

## Research Paper

# **Craftourism: Moderating Emotional-Bonding with Destination and its Loyalty**

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**Abstract:** Traditional crafts play a major role in enhancing the attractiveness of a destination. Destination Marketing Organisations (DMOs) have embraced this phenomenon and associate crafts with visitors' cognitive self. The recently coined term "Craftourism" further illustrates this growing integration of visitors with the conceptualisation and production process of various local crafts. This paper examines the impact of emotional bonding on destination loyalty from the visitors' perspective with craftourism as a possible moderator. Surveying destinations with rich traditions of handmade crafts and using appropriate statistical tools to assess the relationship between variables, the findings reveal that craftourism plays a significant moderating role in enhancing destination loyalty of visitors by strengthening their emotional bond with the said destination.

**Keywords:** Craft, destination loyalty, emotional bonding, visitor

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## **Introduction**

Experiential travelling is on the rise with participative learning emerging as a critical element of travel focusing on the "practice and display of local traditional crafts" (Shushma, 2012). Destination marketing organisations (DMOs) rely heavily on the bouquet of local traditions and events to lure and ensure a steady flow of visitors (Pike, 2008). As an element of cultural celebration, handicrafts can be used to enhance the attractiveness of the destination for foreign visitors, develop community image, raise funds for civic or charitable projects, provide opportunities

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for the visiting community to deal with fine arts, help to preserve and revitalise local cultures and traditions, provide important leisure activity outlets, build social cohesion and provide opportunities for family members to strengthen their societal bonds (Weaver & Robinson, 1989; Janiskee, 1980; Getz 1991; Liang, Illum & Cole, 2008; Getz, 2008). Long and Perdue (1990) argued that rural communities strive hard to enhance the local tourism industry by attracting visitors with the expectation of boosting the economy.

Past research has shown that visitors are involved in the promotion of destinations, namely via positive referrals if they are satisfied with the destination they visited (Kotler, Bowen & Makens, 2010). Therefore, it becomes imperative for the destination marketer to ensure visitor satisfaction by improving visitors' experience at the destination visited (Pike, 2008). Researchers have also pointed out that destination bonding can be a useful input in understanding the criticality of the satisfaction-loyalty relationship (Yuksel, Yuksel & Bilim, 2010). There is plenty of research on the relationship between emotional bonding with destination and destination loyalty. In contrast, local craft and its probable direct and moderating impacts on visitors' cognitive aspects and consequent behavioural manifestations has not been explored at all.

The present study aims to identify characteristics that best define the practice of craftourism and the underlying dimensional structure of the same. Further to this, the study focuses on examining the relationship between craftourism, emotional bonding with destination and destination loyalty. Finally, the study seeks to assess the role of craftourism towards influencing the relationship between emotional bonding with destination and destination loyalty.

### **Literature Review**

Research that focus on emotional bonding of visitors with destinations has been observed in contemporary tourism literature. Researchers identified the bases of emotional bonding of visitors with destinations, namely festivals (Grappi & Montanari, 2011; Lee, Lee, Lee and Babin, 2008), shopping (Yuksel, 2007), dining facilities (Han & Jeong, 2013), theme parks (Ma, Gao, Scott & Ding, 2013), recreation and leisure (Nawijn, 2011), and adventure tourism (Faullant, Matzler, Mooradian, 2011). These studies revealed that emotional bonding has a significant antecedent effect on travel motivation (Goossens, 2000) and destination preference (Chuang, 2007). Emotional bonding was also found to influence positively tourist satisfaction (Faullant *et al.*, 2011), trust and commitment (Han & Jeong, 2013) and other behavioural patterns, namely destination preference, revisit intention and destination loyalty (Grappi & Montanari, 2011).

Tourism literature has often highlighted congruence between emotional alignment of visitors and destination bonding. Destination-visitor relationship displays an array of positive emotions such as love, pride, joy, positive surprises and contentment (Scannell & Gifford, 2010). Over the years, researchers have introduced a number of tools for measuring human emotions (Diener, 2000; Parrott & Hertel, 1999; Watson, Clark & Tellegen, 1988; Izard, 1977; Mehrabian & Russell, 1974). Similarly, Schoefer and Diamantopoulos (2008) measured customer emotions during service encounters using the Service Recovery Encounters (ESRE) concept to identify emotional response styles. Although it is widely accepted that human beings display emotions towards their immediate physical and social environment (Farber & Hall, 2007), measuring these emotional responses remains scarce. Most of the scales that were designed to capture human emotions in the marketing context prove to be inadequate although they do capture the dynamism of destination and destination-visitor interaction. Hosany and Gilbert (2010) developed a parsimonious three-dimensional (joy, love, and positive surprise), 15-item measurement tool called Destination Emotion Scale. The scale meaningfully predicts tourist satisfaction and behavioural intentions (Hosany & Gilbert, 2010; Hosany & Prayag, 2013; Prayag, Hosany & Odeh, 2013).

