

**EXPLORING THE ANTECEDENTS AND CONSEQUENCE OF TOURIST'S
PERCEIVED DESTINATION COOLNESS**



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ABSTRACT

Destinations like New York, Amsterdam, Paris, Sydney, Berlin, and Kochi are considered cool among tourists (Kock, 2021). Additionally, Ireland, Istanbul, Japan, Cymru (Wales), and Detroit have been promoted as cool destinations. Cool destinations attract millions of tourists every year, leading to the desired financial outcomes. Tourists look for coolness in their tourism experience, as is also evident on consumers' and businesses' social media platforms (Kock, 2021; Jamshidi et al., 2021). The popularity of coolness among the masses and its associated benefits for destinations do not leave the tourism promoters uninfluenced. National Geographic Channel, Lonely Planets, Earth Trekkers, among others, have started promoting tourism based on the destination's coolness factor. Thus, being motivated by the popularity and significance consumers attribute to coolness at a destination and its influence on the destination marketers and tourism promoters, we aim to explore the antecedents and consequences of perceived destination coolness (PDC).

Coolness refers to "a subjective and dynamic, socially constructed positive trait attributed to cultural objects, inferred to be appropriately autonomous" (Warren & Campbell, 2014, p. 544). In tourism context, tourist's positive and desired experiences with a destination are expressed with perception of coolness (Chen & Chou, 2019). Despite such influences of PDC on tourist's post-tourism evaluations and behavior (Kock, 2021; Chen & Chou 2019; Jamshidi et al., 2021), scholarly work lacks exploration of its antecedents and consequences. Further review of the literature uncovers finer research gaps like limited exploration of destination-specific factors, and no research on tourist experiential factors contributing to PDC. Literature acknowledges the critical influence of destination-specific factors (Josiassen et al., 2016; San Martin & Del

Bosque, 2008) and experiential aspects (Barnes et al., 2020) on the destination perception and post-tourism evaluations. Hence, in our research, we aim to explore the antecedents and consequences of PDC from the destination-specific and tourist experiential aspects.

Given the newness of the central construct of this study, that is, PDC, we adopted a mixed-methods research approach: a combination of an exploratory research followed by a descriptive study. First, through the qualitative depth interviews (N = 21), we inductively sought from our study participants the first-hand information on the various factors deemed to make a destination cool. Next, we mapped the consumer's voices with the extant literature and developed the hypothesized research model. Finally, to empirically validate the model, we conducted a quantitative study in two phases (N_{Phase1} = 263; N_{Phase2} = 281), keeping a temporal interval of three months, from three famous tourism destinations situated in North, West, and Central India and from an educational Institute situated in Central India. This research finds grounding in a pronounced marketing framework called the attribute quality → value → evaluation → intention framework, and a theoretical grounding in stimulus-organism-response (SOR) model. This thesis establishes that three broad categories of destination attributes impact the PDC, mediated by the destination experiential values (DEV). This study also examines and partially confirms the variation in direct relationships among the three dimensions of destination attributes and the DEV due to the moderating role of tourist affinity and tourist involvement. Finally, the impact of PDC is confirmed on tourist's behavioral intention, as a consequence. The present research, being centred around a novel construct of PDC, brings remarkable insights for academia and practitioners.

Keywords: *Perceived destination coolness, destination attributes, destination experiential values, tourist affinity, tourist involvement, functional attributes, psychological attributes*

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LIST OF ABBREVIATIONS

| S.No. | Abbreviations | Full Form |
|--------------|----------------------|------------------------------------|
| 1 | DA | Destination Atmosphere |
| 2 | DEV | Destination Experiential Values |
| 3 | DI | Destination Infrastructure |
| 4 | DMO | Destination Marketing Organization |
| 5 | PDC | Perceived Destination Coolness |
| 6 | TA | Tourism Attractions |

CHAPTER 6: DISCUSSIONS AND CONTRIBUTIONS

8.1: Discussion of the Study Results

Motivated by tourists' increased desires to experience coolness at a destination, this thesis explores what factors make a destination cool and the tourists' behavioral intention of considering it cool. More specifically, this research investigates the antecedents and consequence of PDC by examining the destination's functional and psychological attributes and the DEV gained by consuming these attributes. The study also sheds light on the cognitive and affective aspects of perceptions that a tourist holds about the attributes of the destination. In essence, the three broad categories of destination attributes, that is, the "TA", "DI" and "DA", each conceptualized at a higher order and reflecting its "cognitive" and "affective" perceptions, are established as contributors to the "PDC". The "DEV" mediates the relationships between the three categories of destination attributes and PDC. The study evaluates DEV at a higher dimension, reflecting its "economic", "hedonic", "social," and "altruistic value" sub-dimensions. Moreover, the researchers also highlight the moderating role of tourist psychological factors like "Tourist Affinity" for the destination and "Tourist Involvement" with the destination attributes in varying the effects of tourism attractions and destination atmosphere on DEV. The moderating effects of the relationship between destination infrastructure and DEV are not supported. We establish that PDC considerably impacts an important managerially relevant variable, that is, tourist's "revisit intention" to the destination.

The present research places itself in the tourism literature pertaining to the domains of destination perception (image), destination choice, destination competitiveness, and tourism experience. Amidst the huge number of destination choices available to a customer and the resultant fierce competition for destinations, differentiating the destination through perceptions of coolness can increase its competitiveness. Literature has just begun witnessing scholarly

work on PDC and tourism-specific attributes (Chen & Chou, 2019; Kock, 2021; Loureiro & Blanco, 2023; Chen et al., 2023), but it lacks exploration of its antecedents and consequences. So far, only one research on exploring antecedents has been found, which was conducted in a creative tourism context and focused on a single tourism site and a single generational cohort. Our research may be considered a timely and necessary endeavor as it investigates the contributors and consequence of PDC for all destinations, irrespective of the types of tourism they offer to visitors. Thus, an attempt is made to be useful to a broader base of audience, that is, to tourists with varied tourism motives and to several destinations extending any type(s) of tourism.

The study utilizes a much-pronounced marketing framework called the "attributes →value →evaluation →intention" framework, and the "Stimulus-Organism-Response" model as its underlying framework-based and theoretical grounding. We used a mixed-methods approach, including qualitative (depth interviews) and quantitative study (questionnaire-based survey). An exploratory study helped to uncover a broad list of destination attributes and several experiential values, which were later combined with literature mapping that resulted in three finer categories of attributes and the DEV as predictors of PDC. The empirical study establishes the main model's all hypothesized relationships and four out of six moderation effects at $p < 0.05$.

