Research Article

The Impact of Travel Constraints on Travel Intention among Tourists in a Destination: A Case Study of Mizoram

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Abstract
Over the years, the tourism and hospitality industry in Mizoram has been fairly affected by the perceived travel constraints. Though showing interests, many tourists are too reluctant to travel. Therefore, comprehending how travel constraints influence tourists' travel intention to Mizoram is pivotal for enhancing the attractiveness of Mizoram as a potential tourist destination. The current study sought to examine the relationship between travel constraints and travel intention of individuals having no prior experience of travelling to Mizoram. The study identified four underlying travel constraints namely interpersonal travel constraints, structural travel constraints, intrapersonal travel constraints, and unfamiliar cultural constraints from the literature and pursued them in the context of Mizoram. Drawing upon 201 respondents, this study concludes that all the travel constraints influence tourists' travel intention to Mizoram negatively and significantly. Among these constraints, structural travel constraints seem to be the constraints with strongest impact on the travel intention. Relatively limited research has tried to address the relationship between travel constraints and intention to travel. Also, this study is first of its kind offering empirical support showing how travel constraints impact tourists' travel intention to Mizoram.

Keywords:
Tourists, travel constraints, travel intention, impact, Mizoram.

1 Introduction

Past studies have shown that tourists especially young, better-educated travellers tend to visit those destinations which are known for its unique cultural landscapes (Deforges, 2000; Jang et al., 2004). These travellers hold significance in terms of not only forming a major part of travel market but also generating revenue for the travel destination (Chen et al., 2013). However, according to some studies, perceived advantages and constraints associated with travel destinations notably affect the tourists' behaviour (Chen et al., 2001; Nyaupane & Andereck, 2007; Carneiro & Crompton, 2010). In fact, constraints factors decide the tourists' travel intention more than the attributes of benefits (Um & Crompton, 1999). Thus, understanding the process of travel decision-making and the elements that decide the travel behaviour positively or negatively is considered as one of the critical issues in tourism centric research (McCabe et al., 2016).

Although studies related to the relationship between travel constraints and travel intention are quite profound (Godbey et al., 2010; Mei & Lantai, 2018; Park et al., 2017), it is vastly underexplored in the context of unfamiliar but stunning destinations. Moreover, it is still not very much clearly understood how different kinds of travel constraints affect tourists' travel intention (Aziz & Long, 2022). Given the importance of constraints in affecting tourists' behaviour on choosing destinations, further investigations focusing on travellers' constraints related to destinations especially lesser-known destinations are warranted. To fill this knowledge gap, the current paper sought to investigate the interplay between tourists' perceived travel constraints and travel intention in the context of Mizoram by drawing upon Indian tourists who had not previously travelled to the state. The reasons for choosing Mizoram for this study were, firstly, Mizoram tourism market is considered to carry immense potential as well as have considerable appeal for the tourism lovers; secondly, Mizoram has a unique cultural and lifestyle differences in comparison to other states of India; and finally, despite being a destination endowed with profound natural attractions it is still very much underexplored.

The current research is expected to enrich our understanding of tourists' travel-related behavior towards an unfamiliar destination and to provide extensive insights of the impact of perceived travel constraints on travel intention. This will enable tourism policy makers, tourism promotion bodies, and tourism-related businesses to acquire a deep understanding of how tourists form travel preferences in Mizoram context.

2 Literature Review

2.1 Travel Constraints

The discussions on travel constraints are not something new but going on for decades (Aziz & Long, 2022). While delving into the world of tourism literature, it is found that the role of travel constraints in making the travel decisions is under researched and thinly addressed (Chen et al., 2013). Tasci and Gartner (2007) single out serious factors that are associated with the shaping of perceived image of a destination

on the travel supply and demand sides. Out of these perceived constraints, they highlight several situational or external forces that affect the procedure of travel related decisions in the pre-travel phase.

