

PROJECT REPORT

ON

**VISITOR EXPERIENCE AND VISITOR SATISFACTION OF HERITAGE**

**TOURISM WITH SPECIAL REFERENCE TO MUZIRIS KODUNGALLUR**

*Submitted in partial fulfillment of the requirements for the award of degree of Master  
of commerce of the University of Calicut*

Submitted by

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Master's Thesis

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**REFERNCE TO MUZIRIS KODUNGALLUR”** is a bonafide record of project work

carried out by **SANA K M** in partial fulfilment of her Master of Commerce

of the University of Calicut.

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**CERTIFICATE**

This is to certify that the project report entitled "**VISITOR EXPERIENCE**"

**AND VISITOR SATISFACTION OF HERITAGE TOURISM WITH SPECIAL**

**REFERNCE TO MUZIRIS KODUNGALLUR”** is bonafide record of project work carried out by **SANA K M** in partial fulfillment of her Master of Commerce of the University of Calicut. This independent project report was completed under my supervision and guidance.

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**DECLARATION**

I, **SANA K M**, hereby declare that report entitled "**VISITOR EXPERIENCE AND VISITOR SATISFACTION OF HERITAGE TOURISM WITH SPECIAL**

**REFERNCE TO MUZIRIS KODUNGALLUR”** is bonafide record of project work

carried out by me under the supervision and guidance of **Dr. SEFIYA K M** Assistant Professor, M.E. S Asmabi College P. Vemballur. The information and data given in the report is authentic to the best of my knowledge.

Place: P.Vemballur

**SANA K M**

Date :

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**SANA K M**

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

Heritage tourism, as defined by the National Trust for Historic Preservation in 2011, refers to the act of journeying to engage with authentic representations of past stories, people, and activities, encompassing cultural, historical, and natural elements. It focuses on experiencing the cultural heritage of a destination through travel.

(Sathiyabamavathy. K, (2020)

Heritage tourism encompasses the exploration of local cultural customs and traditions, drawing visitors to attractions that showcase folk traditions, artistic creations, ethnic histories, social practices, and cultural festivities. It reflects the modern traveler's inclination to immerse themselves in varied historical and contemporary cultural settings, surroundings, and destinations. (Hollinshead (1988))

The main objective of heritage tourism is to enable travelers to experience and learn about the past while also supporting the preservation, interpretation, and promotion of cultural heritage sites worldwide heritage tourism helps preserve cultural sites by funding conservation efforts through visitor fees, donations, and tourism taxes. These funds maintain historical buildings, archaeological sites, and cultural artifacts. Tourist presence also deters vandalism and illegal activities, ensuring site preservation for future generations .it also provides interpretation through guided tours, educational programs, and multimedia presentations, aiding visitors in understanding the historical, social, and cultural contexts of sites. Knowledgeable guides and interpretive materials enrich the visitor experience, fostering appreciation for diverse cultures and traditions and promotes cultural sites through marketing campaigns, travel guides, and online resources, attracting visitors to explore new destinations. By highlighting unique attractions and experiences, it encourages travelers to support local economies and engage with diverse cultures. Additionally, it contributes to sustainable development by creating jobs, supporting small businesses, and preserving traditional practices.

India's rich cultural heritage, which encompasses diverse religious, linguistic, and traditional practices passed down through generations. It includes various forms of art, architecture, classical dances, music, and natural elements. The Indian government, particularly through the Ministry of Tourism and Culture, encourages heritage tourism by offering incentives to states with significant tourist attractions. (Sathiyabamavathy K, (2020)

Tourists exhibit highly selective preferences when it comes to heritage sites, often favoring a limited number of grand and spectacular monuments over smaller, more commonplace ones. This selectivity stems from factors such as tourists' knowledge, expectations, and time-space constraints, which differ from those of local users. As a result, tourists tend to overlook a significant portion of historic places and the history they represent, leaving many sites unvisited. (G. J. Ashworth (2000)

The Muziris Heritage Project, inaugurated by President Pranab Mukherjee in 2016, marks a significant initiative by the Government of Kerala to showcase the historical and religious significance of the region. Covering an expansive area of around 150 square kilometers, the project encompasses various infrastructural developments, museums, waterways, and artisanal practices, all centered around the idea of Muziris. Over the past two decades, the concept of Muziris has evolved, acquiring multiple meanings and territorial imaginations within the region. This evolution can be

understood through three overlapping levels: regional imaginations of the past generated through archaeological endeavors, the constitution of the Muziris Heritage Site as a metaphorical representation, and the contemporary uses of the past in tourism and heritage narratives, influencing local perceptions and understandings of history.

(Rachel A. Varghese (2017))

Muziris Kodungallur, nestled in Kerala's southern region, is a significant part of India's historical and cultural legacy, dating back several millennia. It served as a vital maritime trade hub from at least the 1st century BCE, attracting merchants from around the ancient world due to its strategic location on the Malabar Coast. Culturally, Muziris Kodungallur is a melting pot, shaped by various migrations and colonizations over time.

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It boasts a blend of Hindu, Christian, and Islamic heritage, evident in its architecture, cuisine, and traditions. Notable landmarks include the ancient Kodungallur Bhagavathy Temple and historic churches and mosques. Key attractions within this project include the Pallipuram Fort, possibly India's oldest European fort, and the Cheraman Juma Masjid, among the country's oldest mosques. What sets Muziris Kodungallur apart as a compelling heritage tourism destination is its ability to seamlessly integrate historical authenticity with modern amenities. Through innovative interpretation methods, guided tours, and immersive cultural programs, visitors can engage with the past while enjoying contemporary comforts. Additionally, the natural beauty of the region, including backwaters, coconut groves, and serene beaches, adds to its allure.

Research into visitor experience and satisfaction in Muziris Kodungallur is



motivated by the lack of studies focusing on this historic site. Understanding visitor perceptions is crucial for sustainable tourism and heritage preservation. This research can fill gaps in academia, inform tourism management decisions, and contribute to preserving Muziris Kodungallur's heritage. It aims to provide insights into visitor behavior, enhance their experience, and balance tourism with conservation priorities.

## **1.2 SIGNIFICANCE OF THE STUDY**

Studying visitor experience and satisfaction in heritage tourism, especially in Muziris Kodungallur, is crucial for stakeholders. For tourism officials, it offers insights into visitor preferences, aiding in tailoring services to meet expectations, potentially boosting visitor numbers and spending. Policymakers can use this research to develop sustainable tourism plans for Muziris Kodungallur. By understanding visitor views, they can improve infrastructure and regulate activities, balancing tourism growth with environmental and community concerns.

Heritage conservationists benefit by understanding visitor interactions with sites. This helps in designing programs that preserve heritage while offering meaningful experiences. It safeguards Muziris Kodungallur's cultural legacy for future generations. Local communities can engage in tourism planning, ensuring initiatives benefit them

economically and culturally. Community-based tourism can empower locals and enhance socio-economic development, aligning with heritage preservation efforts.

In essence, examining visitor experience in Muziris Kodungallur has broad

implications, fostering sustainable tourism, preserving heritage, and empowering local communities for long-term prosperity.

### **1.3 STATEMENT OF THE PROBLEM**

This study aims to delve into the visitor experience and satisfaction levels within the heritage tourism sector of Muziris Kodungallur. It intends to uncover the hurdles, preferences, and expectations of visitors while assessing the role of existing tourism infrastructure, amenities, and management strategies in bolstering visitor satisfaction. Additionally, it seeks to answer **critical** questions: How does the visitor experience influence overall satisfaction? Are there notable variations in satisfaction levels based on demographic factors like age, gender, and nationality? Ultimately, the study aims to identify pathways for sustainable growth and enrich the visitor experience in the context of heritage tourism **in** the Muziris Kodungallur area.

### **1.4 OBJECTIVES OF THE STUDY**

1. To assess the influence of gender on visitor experience and visitor satisfaction
2. To investigate the relationship between visitor experience and visitor satisfaction
3. To find out the extent of influence of visitor experience on visitor satisfaction

### **1.5 SCOPE OF THE STUDY**

The study is specifically focused on Muziris Kodungallur as a heritage tourism destination. It does not extend the search to other heritage sites or tourist attractions outside the region. That is why the accused are visitors to Muziris Kodungallur. A quantitative study has been done on this. The main objectives of the study are to assess

the influence of gender on visitor experience and visitor satisfaction, to investigate the relationship between visitor experience and visitor satisfaction, and to find out the extent to which visitor experience has an effect on visitor satisfaction. Similarly, this

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study has some limitations in that the sample size is limited, which may affect the generalizability of the findings to the wider population of heritage tourists, focusing only on visitor experiences and satisfaction without considering other factors influencing heritage tourism such as infrastructure and accessibility marketing strategies, assessing visitor experience and satisfaction is inherently subjective and may be influenced by individual perceptions, which making objective measurement challenging.

## **1.6 RESEARCH METHODOLOGY**

### **1.6.1 Research design**

The study is descriptive and empirical in nature

### **1.6.2 Population**

Visitors of heritage tourism in Muziris Kodungallur

### **1.6.3 Sampling design**

A systematic sampling method is used for the study. The sample of the study was collected from every fifth visitor who went to heritage tourism in Muziris Kodungallur.

