Examining Satisfaction and Revisit Intention among Casino Tourists in Goa

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COMPLETION CERTIFICATE

This is to certify that the dissertation report "**Examining Satisfaction and Revisit Intention among Casino Tourists in Goa**" is a bonafide work carried out by **Mr. Lalit Sitakant Shirodkar** under my supervision in partial fulfillment of the requirements for the award of the degree of Master of Commerce in the Discipline Commerce at the Goa Business School, Goa University.

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Date: 2/5/2024

Place: Goa University

DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, **"Examining Satisfaction and Revisit Intention Among Casino Tourists in Goa"** is based on the results of investigations carried out by me in the **Commerce discipline** at the **Goa Business School, Goa University** under the supervision of **Prof. GUNTUR ANJANA RAJU** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations/experimental or other findings given the dissertation.

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Abbreviations

Entities	Abbreviation Used
Slot Machine	SM
Table Game	TG
Non-Gaming Activities	NGA
Entertainment	ENT
Reward	RW
Satisfaction	SAT
Revisit Intention	RI

Abstract

This dissertation delves into the realm of casino tourism in Goa, scrutinizing the factors that influence visitor satisfaction and intentions to revisit. Utilizing quantitative research methods, the study examines the experiences of 320 respondents, encompassing both international and domestic visitors to onshore and offshore casinos. Structural Equation Modeling is employed to identify pivotal attributes affecting satisfaction levels and subsequent revisit intentions. The findings underscore the significance of customer-centric strategies, particularly emphasizing the importance of non-gaming facilities and rewarding programs in cultivating enduring patronage. This research offers unique insights beneficial not only to Goa's casino industry but also to analogous tourist destinations worldwide, advocating for tailored services to meet the evolving expectations of discerning casino enthusiasts.

KEYWORDS: Casino tourism, Visitor satisfaction, Revisit intentions, non-gaming facilities, Rewarding programs, Structural Equation Modeling, Tourist demographics, Goa, Quantitative research.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

Being smallest state of India what makes it different from the other states, Goa stands out from the other states due to its tranquil beauty, abundant flora, pleasant climate, placid residents, and delicious food. (Almeida, 2014)

The beginning of time, Goa, the Gem in India's crown, has drawn attention due to its abundance of natural resources. It was ultimately freed on December 19, 1961, after 450 long years as a Portuguese colony. Since its freedom, it has become well-known as a popular travel destination worldwide.(Kamat, 2010) Goa saw the emergence of tourism in the 1960s following its release from Portuguese domination. Goa's attractive natural surroundings and pleasant climate drew tourists in(Brammer & Beech, 2014)The golden, silky sand on the beaches offers visitors a unique experience adventure and water sports, ecotourism, The other tourism-related industries that draw visitors to the state are casino tourism. (Gore et al., 2021) The Amendment to Public Gaming Act, during 1992, opened the way for onshore casinos to be operational in Goa (Almeida, 2014)

1.2 CASINO TOURISM ACROSS THE WORLD

Casino tourism, the convergence of gambling excitement with the enjoyment of travel, has exhibited an expanding presence on a global scale. Identifying the precise inception of casino tourism proves to be a challenging task; nevertheless, gambling has served as a recreational pursuit for many ages, with its emergence in Venice during the 17th century primarily attributed to its widespread appeal. As time progressed, casinos underwent a transformation into comprehensive entertainment complexes, providing a diverse array of amenities including accommodations, retail outlets, dining establishments, and wellness facilities.

In contemporary times, there has been a surge in the interest towards casino tourism within India, a country where the practice of gambling is sanctioned in specific regions like Goa, Sikkim, and Daman and Diu. The expansion of casino tourism in the Indian context can be linked to various determinants, encompassing the rising trend of virtual gambling, the leniency observed in gambling regulations across certain nations, and the escalating prosperity witnessed among the middle class population in India. The potential of casino tourism to enhance the economy of India has been acknowledged by the Indian government, leading to the implementation of regulations to govern the industry. Recent regulations introduced by the state of Goa in 2017 are aimed at managing the expansion of casinos while ensuring their compliance with stringent safety and security standards. These regulations also seek to shield the local community from the adverse consequences of gambling, such as addiction and financial hardship. The growth of domestic tourism in India has further propelled casino tourism, as more Indian citizens engage in leisure and business travel within the country. Recognizing tourism as a pivotal sector for economic advancement, the Indian government has initiated various campaigns to foster both domestic and international tourism. Consequently, there has been a notable rise in the number of Indian tourists patronizing casinos, both domestically and overseas.

The potential outlook for casino tourism in India appears optimistic, as projections indicate substantial growth in the forthcoming years. The expansion of internet-based gambling activities and the easing of gambling restrictions in certain regions are anticipated to sustain the interest in casino tourism within India. Furthermore, the endeavors of the Indian government to bolster tourism initiatives and oversee the sector are poised to be significant factors in fostering the advancement of casino tourism within the nation.(*India Casino Tourism Market*, 2022) (Andriopoulos, 2020)

Casinos are complex entertainment and hospitality venues that offer a wide range of experiences for their patrons. It is essential to grasp the fundamental characteristics of casinos in order to understand their significance within the tourism sector. A key aspect of casinos is the extensive variety of gaming opportunities they present, encompassing everything from slot machines and table games to live performances and high-stakes betting. This wide range of gaming options serves as a significant attraction for individuals visiting casinos.

Casinos are not only popular for their gaming activities but also for their exceptional standards of hospitality and customer service, which are widely recognized in the industry. The establishments frequently offer lavish accommodations, exquisite dining options, and customized services tailored specifically for high-value patrons, thereby establishing a feeling of exclusivity and providing VIP treatment to their esteemed clientele. (Yi, 2006) the overall atmosphere and architectural layout of casinos are equally pivotal in shaping the guest experience, as they are meticulously designed with elaborate themes, luxurious decorations, and cutting-edge technology that collectively contribute to an immersive and engaging environment for visitors. (Anthony & Seven, 2013) Furthermore, these venues often double as hosts for various special events, live concerts, and entertainment shows, which serve to further enrich their appeal as prime destinations for leisure and recreation. Through the strategic diversification of their amenities and activities beyond traditional gaming offerings, casinos are able to broaden their visitor base and set themselves apart in a fiercely competitive market landscape. An in-depth comprehension of the multifaceted characteristics exhibited by casinos is crucial for fully grasping their significance as prominent attractions for tourism and as key drivers of economic growth. By seamlessly integrating elements of gaming, hospitality, and entertainment, casinos succeed in crafting unforgettable experiences for their guests while also making substantial contributions to the overall vitality of the tourism-sector. (Anthony & Seven, 2013; Bilgihan et al., 2016a, 2016b; Yi, 2006)

1.3 CASINO TOURISM IN GOA

Goa, renowned for its picturesque beaches and lively nightlife, has emerged as a sought-after location for casino tourism. It is noteworthy that many of the leading tourist destinations worldwide also host significant casino sectors, incorporating gambling activities as a key component of their tourism offerings.(Brammer & Beech, 2014)

The government of Goa has been actively advocating for the promotion of casino tourism in the region. They assert that endorsing casinos plays a crucial role in enhancing the economic prosperity of Goa, especially in light of the mining prohibition that has stripped Goa and its governing body of the significant financial gains previously derived from the mining sector. This strategic move to boost the tourism industry through the establishment and encouragement of casinos is believed to be essential for mitigating the adverse effects caused by the cessation of mining activities. This initiative paves the way for sustainable economic advancement and overall development in the state of Goa.(Botelho, 2018)

1.4 Social and economic impact of casino in the state of Goa

The casino industry in Goa has significantly boosted the state's financial status, generating an impressive revenue of ₹936.64 crores between April 1, 2019, and July 15, 2023.Breaking down the financial figures, Chief Minister Sawant disclosed that the state government earns a total of ₹368.50 crores annually from licensing fees paid by 17 operational casinos.Six of these casinos are located offshore, while the rest are onshore. Offshore casinos contributed ₹187 Crores, and onshore ones contributed ₹181.5 Crores to the state's coffers. This means that a substantial amount of ₹368.50 Crores is collected each year solely from license fees. (Guru, 2023)

Upon initial observation, the concept of engaging in gambling activities at a luxurious 5-star hotel featuring a casino in Goa may appear contradictory to the relaxed and easygoing ambiance typically associated with the region. However, in actuality, the casinos situated within the state provide a distinctive amalgamation of amusement, cultural enrichment, and economic prospects. This analysis aims to delve deeper into the societal and economic advantages presented by the presence of casinos in Goa.Primarily, casinos serve as significant job creators, playing a pivotal role in employment generation within the state. The sector serves as a prominent source of employment for both local residents and expatriates, offering a diverse array of job opportunities ranging from dealers and croupiers to managerial and accounting positions. The employment diversity within casinos ensures the continuous operation of their activities, thereby providing a stable income source for employees to sustain themselves and their families.(2023)

