

Factors Influencing Tourist Satisfaction and Destination Experience in Tourist Destinations of Uttar Pradesh

Kavya Tandon¹, Dr. Anjani Kumar²

¹Research Scholar, C.M.P Degree College, University of Allahabad

²Assistant Professor, C.M.P Degree College, University of Allahabad

Abstract

Tourism plays a crucial role in economic development and cultural exchange, making it essential to understand tourist behaviour and destination choice. This study aims to examine the motivating factors, travel behaviour, and satisfaction levels of tourists visiting Uttar Pradesh and areas requiring improvement. The study is based on primary data collected from 113 respondents using a structured questionnaire and employs descriptive and analytical research methods. The findings reveal that religious and spiritual experiences, cultural heritage, and historical attractions are the most influential factors motivating tourists. The supporting factors such as local cuisine, accommodation quality, transportation, and friendliness of locals enhance the tourist experience, while adventure activities, shopping, and leisure play a secondary role. The overall tourist satisfaction is found to be positive; however, safety and security, cleanliness and waste management, tourist information services, and infrastructure emerge as critical areas of concern. The study concludes that while Uttar Pradesh has strong tourism potential, addressing these gaps is essential to improve tourist satisfaction, encourage repeat visits, and promote tourism in Uttar Pradesh.

Keywords: Tourist Behaviour, Destination Choice Factors, Tourism and Travel motivation.

1. Introduction

“The world is a book, and those who do not travel read only one page”. Tourism is a dynamic industry which significantly contributes to the economy. It is among the fastest growing sectors, which plays a vital role in economic development, cultural exchange and employment generation. Tourism involves temporary movement of people to a place away from their usual environment (Tourism – Definition, Types & Forms, History & Importance of Tourism, n.d.). Uttar Pradesh, the cultural heartland of India, holds a prominent place in India’s tourism landscape. Its rich historical, spiritual and cultural diversity attracts millions of tourists. To sustain and expand tourism it is crucial to understand the factors that drive tourist behaviour and influence their destination choices. Tourist behaviour refers to the act, decision and preferences of an individual or group who participate in travel and tourist activities (Tourist Behaviour, n.d.). Tourist behaviour and their destination choices are affected by a number of factors. Therefore, understanding tourist behaviour and factors affecting destination choices is crucial for shaping sustainable and competitive tourism strategies. This paper aims to explore the motivation, preferences and decision-making processes of tourists visiting the region. The insights from this study helps policymakers, tourism

departments and local stakeholders to design better marketing strategies and improve tourist facilities and diversify tourist offerings.

Tourism

Tourism is the act of visiting a place for leisure or recreational purposes (Gaurav, 2019). It is a social, cultural and economic phenomenon in which people go to nations or places outside their typical environment for personal or business/ professional reasons (Glossary of Tourism Terms, n.d.). These people are known as visitors or tourists. The term tourism mesmerises human being and makes them feel comfortable (Babu & Murugesan, 2024).

Tourist Behaviour

According to, Solomon (1996) Tourist behaviour refers to the “process involved when individuals or groups select, purchase, use or dispose of product, services or ideas or experiences to satisfy needs and wants”.

It can also be defined as individuals or group activities, decisions and habits while going to and experiencing a destination which encompasses everything from selecting, purchasing, using and disposing of tourism products and services or experiences to satisfy tourists needs and wants (Unit 13 Tourist Behaviour, n.d.).

Factors influencing tourist destination choices

The factors influencing tourist destination choices are classified into two broad categories i.e. destination related factors and travellers related factors.

A. Destination related factors

1. **Attractions:** these are the primary motivators that draw tourists to a destination. It may include natural beauty, historical sites, cultural events, man-made attractions, unique local experiences and events and activities.(Hossain, 2023)
2. **Accessibility:** is the ease of reaching a destination and its attractions. It covers the availability, quality, affordability and convenience of transportation and connectivity (Significance of Outdoor Adventure Tourism, n.d.)
3. **Infrastructure:** in tourism it refers to basic physical and organisational facilities and services that support tourism activities. It involves availability of quality accommodation, restaurants and other tourist services.
4. **Safety and security:** It refers to the protection of tourists from physical, financial and social risk during their travel and stay. A safe and secure environment is crucial for attracting tourists.
5. **Destination Image:** is the overall perception, impression, and a mental picture that a tourist holds about a place. It is shaped by personal experiences, marketing, word-of-mouth, media and cultural influences.(Hossain, 2023)

B. Traveller related factors

1. Demographic factors

- **Age:** of travellers often influences the destination choices. Younger travellers prefer adventure, nightlife while older travellers prioritize comfort, relaxation and cultural experiences.

- Family status: when a family travels, they prefer safe destinations with amenities whereas the solo travellers seek exploration and adventure.
- 2. Socio-Economic factors
 - Income level: higher income travellers tend to have luxury tourism, international travel whereas middle- or lower-income groups tend to have budgeted travel and choose domestic destinations.
 - Occupation: working professionals, employees and students generally prefer short time-bound trips whereas retired individuals prefer long leisure travel.
- 3. Psychological factors
 - Motivation: it is the purpose of the trip or desire for relaxation, adventure, cultural enrichment, spiritual experiences and others.(Hossain, 2023)[3]
 - Personality: tourist personality and individual characteristics play a role in destination selection as adventurous people seek thrill destinations, while cautious individuals prefer safer, organized tours.[4]
 - Perception and attitude: are personal beliefs and concerns about safety, hospitality and overall image of the place that influence their choice.

C. Other factors

- Marketing: The marketing of a destination and its image plays a crucial role in influencing tourists' destination choices. A well-planned marketing strategy and a positive image in the minds of travellers can strongly influence their decision to visit a particular destination.
- Past travel experience: of the tourists also influence tourist destination choices as past positive experiences encourage repeat visits whereas negative ones discourage repeat visits.
- Word-of-mouth and review: are amongst the most influential factors that shapes a tourist destination's choices. Unlike advertisements they are considered as more trustworthy and unbiased as they come directly from tourists' experiences.

Tourists' destination choices are shaped by a combination of factors. These factors guide tourists' decisions on where to go, when to go and why to choose a particular destination.

