Assessing Factors affecting the Performance of Tourist Destination: A Study on Odisha

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Abstract: : *Tourism plays a vital role in boosting regional development, particularly in areas blessed with stunning natural landscapes and rich cultural heritage. Debrigarh Wildlife Sanctuary in Odisha is a prime example of such a destination, celebrated for its pristine wilderness, diverse plant and animal life, and breath-taking scenery. While Debrigarh has immense potential for eco-tourism and nature-focused travel, it still grapples with various challenges that hinder its overall success in the tourism industry. This study aims to pinpoint the key factors that influence Debrigarh appeal as a tourist spot and affect visitor satisfaction and engagement. According to the Exploratory Factor Analysis, five important factors that determine the tourist destination include Destination Attractiveness, Destination Accessibility, Destination Technology, Destination Image, and Safety and Security at the destination. There were twenty-five items that had factor loadings above 0.40. Conservation, improved transport, and other services may contribute to increasing accessibility for the destination. The study introduces a well-validated 25-item questionnaire with five key indicators, paving the way for future research. It lays a solid groundwork for weaving strategic marketing into tourism models, even though there are some limitations regarding the sample size.*

Keywords: *Tourist destination, Destination image, Attractiveness, Tourist Satisfaction*

Introduction

The tourism industry has sparked growing research attention, especially in fields such as performance metrics and tourism competitiveness. Researchers are increasingly focusing on developing more refined methods to measure and evaluate the success of tourism destinations. This includes identifying key indicators that reflect economic impact, visitor satisfaction, and sustainability efforts. Furthermore, the rising competition among global tourism markets has led to studies on strategies to enhance a destination's appeal, strengthen its competitive edge, and adapt to ever-changing traveler preferences(Gómez-Vega, Herrero-Prieto and López, 2022).The tourism industry plays a pivotal role in the global economy, generating significant revenue, creating numerous employment opportunities, and attracting substantial investment capital. Beyond its financial contributions, tourism also supports the

preservation of local heritage, promoting cultural conservation while fostering community pride. Additionally, it serves as a tool for poverty alleviation, contributing to the economic restructuring of regions that heavily rely on tourism. A key aspect of the industry's success is ensuring tourist satisfaction, which is crucial for effective destination marketing. Satisfied tourists are more likely to make favorable recommendations, influence others' travel decisions, and increase the likelihood of return visits(Chau, Hoa and Chau, 2023).This study emphasizes the critical role that destination image plays in tourism research, underlining its substantial influence on various travel behaviors, including the selection of destinations and future travel intentions. The perception of a destination in the minds of potential tourists is a key factor in shaping their travel choices. Previous research has consistently demonstrated that destination image has a profound impact on tourists' attitudes and behaviors. A positive destination image not only encourages initial visits but also significantly influences tourists' intentions to revisit the destination in the future. Additionally, it plays a crucial role in generating positive word-of-mouth recommendations, further enhancing the destination's appeal(Byon K. and Zhang J., 2010).The study investigates the relationship between tourists' attribute satisfaction and their overall satisfaction with travel experiences. It highlights the importance of understanding how specific attributes contribute to overall satisfaction. Research indicates that higher customer satisfaction leads to increased loyalty, positive word-of-mouth, and improved market share, making it crucial for businesses, especially in the tourism sector. The paper identifies seven factors that influence tourists' attribute satisfaction, which were derived from a comprehensive literature review and validated through exploratory factor analysis(Chi and Qu, 2009).The rapid growth of tourism, driven by new technologies and social networks, has significantly impacted environmental, cultural, economic, and social sustainability. Tourism boosts income, jobs, and cultural heritage preservation, but it also leads to environmental degradation, rising local costs, and resource competition. Local populations risk losing land, services, and traditional ways of life, while becoming over-reliant on tourism revenue. The concentration of tourism during peak periods worsens these issues. Hotel users are increasingly aware of tourism's environmental impact, influencing corporate strategies and online discourse(Saura, Palos-Sanchez and Martin, 2018).This study explores the relationships between sporting event quality, destination image, perceived value, tourist satisfaction, and destination loyalty in tourism marketing. It highlights that customer loyalty is cost-effective and essential for long-term success. Event quality plays a significant role in shaping destination image and perceived value, yet has been underexplored, especially for small-scale events. The research addresses gaps in understanding the connections between these factors and their impact on tourist behavior, aiming to improve marketing strategies and enhance destination competitiveness in the tourism industry(Jeong and Kim 2020).Tourism research highlights a paradox where tourists seek both novel and familiar experiences, with many preferring familiar holiday destinations. Repeat visitation is influenced by factors like aesthetic or utilitarian reasons, perceived safety, quality, value, and risk. While prior studies focused on product repurchase, more attention is needed on repeat visit intentions in tourism. University students are a significant tourism market due to their leisure time and low commitments, yet this market remains under-researched. This study examines how satisfaction with various factors impacts repeat visit intention to Western Australia's South-west region(Quintal and Polczynski, 2010).In recent years, competitiveness has become key to the sustainable development of the travel and tourism industry. Tourism destination competitiveness, shaped by factors like natural resources, culture, and climate, is vital for growth in the global market. Various models, such as Porter's five forces, examine competitiveness through factors like economic,

