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Tourists' Attitude Towards Beach Tourism: A Study on Cox's Bazar Beach of Bangladesh

Hasan, Md. Kamrul

University of Rajshahi

A Thesis Report

On

TOURISTS' ATTITUDE TOWARDS BEACH TOURISM: A STUDY ON COX'S BAZAR BEACH OF BANGLADESH

Submitted By

Md. Kamrul Hasan

Roll No. 07514

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Supervisors

Sanjib Kumar Saha   Dr. A.K.M. Golam Rabbani Mondal

Professor, Department of Marketing   Professor, Department of Marketing

University of Rajshahi   University of Rajshahi

Rajshahi, Bangladesh   Rajshahi, Bangladesh

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DEDICATION

I dedicate this study to my father and mother who have given me unconditional love and

support throughout my life. I love them much and pray for them.

DECLARATION

I, Md. Kamrul Hasan, hereby declare that this study is my own work and that all the sources referred to or quoted have been indicated and acknowledged by means of complete references. I have not previously submitted this study in full or part for an equivalent or higher qualification at any other recognized educational institution.

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ABSTRACT

Cox's Bazar is the tourist capital of Bangladesh and is famous for accommodating the longest unbroken beach, 120 kms in length, in the world. This type of smooth and straight beach is hardly seen in any place of the world. People from home and abroad gather in large number during the peak season. The major source of economy of Cox's Bazar is tourism. From general observation it is understood that tourism has brought a big change in this area. On economic front, the local community and other stakeholders are getting benefits and its economy is quite good compared to other backward area.

The purpose of this study is to measure the tourists' attitude towards Cox's Bazar beach. To attain the objective, present study attempts to cover the job with the current scenario of Cox's Bazar as a tourist destination, investigate the influencing factor to choose Cox's Bazar beach, explore the determinants influencing the tourists' satisfaction and find out the relationship between beach tourism product and service choice with tourists' demographic and with travel behavior characteristics. Moreover, to meet the objectives, distinctive hypothesis, theoretical framework and methodology have been developed. The findings of this study would help tourism marketers, planners, policy makers and concerned authorities to better understand their customers, identify the target market and market needs, and to differentiate services for them.

The literatures review presents a brief overview of tourism in Bangladesh, tourism in Cox's Bazar, tourists' attitude as well as relevant tourists' choice and satisfaction factors. Literatures on attitude and tourists' behavior provide a conceptual link between attitude

components and tourism consumer behavior. Some literatures on visitors' choice and satisfaction include descriptions of the choice factors, expectations and performance attributes, theories have been used to identify the choice and satisfaction attributes for this study. Factors influencing tourist choice have described on the basis of pull and push factors. Determinants of tourists' satisfaction are identified based on expectancy-disconfirmation theory (Clemons & Woodruff, 1992).

A survey has been conducted in Cox's Bazar Beach area. A simple random sampling technique has been used to collect data by means of a personal survey, using questionnaires distributed to the visitors at Cox's Bazar Beach area. Appropriate statistical analyses such as frequencies, descriptive, Analysis of Variance, Paired t test, Correlation analysis, factor analysis and Stochastic Frontier analysis have been used fulfilling the respective objectives and descriptors.

The result shows that tourists wishing to visit Cox's Bazar Beach give more importance on the factor 'natural attraction', explaining highest variance with highest eigenvalue that are followed by 'accommodation' and 'emergency and caring service'. Mean, standard deviation and variance of each attributes as well as significance differences between expectation and performance attributes have been calculated by using paired t-test, based on expectation and confirmation theory in order to measure the tourists' satisfaction. Then, those attributes have been positioned on a grid according to expectation and conformity.

Again the factor analysis, conducted for satisfaction attributes to create correlated variable composites from the original attributes, results to eight dimensions: ancillary services, accommodation and its price, destination facilities, cost of activities, activities and shopping, transportation facility, information & medical services and attraction & service

quality. The Stochastic Frontier Analysis results reveal that the factors emergency and ancillary services, accommodation and security, and destination on the spot facilities have highly significant influences on the overall satisfaction of the tourists.