As defined by Chen et al. (2013), constraints refer to factors that limit tourism market development and restrict the development of tourism market potential. Having proper knowledge about these constraints is pivotal to tourism planning and marketing, tourism destinations should work towards developing and implementing strategies to ward off these perceived constraints (Chen et al., 2013). In the words of Jackson (1991), constraints refer to those factors that discourage people from shaping choices and engagement in leisure activities. To be precise, constraints have a negative effect on individuals' capacity to continue or increase travel frequency (Hung & Petrick, 2012). These definitions hold that constraints are certain circumstances or barriers that may inhibit people from travelling or taking part in a certain leisure pursuit, either at local or international level (Andreani & Njo, 2021). Due to this, there is every possibility that the demand for tourism products and services will diminish. Therefore, it is extremely important to understand the influence of travel constraints on tourists' travel intention. Jackson, (1988), and Carneiro & Crompton (2010), point out dominant constraints influencing travel are social, political, physical, financial, time, health, family stage, lack of interest, fear and safety, lack of transportation, companionship, overcrowding, distance, and limited information about potential destinations. Furthermore, Jackson (1988) pinpoints "internal" (attributes of the individual) and "external" (characteristics of the physical and social environments) as the most often adopted conceptual constraints. While surveying 1378 tourists, Chen et al. (2001) conclude that most constraining forces are often structural in nature, whereas intrapersonal and interpersonal constraints appear to be least constraining. Among all constraints, Kim and Chalip (2004) recognize safety and security as one of the most perceived deterrents stopping prospective tourists from visiting their favoured destinations (Pizam,1999). Moreover, previous travel experiences also influence tourists' perception towards risk and safety issues, and their desire for repeat visit (Kim & Chalip, 2004). Besides, factors related to culture and race also have received space in travel constraint studies (Ng et al., 2007).

The trilogy of travel constraints, which was first conceptualised by Crawford and Godbey (1987) and later advanced by Crawford et al., (1991) to a greater height, have significantly contributed to extant literature (Andreani & Njo, 2021). Crawford et al. (1991) propose hierarchical constraints model which talks about three types of constraints; intrapersonal constraints (stress, depression, anxiety, etc.), interpersonal constraints (e.g., finding a suitable traveling partner), and structural constraints (family life-cycle stage, financial resources, season, climate, work scheduling, etc.), (as cited in Chen et al., 2013; p.199). In this model, constraints are faced hierarchically. For example, tourists first face intrapersonal constraints, then interpersonal constraints, and ultimately structural constraints. According to Andreani and Njo (2021), intrapersonal constraints highlight individual psychological conditions or situations that exert influence on them to engage in the activities of interest. These constraints mainly arise among

individuals because of no or low interest, tension, apprehension, dejection, and religiosity. However, constraints of this kind are usually not long-lasting and may alter across different phases of life based on individual maturity. Whereas, interpersonal constraints happen in a situation where individuals are reluctant to travel solo, and this condition may avert them to engage in leisure activities as they find no companion such as family members, spouse/ mate, or friend to travel with. Structural constraints refer to the factors that intervene between leisure choices and participation. These comprises shortage of time, finances, right set of circumstances, atmosphere, knowledge, and access (Walker & Virden, 2005; Nyaupane & Andereck, 2007).

Past studies related to travel constraints have suggested that leisure and constraints function differently in unalike cultural settings (Chick & Dong, 2003; Chen et al., 2013). In sync with this, Chen et al. (2001), while carrying out a study on travel constraints that influence the young travellers to travel to Brunei, reveal a new travel constraints dimension: unfamiliar cultural constraint. This dimension offers an additional aspect overlooked earlier by researchers, like Crawford et al. (1991) who present a hierarchical constraints model defined by three dimensions: structural, intrapersonal, and interpersonal travel constraints that influence the young travellers to travel to Brunei. They further assert that these studies focused on constraint-categories can be reproduced and extended with minute differences.

