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Investigating the moderating role of active participation in the relationship between tourist behaviour and revisiting intention in creative tourism context

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ABSTRACT

The current study's primary goal is to investigate the factors of tourist behavior in the context of creative tourism and determine their relationship with revisiting intention. The current investigation is exploratory-cum-descriptive. A purposive sampling technique was used to collect the data from tourists who visited Kashmir Valley for Creative Tourism purposes. A total of 388 usable responses were received after distributing 543 questionnaires. The data was collected using a self-administered questionnaire based on a five-point Likert scale, and the purposive sampling method was employed. The data were screened, processed, and analyzed using SPSS 22.0 and SmartPLS 4.0. The investigation showed that motivation, experience, and perceived value of tourist behavior positively affect the revisiting Intention. Furthermore, the findings showed that active participation moderates the relationship between tourist behavior and revisit intention. The report also suggests that the Kashmir valley might be promoted as a unique tourist destination due to its cultural diversity. Thus, the tourism planners of the Kashmir Valley should promote it as a creative destination because of its unique opportunities.

Keywords: Cultural Tourism, Creative Tourism, Tourist Behavior, Revisiting Intention

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Tourism is one of the fastest-growing sectors in the world. There are numerous kinds of tourism across the globe. Cultural tourism is among the most widespread sorts. According to Urry (1990), tourism is culture, or, to put it another way, culture is an essential aspect of the travel and tourism sector. Culture is defined by Landry (2008) as "local and indigenous public life customs, festivals, rituals, or legends, as well as hobbies and passions." This cultural distinction distinguishes one location from another and is crucial to tourist appeal. Consequently, culture remains an effective strategy for tourism growth worldwide (McCann, 2002), and countries around the globe are viewed as significant economic contributors.

Nonetheless, the concept of a service-based economy is being superseded by an experience-based economy, also known as the "Experience Economy" and the "Creative Economy," which is defined as "the capacity to create social experiences and network through memorable events." So, the growth of cultural tourism alone cannot ensure the success of a tourist location unless it also provides travellers with an immersive offering. According to Darmer and Sundbo (2008), "the experience might be both a product and a product supplement." The ability of a tourism destination management to create a memorable experience around its products and services will determine its future success, according to Pine and Gilmore (1998).

The advent of the experience economy necessitates new development tools in the current tourism landscape. Creative tourism is an example of one of these tools. It is regarded to be the cultural tourism of the future. Furthermore, it is seen as a tool for a tourism area's economic and social growth. According to Richard and Raymond (2000), the new trend for cultural tourism is creative tourism. In addition, they defined creative tourism as "tourism that provides tourists with the chance to develop their creative potential through active involvement in learning experiences that are characteristic of the holiday destination where they are undertaken." Creative tourism is a form of tourism that focuses on the investigation of local culture, art, and creative expressions. It involves tourists engaging with and learning from the local creative community through workshops, classes, and other events. Beyond standard tourist sites, this style of tourism focuses on providing guests with a truly unique and authentic experience.

In addition, Richard (2003) explained that "the consumption engaged in creative tourism is active as opposed to passive" and that "the purpose of creative tourism is to improve the unique and personal experience potential." Creative tourism's primary form of consumption is an experience, as opposed to product and process, which dominates traditional cultural tourism. Creative tourism supports self-actualization as outlined by Maslow (1943), according to Raymond (2008). "Creative Tourism" is defined by the Santa Fe conference planning committee as "tourism geared towards an engaged and authentic experience, with participatory learning in the arts, heritage, or unique character of a location." Examples of creative tourist activities are visiting local artists' studios, taking culinary classes to learn about regional food, seeing traditional music or dance performances, or participating in a street art tour. Creative tourism encourages sustainable and cultural exchange, supports the local economy, and preserves traditional art forms.

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Creative tourism is gaining popularity as tourists seek more engaging and genuine experiences. It can also allow local artists and craftspeople to share their expertise with a larger audience and earn money from their profession. Due to its great economic potential and more immersive nature, creative tourism is gaining appeal in the tourism sector. Therefore, tourism stakeholders must comprehend travellers' views of creative tourism in light of its increasing popularity. They must comprehend the elements that influence the actions of creative visitors and reconsider the intentions of creative tourists towards the place. Bearing in mind the significance of Visitor behavior, which will directly impact a tourist's inclination to return to creative tourist places, is the driving force behind this study. Yet, the ever-changing nature of consumer behavior concerning their requirements and desires makes it very difficult for tourism managers to comprehend the actual behavior of travelers. From time to time, many authors have proposed various ideas for understanding human behavior. The theory of planned behavior is one of the most popular and well-known conceptual frameworks for studying people's intentions to engage in particular conduct (Ajzen, 2002). According to planned behavior, an individual's intention towards a given behavior is determined by three conceptually separate predictors: attitudes, subjective norms, and perceived behavioral control. Following this, Chang (2013) claimed that motivation, experience, and perceived value also influence tourists to revisit intention, in addition to the theory of planned behaviour. In their study, Caldito, Dimanche, and Ilkevich (2015) identified three stages of tourist activity: pre-Consumption, consumption, and post-Consumption. The present study used motivation, experience, and perceived value to determine visitor behavior at three stages: pre-consumption, consumption, and post-consumption.

In addition, the literature and research on creative tourist behavior were limited to specific regions, and data were gathered from a particular group of target tourists. To fill this deficit, the present study will explore many tourist attractions. The primary objective of the present study is to examine the association between tourist behavior elements related to creative tourism and the intention to revisit Jammu and Kashmir, India. Hence, there is limited literature on creative tourism in Jammu and Kashmir; this study will investigate the phenomena of creative tourism in the UT of Jammu and Kahsmir. Thus, the primary objective is to determine the many influencing variables of visitor behavior towards creative tourism in Jammu and Kashmir and the relationship between these factors and their intention to revisit.

1. Review of Literature

2.a Cultural & Creative Tourism

The norms and practices that make up a culture differ from one country to another. Indeed, it differs from place to place within the same country and is the driving force for holiday decisions. Landry's (20028) broad definition of culture includes traditions of public life, festivals, rituals, legends, hobbies, and enthusiasm. When people think of cultural tourism,

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they imagine visiting historic sites, museums, and art galleries. According to Richards (2008), "high culture," which includes museums, art galleries, and monuments, was the primary draw for cultural tourists. Cultural tourism, however, is looking for fresh models in light of the growing eco-consciousness and global economic shifts. One sort of tourism that may improve the experience for visitors is creative tourism. To preserve a community's heritage for future generations, creative tourism is increasingly seen as a vital economic and social force, as well as "tourism in cultural settings in the future. According to Ohridska-Olson and Ivanov (2010), "Cultural tourism can also include creative tourism. Since 2000, "the new approach for cultural tourism is creative tourism," as Richard and Raymond put it. Richard (2003) defines creative tourism as "Offering visitors the opportunity to enhance their creative potential through active involvement in learning experiences that are characteristic of the holiday place where they are undertaken." Creative tourist development can strike a good balance between economic, social, and environmental concerns, as Korez (2013) argues. "Creative Tourism" is defined as "tourism aimed at an engaged and authentic experience, with participation learning in the arts, heritage, or particular character of a place" by the UNESCO conference organizing committee in 2006. The research by Tan, S. K., Kung, S. F., and Luh, D. B. (2013) helps further our understanding of the nature of creativity in creative tourism from travelers' perspectives. Creative tourists must be self-aware and culturally and environmentally mindful of having meaningful travelling experiences. Creative visitors want an "engaged, unpackaged, authentic experience" that encourages "active awareness of the distinctive cultural elements of a location," as Landry (2008) put it. According to Richards (2003), "the objective of creative tourism is expanding the capacity of the individual and personal experience," and "the consuming engaged in creative tourism is active rather than passive." Cultural and economic growth are both bolstered by creative tourism's promotion of local traditions and industries.

