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Candidate name: Ashok Adhikari

Title

Impact of Destination Image on Tourists' Behavioural Intentions: Application of Theory of Planned Behaviour.

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Abstract

The aim of this study is to find out the factors that drive the behavioural intention of tourists who spent their holiday in Pokhara, Nepal. This explorative study used the 'Theory of Planned Behaviour (TPB)' along with 'Destination Image Attributes' as a framework to investigate tourists' post-visit behaviour toward Pokhara as a destination. A structured questionnaire was prepared and employed on a sample of 150 visitors. Collected valid data were then subsequently analyzed using multiple regression model in SPSS (Statistical Package for the Social Sciences) software. The findings show that attitude is the strongest and most significant predictor of behavioural intent followed by subjective norm and perceived behavioural control whereas, destination image is observed to have no significant impact on behavioural intention. However, the empirical findings reveal that cognitive and affective destination image have positive and significant impact on overall destination image. The study supported the applicability of TPB in tourism study of Pokhara as all the TPB attributes had significant impact on visitor's behavioural intention. As a result, some wider theoretical as well as practical implications were derived which will help destination image marketers and researchers involved in the tourism and hospitality industry.

Keywords: Destination Image, Theory of Planned Behaviour, Behavioural Intention, Tourism in Pokhara, Nepal.

Acknowledgements

I have always been fascinated by the tremendous natural and cultural beauty of Pokhara, Nepal. Despite this, Pokhara has not been able to explore its true tourism potential. By writing this thesis, I had an opportunity to have a closer understanding of visitor's perception toward Pokhara. Therefore, I would like to express my sincere gratitude to everyone who helped me complete this work on time.

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1. Introduction

1.1. Background

Tourism is a crucial element of economic development which leads a region towards prosperity by contributing in employment generation and establishment of various related industries (Martin & Bosque, 2008). International tourism is a good source of foreign exchange and it creates job opportunities through construction, export, manufacturing, telecommunication and tourism agencies (Mohamad et al., 2014). Development of tourism industry improves local economy through local investment in tourism products (Nunkoo and Smith, 2013). Impact of tourism is beyond economic and business development, it works as a strong catalyst for growth resulting in multiplier effect for the development of other economic sectors (Srivastava, 2013; Hanif et al., 2013). More importantly, successful tourism development fosters tremendous regional development through income and employment generation (Chen and Tsai, 2007).

Future of the tourism relies on the capabilities of countries to provide competitive products of tourism to meet ever changing demand and need of travellers all around the world (Jayawardena, 2002). Destination that aims to attract more and more tourists should find ways to do that. Most basic prerequisites to achieve such success is creation of positive destination image. Positive enhancement of tourists' perception of destination image significantly develops a place as a destination. Such an image of destination serves as competitive advantage against other destinations (Ahmed, 1991; Crompton, Fakeye, & Lue, 1992; Javalgi et al., 1992; Sahin & Baloglu, 2011).

Destination image influences tourism consumer's destination selection process and their behavioural intentions. Tourists who choose any travel destination do so by comparing image of one destination over others (Bigne et al., 2001; Mansfeld, 1992). It is a fact that destination image influences the potential travellers' selection of destination (Gunn, 1988).

For sustainable tourism development, it is very important to make sure that the tourists keep on returning to a particular destination based on the image they have from the very first visit (Osman, & Sentosa, 2013). Destination image is one of the major predictors of re-visit intention of travellers (Yoon & Uysal, 2005). Revisiting a destination and providing positive reviews of the destination (word-of-mouth communication) are considered as the outcome of destination image (Qu et al., 2011). Newer destination development, especially those with growth potential,

benefits most by the positive behavioural intentions (revisit and word-of-mouth communication) of tourists (Phillips et al., 2013). Chen and Tsai (2007) mentioned that travellers' revisit and positive review of destination to others potential travellers' help in development of a place as destination and creates positive image.

This thesis investigates whether there exists positive relationship between destination image and behavioural intentions on a particular touristic destination. For data collection and analysis, one of the most touristic places of Nepal, Pokhara, is chosen for study in this research. Relationship is tested through conceptual model by distributing questionnaires to tourists visiting Pokhara.

Pokhara is a city located about 200 km west from the capital, Kathmandu, Nepal. It is the touristic hub of Nepal.

Japanese scholar Ekai Kawaguchi, first recorded foreign tourist of Pokhara in 1899, said "...in all travels in the Himalayas I saw no scenery so enchanting as that which enraptured me at Pokhara." Pokhara has a lot to offer to every kind of tourists (Tushitanepal, 2016).

1.2. Research Gap

Wang & Hsu (2010), stated in their research that it is rather surprising that most of the research related to destination image and their effects are measured in western countries.

Basaran (2016), a destination image research conducted in Safranbolu, Turkey, found out cognitive and affective components of destination image are predictor of traveller's behavioural intention. Basaran has suggested to conduct similar research in other destinations to validate results and generalization of findings.

In many studies in the literature of destination image, researchers have only focused on the cognitive part of destination image (Echtner & Ritchie, 1993), whereas, affective component also play an important role in formation of overall image of a destination (Hosany et al., 2006). There is an encouraging trend in literature which recognizes the existence of both cognitive and affective components in the mind of a general tourists (San Martin & Bosque, 2008).

Not so many tourism and hospitality studies have used the Theory of Planned Behaviour (TPB) to investigate the tourists post visit behavioural intentions (Han et al., 2011; Sparks, 2007).

These evidences suggest following gaps in destination image and tourism literature globally:

- Wang & Hsu, (2010) indicated the need of tourism research in eastern countries.
- Basaran, (2016), indicated that more studies are needed to test the impact of cognitive and affective destination image on traveller's behavioural intentions, for the generalization of his finding.
- Echtner & Ritchie, (1993) argued that more researches are needed in destination image literature by using both predictors cognitive and affective image into account.
- Ajzen, (1985, 1991) suggested that there are very few studies in tourism marketing field which uses (TPB).

Investigating through the database, it is hard to find tourism literature relating to Pokhara. One of the major destination image research of Nepal, as found in tourism databases, was conducted by Nadeau et al., (2008). The study was titled "Tourist Attitude within the Context of Country Image" which explained a lot about Nepalese tourism in general and destination image of Nepal. The major findings of their study are as follows:

- Nepal's major destination belief is the attractive scenery it offers to tourists,
- Tourists have very positive image of Nepalese people which makes it different from other destination,
- Nepal should promote itself for international image e.g. through awareness of Mt. Everest,
- Tourists who visit Nepal have strong willingness to recommend and Nepalese tourism agencies should promote it to encourage more arrivals.

Nadeau et al., (2010), themselves pointed out the gap in Nepalese tourism and destination image literature and suggested to measure destination image of Nepal using more specific variables such as natural environment, social environment, etc. In addition, a study is recommended to test the relationship between destination image and post visit behavioural intentions of tourists.

More importantly, literatures relating to use of TPB attributes (attitude, subjective norms and perceived behavioural control) to predict tourist's behavioural intentions have never been performed before in Nepalese context.

Tourism has been an important segment of Nepalese economy (Economic Impact Research Report, 2018). Nepal's tourism potential has been recognized by several authors (Adhikari & Seddon, 2002; Khatiwada, 2004; Bezruchka & Lyons, 2011) in their studies. Without in-depth study and understanding of tourist's behavioural patterns, this potential growth in tourism sector is yet to be achieved. Although some studies have investigated destination image using traditional attributes as awareness about destination, accommodation, transportation etc, the implication of theory and its interaction with destination image and behavioural intention has been very diminitively explored, especially in Nepalese context (Bishwakarma, 2017). This vast unexplored area in tourism literature have opened opportunity for new researches but this certainly has some challenges such as lack of sufficient evidences to support and compare their new findings, especially in the context of Pokhara, Nepal.

1.3. Research Problem and Purpose of Study

From the research gap and future study suggestions documented above, it is clearly established that there is a need of in-depth academic vigour in the field of destination image and behavioural intentions. To bridge the aforementioned research-gap, this study investigates following research questions:

What is the relationship between destination image, attitude, subjective norms and perceived behavioural control on behavioural intention of tourists?

Hence, the purpose of the study is to investigate predictors of tourism consumers' behavioural intentions. First, the study aims to identify how the overall image of a destination is formed. Second, how this overall destination image along with other factors affect the behavioural intentions of tourists, visiting a destination. It also tests the applicability of TPB in predicting the behavioural intention of tourism consumers. To answer these questions, six hypotheses have been developed and tested using various statistical tools.

1.4. Expected Contribution

Theoretical contributions.

The theoretical contribution of this study is the application of extended TBP model in hospitality and tourism industry. The model uses three components of traditional TPB theory (attitude, subjective norm and perceived behavioural control) along with additional component

(overall destination image) to predict the behavioural intention of tourists visiting Pokhara, Nepal, which has not been performed before. It will also open doors for future behavioural research by testing the applicability of TPB in tourism study.

The proposed model adds in existing knowledge about destination image, by describing destination image as summation of two components (cognitive and affective destination image), whereas, majority of previous destination image researches ignored the affective component.

Practical and managerial contributions.

Both private as well as public stakeholders will have knowledge on true image of Pokhara. It will help improve tourism products and services in Pokhara thus enhancing tourism experience and satisfaction.

This research has strong implications for marketers. It helps them identify the image of Pokhara to develop effective and efficient promotion plan and programs to affect consumer's post purchase intentions. As a result, Pokhara will be established in global marketplace through its competitive success.

Nepal Tourism Board (NTB) and Destination Marketing Organizations (DMOs) will better understand the antecedents of behavioural intention of tourists visiting Pokhara, thus, they are able to start tourism activities to positively influence the visitor's future behaviour, which in turn, lays a foundation of sustainable tourism in Pokhara through repeat tourists.

2. Literature Review

2.1. Destination Image

Destination image is a current hotcake for tourism marketing research; and its importance in relation to the success or failure of a destination has been well placed in destination marketing literature (Stepchenkova & Mills, 2010; Vitouladiti, 2014; Kim & Chen, 2016).

Image is formed by the combination of beliefs, attitudes and impressions that is held by a person or group of people over a certain object (Barich and Kotler, 1991).

Destination image study with academic vigour started in early 1970s with the study conducted by Gunn (1972) and Mayo (1973) to test the role of image in tourism development. This idea of destination as an image was then followed by Hunt (1975). The concept, later on became very much researched topic in tourism literature (Stepchenkova & Mills, 2010). A lot of significant research relating to destination image were conducted after Hunt. Crompton (1979), defined destination image as the summation of beliefs, ideas and impressions hold by traveller about a particular destination. Destination image is the overall perception that tourist has of a specific destination (Fakeye & Crompton, 1991).

However, some researchers argue that concept of destination image has been discussed vaguely. Precise conceptualization of destination image and its component are not found. Destination image is loosely defined and lacks solid conceptual structure (Fakeye and Crompton, 1991; Mazanec & Schweiger, 1981).

Importance of touristic destination image is well acknowledged in tourism literature as it has considerable influence in tourist's perception, behaviour and ultimately the choice of destination (Chon, 1990; Echtner & Ritchie 1991) which led towards growing number of researches in the field of tourism destination image. Tourists' travel destination selection process is based on the destination images created by the destination marketers, but also influenced by their own mental image of the destination. It is formed by the information collected from various sources as, past experiences, recommendations by friends etc. Destination image is one of the most important predictor of traveller's future behavioural intentions of revisiting and recommending the destination to others. Thus, DMOs (Destination Marketing Organizations) recognize destination image as a very important factor in marketing a place among tourists (Chen & Tsai, 2007).

For any country or a region which is benefiting from tourism activities, destination serves as a valuable asset to achieve persistent growth of tourism industry. Positive destination image works as a competitive advantage over other destinations, it helps a destination to stand out among competing travel places. It also attracts more tourists to visit the place. It is even more important for developing countries to have positive image among foreign visitors because they are likely to be reluctant to visit destinations with poor image. Hence, image of destination plays important role in influencing the destination selection process among tourists and their post-visit behaviours as revisit and willingness to recommend to others (Sonmez & Sirakaya, 2002).

2.2. Destination Image Formation

Jenkins (1999) mentioned, before an individual travel to a destination, he/she has a subjective construct about how the place would look like in mind. This construct is formed by the combination of information streamed from various sources like search engines, databases, friends and relatives. Beside these, socio-demographic, psychological and cultural factors also play an important role in formation of destination image among tourists (Tasci & Gartner, 2007). Most of the destination image studies show that it is a multi-dimensional construct consisting of tourists' rational as well as emotional interpretations of a particular place or location (Beerli & Martin, 2004; Martin & Bosque, 2008). Among various definition of destination image there is a general consensus among the researchers that it is formed by the combination of three different but vertically linked constructs: cognitive, affective and conative (Gartner, 1994; Gallarza et al., 2002; Beerli & Martin, 2004; Pike & Ryan, 2004; Lin et al., 2007; Tasci & Gartner, 2007).

Traditionally, destination image was described in association with the cognitive image, formed by the knowledge of attribute only. However, affective component is equally important predictor of destination image. Affective image of destination measures the emotional attachment of tourists toward the destination (White 2002; Yu & Dean 2001). "The cognitive component constitutes awareness: what someone knows or thinks they know about a destination. The affective component is based on how one feels about this knowledge" (Konecnik & Gartner, 2007). More specifically, destination image is formed by combination of cognitive and affective destination images (Beerli & Martin, 2004).

Baloglu and McCleary (1999) developed a framework to better explain interactive relationship between destination image with personal and stimulus factors. Stimulus are those triggering forces formed by external stimulus and physical objects. Stimulus factors can be customers' past experience, source of information and distribution channels. On the other hand, personal factors are social and psychological characteristics of actor or perceiver. Psychological factors are represented by consumers' values, motivations and personality, social factors are attributed as consumers' age, gender, marital status and so on.

