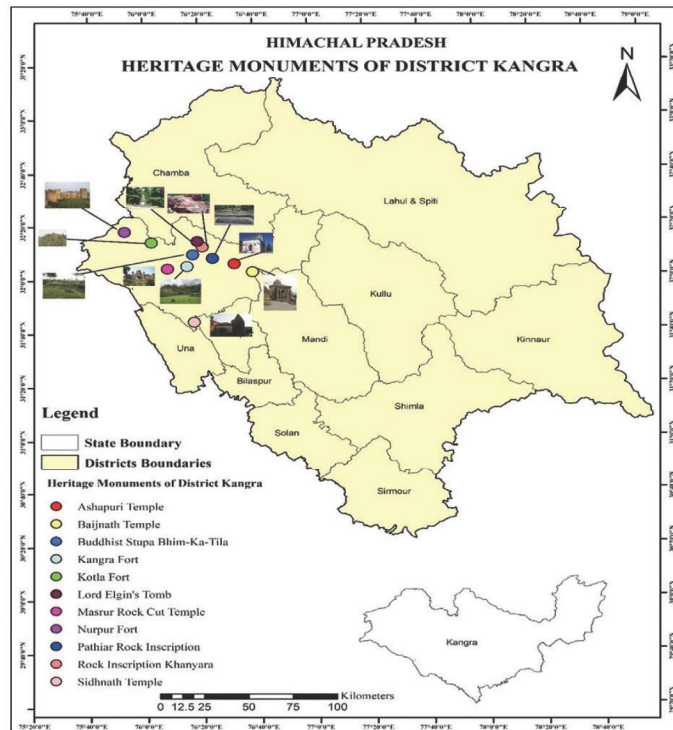
This study was conducted in Kangra district, Himachal Pradesh, a key tourism hub known for its natural and cultural heritage (Kaundal et al., 2024). Kangra is located in the Western Himalayas and covers 5,739 sq. km (10.31% of the state), making it the most populous and literate district per the 2011 Census. Its headquarters, Dharamshala, also serves as the state's winter capital. Major ASI-protected monuments in tehsils like Dharamsala, Palampur, Baijnath, Indora, and Jawali include Kangra Fort, Masrur Rock-Cut Temples, and Baijnath Temple, managed by the ASI Shimla Circle (Sharma, 2021).

### *Instruments*

Data were collected using a structured, self-administered English questionnaire designed for clarity and brevity. The survey incorporated a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) and adapted 69 items from Pearce and Lee's (2005) validated motivation scale, contextualised for Indian heritage tourism. The instrument's internal consistency was confirmed with Cronbach's alpha values of 0.987, 0.973, 0.977, and 0.962 for the four motivational factors, all well above the 0.70 standard (Hair et al., 2011; Nunnally et al., 1994; Zainudin, 2012).

### *Sampling and Data Collection*

A simple random sampling approach targeted domestic tourists at eleven ASI monuments. The online survey was distributed via email and WhatsApp, ensuring accessibility. Three hundred fifty valid responses were obtained, representing a broad cross-section of ages, genders, and socio-economic backgrounds.



**Figure 2:** Map of ASI Site in Kangra district of Himachal Pradesh  
Note: The Author complied

### *Analysis*

Data analysis was performed using SPSS version 20. Descriptive statistics (frequencies, percentages) described tourist socio-demographics. Independent samples t-tests assessed differences by marital status and motivation, while ANOVA examined variations by age, income, education, occupation, travel companion, and motivation, with Post Hoc tests as required. Exploratory factor analysis (EFA) identified underlying dimensions of tourist motivation.



## Results and Interpretation

**Table 1:** Domestic Tourist State of Origin

State	Frequency	Percent	Cumulative Percent	Mean
Himachal Pradesh	251	71.7	71.7	1.97
Haryana	19	5.4	77.1	
Jammu & Kashmir	10	2.9	80.0	
Punjab	35	10.0	90.0	
Delhi	6	1.7	91.7	
Uttarakhand	6	1.7	93.4	
Chandigarh	19	5.4	98.9	
Uttar Pradesh	4	1.1	100.0	
Total	350	100.0		

Table 1 shows that Himachal Pradesh is the primary source of domestic tourists, contributing 251 visitors or 71.7% of the total sample (N=350), highlighting strong intra-state tourism. Punjab follows with 10% (35 tourists), while Haryana and Chandigarh each contribute 5.4% (19 tourists). Jammu & Kashmir accounts for 2.9% (10 tourists), and Delhi and Uttarakhand each make up 1.7% (6 tourists). Uttar Pradesh has the smallest share at 1.1% (4 tourists). The data reveal that most tourists come from nearby northern states, reflecting a localised tourism market. The mean value of 1.97 indicates consistency in tourist behaviour. These patterns have important implications for regional tourism development and marketing strategies.