2.2 Travel Intention

Behavioural intentions are generally obtained through the process of a preference and decision (Hennessey et al., 2016). On the other side, Peter and Olson (1996) claim that consumers' actions depend on beliefs concerning the advantages linked to performing a specific behaviour, such as purchasing a product or travelling to a particular destination, and the subjective evaluation of what others think about the involvement of the consumer in that behaviour. In leisure and tourism, one such intention represents travel intention to a particular destination (Nunkoo & Ramkissoon, 2013). Travel intentions are usually based on the level of certainty of tourists toward the destination and on constraints, which may force tourists to react variably from what their attitudes dominate (Moutinho, 1987). Woodside and MacDonald (1994) define travel intentions as the subjective probability of whether a tourist will or will not conduct particular behaviours connected to a tourist service. In the same line, Jang et al. (2009), while conducting a study on senior travellers in Taiwan, submit that travel intention refers to a psychological process that result in travel motivation and consequently transformed into action. Wu (2015) asserts that individual behaviour or action to undertaking travel is also influenced by logical and constructive product examination. Logical examination stands for the requirements which can be satisfied by the attributes or environments prevailing at the destination, whereas, constructive examination indicates emotions which develop sentiments towards the destination (Prayag & Ryan, 2012). In addition, these travel intentions by interested tourists are their perceived chances of travelling to a destination in a certain time period (Beerli & Martin, 2004; Ahn et al., 2013). Decrop (1999) argues

that travel and tourism literature views travel intentions as a part of discussion and investigation in the breadth of tour planning actions.

2.3 Travel Constraints and Travel Intention: The Linkage

The study findings of Hung and Petrick (2012) on under-graduate students joining cruise tourism show that travel constraints are one of the key elements that influence the decision-making of the students or tourists in joining cruises. Similarly, Khan et al.'s (2019) study on Malaysian university students planning to travel India find that among three travel constraints' dimensions, interpersonal and intrapersonal constraints have significant but negative impact on travel intention, whilst, structural constraints affect travel intention negatively and insignificantly. These findings assert that tourists with relatively higher interpersonal and intrapersonal constraints tend to exhibit lower intention to travel to India. At the same time, the insignificant influence of structural constraints on travel intention may be interpreted by the participants' profile in the survey who were found to be mostly educated youth (Hung & Petrick, 2012). Nyaupane and Andereck (2007) claim that demographic characteristics within structural constraints, such as place traits, shortage of time, and paucity of money have surfaced as factors that impede tourists' travel intention. Further, Koronios et al. (2020) argue that only structural and intrapersonal constraints have negative impact on sport spectators' behavioural intention, and interpersonal constraints are not found to significantly affect behavioural intention. However, in the context of disabled tourism market, no significant correlation between constraints and travel intention was found (Lee et al., 2012). This outcome very much establishes the negative impact of travel constraints on tourists' travel intention.

There are more valid studies evaluating the effect of travel constraints on travel intention of tourists. Andreani and Njo (2021) studied the impact of travel constraints on travel intention using three dimensions of travel constraints namely, interpersonal, intrapersonal, and structural travel constraints. The study findings showed that the relationship between interpersonal constraints and travel intention was positive and insignificant. However, intrapersonal, and structural constraints were found to have negative and significant impact on travel intention. On a study based on 328 young individuals from a university in Taiwan, Chen et al. (2013) discover that amongst four underlying travel constraints to Brunei, structural and intrapersonal travel constraints were critical at the initial phase of the decision-making process. However, the study findings reveal that a new constraints namely unfamiliar cultural constraints emerged to be the most critical construct as well as inhibitor explicating travel constraints. These unfamiliar cultural constraints dimension is distinct in the context of travel and tourism, particularly as it influences the travel decision-making process in the beginning.

This gap or inconsistency indicates that there is an urgent need to move towards further investigation to understand the impact of travel constraints on travel intention. Moving one step further, researchers argue that the significance of individual travel constraints should be examined contextually, as there exists non-uniformity of impact of

travel constraints on travel intention depending on contexts (Jackson & Dunn, 1991; Mannell and Zuzanek, 1991).

Lastly, the number of studies investigating the relationship between travel constraints and tourists' travel intention is highly constrained in the context of North-eastern states of India. Furthermore, the literature analysis reveals that no study was undertaken to understand the travel constraints and its impact on tourists' intention to travel to Mizoram- a potential tourist attraction of North-east India. Against this backdrop, the current study aimed to investigate how travel constraints influence tourists' travel intention to Mizoram.

3 Research Model

Previous studies have suggested that travel intention is closely determined by travel constraints (Jackson, 1988, 1991, Park et al., 2017; Karl et al., 2020). For instance, while examining the travel intention of Chinese tourists towards visiting USA, Lai et al. (2013) discover that travel constraints influence travel intention negatively. Fig. 1 depicts the research model of this study. The research model presumes that travel constraints influence tourists' travel intention to Mizoram.