2. Literature Review

- **Gaurav, K. (2019)** this paper aims to uncover the underlying factors that influence the destination choices of Indian tourists visiting abroad. This paper has employed exploratory factor analysis to extract the factors that influence destination choices of Indian tourists visiting abroad. It emphasised that understanding tourists' motivation, perception and various factors influence destination choice and is critical for effective tourism marketing, planning and ensuring tourist satisfaction and loyalty.
- **Mihai, C.V., et.al., (2023)** their paper aims to explore the factors influencing tourists' decision in choosing their vacation destination. This study was based on Romanian tourists. It concluded that factors such as destination image, its unique characteristics, accommodation facilities, service quality and others influence tourists' destination choice.

- **Gurdogan, A. (2022)** This paper has highlighted the importance of understanding consumer behaviour in the tourism sector. It also stated various factors that influence destination choice behaviour of tourists. It concludes that understanding consumer behaviour and their destination choices is crucial for shaping effective marketing strategies within the tourism industry.
- **Mim, M.K., et.al., (2022)** this article aims to examine the impact of destination familiarity, destination image, safety and security, travel motivation, social media and reference group on tourist destination choice with reference to Bangladesh. They have analysed their data using descriptive statistics, multicollinearity test, regression analysis and multiple regression analysis. It highlighted that destination choice is a complex process influenced by a multitude of factors.
- **Babu, S.R., and Murugesan, G. (2024)** they have done meta-analyses of 80 articles, identifying key factors influencing travellers' destination choices. They have followed the Preferred Reporting Items for Systematic Review (PRISMA). It resulted that variables like attitude, subjective norms, destination image, motivation, electronic word of mouth and others shapes travellers' behaviour in deciding their travel destination.

3. Objective of the Study

- To analyse the demographic characteristics of tourists visiting Uttar Pradesh.
- To identify the key motivating factors influencing tourist destination choices.
- To examine tourists' satisfaction with various aspects of tourist destinations in Uttar Pradesh.
- To evaluate the overall tourist experience in Uttar Pradesh.
- To identify the areas of improvement needed for enhancing tourism development in the state.

4. Research Methodology

Research Design: This study adopts both descriptive and analytical research design. Descriptive analysis to study demographic profile, travel frequency and various factors affecting tourists' behaviour. Analytical analysis is being done to study how various motivating factors, facilities and destination attributes influence tourists' preferences.

Type of Data: The study is empirical in nature, based on primary data collected through a well-structured questionnaire. The secondary data from the government tourism report, website and others were also used.

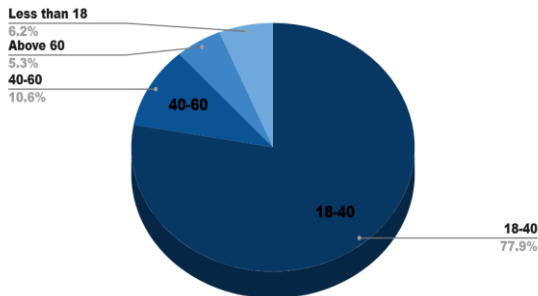
Sampling Method: For collecting data from the samples non-probability convenience and purposive sampling method was used.

Sample Size: For this study 120 questionnaire were distributed, out of which 7 of them were incomplete so they were rejected and the data is collected from 113 respondents, belonging to different demographics.

Data Analysis

Figure 1 Classification on the basis of age	The age distribution of respondents depicts the dominance of the 18-40year age group which accounts for 77.9% that is 88 out of
--	--

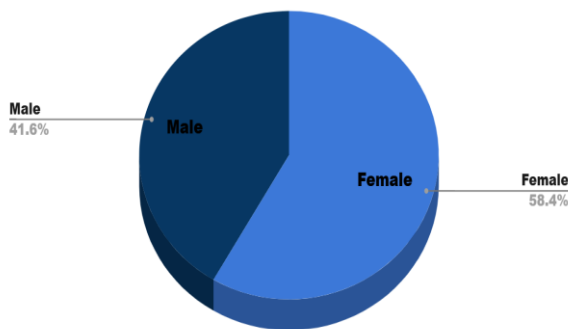
Count of Age (in years)



113 respondents, 10.6% that is 12 respondents belong to 40-60 years, 6.2% that is 7 respondents are below 18 years of age and 5.3% that is 6 respondents are more than 60 years of age. The overall age pattern shows a youth-dominated tourism profile.

Figure 2
Classification on the basis of gender

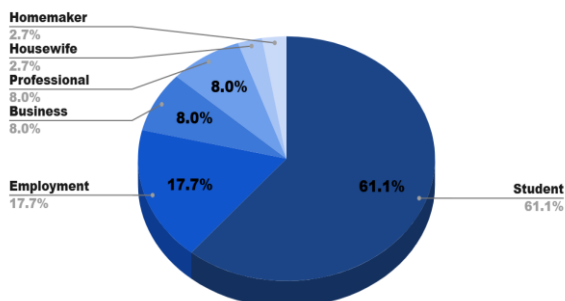
Count of Gender



The gender distribution of respondents shows that 58.4% of respondents are female, which is 66 out of 113 and 41.6% respondents are male which is 47 out of 113.

Figure 3
Classification on the basis of Occupation

Count of Occupation

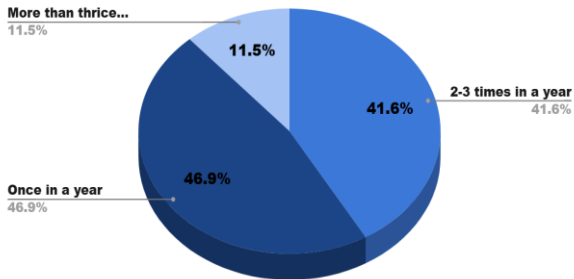


The occupation distribution reveals that 61.1% of the respondents are students which is 69 out of 113, 17.7% of them are in employment which is 20 out of 113, 8% of respondents are in business which is 9 and other 8% are professionals which is 9 and 5.4% of them are housewives or homemakers which is 6 out of 113. This data suggests that tourism interest spans across multiple occupational backgrounds.

Figure 4

How often do you travel for leisure?