### **1.6.4 Period of the study**

The study was conducted during the period between January 2024 to June 2024.

#### **1.6.5 Data Collection**

This study incorporates both primary and secondary data. Primary data was gathered from 90 respondents through a meticulously designed questionnaire administered via Google Forms. Secondary data was sourced from a variety of scholarly materials including journals, articles, books, and online resources.

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#### **1.6.6 Tools used for analysis**

For analysis and interpretation of collected data, percentage analysis is used to testing of data is conducted with respect of specific objectives, encompassing methodologies like independent sample t-tests, correlation analysis, and regression analysis.

#### **1.6.7 Variables used**

Visitor experience

- Visitor satisfaction

#### **1.7 LIMITATIONS OF THE STUDY**

The major limitation of the study was the time factor, it was not possible to collect data from elaborate sample size within the limited time there is a chance of personal

prejudice and bias in primary data received through questionnaire

Analysis is done on the basis of information collected from a small number of people

The study's inability to consider external factors like weather, local events, or changes in tourist behavior could hinder its ability to accurately assess visitor experience and satisfaction.

## **1.8 CHAPTER SCHEME**

Chapter 1 - Introduction

Chapter 2 - Review of literature

Chapter 3 - Theoretical framework

Chapter 4 - Data analysis and interpretation

Chapter 5 - Findings, Suggestions and Conclusion

## CHAPTER 2

### REVIEW OF LITERATURE

#### REVIEW OF LITERATURE

**Chen, D. (2023)** This article investigated how architectural heritage is valued by employing structural equation modeling and a research model based on the American Customer Satisfaction Index. By analyzing 271 questionnaires in Guangzhou, China, the results disrupt conventional beliefs, showing that visitors' assessment of value is broad and not confined to predefined categories. Significantly, the study reveals the pivotal role of artistic value, challenging the perceived dominance of historical value advocated by experts. It underscores the significance of perceived enjoyment in heritage preservation, noting its positive influence on visit satisfaction and perceived value. The conclusions provide valuable insights for cultural heritage management and tourism

operators, introducing innovative ideas and approaches for studying heritage value.

**PEREZ GALVEZ, J.C. et.al (2023)** The study aimed to contribute to tourism literature in Latin America. The research focused on exploring how cultural motivation and emotional experiences impact the perceived value of heritage sites, comparing their influence on tourists' loyalty. Through fieldwork interviews in the Historic City of Sucre, Bolivia, with 529 valid surveys, the study revealed the significant influence of emotional experience and cultural motivation on tourists' perceptions of heritage destinations and their loyalty. The findings underscore the importance of sustainable heritage management in shaping perceived value and fostering tourist loyalty, offering valuable insights for the tourism industry in the region.

**Areola, et.al (2022)** The research delved into elements impacting destination contentment within the realm of sustainable Cultural Heritage Tourism in Intramuros. Using the PUSH and PULL Framework, the research employed a mix of methods to assess visitor perspectives, demographics, and satisfaction levels, with a primary focus on developing a model for Cultural Heritage Tourism. The investigation included a survey of 305 visitors at Intramuros CHT, covering demographic information, travel habits, satisfaction with Push and Pull Factors, and overall contentment. Additionally, a Focus Group Discussion with stakeholders was conducted to authenticate and gain further insights into the survey findings. This research contributes valuable insights into

understanding visitor satisfaction and the intricate dynamics of Cultural Heritage Tourism, offering practical implications for destination management and development strategies.

**Tamaratika, F. et.al (2021)** The objective of the study is to formulate strategies for transforming Gajah Mada Denpasar Heritage Area into an urban heritage tourism destination, with a specific emphasis on ensuring visitor satisfaction. Employing a descriptive quantitative approach, the analysis incorporates data gathered from literature reviews, observations, interviews, and questionnaires involving 100 respondents who visited the area pre-Covid-19 in Indonesia. The findings, assessed through Importance Performance Analysis (IPA) and descriptive methods, highlight the necessity to improve poorly performing elements (quadrant I) while maintaining the excellence of elements in quadrant II to devise effective development strategies for the tourism destination.

**Oktarisa, T.L. et.al (2021)** offered valuable insights into the motivations and perspectives of visitors to the Krikilan Cluster at the Sangiran Early Man Museum. With a focus on understanding tourist demographics, motivations, and perceptions, the study, based on quantitative research involving 533 respondents, provides descriptive findings. The aim is to contribute to the improvement, management, and advancement of the museum, positioning it as a significant tourist destination.

**Tu, H.-M. (2020)** Study on sustainable Heritage Management: Exploring Dimensions of Pull and push factors. This study aims to identify factors influencing people's decisions to visit heritage sites, explore the overall appeal of heritage tourism, and provide insights for planning the outdoor environment to enhance attractiveness, contributing to sustainable heritage management and tourism development. The study used exploratory factor analysis to identify pull and push factors in heritage tourism.



Data were collected through a 7-point scale questionnaire, assessing the importance of each item influencing the decision to visit heritage sites. Convenient sampling involved adults of various age groups at a popular recreational site in Taiwan, resulting in 332 valid questionnaires for analysis. The research proposes that planning the outdoor

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environment of heritage sites should involve extensive landscaping and incorporation of natural elements. Additionally, promoting art activities can be employed to augment attractiveness. The study underscores the significance of integrating push factors, such as intrinsic motivations, into the theoretical framework of heritage management and tourism development.

**Liro, J. (2020)** examined visitor motivations and behaviors at pilgrimage centers, adopting push and pull perspectives with the overarching goal of creating satisfied visitors, including both pilgrims and non-pilgrim tourists. The study aims to foster a desire among visitors to return and maintain a sustainable level of use of pilgrimage centers. Conducted at eight of the most popular Roman Catholic sanctuaries in Poland, the survey spanned two days from 8:00 am to 6:00 pm, with participation being voluntary and anonymous. The research sample was selected randomly, and the findings of this study hold significance for understanding and enhancing the visitor experience at pilgrimage centers, contributing to the broader literature on pilgrimage tourism and sustainable tourism practices.

**Tang et.al (2019)** The study aimed to explore challenges faced by cultural heritage sites in China regarding tourism development and propose sustainable solutions. It established an indicator system for coordinating green tourism experiences and tourism

commercialization at selected cultural heritage sites, using methodologies like literature analysis, surveys, statistical analysis, and IPA. Tourists generally expressed satisfaction with the coordinated green development efforts, with areas for improvement identified. The research emphasized enhancing tourist experiences and harmonizing relationships among stakeholders for cultural heritage preservation and tourism development. It highlighted the significance of tourist experiences, coordinated green development, and tourism commercialization at cultural heritage sites, providing insights for cultural tourism product promotion.

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**Moereno-Melgarejo, a. et.al (2019)** The article "Exploring Relationships among Heritage Interpretation" investigates how interpreting heritage influences visitor learning, satisfaction, and emotional bonds with sites. It reviews 24 relevant papers to understand advancements in heritage interpretation, emphasizing personalized services and technology integration. Key findings include the positive impact of interpretation on visitor experiences and the importance of engagement with heritage settings.

**Karamehmedović, D. (2018)** study on cultural tourist demand in Dubrovnik used "push-pull" analysis to identify motives for visiting the city in the postseason. The research, conducted through a survey in September and October 2015 with 211 respondents, focused on motivations for visiting Dubrovnik's cultural attractions and events. The questionnaire design was adapted according to TOMAS, ATLAS and

Eurobarometer surveys. The findings aim to assist marketers in identifying target markets, developing innovative innovative cultural tourism products, and enhancing communication among stakeholders, emphasizing the importance of understanding tourist motivations for effective destination marketing

**Kempiak, J.et.al (2017)** The article "The heritage tourist: an understanding of the visitor experience at heritage attractions" aims to investigate the visitor encounter at heritage sites, propose a conceptual framework for the heritage visitor experience, examine visitor attributes and motivations, recognize factors influencing satisfaction, and assess revisit intentions. The research methodology involved a positivistic approach, a self-administered questionnaire structured around key themes, administered to 195 respondents at six heritage sites in Northern Ireland. Findings revealed that the majority of visitors were aged 25-54, motivated by leisure and learning, with recommendations being influential. During visits, factors like communication, ambiance, interactive experiences, information, and heritage preservation were significant. The study noted high visitor satisfaction and intent to revisit and recommend the attractions.

**Yao, Yuan, (2013)** The research aimed to develop a theoretical framework linking heritage motivation, experience, and satisfaction, providing insights for managing heritage destinations. The methodology involved creating a survey, collecting data, and

analyzing it statistically, including descriptive, factor, and mediation analyses. Findings highlighted the influence of motivation, attribute performance, and emotional engagement on overall satisfaction, offering managerial implications and enhancing theoretical understanding of tourist experiences at heritage destinations.

**Kesterson, K. D. (2013)** explored the relationships between "push" and "pull" factors influencing Millennial tourists' visits to heritage sites in Arkansas. Through a survey of 424 participants, the study found that although Millennial students don't visit heritage sites frequently, specific knowledge-driven (push) and historical (pull) factors influence their decisions to visit. The results also indicated that students recognized heritage sites in densely populated areas more than those in less populated areas, despite expressing a desire to visit them. Additionally, the study suggested that while Millennial students value historic preservation, a majority do not actively participate in preservation efforts.