**Table 2:** Socio-Demographic Profile of Tourists

Variables		Frequency	Percentage (%)
Gender	Male	220	62.9
	Female	130	37.1
Age	Less than 20 years	162	46.3
	Between 21 -30 years	162	46.3
	Between 31-40 years	24	6.9
	Between 41-50 years	2	.6
	Above 50 years	162	46.3
Marital Status	Married	24	6.9
	Unmarried	326	93.1
Education Level	High School or Less	72	20.6
	Graduate	159	45.4
	Post-Graduated	87	24.9
	Doctorate	10	2.9
	Others	22	6.3
Monthly Income (INR)	Below 2 Lakhs	299	85.4
	2 to 5 Lakhs	27	7.7
	5 to 7 lakhs	16	4.6
	More than 7 lakhs	8	2.3

<i>Variables</i>		<i>Frequency</i>	<i>Percentage (%)</i>
Occupation	Private sector Employee	20	5.7
	Government Employee	20	5.7
	Own business/ Entrepreneur	12	3.4
	Studying	277	79.1
	Home Maker	6	1.7
	Not working	15	4.3

Table 2 summarizes the demographic profile of 350 respondents. Males constitute 62.9% (220), females 37.1% (130). Most respondents are young, with only 0.3% under 20, 6.9% aged 31–40, and 0.6% aged 41–50; most fall into the 21–30 age group. A large majority (93.1%) are unmarried, and 45.4% are graduates, followed by 24.9% postgraduates, 20.6% high school dropouts, and 0.9% doctorates. Most (85.4%, 299) report monthly incomes under 2 lakhs. Students make up 79.1% (277), with small shares of government employees (5.7%), business owners (3.4%), homemakers (1.7%), and unemployed (4.3%). The sample is predominantly young, unmarried, educated, and student-dominated, with low income.

**Table 3:** Heritage Monuments-wise Tourist Flow

<b>Monument / Site Name (Kangra District, HP)</b>	<b>Himachal Pradesh</b>	<b>Haryana</b>	<b>Jammu &amp; Kashmir</b>	<b>Punjab</b>	<b>Delhi</b>	<b>Uttara khand</b>	<b>Chandi garh</b>	<b>Uttar Pradesh</b>	<b>Total</b>
1	2	2	0	3	0	0	1	0	8
2	37	1	2	4	1	0	0	0	45
3	1	0	0	0	0	0	0	0	1
4	1	0	0	0	0	0	0	0	1
6	5	0	0	0	0	0	0	0	5
7	10	2	0	8	2	0	2	1	25
8	7	0	1	1	0	0	0	0	9
9	28	7	2	2	0	2	5	2	48
10	1	0	0	0	0	0	0	0	1
11	6	0	0	0	0	0	0	0	6
<i>Combined Sites</i>	148	7	5	17	3	4	11	1	196
<b>Total</b>	<b>251</b>	<b>19</b>	<b>10</b>	<b>35</b>	<b>6</b>	<b>6</b>	<b>19</b>	<b>4</b>	<b>350</b>

*Note: {1: Ashapuri Temple (Kangra), 2: Baijnath Temple (Kangra), 3: Temple of Sidhmata (Baijnath), 4: Buddhist Stupa Bhim-Ka-Tila (Kangra Chaitru), 5: Rock Inscription (Khanyara). 6: Fort Kotla (Kangra), 7: Rock Cut Temple with Sculptures (Masrur Kangra), 8: Ruined Fort (Nurpur), 9: Kangra Fort (Kangra), 10: Rock Inscriptions (Pathiar Kangra), 11: Lord Elgin's Tomb (Dharamshala)} (Source: Primary Data)*

After studying heritage monuments in Kangra, Himachal Pradesh contributed the most visitors (72%), with 251 out of 350 total visitors. Kangra

Fort and Baijnath Temple are the most popular, while lesser places are the least popular. Punjab has 35 tourists, the most among the surrounding states. The analysis also reveals a positive correlation between visitors to Himachal Pradesh and overall visitors. 196 tourists in Kangra, Himachal Pradesh, visited multiple sites simultaneously. As shown in the table, three hundred fifty tourists visited the monuments and forts from April to October.

**Table 4:** Factor Analysis of Tourist Motivation, EFA  
(Dimension Reduction) (Source: Primary Data)

Factors	Items	Mean	SD	Cronbach Alpha	Rotated (varimax) component factor loading			
					1	2	3	4
<i>Holistic Enrichment through Experiential Tourism</i>	Observing the landscape	4.01	1.056	.987	.596			
	Being close to nature	4.04	1.080		.584			
	Getting a better appreciation of nature	4.03	1.069		.620			
	Being harmonious with nature	4.00	1.058		.596			
	Experiencing different cultures	4.04	1.076		.582			
	Experiencing different cultures	3.98	1.047		.582			
	Meeting new, varied people	4.07	1.062		.558			
	Developing my knowledge of the area	4.01	1.069		.581			
	Meeting the locals.	4.00	1.042		.591			
	Observing other people in the area.	3.93	1.104		.613			
	Following current events.	3.99	1.060		.643			
	Exploring the unknown	4.05	1.009		.685			
	Experiencing joy.	3.98	1.054		.704			
	Having unpredictable experiences.	3.89	1.049		.672			
	Engaging in unplanned behaviour	3.94	1.074		.675			
	Having daring/ adventuresome experiences.	3.93	1.040		.642			
	Experiencing thrills	3.89	1.060		.642			
	Experiencing the risk involved	4.02	1.030		.582			
	Develop my interest in heritage tourism	3.99	1.010		.669			
	Knowing what I am capable of	3.99	1.042		.654			
	Gaining a sense of accomplishment.	3.99	1.039		.584			