For the study purpose, we divided travel constraints into four underlying dimensions, based on the literature analysis. They are: interpersonal travel constraints, structural travel constraints, intrapersonal travel constraints, and unfamiliar cultural constraints. The following are the hypotheses proposed for this study:

H1: The interpersonal travel constraints negatively affect tourists' travel intention.

H2: The structural travel constraints negatively affect tourists' travel intention.

H3: The intrapersonal travel constraints negatively affect tourists' travel intention.

H4: The unfamiliar cultural constraints negatively affect tourists' travel intention.

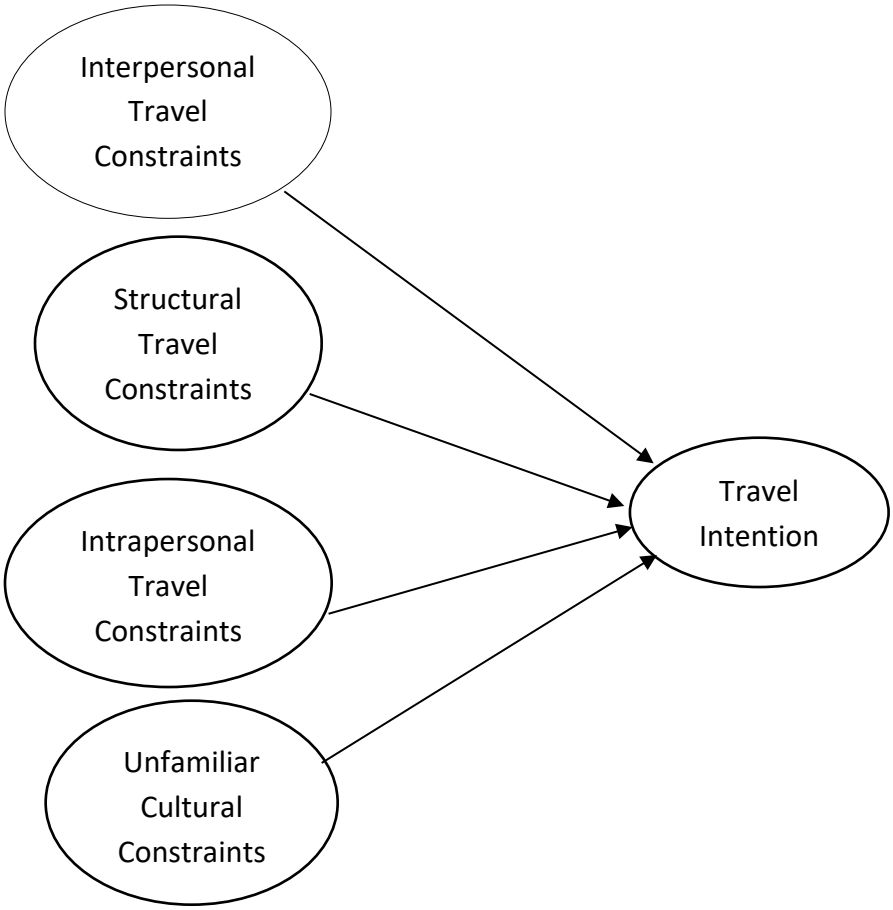

Figure 1: Research Model

4 Methodology

4.1 Study Area

Mizoram, popularly known as the land of Blue Mountains, is situated in North-eastern region of India, and is bounded by Assam and Manipur in the north, and Tripura in the west. In addition to this, the state also shares its international boundary with Myanmar in the east and south, and bounded by Bangladesh in the west. Due to its adjacency to the emerging tourist destinations such as Assam, Tripura, Manipur, and Myanmar, Mizoram has the scope of alluring more tourists from North-eastern states of India as well as from Southeast Asian countries. Nature tourism is often regarded as one of the major attractions of Mizoram, which may offer tourists with newness and individuality. For instance, few of the major Mizoram attractions comprise Reiek heritage village and mountain, Hmuifang, Champhai, and Vantawng falls.