From the theoretical point of view, this study has several implications which can be added to the growing body of literature on tourism choice and satisfaction research. Based upon the results of this study, several recommendations have been made concerning the tourists' choice and satisfaction with Cox's Bazar tourism. First, knowing that what tourists seek at Cox's Bazar Beach will help tourism marketers to better understand their customers. Second, findings relating to tourists choice behavior will help tourism planners developing appropriate strategies to attract their customers and serve them effectively. Third, knowing who the satisfied tourists are may help reducing marketing costs and maintain beach tourism destinations' sustainability.

Key players such as host of beach tourism, tour operators and stake holders should pursue successful positioning strategies which should be driven by effective market segmentation and brand management strategy. According to the factor result, among all factors the tourists agree that 'Natural attraction' is the most important factor. So, in planning facilities, identity and biodiversity of the area must be considered since tourists pay great attention to feel the nature of sea areas. The marketer should provide more concentration on low-satisfaction and high expectation attributes with the maintaining of high-satisfaction and high-expectation attributes. Finally, in the age of media, to attract more tourists, marketers and policy makers of this destination should stress on carrying out promotional campaigns of Cox's Bazar Beach in Bangladesh as the world's longest beach inside and outside the country.

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GLOSSARY

WTO - World Tourism Organization

 GDP - Gross Domestic Product

TT - Travel & Tourism

TTE - Travel and Tourism Economy

GDP - Gross Domestic Product

BDT - Bangladesh Taka

TTE - Travel & Tourism Economy

ETC - Exclusive Tourism Zone

WTTC - The World Travel & Tourism Council

BPC - Bangladesh Parzaton Corporation

TSA - Transport Security Administration

MDG - Millennium Development Goal

RMG - Readymade Garments Manufacturing

M - Median

SD - Standard Deviation

CHAPTER 1

INTRODUCTORY ASPECTS OF THE STUDY

The present study was carried-out in Cox's Bazar Beach, the longest beach of the world and the tourist capital of Bangladesh. In this chapter an introductory aspects have been shown regarding the tourism in Bangladesh and tourism in Cox's Bazar as well as rationale of the present study. The specific aim of this study is thereafter follow. The terms and definitions that are central for this report have been explained and major objectives and limitations of this study have been acknowledged. Finally a uniform research plan and structure of the report have been presented to provide a brief overview and guidelines of the total research work.

1.1. Background of the Study

The New Millennium and the coming decades are very much crucial for the developing countries to achieve Sustainable Economic Growth. Tourism is now being considered as one of the fundamental pillars of economic development in many developing countries. It is one of the growth sectors of the global economy and world-wide it is predicted to more than double from 2000 figures by 2020, when World Tourism Organization calculates there will be 1.6 billion international travelers (Kastelein, 2005). In 2006, the sector generated 10.3

percent of world gross domestic product (GDP), providing 234 million jobs; or 8.2 percent of total world employment (WTTC Report 2010). Bangladesh is a country of Asian region holding high potentiality for tourism. There is every reason to suppose Bangladesh's tourism will participate in this growth if necessary policies and measures are taken, and contribute to the national economy to a greater extent.

As a developing country, Bangladesh is trying to foster its economic development through utilizing country's resources and expertise in service sector by the side of its main foreign currency earner manufacturing industry, the RMG industry and others. Side by side Bangladesh is a country with high potentiality of tourism. Tourism has, since the 1990s, been a small but rapidly growing sector of the economy of Bangladesh. The impact of tourism on national economy of Bangladesh is becoming increasingly important today because of the growing size of the tourist market. The indigenous culture, climate, geographic location, currency exchange rate, price of essential commodities and services, convenience of lodging and quality of food are extremely favorable for developing an organized and professional tourism industry in Bangladesh that can contribute a substantial amount of money each year to the national exchequer and generate huge employment opportunities.