All three antecedents—TA, DI, and DA positively and significantly influence the DEV, with atmosphere being the highest contributor with a 0.387 path coefficient value. So, the tourist's assessment of the place's atmosphere as vibrant, buzzing, peaceful, relaxing, friendly, fun, and enjoyable, unique socio-cultural or clean environment, etc. may be considered a sought-after attribute, and thus the overall atmosphere is a major contributor to PDC. Our qualitative research also extensively confirms this, for instance, recalling the cool destination's

atmosphere as *"very buzzing and lively"*, *"less crowded and has less pollution"*, *"a very vibrant city"*, and *"a very relaxed atmosphere"*. Almost equally significant and positive influence is exerted by TA to DEV ($\beta = 0.363$), often considered pull factors' and primary reasons to visit the destination. Further, the DI, which is evaluated as both a supporting factor and an important aspect of the destination experience in itself, also contributes to PDC, but with the lowest path coefficient value of 0.162. Tourists' expressions from qualitative research unsurprisingly demonstrate this: *"good infrastructure in terms of transportation abilities"*, *not only the scenic beauty, but the network connectivity and accessibility to that place really matter in today's date"*, and *"a good restaurant definitely brings some happiness in choosing that place over anything else"*.

Moreover, the study also highlights the bifurcation of destination attribute perceptions into two sub-dimensions based on the mental responses they inculcate in tourists. The perceptions of TA, DI and DA are confirmed to be assessed cognitively and affectively simultaneously, as also corroborated in other research in tourism (Kislali et al., 2019; HernándezMogollón et al., 2018; Kim & Chen, 2016; Russell & Snodgrass, 1987) and marketing (Belanche et al., 2021; Quoquab & Mohammad, 2020; Kim & Sung, 2008). Therefore, both the beliefs and knowledge about, and the emotions and feelings for TA, DI and DA simultaneously impact the PDC through DEV. Both the perceptions together create a more comprehensive view of the destination's TA, DI and DA.

The DEV is empirically established as a strong and significant contributor to PDC. A tourist's assessment of gaining hedonic, functional, social and altruistic values from experiencing destination attributes enhances perceptions of the destination's coolness factor. Also, our study empirically confirms that these four value sub-dimensions exist simultaneously for consumers. In line with existing tourism literature that recognizes the recent shift in focus from tourist

satisfaction, perceived service quality, and perceived service value to experiential factors such as DEV (Barnes et al., 2020; Gallarza & Saura, 2006; Damanik & Yusuf, 2022; Pandza Bajsi, 2015; Chen & Huang, 2021), our results also demonstrated a great amount of impact of DEV on the PDC and revisit intention. The high impact of DEV on PDC can be attributed to the fact that the focus of evaluation for determining the DEV rests on the self (i.e., internal), rather than on the environment of the tourism offerings (i.e., external) (Barnes et al., 2020), thus directly creating and enhancing the perception of coolness in tourist's minds.

Moreover, this study elucidates that psychological characteristics of tourists, such as tourist affinity with the destination and tourist involvement with the attributes moderate the relationships of the TA and DA, but not DI with the DEV. We found that higher affinity for a destination will strengthen the effects of TA and DA on the DEV such that the tourist will feel enhanced effects on the DEV. Similarly, when the tourist feels highly involved with the destination attributes, his/her assessment of DEV will be more positively influenced. In other words, stronger effects of TA and DA on the DEV will be seen. Thus, a tourist with high affinity for the destination, and high involvement with the attractions like natural resources/landscapes, national parks, monuments, fest/event, nightlife, shopping, adventure activities, among others, and the destination atmospheric feel and environment, will derive higher economic, hedonic, social, or altruistic values from experiencing those attractions and atmosphere.

Because tourists understand destination infrastructure as a basic necessity or support structure for tourism (Crouch & Ritchie, 2003; Lee et al., 2009), they may not develop much emotional connection, bonding, or feelings toward it. Moreover, in the case of facilities related to day-to-day leisure and recreation, a tourist may perceive these as similar to those available at their place of residence (Mandic et al., 2018; Murphy et al., 2000), therefore may not develop much

emotional connection or feelings towards them. These may be the reasons why tourist's affinity toward destinations does not show an impact on the relationship between tourist's perceptions of infrastructure and DEV. On similar notes, infrastructure for day-to-day recreation and leisure activities and basic tourism-support infrastructure may not attract much attention, interest, or involvement from tourists. In a study on international tourists' experiences for foreign destinations, one set of tourists were found to accept or reject the standardized support infrastructure (for experiencing destination's culture), which may imply that the interest or attraction or involvement in infrastructure were less. As such in that case the infrastructure facilities and services were not prioritized over other tourism offerings (Mo et al., 1993; Cohen, 1990). Thus, they may not be involved in Infrastructure to the extent that it affects the relationship between DI and DEV.

8.2: Contributions

8.2.1: Theoretical Contributions

Being one of the early studies on PDC, this dissertation hopes to augment the tourism literature by providing new insights into the tourist's perceptions and experiences of a destination from the novel perspective of PDC. As stated, so far, only one study explored antecedents of PDC but for a niche tourism category and a single tourist cohort; this work adds considerable knowledge to the theory by investigating antecedents and consequences for all destinations, irrespective of the type(s) of tourism they extend to their tourists.

There is a critical importance of destination's functional and psychological aspects on destination perception and behavioral intentions (Alcaniz et al., 2019; Echtner & Ritchie, 1993). Since previous research has mostly studied the role of symbolic features contributing to PDC, the present research strengthens the tourism literature by investigating the critical role of

destination's functional and psychological aspects contributing to PDC. Destination attributes are a unique combination of functional and psychological features like the core attraction sites, activities, climate, price, and the psychological features like the ambience, atmospheric feel, safety perception, and fame. So, by investigating the role of attributes further grouped into three broad categories – tourism attractions, destination infrastructure and destination atmosphere this work tries to establish the influences of functional and psychological destination factors on perception of destination coolness.