Furthermore, casinos play a significant role in job creation and economic stimulation by drawing in tourists from various global destinations. Visitors to Goa seeking gambling experiences also require accommodations, dining options, and recreational activities beyond the casino premises, thereby fostering economic growth in the area. This phenomenon generates a cascading impact on the local economy, bolstering business opportunities for hotels, eateries, retail outlets, and other community establishments. (2023)

Casinos in Goa contribute significantly to tourism through social and economic benefits. They create jobs, aid the economy, offer entertainment, and promote cultural exchange. It is crucial to regulate the industry responsibly for sustainable growth. Proper measures can help Goa's casino sector contribute to the state's progress in the future. (2023)

1.4.1 Casinos in Goa

Goa, a renowned and widely sought-after tourist destination situated in India, is notably celebrated for its exquisite and picturesque beaches, its lively and dynamic nightlife, as well as its array of opulent casinos. The thriving casino sector in Goa has flourished and evolved over a span of more than two decades, with a plethora of both onshore and offshore casinos successfully captivating and drawing in thousands of eager visitors on a daily basis. (Bose, 2022) These onshore casinos are strategically situated within the premises of expansive hotels and luxurious resorts, while their offshore counterparts are strategically positioned on vessels anchored along the Mandovi River, in close proximity to the bustling city of Panaji. The establishment of offshore casinos was initially necessitated by the prevailing Indian laws which prohibited gambling activities on Indian soil, albeit lacking in any specific regulations pertaining to water-based operations. However, with the passage of time, amendments were made to the legal framework, thereby permitting and legitimizing gambling activities within the confines of Goa. Nonetheless, a number of the most esteemed and illustrious casinos within the state continue to operate aboard nautical vessels, set against the scenic backdrop of the Mandovi River and its surrounding environs. The casino industry in Goa has emerged as a pivotal and noteworthy contributor to the economic landscape of the state, actively generating substantial revenue streams and fostering a myriad of employment opportunities for the local populace. In a bid to bolster tourism and fortify the economic foundations of the state, the government of Goa has taken proactive measures to champion and endorse the casino industry, recognizing it as a potent instrument for attracting tourists and bolstering economic growth. Furthermore, the state authorities have implemented a series of stringent regulations aimed at overseeing and managing the proliferation of casinos, ensuring their compliance with rigorous standards pertaining to safety and security protocols. (*CASINOS IN GOA*, 2023) Some of the most esteemed land-based casinos in Goa encompass establishments such as Casino Royale

(Deltin), Carnival Casino, MV Caravela, and Casino Pride. Conversely, the maritime casinos comprise Deltin Royale, Deltin Jaqk, Big Daddy Casino, Casino Pride, and Deltin Caravela2. The array of games available at these casinos is extensive, including but not limited to roulette, baccarat, blackjack, katti or Andar Bahar, rashi wheel, three-card and five-card poker, mini flash, mang patta, rummy, Indian flush, Texas Hold'em Poker, among others. . (*CASINOS IN GOA*, 2023)

1.4 BACKGROUND AND EVALUATION OF CASINO TOURISM

The advancement of casino tourism is closely linked to the establishment of legal regulations that oversee the sector, as emphasized in the study conducted by (Siu, 2013)During the 17th to the 18th century, the concept of casinos emerged as exclusive venues catering to the European nobility, providing a sophisticated setting for their social gatherings and entertainment activities. This period marked the inception of a casino industry framework that would later evolve and expand globally. It was not until the 1930s that the United States witnessed the establishment of a more structured and regulated casino industry, setting the stage for the development of a prominent sector within the country's entertainment and leisure landscape.(LEE & NA, 2015)In the wake of a period during which casinos were predominantly prohibited and considered illicit, the last four decades have witnessed a notable shift towards the legitimization of casinos and gambling activities resembling casinos on a global scale. Throughout the course of the last 40 years, a diverse array of ownership systems, market frameworks, and taxation strategies have been introduced with the aim of overseeing and managing the realm of casino gaming across numerous nations and jurisdictions, commencing with the enactment of the British Gaming Act of 1968. By the termination of the initial ten years of the twenty-first century, the worldwide market for legalized casino gambling had expanded to an excess of $100 billion in gaming earnings. Urban casinos, casino resorts, as

well as gaming parlors and arcades, experienced a notable surge in favor among the public, particularly in renowned tourist hubs such as Cape Town, New Orleans, Las Vegas, Niagara Falls, Atlantic City, and Macau.(Eadington, 2009) The history of Native American gaming, particularly in the Southwest as discussed in (Szabo & Young, 2014)reveals the connections between tribal sovereignty, economic prosperity, and the development of Indian gaming within the larger casino tourism sector. Legal disputes leading to the Indian Gaming Regulatory Act of 1988 have had a significant impact on the direction of casino tourism, influencing the business strategies and size of the industry. Additionally, the interplay between law, industry performance, and ripple effects, seen in various Asian casino markets, emphasizes the dynamic nature of casino tourism. By exploring the historical foundations and legal complexities of casino tourism, a thorough understanding of its progression is gained, emphasizing the crucial role of legislation in shaping the industry and its broader effects on tourism trends.

1.5 SCOPE OF THE STUDY

This study aims to explore the satisfaction levels and intentions of casino tourists to return to Goa, India, a popular tourist destination known for its thriving casino business. The study looks at a variety of casino features, including gaming options, entertainment options, hospitality services, ambiance, and overall customer experience. It covers both domestic and foreign visitors and looks at these aspects from the perspective of the tourists. The study aims to provide a thorough exploration of the factors influencing satisfaction and revisit intentions among casino tourists.With an emphasis on modern trends and temporal factors, the study aims to offer insights pertinent to Goa's present tourism scene. In the end, the study's conclusions are intended to provide useful implications and suggestions for those involved in the tourism and hospitality industries, such as regulators, marketers, and casino operators, in order to improve the guest experience and encourage return visits to Goa's thriving casino industry.

1.6 IMPORTANCE OF THE STUDY

It is important to know Goa casino visitors' satisfaction levels and willingness to return for a number of reasons. First of all, given the casino sector contributes significantly to Goa's tourism economy, increasing guest satisfaction and promoting return travel are crucial for the region's economic development. Stakeholders can adjust their services to improve the entire visitor experience and draw in more visitors, giving them a competitive edge in the crowded tourism market, by determining the elements that affect satisfaction levels.Furthermore, by using the study's insights, officials can create rules that effectively promote the long-term growth of the casino tourist industry while maintaining visitor satisfaction and safety. Moreover, destination marketers and casino operators can create focused marketing campaigns that appeal to prospective casino visitors by utilising these insights, which will ultimately result in a rise in visitor counts and income. In conclusion, this research adds to the body of knowledge about casino tourism by deepening our awareness of the phenomenon, especially as it relates to Goa. It also lays the groundwork for future studies in this area.

1.7 RESEARCH QUESTION, OBJECTIVE AND HYPOTHESIS

The following Research Questions (RQ), together with the associated Objectives (O) and

Hypothesis (H), are developed for additional investigation based on the background

Discussion covered in the previous sections.

RQ1: "What are the potential attributes of casinos that affect the satisfaction levels of tourist visitors in Goa? This research question tries to find out whether the attributes i.e. (slot machine, table games, non-gaming related activities, entertainment and reward) affect the satisfaction levels of tourist who visit casino?

The related Objective (O) framed is:

O1: To explore the potential Attributes of casinos that impact the satisfaction levels of tourist visitors in Goa

RQ2: "How do these identified attributes influence satisfaction levels and subsequently impact tourist visitor's intentions to revisits in goa? This research question tries to find out that how the identified attributes affect the satisfaction levels of tourist visitors and, in turn, influence their intentions to revisit?

The related Objective (O) is:

O2: To analyze the influence of these attributes on satisfaction levels and subsequent revisit intentions of the tourists to the casino in Goa.

Research Hypothesis

H1: Slot machine game attribute have significant positive impact on satisfaction

H2: Table game attributes have significant positive impact on satisfaction

H3: Non related gaming activities attribute have significant positive impact on satisfaction

H4: Entertainment attribute have significant positive impact on satisfaction

H5: Reward attribute have significant positive impact on satisfaction

H6: Customer Satisfaction have significant positive impact on revisit intention

1.8 CHAPTERISATION SCHEME

Chapter 1: Introduction

This chapter includes the introduction of casino tourism followed by background of casino, casino tourism in Goa, impact of casino tourism, and type of casinos in Goa. Also, the research questions, objectives and hypothesis of the current study and the scope and importance of the present study.