The actual contribution of tourism to the economy of Bangladesh has not been studied with reliable statistics yet. Very recently The World Travel and Tourism Council (WTTC) reported in 2013 that the travel and tourism industry in Bangladesh directly generated 1,281,500 jobs in 2012 or 1.8 percent of the country's total employment, which ranked Bangladesh 157 out of 178 countries worldwide. Direct and indirect employment in the industry totaled 2,714,500 jobs, or 3.7 percent of the country's total employment. The

WTTC predicted that by 2023, travel and tourism will directly generate 1,785,000 jobs and support an overall total of 3,891,000 jobs, or 4.2 percent of the country's total employment. This would represent an annual growth rate in direct jobs of 2.9 percent. Domestic spending generated 97.7 percent of direct travel and tourism gross domestic product (GDP) in 2012. Bangladesh's world ranking in 2012 for travel and tourism's direct contribution to GDP, as a percentage of GDP, was 142 out of 176. (WTTC Report, Bangladesh 2013). Side by side, the government of Bangladesh has declared tourism as one of the thrust sectors of the country. The Government of Bangladesh is well aware about the development of tourism potentiality and has also taken measures such as formulation of tourism development plans, increased financial allocations for developing infrastructures, hotels and tourist spots, more remains to be done to realize the full potential of the tourism industry in terms of its contribution to GDP, employment and revenue earnings.

For Bangladesh, it should be a matter of great opportunity to develop its tourism sector. Since long past, Bangladesh was an attractive place to the tourists. She is said to have large and attractive tourists attractions such as Beach Spots like; Cox's Bazar, St. Martin Island, Patenga Beach, Kuakata, Parki Beach, Archaeological Sites like; Mainamati, Mahasthangarh, Paharpur, Sitakunda, Hills and Inlands like; Rangamati, Khagrachhari, Bandarban, Sylhet, Historical Places likes; Lalbagh Fort, Martyred Intellectual Memoria, Sonargaon, World War II Cemetery, Trishal, Gandhi Asram, Ahsan Manzil Museum , Religious Spots like; Shat-Gambuj Mosque, The Shrine of Hazrat Shah Jalal, Bayazid Bostami, Kantaji Temple, Chandranath Hindu Temple, Sri Chaitanya Temple, Buddhist Monastery, Forests and Wild life Sunderbans, Others spots like; Sangsad Bhaban, Banga Bhaban, Madhabkunda Tamabil ,Jaflong, Jamuna Bridge, etc. Among these the beaches of

the country are most attractive tourist attraction to the tourists. Bangladesh has the world's longest unbroken Beach in Cox's Bazar. Takenaf, Sentmartins, Kuakata, Patenga, Himcchari, Inani, Island of Moheshkhali, Ramu, Sonadia, and Parki are also enjoyable and attractive beaches to the tourists. These beaches are famous for the royal sunset views. They have the unique beauty of offering the full view of the rising and setting of crimson sun in the water of the Bay of Bengal in a calm environment, excellent combination of the picturesque natural beauty, sandy beach, blue sky, huge expanse of water of the Bay of Bengal, migratory winter birds, a series of coconut trees, evergreen forest are really eye-catching (Kamrul and Dey, 2013). Forest, boats plying in the Bay of Bengal with colorful sails, fishing, towering cliffs, surfing waves everything here touches every tourist's heart and mind.

Among all, Cox's Bazar beach is the most attractive tourist destination to the tourists. It is the tourist capital of Bangladesh having 120 km beach slopping gently down to the blue waters of the Bay of Bengal against the picturesque background of a chain of hill covered with deep green forests. This type of smooth and straight beach is hardly seen in any place of the world (Islam and Kamrul, 2009). The long sandy beach that stretches from the mouth of the Bakkhali River going all the way to Teknaf welcomes tourists for bathing, sun-bathing and swimming. It is the main attraction of Cox's Bazar. The breath-taking beauty of the sun setting behind the waves of the sea is captivating. Miles of golden sands, towering cliffs, surfing waves, rare conch shells, and delightful seafood are the specialties of Cox's Bazar Beach. The around-attractions of Cox's Bazar included Aggmeda Khyang, a Buddhist monastery at the hills, Himchari picnic spot, just about 8 kms from Cox's Bazar, Innani Beach, 32 kms away from the city, Sonadia island with very little human visitation,

Teknaf peninsula, some 80 kms from town and picturesque St. Martin Island to the south at 13 kms distance from mainland. All these places are easily accessible from Cox's Bazar by bus, jeep and water. As a result Cox's Bazar has become a hub of tourism. A total of 15933 birds of 52 species have been spotted in Cox's Bazar according to a census of aquatic birds (The Daily Star, February 2, 2009). Cox's Bazar town is a small port and health resort. The municipality covers an area of 6.85 sq km with 27 mahallas and 9 wards and has a population of 51,918. Located at a distance of 152 km. South of Chittagong, Cox's Bazar is connected both by air and road with Dhaka and Chittagong.