Further, by adding the cognitive-affective dimensions of destination attribute perceptions to the research, we add to literature from the perspective of tourist's mental responses for the attributes. By doing so, this research provides insights on simultaneity of dual perceptions towards the three attribute categories by including its knowledge and facts-based perceptions (i.e., cognitive) and the feelings & emotions-based perceptions (i.e., affective dimension). The present research substantiates the findings of co-existence of cognitive and affective perceptions of destination attributes, including all three categories of attractions, infrastructure and atmosphere (Kislali et al., 2019; Ying et al., 2022; HernándezMogollón, Duarte & Folgado-Fernández, 2018; Kim and Chen, 2016; Russell & Snodgrass, 1987). Furthermore, we provide the scale of the three categories of destination attributes bifurcated into cognitive and affective perception sub-dimensions, which were first curated from qualitative study and subsequent literature mapping, and finally empirically tested.

Values concern customers the most (Holbrook, 1986); as such constitute the desired outcomes of any consumer after consuming an offering. Given the importance of experiential perspective in tourism (Barnes et al., 2020, 2016; Lv et al., 2016; Kim 2012), this dissertation strengthens the tourism literature by explicating DEV gained from consuming various tourism offerings. Having utilized one of the pronounced marketing framework, Holbrook's experiential values framework, this study contributes to tourism literature by integrating DEV including the

economic, hedonic, social and altruistic values between various destination offerings and perceptions of destination coolness. The study provides knowledge on the experiential values-related nuances that are instrumental between the tourism attractions, infrastructure, and atmosphere and the development of tourist's destination coolness perceptions.

Additionally, by doing this, as this dissertation explores the linkage between destination attributes and DEV, we hope to make remarkable contribution by responding to the critical research gap on the relationships between destination attributes and tourist's experience quality (Moon and Han 2018). This contribution stands for tourism studies in general and for destination coolness context in particular.

This work adds to the theory by empirically establishing, in the context of PDC, the applicability of a pronounced marketing framework, that is, the attribute quality → values → evaluation → behavioral intention framework. Additionally, the current research contribution lies in validating the applicability of the eminent theory from psychology and marketing literature, that is, the stimulus-organism-response (SOR) model for understanding contributing impact of destination-specific and tourist experiential factors on PDC and behavioral intentions of tourists.

8.2.2: Managerial Contributions

In light of an ever-increasing number of destinations available to tourists to satiate their tourism-related needs and desires, the tourists' hegemony gets privileged, and the destinations' challenges to remain competitive increase. Amidst the popularity of coolness among masses, this study findings on the novel construct of PDC are expected to bring considerable managerial insights.

First, the research framework guides DMOs to imbibe and enhance the 'coolness' factor by means of incorporating coolness in their destination's various tourism-related offerings as has been elicited for TA, DI and DA. This will, in turn, help destination marketers increase their destination's saleability. Additionally, from the PDC model, the marketers and advertisers can draw insights on the cognitive-affective dual perception. Thirdly, the insights provided by this research are expected to be beneficial for tourism promoters of all destinations, irrespective of the types of tourism they provide to visitors. As such the study findings can be useful to tourisms such as nature-based, cultural, heritage, rural, adventure, spiritual, urban, creative, eco-tourism, event-based, and activity-based tourism, among other tourism types.

Fourthly, an important implication lies in providing knowledge on delivering DEV to customers, especially when gaining values are the tourist's desired experiential outcomes (Holbrook, 2006). By elaborating on the linkage between destination attributes and DEV, the results are expected to provide to tourism marketers a blueprint for delivering tourist's desired experiential values related to specific destination attributes. This knowledge on linkage can be further utilized in DMOs' advertising and promotion efforts. Providing experiential values has greater added advantages for tourism practitioners such as creating long-term and sustainable business with the customers (Sweeney & Soutar, 2001).

DEVs can trigger comparisons between the tourism offerings of different destinations, and among destinations. Development of the tourism attractions like monuments, nature-based sites, or activities, by means of emphasizing on improving the quality of services, the access and signage, adding recreational opportunities, and improving atmospherics will work to enhance tourist's perception of increased utility and pleasure received from consuming the attraction site. Destination infrastructure is viewed as a support and facility at a destination, wherein the presence of it is often viewed as basic, but absence or below expected services is viewed negatively. Based on this study findings that infrastructure is positively related to DEV,

the Government along with DMOs can work to improve specifically the tourist-specific infrastructure that will overall enhance inbound and domestic tourism. An increased range of services and improved quality in case of accommodation, transportation abilities, telecommunication abilities, accessibility will provide greater convenience, comfort, happiness, relaxation, and pride to the tourist. The study has implications for government organizations for including and increasing the high-technology services and facilities like use of robots at various touch points of a tourist within the destination. Since innovative products and services are viewed as cool by many people, the Government organizations can work to enhance these at various touch points of tourists such as airports, train and bus station, hotels, restaurant, travel agency, and tourist sites in order to provide increased hedonic, and social values. By developing the attractions and activities, support, facilities and services, destination's environment and atmospherics in ways that augment tourist's experiential values will help destination marketers increase competitive advantage of destination.

Fifth, the results confirm that highly involved tourists gain enhanced DEV from experiencing the tourism attractions and destination atmosphere. Building upon this insight, the tourism-providers can aim to develop or modify tourism attractions and destination atmosphere in order to attract greater involvement of tourists. Sixth, similarly, the study findings establish that high tourist affinity for the destination can provide greater DEV. Thus, guiding the DMOs to work to enhance the tourist affinity toward the destination, by means such as advertising, promotion, destination branding, and PR. Such managerial efforts will highly likely foster a stronger positive evaluation of TA and DA, leading to greater DEV and coolness perceptions.

8.3: Limitations and Future Research Directions

This section discusses the theoretical and methodological limitations of our research. Additionally, based upon the current research's strengths and limitations, the opportunities for research in future are outlined.

This dissertation has explored the destination attributes as antecedents of PDC which depict the functional and psychological aspects of a destination. Future studies can explore the symbolic factor's contribution to PDC such as destination personality, social return of a destination, destination identification, self-destination congruity, and city-self connection. Also, the future researchers may investigate the role of non-destination specific factors contributing to PDC, such as, personal information sources, and induced information sources like advertising and promotion by destinations, and specially such information on social media.

Based on our qualitative study findings, we have investigated the mediating role of an experiential factor, DEV, between destination attributes and PDC. The future studies may consider the role of tourist's experiences and tourist satisfaction as mediating on PDC.

The present research has investigated the role of customer's psychological factors such as tourist affinity and tourist involvement and has derived interesting results as discussed in an earlier section. Our research framework may be further strengthened by investigating additional psychological factors for its effects on relationships between destination attributes and DEV. One such psychological factor may be tourist motivation.