social, environmental, and political dimensions. Consumer perceptions, price competitiveness, and sustainability are essential to success, with proper environmental management playing a crucial role in boosting destination appeal and long-term viability(Bălan, Balaure and Veghe, 2009). India's challenges in attracting foreign tourists due to a negative global image of poverty. Despite extensive marketing, perceptions of India as dangerous, especially after nuclear tests in 1998, deterred visitors. The study aims to assess foreign tourists' expectations and satisfaction with India as a destination, identifying gaps between what tourists expect and their actual experiences. This research addresses the lack of relevant studies on tourist satisfaction in India, compared to other countries (Chaudhary, M., 2000).

Review of literature

This research develops tourism competitiveness indices for emerging destinations, using both qualitative and quantitative methods. Stakeholders including business owners, public administrators, and academics, identified and ranked competitiveness indicators. Applied to Kazakhstan, the study highlights its natural environment and tourism policy as competitive strengths, while weaknesses include pricing, language skills, and professionalism of tourism employees. (Tleuberdinova, A et al., 2024). Tourist behavior is influenced by various factors including personality traits, environmental factors, and sociodemographic such as age, gender, education, and income. Studies by Kassarjian, Bray, and others emphasize how different age groups, generations, and social factors shape individual preferences, highlighting that behavior varies based on life experiences and learned characteristics (Sahoo, D et al., 2022) Tourist satisfaction, crucial for competitiveness, is influenced by pre- and post-consumption perceptions of a destination's products and services. Factors such as safety, cultural attractions, amenities, accessibility, and overall destination image significantly impact satisfaction, which in turn affects repeat visits and long-term success in tourism (Mohanty, S et al., 2021). Odisha, a state in eastern India, is rich in natural beauty, culture, and traditional crafts, attracting a growing number of tourists. Pipili is renowned for its appliqué crafts, while Raghurajpur is famous for pattachitra and other traditional arts. Despite Odisha's unique offerings, limited research has focused on tourist purchasing behavior, particularly for local souvenirs. This study aims to address this gap, exploring demographic profiles and buying behaviors to help stakeholders develop effective marketing strategies for Odisha's souvenirs (Behera, S. K et al., 2022). Tourist satisfaction is crucial for effective destination marketing and is influenced by the comparison of expectations and actual experiences. High satisfaction encourages return visits and positive word-of-mouth, while reducing complaints. Quality service, perceived value, and fulfilling experiences are key to satisfaction, impacting both emotional and affective responses. Tourism organizations must balance demand and service quality to enhance satisfaction, which, in turn, boosts tourism output and consumer spending (Rahim, M.A et al., 2022). Tourist destinations are largely determined by the quality of the natural environment, which greatly impacts tourist satisfaction. Tourism management should prioritize environmental conservation to maintain attraction appeal. As travelers grow more sensitive to environmental degradation, tourism declines in affected areas. Governments may charge admission fees to fund environmental upkeep and conservation efforts (Szromek et al., 2019). In the tourism industry, quality of life is influenced by customs, lifestyle, local friendliness, and cultural attractions like festivals and historic sites. Many travelers seek destinations to boost self-esteem through unique cultural experiences. Malaysia, with its distinct language, culture, and environment, attracts global tourists and should promote these qualities to enhance its appeal (Zhang et al., 2014). Tourism infrastructure, including transportation, accommodation, and leisure facilities, plays a key role in traveler satisfaction. Accessibility and