Emotional bonding with destination often reveals visitors' perception about the physical landscape and cultural insights (Jorgensen & Stedman, 2001; Kyle, Graefe, Manning & Bacon, 2004a). The spatial attitude of visitors is responsible for these perceptual insights which has specific behavioural consequences, namely intention to revisit, positive referrals, destination loyalty, etc. (Lee, Graefe & Burns, 2007; Kyle, Graefe, Manning & Bacon, 2004b). Emotional bonding with destination is attribute-specific and the degree to which this bond exerts influence on positive behavioural pattern depends on the experiential bliss derived from destination attributes (Williams, Patterson, Roggenbuck & Watson, 1992). Researchers have verified the relationship that exists between tourist satisfaction and destination loyalty (Baksi & Parida, 2014; Baksi, 2013; Baksi & Parida, 2013; Chi & Qu, 2008; Yoon & Uysal, 2005) in terms of revisit intention and also promotion (Bigne, Sanchez & Andreu, 2009; Murray & Howat, 2002; Yoon & Uysal, 2005). Destination loyalty is one of the most important subjects in tourism research. In many studies, revisit intention and positive word-of-mouth recommendation are noted as indicators of loyalty (Yoon & Uysal, 2005; Chi & Qu, 2008). Several studies have attempted to identify major antecedents of revisit intention including satisfaction (Petrick, Morais & Norman, 2001; Kozak, 2001), novelty-seeking (Jang & Feng, 2007), image (Chi & Qu, 2008), motivation and satisfaction (Yoon & Usal, 2005), safety (Chen & Gursoy, 2001), overall satisfaction (Campo-Martinez, VGarau-Vadell & Martinez-Ruiz, 2010), cultural difference (Chen & Gursoy, 2001), perceived value (Petrick et al., 2001), past vacation experience (Kozak, 2001), and the like. In this regard,

Jang and Feng (2007) notably asserted that while these research findings focus on determinants of repeat visit intention, understanding tourists' revisit intention and their behaviour remains elusive. Revisit intention is also considered an important issue from the economic perspective in tourism studies (Darnell & Johnson, 2001). Hsu *et al.*, (2008) observed that preserving the loyalty of established customers is a crucial contributor to the achievement and profitability of any business. Accordingly, researchers should concentrate on revisit intention due to the fact that "globalisation of markets, competitive pressure, brand multiplication and, above all, the ever-changing lifestyles and consumer behaviour have forced companies to develop strategies to keep their clients and create consumer loyalty programs" (Flambard-Ruad, 2005), particularly in the tourism industry. Grunwell, Ha and Martin (2008) observed that most of the visitors of Asheville Film Festival and BeleChere-Street Festival were willing to revisit the festival the following year. Yuksel *et al.* (2010) observed that destination bonding is an effective antecedent to destination loyalty. They found that the three dimensions of destination-bonding, namely destination dependence, affective attachment and destination identity influenced cognitive and affective aspects through the overall satisfaction of visitors.

The economic implications of tourism-craft linkage depends on the effectiveness of the subsectors of tourism such as retailing and leisure services to effectively incorporate locally produced crafts and artefacts into the tourism market (Saji & Narayanaswamy, 2011). Today, craftsmen of various trade are adopting an evolved way of thinking and behaving in order to adapt themselves into this current trend and create products that meet present market demands (Shariff, 2005). John (2014) conducted an extensive study to identify the revival issues of Channapatna toys, a specialty handicraft product, of Karnataka, India and found that awareness and integration of visitor with the production process can play a pivotal role in its revival process.

There has been no study to date that identified specific measurable dimensions of handicraft tourism and the term craftourism was constructed by the researcher to emphasis on a specific pattern of tourism. A review of literature did not reveal substantial research that focus on the relationship between visitors' emotional bonding with destination and destination loyalty, although, there has been sporadic evidences that human emotions do play an antecedent role to their behavioural intentions. The inclusion of craftourism as an intervening variable will be an absolute novel one as the researcher presumes similar substantial mediating impact for the relationship between emotional bonding with destination and destination loyalty.