This research established significant impact of PDC on the revisit intention which is considered a significant measure of tourist's attitudinal loyalty toward the destination (Chen & Chou, 2019; Chen & Phou, 2013). Future researchers may explore the effect of PDC on behavioral loyalty, that is, revisit behavior. Similarly, other dimension of attitudinal and behavioral loyalty like recommendation intention/behavior may be tested.

While this study attempted to be diverse in terms of sample selection within a single country, India, by taking samples from four cities in West, North and Central India, the results may be further verified and strengthened by collecting data from Southern and Eastern geographies of India. Also, by replicating this research framework in different cultures like those of western cultures may provide insights on cross-cultural differences as well as greater generalizability of results (Ma et al., 2018).

Another limitation of the work, is that the results are based on around half of the sample belonging to a younger age group of 18-25 years of age. This is likely to make the results skewed towards this age group. In future studies, such age-groups of travellers may be involved that better represent the population of the study.

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APPENDIX A

Profile of Participants of Qualitative Study (In-Depth Interviews)

| Interview Participant Code | Gender | Age | Marital Status | Occupation/Industry | Monthly Family Income (Approx) in Rupees |
|-----------------------------------|---------------|------------|-----------------------|---|---|
| IP1 | M | 42 | Married | Technical Consultant | 3,50,000 |
| IP2 | F | 27 | Married | Operations Manager | 80,000 |
| IP3 | F | 40 | Married | Entrepreneur, Hospitality sector | 2,50,000 |
| IP4 | M | 36 | Married | Sr. Manager, Marketing and Projects | 3,00,000 |
| IP5 | M | 24 | Single | Business consultant, IT Services | 1,80,000-2,00,000 |
| IP6 | M | 25 | Single | Services, Sales | 1,50,000 |
| IP8 | M | 33 | Married | Senior Business Analyst | 1,50,000 |
| IP9 | M | 32 | Single | Supply Chain, Retail Industry, (textile and apparels) | 2,00,000-2,50,000 |
| IP10 | M | 34 | Married | Student | 1,00,000 |
| IP11 | M | 38 | Single | Sr. Analyst, Hospitality sector | 1,25,000-130,000 |
| IP12 | M | 33 | Married | Consultant | 1,00,000 |
| IP13 | F | 23 | Single | Student | 70,000 |
| IP14 | F | 26 | Single | Financial Analyst | 1,00,000 |
| IP15 | F | 33 | Married | Freelance Writer | 70,000 |
| IP16 | M | 27 | Single | Zonal Sales Manager | 2,00,000 |
| IP17 | F | 34 | Married | Marketing Professional | 2,33,000 |
| IP18 | M | 35 | Single | Design Engineer | 1,00,000 |
| IP19 | F | 32 | Single | Visiting Scholar (Academics) | 1,00,000 |
| IP20 | F | 27 | Married | Banker | 3,20,000 |
| IP21 | F | 29 | Married | Supply Chain | 1,25,000- 1,50,000 |
| IP22 | F | 28 | Married | IT Analyst | 1,50,000 |

APPENDIX B

Discussion Guide

(Used for Qualitative Study: In-depth Interviews)

Topic: To explore the antecedents and consequences of tourist’s perceived destination coolness (PDC)

Specific Objectives of the study:

1. To identify the antecedents and consequences of perceived destination coolness
2. To assess the relationships among the factors identified as contributing to PDC
3. To develop a scale for measuring the identified antecedents

The following questions were used as pointers during interview. Language and sequence were rephrased depending upon the participant’s answers.

| Research Objective | Theme | Discussion points |
|--|--------------------|---|
| | Ice- breaking | <p>1. Introduce yourself and explain the purpose of meeting:</p> <p><i>[I am a PhD scholar at IIM Indore, specializing in ‘Marketing’. My PhD research is in the area of tourism marketing. We are meeting to discuss about your tourism experiences at a destination. The interview may take around 40 minutes. Please feel free to express your opinion, there are no right or wrong answers. Your views will be used for academic purposes, and will be kept confidential.]</i></p> <p>Name- Age- Gender- Marital status- Occupation- Monthly family income-</p> |
| To assess respondent’s understanding of term ‘cool’ | Investigating cool | <p>2. What is cool according to you?</p> <p>Probe 1: Please elaborate more. Probe 2: WHY</p> |

| | | |
|--|---|--|
| <p>To investigate tourist's perception of destination coolness?</p> | <p>Exploring PDC (Open-ended exploration)</p> | <p>3. Please name a few destinations where you have visited and consider cool for tourism.</p> <p>4. Why do you consider [X] a cool destination? (Ask for other mentioned destinations as well)</p> <ul style="list-style-type: none"> ➤ Probe 1: Why were those (reasons) important to you? ➤ Continue further exploration with “WHY”. |
| <p>To understand tourist's perception of coolness based on destination attributes</p> | <p>Investigating PDC [DESTINATION-SPECIFIC FACTORS]</p> | <p>5. Would you consider a destination cool based on any of the following factors? “WHY”?</p> <ul style="list-style-type: none"> ❖ Attractive landscapes, natural resources or scenic beauty (like-mountains, sea, waterfalls, volcano site, nature/forest reserve, any other kind of flora and fauna. ❖ Adventure/leisure/recreation activities ❖ Heritage, culture, monuments, art centers and museums ❖ Theme parks, water parks, shopping centers/market, night life options- casino, clubs, bar/pub ❖ Any ongoing event (like- music concerts, sport event, fashion event, local/cultural event, fest) ❖ Well-built destination infrastructure: Ex- road, rail, airport, port, health facility, commercial infrastructure ❖ Accessibility to destination- like ease of visa and allied services, ease of commute to destination ❖ Facility of accommodation, restaurants/eating outlets, and tourist centers ❖ Hospitality of locals/Interaction with locals ❖ Environment of the destination: Ex- cleanliness level, highly/less crowded, traffic level, pollution level, attractiveness of place ❖ Atmosphere of the destination: Ex- relaxed, lively, vibrant, exotic, boring, exciting |

| | | |
|---|--|---|
| <p>To understand tourist's perception of coolness based on their experiences with destination attributes</p> | <p>Exploring PDC [TOURIST EXPERIENTIAL FACTORS]</p> | <ol style="list-style-type: none"> 1. How was your experience of destination X? 2. Please share some of your best experiences at destination? <ul style="list-style-type: none"> ➤ Probe 1: Why was that important to you? Ask for all mentioned experiences. ➤ Continue further exploration with "why" ➤ (Understand/Ask about the destination attributes facilitating those experiences) 3. Can you recall any activities that you liked the most at the destination? WHY? 4. Would you consider a destination cool if your overall tourism experience was good? WHY? |
| <p>To investigate tourist's behavioral intentions for destinations which they consider cool</p> | <p>Exploring Consequences of PDC</p> | <ol style="list-style-type: none"> 5. Would you like to visit the destination again? Why? 6. Would you give preference visiting to cool destinations over other (not so cool) destinations for tourism? |

