

An Empirical Study On Tourist Attitude And Cognitive Perception In Mahabalipuram, Tamil Nadu

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ABSTRACT

Studies on how tourists react to ethical incidents, expressing their attitudes and emotions on cognitive perceptions at their favorite tourist destinations are meager. Based on an online survey (**n = 250**) commenced in cognitive appraisal theory in which the study attempts to examine people's reactions to a hypothetical reputation of morals at tourism destinations. Results obtained through structural equation model suggested that the more favorable the experience, the greater acknowledgment of attitude, emotions and on cognitive perception is expressed as a responsibility at the hosting destination, chances are more likely that an individual will develop pleasant emotions toward the destination. Consecutively, the traveler then decides to ponder over the memories emotionally and spread positive word of mouth about it. The study also highlights the importance of a positive destination image and emphasized on the fact that the pleasurable benefits are always considered a multidimensional factor, that is fundamental in playing the role of a forerunner to tourist destinations. Satisfaction and loyalty are definite indicators of tourist attitude that will be a key in selecting destination for tourism. In this perspective, the findings reveal that such attitude could be affective, cognitive in nature and that has exposed many different factors creating optimum levels of satisfaction; in a sense, they are directly linked to the tourist attitude, emotions and cognitive perceptions. On the other hand the environment of the destination on attitude among tourist can be the values perceived by them for selecting the place. Similarly, it is also being termed as a consequence of emotional enjoyment and the perception of destination's caliber to cater quality of services in that place. Overall, attitude can be the result of the consequences among various amenities at the tourist destinations, together with cognitive perceptions by the tourist. In this regard, the benefits perceived at the destination will be the principal components to determine tourist attitude. From this perspective, this study suggests that attitude; emotions and cognitive perception are determined by the functions concerned with pleasure, and expounding benefits perceived by the tourist. Likewise, it is suggested that the practical, enjoyable and figurative benefits perceived by the tourist will be a consequence of the attitude and emotions developed towards cognitive perception and evaluation of the tourist destinations.

Key Words: Cognitive perception, Tourist attitude, Emotional evaluation, Satisfaction.

I. INTRODUCTION

Tourist attitude: Many focused literatures have revealed that tourist attitude is a prejudiced judgment based on the assessment by the tourist after spending time living at the destined tourist locations. In this regard, tourist attitude certainly depends on the destination and it is fundamentally what the tourist feels about the good-factor that may arise within. In other words, it is the accomplishment of an anticipation, which can be felt and expressed as an affective cognitive state or a mishmash of both, following their living experiences in the particular place. From this perspective, it is termed as a positive assessment or a negative assessment felt by the tourist on the benefits attained in the destination, along with a sum of judgments regarding the quality, emotions and cognitive perception by the tourist.

Practical benefits: Practical benefits or sometimes functional benefits that can be judged through outward appearance by the tourist for selecting a destination and that play a vital role in the process. Such benefits are created by the host and the tourists destinations for fulfilling an individual's cognitive need and that consequently gets adapted to the situation. This can also be defined as the service achieved through functional value which is solution-oriented alternative that enables the tourists to choose the substitute that best fulfills their expectations, thus achieving this experience by qualities of the destination. It is evident that a destination is fulfilled with more practical needs catering to the tourists, the better the perceived functional benefit will be experienced by the end-users. . The enhanced abilities to fulfill the multiple needs provided during the visit will increase the chances of greater effectiveness on the tourist to visit again. Consequently, the functional qualities at the tourist destinations become the factor to be chosen and visited often.

Pleasurable benefits: The experience of the tourist should be a pleasurable, which should be distinct in nature, leading to enjoyment in terms of service, associated to their dreams and desires. During the process of selecting a tourist destination, the pleasurable benefit expected by a tourist is pertinent to the enjoyment derived from that place and same is assessed through the mutually beneficial factors. This results from emotional-sensory experiences, arising from the need of the hour inspirations and power to perceive. This is one of the ways to characterize multiple heightened senses experiencing the sensorial stimulation when activated at a particular situation. Therefore, many tourist destinations offer multiple products and services that stimulate their visitor, eventually offering pleasurable benefits and leading to pleasing experiences. Always providing better multisensory experiences for the tourist will enhance and improve the delight and satisfaction of the visit. Tourist destinations are fundamentally aesthetic with visual contact; exclusive landscapes are important factors to stimulate the sensory pleasures within the tourists.