Chapter 2: Literature Review

This chapter deals existing literature review on the influence of casino attributes on tourist's satisfaction level. This research aims to identify five key features of casinos that influence visitors' satisfaction levels. These include slot machines, table games, and Non-gaming activities. Entertainment options and rewarding customers' satisfaction with these features determine their likelihood of returning to the casino. The details explanation has been provided in this chapter.

Chapter 3: Methodology

The research methodology, including data collection techniques like surveys and interviews, is covered in length in this section. It describes how to measure constructs including slot machines, table games, non-gaming activities, entertainment, reward, happiness, and intention to return, and it covers the sample technique focused on visitors. Furthermore, it outlines the methods for data analysis that were employed.

Chapter 4: Analysis of Data and Results

This chapter encompasses an in-depth exploration of various components, namely the introduction which serves as the foundation for the study, the comprehensive findings derived

from the analysis of the demographic profile of the respondents, and the detailed examination of the analyzed model. Additionally, it delves into the conclusive remarks drawn from the research, the theoretical implications that can be inferred from the findings, the practical implications for managerial applications, as well as the identification and discussion of the limitations encountered during the course of the present study, topped off with insightful suggestions for future research directions. The chapter culminates with an overarching summary that encapsulates the key points and takeaways from the study.

CHAPTER: -2 LITERATURE REVIEW

2.1 INTRODUCTION

A crucial aspect of any research project involves conducting a literature review. This process involves examining previous studies conducted on a specific topic to inform the researcher's work, prevent duplication of research, and understand the various perspectives and findings of other researchers. By identifying research gaps in past studies, the researcher can shape their inquiry. This chapter explores the literature reviews conducted by numerous scholars in related fields, offering a comprehensive summary of existing knowledge. Through a comprehensive evaluation, the goal is to identify research gaps and define the scope of the study. This study aims to identify three characteristics of casinos that impact the satisfaction of casino visitors. This research aims to identify five key features of casinos that influence visitors' satisfaction levels. These include slot machines, table games, and Non-gaming activities. Entertainment options and rewarding customers' satisfaction with these features determine their likelihood of returning to the casino. The details of the constructs will be elaborated on in the next chapter. The literature for this study was sourced from a variety of online platforms, including Google Scholar, Science Direct, Sci-Hub, Research Gate, and Elsevier.

The existing theoretical backgrounds support the concept that casino attributes are composed of five dimensions. More importantly, a thorough literature review was employed to develop six theoretical hypotheses between casino attributes and casino visitors' behaviors (i.e. satisfaction, Revisit Intention) Integrating the six hypotheses proposed in the literature review section, a conceptual model was proposed (Figure 2.1)
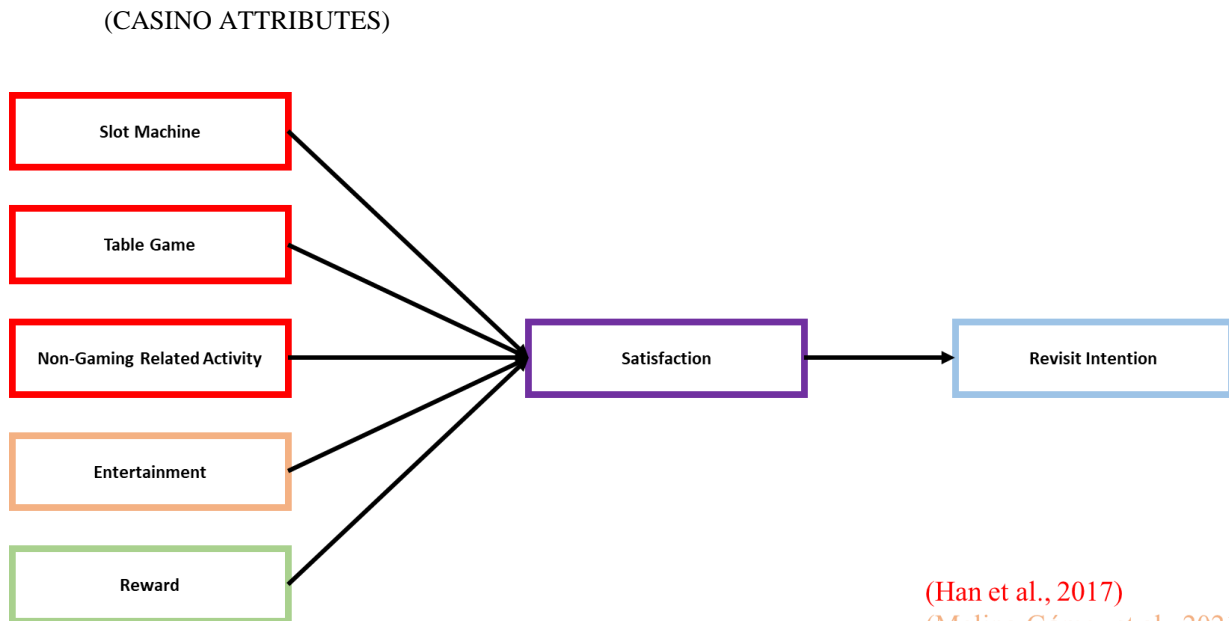
(CASINO ATTRIBUTES)

Figure 2.1 Conceptual Framework

(Han et al., 2017)
(Molina-Gómez et al., 2021)
(S. Lee, 2015)
(R. E. Anderson & Srinivasan, 2003)
(Lucas & Ph, n.d.; Seiders et al., 2005)

.

2.2 CASINO ATTRIBUTES

Attributes of casinos are quite important in determining how satisfied, loyal, and well-behaved customers are. According to research, rapport is positively impacted by perceived dealer qualities including likeability, competence, and customer orientation, which increase customer commitment and satisfaction.(Hwang et al., 2016)Furthermore, research indicates that certain casino attributes, such as slot machines, table games, and non-gambling services, are important determinants of baby boomer casino consumers' satisfaction and loyalty(Jeon & Hyun, 2013)Attributes like "Free entertainment show," "number of games," "Casino decoration," "Location transportation," "Rebates and complimentary," and "Free food and drink" were categorized into groups according to how much of an impact they had on customer satisfaction. Attributes like "Free entertainment show," "number of games," "Casino decoration," "Location transportation," "Rebates and complimentary," and "Free food and drink" were divided into

groups according to how much of an impact they had on customer satisfaction.(Koo, n.d.)Slot machines, table games, winning perception, non-gaming-related services, promotions, and benefits are the five casino features that are most commonly recognized among the many attributes that contemporary academics have presented to explain visitors' happiness and loyalty.(Shoemaker & Zemke, 2005)(Jeon & Hyun, 2013)Each attribute is examined in detail in the following section.

2.2.1 SLOT MACHINE

Across the world, slot machines are a common type of electronic gaming machine. Five reels are seen in the majority of slot machines. Pressing the button causes the reels to begin spinning. Slot machines are type of casino gaming devices that have three or more reels that spin in response to player input. When the machine stops, patterns of symbols that are displayed on the front of the machine determine how much it will pay. The majority of contemporary slots have bonus, free, and base games.(Keremedchiev et al., 2017)"Electronic Gaming Device Utilizing a Random Number Generator for Selecting the Reel Stop Positions" is the name of the gadget for which Inge Telnaes was granted a patent in 1984.(Pinkham & Stoll, 1984)Player satisfaction with slot machines is directly impacted by a number of factors. According to research, structural changes to electronic gaming machines, such lowering the wager limit and reel spin speed, may not have a major impact on how satisfied certain categories of gamblers are.(Blaszczynski et al., n.d.)Slot machine features are a major factor in determining how satisfied casino patrons are and how likely they are to make more purchases, claim Richard and Adrian (1996). Following interviews with executives and gamers at casinos as well as an examination of pertinent literature, they came up with 27 criteria for casino selection. Based to their research, there is a strong correlation between the availability and diversity of slot machine game features and the positive behavioral intentions and level of satisfaction of casino patrons.(Richard et al., 2008) Out of the 25 casino attributes identified, two (the slot machines

are filled in a timely manner, the machines pay off better) were found to be related to slot machine games and were determined to be important features influencing casino visitors' overall satisfaction levels. (Shoemaker & Zemke, 2005)developed a list of casino attributes from focus group data obtained in a previous proprietary study and previous literature, and then asked local casino players to indicate the level of importance of each attribute in the decision to visit one over another.

Through the integration of current empirical research, the following hypothesis has been brought forth:

H 1: Slot Machine Game Attributes Positively Influence Tourist Satisfaction with Casinos.