The major differences Mizoram has with other Indian states are culture, religion, food, ethnicity, and lifestyle. Moreover, majority of Mizoram's cultural practices and traditions are inherently associated with Christianity. Christianity is the most popular religion in Mizoram with 87.16 % of state population following the same. Buddhism is second most popular religion in Mizoram state with 8.51 %, followed by Hinduism with 2.75% and Islam with 1.35% (Census 2011). Despite having high chances of becoming a formidable tourist attraction in the niche markets of ecotourism and adventure tourism, Mizoram still lags in attracting domestic as well as foreign tourists. The number of tourist footfalls in Mizoram from 2009-2010 to 2020-2021 is shown in Table 1 below:

Table 1: Tourist arrival data from 2009-2010 to 2020-2021

Year	Domestic	Foreign	Total
2009 - 2010	57639	675	58314
2010 - 2011	57623	619	58242
2011 - 2012	63512	744	64256
2012 - 2013	64631	712	65343
2013 - 2014	64583	906	65489
2014 - 2015	67554	862	68416
2015 - 2016	66583	830	67413
2016 - 2017	67223	987	68210
2017 - 2018	68679	1155	69834
2018 - 2019	88122	1644	89766
2019- 2020	159534	2143	161677
2020 - 2021	20474	90	20564

Source: Tourist Department, Government of Mizoram

The Mizoram Government sees promotion of tourism as a key long-term strategy to generate employment opportunities for the local populace. Recognizing the importance of tourism in driving state growth, Ministry of Tourism, Government of India organized the 10th International Tourism Mart (ITM) for the North East Region from 17th to 19th November 2022 in Aizawl, Mizoram.

4.2 Sampling and Data Collection

In this study, a field survey was carried out to gather data to test the research model. For this purpose, online surveys were distributed to the respondents through Google forms from December, 5 to December 20, 2023. In accordance with the scope of this study, the sampling frame was confined to those individuals who had already attained

the age of 18 years (during the conduct of survey) and had no prior experience of travelling to Mizoram. This sampling criteria was used to select the samples for the study. With the help of different WhatsApp communities, the online link to the questionnaire was shared with the respondents with a request to participate in this online survey. Along with this, questionnaires were also sent to the respondents through emails. Altogether, 223 responses were received, out of which seven responses were discarded on account of either duplicate or incomplete responses. Additionally, another 15 responses were also rejected as they did not fall within the defined scope of this study, yielding finally 201 responses for analysis.

4.3 Measures

In the literature, there are many scales that measured travel constraints and travel intention. Although interpersonal, structural, and intrapersonal travel constraints constructs have broadly been employed by many researchers in the past, it is Chen at al. (2013) who added an additional dimension to these existing constructs and they coined it unfamiliar travel constraints. To attain reliability and validity of constructs, this study adapted the measurement items from well-developed and already validated studies in the past (Table 2). A 20-item scales were formed to measure the travel constrains, on the other hand, a three-item scale was applied to measure the travel intention (Table 3).

In this study, SPSS 22.0 was employed for conducting empirical analysis. The measurement of the items related to the variables, travel constraints and travel intention, was carried out on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). As the adopted scale was prepared with the intention of measuring travel constraints and intention, therefore, the researchers modified the scale according to the nature of the study. To assure the content validity of the research instruments, four experts in the related domain were consulted as to whether the instrument had a right mix of items for measuring the constructs.

Table 2: Items of constructs

Constructs	Number of items	Reference
Interpersonal travel constraints	5	Chen, Chen, and Okumus (2013)
Structural travel constraints	7	
Intrapersonal travel constraints	3	
Unfamiliar cultural constraints	5	
Travel intention	3	Andreani and Njo (2021)

To elaborate further, interpersonal travel constraints were captured using a five-item scale, structural travel constraints were assessed with the help of a seven-item scale, intrapersonal travel constraints with a three-item scale, and unfamiliar cultural constraints was measured employing a five-item scale (Chen et al., 2013). On the other

hand, travel intention was assessed using a three-item scale, as suggested by Andreani and Njo (2021). The below table represents the measurement items used for this study (Table 3).