Figurative benefits: The figurative benefits about a tourist destination perceived from the social media and internet resources, and from the positive word of mouth, whether be it real or fake, distinguished by the tourist can be defined as the benefit received through the multiple elements of "Personal-Knowledge" to a large extent may result from the assessment of others. Probing the concept "personal knowledge" in this angle, self has three major aspects: attitude, consistence and disposition "Attitude" refers to one's individual self-image, "consistence" is what the individual would like to maintain a standard, "disposition" is the way the individual thinks they are perceived by the outlook of other people. Therefore, tourists could become accustomed to their manners in a destination, either to strengthen or improve their personal-knowledge on understating the place in their mindset. However,

they could also visit other places that communicate a figurative meaning to themselves, through which the benefit perceived will be subject to appreciation on the senses of being in the right place to visit.

Cognitive perception: Objective knowledge about a place and the quality of physical characteristics of the environment is termed as cognitive perception. In some particular literature on tourism, cognition has been argued as it the deposit of people's ideas, impressions and beliefs, about a place or a destination. In the same lines, reviewing the literature on tourism discloses a n extensive coverage of studies related to tourist cognition in which how a tourists defines a place in his own terms, , as well as in his own an image such that the cognitive perception is appropriate to tourist behavior. Since tourism is an unrestricted action with a wide range of pleasurable of choice and very less limitations; cognitive perception specifically includes practices related to considerations on motivation and events, understanding, memories of the past events, assessments, and purchasing choices.

Emotional evaluation: In terms of emotionally evaluating a tourist destination by a tourist, the process is all about defining the way they feel about the place or the evaluation of the emotions experienced in the place along with the quality of the natives. The psychological needs are fulfilled when the visitors gets motivated by the manifestation of destinations and their point of attractions, along with their emotional qualities.. In general, a destination is linked to the tourists on account of emotional links that can be either positive or negative. This is the breakeven point which measures the link between emotions and products that evokes an image of the destination in the tourists mind. Accordingly, an emotional evaluation can emerge from within, including memory sensor processes that produce primitive

formed affective assessment and also from the other conceptual outline provided from the external resources.

2. REVIEW OF LITERATURE

The literature review that follows is divided into three sections. The first considers the theoretical background to the study, which focuses on tourist attitude. The second section deals with the emotional responses of the tourists and the third second section focuses on cognitive perceptions and emotional reactions of the tourists.

Tourist attitude: The conceptual model used in this study is based on (Lazarus' 1991) attitude, emotions and cognitive appraisal framework. The sequence begins with the cognitive evaluation using the variable responsibility attribution. This describes the cognitive association of the tourist attitude with the emotional incident to one or more incidents (Coombs, 2007). This can be said to equate to the concept of pleasurable benefits i.e. the share of ideas that can be attributed to an destination whose action is deemed ethically or socially the best (Alicke, 2000). Gentleness, meanwhile, is related to the perceived amount of pleasure that is perceived at the destination. (Coombs & Holladay, 2002) and the degree to which established expectations have been fulfilled by the host at the tourist place (Fediuk, Coombs, & Botero, 2010). It is also related to the estimated likelihood of the positive impact concerned being enjoyed by the individual because making the determination (Tennen and Affleck, 1990 , Walster, 1966). The expectations that an individual has are evaluated in this paper through the concept of destination image, which is the replica of a tourist's expectations and impressions, beliefs and ideas, connected to a destination (Chon, 1991, Murphy et al., 2000)