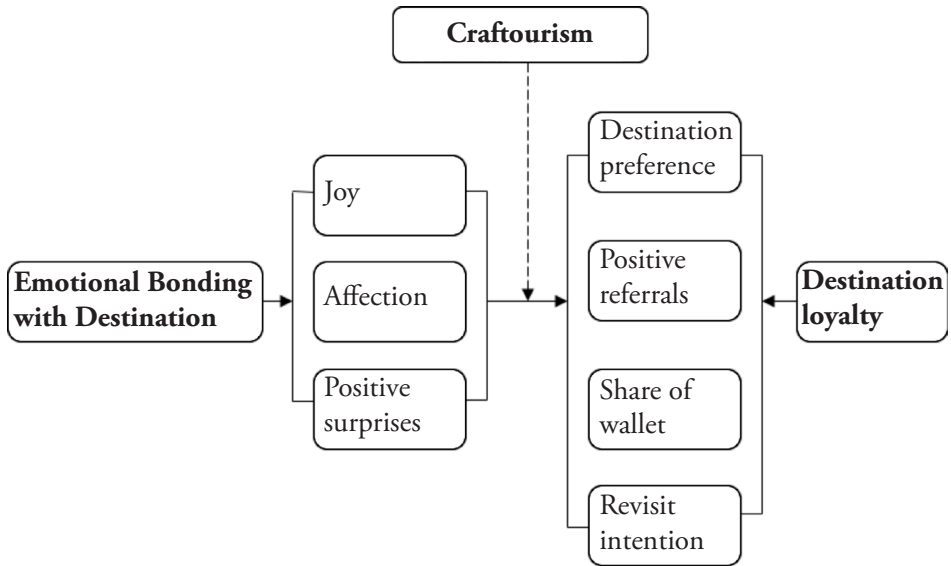
### **Conceptual Model**

The researcher intended to test a conceptual model as shown in Figure 1 to understand the direct and moderating impacts of the variables being studied.

**Formulation of Hypotheses**

Based on the literature review and the focal objectives of the study undertaken, the researcher has framed the following hypotheses to be tested

- H1: Emotional bonding with destination has an impact on destination loyalty.
- H2: Craftourism initiatives have an impact on emotional bonding with destination.
- H3: Craftourism initiatives have an impact on destination loyalty.
- H4: Craftourism moderates the relationship between emotional bonding with destination and destination loyalty.



**Figure 1.** Conceptual model

**Methodology**

The district of Birbhum in the state of West Bengal, India was chosen as the site to carry out this research work. Birbhum is traditionally recognised as a hub for indigenous artisans who engage in producing pottery items, leather goods, bamboo products, textile weaving and dying, brass and bronze works (known as *Dokra*), terracotta works and many traditional arts. Age-old crafts like *kantha stitch* (needlework), *batik tie-dye*, *macramé*, continue to be the primary purchase of millions of visitors that flock Bolpur-Santiniketan, the central marketplace of the district. A structured questionnaire was used as the survey instrument. The questionnaire was refined after a pilot study involving focus group interview (FGI) was conducted to assess the content for ambiguity. The FGI panel consisted of 22 researchers, academicians,

practitioners in the field of tourism and visitors to ensure a broad spectrum of views. The researcher decided not to assign any pre-existing construct for these items to avoid biasness of response and to allow free analysis.

The final survey used systematic random sampling for the visitors as the databases were accessed from different hotels and residences (with prior permission) frequented by visitors. Every seventh (7th) visitor, on the basis of availability, was interviewed. Correspondingly, 1545 visitors were approached and this produced a total of 987 (63.88%) acceptable responses (questionnaire completed in all aspects).

### Factor Construct Measurement

To examine Crafttourism, the researcher modified a 25-item survey to a 27-item after the FGI. To measure the respondents' emotional bonding with destination, 14 items were adapted from Mehrabian and Russell (1974), Hosany and Gilbert (2010). Destination loyalty was measured using 12 items representative of destination preference, positive referrals, share of wallet and revisit intention. The present researcher referred to studies conducted by Lee, Kyle and Scott (2012), Jones and Taylor (2007) and Crompton, Lee and Shuster (2001) for adequate and justifiable modifications. A 7-point Likert scale was used to generate responses.