**Rajesh, R. (2013)** examining the interconnections among destination image, service quality, tourist satisfaction, intention to revisit, and the likelihood of recommending Pensacola and Torrevieja in Spain to others. They employed non-probability sampling methods, including Convenience, Judgmental, and Quota sampling, to select a sample of 514 respondents. Utilizing a five-point Likert scale, they assessed overall destination image, perceived service quality, tourist satisfaction, and behavioral intentions. Statistical techniques such as Structural Equation Modeling (SEM), Chi-square, ANOVA, and Spearman coefficient 29 were applied to analyze the primary data. The researchers concluded that destination image plays a pivotal role in the destination's marketing efforts.

**Singh, R. (2013)** investigated the economic prospects, particularly in terms of employment and income, associated with tourism in Himachal Pradesh, focusing on Shimla. The data collection involved both primary and secondary methods. The study suggests that the state's tourism potential is substantial, given its abundant resources.

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Furthermore, numerous unexplored locations in Shimla present limitless opportunities for income, employment, and foreign exchange. Consequently, the potential for tourism development in Shimla is vast and boundless.

**CHHABRA, D. (2010)** identified push and pull factors influencing students' decisions to visit heritage sites, emphasizing authenticity as a crucial push factor impacting overall satisfaction. The refined questionnaire, developed with tourism experts' feedback, included 22 push, 10 pull, and 12 satisfaction items on a five-point Likert scale. Findings underscore the importance of authenticity, offering valuable insights for destination marketing organizations and highlighting the need for tailored strategies based on understanding motivations and satisfaction levels among student visitors. This research contributes to heritage tourism literature with practical implications for destination management and marketing.

**Kim, S.-H. et al. (2009)** in their investigation of Japanese tourism, crafted a comprehensive model to understand the interplay between tourist involvement and destination brand equity. The study assessed how tourist satisfaction influences future behavioral intentions and the willingness to spend money at the destination. The findings reveals that tourists' increased engagement positively influenced their

perception of the destination's brand, directly shaping their satisfaction, future plans, and spending behavior at the destination. The primary focus of the study was to explore the factors influencing tourist loyalty, particularly examining differences in attitudes between foreign and domestic tourists in Takayama, Japan. The research involved 200 foreign tourists and 200 domestic tourists, with tourist responses measured on five-point and seven-point Likert scales.

**Yoon, Y. and Uysal, M. (2005)** This research presented a comprehensive method for comprehending tourist motivation and aims to expand the theoretical and practical knowledge regarding the connections between push and pull motivations, satisfaction, and destination loyalty. Data for this research were gathered through a self-administered questionnaire in Northern Cyprus, situated on the Mediterranean Sea. Northern Cyprus boasts archaeological and historical sites, coupled with natural beauty and inviting

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sandy beaches. The pre-tested questionnaire was crafted in both English and Turkish. A sum of five hundred questionnaires was distributed to tourists residing in the prominent hotels of Northern Cyprus. The results indicate that destination managers should focus on improving destination resources to enhance tourist satisfaction and maintain destination competitiveness. Furthermore, the study suggests the need for more accurate measurement scales to evaluate motivation and satisfaction constructs effectively.

**Quintero et.al (2003)** explored the interplay of authenticity, satisfaction, and experience quality in cultural-heritage tourism. It examines how authenticity and

experience quality directly influence satisfaction, along with the indirect impact of authenticity on satisfaction mediated by experience quality. Using data from 205 City of York visitors, the study employed structural equation modeling (SEM) for analysis, assessing construct validity and reliability through a measurement model. It investigated both direct and indirect effects of authenticity and experience quality on satisfaction. The findings highlight a direct, positive link between authenticity dimensions (objective and existential) and satisfaction, with experience quality mediating this connection. Specifically, objective and existential authenticity positively influence experience quality, contributing to overall satisfaction.

**Lee, G. et al. (2002)** conducted a study examining the impact of push and pull motivational forces on crucial travel decisions, specifically focusing on destination selection and vacation activities. Using factor analysis, they identified six push factors and seven pull factors, encompassing both individual psychological motivations and attractions associated with destinations. The results of regression analysis indicated that, overall, pull factors exerted a more significant influence on destination choice compared to push factors. Moreover, different pull factors motivated travelers to opt for distinct destinations. Among various variables, push factors were identified as the most significant determinants of destination choice. The study also highlighted a connection between push and pull factors and the vacation activities pursued at the chosen destination, suggesting a correlation between individual motivational factors and the

multiple activities and destinations.

**Huh, J. (2002)** conducted a study examining the link between cultural/heritage destination attributes and tourist satisfaction, considering demographics and travel behavior. Using the expectancy-disconfirmation theory as a framework, it emphasizes consumers' expectations in assessing performance. Centered on the Virginia Historic Triangle, data were gathered from on-site surveys of tourists between June and August 2001. Among 300 questionnaires, 251 were analyzed using various statistical methods. Recommendations include understanding tourist preferences, identifying satisfying attributes, and recognizing satisfied tourists to improve overall satisfaction at the Virginia Historic Triangle. This insight aids tourism professionals and supports the sustainability of cultural/heritage destinations.

**P. Murphy, and B. Smith, (2000)** aimed to identify destination product components and evaluate their impact on tourist perceptions and satisfaction. Using secondary data from Australia's Victoria State Tourism, collected through convenience sampling with 610 respondents across seasons, the study employed Partial Least Square (PLS) and LISREL methods. Results showed that positive experiences in a destination's macro-environment and service infrastructure significantly influenced tourists' perceptions of trip quality and value. Furthermore, perceived trip quality and value were found to positively affect tourists' intentions to revisit Victoria State.

**Laws, E. (1998)** The study examined how service design concepts intersect with visitor experience and satisfaction management in a heritage context. Using a customized service blueprinting method involving visit diaries and interviews, it aimed to



understand challenges faced by heritage managers in maintaining historical structures.

The research identified critical factors influencing visitor satisfaction at Leeds Castle and proposed suggestions for enhancing visitor experiences in heritage tourism. Data analysis visualized managerial tasks across visitor phases. The findings emphasized the importance of addressing specific aspects of visitor management to improve overall satisfaction levels at heritage sites.

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**Dogan, H. Z. (1989)** explored the adjustment forms and socio-cultural effects of tourism in both third-world and developed countries. The study highlighted the often overlooked socio-cultural impact of international tourism, emphasizing the need for local communities to develop cultural strategies to address challenges such as stress, resource pressure, and pollution. The findings underscored the importance of balancing economic benefits with the preservation of cultural integrity and promoting positive aspects while minimizing negatives in the face of tourism's global significance.

**Dann, G.M.S. (1981)** aimed to address the diverse perspectives on tourist motivation outlined in the literature. This study identifies seven distinct yet interconnected applications of the term, highlighting areas of overlap and disparity. The paper also explores related terms often used interchangeably with tourist motivation, emphasizing both commonalities and distinctions. The lack of consensus in defining tourist motivation is attributed to multidisciplinary approaches and the diversity of theoretical perspectives within disciplines. To address these challenges, the study provides a descriptive account of the phenomenon. Additionally, it investigates a methodological issue concerning tourists' reluctance or inability to disclose their motivations to

researchers.

## CHAPTER 3

### THEORETICAL FRAMEWORK

#### TOURISM

"Tourism can be described as specific activities that people choose to engage in outside their usual living environment, which may or may not include spending the night away from home"(Camilleri, M. A, 2018)

Tourism involves people traveling to places outside their usual environment for leisure, business, or other reasons, and includes various activities and services like transportation, accommodation, dining, and entertainment. It covers a broad range of experiences, from exploring natural and historical sites to engaging in adventure sports and cultural events, and is vital for economies globally, supporting employment and the preservation of cultural and natural assets.

## **TOURISTS**

People become tourists when they willingly depart from their usual living environment to explore a different one, engaging in various activities, regardless of the proximity of this new environment (Camilleri, M. A, 2018).

They participate in activities like sightseeing, exploring attractions, and experiencing new cultures. Tourists seek to relax and discover new destinations, contributing to local economies through spending on accommodation, transportation, dining, and shopping.

## **ADVANTAGES OF TOURISM**

Tourism presents numerous benefits for both individuals and the places they travel to. Here are several advantages to consider:

✓ **Employment Opportunities:** - Tourism opens up various employment avenues, including roles in hospitality, transportation, entertainment, and retail. This contributes to decreasing unemployment rates and supplying individuals and families with income

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✓ **Economic Growth:** - Tourism plays a vital role in driving economic expansion by fostering job creation and generating revenue for local communities. It encourages investments in infrastructure, lodging,

transportation, and other services associated with tourism.

- ✓ **Cultural Exchange:** - Tourism facilitates cultural exchange by uniting individuals from diverse backgrounds. Travelers have the opportunity to immerse themselves in new cultures, traditions, and languages, fostering greater understanding and tolerance.
  