Countries promote creative tourism worldwide to showcase and preserve their native cultural identities. Europe's rich cultural heritage and vibrant cultural and creative sectors are integral to the continent's identity. Culture and cultural expressions are strongly present in the daily lives of Union citizens. They contribute too well-being, active citizenship, shared values, social inclusion, and the development of intercultural dialogues, as well as a free, pluralistic, and diverse media environment. Cultural and creative industries fully contribute to the Union's economic development, creating jobs and growth, thus critical to Europe's future. In initiatives like Eurostat, the European Union's statistical office has produced a range of statistics and reports on the creative industry in Europe. Here are some examples:

1. Statistics on cultural statistics: Eurostat has published data on cultural statistics, including information on employment in the cultural sector, cultural goods and services, and cultural participation. This data covers a range of creative industries, including performing arts, visual arts, and publishing.
2. Cultural and creative industries in Europe: Eurostat has produced a report on the cultural and creative industries in Europe, which provides an overview of the sector, its economic significance, and its contribution to employment and GDP. The report also includes data on the size and structure of the sector, as well as trends in European cultural and creative industries.

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3. Employment in the cultural sector: Eurostat has produced a report on employment in the cultural sector in Europe, which provides data on the number of people employed in cultural occupations, such as artists, writers, and musicians. The report also includes information on the gender and age distribution of cultural workers and their education levels and income.
4. Digital economy and society: Eurostat has produced a report on the digital economy and society in Europe, including data on digital technologies' use in the creative industries.
The report covers topics such as e-commerce, digital content creation, and the use of social media in the creative sector. Overall, Eurostat's work on the creative industry provides valuable insights into the size and economic importance of the sector in Europe, as well as its role in promoting cultural exchange and creativity (Eurostat, 2022)

2.b Tourist Behaviour

Consumer behavior "involves decisions, ideas, activities, or experiences that satisfy the requirements and wants of the customer," as defined by Solomon (1996). Things like shopping, using goods, and throwing them away are all part of the decision-making processes that fall under the purview of consumer behavior (Engel, Blackwell &Miniard, 1995). Every day, businesses that cater to tourists and promote their destinations must deal with a new set of challenges stemming from unpredictable customer behavior. Organizations may better design products and services and develop strategies to attract customers if they have a firm grasp on consumer behavior, particularly tourist behavior. Management and marketers in the tourism industry would do well to study the responses and adaptations of rivals to shifting consumer preferences. From time to time, authors have cited several factors that determine tourist behavior (Crompton, Rothfield & Wahab, 1976; Azjen & Driver,1992; Caldito, Dimanche & Ilkevich, 2015)

2.c Explicative Models for Tourist Behaviour

The first attempt at a model for tourist behavior was produced by Crompton, Rothfield, and Wahab (1976), who portrayed visitors as rational decision-makers aiming to maximize their utility when making purchases in the tourism industry. Although tourists make well-informed selections, as Schomoll (1977) pointed out, they may lack in-depth familiarity with the location. Since tourists may be dissuaded from visiting a site despite its obvious attraction due to a lack of familiarity with its name, getting the word out about the brand is crucial. According to Mayo and Jarvis (1981), travelers' preferences emerge through their pursuit of specific experiences while on the road. They agreed with previous research that found tourists' inclination to travel is influenced by a wide range of factors, including recommendations from friends and family.

According to Mathieson and Wall (1982), the decision-making process for a holiday begins with the traveler's desire or need, continues by gathering relevant information, and

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concludes with the final purchase choice. Their main contribution was pointing out that the consumption process does not end with purchasing a product or service but rather extends from when a tourist plans a vacation to when they return home and reflect on their trip. From the time that visitors first decide to take a vacation until they return home, their journey can be visualized in Figure 1. In the course of their journey, tourists encountered three distinct phases:

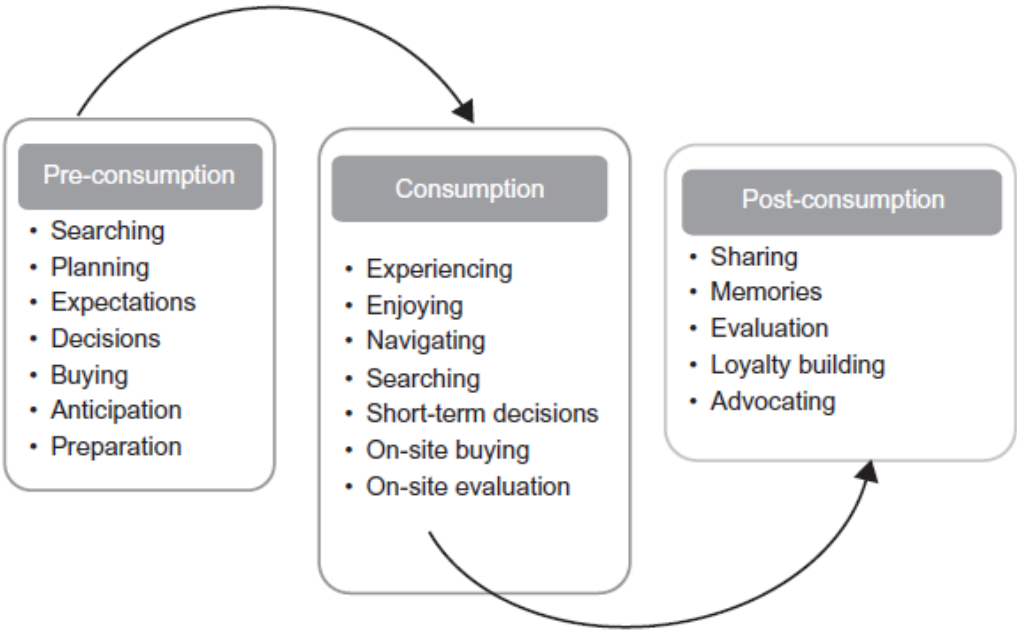

Figure 1. Three stages of tourist behavior.
Source: Lidia, Frederic & Ilkevich (2015) Tourist Behaviour and Trends

The researchers have refined the tourist behaviour model from time to time (Van-Raaij & Francken, 1984; Moutinho, 1987; Woodside &Lysonski, 1989; Um & Crompton, 1990). Internal elements (attitudes, motives, intentions, involvement) that could influence tourist decisions were analyzed by Azjen & Driver (1992). Independent vacationers provide a substantial opportunity for the travel industry. According to Hyde and Lawson (2003), independent travelers' motivations show themselves in their destination choices.