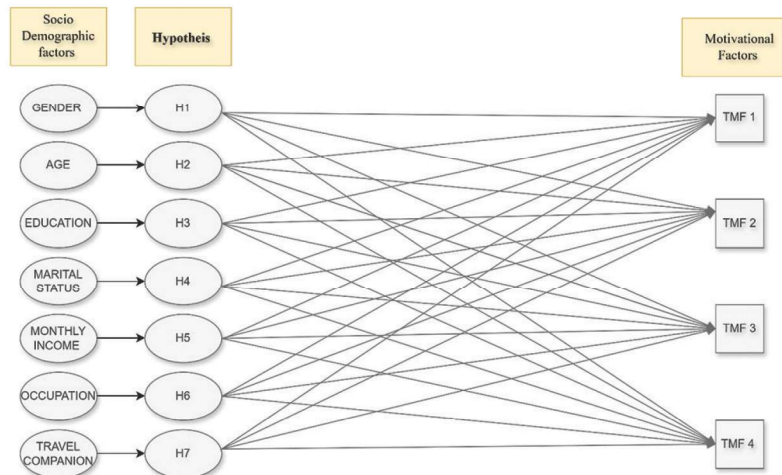
	Gaining a sense of self-confidence.	3.96	.999		.606			
	Making my skills and powers better	4.00	1.006		.608			
	By using my skills and abilities	3.92	1.032		.653			
	Feeling personally safe and secure	3.97	1.049		.613			
	Being with respectful people	4.00	1.057		.514			
<i>Rejuvenation and social fulfilment in tourism</i>	For having fun	3.95	1.120	.973		.667		
	Experiencing something different	4.04	1.097			.683		
	Feeling the special atmosphere of the vacation destination	4.05	1.100			.689		
	Visit places related to my interests	4.00	1.104			.635		
	Resting & Relaxing	4.00	1.076			.613		
	Escaping from the daily mental stress and anxiety	4.01	1.132			.672		
	Being away from the daily routine	4.02	1.052			.653		
	Getting away from the usual demands of life	3.93	1.081			.577		
	Taking a break to relax my mind	4.07	1.040			.701		
	[Getting away from everyday physical stress/pressure	3.99	1.050			.673		
	Spending quality time with family/friends	4.06	1.085			.629		
	Being with others who enjoy the same things as I do	3.96	1.097			.572		
	Strengthening relationships with my companions	3.92	1.108			.563		
	Strengthening relationships with my family/ friends	3.99	1.086			.623		
	Learning new things	4.12	1.034			.581		

<i>Personal Autonomy and Social Identity in Tourism</i>	Not worrying about time	3.79	1.195	.977			.538	
	Engaging in an activity with my associates	3.96	1.111				.558	
	Communicating with family and friends who reside in different locations	3.99	1.066				.566	
	Being independent	3.97	1.068				.500	
	Being obligated to no one	3.82	1.081				.623	
	Doing things my way	3.89	1.113				.531	
	Meeting people who share your hobbies and values	3.91	1.040				.502	
	Being near considerate people	3.90	1.096				.558	
	Being with other people when I need them	3.86	1.076				.587	
	Having fun being alone	3.87	1.098				.530	
	It makes me think of the good times I've had in the past	3.91	1.059				.626	
	Reflecting on post-memories	3.89	1.122				.664	
	Being in a committed relationship	3.71	1.189				.764	
	Being with people who are not of your own gender	3.80	1.131				.770	
	Sharing what you know and what you've learned with others	3.95	1.017				.588	
	Allowing others to see that I am capable	3.83	1.117				.761	
	Being recognised by other people	3.89	1.109				.750	
	Caring for others	3.93	1.078				.673	
	Let other people know I've been there	3.82	1.164				.755	
<i>Self- Discovery and Inner Well-Being through Tourism</i>	Gaining a new perspective on life	3.97	1.028	.962				.597
	Experience a sense of tranquility and inner balance	3.96	1.036					.551
	Understanding more about myself	3.96	1.048					.552
	Working on my personal/spiritual values	3.98	1.028					.533
	Experiencing the open space	4.03	1.048					.541
	Experiencing peace and calm	4.08	1.040					.509
Eigen Values					47.678	2.235	1.543	1.062
Percentage of Variance					69.099	3.240	2.236	1.539
Cumulative Percentage								76.113
Note: KMO: .976, Bartlett: 34819.114, $P < 0.00$								