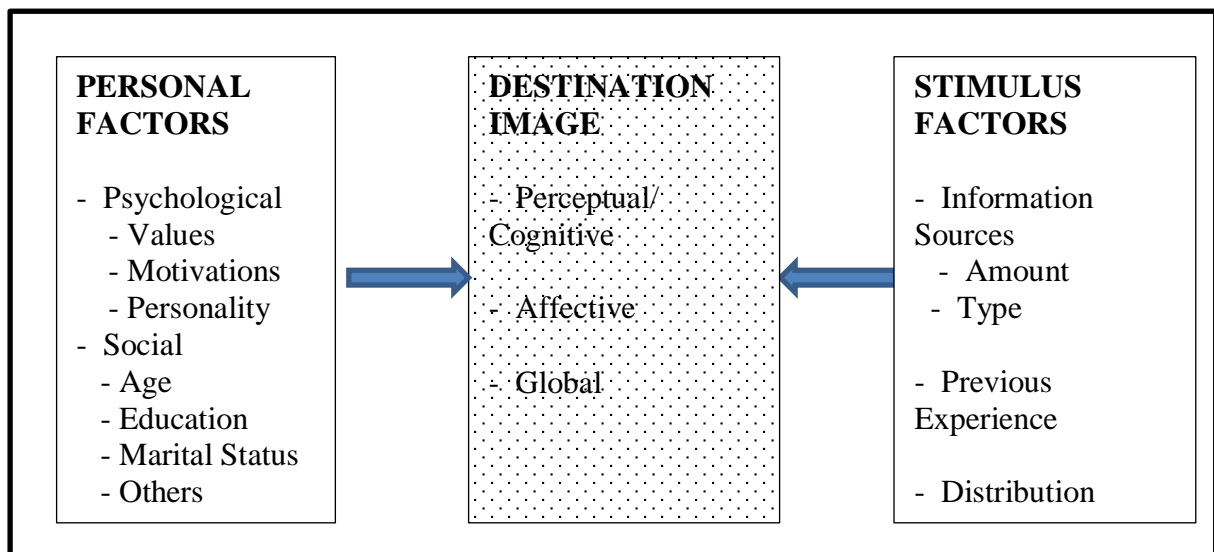


Figure 2.1. A general framework of destination image formation (Baloglu & McCleary, 1999)

Numerous researchers came to an understanding that the image is formed by the combination of three major components: information sources, motivations and socio-demographic, where there is absence of past experience of event (Baloglu & McCleary, 1999). But it is generally accepted that the overall destination image is the result of cognitive destination image and affective destination image (Beerli & Martin, 2007; Lin et al., 2007). This study also adopts the overall image formation process by the combination of cognitive and affective components.

2.2.1. Cognitive destination image.

Belief or knowledge that a person holds of a touristic destination is cognitive image of that particular destination (Pike & Ryan, 2004). Cognitive image is tangible and concrete e.g. landscape, buildings, cultural attractions. It can also be seen as psychological elements as feeling of belongingness, service and hospitality (Martin & Bosque, 2008). Cognitive

component primarily focuses on the tangible physical features of a place. It is the set of beliefs or information which one holds of the attributes or features of a tourism destination (Boo & Busser, 2006; Govers et al., 2007; Pike & Ryan, 2004) and together helps in formation of overall image of place.

Chen et al., (2016), noted that “perceptual/cognitive quality refers to the appraisal of physical features of environments”. It induces the potential travelers to select a destination as their travel alternative, i.e. it influences their behavioural intentions towards the destination. Cognitive image is the recognition of a place in relation to its physical attributes e.g. beaches, mountains, monuments etc. (Kim & Chen, 2016). Various previous researches have used different components to measure the cognitive image of destination as listed below:

Table 2.1.

Dimensions used in previous literatures for cognitive destination image measurement

Authors	Destination	Aspects
Baloglu and McClary (1999)	Turkey, Greece, Italy, Egypt	1. Quality of experiences 2. Attractions 3. Environment
Beerli and Martin (2004)	Lanzarote	1. Natural and cultural sources 2. Intra and superstructures 3. Atmosphere 4. Social environment 5. Sun and san
Martin and del Bosque (2008)	Cantabria	1. Infrastructure and socio-economic environment 2. Atmosphere 3. Natural environment 4. Cultural environment
Qu, Kim and Im (2011)	Oklahoma	1. Quality of experiences 2. Touristic attractions 3. Environment and infrastructure 4. External activities 5. Cultural traditions
Stylidis, D., Shani, A., & Belhassen, Y. (2017)	Eilat, Israel	1. Natural environment 2. Tourist infrastructure 3. Attractions 4. Social environment 5. Accessibility/supporting infrastructure

Cognitive image attributes used in this study are adapted on the basis of in-depth study of above-mentioned major destination image studies.

2.2.2. Affective destination image.

Affective destination image is better described as the feelings that an individual hold towards a destination (Chen & Uysal, 2002; Kim & Richardson, 2003). It is the reflection of feelings that a traveller has over a certain destination (Martin & Bosque, 2008). Baloglu and Brinberg (1997), demonstrated four semantic differential scales (sleepy–arousing, unpleasant–pleasant, gloomy–exciting, and distressing–relaxing) to help understanding the component of destination image. Moreover, use of these scales in formation of affective destination image has also been acknowledged by Baloglu and Mangaloglu (2001), Baloglu and McCleary (1999b), Pike and Ryan (2004), Beerli and Martin (2004), and Lin et al. (2007).

For an individual to comprehend and evaluate a place as a destination, evaluations are not limited to only tangible and physical elements of the destination, but includes bunch of emotional attributes and experiences like excitement, relaxation, refreshment, happiness, arousal etc. (Izquierdo et al., 2005). It is also argued that affective image is a subjective or emotional response that is generated by the cognitive knowledge of a touristic destination (Tan, W.K & Wu, 2016). Several researches have taken various factors in determining affective image of a destination in their study as:

Table 2.2.

Dimensions used in previous researches to measure affective image

Lin et., al, 2007	Taiwan	a. Arousing-sleepy b. Pleasant- Unpleasant c. Exciting- Gloomy d. Relaxing-Distressing
Chew & Jahari, 2014	Japan	a. Unpleasant- Pleasant b. Sleepy- Arousing c. Gloomy- Exciting d. Distressing-relaxing
Stylidis et al., (2017)	Eilat, Israel	a. Distressing-Relaxing b. Unpleasant- Pleasant c. Boring- Exciting d. Sleepy- Lively

2.2.3. Overall destination image:

The overall image of a destination is formed by the combination of cognitive and affective components which is greater than the sum of parts (Baloglu & McCleary, 1999). Yuksel & Bilim (2010) stated the need to consider both the meanings (cognitive components) and values (affective components) that people ascribe of a place while examining the overall destination image. This image, induced by the cognitive and affective attributes, drive a person to visit or re-visit a particular place. Hence, it is established that the experience gained by visiting a place will help to draw overall image of destination from cognitive and affective point of view (Beerli & Martin,2004).

There is coexistence of cognitive and affective components as the image of destination can neither be determined by the physical properties alone nor it can solely be determined by the emotional attribute of a destination. It is important to note that the cognitive components of destination image have significant impact on the affective component of destination (Lin et al., 2007; Ryan & Cave 2007; Baloglu, 1999). Once the information about certain place is interpreted, emotion towards that particular destination is generated (Russell, 1980). For destination selection, travellers use factual information about the place which generates belief about the destination and on the basis of such belief consumers develop feelings which is affective image of destination and those images together form destination image (Gartner, 1994). From theoretical and empirical development, cognitive is the antecedent of affective image and exists positive relation between them (Gartner, 1993; Beerli & Martin, 2004; Pike & Ryan, 2004; Fan et al., 2014).

Overall destination image is the general perceptions and feelings of consumer towards a particular destination which in turn affect their behavioural intentions (Zhang, 2015). Destination image is also considered to be a third component of image which can be similar to or different from cognitive and affective destination image (Gartner, 1993). The argument is that, destination image is formed by the combination of cognitive and affective image which can be greater than the sum of parts unlike in mathematics, it is a subjective topic. More importantly, most of the research in image agrees that the overall destination image is directly influenced by cognitive and affective destination image (Beerli & Martin, 2004; Lin et al., 2007).

2.3. Behavioural Intentions

Behavioural intentions indicate whether consumers will demand similar kind of products/services or not in the future (Yang et al., 2011). This type of behaviour can be categorized as: an individual who purchased a product and will again visit the same provider of service in future, he/she will recommend the service provider to other potential consumers and he/she will self willingly promote the service provider (Yucenur et al., 2011). It is also defined as an individual's predicted or planned future behaviour (Swan & Oliver, 1989). Behavioural intentions represent an expected set of behaviour that are presumed to be performed in particular setting and can also be described as the likelihood to act (Fishbein & Ajzen, 1975).

Favourable behavioural intentions depend on the ability of service providers to get their consumers to a) say positive things about them to others, b) recommend the provider to other potential consumers, c) repurchase from them, d) spend more on them and e) be able to pay higher price for same product if needed (Zeithaml et al., 1996).

Fishbein & Ajzen, (1975) stated that the behavioural intention is the outcome of a) belief towards products of tourism, b) social factors, c) situational factors predicted before visiting the place. It is further described as subjective judgement of behaviour that is likely to occur in the future (Blackwell et al., 2001). Various researches on behavioural intentions have used different dimensions in their studies. Anderson et al., (1994) used dimensions like repurchase intentions, word of mouth intentions and willingness to pay more. Zeithaml et al., (1996) took attributes such as, saying positive things about place, recommending place to potential visitors, revisiting the place, willingness to spend more. Oliver, (1999) have described repurchase intentions and destination recommendation as determining factors of behavioural intentions. Chen & Tsai, (2007), in their tourism research, have used: revisiting destination in future and recommending destination to others as attributes of behavioural intentions. Kuenzel et al., (2009) stated, intention to revisit and word of mouth recommendation as dimension of behavioural intention in their research. Canny, (2013), measured the behavioural intention on the basis of revisit, say positive things and destination recommendations as attributes of behavioural intentions of consumers.

Tourism consumer behaviour can be categorized into 3 stages: pre, during and post visitation of destination (Kozak & Decrop, 2009). From the managerial point of view, post-purchase

behaviour is more important research topic (Robinson & Etherington, 2006). This study tries to shed light on post visit behavioural intentions of tourism consumer by using theory of planned behaviour. More specifically, it investigates, how tourism consumers intend to behave in terms of revisit and recommendation, after visiting Pokhara, as a touristic destination.

In tourism, behavioural intentions have been widely studied by measuring two major variables, word-of-mouth intentions and revisit intentions (Severt et al., 2007). Willingness to recommend and intentions to revisit also reflects the degree of destination loyalty that the tourists hold towards a destination (Chen & Tsai, 2007). Major focus of behavioural intentions are destination choice intention and post purchase behavioural intention (Lam & Hsu, 2006; Kozak, 2002). The behavioural intentions of tourism consumer are powerful indicators of success or failure of any tourism destination. As positive word of mouth does not only reflect the tourists' intention to continue relation with that destination, but also encourages and motivates potential tourists visiting that particular destination (Yoon & Uysal, 2005).

Post-visit behavioural intentions are outcome of various factors. Lam & Hsu (2006), found out that the past behaviour of tourist helps to predict their future intentions toward a touristic destination. This supports the argument presented by theory of planned behaviour "behavioural intent signifies motivational components of the traveller's behaviour representing the degree of conscious efforts that they will exert to perform that behaviour" (Ajzen, 1991). Positive word of mouth of a product to others is a very important indicator of future behavioural intent (Reichheld & Sasser, 1990). Travellers having good experience in a particular destination are more likely to recommend that very destinations to their keen ones (Beeho & Prentice, 1997). Hutchinson et., al (2009) argued that the tourists having intentions to revisit are more likely to recommend the place to others.

From the synopsis above, it can be concluded that the behavioural intention is a very important concept which helps to predict tourist's choice of destination and other products and more importantly their future behavioural intentions. Any studies attempting to understand behavioural intentions of tourist will have valuable contribution in tourism literature. To market a place as a touristic destination it is very important to understand potential traveller's behavioural intentions. This research investigates the kind of image tourists have had after

visiting Pokhara and what will be their future behavioural intentions depending on the image they have of destination.

2.4. Theory of Planned Behaviour

Theory of planned behaviour (TPB), an extension of the theory of reasoned action (TRA), is one of the most researched consumer behaviour formation models (Ajzen, 1991). TPB uses both social and psychological (subjective norms and attitudes respectively) components to describe individual’s decision-making process in destination selection (Lam & Hsu, 2006).

The basic propositions of TPB are that “people are likely to perform a particular type of behaviour if they believe that such behaviour will lead to particular and valuable outcome, that their important referents will value and approve the behaviour, and that they have the necessary abilities, resources and opportunities to carry out such behaviour” (Ajzen, 1985). Behavioural intention is formed by the series of mental processes including the beliefs relating to behaviour and attitude by a consumer (Ajzen, 1985, 1991; Fishbein & Ajzen, 1975). It is further argued that the beliefs hold by the consumer influences his/her intention to behave through formation of certain attitude. Thus, TPB assumes that intentions are the crucial predictor of behaviour. Ajzen, (1995) however acknowledged that it is not necessary that individuals always have control over their behaviour, as sometime there can be inconsistencies between behaviour and intentions.

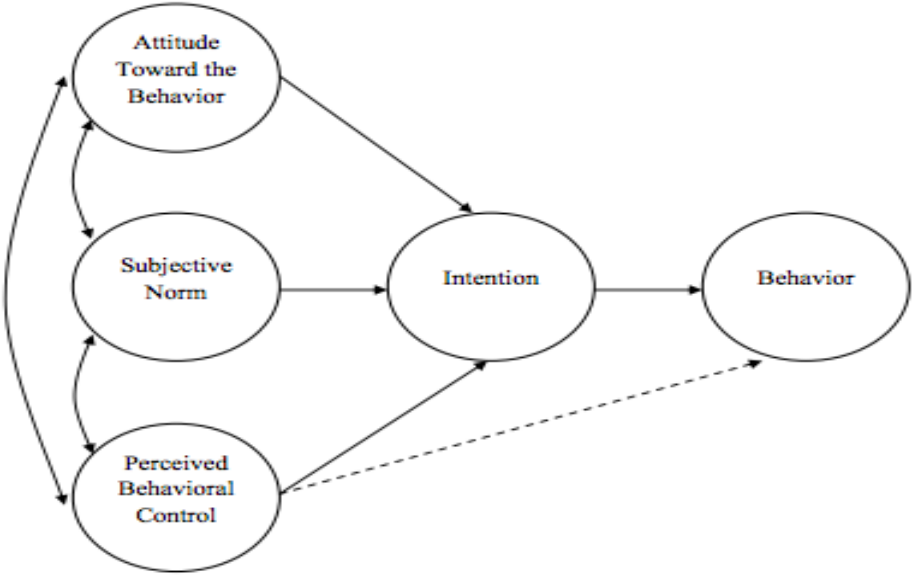


Figure 2.2. Theory of Planned Behaviour (Ajzen, 1991)

TPB proposed three components, attitude towards behaviour, subjective norms and perceived behaviour as the distinct determinants of behavioural intentions.

2.4.1. Attitude towards the behaviour.

Attitude is a person's positive or negative predisposition created by knowledge or experience, to behave and respond in a consistent and particular way, towards a certain object or place. In the tourism context, attitude is a presumption, belief or mindset developed by an individual based on the acquired attributes of destination (Moutinho, 1987). Attitudes are believed to have 3 components: cognitive, affective and conative. The cognitive component, often known as knowledge or belief, is based on evidence an individual hold of something or place; affective component refers to feeling or emotions about a place or object; the conative component refers to the action tempted by favourable or unfavourable outcomes (Hoyer & MacInnis, 1997). Attitude towards the behaviour is determined by the subjective belief an individual hold regarding possible result of behaviour (Ajzen, 2005). Attitude is defined as "a disposition to respond favourably or unfavourably to an object, person, institution, or event" (Ajzen, 2005). When an individual has positive attitude towards a behaviour and the result is likely to be favourable, i.e. behaviour is more likely to be performed.