- ✓ **Preservation of Heritage:** Tourism has the potential to aid in the preservation of cultural and natural heritage sites. The income generated from tourism frequently aids in funding conservation initiatives, which in turn helps in the upkeep of historical landmarks and the safeguarding of natural environments.
  
- ✓ **Foreign Exchange Earning:** - Foreign exchange earnings in tourism bolster a country's economic strength by adding to its foreign currency reserves. International visitors spend on various tourism services, contributing to the balance of payments and enhancing a country's financial stability and prosperity.
  
- ✓ **Infrastructure Development:**

The expansion of tourism frequently results in enhancements to infrastructure, including upgrades to roads, airports, and public amenities. These improvements benefit both tourists and local inhabitants, ultimately elevating the overall standard of living.
  
- ✓ **Promotion of Local Business:** Tourism boosts local enterprises like eateries, stores, and artisanal makers. Travelers often crave genuine experiences and goods, promoting entrepreneurship and backing small-

scale businesses.

- ✓ **International Co-operation:** Tourism promotes international collaboration and diplomacy through cross-border travel and cooperation, fostering peace, mutual understanding, and friendship among nations.
- ✓ **Fun and Enjoyment :-** Many people travel for fun and enjoyment .They simple do whatever excites them, or gives them enjoyment

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#### DISADVANTAGES OF TOURISM

- **Environmental Impact:** - A surge in tourism can result in environmental harm by causing pollution, damaging habitats, and putting pressure on vital resources like water and energy.
- **Cultural Erosion:** - Lots of tourists can sometimes make local cultures less strong because communities might focus more on pleasing tourists than keeping their own traditions alive.
- **Overcrowding:** - When lots of people visit famous tourist spots, it can get really crowded, causing traffic jams, long lines, and damage to roads and buildings.
- **Huge Expenditure:** - It involves huge expenditure on part of the tourists. Travelling costs includes vehicle hire charges, hotel and resort rent, food cost, etc. This increases the overall spending of the person
- **Seasonality:** - In some places that are popular for tourists, the number of visitors changes depending on the time of year. This means there are times when lots of money is made and lots of jobs are available, but other times

when things slow down and there's **less** money and fewer jobs.

- **Risk of Over-commercialization:** - Certain places might lose their special feel and become too focused on making money from tourists. This could take away what made them special and interesting to visitors in the beginning.
- **Ecological Damage:** - Things people do when they travel, like building hotels, doing fun things, and visiting wildlife, can harm the environment and mess up delicate ecosystems.
- **Pressure on Infrastructure and services:** - When more tourists come, it can put a lot of pressure on things like roads, trash pickup, and hospitals in the area. This can make life more expensive for locals and make services not as good as before.

## HERITAGE

'Heritage' refers to inheritable property, including valued items like historic structures passed down through generations. It emphasizes preservation, highlighting the importance of conserving historically or culturally significant entities, such as property, buildings, or locations, for successive generations and it is both tangible and intangible aspects such as language, culture, music, literature, and attire, passed down through generations. These practices shape our collective social memory and influence our perspectives on the past, present, and future (R.

Harrison, 2010)

Communities cherish their heritage because it reflects their identity and origins, fostering unity and pride while linking them to their history and providing a sense of belonging. Additionally, some view heritage as an opportunity for economic gain through tourism, while others see it as a means to impart **valuable** historical lessons. Heritage is perceived as a continuum that ties together past, present, and future. Nonetheless, preserving it can be challenging due to factors like modernization and insufficient funding, necessitating collaborative endeavors to safeguard it for succeeding generations.

Here are the key points on the importance of heritage preservation in maintaining cultural identity and historical continuity:

- 1) Preserving heritage is vital for communities and societies to uphold their cultural identity and ensure historical continuity.
- 2) Cultural identity stems from traditions, language, arts, and beliefs, making heritage preservation crucial for communities to maintain a sense of pride and connection to their roots.
- 3) Heritage preservation maintains historical continuity by preserving physical evidence of past civilizations, events, and societal progress.
- 4) It allows researchers and the public to delve into the complexities of human civilization, fostering a deeper appreciation for our collective experiences.
- 5) Educating present and future generations about their origins and struggles



cultivates resilience **and** respect for ancestors' contributions.

- 6) In a globalized world, heritage preservation helps communities resist the erosion of their identities and celebrate their uniqueness.
- 7) Overall, heritage preservation is a dynamic process that enriches cultural identities, reinforces historical continuity, and empowers communities to navigate the present while honoring the past.

### **HERITAGE TOURISM**

"Heritage tourism entails journeying to encounter locations, artifacts, and activities that truly depict the stories and communities of both historical and contemporary times"(M. Hargrove, 2002)

Cultural heritage tourism, a subset of tourism, focuses on the cultural legacy of the visited location. When visitors aim to understand the history and culture of a place, it's categorized as cultural tourism. Utilizing historic structures and landscapes to attract travelers, heritage tourism contributes to the economic sustainability of historic preservation efforts. As studies suggest, heritage travelers tend to extend their stays and spend more money, making heritage tourism an appealing strategy for economic revitalization.

### **ADVANTAGES OF HERITAGE TOURISM**

It helps preserve and promote cultural heritage

It helps the local economy grow and creates jobs for people in the area.

It makes locals proud and more interested in protecting their heritage, encouraging them to learn about and take pride in their own culture.

It gives visitors chances to learn directly about history, art, buildings, and traditional customs.

It encourages protecting old things, helping local artists, and making the area better with new buildings and roads.

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It helps people from different places share their cultures and understand each other better, which promotes being open-minded, respectful, and appreciative of different traditions.

It makes tourism more varied in a place, drawing in people who like history as well as those who prefer nature or adventure activities.

#### **DISADVANTAGES OF HERITAGE TOURISM**

- **Over-crowding** - congestion, long queues, and strain on local infrastructure.

**Environmental degradation:** -Increased foot traffic and development around heritage sites including habitat destruction and pollution.

- **Cultural dilution:**

Making things too much about money and what tourists want might **make** local traditions and culture less genuine, changing how the community sees itself.

**Resource strain:**- It strain local resources such as water, energy, and transportation, impacting the quality of life for residents

- **Privacy loss:** - People who live close to historical places might find that their privacy is affected and their daily routines are disrupted because there are more tourists around.

**Cultural disrespect** - Tourists may sometimes engage in disrespectful behavior

**Overdevelopment:** - Letting tourism grow without limits near historical places can result in too many buildings and changes that harm the area's beauty and character.

- **Seasonal fluctuations:** -It may experience seasonal fluctuations, leading to periods of high demand followed by low seasons with reduced income and employment opportunities.
- **Dependency:**- Some communities may become overly dependent on heritage tourism as their primary source of income, leaving them vulnerable to economic downturns

The Government of Kerala launched the Muziris Heritage Project to restore the historical and cultural importance of the renowned port of Muziris. The area is adorned with numerous monuments from ancient times, evoking a rich and diverse history. The project aims to engage and incorporate the local community in all its planned development efforts. Additionally, the preservation and tourism project of Muziris offers various tours, including timeline tours, cultural tours, museum tours, and backwater cruises.

The southwest coast of India played a crucial role in the early historic period's Indo-Mediterranean trade networks, with Muziris emerging as a key node in this extensive trading network. Traditionally, Muziris was believed to be located in present-day Kodungallur in the Thrissur district of central Kerala, owing to its historical significance as a political and trade center. This association is reinforced in popular historical narratives, including family and religious histories. Additionally, several commercial establishments in Kodungallur have adopted the name Muziris over time, echoing its historical importance in the region (Rachel A. Varghese (2017)).

➤ The Features and Objectives of the project are as follows:

## **FEATURES**

This represents India's most extensive heritage conservation endeavor to date.

This marks the inaugural implementation of the Green Protocol by the Government of Kerala.

It requires collaborative efforts from various government departments. Over 25 museums have been established to enhance visitors' understanding of Muziris Heritage.

A research and educational institution has been founded to support the project.

Significant infrastructure enhancements have been made to elevate the Project's significance for the state and the country.

Integration with local communities, facilitated by indigenous resource persons, is guaranteed for activities such as data collection and surveys.

## **OBJECTIVES**

Foster awareness and appreciation of Muziris' cultural uniqueness and diversity.

Preserve cultural treasures for current and future generations.

Advocate and implement sustainable development practices.

Encourage community involvement in conservation and restoration efforts.

Ensure accessibility for everyone.

Integrate Muziris' heritage into local educational initiatives.

Utilize heritage management to enhance communal harmony.

The Muziris Heritage Site (MHS) spans from the municipality of North Paravur in Ernakulam district to Kodungallur in the adjacent Thrissur district. It encompasses four panchayats in Ernakulam district: Chendamangalam, Chittattukara, Vadakkekara, and Pallippuram, as well as three panchayats in Thrissur district: Eriyad, Mathilakam, and Sreenarayanapuram.