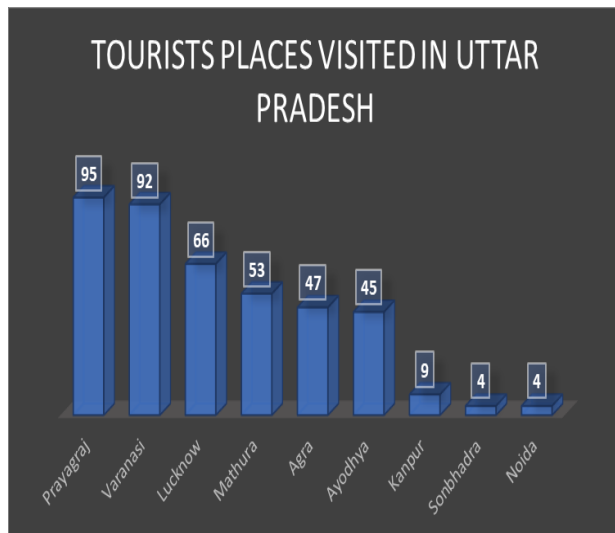
Count of How often you travel for leisure?



The data shows that the majority of respondents travel for leisure once a year which is 46.9% (53 respondents out of 113), 41.6% (47 respondents out of 113) of them like to travel 2-3 times in a year and 11.5% (13 respondents out of 113) of respondents travels more than thrice a year. This indicates that annual travel is most common among the participants.

Figure 5

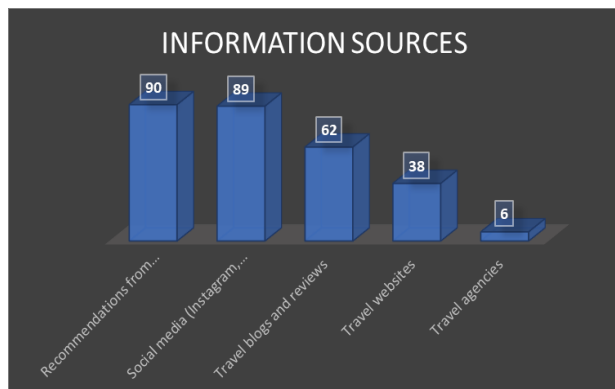
Tourist Places Visited in Uttar Pradesh



When it was asked to respondents to mention the tourists' places, they have visited in Uttar Pradesh it states 95 counts for Prayagraj, 92 for Varanasi, 66 for Lucknow, 53 for Matura, 47 for Agra, 45 for Ayodhya, 9 for Kanpur, 4 for Sonbhadra and 4 for Noida. It indicates a high concentration of tourists visiting a few major cultural, religious and heritage destinations. It reveals that tourism in Uttar Pradesh is highly skewed towards few established pilgrimage and heritage centres.

Figure 6

Information sources you rely on to plan your travel



When it was asked to respondents to choose the information sources you rely on to plan your travel recommendation from friends and family got 90 count, social media platform got 89 count, travel blogs and online reviews got 62 count, travel website got 38 count and travel agencies got only 6 counts. It reflects the significance of word-of-mouth communication, visual content, peer sharing, experiential content and user-generated contents for shaping travel

preferences, destination awareness and decision-making.

Factors shaping destination experience across tourist destinations of Uttar Pradesh.

Figure 7

Rating of Cultural Heritage



In India Uttar Pradesh is popularly known among tourists, for its cultural heritage. To study this, respondents were asked to rate Uttar Pradesh cultural heritage as a motivating factor influencing tourist destination choice from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 45 of them have rated 5 which is 39.82%, 35 of them rated 4 which is 30.97%, 21 of them rated 3 which is 18.58%, 9 of them rated 2 which is 7.96% and 3 of them 1 which is 2.65%. The majority of them have given ratings between 3 to 5.

Descriptive Statistics

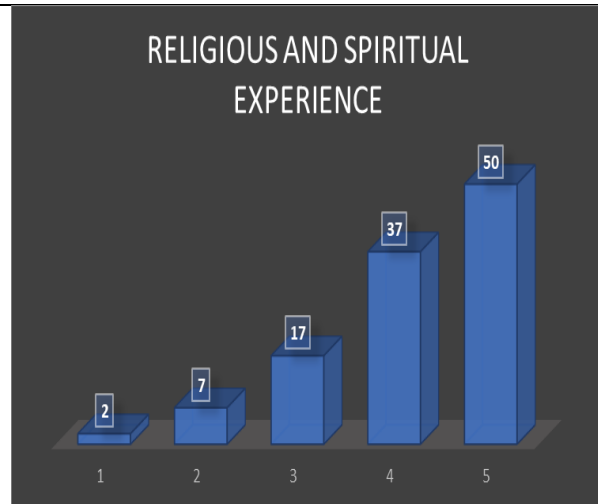
	N	Minimum	Maximum	Mean	Std. Deviation
Cultural Heritage	113	1	5	3.97	1.073
Valid N (listwise)	113				

The calculated mean score of 3.97 indicates that cultural heritage is perceived as a highly important motivating factor for choosing a tourist destination in Uttar Pradesh. The standard deviation of 1.073 shows moderate level of variability in responses, where a large number of respondents have rated cultural heritage positively. Its analysis reveals that cultural heritage plays a significant role in motivating tourists to choose destinations in Uttar Pradesh.

Figure 7

Rating of Religious or Spiritual Experience

In India Uttar Pradesh is popularly known among tourists, for its cultural heritage. To study this, respondents were asked to rate Uttar Pradesh cultural heritage as a motivating factor influencing tourist



destination choice from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 45 of them have rated 5 which is 39.82%, 35 of them rated 4 which is 30.97%, 21 of them rated 3 which is 18.58%, 9 of them rated 2 which is 7.96% and 3 of them 1 which is 2.65%. The majority of them have given ratings between 3 to 5.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Cultural Heritage	113	1	5	3.97	1.073
Valid N (listwise)	113				

The calculated mean score of 3.97 indicates that cultural heritage is perceived as a highly important motivating factor for choosing a tourist destination in Uttar Pradesh. The standard deviation of 1.073 shows moderate level of variability in responses, where a large number of respondents have rated cultural heritage positively. Its analysis reveals that cultural heritage plays a significant role in motivating tourists to choose destinations in Uttar Pradesh.