### Data Analysis

The raw data was tested for outliers or missing data. The missing data was replaced using the robust multiple imputation method, LISREL 9.1. The validity of the model was tested using confirmatory factor analysis (CFA) in LISREL 9.1. This process adequately determines the extent to which the items being studied represent their latent construct (Byrne, 1998). The goodness of fit indices from CFA (Table 1) of the hypothesised model indicates a reasonable fit to the data as shown in Table 2. 22 items of crafttourism were significantly loaded (factor loading with  $<.600$  were discarded) while emotional bonding with destination was loaded in 11 items. Destination loyalty was loaded significantly in all the 12 items initially used to obtain responses from visitors.

**Table 1.** Results of CFA

Items	$\lambda$	t-value	M	SD	$\alpha$
Emotional bonding with destination (EBD)					
My personal values are reflected in the destination [EBD-1]	0.75	14.25	4.21	1.99	
I identify myself strongly with this town [EBD-2]	0.74	14.11	4.33	2.01	

**Table 1** (con't)

I feel attracted to the destination [EBD-3]	0.87	18.21	4.41	2.09	
I feel a strong sense of belonging to this town [EBD-4]	0.91	18.79	3.98	1.93	
I have a lot of fond memories of this destination [EBD-5]	0.79	15.67	4.18	1.76	
I feel connected with the visitors visiting this destination [EBD-6]	0.76	15.98	3.87	1.89	
I feel connected with the local culture, ethnicity and tradition of the destination [EBD-7]	0.93	19.03	3.62	2.01	
I recon the festivals of this destination as the best [EBD-8]	0.79	16.55	4.01	1.99	
I prefer this destination to others for recreation/leisure [EBD-9]	0.83	17.99	4.10	2.14	
I choose this destination even when alternatives are recommended to me [EBD-10]	0.90	18.66	3.99	1.78	
I cannot compare other destinations with this one [EBD-11]	0.84	17.81	4.44	1.88	
Craftourism (CRAFTOUR)					
I feel proud to learn the techniques of the crafts [CFT-1]	0.79	18.09	3.89	4.28	
I feel proud to learn the history behind the crafts [CFT-2]	0.63	12.34	3.77	3.76	
I feel proud to produce crafts hands-on [CFT-3]	0.81	17.33	4.03	4.55	
I feel proud to be a part in crafts production [CFT-4]	0.62	11.76	3.76	3.98	
I feel proud to see my products on display for sale [CFT-5]	0.79	16.98	3.98	4.31	0.89
I feel proud to learn the techniques behind production of crafts [CFT-6]	0.74	16.09	4.16	4.87	
I feel proud about the experience of being a craftsman [CFT-7]	0.70	15.89	4.22	4.43	
I had the scope to impart my own design in the craft [CFT-8]	0.65	13.98	3.87	3.86	
I had the scope to modify the traditional designs [CFT-9]	0.63	13.71	3.44	3.76	

**Table 1** (cont)

I had opportunity to manifest my creative self [CFT-10]	0.71	15.76	3.91	4.09	
I had the opportunity to create new designs [CFT-11]	0.69	14.88	3.46	3.44	
I got a chance, as a craftsman, to interact with buyers [CFT-12]	0.65	13.91	3.76	3.99	
I was thrilled to observe buyers recognizing me as a craftsman [CFT-13]	0.77	16.55	4.01	4.09	
Interaction with the buyers as a craftsman was extremely satisfactory [CFT-14]	0.71	15.66	4.34	4.87	
The places of production of local crafts are easy to access [CFT-15]	0.74	16.11	4.33	4.41	
Adequate local transport facilities are available to travel to the production places of crafts [CFT-16]	0.79	17.23	4.51	4.73	
The local TSPs have adequate information about the route-map to travel to the production places of crafts [CFT-17]	0.66	14.01	3.76	3.91	
The local craftsmen provide satisfactory hospitality [CFT-18]	0.67	13.72	3.44	3.87	
The local craftsmen are approachable for learning purpose [CFT-19]	0.69	13.46	3.23	3.45	
The local craftsmen are not irritated if requested for hands-on demonstration towards production of crafts [CFT-20]	0.77	16.58	4.29	4.33	
The local craftsmen are happy to let use their raw materials to produce crafts [CFT-21]	0.75	15.99	4.38	4.56	
The local craftsmen are happy to share their selling platform to sell products that we made [CFT-22]	0.68	13.45	3.87	3.99	
Destination loyalty (DL)					
I would prefer visiting this destination to visiting other places [DL-1]	0.79	14.78	3.48	4.29	
I consider this destination as the most preferred one compared to others [DL-2]	0.77	14.18	4.01	4.87	0.93
I derive maximum satisfaction by visiting this destination [DL-3]	0.79	14.81	3.29	4.31	