Muziris region has its own historical significance the temples, the antiquities unearthed, the monuments spread over, inscriptions found at the various places of Muziris region reflecting the history and culture and of the district. Although seemingly quiet in its bearing, museums speak of eventful and momentous

histories of the past. Some of the iconic monuments that trace the history of Muziris and the legendary figures that lived in this land are listed below:

- Jewish monuments in Kerala

- The Paravur synagogue

- The Chendamangalam synagogue

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- Paliam palace museum

- Sahodaranayyappan museum

- Abdu rahman sahib museum

- Kesaribalakrishna museum

- Islamic history museum Cheraman juma masjid

- Bangalowkadavu museum

- P. kesavadev museum

- Kodungallur temple museum

People often talk about how different religious groups live near each other peacefully in Muziris. Here are some important religious places and historical sites in Muziris. These are the historical places in Muziris that still exist today.

Restoration of jewishhouses, kottapuramfort, pattanam, pallipuramfort, cheramanparambu and harmony park or jewish. And important religious sites

are:-

The holly cross church

Marthoma pontifical shrine

The Azheekkal sreevaraha temple

The Manjumatha church

The Kottakkava church

Kodungallurbhagavathy temple

Kizthalisiva temple

Thiruvanchikulammahadeva temple

- Cheramanjuma masjid

Vypeekotta seminary

<https://www.keralatourism.org/muziris/muziris-project>

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Developing heritage tourism in Muziris Kodungallur comes with its own set of challenges and opportunities. Let's delve into both aspects:

### ✓ Challenges

#### 1. Conservation Issues:



Preserving Muziris Kodungallur's rich history is tough. It means keeping ancient sites, monuments, and artifacts safe from damage or decay, which needs a lot of effort and money.

**2. Infrastructure Deficiencies:**

There aren't enough good roads, places to stay, or things for tourists to do. This makes it hard for people to visit and enjoy the place.

**3. Competition from Other Destinations:** Muziris Kodungallur has to compete with other famous places for tourists. These places might have better marketing and easier ways to get there, making it tough for Muziris to attract visitors.

**4. Environmental Concerns:-** More tourists mean more pressure on the environment. If not managed carefully, it could harm the area's natural beauty and ecosystems.

**5. Lack of Awareness:** - Many people don't know about Muziris Kodungallur's fascinating history. Without good advertising, people won't know about it or want to visit.

✓ **Opportunities**

**1. Sustainable Tourism Growth:** - Muziris Kodungallur can attract tourists who care about the environment and local communities. By being eco-friendly and supporting local businesses, it can become a destination for responsible travelers.

**2. Cultural Exchange Programs:** - Working with local communities can make tourists' experiences richer and help them understand the area's culture better.

This can also provide income for local artisans and guides.

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3. **Heritage Conservation Grants:** - By teaming up with governments and organizations, Muziris Kodungallur can get money to protect its historical sites and artifacts.
4. **Infrastructure Development:** - Building better roads, places to stay, and things to do can make visiting Muziris Kodungallur more enjoyable. This can attract more tourists and boost the local economy.
5. **Digital Technologies:** - Using technology like virtual reality and mobile apps can make learning about Muziris Kodungallur's history fun and interactive. This can attract tech-savvy tourists and enhance their experience.

#### **VISITOR EXPERIENCE**

A visit to a heritage site involves interaction with personal factors, social dynamics, and the physical environment. An experience occurs when a company strategically uses services and goods to engage customers, creating lasting impressions. Additionally, four experience dimensions (entertainment, education, aesthetics, escapism ) are based on visitor involvement and the nature of the experience. (J.Kempiak et al., 2017)

Visiting heritage tourism sites is about how people feel and what they discover. It involves exploring history, learning about culture, feeling a connection

to the past, and meeting others. This enriches travel experiences globally. A positive visitor experience can lead to increased satisfaction, emotional connection, and a deeper appreciation for the site, while a negative experience may result in disappointment, disengagement, or dissatisfaction. Effective management and promotion strategies aim to enhance visitor experiences by ensuring meaningful interactions, providing informative and engaging experiences, and preserving the integrity of the tourism site.

- Physical factors like amenities (facilities) and accessibility (ease of reaching) greatly influence how people experience heritage tourism. Good facilities and easy access to sites can make the experience more enjoyable.

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For example, clear signs and guided tours can help visitors understand the history better.

1. Personal factors like motivations (reasons) and expectations also affect the experience. Some people visit for learning, others for fun. Expectations, like what visitors hope to see or do, also matter. If a visitor expects interactive activities but finds only displays, they may be disappointed.
2. Physical factors such as facilities and access with personal factors like reasons for visiting and expectations shapes how people experience heritage tourism. Understanding and addressing these factors can improve visitor satisfaction and keep heritage sites relevant and enjoyable

Visitor experience typically involves examining the factors that impact how

visitors perceive and experience. It includes:

**Physical Environment:** - The way a place looks, feels, and how easy it is to get around really affects how people feel about being there. If it's clean, easy to move around in, and looks nice, visitors will probably enjoy themselves more.

**Customer Service:** - How the people who work there act is really important for how visitors feel about their visit. If the staff are friendly and helpful, it makes the visit better.

**Information Accessibility:** - Signs, maps, and brochures that are easy to understand help visitors find their way around and learn about what's there to see and do.

**Quality of Facilities:** - If everything like bathrooms, places to sit, and parking spots are kept nice and tidy, it makes visitors feel more comfortable and happy during their visit.

**Safety and Security:** - People visiting a place should feel safe there. If there are enough safety measures and security staff around, it helps visitors feel more relaxed and makes their visit better.

**Emotional Connection:** - When something really special happens during a visit, it makes people feel strong emotions like happiness or wonder.

Creating these kinds of surprising or inspiring moments can make visitors

remember their experience for a long time.

**Feedback Mechanism:** - Letting visitors give their opinions, ideas, and complaints helps make things better over time. **It** shows that the place cares about making visitors happy.

In the context of heritage tourism, experiences can be highlighted across dimensions such as education, entertainment, and aesthetics.

1. **Education:-** Heritage tourism lets people discover the history, culture, and traditions of a place. This can include guided tours, exhibits, and activities that teach visitors about the importance of heritage sites. It helps people understand how the past connects to the present.
2. **Entertainment:-**Heritage tourism is also about having a good time. Visitors can enjoy cultural performances, reenactments, or trying local food. These activities **make** the visit exciting and memorable for everyone.
3. **Aesthetic:-**Heritage tourism involves appreciating the beauty of historical buildings, landscapes, and art. People can admire the architecture, natural scenery, and artistic treasures found in cultural places. This adds to the overall enjoyment of the visit.

## **VISITOR SATISFACTION**

Assessing a visitor's emotional state following their experience at a destination can be gauged through satisfaction (Rodger.at al 2012).

Visitor satisfaction in heritage tourism is all about how happy and fulfilled people feel after their visit. It's whether they enjoyed themselves, learned

something, and felt a connection to the history and culture. When visitors leave satisfied, it means the heritage site offered a meaningful and enjoyable experience.

To measure satisfaction in heritage tourism, we can use surveys, interviews, and observational studies.

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#### **Survey :-**

- 1. Questionnaires:-**Create surveys asking about things like amenities, interpretation, and overall satisfaction.
- 2. Who to ask:** - Choose visitors randomly and collect their feedback.
- 3. How to collect:** - Get responses in person, online, or through mail.
- 4. Analysis:** - Look at survey answers using numbers to see trends and relationships.

#### **Interviews:-**

- 1. Choosing People:** - Pick visitors and staff with different experiences.
- 2. Questions:** - Ask open-ended questions to understand their experiences and thoughts.
- 3. Collecting Data:** - Have face-to-face or virtual chats and record what they say.
- 4. Analysis:** - Look for patterns and ideas in what people say.

#### **Observational Studies :-**

- 1. Watching Behavior:** Observe how visitors act and interact with the

place.

2. **Checking the Environment:** - Look at things like cleanliness and **signs**.
3. **Tracking Visitors:** - Follow where visitors go and what they do.
4. **Analysis:** - Look at the data to find out how it affects visitor satisfaction.

By using these methods together, interviews, and observational studies, researchers can gain comprehensive insights into visitor satisfaction in heritage tourism contexts. Visitor satisfaction typically involves examining the factors that impact how visitors perceive and experience satisfaction. It includes:

- ◆ **Expectations:** -Visitors come with certain expectations shaped by advertising, word-of-mouth, or past experiences.
- ❖ **Service Quality:** - Factors like cleanliness, safety, efficiency, and staff courtesy are evaluated against visitor expectations.
- ❖ **Atmosphere and Ambiance:**

The physical environment's layout, aesthetics, comfort, and amenities significantly influence satisfaction.

**Interactions:** - Positive interactions with staff and other visitors enhance satisfaction, while negative ones detract from it.
- ❖ **Value for Money:** -Visitors assess if the experience justifies the cost incurred.
- ❖ **Perceived Quality:** - Visitors' perceptions of the experience's overall quality matter, including attractions, exhibits, performances, or services

offered

❖ **Emotional Experience:** Visitors' emotional responses, like joy or frustration, are crucial for satisfaction.

❖ **Post-visit Reflections:** Satisfaction can extend beyond the visit, influencing reflections and potential return visits.

**Cultural :**

**and Demographic Influences:-** Cultural background, demographics, and personal preferences shape satisfaction

❖ **Feedback Mechanisms:** - Gathering visitor feedback is **key** to improving satisfaction levels over time

This structured approach helps analyze satisfaction across various contexts like tourism destinations, attractions, museums, theme parks, or hospitality establishments.