As can be seen from the aforementioned literature, several factors have a role in shaping vacationers' actions. Figure 1 depicts the three phases of tourist behavior: before, during, and after purchasing and using tourism goods and services. Researching all the variables that could affect visitor behavior would be quite difficult. This research will examine the pre-consumption, consumption, and post-consumption phases of tourist behavior by focusing on these three phases' motivations, experiences, and perceived values.

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2.d Motivation, Experience and Perceived Value

In general, a wide range of factors influences an individual's propensity to participate in a given behavior. Each person has unique requirements that are met by pursuing a particular activity. Managers in the tourism industry must conduct market research to determine what consumers want to provide them with the goods and services they require. Motive is "one of several elements which may help to explain tourist behavior," as Crompton (1979) put it. Several studies have been conducted to understand better what drives people to participate in specific actions. In his research, Huang & Hsu (2009) said "that trip motivation is the predictor of the visit intention". The "self-determination theory" proposed by Deci and Ryan in 1985 has significantly impacted psychology. The theory "provides a motivational framework that can be applied directly to elucidate the behavior change through the clear set of psychosocial mediators" (Deci & Ryan, 1985; Ryan & Deci, 2000), with an emphasis on "the quality of an individual's motivation and the influence of an environmental factor towards motivations." In the theory of self-determination, motivation is seen as having many facets. There are three main categories of motivation: those that come from within, those that come from beyond, and those that regulate conduct. Studies by (Grolnick & Ryan, l989; Deci et al., 1991 Colman & Iso-Ahola, 1993; Bourque et al., 1993; Chatzisarantis, Soos & Biddle, 1999; Gillison, Standage&Skevington, 2006) found and suggested that self-determination theory can be a helpful approach that provides a framework for understanding the motivation of people's who participate in tourism activities.

Oh et al. (2007) pointed out that the tourist experience has played a vital component in tourism and travel research. For the better part of fifty years, the concept of tourist motivation has grabbed the attention of scholars (Crompton, 1979; Urry, 1990; Pearce & Butler, 1993; Ryan & Deci, 2000; Gani et al., 2018), etc. However, the value of a visitor's whole experience in a destination has grown in recent years. The advent of the experience economy was primarily responsible for the boom in the tourist industry. "Experience consists mostly of intricate interactions between the customer's subjective reactions and the product's objective features" (Addis & Holbrook, 2006). For researchers, academics, and business managers to better understand and study the consumer experience during consumption, Pine & Gilmore (1998) provided a framework for distinguishing the four worlds of experience. The level of visitor participation and the type of connection or environmental interaction is used by Pine & Gilmore (1999) to categorize "the four domains of experience" as aesthetic, educational, entertaining, and escapist.

Perceived value is a notion that has gained a lot of attention in marketing research and has real-world applications, as reported by the Marketing Science Institute (2001). In addition, it is a significant indicator of whether or not customers plan to buy the goods again (Parasuraman & Grewal, 2000; Petrick & Backman, 2002). "From the consumer's perspective, acquiring value is the key purchase purpose," wrote Holbrook & Schindler (1994). As a result, consumers' estimations of their purchases' worth are crucial factors. Researchers in the tourist industry have paid increased attention to the idea of perceived value since the turn of the millennium (Oh, 2000; Kashyap & Bojanic, 2000; Murphy,

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Pritchard & Smith, 2000; Petrick, Morais & Norman, 2001; Petrick & Backman, 2002; Petrick, 2004; Chen & Tsai, 2007).

Due to the heterogeneous nature of the service experience, several researchers have noted that employing a multidimensional value perspective to gauge a customer's perceived value is thought to be more appropriate and suitable (Zeithaml, 1988; Soutar& Johnson, 1999; Sweeney & Soutar, 2001). "Using multidimensional value perspective, to measure perceived value allows us to conquer numerous obstacles, which are associated with using the traditional approach to assess the perceived value of customers," as Zeithmal (1988) put it. Several researchers "had shown many aspects with which to assess the perceived value of the people" (Sheth et al., 1991; Groth, 1995; Sweeney, Soutar, & Johnson, 1999; Sweeney &Soutar, 2001; Petrick, 2002; Sánchez et al., 2006). Perceived utility (PERVAL), created by Sweeney and Soutar (2001), is "one of the several dimensions, which can be utilized for evaluating perceived value with most methodological support," as stated by Sánchez et al. (2006). When gauging how much people value something, the PERVAL scales are a considerable improvement. "PERVAL scales to study tourist's perceived value, and the results of the most studies demonstrated that PERVAL scales boosted comprehension on customer's perceived value," Sánchez et al. (2006) and others wrote. The PERVAL was employed by Chang (2013) to learn about the value that imaginative travellers place on their experience. Since the current research is situated in the field of creative tourism as well, PERVAL is employed to learn how visitors appreciate such pursuits.

2.e Tourist Behaviour and Revisit Intention

Today's businesses are centred on satisfying the wants and needs of their customers. Today's tourism managers must design unforgettable experiences for their clients if they want to succeed in a highly competitive industry. Tourists' intended destinations provide insight into their likely activities while away from home. Tourism business managers must pay attention to tourist visit intentions because of the correlation between intentions and actions. When predicting how people will act, "behavioral intention is the best predictor," as stated by Fishbein and Ajzen (1975). Hence, "it may be helpful to have a more accurate forecasting technique of tourist intention to comprehend their behavior." As a result, the traveler's motivation is dissected for insights into their behavior.

According to research by Gitelson and Crompton (1984), "many locations substantially rely on the visitation of repeat visitors." However, "businesses can improve profits by roughly 100% by retaining just 5% more of their clients," as Reichheld & Sasser (1990) stated. Also, "by comparing the consumer behavior of first-time and repeat visitors," a considerable difference in the demographics and socioeconomic status of these two categories of tourists was identified in earlier studies (Hu, 2003). Oppermann (1997) claims that "there is a considerable difference between first-time and repeat visitors, and repeat travelers prefer to visit fewer destinations than first-time visitors, despite staying longer." "Repeat visitors tend to promote others through word of mouth," writes Petrick (2004). Several studies have been undertaken to date to examine "tourists' return intentions to engage in multiple forms

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of tourism activities or visit other destinations" (Kashyap & Bojanic, 2000; Kim & Littrell, 2001; Kozak, 2001; Petrick & Backman, 2002; Uh, 2006; Li et al., 2010; Han et al., 2010, Nazki, 2019). Previous research has shown that travelers' plans to return to a destination strongly indicate their actual return behavior. According to most of the existing research, the theory of planned behavior is the foundation for investigating visitors' propensity to return. One of the most significant conceptual frameworks for understanding people's intentions to engage in a given conduct is the idea of planned behavior, as stated by Ajzen (2002).

Several previous studies have utilized the planned theory with generally positive findings to forecast tourist behavior and the likelihood that visitors will return to tourist locations. In addition, Chang's (2013) theory of planned behavior requires the inclusion of three additional factors. Ajzen's original model has been expanded by Chang (2013) to include factors including intrinsic drive, practical experience, and subjective worth. Tourists' actions and future interests in creative tourism were predicted using three factors: motivation, experience, and perceived value.