The major source of economy of Cox's Bazar is tourism. The major source of economy of Cox's Bazar is tourism. From general observation it is understood that tourism has brought a big change in this area. On economic front, the local community and other stakeholders like investors, hoteliers, tour operators, developers and so on are getting benefits and its economy is quite good compared to other backward areas. Many people are now involved in hospitality and customer service type of business. A large number of people are involved in hospitality and customer service types of business, as well as fishing and collecting seafood, sea products for their livelihood. Nearly two million people visit Cox's Bazar in peak season from November to March (Rahman Abdur: 2010). Tourists are mainly Bangladeshi nationals and originate from all parts of the country. The basic interest of tourists includes walking along the beaches, sea bathing, driving, horse riding and shopping from the Rakhaine stalls. The Labonee, Kalatoli, Himchari and Innani beach are particularly heavily visited area. Labonee beach is reportedly one of the most heavily visited tourist destination in the country and around 30000 tourists visit this spot daily (Ahmed Abdullah Z: 2006). The area from Labonee to Kalatali beach and the nearest areas

of the beach has many hotels, motels, cottage, rest and guest houses and restaurants, around 300 in number developed by both private and government for tourist. Some thousands of local and non-local Bangladeshi nationals are working in the tourism sector of Cox's Bazar. Now Cox's Bazar has 154 restaurants for food supply to the tourists and each of them employs on average 22 assistants. The total figure of assistants is about 3388. Then for tourists Cox's Bazar has 220 hotels and guest houses, and each employs 20 people on average and the total figure is about 4400. Again altogether Cox's Bazar tourism registers 54 tour operators and guide houses in which on average 15 person works in each company and thus total figure is 810 persons working in the tour operators. Again about 5000 construction workers are maintaining family by building hotels, motels and guesthouses and so on. Many local people including students are working as tourist guides, doing jinuk business, rent-a-car business, land business, opening departmental stores, hiring umbrella on the beach area locally known as 'kit-kot', driving small playing vehicles on the beach locally known as 'z-ski' and so on. Altogether about 10000 people are working in the tourism sector in Cox's Bazar and each person maintains a family of 6 persons. Therefore, Cox's Bazar tourism industry is giving food to the 60000 people (Saleh, Ahammed Sheikh, 2010).

Every year a large number of tourists from home and abroad come to visit this beach for enjoyment. A number of hotels, motels have been developing in this area to serve and attract more tourist in private as well as public sector. Furthermore the communication and security position are being developed to the spots. Moreover, Government of Bangladesh has taken some vigorous steps to develop tourist facilities for both local and foreign tourist respectively. As a result the beach has become the source of revenue to the government.

From a developing country's perspective Cox's Bazar beach is paying important role for tourism in the country. Therefore, the Beach has an important economic value to the local economy and country. The government earns huge amount of revenue as well as foreign currency from tourism sector through this beach. Many people have already been employed directly and indirectly and a huge number of people are waiting for employment in tourism-related industries around the beach spot.

1.2. Statement of the Problem

Tourism is the fastest growing and single largest industry in the world. It has economic as well as social value. Tourism is also connected to the individual's behavior and conceptions, people in different conditions have different behavior (Monac and Zellion, 2003). Although it is imperative that the business people understand the underlying demographic and geographic characteristics of their consumers, it is equally important to understand why they choose one product over another. Diversity, intentions and motivation of customer behavior has a great effect on personal decisions. Tourism is service related industry. Because of competitiveness in tourism business, each country is trying to satisfy its tourists through various attractive tourist facilities and quality services. From this perspective, tourists whether they local or international now have wider opportunity to choose destination and services for fulfillment the specific need. In the light of the above context, tourists are now gathering different perception and attitude through the different sources towards specific destination. Tourists of different destinations are connected by different feelings and attitude. It is inferred that tourist's perceptions, attitude and level of

satisfaction toward the quality of facilities affect the tourist retention which also affect the image of the destination. At present destinations are facing the challenges to compete with other competitors for earning expected revenue. In this regards, tourists are the key factors for obtaining such goals. It is denoted that the perception, attitude and level of satisfaction of tourists' have emerged as the crucial factors which affect the tourist's retention with the specific destination and thus affect the development of the particular destination. Tourism authority, tour operators, tourism policy makers, tourism service providers should have certain ideas about the influencing factors for which tourist prefer a particular destination. It is also needed to explore why the tourist visit beach tourism.