❖ **Relationship Between Experience and Satisfaction:** Examine the link between visitor experiences and satisfaction levels, exploring how positive experiences contribute to higher satisfaction ratings. Let's break down how having a good time as a visitor can make them super happy:-

**First Impressions Matter:** - Imagine you're going somewhere new. If everything looks nice, it's easy to get to, and the people there are friendly, you're off to a great start. That's what we mean by initial impressions. They set the mood for the whole visit.

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**Service Makes a Big Difference:** - Think about when you need help or



have questions. If the people there are quick to assist you, know what they're talking about, and treat you like a VIP, you're more likely to enjoy your time.

- **Getting Involved is Fun:** - Ever been to a place where you can play, learn, or explore? That's what engagement and interaction are all about. When you can do stuff and not just look, it makes the experience way cooler.

**Feelings Matter Too:** Imagine seeing something amazing or doing

something really fun. That excitement and joy you feel? That's what we mean by emotional connection. It's like making a special memory that makes you smile when you think back on it.

**Bang for Your Buck:** - Imagine you're buying something. If you feel like what you're getting is totally worth the money, you're more likely to be happy with it. It's the same with experiences. If you feel like what you're paying for is totally awesome, you're going to have a good time.

- **Making It Yours:** - Imagine going to a place that feels like it was made just for you. Maybe you get to choose what you want to do or see things that really interest you. That's what personalization and customization are all about. It's like having a special experience tailored just for you.

- **Listening Makes a Difference:** - Think about when you share your thoughts or concerns with someone. If they listen and take action, it feels

good, right? That's what happens when places listen to feedback from visitors. When they care about what you think, it makes the experience even better.

**Memories That Last:** - Have you ever had so much fun that you keep thinking about it even after it's over? That's what happens with really great experiences. Even after you leave, you still feel happy when you remember the good times you had.

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So, when places focus on making sure visitors have a great time by being welcoming, helpful, fun, and caring, it makes a big difference. It's like creating a recipe for happiness that keeps visitors smiling long after they've left.



## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

TABLE 4.1 Gender of respondents

Gender	No. of respondents	Percentage
Male	18	20
Female	72	80
Others	0	0
Total	90	100

Source: Primary data

**INTERPRETATION**

**CHART 4.1 Gender of respondents**

80%

0%

20%

Male

Female

Others

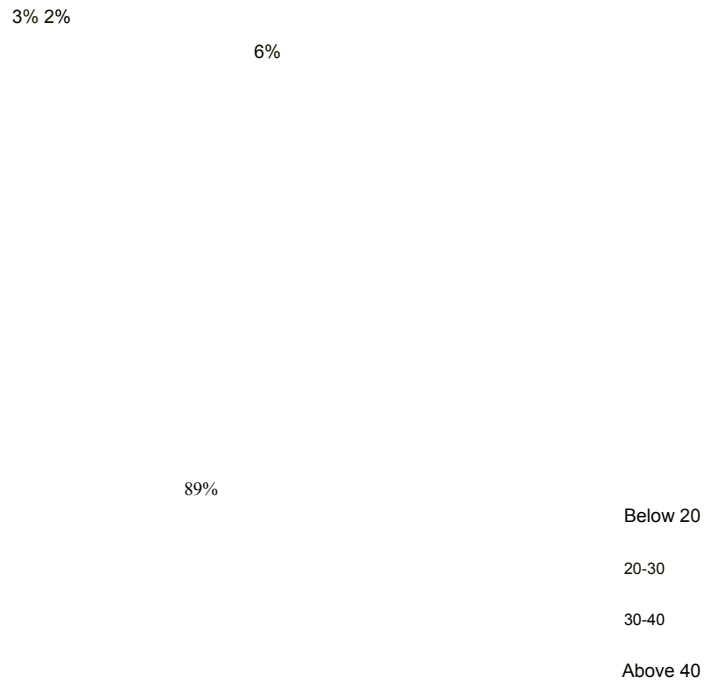
The table shows that among 90 respondents, 20% are males and 80% are females

**Age****TABLE 4.2 Age wise classification of respondents**

Below 20		
20-30		
30-40		
Above 40		
Total		
	<b>No. of respondents</b>	<b>Percentage</b>
	5	6
	80	89
	2	2
	3	3
	90	100

Source: Primary data

### CHART 4.2 Age wise classification of respondents



#### INTERPRETATION

The table shows that 6% of respondents are in the age group below 20, 89% of respondents are in the age group 20 - 30, 2% of respondents are in the age group 30 - 40 and 3% of respondents are in the age group above 40.

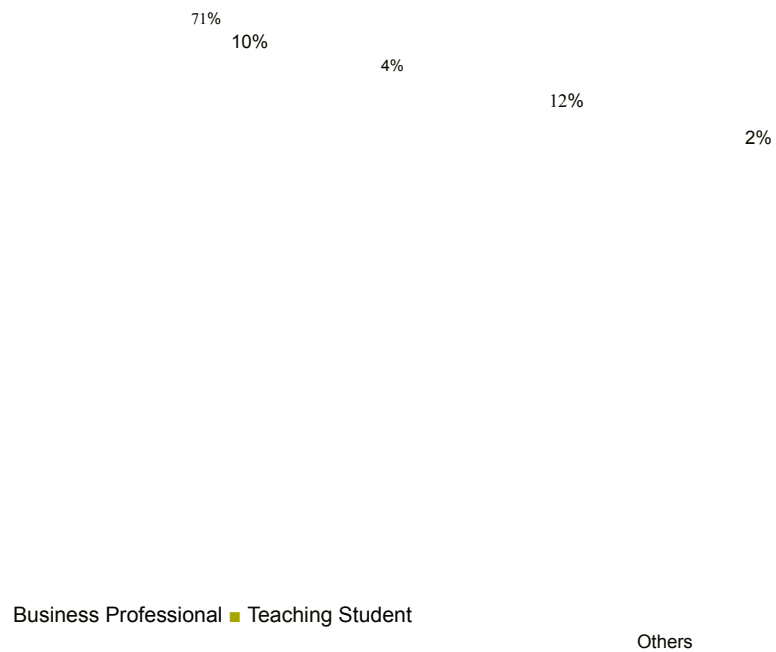


**TABLE 4.3 Occupation of respondents**

<b>Occupation</b>	<b>No: of respondents</b>	<b>Percentage</b>
Business	4	4
Professional	11	12
Teaching	2	2
Student	64	71
Others	9	10
Total	90	100

Source: Primary data

**CHART 4.3 Occupation of respondents**



### INTERPRETATION

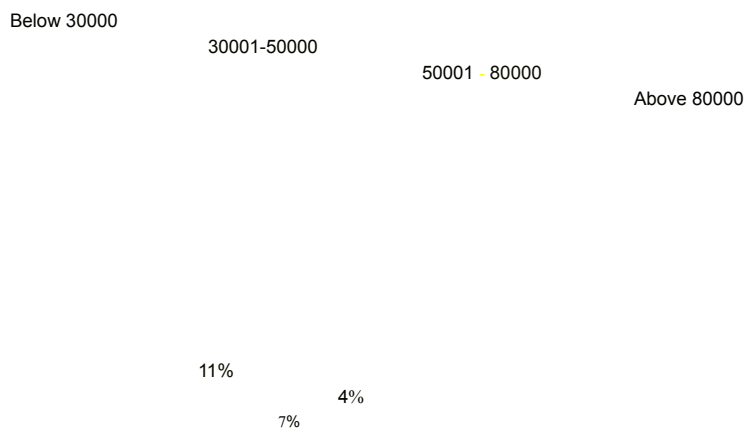
The table shows that 71% of respondents are students, 12% of respondents are professionals, 10% of respondents are others, 4% of respondents are business and 2% of respondents are teachers.

**TABLE 4.4 Income group of respondents**

<b>Income</b>	<b>No: of respondents</b>	<b>Percentage</b>
Below 30000	70	78
30001 - 50000	10	11
50001 - 80000	6	7
Above 80000	4	4
Total	90	100

Source: Primary data

**CHART 4.4 Income group of respondents**



78%

#### INTERPRETATION

The table shows that 78% of respondents are in the income group below 30000,11% of respondents are in the income group between 30001 - 50000,7% of respondents are in the income group between 50001 - 80000 and 4% of respondents are in the income group above 80000.

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**TABLE 4.5 Table of respondents showing number of times visits to heritage tourism places**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage</b>
First time	15	17
Twice	19	21
Three times	6	

More	50	7
Total	90	55
		100

Source: Primary data

**CHART 4.5 Chart of respondents showing number of times visits to heritage tourism places**

55%

**INTERPRETATION**

17%

7%

21%

First time

Twice  
 | Three times  
 More

The table shows that 55% of respondents are more times visits to heritage tourism places, 21% of respondents are twice times visits to heritage tourism places, 17% of respondents are first time visits to heritage tourism places and 7% of respondents are three times visits to heritage tourism places.