**Table 1** (con't)

I shall be investing more money in visiting this destination in immediate future [DL-4]	0.79	14.78	3.48	4.29
I shall be doing more business (purchase) in this destination in immediate future [DL-5]	0.77	14.18	4.01	4.87
I shall be recommending my friends and relatives to invest money in visiting this destination [DL-6]	0.79	14.81	3.29	4.31
I shall say positive things about this destination to other people [DL-7]	0.82	15.45	4.32	4.01
I shall recommend this destination to visitors [DL-8]	0.84	16.11	4.18	3.78
I shall encourage my friends and relatives to visit this destination [DL-9]	0.79	14.55	3.75	3.229
I would have visited this destination within one year time had I not come to join this festival this year [DL-10]	0.77	14.65	3.87	3.99
I would visit this destination even without festivals associated with it [DL-11]	0.76	14.09	4.18	4.01
I shall visit this destination again in next year [DL-12]	0.71	13.87	3.54	3.82

**Table 2.** Goodness-of-fit measures

$\chi^2$	RMSEA	NNFI	CFI
1128.54	0.09	0.94	0.95

The researcher further assessed the construct validity of the variables being studied for the conceptual model as depicted in Figure 1. Convergent validity showed that indicators which are theoretically overlapping, strongly correlate (Byrne, 1998). The factor loadings were found to be statistically significant (Table 3). Average variance explained (AVEs) showed >0.50. Thus convergent validity was established. The squared correlations between the latent constructs are significantly lesser compared to the AVEs, thereby, supporting discriminant validity.

**Table 3.** Construct reliability and multiple squared factor correlations

Sl. No.	Variable	Dimensions identified	Items
1	Emotional bonding with destination	Cognitive bonding with destination (CBD)	EBD-1 to EBD-5
		Affective bonding with destination (ABD)	EBD-6 to EBD-11
2	Craftourism	Experiential learning (EL)	CFT-1 to CFT-7
		Creative novelty (CN)	CFT-8 to CFT-11
		Role reversal (RR)	CFT-12 to CFT-14
		Accessibility (ACC)	CFT-15 to CFT-17
		Amicability (AMI)	CFT-18 to CFT-22
3	Destination loyalty	Destination preference (DP)	DL-1 to DL-3
		Share of wallet (SOW)	DL-4 to DL-6
		Positive referrals (PR)	DL-7 to DL-9
		Revisit intention (RI)	DL-10 to DL12

Bivariate correlation was deployed to check the dimensional relationship between the variables. The results are summarised in Table 5. The results show that dimensional correlation exists between emotional bonding with destination and Craftourism as EL ( $r = .215^{**}$ ,  $p < .005$ ;  $r = .545^{**}$ ,  $p < .001$ ), CN ( $r = .162^*$ ,  $p < .005$ ;  $r = .634^{**}$ ,  $p < .001$ ), RR ( $r = .273^{**}$ ,  $p < .001$ ;  $r = .677^{**}$ ,  $p < .001$ ), ACC ( $r = .344^{**}$ ,  $p < .001$ ;  $r = .532^{**}$ ,  $p < .001$ ) and AMI ( $r = .312^{**}$ ,  $p < .001$ ;  $r = .117^*$ ,  $p < .005$ ) was found to be positively correlated with CBD and ABD.