Since consequently the destinations of tourists are growing rapidly and competition is very intense, the knowledge about the tourists is important to attract them. Since right now for attracting tourists a lot of new techniques are used, it seems the best way is try to identify and understand the tourist's; the tourists' personality and their reasons and motivations that they have chosen this destination. The evidence explains that there is a psychological reason for the tourist's choice of destinations. The inbound tourism plays an important role in the economic progress of a country. So with true knowledge of their motives, reasons and their personalities for which they have chosen particular destination is essential to know, therefore service provider make all kinds of efforts to make them enjoy their times while they are staying here and when they go back to their countries or residence, they will be happy and completely satisfied.

Tourism is people based service industry. The growth and development of this industry almost depends on the attitude of the tourists towards the spot to be visited. The attitude of the tourists depends on the number of factors related to the destinations. The important

factors are related to attractiveness, climate, geographical location, accommodation, communication, hostility, security, promotion, assistance program of the tourism, price and cost of accommodation and communication, supportive benefit etc. As stated earlier Bangladesh has a vast potentiality for tourism, especially she has free world famous and longest beach. Large numbers of tourists come to visit these sea beaches from both the home and abroad.

As the longest sea beach of the world, Cox's Bazar beach is experiencing huge growth in tourism since past (Sheikh Saleh Ahammed, 2010). During the peak season some millions of tourists visit Cox's Bazar and all hotels, motels and guest houses are totally filled up and even some tourists spend their night inside the vehicle because of the unavailability of the seats in the hotels. From general observation it is understood that tourism has brought a big change in this area. Local community people are seemingly benefited from tourism and its economy is quite good compared to other backward area. On economic front, the local community and other stakeholders like investors, hoteliers, tour operators and others are getting benefits.

So it is clear to us that the socio-cultural condition, economy, standard of living of local community depend on the sustainability and survival of this destination. The growth, development and sustainability of tourism in this area almost depend on the numbers of tourists visiting the area and the attitude of the tourists towards the destinations. The number of tourists will depend on better understanding of their behavior, available facilities to serve them and sufficiency of existing facilities to satisfy tourists' need. So, to attract more tourists to the Cox's Bazar beach we need to assess the tourist behavior. What they need, what are their wants and what are their perceptions towards the facilities are to be

measured. If we know the tourists' need, want, demand and their perceptions towards the existing facilities and services, and how present facilities and services are being evaluated by them, then we will be able to provided suggestions to concerned authority to take necessary action in this regards. If the concerned authority knows tourists well, they will try to provide goods and services according to tourists' need. As a result, current position of the destination would be developed and sustained for long ever. The lack of proper understanding of tourists, it has caused a negative economical, social and publicities for local community as well as Bangladesh, because it has hurt the reputation of Bangladesh in the world.

It is obvious, if there is not enough information and understanding of tourists we will not be able to create proper conditions and opportunities for them. Consequently we will have a displeased tourists' that will not be ready to repeat this experience again, this will cause a negative reputation for Bangladesh according to the laws of marketing, an unsatisfied tourist prevents the trips of ten tourist and pleasant tourists will make way for at least three or more tourists. Analysis of values, attitudes, motivations and different personalities of tourists coming to visit Cox's Bazar will show us what kind of activity and entertainments they are interested in, furthermore, the managers and person in responsible will be able to provide and improve their services and products to respond better to tourist's needs and wants. To attract more tourists, positive attitude for both national and international tourists towards the destination is needed. In modern time when a visitor selects a destination he/she considers certain factors. So it needs to be assessed the attitude of tourists at the time of choosing particular destination and identifying the factors, which influence the tourists to

choose specific tourist destination for the first time and further intention to visit the destination.