APPENDIX C

Interview Participant's Tourism Pictures and Sample of Interview Recording Excerpts

I. Interview Participant's Tourism Pictures

Note: In order to maintain anonymity of participant's interview, the Interview Participant code is not mentioned, rather to just differentiate among them they are serially denoted.

Interview Participant A



[Munnar, Jan 2018]



[Lotus Temple, Delhi, 2018]

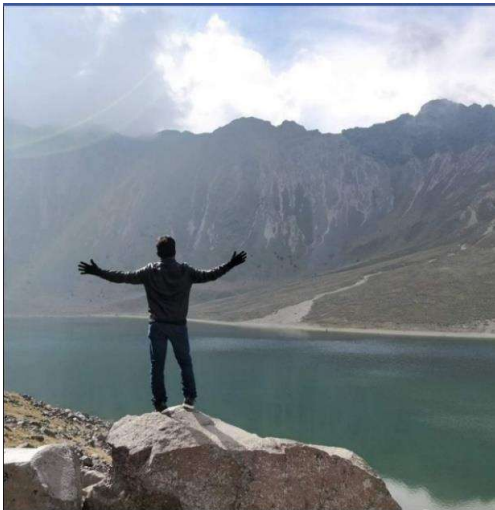


[Bandhavgarh National Park, May 2019]



[Pondicherry, Sep 2018]

Interview Participant B



[Nevado de Toluca, Mexico 2017]



[Mexico 2017]



[Mexico 2017]



[Cancun, Mexico 2017]



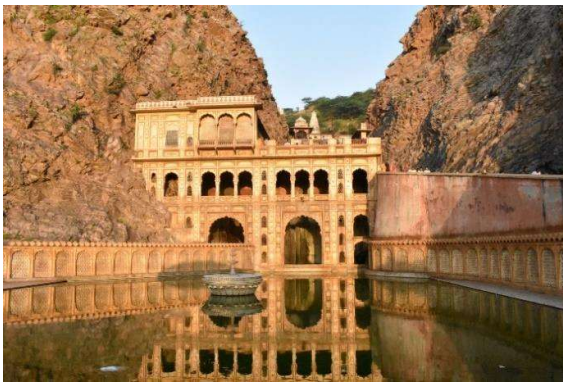
[Cancun, Mexico 2017]

Interview Participant C



[Leaning Tower of Pisa, Italy]

Interview Participant D



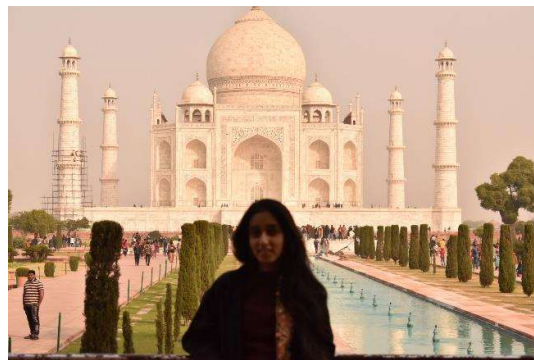
[Galtaji Temple, Jaipur, Rajasthan 2020]



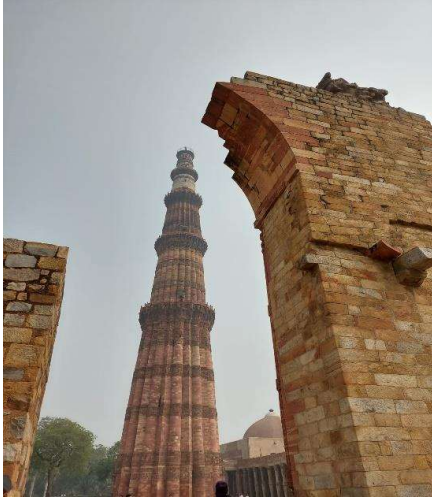
[Desert, Jaisalmer, Rajasthan, 2020]



[Hawa Mahal, Jaipur, Rajasthan, 2020]



[Taj Mahal, Agra, U.P. Dec. 2020]



[Qutub Minar, Delhi, 2019]



[Elephanta Caves, Mumbai, Maharashtra, Dec. 2019]



[Santura Devi Temple, Mussoorie, UK, Aug 2022]



[Buddhist Temple, Mussoorie, UK, Aug 2021]

II. Sample of Interview Recordings

- IP 5- Telephonic Interview (Chikmagalur, Karnataka, India 2020)

<https://clipchamp.com/watch/vfePqom0hUD>

APPENDIX D

PDC research model Construct's Operational Definition

| Name of the Construct | Construct's Operational Definition | Source |
|---------------------------------|--|---------------------------------------|
| Tourism Attractions | A permanent resource, either natural or human-made, which is developed and managed for the primary purpose of attracting visitors". | Hu & Wall, 2005, p. 619 |
| Destination Infrastructure | Destination infrastructure refers to a set of systems, facilities and services necessary for the functioning and support of tourism at a destination. | Author-generated from internet source |
| Destination Atmosphere | Destination atmosphere refers to tourist's perception of the overall feel and environment of the destination. | Author generated from literature |
| Destination Experiential Values | Tourist's overall assessment of perceived benefits arising from experiencing the destination attributes vis-à-vis costs incurred for these. | Adapted from Zeithaml, 1988 |
| Perceived Destination Coolness | Perceived destination coolness refers to subjective and dynamic, socially constructed positive trait attributed to a destination, inferred to be appropriately autonomous. | Adapted from Warren & Campbell, 2014 |
| Revisit Intention | It refers to the indications that a tourist will return to a facility or program at a destination. | Adapted from Baker & Crompton (2000) |
| Tourism Affinity | A feeling of liking and fondness toward a specific foreign destination | Nes et al., 2014 |
| Tourism Involvement | A psychological state of motivation, arousal, or interest between an individual and a destination, its recreational activities and related equipment. | Adapted from Havitz & Dimanche, 1990 |