Emotional response: With regard to the second dimension, the emotional response, this paper

draws on Izard's (1977) hostility triad of emotions – namely peace of mind, enjoyment, and attraction – which has recently been shown to be experienced by tourist in the context of an ethical incident (Grappi, Romani, & Bagozzi, 2013). Evidence suggests that these emotions are likely to occur when attributing pleasurable benefits (Smith & Ellsworth, 1985) and that they are directly linked to manage strategies (Lazarus, 1991b). Calmness is generally described as a demonstrative emotion which is elicited when leading to enjoyment in terms of service, associated to their dreams and desires are fulfilled along with one's social relations or even the public at large (Keltner et al., 1993, Lazarus, 1991b, Nabi, 1999, Romani et al., 2013, Turner, 2007, Yuksel et al., 2010). Reverence or value refers to the positive evaluation of others in terms of their ethical or social behavior. (Rozin, Lowery, Imada, & Haidt, 1999), and emotional-sensory experiences, arising from the need of the hour inspirations and power to perceive describes an emotion experienced when 'ethics of divinity' (such as praising on human dignity) are practiced (Tangney, Stuewig, & Mashek, 2007). The strong conceptual and psychometric overlap (Hutcherson & Gross, 2011), of these three emotions are conceptualised as a single factor and hereafter referred to as "mutual aid emotions" (see also Rozin et al., 1999).

Cognitive perceptions: As such, when tourists experience mutual aid emotions, they decide to concentrate on trying to manage their emotions physically and mentally making the incident to stay in their memory forever (Carver, Scheier, & Weintraub, 1989). Such remarkable behavior allows the individual emotions to endeavor and is defined as tourist attempt to remember the incident in their emotions through the mental or physical memorandum which attaches them to the situation (Folkman, Lazarus, Dunkel-Schetter, DeLongis, & Gruen, 1986). Creating strategies are often chosen when an enjoyable

situation appears to be overwhelming (Lazarus & Folkman, 1987) or is deemed flexible to come again to that place and spreading the positive word of mouth with in the society (Folkman et al., 1986). Recent studies by Jin (2009) and Jin and Hong (2010) have established that attachment coping occurs in a pleasurable benefit context.

3. RESEARCH METHODOLOGY

Both primary and secondary data were taken into account for this study. Secondary data has been mainly collected from related websites, publications, News papers, journals and magazines. A structured questionnaire was administered to the tourists visiting Mahabalipuram in order to collect the required primary data for the study. Our questionnaire had three phases, divided equally. First phase dealt with demographic information of the tourists, second phase dealt with information related to the tourist attitude and third phase was constructed with two questions, starting from strongly disagree to strongly agree for the variables that decide on emotions and overall cognitive perception of tourists in the destination and their preferences. The second question is on functions concerned with pleasurable benefits, practical benefits and figurative benefits perceived by the tourist. Similarly, it is suggested that the practical, enjoyable and figurative benefits perceived by the tourist will be a consequence of the attitude and emotions developed towards cognitive perception and evaluation of the tourist destinations. To select the sample tourist respondents, convenience sampling method was used. A total of 455 tourists from United States of America, Europe, Australia and Asia were approached, and 268 of them agreed to respond the survey. 18 of the 268 filled in questionnaire were omitted due to missing data and inconsistencies. Therefore, final sample size of this study is **250**. The data collected were analyzed using SPSS software. The demographic

profile and travel attitude, emotions and cognitive responses of the sample tourists were analyzed using simple percentage method.

4. HYPOTHESIS OF THE STUDY

The following null hypotheses are framed for the present study:

H01: There is no direct positive effect between the functional benefits perceived by the tourist at destinations and the tourist attitude.

H02: There is no direct positive effect between the Pleasurable benefit perceived by the tourist at destination and the tourist attitude.

H03: There is no direct positive effect between the Figurative benefit perceived by the tourist at destination and the tourist attitude.

H04: There is no direct positive effect between the cognitive perception of a tourist at destination and the functional benefits.

H05: There is no direct positive effect between the cognitive perception of a tourist at destination and the pleasurable benefits

H06: There is no direct positive effect between the cognitive perception of a tourist at destination and the figurative benefits.

