Original Researcher Article

Tourist Awareness And Satisfaction As Determinants Of Destination Choice: An Empirical Study.

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ABSTRACT

Tourism is one of the fastest-growing industries globally, and the success of any destination depends largely on how well tourists are aware of it and how satisfied they feel after visiting. This study empirically examines the role of tourist awareness and satisfaction as determinants of destination choice in Amravati City, Maharashtra, India. A descriptive research design was adopted, with a sample of 74 tourists selected through convenience sampling. Primary data were collected using a structured questionnaire on a 5-point Likert scale, while secondary data were obtained from published research articles, tourism reports, and online databases. Descriptive statistics, Chi-Square tests, and multiple regression analysis were used to analyze the data. Results indicate that a majority of tourists possess significant awareness about the destination and are satisfied with facilities such as accommodation, transportation, cleanliness, and hospitality. Hypothesis testing confirms that both tourist awareness and satisfaction individually and jointly have a significant positive influence on destination choice. Furthermore, high levels of awareness and satisfaction contribute to tourists' willingness to revisit and recommend the destination to others. The findings highlight the importance of effective information dissemination and quality service management for enhancing tourist experiences and supporting destination competitiveness...

Keywords: Tourist Awareness, Tourist Satisfaction, Destination Choice, Amravati City, Tourism Behavior, Chi-Square Test, Regression Analysis.
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1. INTRODUCTION:

Tourism is one of the fastest growing industries in the world. People travel for leisure, culture, religion, education, and relaxation. The success of any tourist destination mainly depends on how tourists know about the place (awareness) and how satisfied they feel after visiting it (satisfaction). These two factors strongly influence the decision of tourists while choosing a destination (Kotler et al., 2017). Tourist awareness means how much information tourists have about a destination before visiting it. This information may come from advertisements, social media, websites, friends, travel agencies, or past experience. When tourists are well aware of a place, they feel more confident while selecting it for travel (Gunn, 1988). Awareness helps tourists to understand the attractions, facilities, safety, and overall image of a destination.

Tourist satisfaction refers to the level of happiness or contentment tourists feel after visiting a destination. Satisfaction is based on many factors such as accommodation, transport, cleanliness, safety, hospitality, food, and overall experience. If tourists are satisfied, they are more likely to recommend the place to others and may

visit again in the future (Oliver, 1997). Satisfaction plays an important role in shaping tourists' future travel decisions. Destination choice is the process through which tourists select one place from many available options. This decision is influenced by personal needs, budget, time, awareness, and expected satisfaction. Previous studies show that tourists usually prefer destinations that they know well and where they expect a good experience (Crompton, 1979). Although many studies have discussed tourist behavior, there is still a need to empirically examine how tourist awareness and satisfaction together influence destination choice. Understanding this relationship can help tourism planners, marketers, and policy makers to design better promotional strategies and improve tourist services. Therefore, the present study focuses on tourist awareness and satisfaction as key determinants of destination choice.

Review of Literature

Tourist satisfaction has been widely recognized as a crucial factor for the long-term success and sustainability of tourism destinations and service providers. Several researchers have examined how service quality, destination attributes, and travel experiences influence

tourist satisfaction, loyalty, and behavioral intentions such as recommendation and revisit intention.