To assess tourist motivation for visiting heritage monuments in Kangra, Himachal Pradesh, an exploratory factor analysis (EFA) with varimax rotation was conducted on 69 items. Three statements (50, 58, 59) were excluded for low values ( $<0.05$ ). The remaining data were grouped into four factors: TMF1 “Holistic Enrichment through Experiential Tourism,” TMF2 “Rejuvenation and Fulfilment in Tourism,” TMF3 “Personal Autonomy and Social Identity in Tourism,” and TMF4 “Self-Discovery and Inner Well-Being through Tourism.” Further analysis followed Walker and Maddan (2013) and Rossoni et al. (2016). The overall mean for the 66 retained items was 3.97 (SD = 0.93), reflecting the motivation level. Factor analysis using principal component analysis with varimax rotation (see Table 4) was supported by the KMO and Bartlett’s tests. Criteria included eigenvalues  $> 1$ , factor loadings  $> 0.50$ , cross-loadings  $> 0.10$ , and Cronbach’s alpha  $> 0.70$  (Chand, 2013). This confirmed four underlying motivation dimensions:

- TMF1: Holistic Enrichment through Experiential Tourism (eigenvalue = 47.67, alpha = 0.987, 26 items)
- TMF2: Rejuvenation and Social Fulfilment in Tourism (eigenvalue = 2.24, alpha = 0.973, 15 items)
- TMF3: Personal Autonomy and Social Identity in Tourism (eigenvalue = 1.54, alpha = 0.977, 19 items)
- TMF4: Self-Discovery and Inner Well-Being through Tourism (eigenvalue = 1.06, alpha = 0.962, 6 items)

**Figure 3:** Hypothetical Model Sociodemographic factors positively impact Motivational factors (Source: Primary Data)



Note: TMF1, TMF2, TMF3, and TMF4 are above mention.



**Table 5:** Independent t-test motivational factors and gender  
(Source: Primary Data)

Motivation Factors		Levene Sig.	t-Test Sig. (2-tailed)	Mean Value		Results
				Male	Female	
TMF1	Holistic Enrichment through Experiential Tourism	.286	.555	4.0087	3.9491	Not Significant
TMF2	Rejuvenation and social fulfilment in tourism	.080	.921	4.0024	3.8897	Not Significant
TMF3	Personal Autonomy and Social Identity in Tourism	.205	.777	3.8897	3.8607	Not Significant
TMF4	Self-Discovery and Inner Well-Being through Tourism	.252	.849	3.9902	4.0103	Not Significant
Note: $P < 0.05$ (Significant) $P > 0.05$ (Not Significant)						

Table 5 compares tourist motivation factors by gender using Levene's test and an independent t-test. All four motivation factors—TMF1 (Holistic Enrichment), TMF2 (Rejuvenation and Fulfilment), TMF3 (Personal Autonomy and Social Identity), and TMF4 (Self-Discovery and Inner Well-Being)—show no statistically significant differences ( $p > 0.05$ ) between males and females. Mean values are similar across genders, with males slightly higher in TMF1 (4.0087) and TMF3 (3.8897), and females marginally higher in TMF4 (4.0103), indicating a minor inclination toward self-discovery. However, these differences are insignificant, confirming that gender does not meaningfully affect tourist motivation. The hypothesis is therefore rejected.

**Table 6:** Independent t-test Motivational Factors and Marital Status

Motivation Factors		Levene Sig.	t-Test Sig. (2-tailed)	Mean Value		Results
				Married	Un-married	
TMF1	Holistic Enrichment through Experiential Tourism	.385	.773	4.0385	3.9828	Not Significant
TMF2	Rejuvenation and social fulfilment in tourism	.924	.913	3.9861	4.0076	Not Significant

TMF3	Personal Autonomy and Social Identity in Tourism	.747	.998	3.8794	3.8789	Not Significant
TMF4	Self-Discovery and Inner Well-Being through Tourism	.328	.902	4.0208	3.9959	Not Significant
<i>Note: P&lt;0.05 (Significant)</i>						<i>P&gt;0.05(Not Significant)</i>

Table 6 uses Levene's test for equality of variances and an independent t-test to assess tourist motivation factors by marital status. The four motivational factors, Holistic Enrichment through Experiential Tourism (TMF1), Rejuvenation and Social Fulfilment (TMF2), Personal Autonomy and Social Identity (TMF3), and Self-Discovery and Inner Well-Being through Tourism (TMF4), show no statistically significant differences ( $p > 0.05$ ) between married and unmarried tourists. The average results for both groups across all categories are similar, reflecting similar motivating processes. Married tourists have higher mean TMF1 (4.0385) and TMF4 (4.0208) values than unmarried tourists, indicating more holistic enrichment and self-discovery. However, these differences are minor. Both groups enjoy experience, social, and personal growth-oriented tourism activities, regardless of marital status. The theory was rejected since marital status did not alter heritage monument visitor excitement.