2.2.2 Table Games

Table games (such as roulette, baccarat, blackjack, craps, and poker) have a big impact on casino earnings, making them a vital component of a casino. In a casino, there are several table games.(Han et al., 2017) Table games in casinos, such as roulette, craps, blackjack, and baccarat, have long been popular ways to pass the time. However, there are table games that need a large number of players and some that have complicated rules that make the games and the bets involved difficult to understand and play.(Publication, 2020)The Review Journal (2013) states that in the US state of Nevada, casino table games brought in around $2,105 per unit every day. (Fahrenkopf, n.d.)The report further highlighted that the income derived from table games surpassed that from slot machine games in the year 2013. Notably, as per the 2013 report published by the American Gaming Association, around fifty percent of youthful casino patrons expressed a preference for engaging in table games.(Fahrenkopf, n.d.) Casino dealers play a crucial role in the operation of table games. Typically, one or multiple live dealers oversee games from a seated or standing position behind a table.(Jeon & Hyun, 2013)(*American Gaming Association - American Gaming Association*, 2024) Attributes of

table games in casinos influence customer satisfaction. The study examines the asymmetric link between overall happiness and service quality features, offering valuable insights for the casino business (Back & Lee, 2015).

According to the findings of prior academic research studies as cited by (Richard et al., 2008)as well as by (Shoemaker & Zemke, 2005) it has been established that various characteristics associated with table games, such as the adherence of table limits to the comfort ranges of players and the provision of diverse gaming options including roulette wheels, blackjack tables, poker, and craps, play a significant and pivotal role in shaping the overall satisfaction levels and the propensity of repeat purchase behaviors among patrons of casinos.

The following hypothesis is therefore proposed

H2- Table Game Attributes Positively Influence Tourist Satisfaction with Casinos

2.2.3 Non-Gaming Related Activities

Customers are no longer content to play slots or table games alone, according to (Johnson, 2002) research. Non-gaming amenities and services have a significant influence on casino customers' satisfaction and commitment. According to studies, typical casino offers like slot machines and table games, together with non-gaming activities, are important factors that determine how satisfied and committed guests are.(Jeon & Hyun, 2013)To enhance profits and achieve a higher return on investment, proprietors of casinos need to recognize the significance of their facilities. Hence, providing a variety of non-gaming amenities and services such as affordable accommodations, diverse dining choices, friendly and reliable customer service, and engaging entertainment is crucial for attracting clientele.(Tanford & Lucas, 2011)investigated the impact of comfortable accommodations on patrons' overall happiness with their gaming experiences in casinos.(Mayer et al., 2015) research revealed that casino patrons' total gaming

satisfaction levels are significantly influenced by the overall quality of their lodging. Prior research has demonstrated that excellent dining is a crucial component that patrons of casinos anticipate. (Tanford & Lucas, 2011)

(Richard et al., 2008) delineated six non-gaming-related factors within casinos that influence the overall satisfaction of patrons: the caliber of food offerings, the diversity of food selections, the affordability of food options, the provision of complimentary drinks, the accessibility of accommodations, and the provision of entertainment. Their investigation unveiled a strong correlation between these non-gaming-related aspects and the general satisfaction levels as well as the likelihood of return visits among casino goers. By integrating the findings of previous research(Shoemaker & Zemke, 2005)conducted an analysis of eight non-gaming-related attributes and services within casinos (such as employees, services, hotel, restaurant, etc.) to ascertain their significance as determinants influencing casino players' choice of one casino over another. The study identified these eight attributes and services as crucial factors in the decision-making process when selecting a specific casino to visit.

H3-- Non-gaming related casino attributes (e.g. hotel, restaurant, staff, services, etc.) have positively Influence on satisfaction with casinos.

2.2.4 Entertainment

Entertainment is a crucial and regular aspect of daily life, taking up a significant amount of time while awake.(Holbrook & Hirschman, 1982) Prior to the rise of electronic media, live performances held in various venues such as private residences, concert halls, opera houses, and churches were integral to social engagement. These live events continue to play a significant role in providing entertainment and fostering social connections(Minor et al., 2004) Individuals frequent casinos not solely for the purpose of making money,(Wong & Rosenbaum, 2012) but also to partake in various forms of entertainment, including sightseeing, shopping,

dining, and socializing. There exists a significant correlation between engaging in casino visits and participating in recreational or social activities. (Wong & Rosenbaum, 2012)(Lam, 2007) Casino gamblers are inclined to frequent casinos not solely for the purpose of gambling, but also due to their preference for socializing with others and engaging in non-gaming activities. This suggests that their motivation for visiting casinos extends beyond the enjoyment of gambling itself, as they actively seek excitement through entertainment and non-gaming amenities.(Lucas et al., 2005)According to the (Fu et al., 2022) study results the provision of entertainment at Busan casino hotels has a notable adverse effect on customer satisfaction, impacting guests' overall experiences and perceptions. The presence of entertainment in a Las Vegas hotel casino has a beneficial effect on restaurant revenues, indicating that it is likely to enhance customer satisfaction by improving their overall experience.(Suh, 2009)

H4- *Entertainment have positively influence tourist satisfaction with casinos.*

2.2.5 Reward

Different reward programs are available at casinos that attract and entertain players. These prizes might be anything from material goods to promotional awards determined by metrics related to gameplay. Based on how they play mobile games, players can win prizes that they can exchange for electronic gaming devices.(Gilbertson et al., 2016)In addition, casinos use bonus games that add a dash of excitement and chance by selecting players to receive awards based on certain game symbols.(Ci, 2019)Focusing members of loyalty programs, marketing bonus systems randomly provide prizes to players who actively use the casino's electronic gaming machines.(Rowe et al., 2011)Reward systems in casinos play a crucial role in influencing satisfaction levels among both employees and customers. Studies have shown that job attributes significantly impact job satisfaction(Zeng et al., 2013)Additionally, studies conducted on Korea's Kangwon Land Casino emphasize how crucial it is to comprehend and

accommodate the preferences of domestic tourists in order to raise general satisfaction and boost economic revitalization. Therefore, implementing effective reward systems that align with employees' and customers' needs and expectations can significantly contribute to enhancing satisfaction levels in the casino environment.(Mayer et al., 2015)

H5- *Reward have positively influence tourist satisfaction with casinos.*

2.2.6 Satisfaction

Customer satisfaction has been a focal point in marketing strategies aimed at meeting the demands and preferences of customers. (Anjeliza, 2013)Customer satisfaction has been a crucial term in anticipating consumer behavior. The psychological concept of satisfaction is described as the pleasure and sensation of well-being that arises from obtaining what one seeks and anticipates from a desirable commodity or service.(Chi & Qu, 2008)(Oliver & Oliver, 1980)Customer satisfaction is a measure of how happy or unhappy a person is in a particular circumstance.(John & Ph, 1978)Increased customer satisfaction may reduce the cost of failure, strengthen an organization's position in the market, separate present market share from rivals, and increase customer loyalty. can result in an increase in market share, per (E. W. Anderson et al., 2012) Additionally (Yüksel, 2015)proposed a clear correlation between customer satisfaction and business sales since it has a substantial impact on how customers see their post-purchase behavior (Heskett & Sasser, n.d.)Thus, to maintain their position in a cutthroat casino industry, casino management must determine which properties they control have a favorable impact on patron satisfaction. One important aspect influencing total customer satisfaction is said to be the intimate interaction that exists between personnel and consumers(Gremler & Gwinner, 2000)That is, clients are more likely to be happy when they engage with staff in a fun way. The argument has also received support from empirical investigations. (Gremler & Gwinner, 2000) conducted a study with 1,328 consumers to investigate the positive relationship

between rapport and customer happiness. Their findings indicated that rapport is the primary predictor of customer satisfaction. Certain research examines customer satisfaction by evaluating the perceived performance quality of a product or service from the customers' perspective.(J. Lee, 2001)(Yang & Peterson, n.d.)(Zins, 2017)contend that satisfaction should take into account an individual's total emotive component in addition to perceived service excellence.

H6- Satisfaction has significant influence on revisit intention.

2.2.7 Revisit

(Warshaw & Davis,1985)states that revisit intentions can be characterized as "the extent to which an individual has developed conscious intentions to engage in or refrain from certain specified future actions." Initially, this research posited that rapport plays a critical role in influencing revisit intentions. As per the research conducted by (Gremler & Gwinner, 2000), the establishment of rapport has the potential to cultivate favorable emotions that subsequently influence the intention to revisit. Furthermore, Gremler, Gwinner, and(Gremler et al., 2006)proposed that the presence of a strong interpersonal connection can elicit positive behavioral intentions. In their study, (Wakefield & Blodgett, 2014) demonstrated that heightened levels of satisfaction contribute to an extension in the duration of a customer's stay and a heightened propensity to revisit the establishment.