2.4.2. Subjective norms.

Subjective norm is an individual's perception of social conformity, or a belief that he/she should or should not perform a particular behaviour. People have tendency to seek references from those who are important to them, and those reference groups have significant influence in his/her beliefs, attitudes and choices (Moutinho, 1987). Moutinho, further argued, tourism is a highly social event, i.e. involvement of numerous people in a travel group. More often, the group consists of family and friends, thus their perception of place plays an important role in the selection of travel destination. Peter & Olson (1994), suggested that, reference groups, including friends and relatives, have significant influence in overall decision-making process. According to Ajzen (1991) normative belief is "Concerned with the likelihood that important referent individuals or groups approve or disapprove of performing a given behaviour". Individuals behave on the basis of their evaluative study of whether their important ones would approve their behaviour or not. Thus, subjective norm is social in nature where an individual's decision of performing an act is based on opinions of people important to him/her and on perceived social pressure to behave in a certain way (Park, 2000).

2.4.3. Perceived behavioural control.

Perceived behavioural control is the degree of ease or difficulty an individual think to perform a behaviour. It is an individual's belief that the behaviours are under their control, or they are under the control of important others, chance or external elements (Ajzen, 2005). Perceived behavioural control reflects an individual's belief of having access to information, resources and opportunities needed to perform a particular behaviour (Chiou, 1998).

Numerous researches suggest that TPB model is very much relevant in explaining human behaviour in the field of hospitality and tourism. Lam and Hsu (2004), in their study of potential travellers of mainland China to Hong Kong, found out that the attitude and perceived behavioural control had significant impact on travel intention. Several other researches that used TPB in hospitality and tourism fields are summarized below.

Table 2.3.

Application of TPB in hospitality and tourism research

Year	Author	Intention	Relationship	Correlation
1992	Ajzen & Driver	Leisure choice	AT-BI SN-BI PBC-BI	.54 .70 .80
2001	Oh & Hsu	Gambling	AT-BI SN-BI PBC-BI	.10 .09 .40
2001	Vanucci & Kerstetter	Meeting planners' use of internet	AT-BI SN-BI PBC-BI	.45 .26 .32
2005	Lee	Association members' meeting participation intentions	AT-BI SN-BI PBC-BI	.53 .20 .23
2004	Lam & Hsu	Travel Destination choice	AT-BI SN-BI PBC-BI	.36 .28 .32
2009	Sparks & Pan	Chinese tourist's attitudes toward Australia travel	AT-BI SN-BI PBC-BI	-0.05 .21 .16
2017	Verma & Chandra	Young Indian consumers' green hotel visit intention.	AT-BI SN-BI PBC-BI	.56 .35 .35

Where, AT=Attitude Toward Behaviour, SN= Subjective Norms, PBC= Perceived Behavioural control and BI=Behavioural Intention.

Thus, TPB has widely been used in several tourism and hospitality researches in order to predict the behavioural intentions. As TPB is a powerful tool to predict the behavioural intentions, and this study is also focused on predicting the future behavioural intentions of tourists who are visiting and have already visited Pokhara, this model seems to fit very well. Hence, this study also adopts the variables used in TPB model to predict the behavioural intentions of tourists visiting Pokhara.

2.5. Destination Image and Behavioural Intentions

Various researches performed on destination image and future behavioural intentions of tourists indicate that overall destination image has major influence on revisit intentions and willingness to recommend to others (Kozak & Remington, 2000; Bigne et al., 2001; Petrick, 2004; Lee et al., 2005; Chen & Tsai, 2007; Bigne et al., 2008).

Previous researches performed in various tourism destinations to study the impact of destination image on revisit intentions of tourists are listed below:

Table 2.4.

List of previous researches on destination image and behavioural intentions.

Authors	Destination and sample	Findings
Court and Lupton, 1997	New Mexico, USA. 900 samples	Destination image has impact on intention to revisit.
Bigne et al., 2001	Valencia, Spain. 251 tourists	Destination image is antecedent of revisit intentions and willingness to recommend
Corbaci et al., 2008	Mersin, Turkey N/A	Satisfaction level of tourists influenced their revisit intention.
Chen and Tsai, 2007	Kengtin, Taiwan, 393 tourists	Destination image was effective on the intention to revisit
Tasci & Gartner, 2007	Review of literature	Destination image is an independent variable and positively influences behavioural intentions
Chi & Qu, 2008	Arkansas, 345 samples	Positive destination image positively affects tourist's behavioural intentions.
Walker et al., 2013	FIFA world cup 2010, 6606 people	Activity image had significant impact on the intention to revisit.

Ramkissoon et al., 2011	Island of Mauritius, 40 tourists.	Destination image is an important factor influencing cultural behavioural intentions of tourists.
Allameh et al., 2014	Mazandaran, Iran, 886 tourists	Destination image perceived by tourists had significant impact on repeat visits.
Pratminingsih et al., 2014	Bandung, Indonesia, 268 visitors	Destination image influenced the intention of tourists to revisit.
Mohammed et al., 2014	Obudu, 217 tourists	Destination image has relation with behavioural intention of mountain tourism destination.
Hallmann et al., 2015	Oberstdorf, Germany, 795 tourists	Destination image had an impact on the intention of tourists to revisit.
Tan and Wu, 2016	Hong Kong, 493 Taiwanese tourists	Cognitive and affective destination image influenced the intention of tourists to revisit.

Apart from above mentioned researches there are several other studies which indicated the positive relationship between destination image and future behaviour of tourist. For instance, empirical studies conducted in Thailand concluded that destination image positively affects tourist's future behaviour (Rittichainuwat et al., 2001). Similarly, destination image positively affected satisfaction and future behavioural intentions of tourists staying in coastal areas of Spain (Bigne et al., 2001), in Taiwan (Lin et al., 2003) and in United States (Chi & Qu, 2008). The study of tourism destination image literature, therefore, concludes that the destination image is the predictor of future behavioural intentions of tourists. However, literatures showing relationship among destination image and behaviour of tourists visiting Pokhara are not sufficiently available.

2.6. Conceptual Model

Ideas gathered from in-depth study of literature are presented in figurative form to better understand relationship among variables. Moreover, it pictures the research questions that are intended to be answered in this study.

Path model of destination image formation, namely: cognitive destination image and affective destination image are used in this study to discover overall image of Pokhara among tourists. This model illustrates the dynamic nature of destination image (Baloglu and McCleary, 1999).

Dynamism of destination image is shown by using multiple elements: information source, socio-psychological motivations, demography and their simultaneous contribution in destination image development.

Theory of planned behaviour is described as a powerful tool to measure human behaviour in hospitality and tourism research (Lam & Hsu, 2004; Verma & Chandra, 2017; Lee, 2005). Lam & Hsu, (2004), used TPB to study intentions of Taiwanese travellers while choosing Hong Kong as a travel destination. Their finding showed that TPB provided a good model fit in predicting behavioural intention of Taiwanese tourists. Since this research also aims to investigate the behavioural intentions people involved in tourism, TPB is considered as a suitable tool to predict the behavioural intentions.

Based on Ajzen's (1991) TPB model and Baloglu and McCleary's (1999) destination image formation model, a suitable model has been adopted for this study, which is shown in figure 3.1.

2.6.1. Cognitive, affective and overall destination image.

Cognitive destination image is determined through belief and knowledge that an individual hold of a tourism place. It is a multi-attribute approach. Those attributes are the elements of destination that attracts tourists i.e. places to be seen, environment to perceive and experience to remember for lifetime (Pike & Ryan, 2004).

The affective destination image represents the tourist's feeling towards the destination represented by sleepy-arousing, unpleasant-pleasant, gloomy-exciting, and distressing-relaxing (Beerli & Martin, 2004; Lin et al., 2007). It is commonly agreed upon by researchers that affective image depends on the cognitive image and knowledge helps in formation of emotion (Ryan & Cave, 2005).

Cai, 2002, have found out in his study that cognitive and affective destination image have unique contributions to the overall destination image formation. Overall destination image can thus be understood as an umbrella term which includes both cognitive and affective image components (Fakeye & Crompton, 1991). The tourism study findings provide enough evidence to support that both cognitive and affective components have direct impact on the overall destination image formation process (Beerli & Martin, 2007; Lin et al., 2007). It is necessary

to treat cognitive and affective components separately to examine their unique effects on consumers' future behaviour intentions (Baloglu & McCleary, 1999; Russel, 1980; Hosany et al., 2006). As a result, in this study, cognitive and affective destination image of Pokhara are considered as separate and independent variables having direct impact on overall destination image of Pokhara. Thus, hypothesis 1 and 2 are developed as:

- *H1: Cognitive destination image positively influences overall destination image.*
- *H2: Affective destination image positively influences overall destination image.*

2.6.2. Overall destination image and behavioural intentions.

It is widely accepted that there is positive relationship among overall destination image and behavioural intentions. It is also true in case of nature-based tourism (Lee, 2009). More importantly, destination images affect tourists' travel decision making process and also their behavioural intentions towards the destination (O'Leary & Deegan, 2003). Those who have positive impression towards a destination are more likely to revisit and say positive things about the place to others (Laws, 2002; Beerli & Martin, 2004; Bonn et al., 2005). Akama & Kieti (2003) suggested that the success of a destination to attract tourists depends mostly on the overall image than any other specific image characteristics. Qu et al., (2011) showed in their research that cognitive and affective components influence tourists' overall destination image, which, in turn, influences their behavioural intentions. It is further tested and confirmed by Chew & Jahari, 2014; suggesting, overall image directly influence recommendation of destination to others and revisit in the future. Hence, overall destination image is subject to directly influence behavioural intentions, which will be tested in this study as hypothesis three:

- *H3: Overall destination image positively influences tourist's behavioural intentions.*

2.6.3. Attitude and behavioural intentions.

Attitude toward a behaviour is the extent to which an individual has a positive or negative assessment when he/she performs a particular behaviour. Higher the positive attitude towards the behaviour, larger the possibility of particular behaviour being performed (Ajzen, 1991). Most of the work on destination choice intention (e.g., Lam & Hsu, 2004; Sparks & Pan, 2009) performed using TPB model, found out that behavioural intention is a result of attitude, subjective norm and perceived behavioural control. Lam & Hsu, 2004, studied the behavioural intent of mainland Chinese travellers toward Hongkong, which conclude that attitude had direct impact on behavioural intention of choosing a destination. Similarly, Sparks & Pan (2009),

came out with the similar result while measuring the behavioural intent of Chinese tourist while choosing Australia as a destination. Thus, as these studies provide general ground for positive relationship among attitude and behavioural intentions, it should hold for this study as well. This assumption leads to hypothesis four:

- *H4: Attitude toward a destination positively influences tourist's behavioural intentions.*

2.6.4. Subjective norms and behavioural intentions.

Subjective norm is the viewpoint of those people who are important to an individual and possess the ability to influence his/her decision-making (Moutinho, 1987). Moutinho further opines, people turn to particular groups for their standards of judgement. Any such group or person taken as a reference can have significant influence on an individual's beliefs, attitudes and choices. Park, 2000, mentioned that an individual tends to perform certain act based on perceived social pressure to behave in a particular way. Influence of subjective norms in predicting intention has been proven in many empirical studies. Vanucci & Kerstetter (2001) tested meeting planners' intention to use internet to plan group meetings using TPB and they found out that subjective norm positively influenced intention to use internet. Lam & Hsu (2004), used TBP to predict behavioural intention to choose a destination. They also found out that the subjective norm is positively responsible to influence behavioural intention. Same is true for the research conducted to predict behavioural intentions in several other situations (Sparks & Pan, 2009; Yadav & Pathak, 2016; Teng et al., 2013). With support of these empirical findings hypothesis five is established:

- *H5: Subjective norm toward a destination positively influences tourist's behavioural intentions.*

2.6.5. Perceived behavioural control and behavioural intentions.

Perceived behavioural control is the extent to which an individual perceives ease or difficulty of performing a behaviour (Ajzen, 1991). It is the evaluation of individual's belief that how efficiently he/ she can control the factors that are necessary to perform the action/behaviour required for a particular situation. Lam & Hsu (2004) found out in their study of behavioural intention of travellers from mainland China to Hong Kong that perceived behavioural control positively influences travel intention. Oh & Hsu (2001) used TPB model to test the relationship between perceived behavioural control and intention in gambling behaviours which showed positive correlation between them. Ajzen & Driver (1992) found out the existence of positive

correlation between perceived behavioural control and intention in leisure choice behaviour. Verma & Chandra (2017) conducted a research using TPB to predict young Indian consumers' green hotel visit intention and found out the intention is positively influenced by the perceived behavioural control toward green hotel visit. Hence, many empirical studies conducted to predict behavioural intention through the use of TPB suggest that positive relation among perceived behavioural control and behavioural intention, this leads to hypothesis six for this research:

- *H6: Perceived behavioural control of visiting a destination positively influences tourist behavioural intentions.*