5. ANALYSIS AND INTERPRETATION

Demographic distribution: Tourism industry in India is widely being promoted as Tamil Nadu's tourism sector is recovering from the impact of the pandemic, and the State Tourism made its jackpot with a rebrand during the 44th Chess Olympiad, that took place in Mahabalipuram during July 2022 to August 2022. Meanwhile Tamil Nadu is the top tourist destination in terms of domestic and International tourist arrivals and that we contribute at least 10% to 12% of the State GDP is being supported from the tourism sector funds. Now that, international footfall has increased and we trying to popularize and thus reviving the tourism policies, also participating in international tourism trade festivals to make our marketing strategy more trendy. The first international tourism trade festivals took place after the Chief Minister (Mr. M.K. Stalin) visited Dubai during this year (2022). The Tamil Nadu tourism department established exhibit halls in the India pavilion promoting our State as safe and economic tourist destination. The demographic data for our research is shown in the below table:

Table 1: Demographic Distribution

S.No.	Variable	Respondents	%
1. Gender	Male	127	51%
	Female	123	49%
	Total	250	100%
2. Age	18 – 35	115	46%
	36-54	83	33%
	55 and Above	52	20%
	Total	250	100%
3. Nationality	European	95	34%
	American	52	22%

	Australian	45	19%
	Asian	58	25%
	Total	250	100%
4. Academic Qualification	School	20	8%
	Diploma	56	22%
	Graduate	66	26%
	Post Graduate	68	27%
	Above PG	40	16%
	Total	250	100%

The above table explicit the gender distribution of our participants, which is pretty even, among the male and female categories with 51% male 49% female respondents. With regard to the age groups, it is proven that young tourists are always on the move; age group of 18 to 35 years is 46%, and the tourist in the age group of 36 to 54 years is 33% and the least age group travelers fall in the 55 years and older 20%. It is obvious that most of our respondents (tourists) are from the European countries 34% and second major category is from the Asian countries 25% like Japan and Malaysia. Tourists from the United States of America 22%, whereas 19% of the respondents are from Australia. Analysis on the Education of our respondents seems quite interesting; almost majority 27% of the tourists were Post Graduates, 26% of the tourists were Graduates, 22% of tourists respondents hold Diploma and almost 16% of the remaining respondents were Post graduate, and finally 8%

of the respondents had only a Higher secondary school education. No respondents in this sample belong to the primary education level or below.

The first stage of the analysis and interpretation stated with creating scales with a level of validity in terms of research content. Considering this as top of mind, with support from literature of previously conducted studies on similar lines, the below scales were created for tourist attitude and cognitive perceptions (Functional benefit, Pleasurable benefit, Figurative benefit). This preliminary analysis confirmed the subsistence of the dimensions on each factor from previous studies. Therefore the items were tabulated as assertions for better understanding and for the analysis through a 7-point Likert scale tabulated below in Table 2.

Table 2: Scales on Functional benefit, Pleasurable benefit, Figurative benefit

FUNCTIONAL BENEFITS (FNB)		
	FNB 1	Best place I have visited
	FNB 2	what I expected here is best
	FNB 3	Fulfilling my expectation level
	FNB 4	What I imagined is exactly here
	FNB 5	best choice I ever made
	FNB 6	Best place of my vacation
	FNB 7	I found the exact vacation place
	FNB 8	This place is always convenient for all vacations

PLEASURABLE BENEFIT (PLB)		
	PLB 1	Ambience and landscape of this place is lovely
	PLB 2	Aesthetics of this place is wonderful
	PLB 3	Gives pleasure to my senses
	PLB 4	I feel like I am in a castle
	PLB 5	Give me a different world
	PLB 6	Great place filled with fill of fun
	PLB 7	very exciting place with memories
	PLB 8	Can enjoy time and carry memorable senses
FIGURATIVE BENEFIT (FGB)		
	FGB 1	I can see myself here in this place
	FGB 2	I can live the way I feel in this place
	FGB 3	Best place to choose
	FGB 4	Favorite place for many people
	FGB 5	The best vacation spot compared to others
	FGB 6	Love to be in place throughout the year
COGNITIVE PERCEPTION (CGB)		
	CGB 1	Very safe place for vacation
	CGB 2	Very hygienic and green scape
	CGB 3	good transport connectivity
	CGB 4	adequate signage with indication
	CGB 5	Filled with lot of fun
	CGB 6	Very lively and community oriented
	CGB 7	Cheerful place with pleasing workforce

Source: Primary Data

Multidimensional analysis of Cognitive perceptions: A non-probability SEM analysis was done used using the quotas, proportional to the tourist destinations visited in Chengalpet District according, and other attractions in the nearby destinations. The data was subjected to a psychometric analysis in order to obtain scales with a reasonable level of reliability, validity and

dimensionality. On the other hand, an individual analysis on the multidimensionality of the Cognitive Perceptions were conducted (see below table 3). It is quite interesting to note the results of the partial analysis and the global model, proving both results seems to be satisfactory.

