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| Dominancy Of Respectiveness Quality During Recreational Visits With Refeence To M.P. Tourism Resorts |
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| **Abstract** |
| *The resorts are a unique idea. The guests of resorts stay for longer period than other hotel types and have the most captive audiences. They are designed specifically to cater for every guest so that they do not need to venture beyond the security of that resort. A resort offers various recreational activities, such as golf, swimming, tennis, hiking, boating and skiing. Today mega resorts are a combination of rooms, restaurants, showrooms, gaming entertainment, retail stores, and arcade or other themed virtual entertainment experiences. The current study is done with 100 visitors of resorts as respondents. The study found the dominance of Receptiveness Quality over other factors like Physical Environment, outcome Quality, amusement quality, space and security. These results were obtained using Confirmatory Factor Analysis. Incremental Fit measures and Parsimony Fit Indices were as per required limits. The current study also reflected the construct validity as well as discriminant validity of factors confirmed.* |
| **Keywords** |
| Resort , Receptiveness, Environment, Tourism, Quality |
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