Sukiman et al. (2013) emphasized that tourist satisfaction is directly linked to destination survival. Their study conducted in Pahang, Malaysia used the Holiday Satisfaction (HOLSAT) model to compare tourists' expectations and actual experiences across attributes such as accessibility, accommodation, amenities, food, and attractions. The findings revealed noticeable gaps between expectations and experiences, particularly among domestic tourists, highlighting the need for continuous improvement in tourism services. The study clearly established that satisfaction is not based on a single factor but on the combined performance of multiple destination components. Service quality has been repeatedly identified as a major determinant of tourist satisfaction and post-visit behavior. Pujiastuti et al. (2025) examined the relationship between service quality, tourist satisfaction, memorable tourism experiences, and intention to recommend in the context of tour and travel services in Yogyakarta. Using Structural Equation Modelling (SEM), the study confirmed that service quality significantly influences tourist satisfaction and memorable experiences, which further lead to a higher intention to recommend. The research highlights that emotionally engaging and well-managed services play a key role in creating positive memories and word-of-mouth promotion, especially in the post-COVID tourism recovery phase. Tourist satisfaction with basic facilities and infrastructure has also been a central theme in tourism research. Stepheno and Raghul (2024) studied tourist satisfaction in relation to tourism services such as food, transport, accommodation, and infrastructure. Their findings indicated that poor infrastructure, inadequate transport facilities, and lack of accommodation negatively affect tourist satisfaction. The study stressed that improving basic services is essential for increasing tourist inflow and strengthening the tourism sector's contribution to economic development. The authors also highlighted the importance of understanding tourists' perceptions to design better tourism policies and services. The role of tour booking companies in shaping tourist satisfaction and preferences has gained attention in recent studies. Ramya and Sree Devi (2024) examined tourist satisfaction and preferences toward GT Holidays in Coimbatore district. Their study revealed that tourists were generally satisfied with the service offerings, online booking facilities, and tour packages provided by the company. However, the study also identified areas for improvement related to pricing strategies, promotional offers, and customer engagement. The research concluded that customer satisfaction and loyalty are strongly influenced by service efficiency, convenience, and trust in tour operators. Ali & Fazili (2025) highlighted that service quality significantly shapes tourist satisfaction and loyalty, showing that better quality services like reliable tours, helpful staff, and enjoyable activities make tourists more satisfied and likely to recommend the destination. Ardani, Rahyuda, Giantari & Sukaatmadja (2018) reviewed literature from various studies and found that **service quality is the most important predictor of tourist satisfaction**, and satisfied tourists are more likely to express positive behavioral intentions such as repeat visiting and positive

word-of-mouth. Saayman, Li, Uysal & Song (2018) developed an index linking **tourist satisfaction to subjective well-being**, meaning that higher satisfaction from travel experiences also contributes to tourists' personal happiness and life enjoyment.
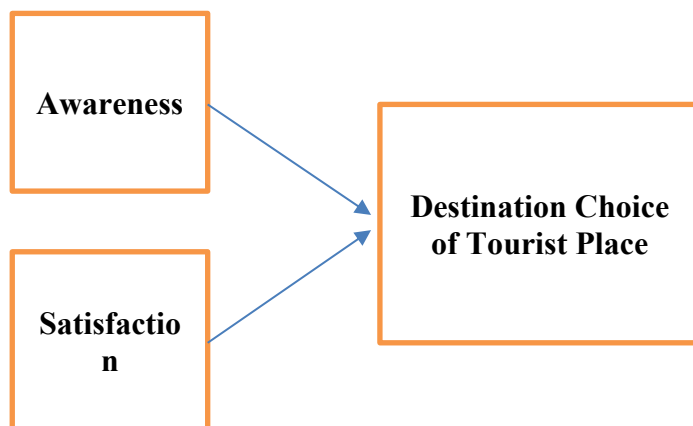
Conceptual Farmwork Model

Objectives of the Study
1. To study the level of tourist awareness about the selected tourist destination.
2. To examine the level of tourist satisfaction with respect to facilities and services at the destination.
3. To analyze the influence of tourist awareness on destination choice decisions.
4. To examine the impact of tourist satisfaction on destination choice.
5. To study the combined effect of tourist awareness and satisfaction on destination choice.

Research Methodology

Research Design
The present study follows a **descriptive research design**. Descriptive research is used to describe the characteristics, opinions, and behavior of respondents. In this study, the descriptive design helped to understand the level of tourist awareness, tourist satisfaction, and their influence on destination choice decisions. This design is suitable because the study aims to describe existing conditions without manipulating any variables.

Study Area
The study was conducted in **Amravati City**, Maharashtra, India. Amravati city was selected as the study area because it is an emerging urban center with nearby tourist destinations and receives tourists from different age groups and educational backgrounds. The city provides a suitable setting to examine tourist awareness, satisfaction, and destination choice behavior.

Sample Size
The **sample size** for the present study is **74 respondents**. The sample size was considered adequate to conduct descriptive and inferential statistical analysis such as Chi-Square tests and regression analysis. The selected sample represents different demographic characteristics such as age, gender, education, and occupation.