Table 3: Multidimensional analysis of Cognitive perceptions

Variable		Actual Values	Order 1	Order 2
			Cognitive Perceptions	
Functional	NCP	Minimum	1028.942	118.176
	ECVI	Minimum	1.522	0.291
	RMSEA	<0.08	0.178	0.08
Pleasurable	NFI	High (close to 1)	0.80	0.98
	IFI	High (close to 1)	0.82	0.98
	CFI	High (close to 1)	0.81	0.98
Figurative	AIC	Minimum	1139.95	218.176
	Normed χ^2	[1; 5]	24.39	4.91

Two analysis, one on confirmatory factor analysis (SEM) and second one on exploratory factor analysis and were conducted, along with various reliability analyses using Cronbach's alpha, construct reliability and variance extracted (AVE).

In order to recognize items separated from the stipulated dimension, primary element factor analyses was conducted with Maximum Variance rotation. While following this procedure, there no need for elimination of indicators from the analyzed scales analyzed (ref. Table 4 below). The facts of the results show what all featured a reasonable level of unity in dimensionality, with factor loadings rate over 0.4. While considering different scales with SEM, a confirmatory factor

analysis was developed to confirm the variables were sufficient for a suitable adjustment of the model. The requirements consider three criteria, first is to eliminate the weak indicators with a convergence of corresponding latent variable. A respondent higher than 2.29 ($p = 0.010$) was used as a requirement. The second criteria is to separate those variables with loadings coefficients lower than 0.50. Finally, indicators with a linear relationship R^2 lower than 0.30 must be eliminated. We have used SPSS version 21 for this analysis. The test results prove that no indicators were eliminated in accordance with the three criteria set for this analysis. The adjustment indexes in this confirmatory factor analysis model was accepted: Normed χ^2 5.08, IFI 0.906, CFI 0.905, RMSEA 0.075.

Table 4: Exploratory Factor Load Analysis

INDICATORS	Variable	Load	Variance %	Actual Value
FUNCTIONAL BENEFITS (STF)	FNB 1	0.81	72.75	3.69
	FNB 2	0.86		
	FNB 3	0.87		
	FNB 4	0.82		
	FNB 5	0.87		
	FNB 6	0.85	73.55	2.95
	FNB 7	0.89		
	FNB 8	0.85		

INDICATORS	Variable	Load	Variance %	Actual Value
PLEASURABLE BENEFIT (PLB)	PLB 1	0.90	81.08	2.43
	PLB 2	0.90		
	PLB 3	0.84		
	PLB 4	0.92	85.98	1.73
	PLB 5	0.92		
	PLB 6	0.84	73.50	2.92
	PLB 7	0.87		
	PLB 8	0.86		
FIGURATIVE BENEFIT (FGB)	FGB 1	0.88	69.53	1.58
	FGB 2	0.88		
	FGB 3	0.88	76.39	3.12
	FGB 4	0.90		
	FGB 5	0.87		
	FGB 6	0.81		
COGNITIVE PERCEPTION (CGB)	CGB 1	0.82	68.35	2.78
	CGB 2	0.78		
	CGB 3	0.84		
	CGB 4	0.85		
	CGB 5	0.89	79.88	2.41
	CGB 6	0.90		
	CGB 7	0.88		

On verifying with the optimal model, reliability test for each of the indicators were confirmed. The three common tests were applied in this study: Cronbach's alpha (limit 0.70), composite construct reliability (limit 0.70) and analysis of

variance extracted (limit 0.50). Results in all the three cases prove that the minimum values defined by default parameters of reliability are persuaded.