government policies significantly impact the tourist experience. Adequate infrastructure strengthens a destination's competitive advantage, boosts satisfaction, and fosters the development of new attractions (Shukor et al., 2017). India's brand image among Japanese tourists. It reviews branding, image, and India's tourism industry, including its development and tourist arrival patterns. Factor analysis was used to identify key factors influencing India's brand image as a tourist destination, providing insights into the effectiveness of destination branding efforts (Sharma et al.,2023)

Research Methodology

The study is quantitative in nature. where information is extracted from a population sample. The research methodology was chosen based on the study's ontological and epistemological foundations, along with the relevant literature's position, guiding the approach to understanding the subject matter. As a result, it utilises a survey method to research the phenomenon of interest in the target study population. This survey utilises a structured questionnaire which is administered to a representative sample of the willing participants selected. The population of interest for this research is the stakeholder group as well as tourist visitors from Debrigarh Wild Life Sanctuary, Sambalpur District.The population in this study was in debrigarh wild life sanctuary in sambalpur district with the criteria for joining the target group, both from the stakeholder of destination sites and outside tourists.

The primary data utilized in the study is from the opinion, attitude, justification and perception of the participants in this study, which were all visitors of debrigarh wild life sanctuary located in sambalpur city. The survey was administered between the months of August and September of the year 2024. Data was collected using an offline survey and included a 1-5 Likert scale to assess responses by the tourist. and one hundred four tourists completed the survey and the data was analysed by means of exploratory factor analysis (Jebb et al., 2021).

Research design

The study conducted involved a quantitative pilot research design which is considered cross-sectional in order to determine the influence of some selected variables on the performance of tourist destination. Conducting pilot studies prior to major studies is important as they facilitate the improvement of procedures and research tools (kunselman, 2024). It is imperative to note that conducting pilots of research instruments/tools can help improve reliability and validity since they help in identifying faulty research questions/ variables (srinivasan et al., 2017).

Sample size selection

The focus of this study is on tourists who have visited the Debrigarh Wildlife Sanctuary in Odisha. To gather responses for the pilot study, we recruited a convenience sample of 104 participants, which aligns with the typical approach for pilot studies that often use smaller groups to test research tools (Sapnas et al, 2002). Although this smaller sample size may limit how broadly we can apply the findings, it serves well for exploratory research purposes (Fernández-Muñiz et al., 2009).

Procedure of data collection

Participants filled out a questionnaire that was conducted offline. Taking part in the study was completely voluntary, and we made sure to keep everything confidential. We received ethical approval from the associated institution, and we obtained informed consent from everyone before we started collecting data (Crompton et al., 2001).

Data Analysis

In this study we adopted exploratory factor analysis. Exploratory factor analysis is employed when the researcher seeks to uncover the underlying relationships among a set of variables without prior assumptions. It helps identify patterns and reduces the number of variables by

grouping them into factors based on their correlations. This approach is typically used in the initial stages of research, allowing researchers to explore data and detect potential underlying structures. On the other hand, confirmatory factor analysis is more sophisticated and is used later in the research process. It involves testing specific hypotheses about the relationships between variables, often based on prior knowledge or theoretical expectations. CFA assesses how well a proposed model fits the data. In this study, the focus is on exploratory factor analysis, as it aims to uncover the interrelationships among variables. This approach is deemed appropriate for the research goals of this paper, which seeks to explore patterns in the data.