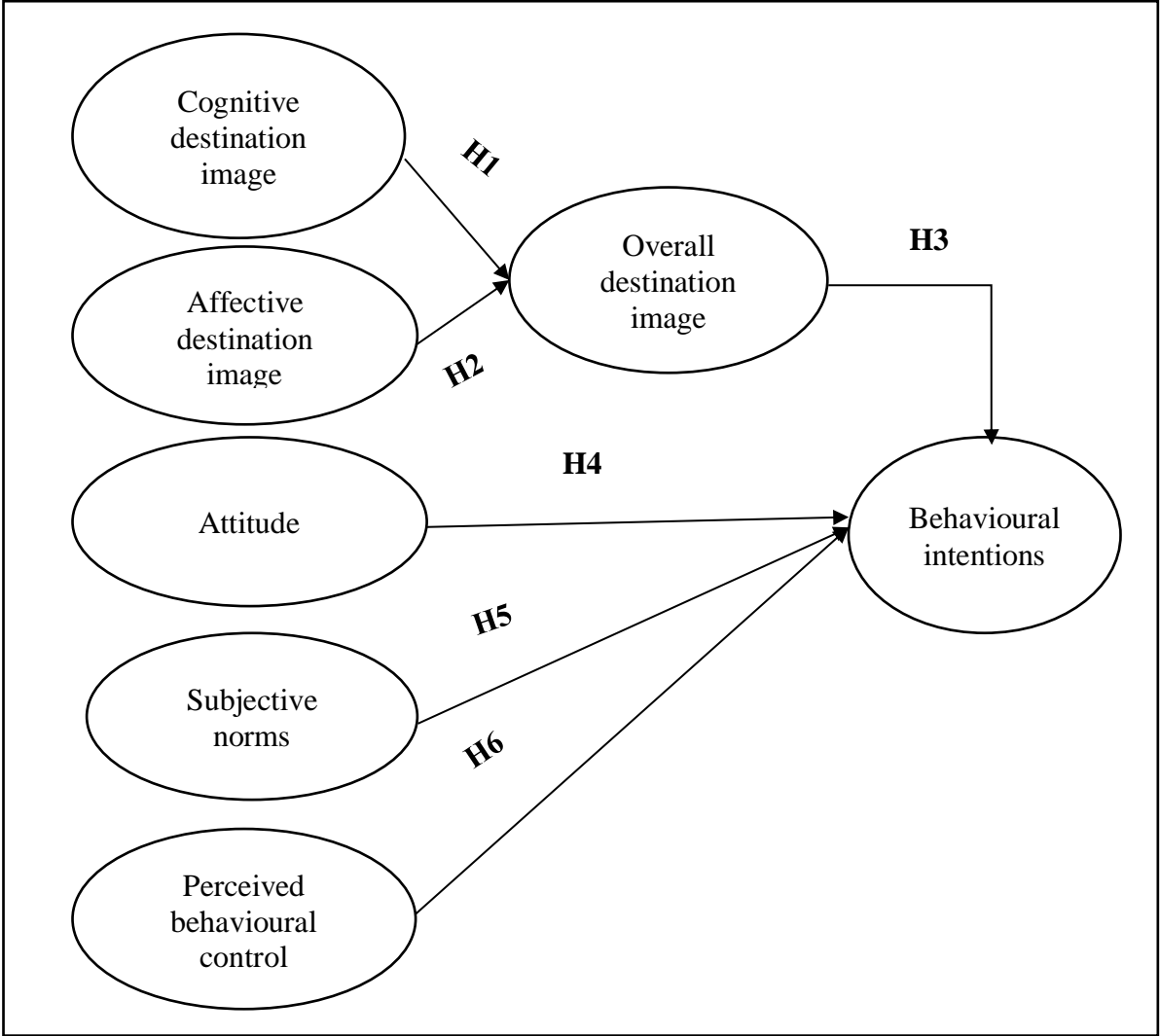


Figure 3.1. Conceptual model

3. Context of Tourism in Nepal

3.1. History of Tourism in Nepal

History of tourism in Nepal goes back to Lichhavi dynasty, between 400-750 A.D., when Manjushree, from china, visited Nepal. Manjushree is believed to have created Kathmandu valley by draining out the water from it, which used to be a lake (Sharma, 1976). Even though it is a legend, Manjushree is regarded as the first tourist to visit Nepal. The great emperor of India, King Ashok, also visited Lumbini, Nepal, during 400 A.D and erected Ashoka pillar (Kansakar & Shrestha, 1998), which is still standing. Ashoka then visited Kathmandu and built similar structures in various places (Satyal, 1988). During Lichhavi period many other visitors travelled to Nepal for its architecture, sculptures, palaces etc. (Sharma, 1976). This trend continued throughout Malla dynasty as well, when western people started coming to Nepal with the purpose of spreading Christianity. Jao Cabrall, a Portuguese, came through Bhutan for this purpose. Inflow of foreigners increased since 1737, when King Jaya Prakash Malla allowed Christians to settle and spread Christianity in Nepal (Chhetri & Rayamajhi, 2004). Along with this, people from China, India and Tibet also started to visit Nepal for religious and trading purposes. Chinese and Tibetan religious travellers would visit Lumbini, birth place of Gautam Buddha whereas, Indian religious groups would go to religious places like Pashupati Nath, Muktinath, Gosainkunda etc. (Chhetri & Rayamajhi, 2004).

In 1850, then Prime Minister, Jung Bahadur Rana visited Britain making Nepal known all over Europe and western world. Moreover, a british national, Dr. Wallich, was appointed in Kathmandu to help developing relation between Nepal and British India after the Sugauli treaty in 1916 A.D. (Gautam, 1995). Later, King George V and Prince of Wales visited Nepal to enjoy tiger hunting in 1911 and 1921 respectively (Satyal, 1988, cited in Paudyal, 2018). Very first record of foreigners visiting Nepal is found to be published in a book from London called 'Nepal' (Volume 11, page 299-305). According to this book, 153 European, mostly British people visited Kathmandu in the period of 44 years from 1881 to 1925 (Gurung, 1978).

During the autocracy of Rana, Nepal was not quite open to the outside world, as a result tourism could not grow in this period. After the establishment of democracy in 1950 tourism activities in Nepal started to grow formally. In the decade of 1950s, many foreigners visited Nepal to explore and scale mountains. On May 29, 1953, Tenzing Norgay Sherpa and Sir Edmund Hillary of New Zealand scaled Mt. Everest for the first time. The first ascend of this peak

worked as a cornerstone to popularize Nepal as a touristic destination to the world, it led to overwhelming growth in mountaineering activities in Nepal (Shrestha & Shrestha, 2012).

In 1955, Nepal was granted membership of United Nations Organizations (UNO). Tourism industry in Nepal started to grow gradually after this membership. With increasing inflow of tourists, Nepal needed to establish necessary institutional infrastructure to develop and manage this newly emerging tourism industry. In 1957, tourism development board was established under the department of industry to govern, manage and promote tourism. In 1959, Nepal joined Union of Official Travel Organization (IUOTO), present name World Tourism Organization (WTO) and Pacific Area Travel Association (PATA) in 1963. After being associated with these organizations, inflow of tourist increased significantly leading towards rise in promotional activities, hotel and amenities expansion, development of modern banking system, transport and communication facilities and so on (Shrestha & Shrestha, 2012). Later in 1998, Nepal Tourism Board was established to manage and organize tourism related activities.

Various plans and policies were formulated in different periods to help in expansion of tourism industry in Nepal. For instance, Tourism Master Plan 1972, Review of Master Plan 1984, Tourism Policy 1995 were prepared. 20 Years Tourism Master Plan, 1972, was prepared in collaboration with German government for the planned development of tourism in Nepal. Nepal announced “Visit Nepal Year” in designated years to attract more tourists through new Tourism Policy, 2008. Nepal government also celebrated 2011 as a “Tourism Year” with a target of welcoming 1 million tourist in year 2011. However, 0.7 million tourists visited Nepal that year, which still was remarkable growth in comparison to previous year, 0.6 million tourists in 2010 (Shrestha & Shrestha, 2012). As per Nepal Tourism Board (NTB), in year 2017, number of tourists visiting Nepal was 940,218 which rose to 1,173,072 in the year 2018. This is growth of 24.77% in tourist inflow in a year (NTB, 2019).

3.2. Tourism and Economic Growth in Nepal

Despite having belated start of formal tourism, after restoration of democracy in 1950, Nepal has achieved remarkable growth in tourism over the last decades (Gautam, 2011). In the year 2017, travel and tourism had contribution of 7.8% in total GDP of Nepal and was expected to rise by 4.3% annually. This GDP contribution will reach 8.2% of GDP by 2018 as per the annual Economic Impact Research report, 2018. As per the report, total contribution of tourism in GDP

of year 2016 was 3.6 % which shows significant growth in year 2017. Thus, Nepal is ranked 37th in terms of contribution of travel and tourism in GDP among 185 countries surveyed (Manzo, 2018).

Moreover, tourism has contribution in job creation which accounted for 6.6% of total employment in the year 2017 and was expected to rise by 4.2% in year 2018 as mentioned in same journal.

3.3. Pokhara, Tourism Capital of Nepal

Pokhara is a small valley of 123 sq. km which is situated at the western part of Nepal, approx. 200 km from the capital, Kathmandu. Located at the altitude of 827 meters, Pokhara is the most popular destinations among domestic as well as foreign tourists. Pokhara offers unlimited natural attractions, cultural beauties and bio-diversities (Upreti et al., 2013). Panoramic view of mountain, temperate climate, ethnic and cultural diversities, lakes and green hills are some of the elements that Pokhara has, which attract a lot of tourists each year (Khatriwada, 2000). Whoever visits Pokhara, beings an experience of lifetime with them. Tony Hagen, a famous foreign traveller and researcher who travelled various places of Nepal during 1950s mentioned “Pokhara is certainly one of the most extraordinary and most beautiful places in the world” (Shrestha, 2000). Such enigmatic beauty of Pokhara has also been acknowledged by several other authors (Adhikari & Seddon, 2002; Khatriwada, 2004; Bezruchka & Lyons, 2011) in their articles. They have described various attributes of Pokhara ranging from travel and trekking to historic importance and geomorphic characteristics together with other social cultural dimensions.

Socio-cultural diversity is another major attraction of Pokhara among tourists. Numerous ethnic, hetero lingual group with different class and creed are living in a same place. People from different ethnic group have distinct culture, festivals, rites and rituals and live their own traditional lifestyle which can be fascinating for those living in the modern society. These ethnic groups are brought together by strong spiritual beliefs linked with monasteries and temples (Upreti et al., 2013).

Pokhara valley and its periphery is filled with lakes (Fewa lake, Begnas lake, Rupa lake, Maldi etc), mountains (Annapurna I,8091m; Bhaulagiri, 8187m; Manaslu, 8164 m and so on), caves

(Manendra cave, Gupteshwor cave etc), amazing falls (Davis falls) along with astonishing formation of Seti Gorge which flows more than 500m underground (Upreti et al., 2013). Pokhara serves as a starting point to start short as well as long distance trekking destinations in Nepal as Lomanthang, Thorang-La-Pass, Tilicho Lake, Annapurna Base Camp etc. Pokhara is also a popular destination for adventure tourism like rafting, bungee jumping, ultra-light flight and para gliding.

Gandaki province, where Pokhara is situated, is planning to celebrate year 2019 as a ‘Domestic Tourist Year’ to promote domestic tourism and 2020 as a ‘Neighbouring Country Tourism Year’. Similarly, it is planning to celebrate year 2022 as ‘Pokhara Tourism Year’ with intention of bringing most of the tourists visiting to Nepal till Pokhara as their travel destination (Chhetri, 2018).

It is estimated that more than one million visitors travelled Pokhara in the year 2018 out of which 60% were Nepali nationals (Prasain & Sharma, 2018). As per the annual tourism statistics report 117, 072 foreign tourists visited Nepal in the year 2018, (Nepal Tourism Board, 2019). This means, only about 34% of foreign tourists who enter Nepal visited Pokhara in 2018. It is established that tourism is an important economic activity of Nepal having significant contribution in national GDP. Numerous activities are performed by private and public sectors to better organize and develop tourism industry in Nepal. This research aims to measure the image of Pokhara that the travellers hold and how it affects their future behavioural intentions so that policy makers can formulate plans and policies accordingly.

4. Research Methodology

This chapter introduces the research methods that are used to conduct this research. The chapter starts with research design in which, detail plan of data collection will be discussed. Then, sampling and data collection process are described in detail followed by data pre-test, construct measurement and sample descriptions. Finally, reliability and validity of constructs are discussed.

4.1. Research Design

Research design is a roadmap which explains which data to collect, from where and when in the research process (Parahoo, 2014). The entire set of activities performed by the researcher to answer the research question/testing the hypothesis is research design (Polit et al., 2001). Based on the set of research questions, a research design clarifies, which research strategy to be followed, within which framework, who and what to study and which tools and procedures to use to collect and analyse data (Punch, 2005).

Research design can be categorized into qualitative, quantitative and mixed approach (Creswell, 2014). Qualitative research is done when the theory base is unknown, and the researcher collects open-ended data to develop theory or pattern. Data collection process in qualitative methods are interview, observation, audio visual material etc (Creswell, 2014). This method of theory development based on observation of subject is also known as inductive research design (Bryman & Bell, 2011). On the other hand, quantitative research is the investigation of data which is expressed in the form of number or codes that can be expressed in number (Easterby-smith et al., 2008). Quantitative method is used to study the effect or consequence occurred by underlying causes. This method is often referred as reductionist approach, in this method, models and theories are broken down into variables to form research questions and hypotheses (Creswell, 2014). Quantitative research design helps to solve the research problem by testing the relationship among underlying variables that which are derived on the basis of specific theory or conceptual model. Whereas, in mixed approach both qualitative and quantitative data are collected to address the research problem which is based on theoretical understanding (Creswell, 2014).

This research adopts the quantitative approach of research design as it will be based on pre-existing theory and result. Moreover, this study aims to investigate the cause and effect relationship among variables, where destination image of Pokhara along with TPB variables being cause and the behavioural intentions of tourists visiting Pokhara being the consequence. As quantitative research design studies consequences occurred by any specified cause, quantitative research method best suits this study.

Quantitative data can be collected through various methods as survey, experiment, observation, secondary data etc. (Creswell, 2014). In order to make the research more reliable, first hand data is collected, ignoring the secondary source of data in this research. Easterby-Smith et al., (2008), mentioned that the survey method is most suited for behavioural and opinion related data collection from large number of population sample. This research also investigates the behavioural intentions of tourists visiting Pokhara, so survey method is used to collect the data.

Survey method of data collection can be categorised into factual survey, exploratory survey and inferential survey (Easterby-Smith et al., 2008). Factual survey is used to collect such data where there is one correct answer i.e. relating to facts. It is used to collect figure-based facts as age, weight, consumption behavioural etc. Exploratory survey is used to develop generally acceptable principles by studying behavioural patterns in a particular setting where there is no other pre-existing theory or ideas in similar field. Inferential survey investigates the relationship among variables in the form of hypothesis. Cause and consequence among the dependent and independent variables are studied through inferential survey method (Easterby-Smith et al., 2008). Inferential survey is carried out at a particular point or location in a specific time. It provides snapshot of happening in a particular group in a particular time which is also called cross-sectional design (Mathers et al., 2007).

This research also aims to show the relationship between several variables through development of hypothesis in a particular point of time, thus inferential/cross-sectional survey method will be most applicable tool.

4.2. Sampling and Data Collection

Sampling is a process of selecting samples from a group or population to study, estimate and predict the outcome about the population. The sample is the sub-unit of population used in the

research work (Easterby- Smith et al., 2008). Population is the entire set of cases which meets specified criteria and sampling helps to select specific group of people, behaviours, or other elements needed to conduct the study (Polit et al., 2001). Researcher often face dilemma when the potential participants in the study are much more common and it is not possible to include everyone in the research. In such cases sampling helps to reduce number of participants included in the survey without being biased in the outcome of study (Mathers et al., 2007).

On average, 440 foreign tourists enter the touristic city, Pokhara, every day through air and land (Chhetri, 2018). In addition, large number of domestic tourists also visit Pokhara each day. All these foreign as well as domestic tourists, travelling to Pokhara, will be target population of this research.