Table 3: Measurement items

Items	Constructs
ITC1. My family and friends discourage me from traveling to this type of destination.	Interpersonal travel constraints
ITC2. My family and friends do not want me to travel to this type of destination.	
ITC3. My family and friends are not interested in visiting this type of destination.	
ITC4. My family and friends do not want to travel with me to this type of destination.	
ITC5. It is not safe to travel to this type of destination.	
STC1. I do not have enough money to travel to this destination.	Structural travel constraints
STC2. Language is a major problem for me to have a vacation to this destination.	
STC3. It is far off from my place.	
STC4. It looks expensive to travel to this destination.	
STC5. I don't have time to visit this destination.	
STC6. I do not know much about this destination for vacation.	
STC7. It is not fun to travel to this destination by myself.	
InTC1. My health is a concern for traveling to this type of destination.	Intrapersonal travel constraints
InTC2. This destination is a Christian state.	
InTC3. My work and family obligation keep me from visiting this destination.	
UCC1. The unfamiliar culture makes me feel not interested in visiting this destination.	Unfamiliar cultural constraints
UCC2. I feel uncomfortable due to the religion.	
UCC3. Unwelcome atmosphere due to the religion.	
UCC4. The extreme culture makes me feel uncomfortable to travel to this destination.	

UCC5. I am not interested in visiting this destination.	
TI1. Aware of the intended destination.	Travel intention
TI2. Interested at visiting the intended destination.	
TI3. Wanting to visit the intended destination.	

Source: Adapted from Chen et al. (2013), & Andreani and Njo (2021)

5 Findings

5.1 Demographic Attributes

Frequency analysis was performed to understand the demographic attributes of the respondents involved in this online survey. Among the 201 workable responses, majority of the respondents were male (137, 68%), whereas female respondents were counted to be 64 (32%). The age distributions indicated that 126 respondents (63%) were in the age group of 28-37 years, 69 respondents (34%) in the age group of 38-47 years. The education levels of the respondents were as follows: 18% (36) were Ph.D. degree holders, 53% (106) held post-graduation degree, 29% (59) held bachelor's degree.

5.2 Reliability and Validity Analysis

The internal consistency and validity of the constructs were examined by calculating three measurements: factor loadings (FL), composite reliability (CR), and average variance extracted (AVE). As depicted in Table 4, the factor loadings of the constructs fell between 0.61 and 0.81, which asserts that the construct validity for the sample size was acceptable (Hair et al., 2006). On the other hand, the CR for the constructs were found to be greater than 0.70, denoting their acceptable reliability (Hair et al., 2014). Also, the value of AVE was higher than the suggested minimum of 0.50 (except for interpersonal travel constraints) for all constructs, which denotes satisfactory internal consistency of the subscales (Hair et al., 2006; Taber, 2018). Additionally, the value of Cronbach's alpha was also determined to evaluate the internal reliability. The alpha values were above 0.60, which indicates high reliability and acceptability (Nunnally & Bernstein, 1994; Pallant, 2001). The results are displayed in Table 4 below.

Table 4: Reliability and validity of the constructs

Constructs	Items	FL	CR	AVE	Cronbach's alpha
Interpersonal travel constraints	ITC1	0.69	0.82	0.48	0.69
	ITC2	0.65			
	ITC3	0.61			
	ITC4	0.78			
	ITC5	0.72			

Structural travel constraints	STC1	0.73	0.90	0.52	0.73
	STC2	0.81			
	STC3	0.77			
	STC4	0.78			
	STC5	0.69			
	STC6	0.80			
	STC7	0.72			
Intrapersonal travel constraints	InTC1	0.77	0.80	0.57	0.61
	InTC2	0.81			
	InTC3	0.68			
Unfamiliar cultural constraints	UCC1	0.67	0.84	0.50	0.77
	UCC2	0.73			
	UCC3	0.74			
	UCC4	0.69			
	UCC5	0.72			
Travel intention	TI1	0.77	0.77	0.53	0.67
	TI2	0.69			
	TI3	0.72			

Source: Authors' calculation

5.3 Correlation Analysis

In this study, correlation analysis method was adopted to examine the relationship among the variables and how much they were related to each other. According to Cho and Lee (2018), correlation analysis of variables can lead to a "valuable preliminary data for predicting verification relationship in a set hypothesis" (p.131).