CBD was found to have a positive relation with most of the dimensions of destination loyalty, namely DP ( $r = .313^{**}$ ,  $p < .001$ ), SOW ( $r = .194^*$ ,  $p < .005$ ) and PR ( $r = .294^{**}$ ,  $p < .001$ ). ABD shared a positive relation with only PR ( $r = .431^{**}$ ,  $p < .001$ ) and RI ( $r = .556^{**}$ ,  $p < .001$ ). Finally, dimensional correlation existed between Craftourism and destination loyalty as EL was positively correlated with DP ( $r = .192^*$ ,  $p < .005$ ), PR ( $r = .206^{**}$ ,  $p < .001$ ) and RI ( $r = .394^{**}$ ,  $p < .005$ ). CN correlated with RI only ( $r = .376^{**}$ ,  $p < .001$ ). RR correlated with DP ( $r = .202^*$ ,  $p < .005$ ) and RI ( $r = .531^{**}$ ,  $p < .001$ ) while ACC shared a relationship with DP ( $r = .210^*$ ,  $p < .005$ ), PR ( $r = .206^{**}$ ,  $p < .001$ ) and RI ( $r = .244^{**}$ ,  $p < .001$ ). Finally, AMI correlated with DP ( $r = .136^*$ ,  $p < .005$ ), SOW ( $r = .06^{**}$ ,  $p < .001$ ) and RI ( $r = .404^{**}$ ,  $p < .001$ ). The analysis provided partial support to H1, H2 and H3.

**Table 5.** Correlations

	CBD	ABD	EL	CN	RR	ACC	AMI	DP	SOW	PR	RI
Pearson Corr.	1										
Sig. (2-tailed)											
N	987										
Pearson Corr.	.172*	1									
Sig. (2-tailed)	.036										
N	987	987									
Pearson Corr.	.215**	.545**	1								
Sig. (2-tailed)	.001	.000									
N	987	987	987								
Pearson Corr.	.162*	.634**	.756**	1							
Sig. (2-tailed)	.048	.000	.000								
N	987	987	987	987							
Pearson Corr.	.273**	.677**	.772**	.841**	1						
Sig. (2-tailed)	.000	.000	.000	.000							
N	987	987	987	987	987						
Pearson Corr.	.344**	.532**	.026	.003	-.089	1					
Sig. (2-tailed)	.000	.000	.754	.970	.278						
N	987	987	987	987	987	987					
Pearson Corr.	.312**	.117*	.102	.130	.058	-.092	1				
Sig. (2-tailed)	.000	.003	.216	.115	.479	.262					
N	987	987	987	987	987	987	987				

**Table 5** (cont)

	Pearson Corr.	.313**	.282**	.192*	-.031	.202*	.210*	.136*	1
DP	Sig. (2-tailed)	.000	.000	.001	.704	.002	.010	.036	
	N	987	987	987	987	987	987	987	987
SOW	Pearson Corr.	.194*	.067	.044	.044	-.007	-.049	.206**	.019
	Sig. (2-tailed)	.018	.414	.597	.590	.937	.551	.000	.815
PR	N	987	987	987	987	987	987	987	987
	Pearson Corr.	.294**	.431**	.206**	-.120	-.011	.206**	-.009	.049
RI	Sig. (2-tailed)	.000	.000	.000	.145	.891	.000	.911	.556
	N	987	987	987	987	987	987	987	987
RI	Pearson Corr.	-.159	.556**	.394**	.376**	.531**	.244**	.404**	.004
	Sig. (2-tailed)	.052	.000	.000	.000	.000	.000	.000	.553
RI	N	987	987	987	987	987	987	987	987

Note: \*: Correlation is significant at the 0.05 level (2-tailed), \*\*: Correlation is significant at the 0.01 level (2-tailed)

Hierarchical multiple regression analysis (HMRA) was used to understand the moderating effect of Craftourism (CRAFTOUR) on the relationship between emotional bonding (EBD) and destination loyalty (DL). The results of the HMRA were tabulated in Table 6, Table 7 and Table 8.

**Table 6.** Model Summary<sup>c</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.518 <sup>a</sup>	.269	.268	.42478	.269	260.807	1	986	.000
2	.540 <sup>b</sup>	.291	.289	.41839	.023	22.855	1	985	.000

Note: a: Predictors: (Constant), EBD  
 b: Predictors: (Constant), EBD, CRAFTOUR,  
 c: Dependent Variable: DL

**Table 7.** ANOVA<sup>a</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.060	1	47.060	260.807	.000 <sup>b</sup>
	Residual	128.112	986	.180		
	Total	175.171	985			
2	Regression	51.060	2	25.530	145.845	.000 <sup>c</sup>
	Residual	124.111	985	.175		
	Total	175.171	984			

Note: a: Dependent Variable: DL, b: Predictors: (Constant), EBD, c: Predictors: (Constant), EBD, CRAFTOUR