2. Conceptual Framework and Development of Hypotheses

H_1: Tourist behavioral factors positively influence revisiting intention. Several authors have investigated various factors that influence tourists' revisiting intentions to understand better the intention of tourists to return to the destination. Furthermore, these variables were subdivided into pre-visitation, during-visitation, and post-visitation. Studies show the importance of pre-visitation variables in predicting tourist intentions to return to a destination (Li et al., 2010; Baloglu, 1999). Furthermore, several studies have found a positive relationship between tourist intention to return to the destination and the time of visitation variable. Furthermore, numerous studies have established a link between post-visitation factors and tourists' intention to return (Kashyap & Bojanic, 2000; Baker & Crompton, 2000; Kozak, 2001; Petrick et al., 2001; Petrick, Morais, & Norman, 2001; Petrick & Backman, 2002; Sun 2004; Um et al., 2006; Hui et al., 2007; Chen & Tsai, 2007; Singh & Nazki, 2019).

Chang (2013) also investigated the role of motivation, experience, and perceived value, as well as the theory of planned behavior, on creative tourists' revisiting intentions in the study. According to his findings, "experience was a more critical construct and had more power to predict creative tourists' revisit intentions." Tourist behavioral factors ("Motivation, Experience, and Perceived Value") could be used to predict tourist intent to return to creative tourism attractions. The primary goal of this study is to investigate the impact of tourist behavior on their intention to return to creative destinations. In turn, various factors represent tourist behavior, or in other words, various factors shape tourist behavior. The current study has taken variables such as motivation, experience, and perceived value to determine tourist behavior.

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H_2: There is a significant difference in tourist behavior and revisiting intention regarding their demographic profile.
H_3: Active participation moderates the relationship between creative tourist behavior and revisiting intention.

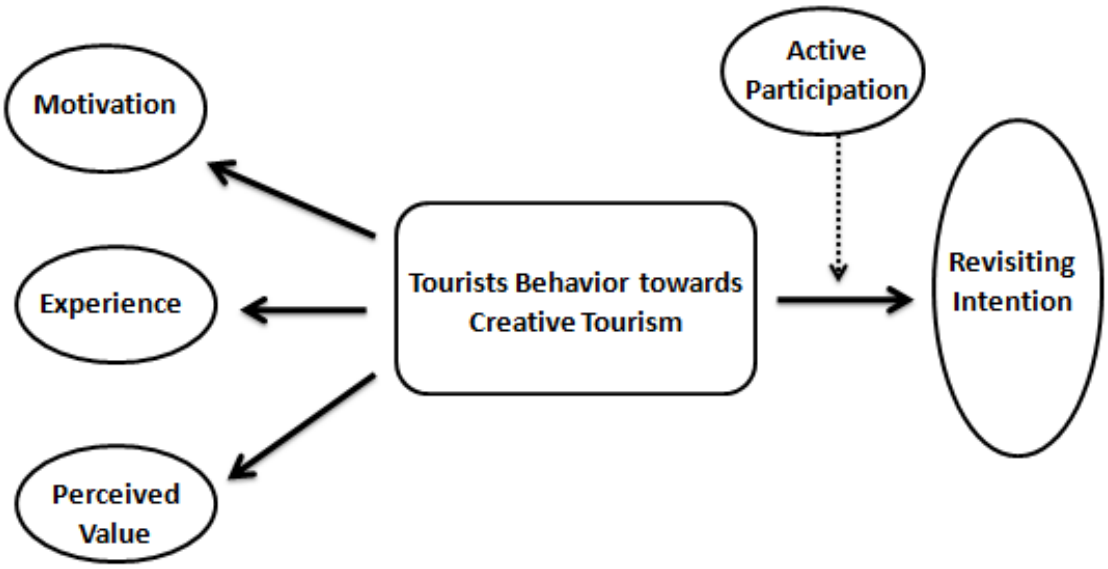

Figure 2. Conceptual framework

Objectives

1. To determine the relationship between influencing factors of tourist behavior and their revisit intention.
2. To examine the significant difference between tourist behavior and revisiting intention by demographic profile.
3. To study the moderating role of active participation in the relationship between creative tourist behavior and revisiting intention.

3. Methodology

4.a Research Design

The present study adopted a quantitative research approach, and a self-administered questionnaire was designed from the existing literature and well-tested before the actual

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collection of the data. The instrument was initially pre-tested by four research scholars, 05 faculty members and 04 industry experts to catch the essence of the study. After pre-testing, the questionnaire was distributed among 20 respondents for pilot study purposes to check the instrument's reliability. Reliability for each construct was sufficiently above the recommended threshold of 0.70, depicting that the questionnaire was reliable and valid (Nunnally, 1978).

4.b Instrument/Measures

In the present study, the variables taken were adopted from previous literature and validated for the present study. The measurement scale consists of 02 sections comprising respondents' demographic profile and tourist behavior and their revisiting intention towards the creative tourism destinations. The construct of tourist behavior towards creative tourism consists of 03 sub-dimensions (Motivation, Experience, and Perceived Value). These were taken from the previous literature and modified for the present study. The sub-dimension motivation was taken from (PLOC) Perceived Locus of Causality by Ryan & Connell, 1989), experience from (4E tourist experience by Oh, Fiore & Jeoung, 2007), and perceived value from the PERVAL scale by Sweeney & Soutar's 2001.

The confirmatory Factor Analysis (CFA) technique was applied to confirm the dimensions of Tourist behaviour and revisiting intention. And lastly, the proposed hypotheses were tested through Partial Least Squares Structural Equation Modelling (*PLS-SEM*) using the software SmartPls 3.0.2.

4.c Study Settings, Sampling, and Sample size

Since the objective of the present study was to investigate the tourist behavior towards creative tourism and its relationship with revisiting intention, So Tourists have been taken as the sample unit. Moreover, the Kashmir valley of Jammu and Kashmir, India, was selected as the study area**.** In the present study, only that sample of people actively participating in creative tourism activities has been chosen. As a limited number of tourists actively participated in creative tourism activities, purposive sampling will be the best technique to investigate tourist behavior towards creative tourism and to know their revisiting intention. 543 questionnaires were distributed among the respondents, but only 388 surveys were valid for the analysis.

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4. Data Analysis and Results

5.a Demographic and Travel behavior characteristics

The demographic profile of the tourists is presented in Table 1, where gender, age, occupation, marital status, educational level, and income per year are given.

Table 1: Demographic Characteristics of Sample (N=388)

Variable		Frequency	Percentage
Gender	Male	232	59.8%
	Female	156	40.2%
	Total	**388**	**100%**
Age	18-28 Years	134	34.5
	28-38 years	145	37.4
	38-48 Years	63	16.2
	48-58 Years	30	7.7
	Above 58	16	4.1
	Total	**388**	**100%**
Occupation	Student	112	28.9
	Employee	84	21.6
	Businessman	104	26.8
	Professional	69	17.8
	Any other	19	4.9
	Total	**388**	**100%**
Marital Status	Married	246	63.4%
	Unmarried	136	35.1%
	Divorced	6	1.5%
	Total	**388**	**100%**
Educational Level	Under Graduate	39	10.1
	Graduate	160	41.2
	Post Graduate	169	43.6
	Any Other	20	5.2
	Total	**388**	**100**
Income Per Year	Below 3 Lac	118	30.4
	3-6 Lac	107	27.6
	6-9 Lac	88	22.7
	9-12 Lac	32	8.2
	Above 12 Lac	43	11.1
	Total	**388**	**100**

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5.b Reliability Results

SPSS software was used to analyze the collected data for descriptive statistics and to check the internal consistency of the variables used in the study. The reliability of each construct was assessed by using Cronbach Alpha (α), and the results revealed that the Cronbach coefficient was above the threshold level of .60 (Nunnally & Bernstein,1994) for each construct (Table 2), thereby measuring the internal consistency. So, the data generated was reliable for further analysis (Nunnally, 1978).