CHAPTER3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This section focuses on the outcomes of the demographic characterization of the tourists and the evaluation of the theoretical framework. The Smart PLS 4.1 software was utilized to examine the model, and the findings stemming from this analysis are detailed in this section. The outcomes of the model testing process are crucial for understanding the relationship between the demographic profiles of tourists and their behavior within the context of the study.

3.2 RESEARCH GAP

The study's research gap concerns the inadequate attention paid to casino tourism in Goa, a popular place to visit. This study project's main goal is to investigate how different casino attributes affect how satisfied visitors are with these businesses. The study also intends to examine the relationship that exists between visitor satisfaction and the desire to return to the casinos in the future. It is interesting to note that the research that has been written about casino patrons thus far has mostly focused on other regions, ignoring in-depth analyses of Goa's casino environment. As a result, there are few in-depth studies that examine how visitors see casinos in this specific area, as the majority of previous study focuses on how the overall population feels about how the public views casinos rather than on particular features of casinos and how visitors view them.

3.3 RESEARCH METHODOLOGY

3.3.1 Sampling method and data collection

Tourists who have explored both onshore and offshore casinos in Goa were carefully selected as the target population using a non-probability sampling approach. The respondents, on average, dedicated about 15 minutes to completing the questionnaires provided to them. The

research methodology employed in this particular investigation is quantitative in nature, focusing on assessing the experiences of both international and domestic tourists who have patronized the casinos in Goa, encompassing both onshore and offshore establishments. To facilitate the data collection process, a questionnaire was developed in both online and offline formats using Google Forms. Tourists were requested to share their feedback by rating their experiences on a scale from 1 to 5, with 1 representing "strongly disagree" and 5 signifying "strongly agree." The initial part of the questionnaire featured a screening question designed to ascertain whether the respondent had indeed visited any of the casinos in Goa, to establish their eligibility to take part in the survey. Individuals who did not meet the specified criteria outlined in the questionnaire were graciously thanked for their time. The data collection phase spanned duration of one month, commencing in February 2024. The utilization of a purposive sampling technique was deemed more appropriate for the data collection process because of its targeted nature. The questionnaire was structured into two distinct sections, with the first section focused on essential demographic variables such as gender, age, educational background, occupation, and monthly income. Conversely, the second section of the questionnaire focused on evaluating the satisfaction levels of tourists who had visited the casinos in Goa.

3.3.2 The research measures

The survey instrument was subsequently presented to a panel consisting of five scholars and specialists in the field of questionnaire development. The aim was to gather their opinions and insights on various aspects such as the content, wording, and appropriateness of questions, layout, comprehensibility, and the extent to which the construct dimensions were covered according to the perspective of the researchers. The invaluable feedback provided by these experts played a pivotal role in enhancing the questionnaire. The survey itself was divided into two primary sections: the initial segment focused on acquiring the demographic information of the participants, while the latter part delved into investigating the hypotheses at hand. Within

the demographic section, the respondents were required to provide specific details, including their age, gender, level of education, and whether they had previously visited any of the casinos in Goa. In order to maintain consistency in the research process, only individuals who had experience visiting casinos in Goa were considered for the data analysis, while those who did not meet this criterion were excluded from the study.

For the second phase of the research, established and reliable measurement scales validated in existing literature by multiple researchers were utilized. A comprehensive examination of pertinent studies facilitated the utilization of previously validated scales, which were moderately adjusted to suit the requirements of the study. Established measurement components were derived from prior research to effectively assess the constructs in the proposed framework. Initially, the assessment of slot machines involved the use of three items, while the evaluation of table games utilized three items as well. Non-related gaming services were assessed using five items adapted from (Jeon & Hyun, 2013). Subsequently, entertainment was evaluated with three items sourced from (Manthiou et al., 2014; Yoon et al., 2010) and (Molina-Gómez et al., 2021). The measurement of Reward was conducted with three items adopted from(S. Lee, 2015). Furthermore, satisfaction was gauged with three items adapted from (R. E. Anderson & Srinivasan, 2003), and lastly, revisit intention was measured using four items adopted from (Lucas & Ph, n.d.; Seiders et al., 2005). All items were assessed using a five-point Likert scale, with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree."

3.3.3 Data analysis

This research employed Structural Equation Modelling (SEM) utilizing Partial Least Squares (PLS) for the purpose of data analysis. The rationale behind selecting the SEM approach was its capability to conduct a comprehensive examination of all proposed hypotheses within a single analytical framework. The assessment of the reliability, convergent validity, and discriminant validity of the reflective constructs was conducted in accordance with the methodologies advocated by (Hair J et al., 2014)and(Fornell & Larcker, 1981), ensuring a rigorous evaluation process. Moreover, the utilization of partial least squares SEM (PLS-SEM) facilitated the evaluation of the conceptual model. In comparison to covariance-based SEM (CBSEM), PLS-SEM was deemed more adept at handling intricate models featuring formative indicators along with multiple mediations or moderations, thus enhancing the robustness of the analysis. For a comprehensive understanding of the measurement model, readers are encouraged to refer to the detailed elaboration provided in the Results and Discussion section.

CHAPTER4: ANALYSIS OF DATA AND RESULTS

4.1 INTRODUCTION

In this particular chapter, an in-depth exploration is conducted on the data analysis procedures employed. Elaborate discussions are presented, and the systematic development of hypotheses is meticulously outlined for all the tests that have been executed meticulously. This pivotal stage in the realm of research serves as a fundamental cornerstone, enabling researchers to synthesize findings and draw meaningful conclusions. This chapter is segmented into parts, including Demographic profile, factors affecting visitor satisfaction levels, and their likelihood to return.

4.2 DEMOGRAPHIC PROFILE

Table 4.1 Demographics of the respondents (n = 320)

Characteristics	Frequency	%
Gender		
Male	216	67.5%
Female	104	32.5%
Age		
Below 21 years	11	3.4%
21-31 years	142	44.4%
31-41 years	117	36.6%
41-51 years	44	13.8%
51-61 years	3	0.9%
Above 61 years	3	0.9%
Marital status		
Married	150	46.9%
Unmarried	170	53.1`%

Educational level		
SSC	4	1.3%
HSSC	11	3.4%
Diploma	121	37.8%
Graduate	140	43.8%
Post graduate	36	11.3%
Ph. D	8	2.5%
Nationality		
Domestic (Indian)	298	93.1%
International	22	6.9%
Occupation		
Student	36	11.3%
Private Employed	88	27.5%
Government Employed	32	10.0%
Self -employed	138	43.1%
Home- maker	20	6.3%
Retired	4	1.3%
Unemployed	2	0.6%
Monthly income		
Below ₹50,000	75	23.4%
₹50,000-₹100,000	172	52.8%
₹100,000-₹150,000	59	18.4%
More than ₹ 150,000	14	4.4%

Source Primary Data

 Table 4.1 shows the profile of the sample as depicted in the presented data. Within the dataset collected (n = 320), the predominant gender among respondents was male (n = 216), accounting for 67.5%, while the remaining 32.5% were female respondents (n = 104) . The majority of participants in the casino visitor demographic are aged between 21 and 31 years, making up 44.4% of the total sample. This is closely followed by individuals aged 31-41 years at 36.6%, 41-51 years at 13.8%, 51-61 years at 0.9%, and those above 61 years and below 21 years, each representing 0.9% and 3.4% of respondents, respectively. Out of them, 150 are married (46.9%), 170 are unmarried (53.1%). In terms of educational attainment, the majority of participants held a Bachelor's degree (n=140, 44.8%), followed by a diploma degree (n=121, 37.8%). When considering the nationality of tourists, the majority are domestic (Indian), accounting for 93.1% with a total of 298 respondents. Only 22 respondents are international visitors, representing 6.9% of the total. The majority of the respondents, totaling 138 individuals, were classified as self-employed, representing 43.1% of the sample. Lastly, concerning income distribution, the sample exhibited a normal distribution, with a majority of respondents (53.8%) reporting incomes ranging from ₹50,000 to ₹100,000 and above.

Table 4.2: Frequencies of how often visitor visit casinos in Goa (n=320)

How often you visited casinos in Goa?	Counts	% Of total
Frequently	48	15.0%
Occasionally	182	56.8%
Rarely	89	27.8%
Never	1	0.3%

Source Primary Data

Table 4.2 shows that Based on the available statistics, the majority of visitors to Goa (56.8%) made occasional casino visits (n=182). This suggests that though some tourists to Goa like to spend their time in casinos, this may not be the main reason for most visits. A smaller portion (15%) made frequent trips to casinos, indicating that some visitors had a particular interest in gaming (n=48). There was a small percentage of people who had never been to a casino (0.3%)

and a significant number of infrequent visitors (27.8%). This statistic highlights the diversity

of interests among Goan visitors.