Sampling can be categorized into random/probability and non-random/non-probability sampling (Saunders et al., 2009). Chance of each case being selected is known in advance in random sampling whereas, chance of occurrence of an event cannot be predicted in non-random sampling. Bryman and Bell (2007) further classified random sampling into simple random sampling, systematic sampling, stratified random sampling and cluster sampling; and non-random sampling into convenience sampling snowball sampling and quota sampling.

Sampling method used in this research is convenience non-probability sampling. In convenience sampling, subjects are selected on the basis of its accessibility and proximity to the researcher (Bryman & Bell, 2003; Easterby-Smith et al., 2008). Moreover, sample selection reflects the personal judgement of researcher instead of probability of selection from the population in convenience sampling (Malhotra, 2012). Nevertheless, this method facilitates researcher with good accessibility of sample from the population conveniently. Since it is difficult to collect sufficient number of responses from large population using random sampling method, this research uses non-random convenience sampling method of data collection. Even though, convenience sampling has less generalizable result, it has significant role in the field of business, marketing and consumer behaviour in comparison to probability sampling (Bryman & Bell, 2003).

After determining the sampling method and sample characteristics a structured questionnaire is prepared for data collection process. Questionnaire was prepared in electronic format using

google form because of its transferability and manageability of collected data. The questionnaire was prepared concisely so that it takes only 4-5 minutes to complete.

Data is collected by the researcher being personally present in most touristic places of Pokhara and randomly approaching the tourists. The target participants were selected on the basis of predefined sample characteristics. At first, potential participants were approached and kindly explained about the subject, time and purpose of survey. After having their consent, they were presented with structured questionnaire in electronic device, i-pad in most cases. Questionnaire was prepared in simplified English language, which is easily understood by average Nepali tourists as well. In case of any confusion, questions were explained to them. In order to attract more respondents, a small booth/station was made nearby Lakeside, Pokhara (where most tourists roam around), and every participant was provided with small pack of juice. In-location data collection was done from between 3-18 March 2019, and 120 respondents participated in the survey.

In order to collect more responses, questionnaire was posted in Facebook groups: 'Visit Pokhara', 'Backpackers in Pokhara' and 'Tourism in Pokhara' which comprises of approximately 15 thousand members in total. Also, well established travel and tour agents based in Pokhara were requested to circulate the questionnaire to visiting tourists upon their consent. To prevent the members who have not visited Pokhara from filling the form, the survey begins with a description "Please participate only if you have visited Pokhara or are currently in Pokhara for tourism purposes".

Table 4.1 provides a demographic profile of tourists who took part in in this survey. After 20 days of data collection, 155 responses were collected. Out of them 5 were incomplete and considered void and deleted. Rest of the 150 valid responses were used for the data analysis process. Among 150 responses, 71 respondents (47.30%) were female and the remaining 79 respondents (52.70%) were male. The majority of the participants were between the age of 26-35 years old covering (49.33%), while only 1.33% of respondents were above the ae of 75 years. 22% of the population were between the age of 15-25. The average age of respondents were 34 years old. The level of education among the participants were fairly high, (25.30%) of them were post-graduated followed by (49.30%) of graduated population, (18.70%) of undergraduate students, (6%) high school and (0.7%) being unspecified educational level.

Table 4.1.

Descriptive sample

Sample Description		Percentage
Gender	Female	47.30%
	Male	52.70%
Age (Years)	15- 25	22.00%
	26-35	49.33%
	36-45	12.67%
	46-55	8.00%
	56-65	6.67%
	66-75	1.33%
	76 and above	N/A
Education Level	High School	6%
	Undergraduate	18.70%
	Graduate	49.30%
	Postgraduate	25.30%
	Othe rs	0.7%
Nationality	Nepali	37.60%
	Indian	16.30%
	Chinese	13.70%
	USA	6.30%
	South Korean	8.40%
	Others	26.10%
Times visited Pokhara	Once	47.30%
	More than once	52.70%

4.3. Pre-test

Pre-test, also called Pilot test is necessary to understand and evaluate the sensitivity, difficulty level and comprehension of questionnaire before it is distributed to the target group (Lavrakas, 2008). Thus, to ensure that the prepared questionnaire is unambiguous, understandable, concise, consistent and engaging it is essential to conduct the pre-test.

After the completion of draft of questionnaire, consultation with supervisor was done to ensure that the questions were in order, not biased and will collect desired data that are needed for research purpose. Consultation with supervisor helped to mitigate complexities in questionnaire and resulted in several correction in the draft.

Also, a small-scale pilot-study was conducted on a convenient sample of 10 fellow students who are also doing master’s in business in Nord University. Questions which were found to be

redundant and ambiguous were either deleted, replaced or modified for better collection of relevant data.

4.4. Construct Measurement

To test the proposed hypotheses, it is necessary to measure all the constructs that are presented in conceptual framework. Attribute items are assigned to each construct in order to measure them. Attributes are developed based on previous researches conducted in the similar studies. Constructs are measured on a 5-point Likert scale: 1= Strongly disagree; 2=Disagree; 3=Neutral; 4= Agree; 5=Strongly agree.

The questionnaire consists of four main sections: a) tourism destination image, b) theory of planned behaviour variables, c) behavioural intentions and d) socio-demographic information of the participants. First section comprises of 23 questions including 15 cognitive attributes, 5 affective evaluation items and 3 item measuring overall image of destination. Items that measure the cognitive image attribute are adapted from thorough review of findings from various destination image studies (Chi & Qu, 2008; Gallarza & Saura, 2006; Li et al., 2007; Lin et al., 2007; Martin & del Bosque, 2008; Qu et al., 2011; Styliadis et al.,2017). Participants were asked to answer each question using a 5-point Likert scale, anchored on 1= strongly agree and 5= strongly disagree.

Affective image is assessed through five attributes adapted from (Baloglu & Mangalolu, 2001; Baloglu & McCleary, 1999b; Pike & Ryan, 2004; Beerli & Martin, 2004; and Lin et al., 2007) using 5-point Likert scale.

Overall destination image can be calculated in two ways: either by taking average scores of the attributes (Echtner & Ritchie, 1993) or by a single measure of positiveness or negativities of overall image perception. Beerli & Martin (2004), described destination image as an overall impression and measured it using a single measure. The reason behind it is that an average of attribute scores is not considered an adequate measurement of overall image. It is greater than sum of its parts, thus, measured overall image using single item on a 5-point Likert scale (1=Strongly disagree to 5=Strongly agree). In this research, over all image is measured using three measurement items extracted from previous similar researches (Beerli & Martin ,2004; Lin et al., 2007).

Attitude of visiting a destination is measured by using four measurement items which are adapted from previous tourism and hospitality studies where TPB was used. Mainly study of (Ajzen, 1991; Lam & Hsu, 2004; Lee et al. 2010) is used. Items used to measure subjective norms are adapted from study of (Ajzen, 1991; Lam & Hsu, 2004; Han et al., 2010). Remaining TPB variable, perceived behavioural control, is measured using the items taken from studies of (Ajzen, 1991; Lam & Hsu, 2004; Chen & Tung, 2014).

Behavioural intention is estimated by using four proxies- revisit intentions, recommend intentions, willingness to pay more and willingness to say positive things (Bigne et al., 2001; Chi & Qu, 2008; Walker et al., 2013; Ramkissoon et al., 2011; Allameh et al., 2014; Pratminingsih et al., 2014).

The final section of questionnaire consists of demography related questions including age, gender, education, occupation, nationality and number of times one has visited Pokhara. The summary of measurement scales and sources of attributes used in this study are illustrated in table below.

Table 4.2.

Measurement attributes and literature sources.

Construct	Measurement Items	References
1. Cognitive destination image		
a. Natural environment	NE1. Pokhara has breath-taking scenery and natural beauty e.g. mountains and lakes. NE2. Hills, waterfalls, lakes, caves and rivers in Pokhara are well protected. NE3. Pokhara has pleasant weather conditions.	Stylidis et al., 2017; Chen & Tesai, 2007; Lin et al., 2007; Martin & del Bosque, 2008
b. Tourist infrastructure	TI1. Pokhara has enough number of restaurants and accommodations TI2. Pokhara has markets offering wide varieties of goods to all kinds of tourist. TI3. Pokhara offers good internet and telecommunication facility to tourists.	Chen & Tesai, 2007; Lin et al., 2007; Martin & del Bosque, 2008; Wang & Hsu, 2010
c. Attractions	ATT1. Wide variety of recreational activities e.g. boating, paragliding, hiking,	Baloglu & McCleary, 1999; Chi & Qu, 2008;

	<p>bungee jumping etc are available in Pokhara.</p> <p>ATT2. Pokhara is rich in cultural heritages.</p> <p>ATT3. Pokhara has many historic sites and museums</p>	<p>Qu, Kim, L.H., & Im, 2011</p>
d. Social environment	<p>SE1. I find people living in Pokhara helpful, friendly and polite.</p> <p>SE2. Pokhara is a clean and tidy city.</p> <p>SE3. Pokhara is a safe city to travel.</p>	<p>Beerli & Martin, 2004; Chen & Tsai, 2007; Chi & Qu, 2008; Wang & Hsu, 2010</p>
e. Accessibility	<p>ACC1. Pokhara has sufficient number of tourism information centres.</p> <p>ACC2. Transportation facility in Pokhara is efficient.</p> <p>ACC3. Pokhara is easily accessible from the capital city, Kathmandu.</p>	<p>Chi & Qu, 2008; Wang & Hsu, 2010; Gallarza & Saura, 2006</p>
2. Affective destination image	<p>AFI1. Pokhara is a lively city.</p> <p>AFI2. I find Pokhara relaxing.</p> <p>AFI3. Pokhara is an exciting destination.</p> <p>AFI4. Pokhara is a famous place to spend holiday.</p>	<p>Baloglu & Mangaloglu, 2001; Baloglu & McCleary, 1999b; Pike & Ryan, 2004; Beerli & Martin, 2004; Lin et al., 2007; Qu et al., 2011; Martin & del Bosque, 2008</p>
3. Overall destination image	<p>ODI1. In general, I find Pokhara a beautiful place.</p> <p>ODI2. I have good impression of Pokhara.</p> <p>ODI3. I have good image of Pokhara as a touristic place.</p>	<p>Beerli & Martin, 2004 and Lin et al., 2007.</p>
4. Attitude of visiting a destination	<p>ATI1. For me, visiting Pokhara is/was Wise.</p> <p>ATI2. For me, visiting Pokhara is/was Satisfying.</p> <p>ATI3. For me, visiting Pokhara is/was Enjoyable.</p> <p>ATI4. For me, visiting Pokhara is/was Worthwhile.</p>	<p>Ajzen, 1991; Lam & Hsu, 2004; Lee et al. 2010</p>

5. Subjective norm	<p>SN1. Most people who are important to me think it is a good idea to visit Pokhara.</p> <p>SN2. Most people who are important to me would approve my visit to Pokhara.</p> <p>SN3. People, whose opinions I value recommended me to visit Pokhara for holidays.</p>	Ajzen, 1991; Lam & Hsu, 2004; Han et al., 2010
6. Perceived behavioural control	<p>PBC1. Whether or not to visit Pokhara was completely up to me.</p> <p>PBC2. I have/had required resources, time and opportunities to visit Pokhara.</p> <p>PBC3. If I want I can visit Pokhara in near future.</p>	Ajzen, 1991; Lam & Hsu, 2004; Chen & Tung, 2014
7. Behavioural intentions	<p>BI1. I will re-visit Pokhara.</p> <p>BI2. I will suggest friends and relatives to visit Pokhara as a vacation destination.</p> <p>BI3. I would be willing to pay higher rate to visit Pokhara.</p> <p>BI4. I will say positive things about Pokhara to others.</p>	Bigne et al., 2001; Chi & Qu, 2008; Walker et al., 2013; Ramkissoon et al., 2011; Allameh et al., 2014; Pratminingsih et al., 2014

To generate the cognitive perception of tourists, this research adapted the methods used in similar previous studies. Echtner & Ritchie (1993) used 26 measurement items within five latent variables (quality of experiences, touristic attractions, environment and infrastructure, entertainment and cultural traditions) to measure cognitive destination image and later described the cognitive destination image being the combination of all those variables. Also, a study conducted by Qu et al., 2010, proposed that overall destination image is a mediator between its brand associates (cognitive, affective and unique destination images) and tourists' behavioural intentions in Oklahoma. QU et al., 2010, selected 28 items to measure cognitive destination image within five attributes as used by Echtner & Ritchie (1993). These researches used five attributes (quality of experiences, touristic attractions, environment and infrastructure, entertainment and cultural traditions) solely for data collection purpose and were not treated as independent variables in further analysis. Instead, the attributes were represented by cognitive destination image throughout the research. To make the research precise, in this study as well,

all the five attributes (natural environment, tourist infrastructure, attractions, social environment and accessibility) will be represented by cognitive destination image as a whole, similar to the previous studies.

4.5. Construct Reliability and Validity

Reliability is consistency or stability of measurement over variety of time and conditions in which same result should be obtained (Bollen, 1989; Nunnally, 1978). Reliability measures the consistency of research by repeating the study several times later (Bryman & Bell, 2009). Psychologists consider three different types of consistency: over time (test-retest reliability), across items (internal consistency), and across different researchers (inter-rater reliability). Over time reliability is the extent to which obtained measurement score is consistent across time. Most common kind of reliability is internal consistency, it is the consistency of people's responses across the items in multiple-item measure. Lastly, inter-rater reliability measures the extent to which different observers are consistent with their scores (Price et al., 2015).

Validity is the extent to which the result of study measure which is intended to measure. Reliability is necessary, but not sufficient to establish validity (Sauro, 2014). Validity investigates the meaningfulness of research components (Bollen, 1989). Tripartite model developed by Cronbach & Meehl in, (1995) showed three types of research validity. First, criterion validity, correlation between test measure and referent (criteria). Second is content validity, consulting with experts to ensure the study is covering all aspects. Lastly, construct validity, it measures how well the questions yield data that measure what the study is trying to measure. Construct validity is divided into convergent and discriminant validity. Convergent validity shows how well a measure correlates with other measures that measure the same thing. Whereas, discriminant validity indicates that measures are not related to one another (Sauro, 2014).

This study consists of 7 constructs with 36 measurement items where, at least 3 items are assigned to each construct. Thus, in order to ensure that the measurement items best represent the constructs and will measure the intended attributes, reliability tests are conducted through SPSS. Internal consistency of measures is tested by using Cronbach's alpha. And for the validity test, construct validity test is conducted through Pearson Correlation.

All the measures were found above the minimum threshold level proving the test to be reliable.