Table 5 shows the correlations and descriptive statistics for each construct. The correlation matrix indicates a positive and significant correlation amongst variables of interpersonal travel constraints, structural travel constraints, intrapersonal travel constraints, unfamiliar travel constraints, and travel intention. All constructs exhibited relatively low scores lower than the middle of the scale (2.5), except the variable travel intention, having mean above 2.5. This suggests that respondents did not consider the perceived travel constraints as major obstacles and at the same time they demonstrated that they were well informed, interested, and willing to visit Mizoram.

Table 5: Correlations and descriptive statistics

Variables	ITC	STC	InTC	UCC	TI
ITC					
STC	0.376**				
InTC	0.493**	0.410**			

UCC	0.517**	0.453*	0.448**		
TI	0.417**	0.531**	0.349*	0.439**	
Mean	2.37	2.46	2.29	2.41	3.96
Standard deviation	0.54	0.81	0.66	0.74	0.76

Note: N is 201 for all the variables; *$p < 0.05$; **$p < 0.01$.
Source: Authors' calculation

5.4 Regression Analysis

At this stage, multicollinearity was examined with the help of tolerance and variance inflation factor (VIF) indicators (Table 6). Table 6 shows that all VIFs were less than 3.3, thus indicating that the obtained values were within the recommended ranges (Kock, 2015). Moreover, the lowest value secured for tolerance was 0.557, suggesting no multicollinearity in the data (Cannatelli, 2017). Kline (2015) recommended the threshold of tolerance value as above 0.10 and that of VIF as less than 10. The study results fulfil the recommended requirements.

Table 6: Multivariate regression analysis for travel intention[a]

Model		**Unstandardized Coefficients**		**Standardized coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
1		B	SE	Beta			Tolerance	VIF
	(Constant)	-0.027	0.029		-0.169	0.271		
	ITC	-0.132	0.057	-0.177	-2.743	0.000	0.586	1.487
	STC	-0.277	0.037	-0.195	-5.177	0.000	0.707	1.765
	InTC	-0.167	0.096	-0.117	-8.191	0.000	0.638	1.397
	UCC	-0.183	0.053	-0.562	-12.182	0.000	0.557	1.422
	F value	307.265						
	R^2	0.417						
	adj R^2	0.413						

Note. VIF = variance inflation factor.
[a]Dependent variable: Travel intention.
Source: Authors' calculation

Therefore, the multiple regression equation results from the above table:

TI = -0.027 - 0.132 ITC - 0.277 STC - 0.167 InTC - 0.183 UCC

This regression equation reveals that for one number increase in interpersonal travel constraints, the travel intention decreases by 0.132. Similarly, when the number of the structural, intrapersonal, and unfamiliar travel constraints increase by 1, the travel intention decreases by 0.277, 0.167, 0.183 respectively. So, the equation implies that the

higher the constraints faced by the respondents, the lesser is the travel intention they display for visiting Mizoram and vice versa.

Post regression analyses, a notable regression equation was drawn, $F(4, 196) = 307.265$, $p < 0.001$, for the estimation of the travel intention based on the four dimensions (ITC, STC, InTC, UCC). The R2 for the overall model was 0.417 (adjusted R2=0.413) (Table 6), suggesting that the four studied travel constraints together had exerted an influence by as much as 41.3% on the travel intention. The remaining was affected by other variables that were not investigated in the current study.

Table 6 further reveals the multivariate regression analysis results. The test results supported all hypotheses. Travel intention was affected negatively and significantly by interpersonal travel constraints ($\beta = -0.177$, $t = -2.743$, $p < 0.001$), structural travel constraints ($\beta = -0.195$, $t = -5.177$, $p < 0.001$), intrapersonal travel constraints ($\beta = -0.117$, $t = -8.191$, $p < 0.001$), and UCC ($\beta = -0.562$, $t = -12.182$, $p < 0.001$), demonstrating support for H1, H2, H3, and H4.