Table 4.3: Frequencies of hours of gambling per casino visit in Goa

Hours of gambling per casinos visit in Goa	Count	% of total
Less than 2 hours	96	30.7%
2-4 hours	112	35.8%
4-6 hours	52	16.6%
6-8 hours	16	5.1%
8-10 hours	1	0.3%
None	36	11.5%

Source Primary Data

Table shows that the most popular gambling duration among respondents in Goa is between 2

and 4 hours, with 35.8% of participants indicating this timeframe as their typical casino visit

duration. This is succeeded by individuals who spend less than 2 hours (30.7%) and those who

gamble for 4-6 hours (16.6%). A minority of participants, less than 10%, reported spending

more than 6 hours at casinos during a single visit. Notably, a significant proportion (11.5%) of

respondents stated that they do not engage in gambling activities at all when visiting a casino.

4.3 Measurement model

The initial stage in the assessment of Partial Least Squares Structural Equation Modeling

(PLS-SEM) outcomes necessitates a thorough analysis of the measurement models. It is

imperative to note that the criteria deemed pertinent vary depending on whether the constructs

are reflective or formative in nature. Should the measurement models conform to all the

necessary standards and benchmarks, scholars must subsequently proceed to evaluate the

structural model.

Table 4.4 Factor Loading, Cronbach's alpha, Composite reliability, Average variance

extracted (AVE)

Constructs	Outer loadings	CA	CR	AVE
ENT1 <- ENT	0.830	0.807	0.885	0.721
ENT 2 <- ENT	0.893			
ENT 3 <- ENT	0.822			
NGA 1 <- NGA	0.871	0.863	0.906	0.708
NGA2 <- NGA	0.775			
NGA 3 <- NGA	0.851			
NGA 4 <- NGA	0.865			
RI 1 <- RI	0.883	0.854	0.895	0.682
RI 2 <-RI	0.794			
RI 3 <- RI	0.797			
RI 4 <- RI	0.825			
RW 1 <- RW	0.910	0.899	0.929	0.766
RW 2 <- RW	0.867			
RW 3 <- RW	0.871			
RW 4 <- RW	0.854			
SAT 1 <- SAT	0.899	0.815	0.891	0.733
SAT 2 <- SAT	0.903			
SAT 3 <- SAT	0.760			
SM 1 <- SM	0.933	0.824	0.896	0.742
SM 2 <- SM	0.867			
SM 3 <- SM	0.777			
TG 1 <- TG	**0.669**	0.915	0.797	0.568
TG 2 <- TG	0.806			
TG 3 <- TG	0.778			

Source Primary Data

Table 4.4 displays the findings of an analysis using structural equation modeling (SEM). The reliability and validity metrics pertaining to the 320 data points that underwent rigorous testing and analysis through the utilization of Smart Partial Least Square (PLS) software. This advanced software offers a dual approach in processing the data, one aimed at evaluating the measurement model (outer model) which includes metrics such as Cronbach's alpha (CA) and Composite Reliability (CR), and another dedicated to assessing the structural model (inner model). In the initial stage of evaluating a reflective measurement model, it is important to review the indicator loadings. It is advised to look for loadings that exceed 0.708, as these suggest that the construct accounts for over 50% of the indicator's variability, demonstrating satisfactory item reliability.(Hair et al., 2019)

The computation of outer loadings for each of the 7 constructs was carried out utilizing the PLS Structural Equation Modeling (SEM) algorithm. In the table almost all outer loadings surpass the threshold of 0.70, except table G1<-TG (0.669). This signifies a strong relationship between the items and their respective constructs, thereby serving as a crucial indicator of construct validity. The columns named CA, CR, and AVE most likely correspond to extra validity and reliability metrics that are utilized to evaluate the measurement model's quality. All the constructs have AVE value between (0.682) and (0.766) which is good except table G1<-TG which have least value (0.568)

4.3.1 Discriminant validity- Fornell- Larcker criterion

The table 4.5 displays the findings of discriminant validity based on the Fornell-Larcker Criterion. It is crucial to establish discriminant validity to ensure that each research study's concept is distinct and effectively captures specific aspects of the subject under investigation. The diagonal values in the analysis represent the square root of the Average Variance Extracted

(AVE) for each construct. When the diagonal values consistently exceed the off-diagonal values, it suggests that the constructs in the study - such as Entertainment, Non-related gaming services, entertainment, reward, Revisit, Slot machine, Satisfaction, Table game, and Winning - are distinct from each other and measure specific aspects of tourists' satisfaction levels when visiting casinos and their intention to revisit. The current study had problem of discriminant validity which was solved by deleting 1 item from the non-gaming service construct that is NG3. After deleting the item, the discriminant validity was proper and matching the criteria

Table 4.5 Discriminant validity Fornell –Larcker criterion

Variables	ENT	NGA	RI	RW	SAT	SM	TG
ENT	0.849						
NGA	0.789	0.841					
RI	0.384	0.529	0.826				
RW	0.711	0.689	0.588	0.875			
SAT	0.664	0.716	0.685	0.748	0.856		
SM	0.689	0.666	0.409	0.746	0.616	0.862	
TG	0.545	0.550	0.610	0.630	0.534	0.450	0.754

Source Primary Data

4.4 Structural Model

The research, a structural model is a conceptual map that shows how different constructs influence one another and suggests linkages between latent components. The statistical method known as structural equation modelling (SEM) evaluates and tests multivariate causal relationships using this model. Regression analysis and SEM are similar; however, SEM can examine both simple and complex connections and account for measurement error.

Table 4.6 Path Coefficients, T-values, P values, R2, Q2, F2 & Effect Size

Variables	β	T	P	Hypothesis	R^2	Q^2	F^2	Effect size
ENT ->SAT	0.056	0.887	0.375	Not Supported			0.003	S
NGA->SAT	0.345	5.572	0.000	**Supported**			0.108	S
RW ->SAT	0.456	7.028	0.000	**Supported**	0.637	0.626	0.175	M
SAT>RI	0.685	31.650	0.000	**Supported**	0.469	0.364	0.884	L
SM ->SAT	-0.006	0.130	0.897	Not Supported			0.000	S
TG->SAT	0.029	0.559	0.576	Not Supported			0.001	S

Source Primary Data

Table shows the path coefficients, T-values, P-values, R2, Q2, F2, and Effect size of the different research variables as it displayed on table 4.5. The presentation showcases the relationships and levels of importance among different variables. It displays the relationships' T-values, P-values, and   path coefficients.

From the above the table there are total seven (7) constructs that are slot machine (SM), Table games (TG), Non-gaming Activities (NGA), Entertainment (ENT), Reward (R), Satisfaction (SAT), and Revisit Intention (RI).

The constructs Non-gaming activities (NGA) and Reward (RW) has T-value greater than 1.96 (T>1.96) and P- value is less than 0.05 (5%) as these both contracts, Non-gaming activities (NGA) and Reward (RW) significantly influences satisfaction level. Even construct satisfaction (T- 31.650) which is T value more than 1.96 at 5% significant level therefore satisfaction has significantly influenced Revisit intention. Here we reject null hypothesis (Ho) and accept alternative hypothesis (H1).

The T value of constructs Entertainment, (ENT) (0.887), Slot Machine (Slot M)(0.130) and Table Game (table G) (0.559) which is less than T-value 1.96 (T>1.96) and P- value is more than 0.05 (5%) therefore Entertainment, (ENT) ,Slot Machine(Slot M) and Table Game (table G) insignificantly influences satisfaction level.. Here we reject alternative hypothesis (H1) and Accept Null hypothesis (Ho).