Stages in exploratory factor analysis

The stages in exploratory factor analysis (EFA) typically follow a systematic process:

Assessing if the data is suitable for EFA should be the first step, this will include things like verifying that the sample is adequately sized as well as establishing whether or not the data meets the specifications for performing a factor analysis (the example measures associated with this are KMO).

(KMO) test and Bartlett's test of sphericity are commonly used to assess this (Pallant et al., 2016). Extraction of Factors: The next step is the extraction of factors from the dataset. This involves identifying the underlying dimensions by using methods such as principal component analysis (PCA) or maximum likelihood. The goal is to reduce the variables into a smaller number of factors that account for the most variance in the data (Tabachnick & Fidel 2007). Determining the Number of Factors: After extraction, the researcher must decide how many factors to retain. Techniques such as the eigenvalue-greater-than-one rule, the scree plot, and parallel analysis help in determining the number of significant factors (Osborne et al., 2012). Rotation of Factors: To improve interpretability, factor rotation is applied, typically through orthogonal (e.g., Varimax) or oblique (e.g., Promax) methods. This step helps clarify the factors by maximizing high loadings and minimizing low loadings (Ogunsanya et al., 2022). Interpretation and Naming of Factors: The final stage involves interpreting and naming the factors based on the variables that load highly on each factor. This provides a meaningful structure to the data. Validation and Reliability Testing: The final step includes testing the reliability of the factor structure and ensuring that the solution makes theoretical and practical sense. This can involve using additional statistical tests like Cronbach's alpha for internal consistency.

Demographic profile

The demographic profile reveals that a significant portion of visitors to Debrigarh Wildlife Sanctuary are male, making up 59.6% of the crowd. Most of the respondents fall within the 18–25 age range, accounting for 46.2%, followed by those aged 26–35 at 30.8%. This trend highlights the strong presence of Generation Z and Millennials among the sanctuary's visitors. When it comes to education, graduates represent the largest group at 44.2%, with postgraduates following closely at 32.7%. In terms of travel duration, many tourists opt for shorter visits, with 1-day trips being the most popular at 51.92%, and 2-day stays at 28.8%. and 3 day stays at 19.2%. This indicates that the sanctuary mainly attracts young, educated tourists looking for quick, nature filled getaways.

Table1: Demographic respondent

Variable	Category	Distribution	Percentage (%)
Gender	Male	62	59.6
Gender	Female	42	40.4
Age Group	18–25 years	48	46.2
	26–35 years	32	30.8
	36–45 years	14	13.5
	Above 45 years	10	9.6
Educational Qualification	intermediate	18	17.3
	Graduate	46	44.2
	Postgraduate	34	32.7
	Others	6	5.8
Duration of stay	1 Day	54	51.92
	2 Days	30	28.8
	3 Days	20	19.2

Assumptions for exploratory factor analysis

Factor analysis should be used when the Kaiser-Meyer-Olkin (KMO) index, which is a measure of sampling adequacy, has a value greater than the acceptable minimum level of .50, with a desirable value of .80 or greater indicating that the data are very well suited to conducting an exploratory factor analysis and will be considered as being adequate when the index falls below .50. KMO is usually reported along with Bartlett's test of sphericity, and together these statistics provide justification for the factorability of a dataset prior to completing an exploratory factor analysis (Kaiser 1970). Additionally, a Cronbach's alpha above .70 is typically considered to be reasonably good reliability for a measure, while an internal consistency rating of .80 is considered to be good enough to continue with factor analysis; both ratings were positive in this study, with the KMO and MSA exceeding 0.5, at .865 and Bartlett's Test result being less than .05 respectively, thus permitting the analysis to proceed. A further component of the analysis involves determining compliance with the Measure of Sampling Adequacy (MSA) criterion of sampling adequacy. All Indicators in the study met the MSA assumption because their anti-image correlation was above 0.5. Furthermore, all variables were extracted with loading values exceeding 0.5 thereby confirming that the communality assumption had been met.