5. Data Analysis

Before analyzing the data, it is necessary to ensure that the measurement items are in positive measurement (same direction) using reverse coding. It helps to reduce the acquiescence bias (Qasem et al., 2014). Since all the measurement items in this research were placed in positive scale during the questionnaire development reverse coding was not necessary.

In this research data analysis was carried out in series of steps using multivariate techniques with the use of SPSS. Firstly, data screening and cleaning is done to check for missing data and errors. Secondly, descriptive analysis of data is done on the basis of frequency and percentage to analyze the demographic feature of data. Secondly, reliability and validity are analyzed using Cronbach's alpha, Pearson correlation, KMO and Bartlett's test and factor loading. Thirdly, hypothesis testing is done with the use of multiple regression analysis.

5.1. Data Screening and Cleaning

It is important to check for missing data, errors and outliers before analysing it statistically. When researcher deletes the information, or the respondents simply don't answer the question, problem of missing data occurs. Errors occur when the answer received from respondent is outside of the given score. The errors can be simply deleted or corrected (Pallant, 2013). Outliers are those observations which are significantly different from other responses and may influence the result of analysis (Hair et al., 2010).

During the study of dataset, none of the responses were missing data as all the questions were marked with, compulsory response needed, asterisk sign. One of the responses (number 76) responded age as 312, which made no sense and the entire response of this respondent was deleted considering it as an error. Two of the other responses were extraordinary(outliers) as all the answers were ranged between 1 and 2 while they were measured in 1 to 5 Likert scale. These outliers were also taken out from the data set. Additional two responses were incomplete; thus, they were omitted for further analysis.

5.2. Descriptive Analysis

As shown in the table 6.1 majority of the tourists visiting Pokhara were from Nepal itself, representing almost 38% of the sample. Among the foreign tourists, highest number of respondents came from neighbouring countries India and China, representing 16.3% and 13.7%

of total sample respectively. It is followed by South Korea representing 8.4% of the sample. Rest of the sample, almost 27% of them were from 30 other different countries like Spain, United Kingdom, Japan, Australia and Sri Lanka. Among the 150 sample, 47.3% came to Pokhara for the first time whereas, 52.70% have visited Pokhara multiple times. The table 6.1 presented below shows the demographic information of sample tourists who were visiting Pokhara during the data collection period.

5.3. Measurement Model Analysis

Measurement model analysis ensures that the stated model and collected data are compatible (Thorpe & Favia, 2012). Measurement model analysis helps identifying inter item consistency of different constructs which in term measures internal reliability, construct validity and reliability (Malhotra, 2010). Factor analysis, Cronbach's alpha, Pearson's reliability value and their valid response are the prerequisites to identify reliability and validity of research (Aziz, 2010). In this research, to find out the behavioural intentions of tourists visiting Pokhara, Exploratory factor analysis, Cronbach's alpha and Pearson correlation are calculated.

In order to use any multivariate technique, it is important to have a set of variables that can form a relationship. The variables are the building block of relationship. This technique of defining the structure between the variables in the analysis is called factor analysis (Hair et al., 2014). Factor analysis helps to reduce the data, hence variables, before using multivariate analysis like multiple regression (Pallant, 2013).

Exploratory factor analysis (EFA) is calculated when the researcher uses SPSS software and factors are being determined by the statistical calculation and not from theory (Hair et al., 2014). EFA is used in early stage of research to summarize the data by grouping the variables that are correlated to one another into a specific factor (Tabachnik & Fidell, 1996). According to Pallant (2013), while conducting EFA, sample size should not be less than 150. EFA uses VARIMAX rotation to determine the construct validity and covariance among independent variables are measured by Kaiser-Meyer-Olkin (KMO) index (Hair et al., 2010).

- **Sample size adequacy.** Prior to the conduction of factor analysis, it is important to check whether the sample size is large enough for the study to be valid. In SPSS, Kaiser-Meyer-Ollkin

(KMO) test measure of sample adequacy is used (Hair et al., 2010). For the sample to be acceptable, it is suggested to have KMO value more than 0.6 by Kline (2014).

Since the study has 150 sample size, KMO test is done to ensure the sample adequacy. The following table 5.1. shows the result of KMO- measure of sample adequacy and Bartlett's test of Sphericity.

Table 5.1.

KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,929
Bartlett's Test of Sphericity	Approx. Chi-Square	3721,143
	Df	630
	Sig.	0,000

Table 5.1. shown above is the SPSS calculation of KMO and Bartlett test. Kline (2014) mentioned that the KMO value greater than 0.5 shows the higher level of strength in the sampling adequacy and the Bartlett's Test should be significant at the concerning Chi-Square. In table 6.2, KMO has value of 0.929 which is very close to 1 showing strong sample adequacy and Bartlett's test of sphericity shows a value of 3721,143 at a significance level of 0.00, indicating that a nonzero correlation exists among variables. Thus, the strength of relationship among variable is strong enough to conduct factor analysis.

Hair et al., (2010), stated that the VARIMAX rotation is the most popular rotation for EFA and prescribed the factor loading higher than 0.3. In this research, the Principal Component Analysis was rotated by varimax analysis and only factor loadings of 0.4 or higher were retained in order to ensure good correlations between the items and the factors to which they belong (Hair et al., 2010).

The exploratory factor was run in SPSS software with 36 measurement items. Since the factors with loadings less than 0.4 were not accepted, one item AF11 (See appendix 6.3) is removed. Except for this all the other items were accepted. The variables emerged from the exploratory factor analysis are: cognitive Destination Image, which is formed by the combination of 5 variables (Infrastructure, Accessibility, Natural Environment, Social Environment and

Attractions); affective destination image, which is made of 4 items (AFI1, AFI2, AFI3 & AFI4); Overall destination image, which is made from 3 items (ODI1, ODI2 & ODI3); Subjective norms, which is made from 3 items (SN1, SN2 & SN3); Attitude, which is made of 4 items (AT1, AT12, AT13 & AT14); Perceived Behavioural control, which is made of 3 items (PBC1, PBC2 & PBC3) and Behavioural intentions, which is made of 4 items (BI1, BI2, BI3 & BI4).

5.3.1. Reliability analysis.

Item reliability is conducted to measure the internal reliability of consumer attitude instrument (Cooper & Schindler, 2014). For reliability measurement, Cronbach's alpha is regarded as the highly used and popular statistical instrument (Hinton et al., 2011). It ensures that the instrument that the research is using is suitable for the nature of research that is being conducted. Hair et al., (2014) mentioned that reliability measures the true value of observed variable.

Pallant (2013) opined, one of the many ways to measure reliability is internal consistency measurement. It measures the degree to which items used in the questionnaire are measuring the same attribute. If the items are not measuring the same attribute the result won't be meaningful. According to Pallant (2013), the most popular way to measure internal consistency is through Cronbach's alpha coefficient. Malhotra (2010), prescribed the value of Cronbach's alpha above 0.6 to be acceptable in behavioural research. Since, this study is intended to predict the behavioural intentions, value above 0.6 is considered acceptable. The Cronbach's alpha for the factors used in this study are presented below in table 5.2.

Table 5.2.

Mean, standard deviation and Cronbach Alpha

Construct	Measurement	Mean	Standard deviation	Cronbach's Alpha
	Pokhara has breath-taking scenery and natural beauty e.g. mountains and lakes.	4.447	.7098	
	Hills, waterfalls, lakes, caves and rivers in Pokhara are well protected.	3.360	1.100	
	Pokhara has pleasant weather conditions	4.153	.7662	
	Pokhara has enough number of restaurants and accommodations	4.373	.8314	
	Pokhara has well organised market for all kinds of tourist.	3.740	.999	

Cognitive destination image	Pokhara has good internet and telecommunication facility to tourists.	3.933	.902	.866
	Wide variety of recreational activities e.g. boating, paragliding, hiking, bungee jumping etc are available in Pokhara.	4.453	.691	
	Pokhara is rich in cultural heritages.	3.753	.976	
	Pokhara has many historic sites and museums	3.313	1.075	
	I find people living in Pokhara helpful, friendly and polite.	4.127	.884	
	Pokhara is a clean and tidy city.	3.667	1.014	
	Pokhara is a safe city to travel.	4.280	.905	
	Pokhara has sufficient number of tourism information centres.	3.600	.996	
	Transportation facility in Pokhara is efficient.	3.567	1.045	
	Pokhara is easily accessible from the capital city, Kathmandu.	3.880	1.042	
Affective destination image	I find Pokhara relaxing.	4.273	.866	.773
	Pokhara is an exciting destination.	4.227	.891	
	Pokhara is a famous place to spend holiday.	4.040	1.067	
Overall destination image	In general, I find Pokhara a beautiful place.	4.247	.777	.883
	I have good impression of Pokhara.	4.273	.767	
	I have good image of Pokhara as a touristic place.	4.200	.811	
Attitude	For me, visiting Pokhara is/was Pleasant.	4.320	.8136	.926
	For me, visiting Pokhara is/was Satisfying.	4.300	.8006	
	For me, visiting Pokhara is/was Enjoyable.	4.373	.7904	
	For me, visiting Pokhara is/was Worthwhile.	4.293	.8318	
Subjective norms	Most people who are important to me think it is a good idea to visit Pokhara.	4.113	.894	.801
	Most people who are important to me would approve my visit to Pokhara	4.180	.795	
	People, whose opinions I value recommended me to visit Pokhara for holidays.	3.993	.945	
	Whether or not to visit Pokhara was completely up to me.	4.193	.792	.693

Perceived behavioural control	I have/had necessary resources, time and opportunities to visit Pokhara	4.273	.785	
	If I want I can visit Pokhara in near future.	4.400	.844	
Behavioural intentions	I will re-visit Pokhara.	4.307	.927	.800
	I will suggest friends and relatives to visit Pokhara as a vacation destination.	4.373	.848	
	I would be willing to pay higher rate to visit Pokhara.	3.327	1.251	
	I will say positive things about Pokhara to others.	4.340	.818	

Table 5.2. shows the summary of reliability test conducted in SPSS software. It presents mean and standard deviation of each measurement item. It also shows the Cronbach's alpha coefficient for each variable where all of them are robust, ranging from 0.693 to 0.926, above the threshold level 0.6 (Malhotra, 2010; Kline, 1994). It indicated high internal consistency among the variables. The mean value of each item is greater than 3 and the standard deviation is greater than 0.5. The results demonstrate that the scale is suitable for further analysis.

5.3.2. Validity analysis.

Reliability is necessary, but not sufficient to ensure that there is no measurement error. Other important statistical tool is validity. It refers to the extent to which a scale measures what was originally intended to measure (Hair et al., 2014). Moreover, validity starts from the in-depth knowledge of what is going to be measured and the measurement is as accurate as possible. Cronbach & Meehl (1995), classified validity as: face content validity, criterion validity and construct validity. For this research, construct validity is used. It measures how well the questions have yielded the data, that can measure what is initially intended to measure.

Bryman & Bell (2011), mentioned that the construct validity among the variables can also be measured with the help of correlation analysis. The Pearson correlation between the variables investigates the inter-relationship between two variables in which coefficient value ($r=1$) represents positive correlation and value ($r=-1$) represents the negative correlation between the variables (Pallant, 2013). First, Pearson correlation is calculated among the destination image attributes (Natural environment, touristic infrastructure, attractions, social environment, accessibility, affective destination image and overall destination image) which is shown in the table 5.3. and secondly, Pearson correlation coefficient is calculated among dependent variables

(behavioural intentions, overall destination image) and independent variables (cognitive destination image, affective destination image, overall destination image, attitude, subjective norms and perceived behavioural control) which is shown in the table 5.4. below. Both correlations are calculated in SPSS software.

Table 5.3.

Pearson correlation analysis of destination image attributes

Constructs	NI	TI	ATT	SE	ACC	AFI	ODI
Natural Environment (NI)	1						
Tourist Infrastructure (TI)	.500**	1					
Attractions (ATT)	.589**	.447**	1				
Social Environment (SI)	.593**	.564**	.478**	1			
Accessibility (ACC)	.507**	.528**	.510**	.622**	1		
Affective Destination Image (AFI)	.627**	.415**	.566**	.585**	.426**	1	
Overall Destination Image (ODI)	.570**	.453**	.566	.708**	.431**	.728**	1

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

In the table 5.3. shown above, results of Pearson correlation between destination image attributes are shown where the result shows strong and significant positive correlation among the variables. Affective destination image has the strongest correlation ($r=0.728$, $P<0.001$) with Overall destination image, followed by the correlation of Overall destination image and social

environment ($r=0.708$, $P<0.001$). Also, the latent variables of cognitive destination image are positively correlated affective destination image and overall destination image. All the predictors have positive and strong correlation with dependent variable. When all the independent variables have strong positive correlation with dependent variable, the construct is valid (Bryman & Bell, 2011). Thus, the model is appropriate for further analysis.

Table 5.4.

Pearson correlation analysis of dependent and independent variables

Constructs	CDI	AFI	ODI	ATI	SN	PBC	BI
Cognitive Destination Image (CDI)	1						
Affective Destination Image (AFI)	.652**	1					
Overall Destination Image (ODI)	.682**	.728**	1				
Attitude (ATI)	.636**	.673**	.815**	1			
Social Norms (SN)	.640**	.746**	.703**	.667**	1		
Perceived Behavioural Control (PBC)	.529**	.446**	.456**	.539**	.433**	1	
Behavioural Intentions (BI)	.658**	.666**	.721	.810**	.690**	.597**	1

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

In the table 5.4. shown above, results of Pearson correlation between two sets of dependent and independent variables are shown. First, cognitive and affective destination image are

independent variables where are overall destination image being an independent variable. Second, correlation between independent variables (overall destination image, subjective norms, attitude and perceived control) and dependent variable (behavioural intentions) are shown. The result shows that all the independent variables are positively correlated with dependent variables. The strongest correlation lies between attitude and overall destination image with ($r=0.815$, $P<0.01$), whereas, least strong correlation lies between social norms and perceived behavioural control with ($r= 0.43$, $P<0.01$). Nevertheless, there exists positive correlation among the variables, showing that all the variables change in the same direction. Thus, the strength in their correlation assures the construct validity (Bryman & Bell, 2011).

5.4. Regression Analysis

In order to carry out multiple regression analysis, destination image attributes: Cognitive destination image (CDI) and Affective destination image (AFI) were taken as independent variables and Overall destination image (ODI) as dependent variable. Afterwards, another multiple regression analysis was conducted with variables: overall destination image (ODI), attitude (ATI), subjective norms (SN) and perceived control (PBC) as predictors and behavioural intentions (BI) of tourists travelling to Pokhara as dependent variable.

The multiple regression analysis of destination image dimensions is presented below in table 5.5.

Table 5.5.