Figure 8
Rating of Adventure and Outdoor Activities



Adventure and outdoor activities are recreational pursuit in a natural setting combining physical / mental challenges, excitement and risk [L6]. To study this, respondents were asked to rate Uttar Pradesh adventure and outdoor activities as a motivating factor influencing tourist destination choice from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 16 of them have rated 5 which is 14.159%, 26 of them have rated 4 which is 23.008%, 43 of them have rated 3 which is 38.05%, 21 of them have rated 2 which is 18.58%, and 7 of them have rated 1 which is 6.19%.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Adventure and outdoor activities	113	1	5	3.20	1.095
Valid N (listwise)	113				

The calculated mean score of 3.20 indicates that adventure and outdoor activities is perceived as a moderately important motivating factor for choosing a tourist destination in Uttar Pradesh. The standard deviation of 1.095 indicates moderate level of dispersion which depicts that tourist preferences regarding adventure and outdoor activities vary considerably. It reveals that adventure and outdoor activities play a secondary role in motivating tourists to visit Uttar Pradesh.

Figure 9

Rating of Local cuisine and food experiences



In tourism, local cuisine and food experiences refers to tourists' engagement with the traditional food, beverage, cooking style and eating practices of the destination, which often influences destination choices. To study this, respondents were asked to rate Uttar Pradesh local cuisine and food experiences as a motivating factor influencing tourist destination choice from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 20 of them have rated 5 which is 17.699%, 52 of them have rated 4 which is 46.017%, 22 of them have rated 3 which is 19.469%, 18 of them have rated 2 which is 15.929% and 1 of them have rated 1 which is .884%.

Descriptive Statistics

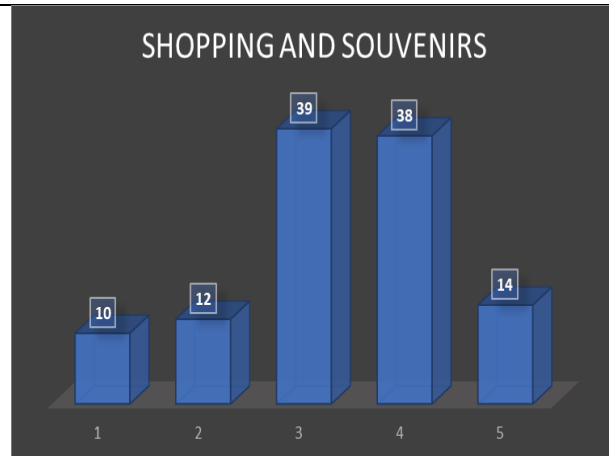
	N	Minimum	Maximum	Mean	Std. Deviation
Local cuisine and food experiences	113	1	5	3.64	.983
Valid N (listwise)	113				

The calculated mean score of 3.64 indicates that local cuisine and food experiences is also considered as an important motivating factor for choosing a tourist destination in Uttar Pradesh. The standard deviation of 0.983 reflects a relatively low level of variability in responses, where most of the respondents have rated between 3 and 4. This suggests that local cuisine and food experiences serve as a strong supporting factor which motivates tourists to visit Uttar Pradesh.

Figure 10

Rating of Shopping and souvenirs

In tourism shopping and souvenirs are more than just buying things, it makes a trip memorable. To study this, respondents were asked to rate Uttar



Pradesh for shopping and souvenirs as a motivating factor influencing tourist destination choice from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113respondents 14 of them have rated 5 which is 12.389%, 38 of them have rated 4 which is 33.628%, 39 of them have rated 3 which is 34.513%, 12 of them have rated 2 which is 10.619% and 10 of them have rated 1 which is 8.849%.

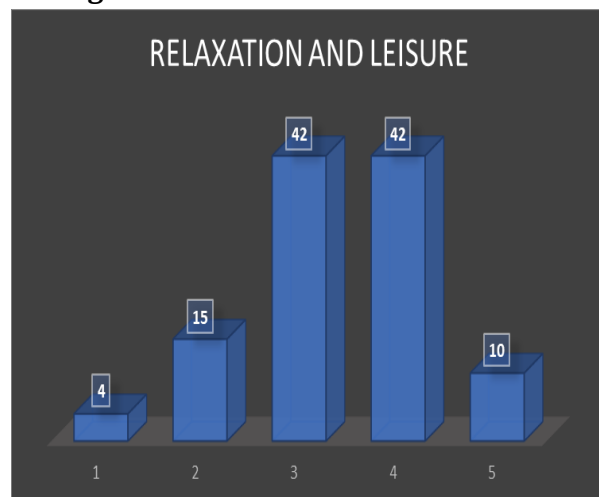
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Shopping and souvenirs	113	1	5	3.30	1.101
Valid N (listwise)	113				

The calculated mean score of 3.30 indicated that shopping and souvenirs is perceived as a moderately important motivating factor for choosing a tourist destination in Uttar Pradesh. The standard deviation of 1.101 reflects moderate level of variability in the responses, which states for some it is of high importance and for some it is of low importance. It reveals that shopping and souvenirs play a complementary role in motivating tourists to visit Uttar Pradesh.

Figure 11

Rating of Relaxation and leisure



In tourism relaxation and leisure refers to travel experiences focused on rest, stress relief, enjoyment and mental well-being rather than sightseeing or work-related activities. To study this, respondents were asked to rate Uttar Pradesh for relaxation and leisure as a motivating factor influencing tourist destination choice from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113respondents 10 of them have rated 5 which is 8.849%, 42 of them have rated 4 which is 37.168%, 42 of them have also rated 3 which is 37.0168%, 15 of them have rated 2 which is 13.274% and 4 of them have rated 1 which is 3.539%.