**Table 8.** Coefficients<sup>a</sup>

	Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.908	.125		23.175	.000
	EBD	.393	.024	.518	16.150	.000
2	(Constant)	3.091	.129		23.888	.000
	EBD	.399	.024	.526	16.608	.000
	CRAFTOUR	.060	.013	.151	4.781	.000

Note: a: Dependent Variable: DL

Model-1 is significant without interaction term whereby  $F(1, 986) = 260.807, p < .001$

Model-2 is significant with interaction term whereby  $F(2, 985) = 145.845, p < .001$

Model-2 accounted for significantly more variance than Model-1. Model-2 with the interaction effect of EBD and CRAFTOUR accounted for significantly more variance than EBD as a standalone variable.  $R^2$  change = .023,  $p = .000$ , indicates that there is potentially significant and positive moderation of craftourism initiatives on the relationship between emotional bonding with destination and subsequent destination loyalty. The interaction term between EBD and CRAFTOUR was added to the regression model, which accounted for a significant proportion of the variance in visitors' DL,  $\Delta R^2 = .023, \Delta F(1, 985) = 22.855, p = .000, \beta = .151, t = 4.781, p < .01$ .

Since the results produced potentially significant and positive moderating effects, a regression was conducted on centered terms to examine the effect. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between EBD and CRAFTOUR was created (Aiken & West, 1991). An examination of the interaction plot showed an enhancing effect whereby when perceived service quality and destination marketing initiatives increased, visitors' satisfaction increased. At low perceived service quality, child visitors' satisfaction was almost uniform for low, average, or high destination marketing initiatives.

To assess the effects, we deployed the 'PROCESS' method in SPSS package. The results are as follows:

Model = 1

Y = DL

X = EBD

M = CRAFTOUR

Sample size: 987

Outcome: VS

Model Summary

R	R-sq	MSE	F	df1	df2	p
.54	.29	.17	66.99	3.00	983.00	.00
Model	coeff	se	t	p	LLCI	ULCI
constant	4.92	.02	309.22	.00	4.89	4.95
CRAFTOUR	-.06	.01	-4.58	.00	.35	.46
EBD	.41	.03	13.99	.00	.35	.46
int_1	-.03	.02	-1.37	.17	-.08	.01

Interactions:

int\_1 EBD X CRAFTOUR

Conditional effect of X on Y at values of the moderator(s):

CRAFTOUR	Effect	se	t	p	LLCI	ULCI
-1.25	.45	.04	11.00	.00	.37	.53
.00	.41	.03	13.99	.00	.35	.46
1.25	.37	.04	8.37	.00	.28	.45

Values for quantitative moderators are the mean and plus/minus one SD from mean. Values for dichotomous moderators are the two values of the moderator.

Data for visualising conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

EBD	CRAFTOUR	yhat
-.65	-1.25	4.70
.00	-1.25	5.00
.65	-1.25	5.29
-.65	.00	4.65
.00	.00	4.92
.65	.00	5.18
-.65	1.25	4.60
.00	1.25	4.84
.65	1.25	5.08

Level of confidence for all confidence intervals in output: 95.00

NOTE: The following variables were mean centered prior to analysis:

EBD CRAFTOUR

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

The 'Interaction plot' (Figure 2) using MS Excel is depicted below (Table 9) using the values from (yhat) regression analysis on centred terms:

**Table 9.** Interaction matrix on centred terms

	High CRAFTOUR	Avg. CRAFTOUR	Low CRAFTOUR
Low EBD	4.7	4.65	4.6
Avg. EBD	5	4.92	4.84
High EBD	5.29	4.92	5.08

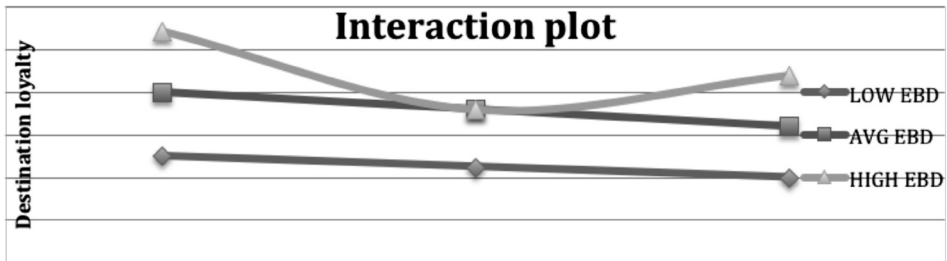


Figure 2. Interaction plot

The results of hierarchical multiple regression analysis support H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub> and H<sub>4</sub>.