Regression analysis results, dependent variable overall destination image

Linear Multiple Regression Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Summary		ANOVA	
	B	Std. Error	Beta			R-square	Adjusted R-square	F-Test	Sig.
(Constant)	.671	.253		2.654	.009	.605	.600	112.57	.000 ^b
Cognitive destination image	.437	.083	.360	5.266	.000				
Affective image	.445	.062	.493	7.214	.000				

a. Dependent Variable: Overall Destination Image

b. Predictors: (Constant), Affective destination image, Cognitive destination image

Table 5.5 shows the result of multiple regression analysis conducted in SPSS. Based on the P-value from ANOVA table, it is significant at $P < 0.05$, ($P = 0.00$), which indicates that the model was applicable for this study. $R^2 = 0.65$, Adjusted $R^2 = 0.600$ and $F = 112.57$, where R^2 is defined as the coefficient of determination, it indicates the percentage of variance explained by the regression model. Here, 60.00% of the dependent variable (behavioural intentions) is explained by the independent variables (cognitive and affective image). The rest is influenced by the variables that are not included in this study.

T-value is checked for each predictor to find out their contribution on dependent variable. Cognitive destination image with t value of 5.266 is significant at 0.000 ($P < 0.05$) and affective destination image is also significant at 0.000 ($P < 0.05$) with t value 7.214. Standardized coefficient shows which independent variable defines the dependent variable and by how much. Cognitive destination image has standardized coefficient, .360, explains less strong contribution on overall destination image where affective destination image has strongest contribution to explain overall destination image with, .493, standardized coefficient.

Since both the independent variables (cognitive destination image and affective destination image) had positive beta coefficient and significant T-sig. ($P < 0.05$), alternative hypothesis (H_1 & H_2) are accepted and the null hypotheses are rejected. Linear regression equation for this model is:

$$\text{Overall destination image} = 0.671 + 0.437 * \text{Cognitive destination image} + 0.445 * \text{Affective destination image}$$

Again, multiple regression analysis is conducted for dependent variable behavioural intentions and independent variables (Overall Destination Image, Attitude, Social Norms and, Perceived Behavioural Control). The result of regression analysis is shown below:

Table 5.6.

Regression analysis results, dependent variable behavioural intentions.

Linear Multiple Regression Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Summary		ANOVA	
	B	Std. Error	Beta			R-square	Adjusted R-square	F-Test	Sig.
(Constant)	-.483	.256		-1.887	.061	.726	.719	96.133	.000 ^b
Overall destination image	.070	.088	.064	.790	.431				
Attitude	.527	.085	.500	6.210	.000				
Social Norms	.233	.065	.225	3.557	.001				
Perceived Behavioural Control	.243	.063	.201	3.860	.000				

a. Dependent Variable: Behavioural intentions

b. Predictors: (Constant), Perceived Behavioural Control, Social Norms, Attitude, Overall Destination Image

Overall assessment of table 5.6, based on the P-value from ANOVA shows $P < 0.05$ ($P = 0.000$), meaning that the model is significant for the study. Adjusted $R^2 = 0.719$ at $F = 96.133$ shows that 71.90% of variance in dependent variable (behavioural intentions) is explained by independent variables (overall destination image, attitude, social norms and perceived behavioural control) and the remaining 28.10% is explained by the factors not included in this study.

Standardized beta and T-sig. are used to analyze the impact of each independent variable on the dependent variable. Overall destination image has a t-value of -1.877 and is not considered significant at $P = 0.061$ ($P > 0.05$). Thus, it rejects the alternative hypothesis (H3). Attitude, social norms and perceived behavioural control have t-values of 0.500, 0.225 and 0.201, which are significant with $P < 0.05$. It accepts hypotheses H4, H5 and H6 respectively.

Overall destination image has 0.064 standardized coefficient; however, it has the least influence on the behavioural intentions. Attitude has strongest contribution on defining behavioural intentions with standardized coefficients of 0.500 followed by social norms and perceived behavioural control with coefficients 0.225 and 0.201 respectively. Multiple regression equation for this model is:

$$\text{Behavioural intentions} = -0.483 + 0.78 * \text{Overall destination image} + 0.527 * \text{Attitude} + 0.233 * \text{Social norms} + 0.243 * \text{Perceived behaviour control}$$

5.5. Hypotheses Testing

There are 6 hypotheses presented in this study and they are tested using multiple regression analysis in SPSS software. They are shown as follows:

- Hypotheses H1.

Regression table 5.5. shows that beta of cognitive destination image is 0.360, $t=5.266$, and $p<0.05$, showing significant association between cognitive destination image and overall destination image. Thus, H1 is accepted.

- Hypotheses H2.

Regression table 5.5. shows that beta of affective destination image is 0.493, $t=7.214$, and $p<0.05$, showing significant association between affective destination image and overall destination image. Thus, H2 is accepted.

- Hypotheses H3.

Regression table 5.6. shows that beta of overall destination image is 0.064, $t=0.790$, and $p>0.05$, showing non-significant association between overall destination image and Behavioural intentions. Thus, H3 is rejected.

- Hypotheses H4.

Regression table 5.6. shows that beta of attitude is 0.500, $t=6.210$, and $p<0.05$, showing significant association between attitude and behavioural intentions. Thus, H4 is accepted.

- Hypotheses H5.

Regression table 5.6. shows that beta of social norms is 0.225, $t=3.557$, and $p<0.05$, showing significant association between social norms and behavioural intentions. Thus, H5 is accepted.

- Hypotheses H6.

Regression table 5.6. shows that beta of perceived behavioural control is 0.201, $t=3.860$, and $p<0.05$, showing significant association between perceived behavioural control and behavioural intentions. Thus, H6 is accepted.

6. Conclusion and Implications

6.1. Discussion and Conclusion

This study sought to gain deeper awareness on how overall destination image, social norms, attitudes and perceived behavioural control are related to the intention of tourists to revisit and say positive things about Pokhara to others. The study has tested the use of TPB model in predicting the behavioural intentions of tourists toward the touristic destination, Pokhara.

The study proposed that the destination image is a multi-dimensional construct //no commas here formed by the cognitive and affective destination images which collectively affect tourists' behavioural intentions. The first hypothesis establishes positive and direct relationship between cognitive and overall destination image. It is consistent with the studies of (Baloglu & Mcclary, 1999; Beerli & Martin, 2004; Martin & Bosque, 2008; Wang & Hsu,2010; Qu et al., 2011; Stylidis et al., 2017) which also argue in favour of positive effect of cognitive destination image on overall destination image. Among the five components of cognitive destination image, social environment, imposed highest influence in overall image formation process whereas accessibility had the lowest influence on overall image of Pokhara. This finding supports the result of (Lepp et al., 2003), who concluded that the contrast in social and cultural environment attracts some tourists as they perceive such place as novel and interesting.

Similarly, the second hypothesis shows direct and positive relationship between affective destination image and overall destination image, supporting the result of (Lin et al., 2007; Chew & Jahari, 2014; Baloglu & McCleary, 1999) study. The result is consistent with the finding of Baloglu and Mcclary, that the impact of affective destination image is stronger on overall destination image than that of cognitive evaluation. Research confirmed that when tourists become familiar with the destination, the affective destination image of a destination becomes

stronger (Baloglu & Brinberg, 1997). It was also true in the case of Pokhara, as the majority of the tourists (52.70%) used in the sample, have been to Pokhara more than once.

Overall destination image is found to have no significant influence on behavioural intentions of tourists visiting Pokhara. A study conducted by Stylos et al., (2016), on 1244 Russian tourists visiting Greece in 2014, also concluded that there is no significant impact of cognitive and affective destination image on the intention of tourists revisit and willingness to say positive things about Greece. Wang and Hsu (2010), also conducted a research on China and found out there is no link between overall destination image and tourists' intention to recommend. A study on destination image and behavioural intention conducted in Yogyakarta, Indonesia by (Endah et al., 2017) also showed that destination image did not have any significant influence towards behavioural intention. However, the result of this study differs from several destination image researches (Qu et al., 2011; Bigne et al., 2001; Chi & Qu, 2008; Walker et al., 2013).

Findings of this study strongly supports the adequacy of TPB model in analyzing the tourism consumers' behavioural intention, as recognized by (Verma & Chandra, 2017) in their study "application of theory of planned behaviour to predict young Indian consumers' green hotel visit intention". All the three components of TPB (attitude, subjective norms and perceived behavioural control) have direct and positive impact on the behavioural intentions of tourists visiting Pokhara as shown in the table 6.8 above. Attitude is hypothesized to have positive and significant relation with behavioural intentions which is found to be true. It is supported by the study of (Ajzen & Driver, 1992; Sparks & Pan, 2009). Consistent with the finding of Lam & Hsu, (2005), subjective norm has positive impact on tourist's behavioural intentions. The decision to visit a destination is strongly influenced by the opinion of reference groups (Sparks & Pan, 2009). Lastly, perceived behavioural control is also found to have positive impact on behavioural intentions which is agreement with the past researchers conducted by other researchers (Lam & Hsu, 2004; Vanucci & Kerstetter, 2001; Verma & Chandra, 2017).

Among the four predictors of the revisit and recommend intention towards Pokhara, attitude had most significant influence with highest standardized coefficient ($\beta=0.50$). Several other previous researches which were performed using TPB also concluded that attitude had the highest influence on behavioural intentions of tourist similar to this research (Verma & Chandra, 2017; Han & Kim, 2010; Han et al., 2010; Lee et al., 2010). An individual's

perception of worthiness, satisfaction and enjoyment of visiting a destination have a significant influence in choosing the destination than the important referents' suggestions and perceived behavioural control. Result of this study is most close with that of Lam & Hsu (2004), who found out the attitude of Chinese tourists most define their intention of visiting Hong Kong ($b=0.36$, $p<0.01$) followed by perceived control ($b=0.32$, $P< 0.01$) and social norms had least influence among the three with ($b=0.28$, $p<0.01$). But the degree of influence made by social norms and perceived behavioural control in this study differs from that of (Lam & Hsu, 2004). The explanation can be that, the referent group's influence and suggestion play an important role among the tourists visiting Pokhara than the Chinese tourists visiting Hong Kong.

6.2. Implications of this Study

This study does not only make important contribution to fill the gap in tourism studies of Pokhara, but also helps to understand tourism consumer's behavioural intentions in regard to the destination's attributes. Understanding the core elements of tourist-destination relationship is very important because, based on this relationship, tourism destination managers and marketers can make effective plans and execute them so as to develop long-term bond between the visitor and the destination. The findings shed lights on the effect of destination image and other predictors (social norms, attitude and perceived behavioural control) on tourism consumer behavioural intentions.

6.2.1. Theoretical implications.

This meta-analysis has contributed in theoretical body of knowledge on destination image and behavioural intentions in several ways. Firstly, the study tested the multi-dimensionality of destination image. Based on the extensive review of past studies, the current study proposed and confirmed a model which included multiple dimensions of destination image (cognitive image and affective destination images). Majority of previous studies on destination image have largely focused on cognitive part of destination image and ignored the affective attributes of a destination.

Secondly, it is widely accepted that a favourable image held by tourists would positively impact their intention to spread positive word of mouth to other potential travellers (Bigne et al., 2001). But the result of this study argues differently, showing no significant impact of overall destination image on post visit behavioural intentions. It proposes that tourism in Pokhara does

not follow normal theories that has been discussed in tourism and hospitality literature. It is quite an interesting contribution of this study in tourism literature.

Thirdly, this study conceptually and theoretically investigates the effect of destination image attributes along with TPB attributes on post visit behavioural intentions, which has not been performed before, especially in the context of Pokhara. Thus, it has added in tourism literature of Pokhara. Hence, this study has empirically validated the applicability of revised TPB model incorporating an additional construct, overall destination image.

6.2.2. Practical implications.

Destination image and behavioural intentions are recognized as critical elements in achieving competitiveness of a touristic destination (Bigne et al., 2001). Knowing the interrelationship between these concepts help make effective strategic plans to influence behavioural intention positively. In addition, it provides acting grounds for destination marketing and management.

The finding implied that the attitude is the strongest force to affect the behavioural intentions (revisit, willingness to pay more, saying positive things and recommending Pokhara to others) among the four predictors hypothesized in this study. A number of salient practical implications can be derived from this result. Positive attitude positively affects tourists revisit and recommendation intentions. Thus, from the practical standpoint, destination marketing organizations (DMOs) in Pokhara should focus on excellent attributes and services that creates positive attitudes among the tourists visiting Pokhara. They should focus on factors such as providing good value for the money, assuring satisfaction from tourism services, ensuring that the visitors are enjoying their time in Pokhara.

The study also found out that the subjective norms have positive impact on behavioural intention. It implies that the influence from the referent group is important factor in inducing positive intentions towards visiting Pokhara. Thus, it is important to make sure that all the concerned stakeholders put customer satisfaction in uttermost priority. If the tourists who have been to Pokhara are satisfied they are more likely to revisit the destination, say positive things to friends and family about the place.

In addition, perceived behavioural control had positive and significant impact on tourist behavioural intentions. Factors like time and resources are under control of travellers but externalities such as money exchange, exchange rate fluctuations, travel difficulties, language

barriers etc are not in the control of travellers. Presence of these factors can affect the post visit behaviour negatively. It is the role of private as well as government authorities to ensure that these risk factors are taken care of. Proper banking facilities and cash points, well organized transportation facility and sufficient number of tourist information centres should be established and properly managed to overcome these problems. Tourism marketers must ensure the travellers, that visiting Pokhara is easy, hassle free, and within travellers' own control.

Traveller who decides to revisit a touristic destination represents a valuable opportunity for the tourism development of a place (Osti et al, 2012). In Pokhara, about 53% of the travellers are repeat travellers. Also, majority of the respondents in this research have mentioned that they will revisit Pokhara in future. Mean response was 4.307 in a scale of 5 showing that Pokhara has huge potential to benefit from repeat tourists. Researchers argue that the return tourists are the source of stable revenue for a destination. The findings of this research help destination marketers to understand which factors can influence the revisit intentions of tourists and make the plan accordingly.

Based on the result, Pokhara should focus on recommendation based promotional programs to grab its optimum tourism potential. Responses from the participants indicated that their willingness to say positive things about Pokhara has highest mean score. This suggests that there is clear opportunity to encourage more arrivals of tourists through word of mouth recommendation of tourists who have once been there.

One of the least scoring measure (mean 3.36) suggested that hills, lakes and other natural resources in Pokhara are not well protected. It has induced negative image of Pokhara among the tourists. It would be a good feedback to tourism marketers to improve the image of Pokhara among visitors.

6.3. Limitations and Future Research

This exploratory study is subject to several limitations. First, the population of this study was limited to the visitors of only one touristic destination of Nepal, i.e. Pokhara. However, it is acknowledged that, not only Pokhara, but Nepal as a whole is a potential touristic destination. Considering the fact that Pokhara is one of the many touristic places in Nepal, the scope of this study is very limited. It is also possible that people who have come to Nepal have been to other places but Pokhara as a tourist. To overcome this limitation, similar research in other touristic

destinations of Nepal could be administered in the future which may include a more representative sample.