These findings are in line with the past studies (Nyaupane & Andereck, 2007; Silva & Correia, 2008; Hung & Petrick, 2012; Chen et al., 2013; Khan et al. 2019). The study results confirm that the structural travel constraints have predominantly the biggest influence on tourists' travel intention in context of Mizoram. The respondents seem to believe that travelling generally requires proper planning particularly related to budget decision and quality period of time. That means financial soundness without enough time to enjoy the vacation might be labelled as constraints. Further, having both money and time might not be sufficient, if tourists could not gather adequate knowledge and information about the destination such as distance, climate, transportation, etc. it could affect their stay at the intended destination. The current study tried to establish a significant association between travel intention and constraints during the travel decision making process. Additionally, the study results underpin the conceptual framework proposed by Tasci et al. (2007), which highlights travel constraints influence on pre-travel decision.

6 Conclusion

The economy of Mizoram calls for a change from an unexplored tourism destination to tourism centric society. It is demanding for a fundamental change from the traditional ways of doing tourism business. Enabling the smooth arrival of tourists will not just solely provide an impetus to the Mizoram economy but also can lead to more avenues for generating profits for the economy.

This study attempted to examine the impact of travel constraints on tourists' travel intention to Mizoram. To accomplish the goals of this study, an online survey study targeting persons having no prior experience of travelling to Mizoram was undertaken. The study identified four underlying travel constraints namely interpersonal travel constraints, structural travel constraints, intrapersonal travel constraints, and unfamiliar cultural constraints from the literature and pursued them in the context of Mizoram. The study findings indicated that all the constraints were salient while deciding on travelling

to Mizoram for the first-time travellers. However, structural travel constraints were found to have highest impact on the tourists' travel intention to Mizoram.

The outcomes of the present study carry several theoretical implications for tourism related research. Firstly, this study tried to extend the scope of theoretical research on tourism. Past studies focusing on the relationship between travel constraints and tourists' travel intention were found to be highly rare especially in the context of North-eastern states of India. Most of the studies solely narrate the travel constraints without forwarding any form of empirical evidence. Additionally, no major studies have delved deeper into the effect of travel constraints on the travel intention of the individuals. Hence, understanding the above-mentioned affects among travellers in Mizoram context was of deep theoretical importance. Secondly, the study findings throw light on the influence of the four underlying dimensions of the travel constraints on travellers' intention to travel to Mizoram and, in a general sense, succeeded in validating the relationships between these dimensions and travel intention. So, the findings offer implications and references for future research. Thirdly, focused on the tourism challenges and dilemmas in Mizoram, this research unearthed the actual constraints for travellers planning to travel to the state with the help of an empirical investigation. Thus, filling this gap in theoretical research may enhance the tourism environment in the state as well as offer a comprehensive framework for resolving tourism related issues and problems.

Through proposing a model of the dimensions of travel constraints affecting travel intention, the study offers policy makers and local administrators a thrust to improve the local tourism ecosystem and motivate first time travellers to engage in tourism activities in Mizoram. This bears significant implications for stimulating the upliftment of local economies. So, when framing the tourism policies, the policy makers should rigorously study the real tourism related needs of tourists and provide utmost attention to their apprehension towards visiting Mizoram and subsequently incorporate them into policy developments.

Like several studies, this study also faces certain limitations. Since the current study was fully based on quantitative analysis, the measurements precision might be affected by aspects such as the degree of validity of the research method design and the subjectivity of the participants' understanding of the study variables. To reinforce the examination, future research may be carried out in his direction by employing diverse research methods like qualitative research and hybrid research. Further, this study, based on the set sampling criteria, distributed online questionnaires which drew the sample not entirely covering all the states of India. This may limit the representativeness and generalizability of the study outcomes. Future research may bridge this gap by including larger samples to improve the generalizability of the study.

Further, from a research viewpoint, the current study has tried to raise a pertinent issue about the effect of travel constraints on intention of the travellers which might have resulted from the myopic view of the travellers unfamiliar of the destination as well as from the imperfection of the policymakers and stakeholders. It is highly

recommended that scholars should examine the role of stakeholders, administrative barriers, and other accelerators of tourism activity to recognize the source for policy-enhancement. Also, it is equally suggested that the policymakers should thoroughly supervise the structure of the tourism related enterprises in Mizoram and to come up with concrete plans and policies for fostering an enabling tourism ecosystem in the state.

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