Table 5: Reliability test

INDICATORS	Variable	Alpha by Cronbach	Construct reliability	Variance extracted
FUNCTIONAL BENEFITS (FNB)	FNB 1	0.90	0.92	0.72
	FNB 2			
	FNB 3			
	FNB 4			
	FNB 5			

INDICATORS	Variable	Alpha by Cronbach	Construct reliability	Variance extracted
	FNB 6	0.87	0.91	0.72
	FNB 7			
	FNB 8			
PLEASURABLE BENEFIT (PLB)	PLB 1	0.86	0.83	0.63
	PLB 2			
	PLB 3			
	PLB 4	0.84	0.92	0.85
	PLB 5			
	PLB 6	0.81	0.89	0.74
	PLB 7			
	PLB 8			
FIGURATIVE BENEFIT (FGB)	FGB 1	0.73	0.87	0.78
	FGB 2			
	FGB 3	0.89	0.92	0.76
	FGB 4			
	FGB 5			
	FGB 6			
COGNITIVE PERCEPTION (CGB)	CGB 1	0.84	0.89	0.68
	CGB 2			
	CGB 3			
	CGB 4			
	CGB 5	0.87	0.92	0.80
	CGB 6			
	CGB 7			

The content and construct is proving the presence of validity. The scales proved an adequate level of validity due to the critical incident study done by the researcher with the tourists. The construct validity was determined by the proposed scales that were already cleared to meet the convergent and differentiate validity. It was assumed that assuming that that all the standardized coefficients of the confirmatory factor analysis were statistically to be significant between 0.01 and 0.5. A confidence interval test was used to

verify the existence of differentiate validity. The confirmatory factor analysis was executed using the confidence intervals from the correlations and the difference in variables (Ref. below table 6). This test proves that there exists a differentiate validity in the model since no confidence interval contained the value 1. However the procedural process already developed for this model enables us to conclude that the final result demonstrates a good level validity overall.

Table 6: Variance Relationship

CONFIDENCE INTERVAL TEST			
Bi-variance relationship	Confidence Levels	Difference χ^2 (df)	
Entire Model			
Functional benefits - Tourist attitude	0.85–0.87	1856.6 (1)	1854.8 (387)
Pleasurable benefit - Tourist attitude.	0.48–0.52	1860.5 (1)	
Functional benefits - Tourist attitude	0.42–0.44	1887.6 (1)	
Cognitive perception- Functional benefits	0.45–0.49	1891.5 (1)	
Cognitive perception -Pleasurable benefits	0.63–0.66	1855.1(1)	
Cognitive perception - Figurative benefits.	0.52–0.55	1870.1 (1)	
Tourist Attitude—Figurative benefits	0.55–0.57	1873.5 (1)	
Tourist Attitude -Pleasurable benefit	0.85–0.87	1855.3 (1)	
Tourist Attitude—Functional benefit	0.82–0.87	1865.2 (1)	
Tourist Attitude—Cognitive perception	0.52–0.55	1854.8 (1)	
Figurative benefit— Pleasurable benefit	0.73–0.77	1857.6 (1)	
Pleasurable benefit—Functional benefits	0.66–0.69	1895.3 (1)	
Functional benefit—Cognitive benefit	0.62–0.65	1855.5(1)	