Another limitation is that the survey instrument was only designed in English language. It is because, English is the most commonly used language among tourists in Pokhara. Another reason for choosing English language was to omit back-translation biases which often occurs while conducting surveys with different languages. Even though there were a lot of non-English speaking international tourists in Pokhara, data could not be collected from them. Future research could attempt to stratify the sample by different language group to obtain more generalizable result in the study. Furthermore, survey instrument should be prepared in other languages such as Hindi, Korean, Chinese, German and French to eliminate this limitation. However, it is necessary to ensure that meaning and content of questionnaire are consistent among all the languages.

The survey was conducted for a short period of time, as a result, only 150 valid responses were collected. 150 is considered as minimum required sample number for behavioural research (Pallant, 2013). Also, the data was collected from the target population during a limited time of year. So, the research is limited to the visitors who travelled in that particular season. Since Pokhara is famous for its natural beauty, different season and the time of year, can impact differently on how a visitor perceives the image of Pokhara. Therefore, future studies can be conducted in longitudinal way i.e. throughout the year. Collecting data from larger samples across time will allow to gain more general understanding of tourist behaviour change across all the seasons.

Another possible limitation is that this research is based on only one theoretical approach, TPB. Thus, future research can adopt theoretical approach other than TPB in order to shift focus from individual beliefs to group-oriented constructs. In Nepalese context, a lot of tourists come in group to do expeditions and mountain climbing and group behaviour plays an important role in their future visit decisions. Thus, future study can focus on group behaviour using different theoretical approach other than TPB and individual perception focused study.

In this study, a single research model is used to measure the perception and intention of respondents from different places such as Nepal, India, Korea, European nations and as far as

USA. Due to cultural differences, language barrier, distance, travel habit and similar other factors, people from different place may have different perception regarding Pokhara, which is not distinguished in this research. In future research it is recommended to examine the use of segmentation in order to find out possible differences in results for different groups of tourists.

Lastly, “overall destination image”, “attitude”, “subjective norms” and “perceived behavioural control” were considered as the predictors of tourist behavioural intentions in this study. Additional antecedents of tourist behavioural intention could be investigated in future research. It uncovers variable omissions which may lead towards further refinement and addition in tourism literature. Moreover, the development and use of complete and psychometrically suitable measures would best support the reliability of findings and assist future research as well as theory development process.

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Appendices

Appendix 1: Statistical analysis

A. Mean and standard deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
Pokhara has breath-taking scenery and natural beauty e.g. mountains and lakes.	150	4.447	.7098
Hills, waterfalls, lakes, caves and rivers in Pokhara are well protected.	150	3.360	1.1008
Pokhara has pleasant weather conditions.	150	4.153	.7662
Pokhara has enough number of restaurants and accommodations	150	4.373	.8318
Pokhara has well organised market for all kinds of tourist.	150	3.740	.9995
Pokhara has good internet and telecommunication facility to tourists.	150	3.933	.9024
Wide variety of recreational activities e.g. boating, paragliding, hiking, bungee jumping etc are available in Pokhara.	150	4.453	.6911
Pokhara is rich in cultural heritages.	150	3.753	.9758
Pokhara has many historic sites and museums.	150	3.313	1.0753
I find local people of Pokhara helpful, friendly and polite.	150	4.127	.8846
Pokhara is a clean and tidy city.	150	3.667	1.0144
Pokhara is a safe place to travel.	150	4.280	.9058
Pokhara has sufficient number of tourism information centres.	150	3.600	.9966
Transportation facility in Pokhara is efficient.	150	3.567	1.0454

Pokhara is easily accessible from the capital city, Kathmandu.	150	3.880	1.0422
Pokhara is a lively city.	150	4.073	.8442
Pokhara is a relaxing place.	150	4.273	.8662
Pokhara is an exciting destination.	150	4.227	.8910
Pokhara is a famous place to spend holiday.	150	4.040	1.0674
In general, I find Pokhara a beautiful place.	150	4.247	.7766
I have a good impression of Pokhara.	150	4.273	.7676
I have good image of Pokhara as a touristic place.	150	4.200	.8110
For me, visiting Pokhara is/was pleasant.	150	4.320	.8136
For me, visiting Pokhara is/was satisfying.	150	4.300	.8006
For me, visiting Pokhara is/was enjoyable.	150	4.373	.7904
For me, visiting Pokhara is/was worthwhile.	150	4.293	.8318
Most People who are important to me think it is a good idea to visit Pokhara.	150	4.113	.8940
Most People who are important to me would approve my visit to Pokhara.	150	4.180	.7949
People whose opinions I value recommended me to visit Pokhara for holidays.	150	3.993	.9448
Whether or not to visit Pokhara was completely up to me.	150	4.193	.7917
I have/had necessary resources, time and opportunities to visit Pokhara	150	4.273	.7849
If i want, i can visit Pokhara in near future.	150	4.400	.8435
I will re-visit Pokhara.	150	4.307	.9265
I will suggest friends and relatives to visit Pokhara as a vacation destination.	150	4.373	.8478

I would be willing to pay higher rate to visit Pokhara.	150	3.327	1.2505
I will say positive things about Pokhara to others.	150	4.340	.8178

B. Cronbach's Alpha

Natural Environment

Reliability Statistics

Cronbach's Alpha	N of Items
.583	3

Tourist infrastructure

Reliability Statistics

Cronbach's Alpha	N of Items
.703	3

Attractions

Reliability Statistics

Cronbach's Alpha	N of Items
.657	3

Social Environment

Reliability Statistics

Cronbach's Alpha	N of Items
.707	3

Accessibility

Reliability Statistics

Cronbach's Alpha	N of Items
.735	3

Affective destination image

Reliability Statistics

Cronbach's Alpha	N of Items
.773	3

Overall destination Image

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.883	3

Attitude

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.927	4

Subjective Norms

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.802	3

Perceived behavioural control

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.693	.696	3

Behavioural intentions

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.800	.831	4

C. Exploratory factor analysis and KMO

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
NE1			.324		.410	.564
NE2		.738				
NE3		.393			.472	.313
TI1				.648		.377
TI2	.305	.396		.582		
TI3				.654		
ATT1	.365					.602
ATT2		.492				.506
ATT3		.709				
SE1	.587	.358			.351	
SE2	.455	.522				
SE3	.571			.385		
ACC1				.732		
ACC2		.562		.528		
ACC3		.368	.413	.363		
AFI1	.372	.353	.306		.373	
AFI2	.582	.308				.322
AFI3	.502	.401	.373			
AFI4			.754			.310
ODI1	.612					.500
ODI2	.743					.352
ODI3	.645	.307				.303
ATI1	.801					
ATI2	.804					
ATI3	.740					.322
ATI4	.846					
SN1	.391		.681			
SN2	.508		.407			
SN3	.428		.657	.322		

PBC1					.772
PBC2	.303				.714
PBC3	.465		.320		.403
BI1	.737		.307		
BI2	.649		.466		
BI3	.404	.550			
BI4	.791				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.929
Bartlett's Test of Sphericity	Approx. Chi-Square	3721.143
	df	630
	Sig.	.000

D. Correlation Matrix

Correlations

		Natural Environment	Tourist Infrastructure	Attractions	Social Environment	Accessibility	Affective Image	Overall Destination Image
Natural Environment	Pearson Correlation	1	.500**	.589**	.593**	.507**	.627**	.570**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Tourist Infrastructure	Pearson Correlation	.500**	1	.447**	.564**	.582**	.415**	.453**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Attractions	Pearson Correlation	.589**	.447**	1	.478**	.510**	.566**	.566**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150

Social Environment	Pearson Correlation	.593**	.564**	.478**	1	.622**	.585**	.708**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150
Accessibility	Pearson Correlation	.507**	.582**	.510**	.622**	1	.426**	.431**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150
Affective image	Pearson Correlation	.627**	.415**	.566**	.585**	.426**	1	.728**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150
Overall Destination Image	Pearson Correlation	.570**	.453**	.566**	.708**	.431**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150

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

Correlations

		Cognitive Destination Image	Affective Destination image	Overall Destination Image	Attitude	Social Norms	Perceived Behavioral Control	Behavioral intentions
Cognitive Destination Image	Pearson Correlation	1	.652**	.682**	.636**	.640**	.529**	.658**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Affective Destination image	Pearson Correlation	.652**	1	.728**	.673**	.746**	.446**	.666**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Overall Destination Image	Pearson Correlation	.682**	.728**	1	.815**	.703**	.456**	.721**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Attitude	Pearson Correlation	.636**	.673**	.815**	1	.667**	.539**	.810**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150

Social Norms	Pearson							
	Correlation	.640**	.746**	.703**	.667**	1	.433**	.690**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150
Perceived Behavioral Control	Pearson							
	Correlation	.529**	.446**	.456**	.539**	.433**	1	.597**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Behavioral intentions	Pearson							
	Correlation	.658**	.666**	.721**	.810**	.690**	.597**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150

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

E. Multiple regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.605	.600	.44734

a. Predictors: (Constant), Affective image, Cognitive destination image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.055	2	22.527	112.575	.000 ^b
	Residual	29.416	147	.200		
	Total	74.471	149			

a. Dependent Variable: Overall Destination Image

b. Predictors: (Constant), Affective image, Cognitive destination image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.671	.253		2.654	.009
	Cognitive destination image	.437	.083	.360	5.266	.000
	Affective image	.445	.062	.493	7.214	.000

a. Dependent Variable: Overall Destination Image

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.852 ^a	.726	.719	.40910	.726	96.133	4	145	.000

- a. Predictors: (Constant), Perceived Behavioral Control, Social Norms, Attitude, Overall Destination Image
 b. Dependent Variable: Behavioral intentions

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.356	4	16.089	96.133	.000 ^b
	Residual	24.267	145	.167		
	Total	88.623	149			

- a. Dependent Variable: Behavioral intentions
 b. Predictors: (Constant), Perceived Behavioral Control, Social Norms, Attitude, Overall Destination Image

Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.483	.256		-1.887	.061	-.990	.023
	Overall Destination Image	.070	.088	.064	.790	.431	-.104	.243
	Attitude	.527	.085	.500	6.210	.000	.359	.695
	Social Norms	.233	.065	.225	3.557	.001	.103	.362
	Perceived Behavioral Control	.243	.063	.201	3.860	.000	.119	.368

Glimpse of your Pokhara Visit

"Travelling - it leaves you speechless, then turns you into a storyteller." - Ibn Battuta

This questionnaire is developed to understand an individual traveller's perception towards Pokhara, Nepal, and their post visit behavioural intent. Initially, questions are focused on physical, natural, social and emotional aspects of Pokhara, from the view point of tourist, to get statistics on Pokhara's image. Secondly, questions are focused on your behavioural intentions after visiting the Pokhara. All information provided will be treated with upmost confidentiality and will only be used for this research purpose.

The survey will take approx. 3-4 minutes.

* Required

Please indicate your level of agreement on the statements below on a scale of 1 to 5. Where, 1= Strongly disagree; 2=Disagree; 3=Neutral; 4= Agree; 5=Strongly agree.

1. Pokhara has breath-taking scenery and natural beauty e.g. mountains and lakes. * *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

2. Hills, waterfalls, lakes, caves and rivers in Pokhara are well protected. * *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

3. Pokhara has pleasant weather conditions. * *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

4. Pokhara has enough number of restaurants and accommodations * *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

5. Pokhara has well organised market for all kinds of tourist. * Mark only one oval.

1 2 3 4 5

Strongly disagree Strongly agree

6. Pokhara has good internet and telecommunication facility to tourists. * Mark only one oval.

1 2 3 4 5

Strongly disagree Strongly agree

7. Wide variety of recreational activities e.g. boating, paragliding, hiking, bungee jumping etc are available in Pokhara. * Mark only one oval.

1 2 3 4 5

Strongly disagree Strongly agree

8. Pokhara is rich in cultural heritages. * Mark only one oval.

1 2 3 4 5

Strongly disagree Strongly agree

9. Pokhara has many historic sites and museums. * Mark only one oval.

1 2 3 4 5

Strongly disagree Strongly agree

10. I find local people of Pokhara helpful, friendly and polite. * Mark only one oval.

1 2 3 4 5

Strongly disagree Strongly agree

11. Pokhara is a clean and tidy city. * Mark only one oval.

1 2 3 4 5

Strongly disagree Strongly agree

12. Pokhara is a safe place to travel.

* *Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

13. Pokhara has sufficient number of tourism information centres. * *Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

14. Transportation facility in Pokhara is efficient.

* *Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

15. Pokhara is easily accessible from the capital city, Kathmandu. * *Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Affective image

16. Pokhara is a lively city.

* *Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

17. Pokhara is a relaxing place.

* *Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

18. Pokhara is an exciting destination.

* *Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

19. Pokhara is a famous place to spend holiday.

* *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

Overall image

20. In general, I find Pokhara a beautiful place.

* *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

21. I have a good impression of Pokhara.

* *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

22. I have good image of Pokhara as a touristic place.

* *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

Attitude

23. For me, visiting Pokhara is/was pleasant.

* *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

24. For me, visiting Pokhara is/was satisfying.

* *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

25. For me, visiting Pokhara is/was enjoyable.

* *Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

26. For me, visiting Pokhara is/was worthwhile.

** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

Subjective norms

27. Most People who are important to me think it is a good idea to visit Pokhara. ** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

28. Most People who are important to me would approve my visit to Pokhara. ** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

29. People whose opinions I value recommended me to visit Pokhara for holidays. ** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

Perceived behavioural control

30. Whether or not to visit Pokhara was completely up to me. ** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

31. I have/had necessary resources, time and opportunities to visit Pokhara ** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

32. If i want, i can visit Pokhara in near future.

** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

Behavioural intentions

33. i) I will re-visit Pokhara.

** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

34. I will suggest friends and relatives to visit Pokhara as a vacation destination. ** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

35. I would be willing to pay higher rate to visit Pokhara.

** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

36. I will say positive things about Pokhara to others.

** Mark only one oval.*

1 2 3 4 5

Strongly disagree Strongly agree

Thank you for providing your insights on Pokhara and post-visit attitudes. Now, it is requested to give some information about yourself and below are some general questions regarding the same.

Demographic factors

37. Age *

38. Gender *

Mark only one oval.

- Female
- Male
- Other

39. **Level of education ***

Mark only one oval.

- High School
- Undergraduate
- Graduate
- Post graduate
- Other: _____

40. **Nationality ***

41. **Number of times you have visited Pokhara**

** Mark only one oval.*

- Once
- More than once

Your valuable time and effort is appreciated and acknowledged.

If you have any suggestion or comment, please do post it below.

42. **Feedback**

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