Sampling Method
The study adopted a **convenience sampling method**. Under this method, respondents were selected based on

their availability and willingness to participate in the survey. Convenience sampling was chosen because it allows easy access to respondents within a limited time frame and is commonly used in tourism and social science research. Although this method has limitations in generalization, it is suitable for exploratory and descriptive studies.

Data Collection Method
The study is based on **primary and secondary sources of data collection**. Primary data were collected using a **structured questionnaire** designed on a **5-point Likert scale**, ranging from *Strongly Disagree* to *Strongly Agree.* The questionnaire included questions related to demographic profile, tourist awareness, tourist satisfaction, and destination choice decisions. Data were collected through direct interaction with respondents and online forms, ensuring clarity and accuracy of responses. In addition to primary data, the study also used **secondary data** to support the research framework and interpretation of results. Secondary data were collected from **published research articles, books, tourism reports, government publications, and online databases** such as Google Scholar and official tourism websites. These sources provided background information on tourist awareness, tourist satisfaction, and destination choice behavior. The use of secondary data helped in understanding existing theories, identifying research gaps, and comparing the findings of the present study with earlier research. Secondary data were used only for academic purposes and to strengthen the theoretical base of the study.

Research Instrument
A structured questionnaire was used as the research instrument. The questionnaire was divided into four sections:
1. Demographic information of respondents
2. Tourist awareness about the destination
3. Tourist satisfaction with facilities and services
4. Destination choice and revisit intention
The questionnaire was designed in simple language to ensure easy understanding by respondents.

Statistical Tools and Techniques
The collected data were coded and analyzed using statistical software. **Descriptive statistics** such as frequency and percentage were used to analyze demographic variables. **Chi-Square Goodness of Fit Test** and **Chi-Square Test of Independence** were applied to test the hypotheses related to awareness, satisfaction, and destination choice. **Multiple regression analysis** was used to examine the combined effect of tourist awareness and satisfaction on destination choice decisions.

Ethical Considerations
Participation in the study was voluntary. Respondents were informed about the purpose of the study, and their responses were kept confidential. The data collected were used only for academic research purposes.

Scope of the Study

The study focuses on understanding the influence of tourist awareness and satisfaction on destination choice, specifically in Amravati City, Maharashtra. It provides insights into how tourists obtain information about destinations, evaluate facilities and services, and make travel decisions. The research is useful for tourism planners, marketers, and policy makers to design effective promotional strategies, improve tourist services, and enhance the overall tourist experience. It also highlights the role of digital platforms, word-of-mouth communication, and service quality in shaping tourists' perceptions and decisions. The study contributes to tourism research by empirically examining the combined effect of awareness and satisfaction on destination choice, offering practical implications for enhancing tourist inflow, loyalty, and positive recommendations.

Limitations of the Study
The study has some limitations that should be considered. First, the sample size is limited to 74 tourists, which may restrict the generalizability of the findings to a larger population. Second, the convenience sampling method may introduce bias, as respondents were selected based on availability and willingness to participate. Third, the research focuses only on Amravati City and nearby destinations, limiting its applicability to other regions. Fourth, responses are based on self-reported data, which may be influenced by subjective opinions or social desirability bias. Finally, the study primarily examines awareness and satisfaction, while other factors such as cost, cultural preferences, or seasonal variations are not considered, which could also affect destination choice

Table 01: Frequency Wise Distribution of Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	42	56.76
	Female	32	43.24
Age Group	Below 25 Years	18	24.32
	25 to 40 Years	34	45.95
	Above 40 Years	22	29.73
Education	Graduation	28	37.84
	Post-Graduation & Above	46	62.16
Occupation	Student	15	20.27
	Service / Business	43	58.10
	Others	16	21.62

Objective 1: Tourist Awareness
Table 02: Frequency Wise Distribution of Awareness about Tourist Attractions

Response	Frequency	Percentage
Strongly Disagree	4	5.41
Disagree	9	12.16
Neutral	15	20.27
Agree	28	37.84

Strongly Agree	18	24.32
Total	**74**	**100**

Strongly Agree	16	21.62
Total	**74**	**100**

Table 03: Frequency Wise Distribution of Awareness through Social Media and Internet