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Table2. Descriptive statistics

	Mean	Std. Deviation	Analysis N
DA1	3.06	.774	104
DA2	2.95	.999	104
DA3	2.94	.810	104
DA4	2.91	.814	104
DA5	2.98	.945	104
DA6	3.28	.950	104
IA1	2.97	.950	104
IA2	3.11	.902	104
IA3	3.06	.868	104
IA4	3.43	.810	104
IA5	3.35	.734	104
T1	3.38	.838	104
T2	2.94	.890	104
T3	2.92	.932	104
T4	3.14	.929	104
DI1	2.95	.896	104
DI2	2.91	.765	104
DI3	2.69	.813	104
DI4	2.99	.908	104
DI5	2.57	.879	104
S1	3.04	.723	104
S2	2.85	.798	104
S3	2.97	.782	104
S4	2.60	.782	104
S5	2.92	.720	104

According to the descriptive analysis, most respondents have fairly positive perceptions towards destination attractiveness, destination infrastructure, information technology, destination image, and destination safety, with destination infrastructure and accessibility playing more prominent roles in destination choice.

Table-3: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	1152.495
	df	300
	Sig.	<.001

Source: SPSS .27 output

The principal component analysis is conducted for 25 items with varimax rotation. The KMO test measures the adequacy of the sample size for conducting this test. KMO value is 0.766 which is more than the threshold of 0.70. The test of significance for the test is Bartlett's test for sphericity (chi-square =1152.495, p< 0.001). This proves that the relationship between the items in the study is strong enough to conduct PCA. An initial analysis is conducted to obtain the eigenvalues of the components.

The average communality of the variables after extraction was 0.456, supporting the use of factor analysis. According to Field (2009) and Hair et al. (2013), no variable had extracted eigenvalues below the 0.50 threshold, indicating that all variables met the criteria for further analysis. This suggests that the factor analysis was appropriate and that the variables contributed adequately to the extracted factors, validating the suitability of the data for factor analysis.

According to Table 2, the value extraction for all indicators is more than 0.50, so that the assumption of communality is satisfy the criteria.

Table 4: Communalities of adoption level scale

Constructs	Components and statements	Initial	Extraction
Destination attractiveness	DA1	1.000	0.612
	DA2	1.000	0.620
	DA3	1.000	0.427
	DA4	1.000	0.648
	DA5	1.000	0.684
	DA6	1.000	0.678
Infrastructure and accessibility	IA1	1.000	0.644
	IA2	1.000	0.589
	IA3	1.000	0.527
	IA4	1.000	0.745
	IA5	1.000	0.673
Technology	T1	1.000	0.710
	T2	1.000	0.677
	T3	1.000	0.714
	T4	1.000	0.645
Destination image	DI1	1.000	0.693
	DI2	1.000	0.584
	DI3	1.000	0.659
	DI4	1.000	0.660
	DI5	1.000	0.599

Safety and security	SS1	1.000	0.685
	SS2	1.000	0.691
	SS3	1.000	0.635
	SS4	1.000	0.614
	SS5	1.000	0.670

Source: SPSS .27 output (extraction method-principal component analysis)

Communalities refer to the amount of variance shared between variables by the extracted factors. It shows the extent to which the factors and statements measure the variance of the variable. In this case, the values of communalities range from 0.50 to 0.70 while one of them is 0.427, which is slightly lower but still acceptable. Most of the variables possess communalities above 0.50, indicating that there is enough variance explained by the factors.