Table 2: Results of Reliability Test

Dimension	No. of items	Chronbach Alpha (α) Value
Identification	4	.863
Intrinsic	3	.715
External	3	.760
Introjections	4	.869
Motivation	**14**	**.781**
Education	5	.790
Esthetics	3	.729
Entertainment	3	.735
Escapism	4	.832
Experience	**15**	**.708**
Quality	4	.816
Price	3	.858
Emotional	4	.820
Social	3	.743
Perceived Value	**14**	**.878**
Revisit Intention	4	.766
Overall Scale	**47**	**.883**

Note: Chronbach Alpha (α) for all the constructs is above the threshold level**.60"**

5.c Independent Sample t-test

The Independent Samples *t*-test compares the means of two independent groups to determine whether there is statistical evidence that the associated population means are significantly different.

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Table 3: Descriptive statistics and independent sample t-test

Demographic Profile	Category	N	Revisiting Intention				Status	Creative Tourist Behavior				Status
			Mean	Std. Dev.	*t*	Sig.		Mean	Std. Dev.	*t*	Sig.	
Gender	Male	232	4.14	.47	-.452	.652	Rejected	3.71	.35	2.170	.031	Accepted
	Female	156	4.17	.77				3.63	.30			

Out of 388 respondents, 232 were males, and 156 were females. As revealed in Table 3, the males have reported a slightly lower mean score of 4.14 (S.D=.47) on revisiting intention as compared to females, which was found to be 4.17 (S.D =.77). While on Creative tourist behavior, females have shown slightly lower mean score of 3.63 (S.D =.35) as compared to males which were found to be 3.71 (S.D = .30). The calculated *t* value for revisiting intention *is* -.452 which is not significant as the *p*-value (.652) lies above .050, leading to the rejection that there is a significant difference in revisiting intention in terms of their demographic profile. In the case of creative tourist behavior, *t* = 2.170, and the *p*-value is .031, which lies below .050, leading to the acceptance that there is a significant difference in creative tourist behavior of tourist by demographic profile.

5.d ANOVA

The one-way ANOVA (Analysis of Variance) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups. In the case of the present study, ANOVA was conducted to examine any significant difference among tourists by demographic profile (Age, Occupation, Marital Status, Educational Level and Income per year) concerning Creative tourist behavior and Revisiting intention.

Revisiting Intention

One-way ANOVA was conducted for each of the selected demographic factors mentioned above to examine the significant difference among tourists' revisiting intention with the demographic profile.

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Table 4: Descriptive statistics and ANOVA for Revisiting intention

Demographic Variable	Categories	N	Mean	Std. Deviation	*f*	Sig.	Status
Age	18-28 Years	134	4.19	.82	.872	.480	**Rejected**
	28-38 years	145	4.10	.47			
	38-48 Years	63	4.21	.49			
	48-58 Years	30	4.21	.39			
	Above 58	16	4.00	.41			
Occupation	Student	112	4.06	.88	1.135	.340	**Rejected**
	Employee	84	4.15	.39			
	Businessman	104	4.21	.54			
	Professional	69	4.21	.37			
	Any other	19	4.22	.45			
Marital Status	Married	246	4.14	.44	1.797	.167	**Rejected**
	Unmarried	136	4.16	.83			
	Divorced	6	4.62	.13			
Educational Level	Under Graduate	39	4.34	.42	6.158	.000	**Accepted**
	Graduate	160	4.05	.76			
	Post Graduate	169	4.25	.44			
	Any Other	20	3.83	.47			
Income Per Year	Below 3 Lac	118	4.01	.84	3.064	.017	**Accepted**
	3-6 Lac	107	4.28	.48			
	6-9 Lac	88	4.20	.36			
	9-12 Lac	32	4.10	.51			
	Above 12 Lac	43	4.21	.54			

Age

As depicted in table 4, the respondents in age groups 48-58 years and 38-48 Years have slightly higher mean values, 4.21 (S.D = .39) and 4.21 (S.D = .49), than the age group 18-28 Years and 28-38 Years with mean value 4.19(S.D = .82) and 4.10 (S.D =.47) respectively. While the age group Above 58 has a lower mean value of 4.00 (S.D = .41). The calculated f=.872 and is not significant as the p-value (.480) lies above .050, thus stating that there is no significant difference of tourist revisiting intention based on Age.

Occupation

As revealed from table 4, respondents with occupations as Student and Employee have slightly lower means, 4.06 (S.D = .88) and 4.15(S.D = .39) than Businessmen and Professionals, which was found to be 4.21 (S.D =.54) and 4.21 (S.D = .45). While as occupation group Any other is have mean value 4.22 (S.D =.45) which is highest in the group. The calculated *f*=1.135 is insignificant as the *p*-value (.340) lies above .050. Therefore,

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it states no significant difference in Tourist revisiting intention concerning tourist occupation.

Marital status

As depicted, table 4 reveals that the respondents having Marital status as Divorced had the highest mean value of 4.62 (S.D = .13). While Unmarried and Married had a lower mean value of 4.16(S.D = .83) and 4.14 (S.D = .44). The calculated *f* =1.79, which is not significant as the *p*-value (.167) lies above .050. Therefore, it states that there is no significant difference in tourists' revisiting intention based on the marital status of the tourist.

Educational Level

As depicted, table 4 reveals that the respondents with an Education level as Undergraduate have a higher mean value of 4.34 (S.D = .42) than Postgraduate and Graduate, which were found to have a mean value of 4.25 (S.D = .44) and 4.05 (S.D = .76). While tourists with Education level as Any other is having lower mean value 3.83 (S.D = .47). The calculated *f* = 6.158 is significant as the *p*-value (.000) lies below .050. Therefore, it states a significant difference in tourist revisiting intention with their Educational level.

Income per Year

As depicted, table 4 reveals that the respondents with 3-6 lac as Income per year have a higher mean value of 4.28 (S.D = .48) than income per year as Above 12 lac and 6-9 lac which was found to have a mean value 4.21 (S.D = .54) and 4.20 (S.D = .36). While tourists with 9-12 lac as Income per year is having lower mean value 4.10 (S.D = .51). The calculated *f* = 3.064 is significant as the *p*-value (.017) lies below .050. Therefore, it shows a significant difference between tourist revisiting intention and their yearly income.

Here, the alternate Hypothesis was partially rejected, as the value of probability associated with the test is more than a significant level of 0.05 for four demographic variables out of six. For two demographic variables, education level and income per year, the p-value was below 0.05, leading to the hypothesis's acceptance. For the other four variables of the demographic profile, Gender, Age, Occupation, and Marital Status, the *p*-value was above 0.05, leading to the hypothesis's rejection.