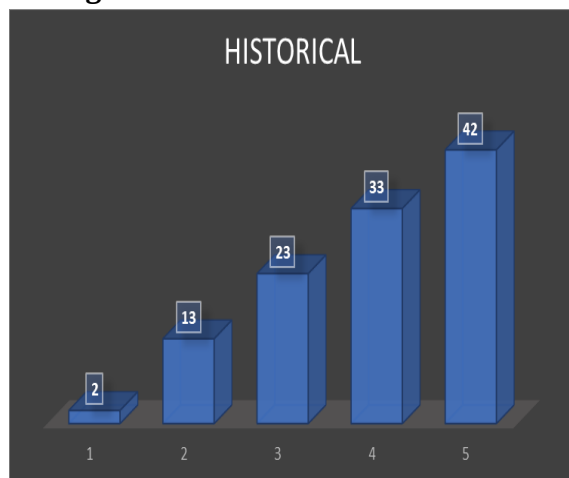
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Relaxation and leisure	113	1	5	3.35	.943
Valid N (listwise)	113				

The calculated mean score of 3.35 indicates that relaxation and leisure is considered as a moderately important factor for choosing a tourist destination in Uttar Pradesh. The standard deviation of 0.943 reflects low level of variability in responses. It states that relaxation and leisure play a supportive role in motivating tourists to visit Uttar Pradesh.

Figure 12

Rating of Historical attractions



In tourism, historical attractions refer to the places, monuments, cities and sites that represent past civilization, events and architecture of a destination. To study this, respondents were asked to rate Uttar Pradesh historical aspect as a motivating factor influencing tourist destination choice from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 42 of them have rated 5 which is 37.168%, 33 of them have rated 4 which is 29.203%, 23 of them have rated 3 which is 20.353%, 13 of them have rated 2 which is 11.504% and 2 of them have rated 1 which is 1.769%.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Historical	113	1	5	3.88	1.092
Valid N (listwise)	113				

The calculated mean score of 3.88 indicates that historical attractions are considered as highly motivating factors for choosing tourist destinations in Uttar Pradesh. The standard deviation of 1.092 shows moderate level of variation in responses. The large number of respondents have rated historical attraction between 4 and 5. It reveals that historical attractions are considered as an important motivating factor for choosing a tourist destination in Uttar Pradesh.

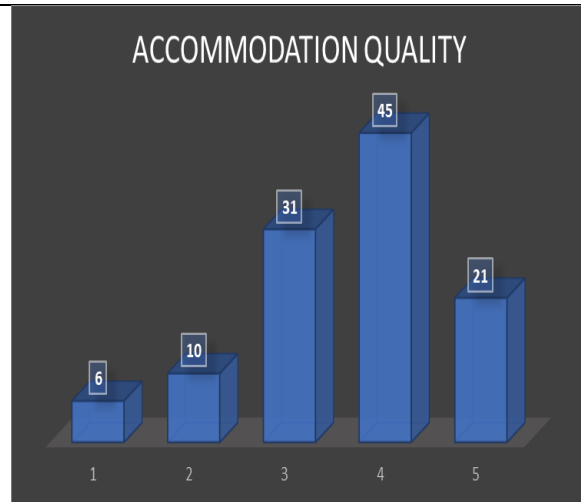
Tourists' satisfaction with various aspects of tourist destinations in Uttar Pradesh.

Tourists' satisfaction refers to the extent to which visitors feel pleased or content with different facilities, services, and experiences offered at Uttar Pradesh.

Figure 13

Rating of Accommodation Quality

Accommodation quality is considered as an important determinant of tourist satisfaction at any destination. It reflects how tourists evaluate the lodging facilities available during their stay, including hotels, guest houses, lodges, dharamshalas, and



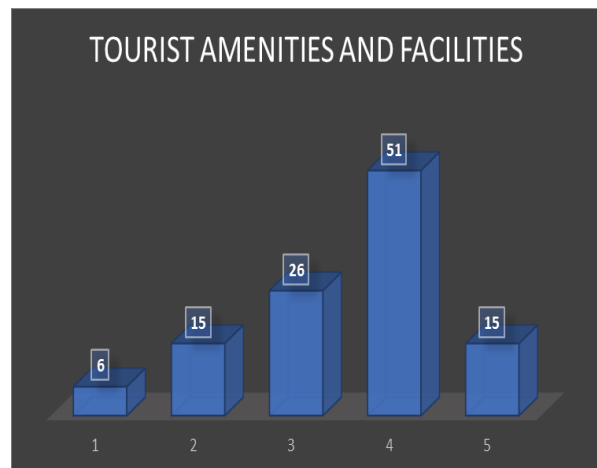
homestays. To study tourists satisfaction from accommodation quality, respondents were asked to rate Uttar Pradesh accommodation quality from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 21 of them have rated 5 which is 18.584%, 45 of them have rated 4 which is 39.823%, 31 of them have rated 3 which is 27.433%, 10 of them have rated 2 which is 8.849% and 6 of them have rated 1 which is 5.309%.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Accommodation Quality	113	1	5	3.58	1.059
Valid N (listwise)	113				

The calculated mean score of 3.58 indicates that tourists are generally satisfied with the quality of accommodation available at tourist destinations in Uttar Pradesh. The standard deviation of 1.059 reflects moderate variation that highlights tourist satisfaction is not uniform throughout the state. It reveals that accommodation quality contributes positively to the overall tourist satisfaction in Uttar Pradesh, though there is scope for improvement.

Figure 14
Tourist amenities and facilities



Tourists' amenities and facilities refer to the supporting infrastructures and services offered at a destination to ensure tourists' comfort, convenience, safety, and ease of movement. To study tourists satisfaction from tourist amenities and facilities, respondents were asked to rate Uttar Pradesh tourist amenities and facilities from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 15 of them have rated 5 which is 13.274%, 51 of them have rated 4 which is 45.132%, 26 of them have rated 3 which is 23.008%, 15 of them have rated 2 which is 13.274% and 6 of them have rated 1 which is 5.309%.