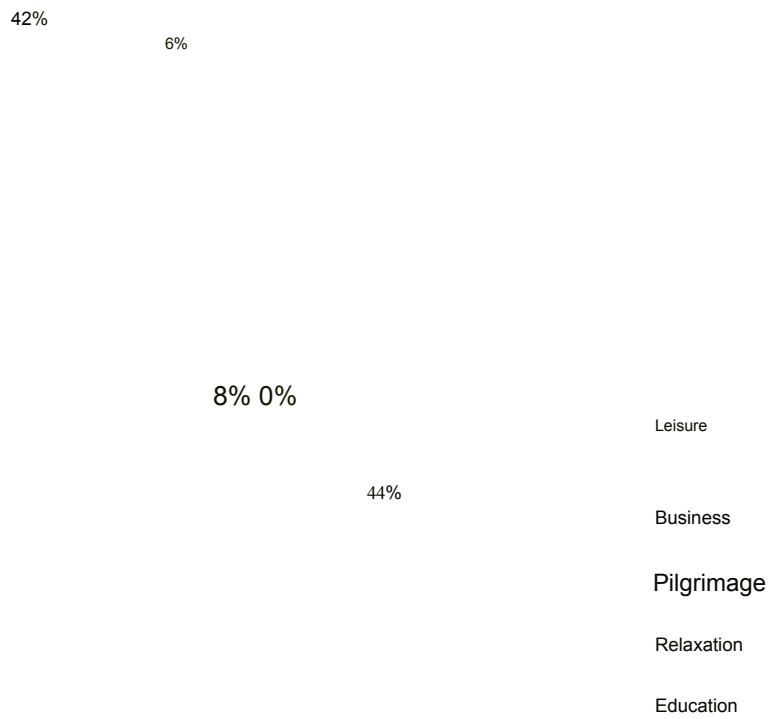
**TABLE 4.6 Table of showing purpose of visit of respondents**

<b>Purpose of visit</b>	<b>No.of respondents</b>	<b>Percentage</b>
Leisure	40	44
Business	0	0
Pilgrimage	7	8
Relaxation	38	

Education	5	42
Total	90	100

Source: Primary data

**CHART 4.6 Purpose of visit of respondents**



## INTERPRETATION

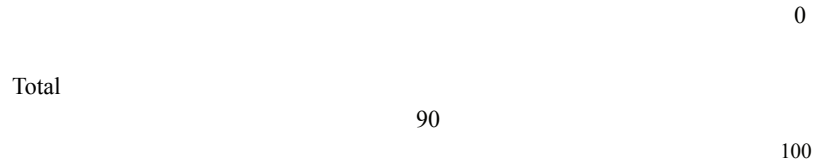
The table shows that 44% of respondents visit for leisure, 42% of respondents visit for relaxation, 8% of respondents visit for pilgrimage and 6% of respondents visit for education.

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**TABLE 4.7 Table showing respondents of what kind of party are travelling with**

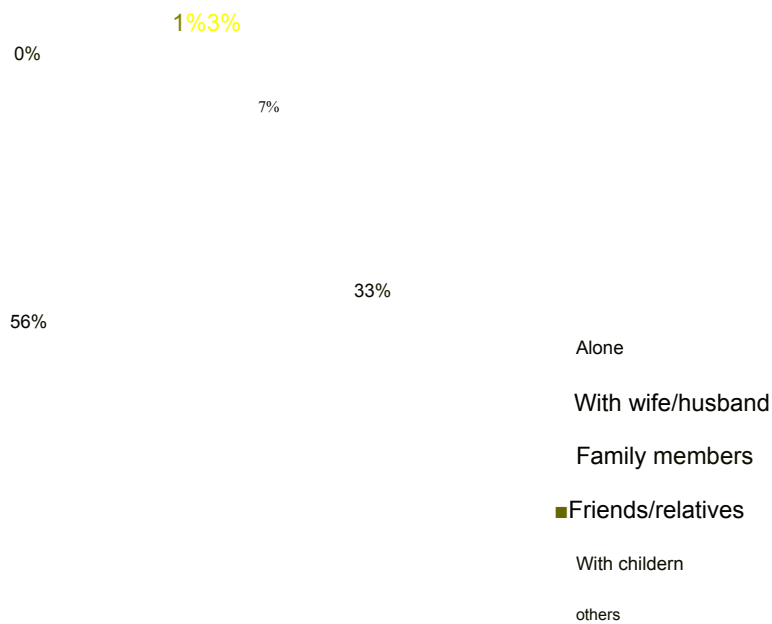
<b>Particulars</b>	<b>No.of respondents</b>	<b>Percentage</b>
Alone	3	3
With wife/husband	6	7
Family members	30	33
Friends/relatives	50	56
With children	1	1
Others	0	





Source: Primary data

**CHART 4.7 Respondents of what kind of party are travelling with**



**INTERPRETATION**

The table shows that 56% of respondents travel with friends/relatives, 33% of respondents travel with family members, 7% of respondents travel with wife/husband, 3% of respondents travel with alone and 1% of respondents travel with children.

**TABLE 4.8 Table showing of conveyance used for visiting places by respondents**

<b>Particulars</b>	<b>No.of respondents</b>	<b>Percentage</b>
Rail	8	9
Private conveyance	55	61
Public transport	19	21
Others	8	9
Total	90	100

Source: Primary data

**CHART 4.8 Conveyance used for visiting places by respondents**

21%

9%

9%

Rail

Private conveyance

Public transport

Others

61%

#### INTERPRETATION

The table shows that 61% of respondents use private conveyance, 21% of respondents use public transport, 9% of respondents use rail and others.

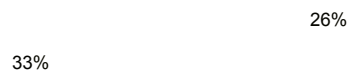
40

**TABLE 4.9 Table showing hindrances affecting the most**

<b>Particulars</b>	<b>No.of respondents</b>	<b>Percentage</b>
Lack of transportation facility	23	26
Lack Of sanitation facility	24	27
Lack of proper accommodation		

Others		
Total		
Source: Primary data		
	13	14
	30	33
	90	100

**CHART 4.9 Hindrances affecting the most**



**INTERPRETATION**

Lack of transportation facility 14% 27%

Lack of proper accommodation

Lack of sanitation facility

Others

Table shows that 33% of respondents select other facilities, 27% of respondents select lack of sanitation facility, 26% of respondents select lack of transportation facility and 14% of respondents select lack of proper accommodation.

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**TABLE 4.10 Table showing of respondents whether site is well protected and maintained**

<b>Particulars</b>	<b>No.of respondents</b>	<b>Percentage</b>
Agree	43	48
Neutral	46	51
Disagree	1	1

Strongly disagree

0

0

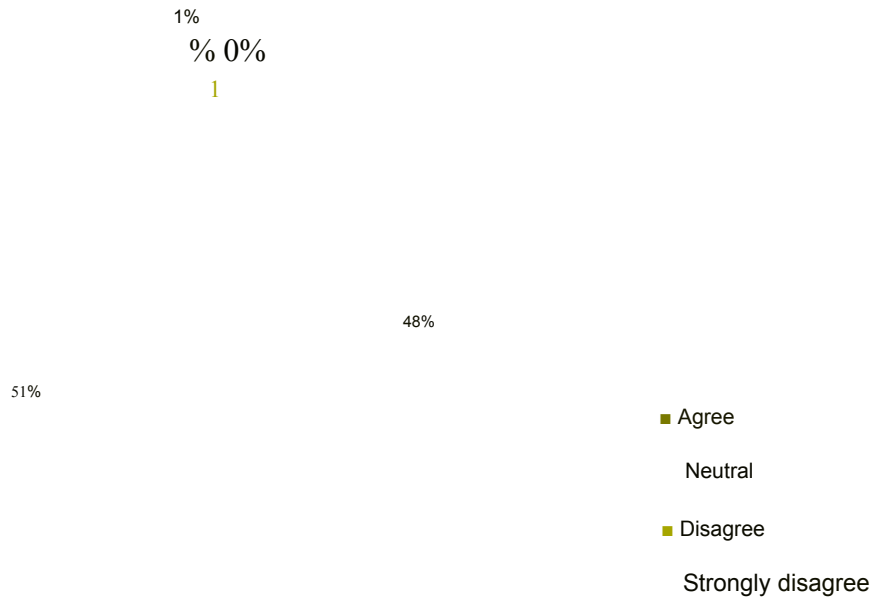
Total

90

100

Source: Primary data

### CHART 4.10 Site is well protected and maintained



#### INTERPRETATION

Table shows that 51% of respondents are neutral withsite is well protected and

maintained, 48% of respondents are agree withsite is well protected and maintained and 1% of respondents are disagree withsite is well protected and maintained.

**H01: There is no significant difference in visitor experience and visitor satisfaction between male and female.**

**TABLE 4.11**

**Table showing the influence of gender on visitor experience and visitor**

Group Descriptive		satisfaction		
Group		N	Mean	SD
Visitor	Male	18	2.08	0.504
	Female	72	2.11	0.558
Experience				

					(Grp1)
Visitor	Male	18	2.08	0.656	
Satisfaction	Female	72	2.12	0.545	(Grp2)

The table illustrates the mean scores of male and female on visitor experience (Grp1) and visitor satisfaction(Grp 2).with the male scoring an average of 2.08 on visitor experience and female scoring 2.11.then the visitor satisfaction of male scoring an average of 2.08 and female scoring 2.12.these scores represent two groups are quite close, but Group 2 appears to have slightly more variability in the data compared to Group 1.