**Table 7:** One-way ANOVA on Motivational Factors and Monthly Income  
(Source: Primary Data)

Motivation Factors		(F)	Sig.	Mean Value				
				Below 2 Lakhs	2 to 5 Lakhs	5 to 7 Lakhs	More than 7 Lakhs	
TMF1	Holistic Enrichment through Experiential Tourism	3.379	.019	4.0076	4.0983	3.8942	3.0096	Significant
TMF2	Rejuvenation and social fulfilment in tourism	2.346	.073	4.0172	4.1037	4.0542	3.1667	Not Significant
TMF3	Personal Autonomy and Social Identity in Tourism	2.900	.035	3.9101	3.8480	3.8158	2.9474	Significant
TMF4	Self-Discovery and Inner Well-Being through Tourism	3.379	.005	4.0201	4.0741	4.0417	2.8125	Significant
<i>Note: P&lt;0.05 (Significant)</i>						<i>P&gt;0.05(Not Significant)</i>		

(Table 7 presents the results of a one-way ANOVA examining differences in tourist motivation factors (TMFs) across income groups. Significant differences were observed in TMF1, TMF3, and TMF4, with TMF2 approaching significance. TMF1 (Holistic Enrichment through Experiential Tourism) revealed that tourists in the lower-income brackets, below 2 lakhs

and 2–5 lakhs, placed a higher value on experiential tourism compared to those earning above 7 lakhs ( $F = 3.379$ ,  $p = 0.019$ ). TMF3 (Personal Autonomy and Social Identity) also showed significant variation ( $F = 2.900$ ,  $p = 0.035$ ), indicating that lower-income groups seek self-expression and identity through tourism. At the same time, higher-income individuals may already have these needs fulfilled. Similarly, TMF4 (Self-Discovery and Inner Well-Being) exhibited a strong income effect ( $F = 3.379$ ,  $p = 0.005$ ), with lower and middle-income groups attaching greater importance to tourism for personal growth and psychological well-being.

While TMF2 (Rejuvenation and Social Fulfilment) was not statistically significant in ANOVA ( $F = 2.346$ ,  $p = 0.073$ ), the post hoc Bonferroni test in Table 08 revealed meaningful group-wise differences. Respondents earning 2–5 lakhs and above 7 lakhs differed significantly on TMF2 ( $p = 0.010$ ,  $p = 0.012$ , respectively), indicating that lower-income groups are more motivated by social bonding and rejuvenation. For TMF1, significant differences were found between income groups below 2 lakhs vs. above 7 lakhs ( $p = 0.013$ ) and 2–5 lakhs vs. above 7 lakhs ( $p = 0.017$ ). Regarding TMF3, the Bonferroni test identified a significant difference between respondents earning above 7 lakhs and those below 2 lakhs ( $p = 0.022$ ). For TMF4, significant contrasts were observed between less than 2 lakhs vs. over 7 lakhs ( $p = 0.002$ ) and 5–7 lakhs vs. above 7 lakhs ( $p = 0.016$ ).

These findings confirm and extend the ANOVA results, demonstrating that income level significantly influences tourist motivations. While higher-income groups tend to prioritise luxury and leisure, lower- and middle-income groups are more motivated by experiential enrichment, self-discovery, social fulfilment, and identity formation. These insights have important implications for income-segmented tourism planning and product development.

**Table 8:** Post Hoc Analysis for a comprehensive examination of Tourist Motivation Factors and Monthly Income (Source: Primary Data)

Factors		Post Hoc Test	Monthly Income	Monthly Income	Sig.
TMF1	Holistic Enrichment through Experiential Tourism	Bonferroni	Below 2 Lakhs	More than 7 Lakhs	.013
			2 to 5 Lakhs	More than 7 Lakhs	.017
TMF3	Personal Autonomy and Social Identity in Tourism	Bonferroni	More than 7 Lakhs	Below 2 Lakhs	.022



Factors		Post Hoc Test	Monthly Income	Monthly Income	Sig.
TMF4	Self-Discovery and Inner Well-Being through Tourism	Bonferroni	Below 2 Lakhs	More than 7 Lakhs	.002
			5 to 7 Lakhs	More than 7 Lakhs	.016

**Table 9:** One-way ANOVA motivational factors and Educational Level  
(Source: Primary Data)

Motivation Factors		(F)	Sig.	Mean Value					
				High School or Less	Graduate	Post-Graduate	Doctorate	Others	
TMF1	Holistic Enrichment through Experiential Tourism	1.249	.290	3.8729	4.0769	3.8652	4.0885	4.1399	Not Significant
TMF2	Rejuvenation and social fulfilment in tourism	2.631	.034	3.7870	4.1543	3.8789	4.0000	4.1576	Significant
TMF3	Personal Autonomy and Social Identity in Tourism	3.365	.010	3.7982	4.0341	3.6255	3.7158	4.0981	Significant
TMF4	Self-Discovery and Inner Well-Being through Tourism	1.500	.202	3.8287	4.1143	3.8927	4.0833	4.0833	Not Significant
Note: $P < 0.05$ (Significant)				$P > 0.05$ (Not Significant)					

