Analyzing Tourists Multi-Channel Behavior: An Empirical Study on Indian Tourism Economy

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Abstract: Indian tourism economy is increasing exponentially and offers a great potential for economic opportunities. It is important for businesses to understand the channel choice behaviour of the travelers to survive in this competitive era. This study focuses to identify several factors that affect the channel choice decisions of the tourists. We use Structural Equation Modelling for conducting Empirical Analysis. Results identify that family influence, Promotions, Catchment, Affordability, Facilities and Customer Relationships as the major factors affecting Channel Choice Behaviour of the Tourists.

Keywords: Economy, Channel Choice Behavior, Travel agents, Tourism

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