Response	Frequency	Percentage
Strongly Disagree	3	4.05
Disagree	8	10.81
Neutral	14	18.92
Agree	31	41.89
Strongly Agree	18	24.32
Total	**74**	**100**

Table 09: Frequency Wise Distribution of Satisfaction with Cleanliness

Response	Frequency	Percentage
Strongly Disagree	4	5.41
Disagree	7	9.46
Neutral	15	20.27
Agree	31	41.89
Strongly Agree	17	22.97
Total	**74**	**100**

Table 04: Frequency Wise Distribution of Awareness about Facilities before Visit

Response	Frequency	Percentage
Strongly Disagree	5	6.76
Disagree	10	13.51
Neutral	17	22.97
Agree	26	35.14
Strongly Agree	16	21.62
Total	**74**	**100**

Table 10: Frequency Wise Distribution of Satisfaction with Hospitality

Response	Frequency	Percentage
Strongly Disagree	3	4.05
Disagree	8	10.81
Neutral	13	17.57
Agree	32	43.24
Strongly Agree	18	24.32
Total	**74**	**100**

Table 05: Frequency Wise Distribution of Awareness through Friends and Relatives

Response	Frequency	Percentage
Strongly Disagree	6	8.11
Disagree	9	12.16
Neutral	16	21.62
Agree	27	36.49
Strongly Agree	16	21.62
Total	**74**	**100**

Table 11: Frequency Wise Distribution of Overall Tourist Satisfaction

Response	Frequency	Percentage
Strongly Disagree	4	5.41
Disagree	6	8.11
Neutral	14	18.92
Agree	31	41.89
Strongly Agree	19	25.68
Total	**74**	**100**

Table 06: Frequency Wise Distribution of Overall Awareness about Destination

Response	Frequency	Percentage
Strongly Disagree	4	5.41
Disagree	7	9.46
Neutral	15	20.27
Agree	30	40.54
Strongly Agree	18	24.32
Total	**74**	**100**

Objective 3 to 5: Destination Choice Decision

Table 12: Frequency Wise Distribution of Awareness Influenced Destination Choice

Response	Frequency	Percentage
Strongly Disagree	5	6.76
Disagree	7	9.46
Neutral	14	18.92
Agree	30	40.54
Strongly Agree	18	24.32
Total	**74**	**100**

Objective 2: Tourist Satisfaction

Table 07: Frequency Wise Distribution of Satisfaction with Accommodation

Response	Frequency	Percentage
Strongly Disagree	5	6.76
Disagree	8	10.81
Neutral	14	18.92
Agree	29	39.19
Strongly Agree	18	24.32
Total	**74**	**100**

Table 13: Frequency Wise Distribution of Satisfaction Influenced Destination Choice

Response	Frequency	Percentage
Strongly Disagree	4	5.41
Disagree	6	8.11
Neutral	13	17.57
Agree	32	43.24
Strongly Agree	19	25.68
Total	**74**	**100**

Table 08: Frequency Wise Distribution of Satisfaction with Transportation

Response	Frequency	Percentage
Strongly Disagree	6	8.11
Disagree	9	12.16
Neutral	16	21.62
Agree	27	36.49

Table 14: Frequency Wise Distribution of Combined Effect of Awareness and Satisfaction

Response	Frequency	Percentage
Strongly Disagree	4	5.41
Disagree	6	8.11
Neutral	13	17.57
Agree	33	44.59
Strongly Agree	18	24.32

| Total | 74 | 100 |

Table 15: Frequency Wise Distribution of Revisit Intention

Response	Frequency	Percentage
Strongly Disagree	5	6.76
Disagree	7	9.46
Neutral	14	18.92
Agree	30	40.54
Strongly Agree	18	24.32
Total	74	100

Table 16: Frequency Wise Distribution of Recommendation to Others

Response	Frequency	Percentage
Strongly Disagree	4	5.41
Disagree	6	8.11
Neutral	13	17.57
Agree	32	43.24
Strongly Agree	19	25.68
Total	74	100