Table 9 shows that education level significantly influences TMF2 (Rejuvenation and Social Fulfilment) and TMF3 (Personal Autonomy and Social Identity), with higher mean scores among graduates, postgraduates, and doctorates ( $p < 0.05$ ). This indicates that highly educated individuals value social connection, psychological renewal, autonomy, and identity formation more in their tourism motivations. In contrast, TMF1 (Holistic Enrichment) and TMF4 (Self-Discovery) do not vary significantly with education. Post hoc tests (Table 10) further reveal that graduates value TMF2 more than those with high school education or less ( $p = 0.041$ ), and postgraduates are more motivated by TMF3 than graduates ( $p = 0.009$ ). Thus, education significantly impacts tourist motivation for TMF2 and TMF3, leading to the rejection of the null hypothesis.

**Table 10:** Post Hoc Analysis for a comprehensive examination of Tourist Motivation Factors and educational attainment (Source: Primary Data)

Tourist Motivation Factors		Post Hoc Test	Education Level	Education Level	Sig.
TMF2	Rejuvenation and social fulfilment in tourism	Tukey HSD	Graduate	High School or less	.041
TMF3	Personal Autonomy and Social Identity in Tourism	Bonferroni	Graduate	Postgraduate	.009
Note: $P < 0.05$ (Significant) ... $P > 0.05$ (Not Significant)					

**Table 11:** One-way ANOVA Tourist Motivational Factors and Age (Source: Primary Data)

Motivation Factors		(F)	Sig.	Mean Value				
				Less than 20 Years	Between 21-30 years	Between 31-40 years	Above 50 years	
TMF1	Holistic Enrichment through Experiential Tourism	1.320	.268	4.0002	4.0254	3.6330	3.9808	Not Significant
TMF2	Rejuvenation and social fulfilment in tourism	2.283	.079	4.0276	4.0490	3.5417	4.3667	Not Significant
TMF3	Personal Autonomy and Social Identity in Tourism	3.191	.024	3.9688	3.8665	3.3509	3.9474	Significant
TMF4	Self-Discovery and Inner Well-Being through Tourism	1.567	.197	4.0195	4.0319	3.5972	4.2500	Not Significant
Note: $P < 0.05$ (Significant) ... $P > 0.05$ (Not Significant)								

Table 11 compares age-group tourism motivating variables and their importance (Sig.) and mean values. Holistic Enrichment (TMF1), Rejuvenation and Social Fulfilment (TMF2), and Self-Discovery and Inner Well-Being (TMF4) show no age-related changes ( $p > 0.05$ ). However, older travellers over 50 had higher mean values for TMF1 and TMF2, showing a preference for enriching and revitalising encounters, while those aged 31-40 had lower mean values. However, age groups differ in Personal Autonomy and Social Identity (TMF3) ( $p = 0.024$ ). Travellers under 20 (mean = 3.97) value autonomy

and identity creation more than those 31-40 (mean = 3.35). This study reveals that younger travellers prioritise personal development and social identity exploration while travelling, while middle-aged travellers may favour family or work. The post hoc test results in Table 12 use Bonferroni analysis to examine the significant differences in Personal Autonomy and Social Identity in Tourism (TMF3) across age groups. A substantial difference ( $p = 0.013$ ) is found between travellers under 20 and those 31-40. This confirms that younger travellers (under 20) emphasise personal autonomy and social identity more than 31-40-year-olds during tourism. The previous table's moderated mean value for 31-40-year-olds suggests they may prioritise practical or family-focused travel over self-exploration. In contrast, younger tourists travel for self-expression, independence, and identity formation, reflecting their life stage of discovery and social identity growth.

**Table 12:** Post Hoc Analysis for a comprehensive examination of Tourist Motivation factors and Age.

Tourist Motivation Factors		Post Hoc Test	Age	Age	Sig.
TMF3	Personal Autonomy and Social Identity in Tourism	Bonferroni	Less than 20 years	Between 31- 40 years	.013
Note: $P < 0.05$ (Significant)			$P > 0.05$ (Not Significant)		