R² for Satisfaction (SAT) and Revisit (RI) are 0.637 and 0.469 respectively, indicating substantial explanatory ability, while Q² are 0.626 and 0.364, signifying good predictive performance. Additionally
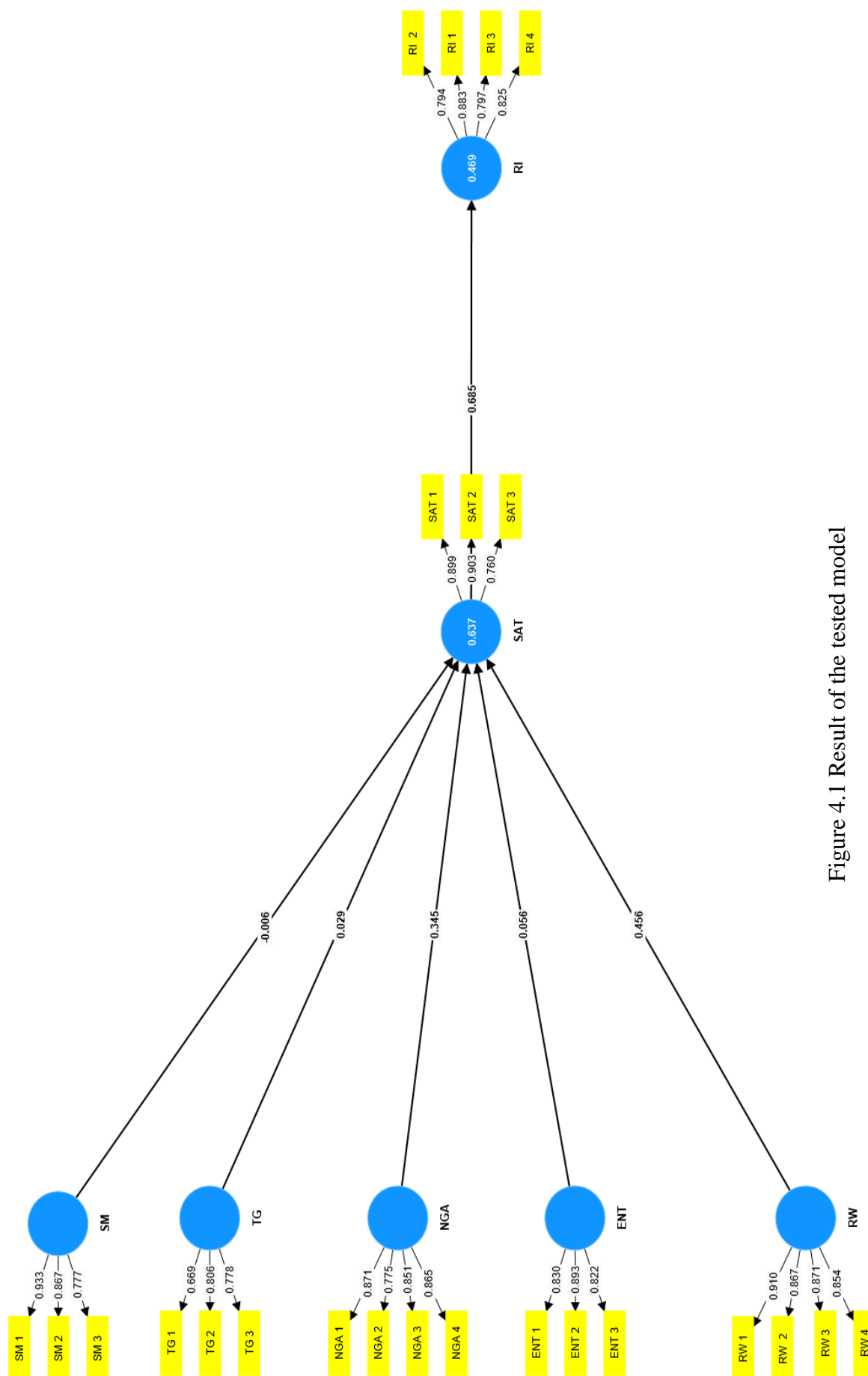
Figure 4.1 Result of the tested model

4.5 FINDINGS

The study has been made with total number of (n=320) respondent. The study starts with the demographic profiling of the respondents who visit casinos in Goa from the result we can see that majority of the tourist are domestic (n=298). Male (216) tourist who fall in the age group of 21-31 (n= 142) who are unmarried (n=170) most of them are graduate (n=140). Majority of the respondents are self-employed having a monthly income of 50,000 to 1, 00,000 with 52.8%.

The objective if this study was to find the casino attributes which influence the satisfaction and revisit intention of the respondents. The results indicates that Non-gaming activities (NGA) has significant effect on satisfaction, hence we accept hypothesis as (P) value is less than 0.05, (<0.05) ,similarly we can see Reward (R) has significant effect on satisfaction, hence we accept the hypothesis as (P) value is than 0.05 based on study we can see that satisfaction (S) has significant effect on tourist revisit intention were we can say that we accept the hypothesis as its (P) value is less than (0.05) .further we can see that tourist visiting casino has insignificant effect, from study we can say that result for Entertainment (ENT) has insignificant effect, as (p) value of Entertainment (ENT) is more than >0.05 and table games (TB) in the casino shows the insignificant result, as (P) value is greater than >0.05 and lastly the Slot machine has insignificant effect, as it has more than >0.05 P value .

4.6 CONCLUSION

In conclusion, the outcomes of this research shed illumination on the intricate elements affecting tourist contentment and intention to revisit within the domain of casinos in Goa. The analysis of demographics unveiled a primarily local, male, and youthful visitor demographic, underscoring the significance of customizing casino services to align with the desires and anticipations of this particular demographic. Despite non-gaming activities and incentives emerging as notable catalysts for contentment, the study also brought to light the restricted

influence of mere casino attendance and entertainment provisions on overall visitor perspectives. These observations highlight the necessity for casino establishments to embrace a multidimensional strategy, concentrating not solely on conventional gambling experiences but also on improving non-gaming facilities and introducing rewarding programs to cultivate enduring patronage.

Advancing ahead, the ramifications of this study transcend the confines of the casino sector in Goa, imparting valuable insights for analogous tourist destinations globally. Through the prioritization of customer-centric approaches and the broadening of their offerings, operators of casinos can foster a more comprehensive and captivating experience for tourists, thereby enhancing their competitive edge in a progressively saturated market. Additionally, although this research offers a fundamental comprehension of tourist behavior within the realm of casinos, forthcoming research initiatives should strive to investigate additional variables and demographics to enhance our comprehension further. Through perpetual adaptation and innovation, the casino sector can ensure its robustness and significance in meeting the evolving desires and anticipations of contemporary tourists.

4.7 MANAGERIAL IMPLICATION

Understanding the impact of casino attributes can help casino managers make informed decisions to enhance the tourist experience. They can focus on creating a captivating ambiance, offering a diverse range of games, and providing exceptional customer service. Additionally, ensuring easy accessibility and organizing exciting entertainment events can also attract more tourists. By considering these implications, mangers can optimize their operations and ultimately boost casino tourism in Goa delve deeper into managerial implications of casino attributes.

Data analysis revealed that non-gaming-related casino attributes have a positive impact on satisfaction or the study indicates that Non-gaming activities (NGA) has significant effect on satisfaction as (P) value is less than 0.05, (<0.05) This discovery holds significant managerial implications for casino operators. Specifically, it suggests that in addition to providing top-notch gaming experiences, casinos should also focus on delivering outstanding non-gaming services. This includes offering high-quality accommodations, a diverse selection of food and beverage choices, attractive restaurant offerings, hospitable and dependable service, as well as a variety of entertainment options. Furthermore, it is imperative for casino operators to provide exceptional service quality.(Johnson, 2002)Further in future manager should more focus on Casino marketers that can increase customer Satisfaction by providing good and friendly services, by providing variety of cuisines in their restaurant, and by providing good value at the casinos.

Data analysis revealed that Reward has a positive or significant influence on satisfaction. The study indicates that Reward has significant effect on satisfaction as (P) value is less than 0.05, (<0.05) discovery holds significant managerial implications for casino operators. Tourist feels that the manager gives them membership benefits, thus resulting in their loyalty towards the casino. The influence of reward incentives, such loyalty programs, on consumer satisfaction is significant in casinos.(Rousseau et al., 2004)Additionally, it is advised that the manager offer membership benefits as this would encourage loyalty of the casino.

Further data analysis revealed that slot machine is insignificant and not supported as (p) value lies above 0.05 or it is greater than >0.05 Slot machines have long been recognized as an essential element for generating income, enhancing players' gaming experiences, and attracting both new and returning customers throughout the duration of casino management. (Shoemaker & Zemke, 2005)(Richard et al., 2008)although gaming constitutes and important aspects of

casino experience it is found to be insignificant in the present study. Further in future manager should more focus on Casino marketers that can increase customer satisfaction by: (1) installing a variety of slot machines to give players a wide range of playing opportunities; (2) asking visitors about their favorite slot machine games through surveys; and (3) increasing the number of cash awards that can be won with slot points to improve the casino's reputation.

This claim is further supported by the data analysis carried out in this study, which shows that characteristics of table games have no discernible impact on satisfaction (p value is higher than 0.5%). Players at table games converse with casino dealers all the time while they wager, in contrast to those who play slot machines. Therefore, it is essential to give casino dealers continual training opportunities so they can support players with greater table game experiences, superior knowledge, and superior friendliness. (Jeon & Hyun, 2013) Although gaming is a key part of the casino experience, this study indicated that it is not very significant. In the future, managers should concentrate more on casino marketers, who can raise consumer happiness through the following strategies: (1) providing a range of tourist-friendly table games and (2) determining or including players' preferred table types of games to boost competition in this market segment. (3) Increasing the number of cash prizes available for table games to boost the casino's reputation, and overall satisfaction of the tourists.