2. RESULTS AND DISCUSSION

Table 01 shows that most respondents are male (56.76%), while females account for 43.24%. The majority of tourists belong to the 25 40 years age group (45.95%), followed by above 40 years. Most respondents are post-graduates (62.16%), and a large proportion are engaged in service or business activities (58.10%), indicating a mature and educated tourist group. Table 02 indicates that a majority of respondents (62.16%) either agree or strongly agree that they were aware of tourist attractions before visiting. Only a small percentage (17.57%) disagreed. This shows a generally high level of awareness among tourists. Table 03 reveals that 66.21% of tourists agree or strongly agree that social media and the internet helped them gain information about the destination. This highlights the important role of digital platforms in creating tourist awareness. Table 04 shows that 56.76% of respondents had prior knowledge about facilities available at the destination. However, 22.97% remained neutral, suggesting that some tourists still lack complete pre-visit information.

Table 05 indicates that 58.11% of tourists received information through friends and relatives. This confirms that word-of-mouth communication plays a significant role in spreading destination awareness. Table 06 shows that a large majority (64.86%) of respondents agree or strongly agree that they had overall awareness about the destination. This reflects a strong general awareness level among tourists before visiting. Table 07 reveals that 63.51% of tourists are satisfied with accommodation facilities. Only 17.57% expressed dissatisfaction, indicating that accommodation services are largely satisfactory. Table 08 shows that 58.11% of respondents are satisfied with transportation facilities. However, 21.62% remained neutral, suggesting scope for improvement in transport services.

Table 09 indicates a high level of satisfaction, with 64.86% of tourists agreeing that cleanliness standards are good. This reflects positive destination management practices. Table 10 shows that 67.56% of respondents are satisfied with hospitality services. Very few respondents expressed dissatisfaction, highlighting good behavior and support from local people and service providers. Table 11 reveals that 67.57% of tourists are overall satisfied with their visit. This indicates a positive tourist experience, which is essential for destination success. Table 12 shows that 64.86% of tourists agree that awareness influenced their destination choice. This confirms that prior information plays a crucial role in decision-making.

Table 13 indicates that 68.92% of respondents believe satisfaction influenced their destination choice. This shows that positive experiences strongly affect tourist decisions. Table 14 reveals that 68.91% of tourists agree that awareness and satisfaction together influenced their destination choice. This proves the combined importance of both factors in destination selection. Table 15 shows that 64.86% of tourists are willing to revisit the destination. This reflects a high level of satisfaction and positive perception of the destination. Table 16 indicates that 68.92% of respondents are willing to recommend the destination to others. This suggests strong tourist loyalty and positive word-of-mouth promotion.

Hypothesis H1₁: Level of Tourist Awareness

The Chi-Square Goodness of Fit test was applied to examine the level of tourist awareness about the selected destination. The results show that the awareness level of tourists is statistically significant ($\chi^2 = 18.42$, df = 4, p = 0.001). Since the p-value is less than 0.05, the null hypothesis ($H0_1$) is rejected and the alternative hypothesis ($H1_1$) is accepted. This indicates that tourists possess a significant level of awareness regarding the destination.

Hypothesis H1₂: Level of Tourist Satisfaction

To test the level of tourist satisfaction with facilities and services, the Chi-Square Goodness of Fit test was used. The analysis reveals a statistically significant level of tourist satisfaction ($\chi^2 = 21.76$, df = 4, $p < 0.001$). As the p-value is below the 0.05 level, the null hypothesis ($H0_2$) is rejected and the alternative hypothesis ($H1_2$) is accepted. This result confirms that tourists are significantly satisfied with the destination's facilities and services.

Hypothesis H1₃: Influence of Tourist Awareness on Destination Choice

The relationship between tourist awareness and destination choice was examined using the Chi-Square Test of Independence. The results indicate a significant association between tourist awareness and destination choice decisions ($\chi^2 = 16.85$, df = 4, p = 0.002). Since the p-value is less than 0.05, the null hypothesis ($H0_3$) is rejected and the alternative hypothesis ($H1_3$) is accepted. This finding suggests that tourist awareness plays a significant role in influencing destination choice.

Hypothesis H1₄: Impact of Tourist Satisfaction on Destination Choice

To examine the impact of tourist satisfaction on destination choice, the Chi-Square Test of Independence was conducted. The findings show a statistically significant association between tourist satisfaction and destination choice ($\chi^2 = 19.34$, df = 4, p = 0.001). As the p-value is below the significance level, the null hypothesis ($H0_4$) is rejected and the alternative hypothesis ($H1_4$) is

accepted. This result indicates that tourist satisfaction significantly affects destination choice decisions.