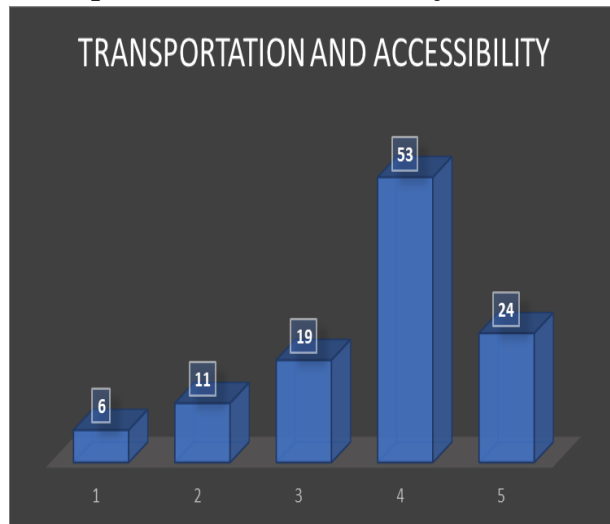
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tourist amenities and facilities	113	1	5	3.48	1.053
Valid N (listwise)	113				

The calculated mean score of 3.48 indicates that tourists are moderately satisfied with tourist amenities and facilities. The standard deviation of 1.053 reflects moderate levels of variation that may arise from uneven infrastructure development, differences between major and minor tourist destinations. It suggests that tourist amenities and facilities play an important supportive role in overall tourist satisfaction in Uttar Pradesh. Although the satisfaction level is positive, there remains a significant level of improvement.

Figure 15

Transportation and accessibility



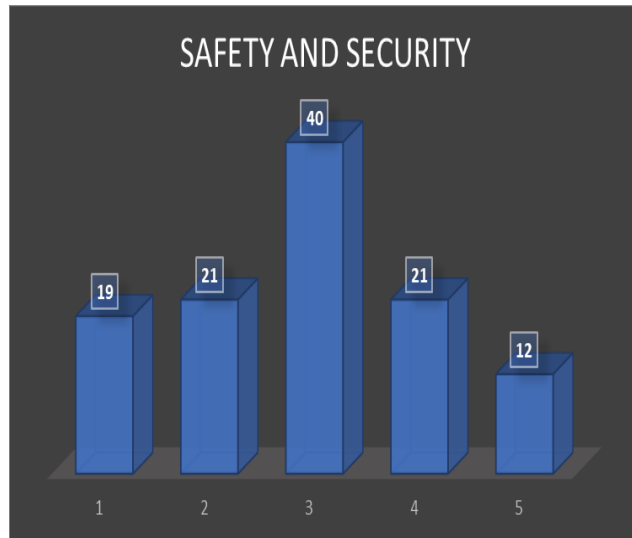
Transportation and accessibility refer to the ease with which tourists can reach a destination, move within it, and access tourist attractions comfortably and safely. It serves as a critical determinant of tourist satisfaction. To study tourists satisfaction from transportation and accessibility, respondents were asked to rate Uttar Pradesh transportation and accessibility from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 24 of them have rated 5 which is 21.238%, 53 of them have rated 4 which is 46.902%, 19 of them have rated 3 which is 16.814%, 11 of them have rated 2 which is 9.734% and 6 of them have rated 1 which is 5.309%.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Transportation and accessibility	113	1	5	3.69	1.078
Valid N (listwise)	113				

The calculated mean score of 3.69 indicates that tourists are generally satisfied with transportation and accessibility at the tourist destination in Uttar Pradesh. The standard deviation of 1.078 shows moderate variability that may arise due to differences in connectivity between urban centres and remote tourist locations and traffic congestion. It reveals that transportation and accessibility significantly contribute to tourist satisfaction in Uttar Pradesh, but additional improvement in public transportation integration, last-mile connectivity, traffic management and tourist-friendly transportation services can improve the convenience and overall travel experience throughout the state.

Figure 16
Safety and security



Safety and security are among the most important factors influencing tourists' satisfaction and destination choice. In tourism, this aspect refers to how tourists feel physically safe, mentally secure and protected from risk while travelling and staying at the destination. To study tourists satisfaction from safety and security, respondents were asked to rate Uttar Pradesh safety and security from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113respondents 12 of them have rated 5 which is 10.619%, 21 of them have rated 4 which is 18.584%, 40 of them have rated 3 which is 35.398%, 21 of them have rated 2 which is 18.584% and 19 of them have rated 1 which is 16.814%.

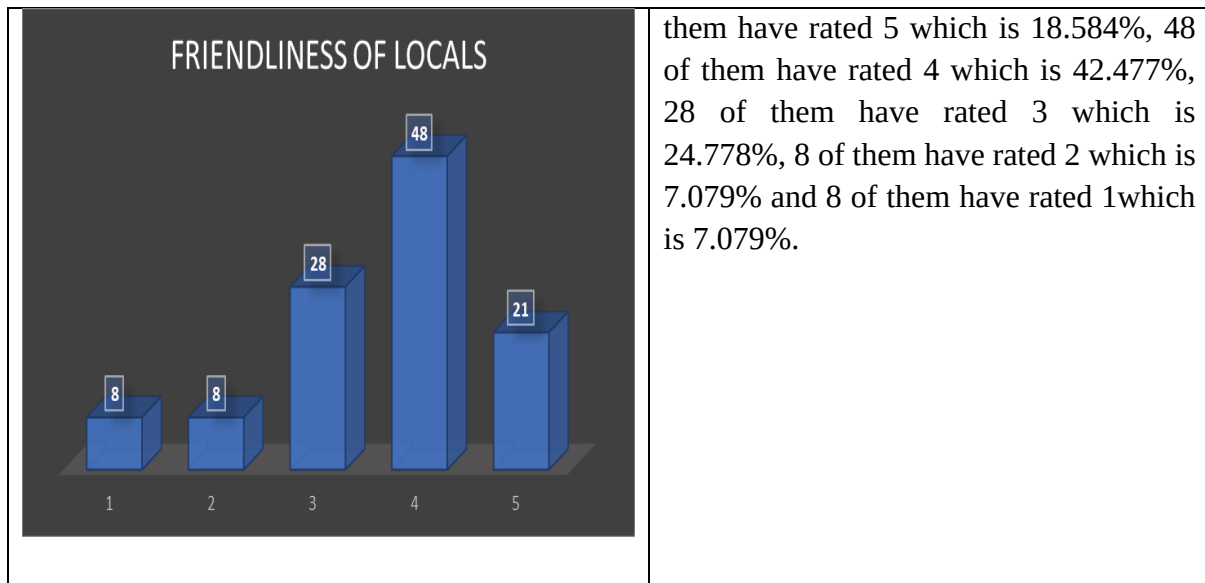
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Safety and security	113	1	5	2.88	1.211
Valid N (listwise)	113				