APPENDIX E

Difference between PDC and Destination attractiveness

| | Construct | Antecedents |
|-----------|----------------------------|---|
| 1. | Destination Coolness | Tourism Attractions (Current work) |
| | | Destination Infrastructure (Current work) |
| | | Destination Atmosphere (Current work) |
| | | Destination Experiential Values (Current work) |
| | Destination Coolness | Uniqueness, Destination Attractiveness, Destination Identification (Chen & Chou, 2019) |
| | Destination Coolness | Social media destination information (Jamshidi et al., 2023) |
| | | |
| 2. | Destination attractiveness | Natural attractiveness, cultural attractiveness and infrastructure (Xu & Zhang, 2016) |
| | Destination attractiveness | Cultural attractions, and infrastructure (Nasir et al., 2020) |
| | Destination attractiveness | Core attractions, supporting infrastructure, and safety and security (Lee et al., 2019) |
| | Destination attractiveness | Natural, Social, Historical, Recreation and shopping, Infrastructure, food and shelter (Gearing et al., 1974) |
| | Destination attractiveness | Cultural and social characteristics, Accessibility of the region, Attitudes towards tourists Infrastructure of the region, Price levels, Shopping and commercial facilities, and Sports, recreation and educational facilities (Ritchie & Zins, 1978) |

APPENDIX F

Survey Questionnaire of the Quantitative Study



**INDIAN INSTITUTE OF
MANAGEMENT INDORE**
Indore, Madhya Pradesh – 453556, India

SURVEY ON TOURISM EXPERIENCE

Dear Respondent,

Thanks for agreeing to be a part of this study!

The following survey is a part of doctoral thesis of Ms. Ankita Sahai who is pursuing PhD at the Indian Institute of Management (IIM) Indore, under my guidance. This survey is being conducted to understand your perception and experience of tourism destinations.

Your participation is very important for the research. You may choose to answer anonymously. All your responses will be kept confidential, used in an aggregated form and for academic purposes only. Filling out the survey may take around 8 minutes. By completing the survey, you agree that your responses may be used for academic purposes.

We wish to complete the study by Mar. 2023. If you wish to know the details about this study, please feel free to contact me at detail given below.

Sincerely,

Dr. Abhishek Mishra

Professor, Marketing Area

Indian Institute of Management Indore

Email id- abhishek@iimidr.ac.in

Survey on Tourism Experience

| | | | |
|---|---|--|--|
| Please fill in your details. For multiple-choice questions, please ENCIRCLE (O) the right option. | | | |
| Name: (Optional) _____ | Gender: <ul style="list-style-type: none"> • Male • Female • Other | Place of residence: _____ | Marital status: <ul style="list-style-type: none"> • Never married • Separated/divorced/widowed • Married, with no children • Married, with children |
| Age: <ul style="list-style-type: none"> • Below 18 • 18-25 • 26-39 • 40-55 • Above 55 | Profession: <ul style="list-style-type: none"> • Salaried job • Own business • Homemaker • Student • Retired • Other | Education level: <ul style="list-style-type: none"> • Below 10th • 10th pass • 12th pass • Graduation • Post-graduation or higher | Monthly Family income: <ul style="list-style-type: none"> • Up to Rs. 50,000 • Rs. 50,001 to Rs. 1,00,000 • Rs. 1,00,001 to Rs. 1,50,000 • Rs. 1,50,001 to Rs. 2,00,000 • Rs. 2,00,001 to Rs. 3,00,000 • Rs. 3,00,001 to Rs. 4,00,000 • Rs. 4,00,001 to Rs. 5,00,000 • Above Rs. 5,00,001 |

| | | |
|---|--|---|
| Please provide information about YOUR RECENTLY VISITED DESTINATION FOR TOURISM For multiple-choice questions, please ENCIRCLE (O) the right option(s). | | |
| Please name the destination you recently visited for tourism purpose. _____ | Month and Year of visit _____ | |
| Main purpose of travel <ul style="list-style-type: none"> • Leisure • Business/Study | Duration of stay at destination <ul style="list-style-type: none"> • 1 day • 2-3 days • 4-6 days • 7 days or more | With whom did you travel to this destination? <ul style="list-style-type: none"> • Alone • Family/Friends • Strangers (e.g., organized tour) • Other _____ |

| | | |
|---|---|--|
| <p>Mode of travel to and from destination. (You may encircle more than one option)</p> <ul style="list-style-type: none"> • Two-wheeler • Car • Bus • Train • Airplane • Cruise/Ship/Boat • Other _____ | <p>Type of accommodation taken at this destination. (You may encircle more than one option)</p> <ul style="list-style-type: none"> • Hotel/Resort/Lodge • Homestay • Hostel • Unique accommodation (ex-Tent/Trailer/Camp, igloo, ice hotel, houseboat, tree house, etc.) • Relative/friend's place • Other _____ | <p>How many times have you visited to this destination?</p> <ul style="list-style-type: none"> • One time • Two times • Three times • Four times or more |
| <p>During your visit to destination, were there Covid 19-related rules applied at the destination?</p> <ul style="list-style-type: none"> • Yes • No | <p>Approximate cost of tourism per person.</p> <p>_____</p> <p>(approx.)</p> | <p>How many times in a year do you go to any destination for tourism?</p> <ul style="list-style-type: none"> • 1-3 times per year • 4-6 times per year • 7-9 times per year • 10-12 times per year • More than 12 times per year |

| | | | | | | | | |
|---|--------------------|------------------|---------------------|------------------------|----------------------|-----------------|--------------------|------------------|
| <p>Please indicate your proficiency level with English language. (Please ENCIRCLE (O) the number given below your preferred answer)</p> | | | | | | | | |
| Beginner Low | Beginner Medium | Beginner High | Intermediate Low | Intermediate Medium | Intermediate High | Advanced Low | Advanced Medium | Advanced High |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRE:

Please-

- Read the introductory paragraph before answering the question.
- **ENCIRCLE the appropriate number** with your response for each question given in the table. The meaning of each number is given at the top of the column of the table.
- Be sure to **answer all questions**, and **only select ONE ANSWER per question**.