Structural equation modeling was applied to estimate the CFA models. A number of goodness-of-fit statistics were obtained. The GFI (0.984) and AGFI (0.979) scores (Table.10) for all the constructs were found to be >.900 indicating a good fit has been achieved (Hair et al., 1998). The CFI (0.962) and RMSEA (0.057) confirmed adequate model fit (Bentler, 1992). The Chi-square ( $\chi^2=1765.16$ ,  $df=973$ ,  $p=0.000$ ) is significant at  $p<0.001$ .

The final structural model with regression coefficients is depicted in Figure 3.

Table 10. Goodness-of-fit indices

Fit indices	$\chi^2$	df	P	GFI	AGFI	CFI	RMR	RMSEA
Values	865.16	199	0.000	0.984	0.979	0.962	0.045	0.057

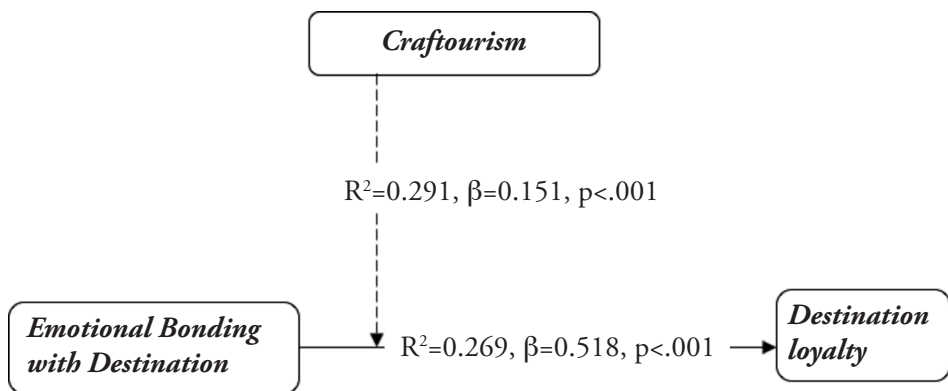


Figure 3. Final structural model showing the direct and moderating effects



## **Discussion and Conclusion**

The concept of craftourism was introduced by the researcher in response to the prolific usage of indigenous and traditional handicraft industry as an element of destination marketing. Craftourism as a moderating variable was measured using a set of 22 items. Dimensional correlation was found between the three major variables studied. Emotional bonding with the destination was found to be a significant determinant of destination loyalty. The identified dimensions, namely affective and cognitive bonding exhibited moderate to strong correlation with the elements of destination loyalty. The findings empirically establish that both aspects of affective and cognitive bonding with destination have a strong relationship with destination preference and positive referrals. Experiential learning, creative novelty, role reversal and accessibility were observed to have significant and positive impact on affective and cognitive bonding. These results indicate that emotional bonding with destination could be nurtured through opportunities provided by the destination that integrate them with the local tradition and allow them to be a part of it. Role-reversal and experiential learning are critical factors for emotional attachment with destination. Further to this, the dimensions of craftourism were also found to be instrumental in influencing behavioural intentions, namely destination preference, positive referrals and intention to revisit.

The moderating effect of craftourism on the relationship between festival satisfaction and destination loyalty was tested as an empirical case. The findings support the notion that craftourism plays a significant moderating role towards influencing the relationship between emotional bonding with destination and destination loyalty. The results allowed the researcher to interpret that visitors' cognitive and affective bonding with the destination strengthens in the presence of opportunities to participate in local traditions. Consequently, this augments destination loyalty intentions that are manifested through franchising destination choice, spending more, positive advocacy and intention to revisit.

Based on the present study findings, it is advisable that destination marketers should focus on highlighting destination-specific attributes that act as differentials, namely avenues for visitors to be an integral part of local traditions. The DMOs should target to enhance visitors' emotional attachment not only with the fundamental perspectives of craftourism alone but to also integrate spatial context in which it is enjoyed to ensure a pro-destination behavioural intention.

The study had certain limitations. It has been restricted to a specific geospatial location, which, in future can be expanded to have a more generalised view. Other existing critical variables, namely motivation to travel, ambience and destination character, festival involvement, social bonding, carrying capacity, relationship management, etc. which could significantly impact the constructs that were studied in this were not included and opens up possible future directions for study.

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