Sample Profile

A Sample of 371 tourists are planned to select under convenient sampling method. As per Saunder *et al* (2009) even for the Quantitative studies, the convenient sampling method can be used.

Data Collection Method

As the study is a quantitative method with an extension of qualitative components, semi-structured questionnaire is planned to be used as it brings more convenient platform for the quantitative and qualitative analysis. Further Interview method is also used for the Qualitative component.

Data Analysis Method

For quantitative component, Unit-variate, Bi-variate and multivariate analysis too were conducted for the collected data set. Finally, correlation and coefficient analysis was done using 95% confidence level. Statistical model of the quantitative analysis is SEM (Structural Equation Method) and it was estimated by using SPSS AMOS (21) Qualitative data is analyzed by using a case study approach.

Results and Discussion

Sample Adequacy

The Sample Adequacy was tested using KMO Test. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy ratio was 0.798 at 0.000 significant level and thus the sample is well adequate.

Reliability Test

Upon finding the sample is well adequate, the sample was then checked for its reliability. The Sample reliability was tested using Cronbach's alpha and the value obtained was 0.832 for the four variables.

Goodness of Fitness

According to the analysis, GFI, AGFI and PGFI were devised by Jöreskog and Sörbom (1984) for statistical estimation, and generalized to other estimation criteria by Tanaka and Huba (1985). GFI, AGFI and PGFI are less than or equal to 1.