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Tourist Behavior

One-way ANOVA was conducted for each of the selected demographic factors, as mentioned in Table 5, to examine the significant difference among tourist behaviour with the demographic profile.

Table 5: Descriptive statistics and ANOVA for Tourist Behavior

Demographic Variable	Categories	N	Mean	Std. Deviation	*f*	Sig.	Status
Age	18-28 Years	134	3.71	.35	3.296	.011	**Accepted**
	28-38 years	145	3.61	.33			
	38-48 Years	63	3.73	.29			
	48-58 Years	30	3.67	.38			
	Above 58	16	3.85	.21			
Occupation	Student	112	3.64	.34	1.777	.133	**Rejected**
	Employee	84	3.72	.34			
	Businessman	104	3.72	.31			
	Professional	69	3.63	.38			
	Any other	19	3.61	.22			
Marital Status	Married	246	3.69	.33	2.535	.081	**Rejected**
	Unmarried	136	3.64	.33			
	Divorced	6	3.91	.51			
Educational Level	Under Graduate	39	3.79	.37	1.545	.203	**Rejected**
	Graduate	160	3.67	.29			
	Post Graduate	169	3.66	.36			
	Any Other	20	3.69	.32			
Income Per Year	Below 3 Lac	118	3.60	.31	5.221	.000	**Accepted**
	3-6 Lac	107	3.79	.33			
	6-9 Lac	88	3.65	.347			
	9-12 Lac	32	3.68	.32			
	Above 12 Lac	43	3.67	.33			

Age

As depicted in Table 5 that, the respondents aged above 58 years had the highest mean value of 3.85 (S.D = .21), with 38-48 years and 18-28 years having mean values of 3.73 (S.D = .29) and 3.71 (S.D = .35). While as the age group between 48-58 and 28-38 years is having slightly less mean value 3.67 (S.D = .38) and 3.61 (S.D = .33). The calculated *f*=3.296 is significant as the *p*-value (.011) lies below .050, thus states that there is a significant difference of tourist behavior based on their age.

Occupation

As revealed from Table 5, respondents with occupation as any other have a least mean value of 3.61 (S.D = .22). While professionals and students have a slightly lower mean of

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3.63 (S.D = .38) and 3.64 (S.D = .34) than Businessman and employee which was found to have higher mean value 3.72 (S.D =.31) and 3.72 (S.D = .34). The calculated *f* =1.777is not significant as the *p*-value (.133) lies above .050. Therefore, it states no significant difference in tourist behavior concerning tourist occupation.

Marital status

As depicted in Table 5, it reveals that the respondents having marital status divorced have the highest mean value of 3.91 (S.D = .51). While unmarried and married have a lower mean value of 3.64 (S.D = .33) and 3.69 (S.D = .33). The calculated *f* =2.535is not significant as the *p*-value (.081) lies above .050. Therefore, it states no significant difference in tourist behavior based on marital status.

Educational Level

As depicted in table 5, it reveals that the respondents with an Education level as Undergraduate have a slightly higher mean value of 3.79 (S.D = .37) than Any other Graduate, which was found to have a mean value of 3.69 (S.D = .32) and 3.67 (S.D = .29). While tourists with Education level as Postgraduate is having slightly lower mean value 3.66 (S.D = .36). The calculated *f* = 1.545 is not significant as the *p*-value (.203) lies above .050. Therefore, it states that there is no significant difference in tourist behavior with their Educational level.

Income per Year

As depicted, Table 5 reveals that the respondents with 3-6 lac as income per year have a higher mean value of 3.79 (S.D = .33) than 9-12 lac and Above 12 lac as income per year, which was found to have a mean value 3.68 (S.D = .32) and 3.67 (S.D = .33). While tourists with 6-9 lac and below 3 lac as income per year are having lower mean value 3.65 (S.D = .34) and 3.60(.31). The calculated *f* = 5.221 is significant as the *p*-value (.000) lies below .050. Therefore, it states a significant difference in tourist behavior with their yearly Income.

Here, the Alternate Hypothesis was ***Partially Accepted*** as the value of probability associated with the test is less than the significant level of 0.05 for three demographic variables out of six. For three demographic variables, Gender, Age, and Income per year, the *p*-value was found below 0.05, leading to the hypothesis's acceptance. For the other three variables of the demographic profile, Occupation, Marital Status, and Education level, the *p*-value was above 0.05, leading to the hypothesis's rejection.

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5.e Measurement Model

The tourist behavior was operationalized as a third-order construct, with motivation, experience, and perceived value serving as second-order constructs. The second-order and 3rd-order confirmatory factor analysis (CFA) was employed to validate the primary construct, namely tourist behavior, consisting of three second-order constructs: motivation, experience, and perceived value. These three second-order constructs consist of 12 first-order constructs. The third-order and second-order confirmatory factor analysis (CFA) was employed to validate the primary construct, namely tourist behavior, consisting of second-order constructs. The six latent sub-constructs were measured using their respective items (Byrne, 2013; Hair et al., 2006). According to model fit criteria given by Hair et al. (2010), the results of all the indices revealed by CFA in the current study indicate that the model fits the data correctly. The model evaluation criterion employed includes both Absolute Fit Indices (the chi-square statistic = 140.927, with the degree of freedom 129 at Probability level= .000 ($P<0.05$) CMIN/DF= 1.092 Goodness of fit indices (GFI) = 0.936; Adjusted Goodness of fit indices (AGFI) = .920; Incremental Fit Indices (Comparative Fit Index (CFI)= 0.954; Tucker Lewis Index (TLI)= 0.973; Incremental Fit Index (IFI)= 0.971); Root Mean Square Residual (RMR)= 0.056 and Root Mean Square Error Approximation (RMSEA)= 0.021.

Factor loadings of both first-order constructs and second-order constructs were found to be well above the minimum threshold value of 0.70 (Nunnally & Bernstein, 1994) with the estimates of the Motivation to Identification (.835), Motivation to Intrinsic (.765), Motivation to External (.804), Motivation to Introjections (.863); experience to Education (.830), experience to Esthetics (.837), experience to Entertainment (.854), experience to Escapism (.880) and perceived value to Quality (.842), perceived value to Price (.813), perceived value to Emotional (.729), perceived value to Social (.692). Also, it was found that factor loading of the third-order construct was above the threshold value of 0.70 (Nunnally & Bernstein, 1994) with the estimates of the tourist behavior to Motivation (.908), tourist behavior to experience (.858) and tourist behavior to perceived value (.750) (Table 6 and Figure 3). All the factor loadings were significant at $P < 0.001$ level. Moreover, the convergent validity consisting of average variance extracted (AVE) = 0.668, 0.723, and 0.595, and composite reliability (CR) = 0.889, 0.913, and 0.854 of the second-order constructs (motivation, experience, and perceived value) were found above the minimum threshold value of 0.5 and 0.7 respectively (Hair et al., 2014). Besides, the convergent validity consisting of average variance extracted (AVE) = 0.708 and composite reliability (CR) = 0.878 of the third-order construct (tourist behavior) were found above the minimum threshold value of 0.5 and 0.7, respectively (Hair et al., 2014). Thus, the 43-item tourist behavior scale was found to have acceptable convergent validity and overall assessment of the model fit criteria when validated using second-order and third-order confirmatory factor analysis. As a result, the proposed factor structure of tourist behavior Quality was supported.