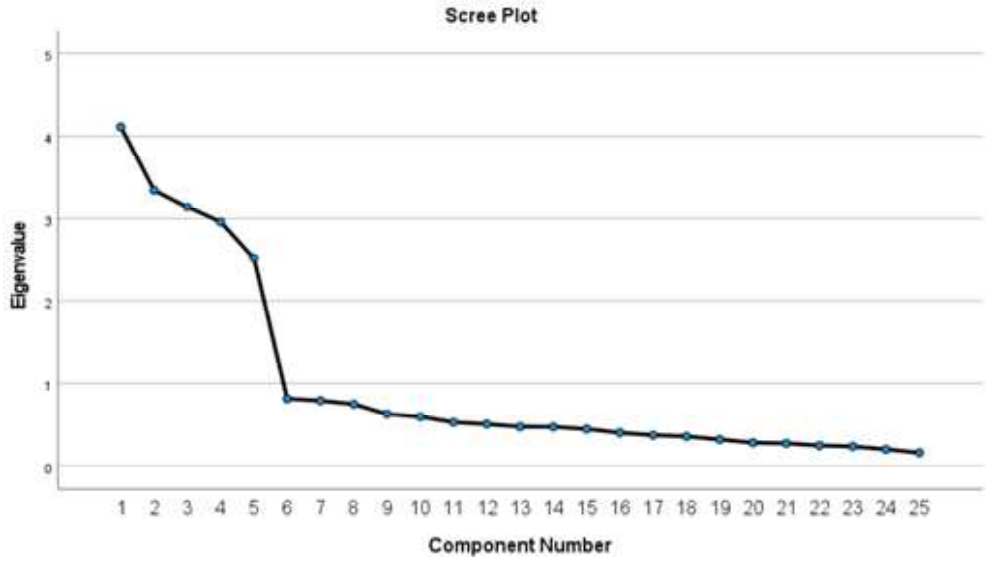
Table 5: Result of exploratory factor analysis: Adoption level

Constructs	Code	Factor loading	Eigen value	Variance explained
Destination attractiveness	DA1	0.612	4.112	16.447%
	DA2	0.620		
	DA3	0.427		
	DA4	0.648		
	DA5	0.684		
	DA6	0.678		
Infrastructure and accessibility	IA1	0.644	3.350	13.400%
	IA2	0.589		
	IA3	0.527		
	IA4	0.745		
	IA5	0.673		
Technology	T1	0.710	3.145	12.581%
	T2	0.677		
	T3	0.714		
	T4	0.645		
Destination image	DI1	0.693	2.961	11.842%
	DI2	0.584		
	DI3	0.659		
	DI4	0.660		
	DI5	0.599		
Safety and security	SS1	0.685	2.517	10.069%
	SS2	0.691		
	SS3	0.635		
	SS4	0.614		
	SS5	0.670		
	Total variance explained-64.339%			

Source: SPSS .27 output

The output of exploratory factor analysis indicates that the solution is made up of six factors and all statements are loading on their respective factors. Five factors account for 64.339% of the total variance. A total of six factors are found in the destination attractiveness factor, accounting for 16.447% of the total variance. Five factors are also found in the infrastructure and accessibility factor, which accounts for 13.400% of the total variance. Four factors make up the technology factor, accounting for 12.581% of the total variance. The destination image factor also makes up five factors, accounting for 11.842% of the total variance. Lastly, the safety and security factor accounts for five factors, which account for 10.069% of the total variance.

Figure 1: Plot of exploratory factor analysis –Adoption level



As illustrated by the scree plot, the eigenvalues are in a descending order. As per the above scree plot, the number of factors is indicated where the elbow lies. The elbow in the graph indicates that there are five components whose eigenvalues are more than one. The values of the components are between 4.2 to 1

Table 6: Variable indicators

Variables	Indicators
Destination attractiveness(DA)	1.The scenic beauty of the Odisha provides a sense of relaxation and peace. 2.The natural or cultural features of destinations of Odisha is very unique. 3.The destination offers a wide variety of attractions and activities. 4.The cultural and historical significance of the destination enhances its appeal 5.The destination has great tourism facilities and services that make it more appealing. 6.The destination has a lot of things for tourists to do and see.