The mean score of 2.88 indicates that tourists are slightly dissatisfied with safety and security at tourist destinations in Uttar Pradesh as the mean is below the midpoint. The standard deviation of 1.211 reflects a high level of variability which indicates that tourist experiences related to safety and security differ widely: while some visitors felt secure and rated this aspect highly. It may be due to inconsistency in safety conditions across destinations and tourist zones. It reveals that safety and security represent a critical challenge affecting tourist satisfaction in

Figure 17
Friendliness of locals

Friendliness of locals refers to the tourists' perception of the warmth, helpfulness, politeness and welcoming attitude of the residents at a destination. In tourism it is a critical, social and experiential feature that has a significant impact on tourists' emotional satisfaction and overall destination perception. To study tourists satisfaction from friendliness of locals, respondents were asked to rate Uttar Pradesh for friendliness of local from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113respondents 21 of



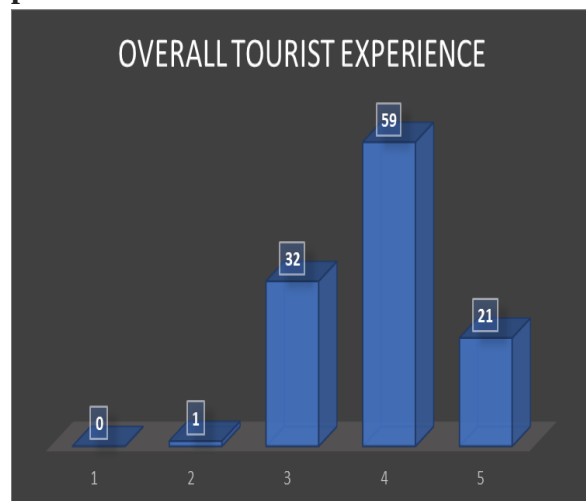
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Friendliness of locals	113	1	5	3.58	1.092
Valid N (listwise)	113				

The calculated mean score of 3.58 indicates that tourists are generally satisfied with the friendliness and hospitality of local people at tourist destinations in Uttar Pradesh. The standard deviation of 1.092 reflects moderate degree of variation in responses. It reveals that friendliness of locals is a positive contributor to tourist satisfaction in Uttar Pradesh.

Figure 18

Overall experience of different tourist places in Uttar Pradesh



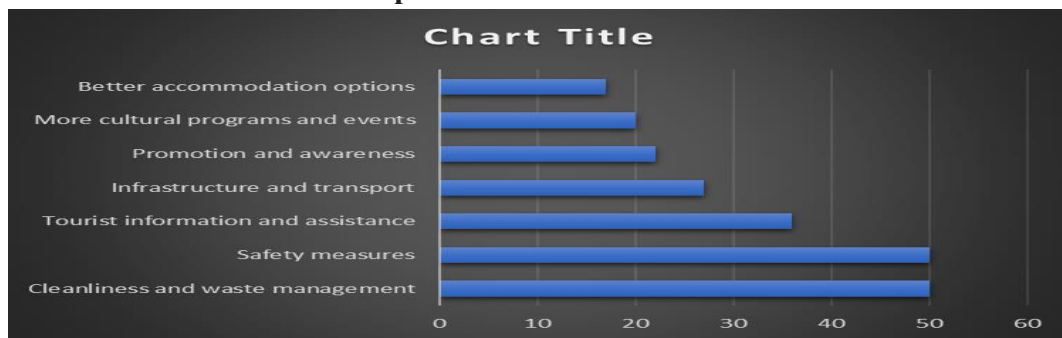
The overall experience refers to how tourists feel about their visit as a whole rather than about a single factor. To study tourists satisfaction from overall experience, respondents were asked to rate their overall experience while visit to Uttar Pradesh from 1 to 5 (where 1 was Low and 5 was high) it resulted that out of 113 respondents 21 of them have rated 5 which is 18.584%, 59 of them have rated 4 which is 52.212%, 32 of them have rated 3 which 28.318%, 1 of them have rated 2 which is 0.884% and none of them have rated 1.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Overall experience	113	2	5	3.88	.704
Valid N (listwise)	113				

The mean score of 3.88 indicates that tourists report a satisfying overall experience. The standard deviation of 0.704 is relatively low, which reflects a high level of consistency and agreement among respondents regarding their overall experience. It reveals that tourists are broadly satisfied with their overall experience in Uttar Pradesh.

Figure 19
Factors that need to be improved in tourists' destination in Uttar Pradesh



Despite Uttar Pradesh's rich historical, religious, and cultural heritage, several factors are required to be improved to enhance tourists' satisfaction and overall experience in tourist destinations of Uttar Pradesh. To know the factors that need to be improved respondents were asked to select the factors that they think should be improved at a destination, where better accommodation option got 17 count, more cultural programs and events got 20 count, promotion and awareness got 22 count, infrastructure and transport got 27 count, tourist information and assistance got 36 count, safety measures got 50 count and cleanliness and waste management got 0 count. The analysis shows that Uttar Pradesh has strong tourism potential and has basic service quality but certain issues like safety measures, cleanliness, waste management, tourist information and assistance and infrastructure needs to be improved. Addressing all these concerns will significantly improve tourist satisfaction and strengthen the state's tourism competitiveness.

5. Result and Findings

Respondents Profile

In this study, a large number of respondents belong to the age group of 18-40 years, where males were 41.6% and females were 58.4%. The majority of the respondents were students. The majority of respondents wish to travel 1 to 3 times in a year.

Tourists' movement pattern in Uttar Pradesh

Tourist visits are highly concentrated in a few destinations such as Prayagraj, Varanasi, Lucknow, Mathura, Agra, and Ayodhya. Less visitation is observed to the destinations like Sonbhadra, Noida, and Kanpur which reflects tourism in Uttar Pradesh is dominated by religious and heritage centres.