6. RESULTS

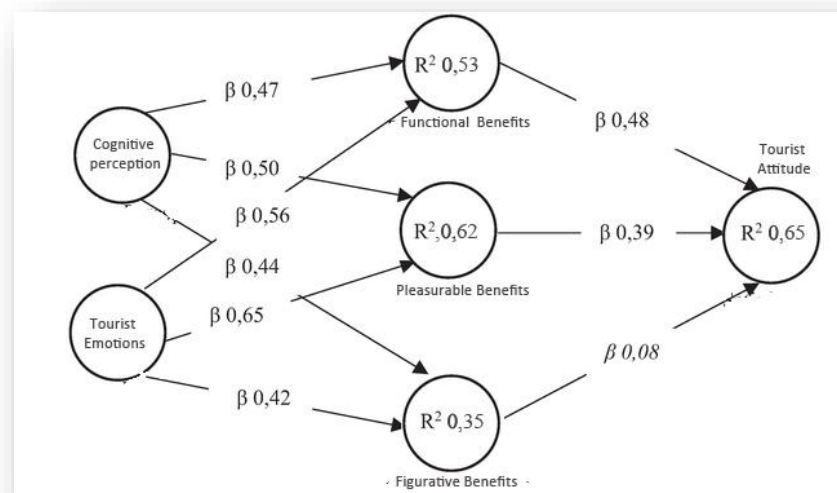


Figure 1: SEM Analysis

The hypotheses presented were confirmed through a SEM model, for which AMOS SPSS software version 21 was used. The values obtained for the indicators of the model seems fair and all the results fall in within the satisfactory levels: IFI 0.909, CFI 0.908, RMSEA 0.073, Normed X^2 4.827. Acceptable values obtained for good fit of coefficient of dependent variables Tourist Attitude is (R^2 0.65); Functional Benefits is (R^2 0.53); Pleasurable Benefits (R^2 0.62); Figurative Benefits (R^2 0.35). The hypotheses presented in this study were contrasted using “SEM Bagozzi”. As its demonstrated in the below diagram, from the standardized β coefficients, tourist satisfaction is directly affected by two out of the three constructs included in the theoretical model (functional benefit; pleasurable benefit), the figurative benefit being an exception with no significant value. Similarly, these three interdependent benefits are directly affected by cognitive perception and tourist attitude. This implies in general terms, a validation of six hypotheses formulated, five hypothesis have been accepted:

- H01:** There is direct positive effect between the functional benefits perceived by the tourist at destinations and the tourist attitude. (**Null rejected**) (β 0.48; $p < 0.01$)
- H02:** There is direct positive effect between the Pleasurable benefit perceived by the tourist at destination and the tourist attitude. (**Null rejected**) (β 0.39; $p < 0.01$).
- H03:** There is direct positive effect between the Figurative benefit perceived by the tourist at destination and the tourist attitude. (**Null rejected**) (β 0.47; $p < 0.01$)
- H04:** There is direct positive effect between the cognitive perception of a tourist at destination and the functional benefits. (**Null rejected**) (β 0.50; $p < 0.01$)

H05: There is direct positive effect between the cognitive perception of a tourist at destination and the pleasurable benefits. (**Null rejected**) (β 0.44; $p < 0.01$)

H06: There is no direct positive effect between the cognitive perception of a tourist at destination and the figurative benefits. (**Null accepted**) (β 0.08; $p < 0.035$).

7. CONCLUSION

This study included an analysis on certain factors from the past history of the tourist attitude linked with the emotions of the tourist. Particularly, on the cognitive perceptions of the tourist attitude related with functional benefits, pleasurable benefits and figurative benefits at the tourist destinations perceived by them. The findings provide key foundation for concluding that the functional and pleasurable benefits are imperative in creating a positive attitude and that gives utmost satisfaction during their venture. On the other hand, the figurative benefit seems not so fundamental in order to achieve a perfect satisfaction during their vacation or holidays. The pleasurable benefit has proved to be the multidimensional factor, perceived by the tourist at destinations in terms of: essential pleasure, green landscapes, discounts, vacation, pleasing behavior of staff, amenities, in-house medical facilities, attractive ambience, nearest to airport, etc., At the same time, the functional, pleasurable and figurative benefits apparently proved to be the consequences of emotions of the tourists affecting the cognitive perceptions and that eventually changes the attitude. Considering the strong link between tourist attitude and their emotions based on recommending visiting the place again, the stakeholders of the industry must focus on creating attractive packages, special discounts and special spaces for regular visitors aiming to fulfill the essential needs of tourists. Mahabalipuram, in Chengalpeta district will be appropriate to refer; destinations here offer

varieties of excellent amenities, restaurants and accommodations with beach views. That is the reason why the International Chess Federation or World Chess Federation based in Switzerland chose Mahabalipuram and hosted the 44th Chess Olympiad during this year (2022), which undoubtedly a privilege for the government of Tamil Nadu. This has proved that tourist destination has established a link to the functional benefit perceived by the tourist and the pleasurable benefits that made them refer the destinations again for revisit. Overall, attitude proved to be the result of the consequences among various amenities at the tourist destinations, together with cognitive perceptions by the tourist. The results have proved that benefits perceived at the destination are the principal components to determine tourist attitude. From this conclusion, the study suggests that attitude; emotions and cognitive perception are determined by the functions concerned with pleasure, and expounding benefits perceived by the tourist during their stay.

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