The data analysis conducted in this study further supports this argument by revealing that entertainment has insignificant influence on satisfaction level. Although Entertainment is a key part of the casino experience, this study indicated that it is not very significant. The practical implications of (Molina-Gómez et al., 2021)research highlight that event managers should priorities entertainment experience and aesthetics experience, because they are the attributes that have the highest influence on the satisfaction and loyalty of festival goers.

Data analyses revealed that satisfaction have a positive or significant influence on Revisit intention. The study indicates that satisfaction has significant effect on revisit intention as (P) value is less than 0.05, (<0.05) Data analysis indicated that customer satisfaction is a key predictor of revisit intentions That is, when customers are satisfied with the casino, they are more likely to (1) revisit the casino next time and (2) recommend the casino to others.(Han et al., 2017)Scholars have repeatedly confirmed over the history of customer satisfaction research that the most significant element influencing future behavior intentions is customer satisfaction.(Jani, 2013; John & Ph, 1978)Managers of casinos must always concentrate more on strategies to raise client satisfaction levels.

4.8 THEORETICAL IMPLICATION

The aim of this research was to explore the potential factors within casinos that impact visitors' satisfaction levels and to analyze how these factors affect satisfaction, ultimately influencing visitors' intention to revisit. In order to develop a theoretical understanding of casino attributes that influence satisfaction, the study looked empirically for constructs that may have impact on revisit intension. Established measurement components were derived from prior research to effectively assess the constructs in the proposed framework. Initially, the assessment of slot machines, while the evaluation of table games, Non-related gaming services was studied by (Jeon & Hyun, 2013)the entertainment was studied by (Manthiou et al., 2014; Yoon et al., 2010) and (Molina-Gómez et al., 2021). The measurement of Reward was adopted by (S. Lee, 2015). Furthermore, satisfaction was adapted by (R. E. Anderson & Srinivasan, 2003), and revisit intention was measured using four items adopted from (Lucas & Ph, n.d.; Seiders et al., 2005)The authors combined various factors they had studied in separate research projects to create the proposed model, which had not been examined as a whole in previous studies.

The present study considered the factors influencing tourists' satisfaction and revisit intention for the purpose of these,7 constructs were identified from the past literature namely slot machine, Table game, Non-gaming activities, entertainment, Reward, satisfaction and revisit intention. Various researchers have examined these factors in separate studies. The current study gains importance by consolidating all these factors into one study to understand how they influence satisfaction levels of tourists visiting casinos in Goa and intentions to revisit.

4.9 LIMITATION AND FUTURE RESEARCH

The study is useful in its attempt to determine the impact of casino features on tourists' satisfaction and their intention to return, but it will likely have major disadvantages. First limitation of the study was regarding sample size of the respondents the sample size consisted more of tourist visiting casinos in north Goa Second, the study's focusing on offshore gambling. The types of casinos that are located on the ground as well as those which are situated at sea may be taken into consideration in future studies. Thirdly, since this study is focused on tourist visits in Goa and therefore the results cannot be generalised. More casino characteristics that will provide more insight may be taken into account in the forthcoming studies. Only 46 percent of the variation can be explained by the study's proposed model.

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Appendix I

Dear Respondent

I am Lalit Sitakant Shirodkar, pursuing my Masters in Commerce at Goa Business School (Goa University). As a part of Dissertation work in M.com course, I am conducting survey on **Casino tourism in Goa,** please do co-operate with me in this survey by giving your response. You are requested to give some of your precious time to answer this questionnaire. The data collected through this questionnaire will be strictly used for academic purposes only.

Thank you!

Demographic characteristics

1. Gender

    a) Male
    b) Female
    c) Non-binary

2. Marital status

    a) Married
    b) Unmarried
    c) Widow

3. Age

    a) Below 21 years
    b) 21-31 years
    c) 31-41 years
    d) 41-51 years
    e) 51- 61 years
    f) Above 61 years

4. Education level

    a) SSC
    b) HSSC
    c) Graduate

    d) **Diploma**

    e) **Post graduate**

    f) **PhD**

5. Nationality

    a) **Domestic (Indian)**

    b) **International**

6. If domestic (Indian) which region

    a) **North**

    b) **South**

    c) **East**

    d) **West**

7. If international from which continent

    a) **Africa**

    b) **Asia**

    c) **Australia (Oceania)**

    d) **Europe**

    e) **North America**

    f) **South America**

8. Occupation

    a) **Student**

    b) **Employed (Government)**

    c) **Employed (Private)**

    d) **Housewife**

    e) **Self-employed**

    f) **Unemployed**

    g) **Retired**

9. Monthly Income

    a) **Below ₹50,000**

    b) **₹50,000- ₹100,000**

    c) **₹100,000-₹150,000**

    d) **More than 150,000**

1. How did you hear about the casino you go to? (Tick all that apply)

    a) **Friends**

b) Family
c) Colleagues
d) Casino advertisements
e) Casino hosts
f) Internet
g) Other (Please specify): _____

2. If internet than which platform (Tick all that apply)

a) Face book
b) Instagram
c) X-(twitter)
d) You tube
e) Google map
f) Other (Please specify): _____

3. Have you visited casinos in Goa?

a) Yes
b) No

4. Have you visited onshore and offshore casinos in Goa?

a) Yes
b) No

5. If yes, then which of these onshore casinos have you visited? (Tick all that apply)

a) Strike by big daddy casino (Grand Hyatt)
b) Deltin Zuri (The Zuri White Sands)
c) Deltin gold (sinQ prive)
d) Cadilac casino (Double tree by Hilton)
e) Chances casino (Cidade Goa)
f) Galaxy casino (the crown)
g) None
h) Other (Please specify): _____

6. If yes, then which of these offshore casinos have you visited? (Tick all that apply)

a) Deltin Royale
b) Casino pride
c) Big daddy casino
d) Deltin jaqk
e) Majestic pride
f) Kings' casino
g) None

7. what is the main purpose to visit casinos in Goa? (Tick all that apply)

a) Unlimited buffet dinner
b) Unlimited alcoholic drinks
c) Unlimited non-alcoholic drinks
d) Unlimited live entertainment
e) Celebrity appearances
f) Slot machine
g) Table games

8. How often you visited casinos in Goa?

a) Frequently
b) Occasionally
c) Rarely
d) Never

9. Hours of gambling per casino visit

a) None
b) Less than 2 hours
c) 2-4 hours
d) 4-6 hours
e) 6-8 hours
f) 8-10 hours
g) More than 10hrs

10. Two favorite's casino games most frequently played (Tick all that apply)

a) Blackjack
b) Poker
c) Baccarat
d) Slot machines
e) Roulette
f) Lottery
g) Andar –Bahar
h) Indian flush
i) Casino war
j) Money wheel
k) Other

Kindly select the appropriate number ranging from 1 to 5 each of the factors provided were

Slot machine	References /citation
These casinos have my favorite types of slot machines	
These casinos provide a wide selection of slot machines	**(Jeon & Hyun, 2013)**
I get the most cash back with slot points in these casinos	
Table games	
These casinos provide my favorite types of table games	
These casinos have a variety of table games that appeal to me	**(Jeon & Hyun, 2013)**
Overall table games experience was Good	
NON-related gaming services	
These casinos provide good and friendly service	
The casino hosts are attractive	**(Jeon & Hyun, 2013)**
The hotel rooms are a good value for money	
These casinos provide a variety of cuisines in their restaurant	
The restaurants provide a good value at the casinos	
Entertainment	
I enjoyed watching the concerts in these casinos	**(Manthiou et al., 2014; Yoon et al., 2010)**
It was really entertaining to watch the concerts in these casinos	**(Molina-Gómez et al., 2021).**
The concerts were fun to watch in these casinos	
Reward	
I gamble at the casino to higher my membership loyalty tier level	
I gamble at these casinos to receive different membership benefits	**(S. Lee, 2015)**
I gamble at these casinos because I am a loyal customer	
Satisfaction	
I am pleased with the overall service at these casinos	
Playing games at casino is a great experience	**(R. E. Anderson & Srinivasan, 2003),**
Overall and over time, I am satisfied with the casino	
Revisit intention	
I will probably revisit these casinos.	
I will continue gambling at these casinos	**(Lucas & Ph, n.d.; Seiders et al., 2005)**
I will gamble at the casino in the future	
It is very likely that in the future, I am coming back to these casinos even though there are alternative competitors	