Infrastructure and accessibility(IA)	7.The transportation options to and within the destination are convenient and well-organized 8.The roads and public transportation systems are well-maintained and easy to navigate 9.The destination has adequate accommodation options that meet various budget levels 10.The destination is accessible for all individuals and with disabilities or mobility challenges 11.Tourists can easily find their way around the area thanks to signs, directions, and tourist information centers.
Technology(S3)	12.The availability of digital booking services for accommodations and tours in Odisha enhances my travel experience 13.Social media platforms significantly influence my decision to visit tourist destinations in Odisha 14.The use of technology (virtual tours, interactive maps, etc.) enhances the cultural or historical experience of the destination. 15.I choose where to go on vacation based on AI-based suggestions, like travel apps or websites.
Destination image(S4)	16.The destination offers a diverse range of attractions (e.g., natural beauty, cultural sites, and entertainment options) 17.The destination is a safe and welcoming place for tourists 18.The destination is known for its friendly and welcoming local community 19.The destination's marketing and promotion align with the actual experience 20.The destination image associates in my mind
Safety and security(S5)	21.The destination has effective security measures in place for tourists. Emergency services (e.g., police, medical assistance) are easily accessible at the destination. 22.The destination has effective emergency services and procedures in place. 23.Information about safety and security is clearly communicated and easily accessible for tourists. 24.There are enough security measures at the destination, like police presence and surveillance. 25.The local government does a good job of keeping tourists safe.

Table7: Reliability test

Variable	Amount indicator	Cronbach's alpha
S1	6	0.748
S2	5	0.724
S3	4	0.849
S4	5	0.833
S5	5	0.866

The reliability test uses Cronbach Alpha. in this case if the coefficient is greater than 0.60, then all the questions are reliable. Table 6 indicates the results obtained for the reliability test for each variable. It is observed that the Cronbach's Alpha value for all variables is higher than 0.6, and therefore it can be concluded that all the indicators are reliable and uses for further analysis.

Discussion

The assessment of tourist destinations is influenced by key factors such as destination attractiveness (S1), infrastructure and accessibility (S2), technology (S3), destination image (S4), and safety and security (S5). These categories are essential for measuring a destination's overall appeal and performance. The adaptive dimension emphasizes the importance of transformation capability to support a destination's performance, allowing it to respond to changing tourist needs and preferences. This aligns with studies, like Buhalis (2000), which explore how destination sites, such as those in Odisha, can improve their performance through adaptability and a focus on tourist satisfaction.

Conclusion

This study identifies five key characteristics influencing the performance of tourist destinations in Odisha: Destination Attractiveness (S1), Infrastructure and Accessibility (S2), Technology (S3), Destination Image (S4), and Safety and Security (S5). Initially, 25 indicators were examined, the study's second objective was to pinpoint the most influential factors impacting destination performance. Among these, Destination Attractiveness, Infrastructure, and Destination Image emerged as the most powerful determinants of success. These factors are crucial as they not only enhance visitor satisfaction but also drive repeat visits and word-of-mouth recommendations. By focusing on these areas, Odisha can further strengthen its tourism sector and appeal to a broader range of travellers, boosting both visitor numbers and the local economy.

Future research

Future research can test the five key variables destination attractiveness, infrastructure and accessibility, technology, destination image, and safety and security along with 25 indicators to assess tourist destination performance is going to accomplish in multivariate data analysis technique using smart pls4.0. This study focuses on other tourist destinations across Odisha and suggests incorporating innovative capability into future research, allowing for a deeper understanding of how destinations can adapt and thrive in an evolving, technology-driven tourism landscape.

Scope for future research

1. Similar study with a larger and more diverse sample could be conducted to ensure that the findings can be applied to a broader population.
2. Adding some new factors along with its indicators to conduct hypothesis testing using SMART PLS4.0.
3. A MCDM techniques can be conducted to evaluate and compare the performance of different tourist destination as attributes along with factors as criteria. This analysis can provide valuable insights for policy-making and offer opportunities for tourism marketers to strengthen the Odisha tourism.

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