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Table 6: Confirmatory Factor Analysis results

Construct	Item	Factor Loading	CR (above 0.7)	AVE (above 0.5)
Identification	ID3	.828		
	ID1	.840	**0.907**	**0.710**
	ID2	.896		
	ID4	.804		
Intrinsic	IN3	.730		
	IN2	.893	**0.832**	**0.625**
	IN1	.737		
External	EX2	.856		
	EX3	.730	**0.868**	**0.688**
	EX1	.893		
	INJ3	.889		
Introjections	INJ2	.858	**0.912**	**0.722**
	INJ4	.840		
	INJ1	.810		
Education	EDU3	.848		
	EDU1	.536		
	EDU2	.748	**0.858**	**0.552**
	EDU4	.778		
	EDU5	.768		
Esthetics	ES2	.900		
	ES1	.743	**0.851**	**0.658**
	ES3	.782		
Entertainment	ENT2	.879		
	ENT1	.715	**0.851**	**0.657**
	ENT3	.829		
Escapism	ECP1	.953		
	ECP3	.820	**0.873**	**0.645**
	ECP4	.873		
	ECP2	.486		
Quality	QUAL3	.739		
	QUAL2	.873	**0.881**	**0.650**
	QUAL4	.733		
	QUAL1	.868		
Price	PRC2	.832		
	PRC1	.940	**0.914**	**0.779**
	PRC3	.873		
Emotional	EMO4	.893		
	EMO2	.908	**0.882**	**0.657**
	EMO1	.806		
	EMO3	.598		
Social	SOC2	.806		
	SOC3	.799	**0.852**	**0.657**
	SOC1	.827		
Motivation	Identification	.835		
	Intrinsic	.765	**0.889**	**0.668**
	External	.804		
	Introjections	.863		
	Education	.830		
	Esthetics	.837	**0.913**	**0.723**
Experience	Entertainment	.854		
	Escapism	.880		

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	Quality	.842		
Perceived Value	Price	.813		
	Emotional	.729	**0.854**	**0.595**
	Social	.692		
	Motivation	.908		
Tourist Behavior	**Experience**	.858	**0.878**	**0.708**
	Perceived Value	.750		
	RVI1	.583		
Revisit Intention	RVI2	.850	**0.847**	**0.586**
	RVI3	.722		
	RVI4	.873		

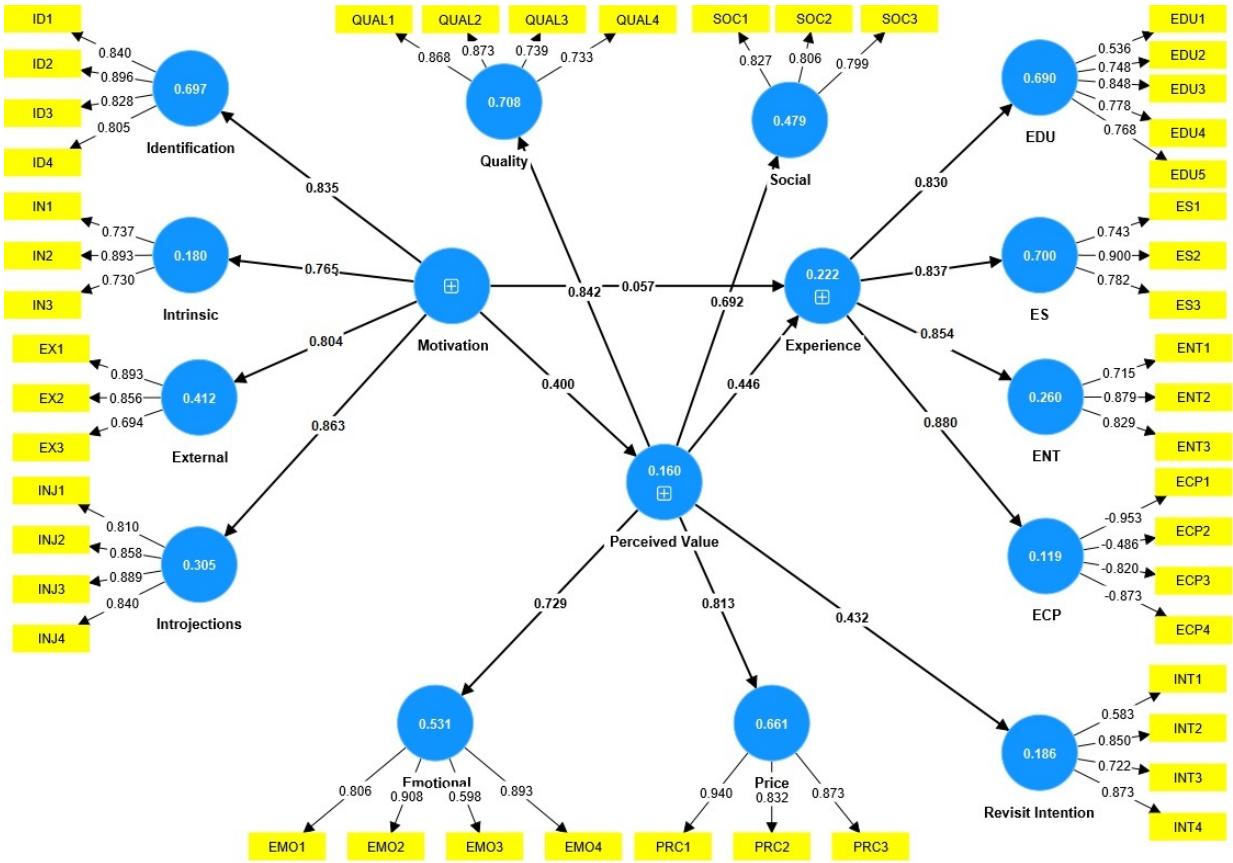

Figure 3: *CFA Model*

5.f Hypotheses Testing

After confirmatory factor analysis, the next step is to test the hypotheses. The proposed hypotheses were tested through SEM by using Smart PLS 3.4.0. The study's findings showed that factors influencing Tourist Behavior positively associated with their revisit intention. i.e., Motivation leads to revisiting intention ($\beta = 0.336$; $p < 0.05$); Experience leads to

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revisiting intention (β = 0.324; p < 0.05); and perceived value leads to revisiting intention (β = 0.173; p < 0.05); Also the study's findings showed that there is a significant positive relation between Tourist Behavior and revisit intention (β = 552; p < 0.05) Thus, hypotheses H1, H1a, H1b, and H1c, were supported. The hypotheses results are summarized in Table 7, while the results of structural equation modelling and the path coefficient are shown in Figures 4 and 5.