For all the sections (A to F), please mark your level of **DISAGREEMENT** or **AGREEMENT** by **ENCIRCLING (O)** your choice with respect to the following statements.

| Section A | | | | | | | | | |
|--|---|--|-----------------|--------------------------|------------------|-----------------------|--------------|-----------------------|--|
| In this section, we would like to understand your views on the TOURIST SITES at destination, which include sites and activities like the following: | | | | | | | | | |
| <ul style="list-style-type: none"> • Natural Resources/Landscapes, • History, Culture & Art, • Leisure & Recreation Activities (like- Adventure, Event/Fest, Shopping, Nightlife, or Deviant Pleasurable Activities). • Any other tourist site or activity | | | | | | | | | |
| Statements | | Strongly Disagree | Disagree | Somewhat Disagree | Undecided | Somewhat Agree | Agree | Strongly Agree | |
| A1 | Tourist sites were exciting. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| A2 | I was in awe of the tourist sites. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| A3 | Tourist sites were interesting. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| A4 | Destination had some unique tourist sites. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| A5 | Destination had a wide variety of tourist sites. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| A6 | Destination’s tourist sites stand out as compared to those of others. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| A7 | Services at tourist sites were of high quality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| A8 | Tourist sites were visually appealing. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| A9 | Tourist sites looked stylish. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Section B | | | | | | | | | |
| In this section, we would like to understand your views on the DESTINATION INFRASTRUCTURE | | | | | | | | | |
| It includes facilities like the following: | | | | | | | | | |
| <ul style="list-style-type: none"> • Accommodation, • Transport, • Stable Mobile Network & Internet connectivity, | | <ul style="list-style-type: none"> • Food, • Any high technology enabled infrastructure, • Any Other Infrastructure | | | | | | | |

| Statements | | Strongly Disagree | Disagree | Somewhat Disagree | Undecided | Somewhat Agree | Agree | Strongly Agree |
|------------|--|-------------------|----------|-------------------|-----------|----------------|-------|----------------|
| B1 | Destination had well-built infrastructure. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| B2 | Destination had advanced technology infrastructure. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| B3 | Destination had some unique infrastructure. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| B4 | Destination infrastructure gave me an exciting experience. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| B5 | I was amused by destination infrastructure. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| B6 | Services related to destination infrastructure were of high quality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| B7 | Destination infrastructure made my trip convenient. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| B8 | Destination infrastructure made my trip comfortable. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| B9 | Destination infrastructure was visually appealing. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Section C

Please recall about the **OVERALL ATMOSPHERE & FEEL OF THE DESTINATION**, and then answer the following:

| Statements | | Strongly Disagree | Disagree | Somewhat Disagree | Undecided | Somewhat Agree | Agree | Strongly Agree |
|------------|---|-------------------|----------|-------------------|-----------|----------------|-------|----------------|
| C1 | Destination was exotic. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C2 | Destination was vibrant. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C3 | Destination is popular. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C4 | Destination appeared mystic. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C5 | I felt secure at the destination. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C6 | Destination looked peaceful. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C7 | Destination had a relaxed atmosphere. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C8 | Destination had a fun and enjoyable atmosphere. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C9 | Destination had stylish atmosphere. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C10 | Destination had unique socio-cultural atmosphere. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C11 | Locals were friendly to tourists. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| C12 | Overall, the destination was clean. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Section D

Please recall about your **TOURISM EXPERIENCE** at destination, and then answer the following:

| Statements | | Strongly Disagree | Disagree | Somewhat Disagree | Undecided | Somewhat Agree | Agree | Strongly Agree |
|------------|---|-------------------|----------|-------------------|-----------|----------------|-------|----------------|
| D1 | Destination experience was worth the cost | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D2 | Destination experience was one of its kind | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D3 | Destination gave me right experience | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D4 | Destination experience made me happy | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D5 | I experienced sense of freedom at the destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D6 | I got emotionally absorbed while experiencing the destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D7 | My visit to destination enabled me to impress others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D8 | My visit to destination improved the way I am perceived | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D9 | My visit made me feel more acceptable to my friends and family | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D10 | My visit gave me an opportunity to be directly helpful to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| D11 | I feel my visit was worthwhile to individuals, society or environment there | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Section E

In this section, we would like to understand your **perception about the destination.**

| Statements | | Strongly Disagree | Disagree | Somewhat Disagree | Undecided | Somewhat Agree | Agree | Strongly Agree |
|------------|---|-------------------|----------|-------------------|-----------|----------------|-------|----------------|
| E1 | When I first heard about the destination, I was thinking it would be cool to visit. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| E2 | Taking tourism at the destination made me look cool. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| E3 | Destination had some cool features. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| E4 | When I think of places that are cool, this destination comes to my mind. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| E5 | When I visit places like this destination, my response often is something like “That’s cool”. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| E6 | The destination is cool. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| E7 | Destination is on my list of cool tourism destinations. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Section F

In this section, we would like to understand your **feelings and interests toward the destination.**

| Statements | | Strongly Disagree | Disagree | Somewhat Disagree | Undecided | Somewhat Agree | Agree | Strongly Agree |
|------------|--|-------------------|----------|-------------------|-----------|----------------|-------|----------------|
| F1 | I liked the destination. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F2 | I felt fondness for the destination. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F3 | I enjoyed tourism activities which I really wanted to do. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F4 | I visited a destination where I really wanted to go. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F5 | I was interested in the main tourist sites of the destination. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F6 | I tend to visit this destination again | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F7 | I would love to go to this destination again | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F8 | I think I will go to this destination in near future | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

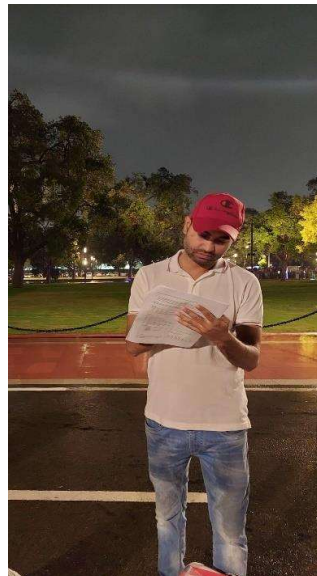
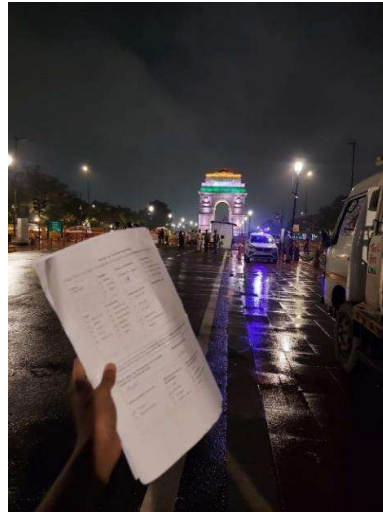
_____ THANK YOU _____