**Table 13:** One-Way ANOVA Tourist Motivational Factors and Occupation (Source: Primary Data)

Motivation Factors		(F)	Sig.	Mean Value						
				Private sector Employee	Government Employee	Own Business / Entrepreneur	Studying	Home-maker	Not Working	
TMF1	Holistic Enrichment through Experiential Tourism	2.387	.038	3.4154	3.7731	4.2308	4.0136	4.1859	4.2590	Not Significant
TMF2	Rejuvenation and social fulfilment in tourism	2.011	.077	3.4400	3.8733	4.2000	4.0315	4.3333	4.1822	Not Significant
TMF3	Personal Autonomy and Social Identity in Tourism	3.129	.009	3.2579	3.5026	4.0614	3.9234	4.2368	4.0982	Significant
TMF4	Self-Discovery and Inner Well-Being through Tourism	3.136	.009	3.4000	3.5167	4.2222	4.0535	4.1944	4.1444	Significant
Note: $P < 0.05$ (Significant)				$P > 0.05$ (Not Significant)						

Table 13 reports mean scores and significance values for tourist motivator variables by employment. No significant differences were found for Holistic Enrichment (TMF1) and Rejuvenation (TMF2) ( $p > 0.05$ ), though homemakers and the unemployed showed higher means, indicating a preference for enriching and rejuvenating experiences. Significant differences emerged for Personal Autonomy and Social Identity (TMF3) and Self-Discovery and Inner Well-Being (TMF4) ( $p < 0.05$ ), with entrepreneurs, homemakers, and students valuing these more than private and government employees. Post



hoc tests (Table 14) show students score significantly higher than private sector employees on both TMF3 ( $p = 0.021$ ) and TMF4 ( $p = 0.033$ ), suggesting that those with flexible schedules prioritise personal growth and self-reflection more than those with demanding jobs. Thus, two factors differ significantly by profession, rejecting the hypothesis.

**Table 14:** Post Hoc Analysis for a comprehensive examination of Tourist motivation factors and Occupation.

Tourist Motivation Factors		Post Hoc Test	Occupation	Occupation	Sig.
TMF3	Personal Autonomy and Social Identity in Tourism	Tukey HSD	Studying	Private Sector Employee	.021
TMF4	Self-Discovery and Inner Well-Being through Tourism		Studying	Private Sector Employee	.033

Note:  $P < 0.05$  (Significant)  $P > 0.05$  (Not Significant)

**Table 15:** One-way ANOVA Tourist Motivational Factors and Travelling Companion (Source: Primary Data)

Motivation Factors		(F)	Sig.	Mean Value						
				Travelling Independent	With Family	With Friends	With Colleagues	With Group	With Spouse	
TMF1	Holistic Enrichment through Experiential Tourism	.589	.708	4.0933	3.9713	3.9589	3.6538	4.0909	4.5385	Not Significant
TMF2	Rejuvenation and social fulfilment in tourism	.708	.618	4.1115	3.9950	3.97781	3.5750	4.1758	4.4667	Not Significant
TMF3	Personal Autonomy and Social Identity in Tourism	.573	.720	3.9482	3.9499	3.8265	3.5132	3.8947	3.6316	Not Significant
TMF4	Self-Discovery and Inner Well-Being through Tourism	.654	.659	4.0984	3.9575	4.0093	3.4792	4.0152	4.0833	Not Significant

Note:  $P < 0.05$  (Significant)  $P > 0.05$  (Not Significant)

Table 15 analyses travel companions' motivations for visiting Kangra district historical monuments. It compares the average values of four main motivational factors—Holistic Enrichment through Experiential Tourism (TMF1), Rejuvenation and Social Fulfilment in Tourism (TMF2), Personal Autonomy and Social Identity in Tourism (TMF3), and Self-Discovery and Inner Well-Being through Tourism (TMF4), across travel cohorts. All motivational factors had significance values (Sig.) over 0.05, indicating no statistically significant differences between trip groups. The mean values show that tourists with spouses have higher motivation scores across all categories, especially for TMF1 (4.54) and TMF2 (4.47), indicating a

preference for meaningful and fulfilling experiences. Coworker travellers have lower average values, reflecting a decreased focus on personal enrichment and social identification. The statistics show that while travel groups share driving variables, couples tend to value deeper experiences and rejuvenation.

## Discussion and Conclusion

This study offers valuable insights into the motivational dynamics of domestic tourists visiting heritage monuments in Kangra, Himachal Pradesh. The analysis identifies four key motivational themes: (*TMF1*) holistic enrichment through experiential tourism, (*TMF2*) rejuvenation and social fulfilment, (*TMF3*) personal autonomy and social identity, and (*TMF4*) self-discovery and inner well-being. These results align with established frameworks that underscore the role of psychological and cultural motives in shaping tourist behaviour (Pearce & Lee, 2005; Crompton, 1979; Su et al., 2020). Crucially, the study confirms that socio-demographic factors such as age, education, and income significantly influence these motivational dimensions.

The findings support Yoon and Uysal's (2005) assertion that motivational factors impact not just tourist behaviour, but also satisfaction and destination loyalty. Consistent with Petr's (2015) *Tourist-Heritage-Visit Model*, the results affirm that tourist profiles and socio-economic contexts shape visitation patterns. For example, trends observed among youth and lower-income respondents in this study reflect Shi et al.(2019) conclusion that casual tourists often prioritise leisure and social interaction over authenticity.