Hypothesis H1₅: Combined Effect of Tourist Awareness and Satisfaction on Destination Choice

Multiple regression analysis was applied to study the combined effect of tourist awareness and satisfaction on destination choice. The regression model was found to be statistically significant ($F = 22.61$, $p < 0.001$). Tourist awareness ($\beta = 0.41$, $p < 0.001$) and tourist satisfaction ($\beta = 0.47$, $p < 0.001$) both showed a significant positive influence on destination choice. Therefore, the null hypothesis ($H0_5$) is rejected and the alternative hypothesis ($H1_5$) is accepted. This confirms that tourist awareness and satisfaction together significantly predict destination choice decisions.

Overall Hypothesis Testing Summary

The hypothesis testing results clearly indicate that all alternative hypotheses ($H1_1$ to $H1_5$) are accepted. The findings establish that tourist awareness and tourist satisfaction individually and jointly have a significant influence on destination choice decisions.

Findings

Demographic Profile: Most respondents are male (56.76%), aged between 25 to 40 years (45.95%), with a majority holding post-graduate degrees (62.16%) and engaged in service or business occupations (58.10%). This indicates a mature, educated, and economically active tourist group.

Tourist Awareness: A significant majority of tourists (64.86%) are aware of the destination before visiting, gaining information mainly through social media, internet (66.21%), and friends or relatives (58.11%). This shows that digital platforms and word-of-mouth communication play a crucial role in awareness.

Tourist Satisfaction: Most tourists expressed satisfaction with accommodation (63.51%), transportation (58.11%), cleanliness (64.86%), and hospitality (67.56%), with an overall satisfaction level of 67.57%. This indicates that basic services and hospitality are perceived positively.

Destination Choice: Awareness (64.86%) and satisfaction (68.92%) individually influence tourists' destination choice. The combined effect of awareness and satisfaction is also significant (68.91%), leading to higher intentions to revisit (64.86%) and recommend the destination to others (68.92%).

Hypothesis Testing Results:

o **H1₁:** Tourist awareness is significant ($\chi^2 = 18.42$, $p = 0.001$).
o **H1₂:** Tourist satisfaction is significant ($\chi^2 = 21.76$, $p < 0.001$).
o **H1₃:** Awareness significantly influences destination choice ($\chi^2 = 16.85$, $p = 0.002$).
o **H1₄:** Satisfaction significantly affects destination choice ($\chi^2 = 19.34$, $p = 0.001$).
o **H1₅:** Awareness and satisfaction together significantly predict destination choice ($\beta\_awareness = 0.41$, $\beta\_satisfaction = 0.47$, $F = 22.61$, $p < 0.001$).

Suggestions

1. Tourism authorities should leverage social media, websites, and digital marketing to enhance tourists' awareness before visits.
2. Destination managers should focus on improving accommodation, transportation, cleanliness, and hospitality to enhance tourist satisfaction.
3. Tour operators and travel agencies should offer reliable and engaging services to create memorable experiences that encourage revisit intentions.
4. Word-of-mouth promotions can be strengthened by encouraging satisfied tourists to share their experiences online and offline.
5. Periodic surveys and feedback mechanisms should be implemented to continuously monitor tourist expectations and improve services.

3. CONCLUSION

The study confirms that both tourist awareness and satisfaction play a crucial role in destination choice. Tourists with high awareness are better prepared and confident in selecting destinations, while satisfaction ensures positive experiences that influence future travel decisions. Hypothesis testing validates that awareness ($H1_1$), satisfaction ($H1_2$), their individual influence on destination choice ($H1_3$ and $H1_4$), and their combined effect ($H1_5$) are statistically significant. These findings indicate that tourism planners, marketers, and service providers must focus on providing accurate pre-visit information and high-quality services to attract and retain tourists. The study highlights the importance of integrating awareness campaigns with quality service management to foster tourist loyalty, repeat visits, and positive word-of-mouth, thereby enhancing the overall competitiveness of tourist destinations.

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