Table 7: Hypothesis testing results

	Hypotheses			Estimate	P-Value	Results
H1	Tourist Behavior	.....	Revisit Intention	.522	***	Supported
H1a	Motivation	.....	Revisit Intention	.336	***	Supported
H1b	Experience	.....	Revisit Intention	.324	***	Supported
H1c	Perceived Value	.....	Revisit Intention	.173	***	Supported

5.g Moderating Results

The moderating effects of active participation were also tested. The respondents were asked about the active participation as yes and no and were categorized into tourists who have actively participated (n1=203) and tourists who have not participated (n=185). First, the model was run for tourist behavior and revisited intention with active participation. The results showed a higher impact on tourist behavior and revisit intention (n = 203; β1 = 0.547, p < 0.05; n2 = 185, β2 = 0.167, p < 0.05). Thus, tourist behavior and revisit intention moderate the relationship between tourist behavior and revisit intention.

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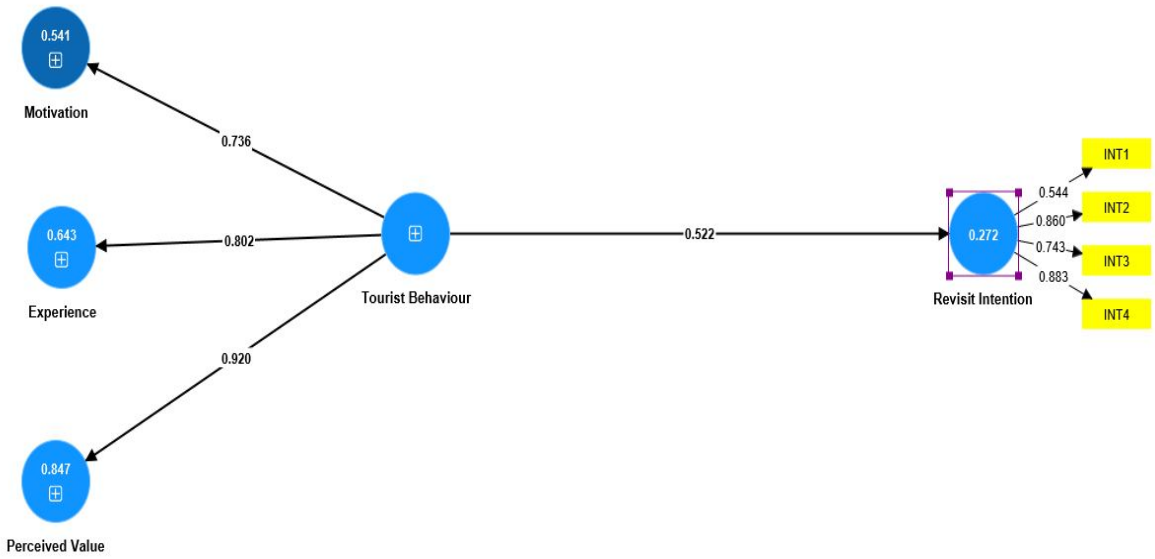

Figure 4: The estimated SEM path model. Source: Authors' elaboration

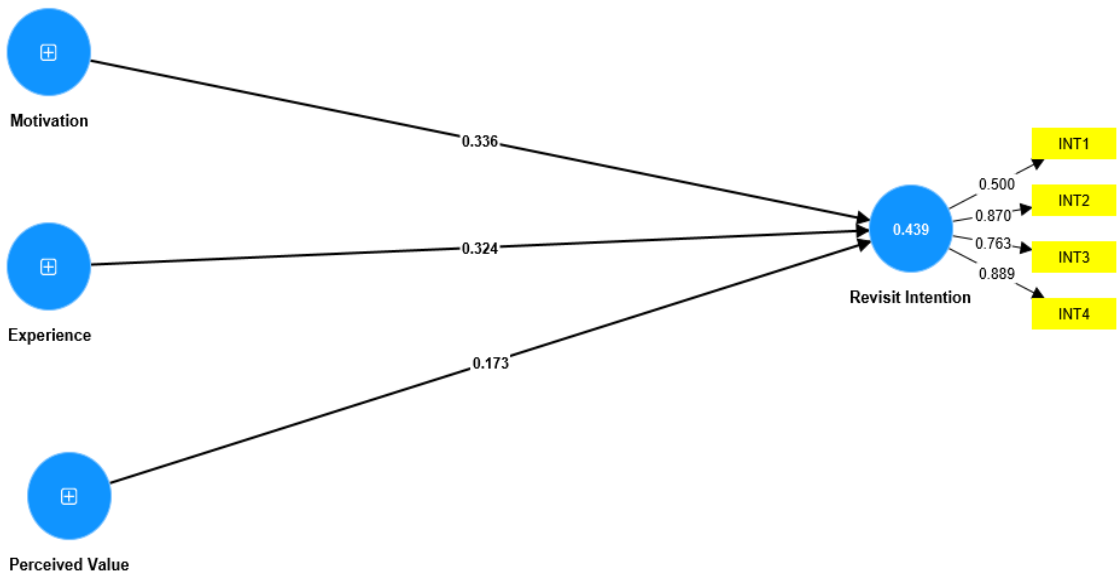

Figure 5: The estimated SEM path model. Source: Authors' elaboration

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5. Conclusion

According to the findings of this study, tourist behavioral factors (Motivation, Experience, and Perceived Value) can be used to predict tourist revisiting intentions toward visiting creative tourism attractions. This study discovered that all variables of tourist behavior, such as motivation, experience, and perceived value, significantly influenced creative tourists' intention to return. The study also discovered that tourist behavioral factors were positively correlated to return, with a significant effect of correlation found between them.

The study also concludes a marginally significant difference in tourist behavior and intent to return based on demographic profile. Alternatively, tourist behavior is significantly different based on their demographic profile. The hypothesis was partially accepted because the probability associated with the test is less than 0.05 for three demographic variables out of six. The p-value for three demographic variables, Gender, Age, and Annual Income, was less than 0.05, indicating that the hypothesis was accepted. While the p-value for the other three demographic profile variables (occupation, marital status, and education level) was found to be greater than 0.05, the hypothesis was rejected.

While the significant difference in revisiting intention regarding the demographic profile was partially rejected, the probability associated with the test is greater than the significant level of 0.05 for four demographic variables out of six. The p-value for two demographic variables, Education Level and Annual Income, was less than 0.05, indicating that the hypothesis was accepted. While the p-value for the other four demographic profile variables, Gender, Age, Occupation, and Marital Status, was found to be greater than 0.05, the hypothesis was rejected.

Moreover, the findings showed that motivation, experience, and perceived value of tourist behavior positively affect the revisiting Intention of tourists towards creative tourism. The proposed hypotheses were tested through a structural equation model using Smart PLS 4.0. Furthermore, the findings showed that active participation moderates the relationship between tourist behavior and revisit intention. The results of this investigation can be helpful for both the research community and marketers interested in investigating the behavior of creative tourists and destination loyalty.

6. Limitations and Future Research

This study has limitations that can point future researchers in the right direction. The first limitation of the study was its lack of generalizability, as it only looked at potential creative tourist attractions in Kashmir. Because of time and financial constraints, the survey has been limited to a few locations. Future researchers can investigate various creative tourism attractions with varying characteristics. The study's second limitation was using a "self-administered questionnaire" distributed to participants using a "purposive sampling

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method." There is still a sampling bias because "purposive sampling is a non-probability sampling method." As a result, future studies should use a suitable sampling method to reduce sampling bias.

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