Sources of travel information

Friends and family recommendations and social media platforms are the most influential sources which indicates a strong shift towards word-of-mouth and digital platforms in travel planning.

Key motivating factors for choosing Uttar Pradesh

- Major or Primary motivator: religious and spiritual experiences with mean value of 4.12, cultural heritage with mean value of 3.97 and historical attractions with mean value of 3.88 serves as the highest motivating factors which make Uttar Pradesh a religious-cultural-historical destination.

- Supporting motivators: local cuisine and food experiences with mean value 3.64, accommodation quality with mean value 3.58, friendliness of locals with mean value of 3.58 and transportation and accessibility with mean value 3.69 serves as supporting factors that enhance the tourist experience but are not the primary reasons for travel.
- Secondary Motivators: Relaxation and leisure with mean value of 3.35, shopping and souvenirs with mean value of 3.30 and adventure and outdoor activities with mean value of 3.20 serves as a complementary reason for travel, which is appealing to specific tourist segments rather than the majority.

Tourists' satisfaction with destination attributes

The overall tourists' experiences with mean value of 3.88 and standard deviation of 0.704 indicates high and consistent satisfaction among tourists. The highest satisfaction areas were transportation and accessibility, accommodation quality and friendliness of locals, with moderate satisfaction from tourist amenities and facilities.

Critical areas of concern

Safety and security, cleanliness and waste management, tourist information and services and infrastructure are the most critical gaps which need improvement to enhance tourists' satisfaction.

6. Limitation of the Study

Despite providing valuable insights about tourist behaviour and destination choices in Uttar Pradesh, this study has certain limitations that should be acknowledged. This study is based on relatively small sample size and has used non-probability convenience and purposive sampling techniques which could lead to sampling biasness. The respondents were largely concentrated around the major religious and heritage destinations such as Prayagraj, Varanasi, Agra, Ayodhya and Lucknow, resulting limited representation of lesser-known and emerging tourist destinations in Uttar Pradesh. This study relies on self-reported data collected through a well-structured questionnaire, which may be affected by personal bias or socially desirable responses. This study primarily employs descriptive statistical tools and the absence of advanced analytical techniques restricts deeper interpretation of the relationships among the variables.

7. Future Scope of the Study

Further researches can build upon the findings of this study by increasing the sample size and adopting probability sampling methods to improve the reliability and generalization of the results. Further research may include tourists from a broader range of destinations, especially lesser-known and emerging areas of Uttar Pradesh which would provide a more balanced perspective on tourism development in the state. The advanced analytical techniques such as factor analysis, regression or structural equation modelling could be used to provide deeper insights into the relationships between tourist motivation, satisfaction and destination choices.

8. Conclusion

This study analysed tourist behaviour, motivating factors, and satisfaction levels of tourists to understand their destination choice and overall experience in Uttar Pradesh. The findings indicate that Uttar Pradesh is primarily perceived as a religious, cultural, and historical tourism destination, which attracts tourists

due to its strong spiritual heritage, rich culture, and historical significance. The results show that religious and spiritual experiences are the most influential motivating factor, followed by cultural heritage and historical attractions. Factors such as local cuisine, accommodation quality, friendliness of locals, and transportation act as supporting elements that enhance the travel experience but do not independently drive destination choice. On the other hand, adventure activities, shopping, and relaxation-oriented tourism play a secondary role, which is appealing to limited tourist segments. In terms of satisfaction, tourists reported positive overall experience, with relatively high satisfaction levels for transportation, accommodation and local hospitality. However, safety and security, cleanliness and waste management, tourist information services, and infrastructure emerged as major areas of concern, receiving lower satisfaction ratings and requiring urgent attention. The overall study concludes that Uttar Pradesh has strong tourism potential and high destination appeal and addressing the stated issues will enhance tourist satisfaction, encourage repeat visits, and promote tourism development in Uttar Pradesh.

References

1. Babu, S. R., & Murugesan, G. (2024). Unveiling the travellers' mind: a meta-analysis of travel destination choice factors. *ShodhKosh Journal of Visual and Performing Arts*, 5(2).
<https://doi.org/10.29121/SHODHKOSH.V5.I2.2024.3413>
2. Gaurav, K. (2019). Factors Influencing Destination Choice of Indian Tourists Visiting Abroad-An Analytical Study.
3. Glossary of Tourism Terms. (n.d.). Retrieved January 7, 2026, from
<https://www.untourism.int/glossary-tourism-terms>
4. Hossain, T. (2023, October). (PDF) Factors affecting the selection of tourism destination: A study among the youth tourists of Bangladesh.
https://www.researchgate.net/publication/374974690_Factors_affecting_the_selection_of_tourism_destination_A_study_among_the_youth_tourists_of_Bangladesh
5. <https://www.forbes.com/sites/edfuller/2017/03/14/ignore-india-at-your-peril/#3a6ba3614225>
6. Mihai, C. V., Dumitras, D. E., Oroian, C., Chiciudean, G. O., Arion, F. H., & Mureşan, I. C. (2023). Exploring the factors involved in tourists' decision-making and determinants of length of stay. *Administrative Sciences*, 13(10), Article 215. <https://doi.org/10.3390/admsci13100215>
7. Mim, M. K., Hasan, M. R., & Rahman, M. M. (2022). An examination of factors affecting tourists' destination choice: Empirical evidence from Bangladesh. *South Asian Journal of Tourism and Hospitality Research*, 6(3), 45–60.
8. Significance of Outdoor Adventure Tourism. (n.d.). Retrieved January 7, 2026, from
https://www.wisdomlib.org/concept/outdoor-adventure-tourism#google_vignette
9. Tourism – Definition, Types & Forms, History & Importance of Tourism. (n.d.). Retrieved January 7, 2026, from <https://tourismnotes.com/travel-tourism/>
10. Tourist Behaviour. (n.d.). Retrieved January 7, 2026, from <https://www.linkedin.com/pulse/tourist-behaviour-delmar-jos%C3%A9-ribeiro-s%C3%A1bio-eiz1f/>
11. Unit 13 Tourist Behaviour. (n.d.). Retrieved January 7, 2026, from
<https://www.egyankosh.ac.in/bitstream/123456789/70002/3/Unit-13.pdf>