		Statistic	DF	p	Mean difference	SE difference
Visitor experience	Student's t	-0.204	88.0	0.839	-0.0295	0.145
Visitor satisfaction	Student's t	-0.292	88.0	0.771	-0.0437	0.150

Note.  $\alpha = 0.05$

#### INTERPRETATION

The results shows that there is no statistically significant difference in visitor experience and satisfaction between genders. The p-values (0.839 and 0.771) are both greater than the commonly used significance level of 0.05. This suggests that there is not enough evidence to reject the null hypothesis, therefore the study does not find enough evidence to say that men and women have significantly different experiences or satisfaction

levels as visitors.

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**H02: There is no significant relationship between visitor experience and visitor satisfaction**

**TABLE 4.12**

**Table showing the relationship between visitor experience and visitor satisfaction**

**Correlation Matrix**

	<b>Visitor experience</b>	<b>Visitor satisfaction</b>
<b>VE</b>	Pearson's r	
	DF	
	p-value	
<b>VS</b>		

Pearson's r	0.567
DF	88
p-value	<.001

### INTERPRETATION

This correlation matrix assesses the association between two key factors: Visitor Experience (VE) and Visitor Satisfaction (VS). The correlation coefficient between VE and VS is 0.567, suggesting a moderate positive correlation between these two

variables. The p-value is lower than 0.05 usually signifies statistical significance.

Consequently, the table suggests a notable positive correlation between VE and VS.

This implies that as VE rises, so does VS, and conversely, a decline in VE tends to correlate with a decrease in VS.

**H03: There is no significant influence of Visitor experience on visitor satisfaction**

**TABLE 4.13**

**Table showing extent of influence of visitor experience on visitor satisfaction**

### Linear Regression

Model Fit Measures

Model R	Overall Model Test					
	R2	Adjusted R2	RMSE	F	df1 df2	P
1	0.567	0.321	0.313	0.463	41.6	1 88 <.001

Model Coefficients - VS

Predictor	Estimate	SE	T	P	Stand. Estimate
Intercept	0.881				
Visitor experience	0.1974	0.0910	4.47	<.001	
	0.587	0.0910	6.45	<.001	0.567

## **INTERPRETATION**

The model indicates a moderately positive linear relationship between the Visitor experience (VE) and Visitor satisfaction (VS) variables, with a correlation coefficient of 0.567. About 32.1% of the VS variance is explained by the VE, as reflected in the R-squared value. The F-value tests the overall significance of the regression model, which is statistically significant. Model coefficients reveal the significance of each VE, contributing to the model's explanatory power. Overall, the model suggests a meaningful relationship between VE and the VS variable, providing valuable insights into the data.

# **FINDINGS, SUGGESTIONS**

## **AND CONCLUSION**

### **FINDINGS**

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The substantial majority of respondents being students. It suggests a youthful demographic profile within the surveyed population

Majority of respondents being below 30000 income group

Most of the respondents reporting multiple visits to heritage tourism places, suggested a strong level of interest and engagement with these attractions, indicating their significance as recurring destinations. This pattern of repeat visitation implies that heritage tourism sites hold enduring appeal and value for visitors.

The study revealed a diverse range of travel motivations among respondents, with no indication of business-related trips. This suggests a sample largely comprised of non-business travelers, emphasizing opportunities for leisure and relaxation-focused offerings. The presence of respondents on pilgrimage journeys underscores the importance of catering to religious tourism.

Understanding these motivations can guide strategic decisions to meet diverse traveler needs.

Majority of respondents opting to travel with family members, friends, or relatives. This suggests a preference for social interaction and companionship during travel experiences. Understanding these diverse travel companionships can guide businesses in catering to various traveler preferences, including the need for family-friendly services and accommodations.

The survey highlighted a strong preference for private vehicles, likely due to convenience and flexibility.

Most of the respondents citing lack of transportation and sanitation facilities as hindrances underscore the critical importance of infrastructure development in these areas to enhance accessibility and public health. Similarly, the mention of inadequate accommodation highlights housing challenges that need to be addressed to ensure basic living standards for communities.

A sizable portion of the surveyed population holds positive views regarding the condition of the site. This suggests that efforts directed towards maintaining and

protecting the site have likely been effective, as reflected by the favorable perceptions expressed by almost half of the respondents.

The study revealed that there is no statistically significant difference in the experience or satisfaction levels of visitors between genders. Therefore, the study suggests that visitor experiences and satisfaction levels appear to be relatively consistent across genders, emphasizing the importance of providing equitable and inclusive experiences for all visitors, regardless of gender.



A positive correlation between Visitor Experience (VE) and Visitor Satisfaction (VS) suggests that as the quality of the visitor experience improves, so does overall visitor satisfaction. Enhancing visitor experiences involves various aspects such as providing engaging activities, informative exhibits, convenient facilities, friendly staff interactions, and efficient services. These enhanced experiences not only satisfy visitors but also contribute to their overall enjoyment, fulfillment, and loyalty.

The research indicated an extent of influence of visitor experience on visitor satisfaction through regression; this model offers valuable insights, stressing the need to enhance visitor experiences to effectively improve satisfaction levels.

- Focus on enhancing visitor experiences within heritage tourism sites by improving infrastructure, developing engaging activities, offering informative exhibits, ensuring convenient facilities, and providing friendly services. By prioritizing these aspects, destinations can create more meaningful experiences, leading to higher satisfaction levels and increased repeat visitation.
- Address infrastructure and facility needs like transportation, sanitation, and accommodation to enhance accessibility and visitor satisfaction. Investing in infrastructure development will improve the visitor experience and contribute to sustainable heritage tourism development.
- Understand diverse travel motivations and companionships among visitors to tailor offerings accordingly, including leisure-focused activities, religious tourism services, and family-friendly accommodations. This understanding enables stakeholders to better meet visitor preferences and enhance overall satisfaction with heritage tourism experiences.
- Continuously monitor visitor experiences and satisfaction through surveys, feedback mechanisms, and performance indicators. This ongoing assessment enables destinations to identify and address areas for improvement, enhancing the overall visitor experience effectively.

## CONCLUSION

The study conducted in Muziris Kodungallur has shed light on the intricate dynamics of visitor experience and satisfaction within the heritage tourism sector. The study delves into the demographic makeup, travel patterns, and satisfaction levels of visitors to heritage tourism sites. It reveals a predominantly young, low-income demographic with a keen interest in heritage tourism and a preference for social travel experiences. Infrastructure challenges like transportation and accommodation deficiencies are noted, though the overall site condition is viewed positively by many. Suggestions include improving infrastructure and tailoring offerings to diverse traveler motivations, while objectives focus on understanding gender influences and the relationship between visitor experience and satisfaction. Ultimately, the research provides actionable insights for stakeholders to enhance visitor experiences and promote sustainable tourism development.



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#### WEBSITES

<https://www.keralatourism.org/muziris/muziris-project>

**APPENDIX**  
**QUESTIONNAIRE**

**Visitor experience and visitor satisfaction of heritage tourism with special**

1.Name

**reference to Muziris Kodungallur**

2. Gender

Male

Female

Others

2. Age

Below 20

20-30

30-40

Above 40

### 3. Nationality

Indian

Other

### 4. Occupation

Business

Professional

Teaching

Student

Others

### 5. Income level

Below 30000

30001 - 50000

50001 - 80000

Above 80000

### 6. How many times have you visited heritage tourism places

First time

Twice

Three times

More

### 7. Purpose of your visit in heritage tourism places

Leisure

Business

Pilgrimage

Relaxation

Education

8. What kind of party are you travelling with

Alone

With wife/husband

Family members

Friends/Relatives

With children

Others

9. Mode of conveyance used for visiting places

Rail

Private conveyance

Public transport

Others

10. Hindrances affecting the most in

Lack of transportation facilities

Lack of sanitation facilities

Lack of proper accommodation

Others

11. Opinion about the whether site is well protected and maintained

Agree

Neutral

Disagree

Strongly disagree

12. Statement regarding Visitor experience (Please read the statements and select the

appropriate one in this scaling)

Particulars

I am thrilled about having a new  
experience at the site

I really enjoyed **this** tourism  
experience

This is a once-in-a-lifetime experience

The visit to the site is different

from previous experiences of a  
heritage site

I have experienced something new  
about the site's local culture

I have enjoyed a sense of freedom

I feel refreshing while staying in the  
site

I was interested in the main  
activities of this tourism

experience

Strongly

Strongly agree Agree Neutral Disagree disagree

13. Statement regarding Visitor satisfaction (Please read the statements and select the appropriate one in this scaling)

Particulars

Muzris is one of the best

destinations for cultural heritage

My choice to visit Muzris was a wise one.

I think I made the right decision

to visit the destination

I am satisfied with my overall experience

during my visit My experience at  
Muzris was exactly what I expected  
My experience at Muzris made me  
happy

I would like to recommend Muzris to

my relatives and

friends as a travel destination

Strongly  
agree Agree Neutral Disagree

Strongly  
disagree