Notably, the absence of significant differences based on gender and marital status echoes Huang's (2010) finding that motivations are more strongly influenced by lifestyle and life stage than by static demographics. This is further supported by Rasoolimanesh et al. (2021), who highlight that visitor engagement and perceived experiential value are stronger predictors of tourist satisfaction than basic demographic traits.

### *Theoretical Implications*

Theoretically, this research extends the understanding of heritage tourism motivation within an underexplored regional context, northern India, and contributes to the growing body of literature that integrates motivation theories with destination-specific analysis. By operationalising motivational dimensions using Pearce and Lee's (2005) framework and applying them to ASI monuments, the study reaffirms the validity of cross-cultural motivational patterns and highlights how socio-demographic variables serve as moderators.

The identification of experiential and identity-driven motivations reinforces the growing academic consensus that travel behaviour today is deeply embedded in self-perception, identity construction, and psychological well-being (Filep & Deery, 2010; Kim et al., 2021). Additionally, this study contributes to advancing the socio-psychological discourse on domestic tourism in India, which remains limited compared to international tourism motivation research.

#### *Link to Research Objectives*

This study addressed three core research questions: RO1: What are the primary motivational factors influencing tourists' visitation to heritage monuments? The study identified four core motivational constructs, TMF1 to TMF4, that reflect both intrinsic and extrinsic drivers of heritage tourism. RO2: How do socio-demographic characteristics influence tourist motivation? Age, income, education, and occupation were significantly associated with different motivational dimensions. Younger tourists prioritise freedom and identity, while older visitors seek cultural enrichment. RO3: What are the challenges faced in promoting heritage tourism, and what practical strategies can be employed? Challenges include regional dependency, infrastructure gaps, low motivation among certain groups, and the absence of targeted marketing. Recommendations include heritage circuit development, experiential programming, and inclusive policy interventions.

#### *Practical and Managerial Recommendations*

To enhance heritage tourism in Kangra, a multi-pronged strategy is necessary.

- Targeted Promotions: Develop state-focused marketing strategies for Himachal Pradesh, Punjab, and Haryana, while launching awareness campaigns and incentivised travel packages for underserved states such as Uttar Pradesh.
- Digital Outreach and Youth Engagement: Use social media, influencer collaborations, and mobile-first campaigns to engage young and tech-savvy travellers. Campaigns should highlight themes of self-expression, identity formation, and community engagement.
- Segment-Specific Product Development: Design tourism experiences tailored to different visitor segments. For example, wellness-based heritage tours for seniors, cultural immersion packages for students, and experiential group activities for families and friends.
- Heritage Circuit Development: Establish integrated heritage circuits across ASI-protected sites within Kangra and adjacent districts. Such



circuits can improve tourist flow, diversify experiences, and enhance regional economic benefits (UNESCO, 2023).

- **Infrastructure and Amenities:** Upgrade physical infrastructure, including access roads, signage, sanitation, and accommodation. Incorporate eco-friendly practices such as plastic-free zones, green transport options, and rainwater harvesting (Ferretti-Gallon et al., 2021).
- **Community Involvement and Capacity Building:** Involve local artisans, homestay providers, and youth in managing tourist services. Offer training programs on storytelling, interpretation, and sustainable tourism practices.

### Limitations

This study presents several limitations,

- **Reliance on Self-Reported Data:** The use of self-administered questionnaires may lead to response bias and overstatement of certain motivations.
- **Sample Representativeness:** Despite efforts to randomise, the sample was predominantly collected online and may exclude non-digital users, particularly older or lower-income individuals.
- **Regional Focus:** The findings are specific to the Kangra district and may not generalise to other heritage-rich regions of India or globally.
- **Quantitative Design:** The research design limits depth in understanding the emotional and symbolic meanings behind tourist choices. Qualitative insights could enrich the findings.

### Future Research Directions

To build on these findings, future studies should consider:

- **Incorporating Satisfaction and Loyalty Metrics:** Assess the link between motivation and satisfaction, loyalty, and revisit intention using structural equation modelling.
- **Exploring New Moderators and Mediators:** Include variables such as perceived authenticity, destination image, and cultural intelligence to expand the conceptual model.
- **Qualitative Approaches:** Conduct interviews and focus groups with tourists and local stakeholders to capture deeper emotional and experiential dimensions of heritage tourism.
- **Comparative Regional Studies:** Examine motivational patterns in other ASI-managed sites in India to assess consistency and contrast across cultural zones.

- Post-COVID Behavioural Shifts: Investigate how motivations may have shifted due to health-related concerns and the rise of slow, meaningful, or wellness-driven tourism.

## Disclosure Statement

*Conflict of Interest:* The authors declare no conflicts of interest.

*Funding Acknowledgement:* This research did not receive any financial support from public, private, or not-for-profit funding agencies.

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