APPENDIX G

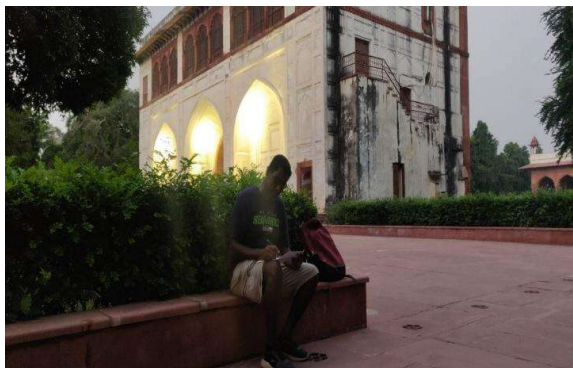
Representative Images of Primary Data Collection for the Quantitative Study

Primary Data collection Images from the tourist sites of Delhi, Ujjain, Ahmedabad and at the Campus of IIM Indore in India

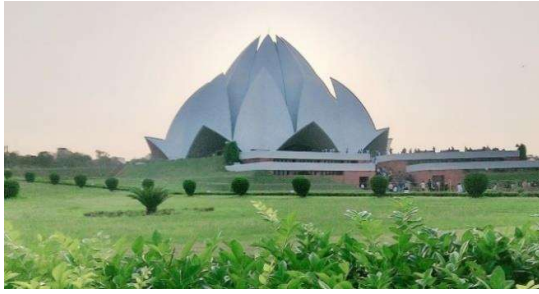
TOURISM SITES AT DELHI –



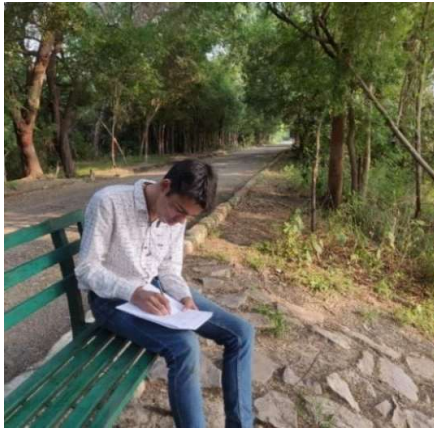
Tourists at the famous “India Gate” participating in the research survey. This war memorial witnesses a huge influx of people throughout the day and night.



Tourists at a World Heritage Site in Delhi- “Red Fort”, contributing to the research survey. This medieval structure hosts multitude of people who visit from all parts of the country and abroad.



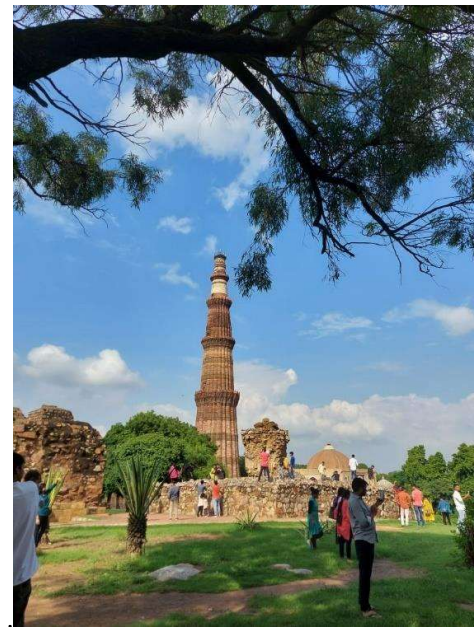
Tourists were contacted at the Lotus Temple, Delhi



Okhla Bird Sanctuary, Noida (NCR)



Lodhi Garden, Delhi



Tourists who visited the famous “Qutub Minar” in Delhi also participated in the Study. This attraction, also a UNESCO world heritage site, welcomes around 3.9 million people yearly

TOURISM SITES AT UJJAIN –



Tourists inside the famous Mahakaleshwar Temple, Ujjain participating in the Study. This is a famous pilgrimage site situated in Central India that attracts millions of tourists every year, which rise up to even 0.5 to 1 million pilgrims on famous festival days.



Traditional market at the vicinity of Mahakaleshwar Temple in Ujjain. A major tourist hub in Ujjain for antiquities and decorative including artisan's handcrafted sculptures, jewellery and garments



At the famous “Harsiddhi Temple”, that is visited by a large number of people, especially during the evening *Arti* time, when the lamp pillars in the temple light up.

TOURISM SITES AT AHMEDABAD --

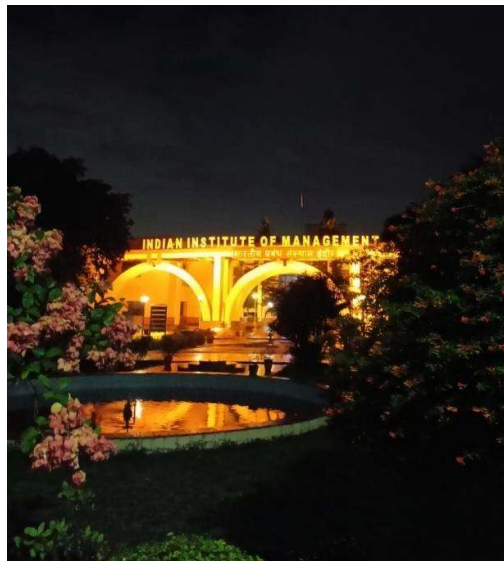


At the “Sabarmati Ashram”, popularly known as Gandhi Ashram locally. This calm and serene site along with being one of the most visited tourist sites of Ahmedabad, also hosts events/activities, ultimately witnessing huge tourist footfalls



Survey participation by tourists at the famous Science City, Ahmedabad. This huge site is a combination of entertainment and experiential knowledge that attracts the visitors of Ahmedabad

CAMPUS OF INDIAN INSTITUTE OF MANAGEMENT (IIM) INDORE--



At the campus of IIM Indore, the faculty, other academic and non-academic staff, students enrolled in varied programs, and family members of faculty, staff and students were contacted to respond to the quantitative research instrument.



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