Tourist service providers should also need to identify the factors in relation to their services, which can create positive attitude in the mind of tourist and make their facilities more attractive. Considering the socio cultural importance, the BPC on behalf of the government of Bangladesh as well as many private organizations have developed the infrastructures facility in the beach area to attract the tourists. The standard of present facilities provided by them to the tourists has to be explored. The behaviors of tourists are being changed with the change of the spots facilities. To attract more tourists to the Cox's Bazar Beach, we have to assess the tourists' behavior. What they need, what are their wants and what are their perceptions towards the services need to be observed. So present study is an ample step to discover the problems and find possible solution to them.

1.3. Definition of Key Terms

1.3.1. Attitude

Attitude is a psychological state which reveals predisposition of human being. The term "Attitude" is closely related to the human psychology and it influences behaviors. Another view is that, an attitude denotes person's consistent evaluation and feelings and tendencies towards an object or idea. It is concerned with people frame of mind in terms of liking and disliking manner (Kotler, 1996:196). Alport (1935) expressed that "Attitude of learned predisposition to respond to an object or class of object is a consistently favorable or

unfavorable way". The term is also related to an enduring motivational, emotional, perceptional and cognitive process with respect to some aspect of individual's world. This view of attitudes indicates three components the cognition or knowledge, the affection or emotion, and the behavioral tendency component (Loudon and Bitta, 1984:520).

Attitude is complexes of belief s and feelings that people have about specific ideas, situation or other people (Griffin, 1997:453). Attitude is important because it reflects what people think, feel and are inclined to do about a product or service. An individual forms this attitude over time as a result of repeated personal experiences with ideas, situation or people. Attitude may vary depending on the context of place, time, and persons. Attitude of a person may vary with the community that he or she belongs to and the level of the difference may also vary depending on the situation. However, in the present study the term attitude has been used in the sense of behavioral aspect of tourists and it's organized consistently by the perception of tourism product and services. The process of organizing the attitudes is how a visitor perceives the tourism facilities in different situation and acquires experience and thus their attitudes are formed.

1.3.2. Tourism

Tourism is travelling for recreational, leisure or business purposes. The current travel and tourism industry is a multi-billion dollar and growing business sector. During the post second world war era, demand for tourism has rapidly increased and tourism has become a worldwide phenomenon. So what is tourism? Tourism is traveling for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. One of the earliest definitions of tourism was provided by the Austrian economist in 1910,

who defined it as, *"bob total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region."* Hunziker and Krapf, in 1941, defined tourism as *"the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."* In 1976 Tourism Society of England defined it as *"Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."* There are others definition put forward (Leiper 1979, p.400 cited Cooper et al 1993) (Haywood, Kew & Bramham 1989) (Jafari 1977) and the WTO (1993) who defined it as, *"... the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes".* In order to experience tourism people usually need disposable income (i.e. money to spend on non-essentials); time off from work or other responsibilities; leisure time tourism infrastructure, such as transport and accommodation; and legal clearance to travel.

1.3.3. Tourist and Traveler

The origin of the word "Tourist" dates back to 1292 AD and came from Latin 'tornare' and the Greek 'tornos,' meaning 'a lathe or circle; the movement around a central point or axis. The World Tourism Organization defines tourists *as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the*

exercise of an activity remunerated from within the place visited" A tourist is frequently known as traveler, visitor or excursionist according to the environment in which he/she is moving. But these terms are different and distinct in the actual scenes of the terms. The 19th century dictionary defines 'Tourist' as a "person who travels for pleasure of travelling, out of curiosity and because he has nothing better to do". The tourist is passive and he/she expect interesting things to happen to his / her. He is adventurous to take any travel hardship out of curiosity for sightseeing and to explore culture and civilization. A 'Traveler' on the other hand moves from one place to another for a definite purpose. "A traveler is active, he wanders and moves out strenuously in search of people, of adventures, of experience" (Batra KL,1990). A visitor is defined as "a person who travels to a country other than that which he has usual residence but outside his usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated within the place visited" (Pran Nath Seth,1997).

1.3.4. Tourist Destination

A tourist destination is a city, town or other area the economy of which is dependent to a significant extent on the revenues accruing from tourism. It may contain one or more tourist attractions or visitor attractions and possibly some "tourist traps". A destination can be considered as a product of tourism, which is a combination of many partial products (services), components. Leiper (1995) defines destination as "places towards which people travel and where they choose to stay for a while in order to experience certain features or characteristics a perceived attraction of some sort". According to Coooper, