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Novelty Vs Familiarity: Identification of Satisfaction and Loyalty in Context of Visitor's Perception(Article)

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Abstract

Tourism has gained importance in the recent decades and youth is more concerned about the destinations to be visited. There are two classes of tourists. One, who want to explore new places and others who visit same places they are already familiar with. However, both types of destinations need to provide satisfaction in order to attract tourists in future. The study aimed at studying the opinion towards newness as well as familiarity with tourist places to measure their revisit intentions. The respondents were contacted personally and data was collected from the people came to visit Gwalior and nearby cities for various purposes. The respondents were contacted at tourist places of the city. The respondents were from all over the country and abroad. The modified and standardized questionnaires were adopted to measure responses on an equal interval scale. In order to attain

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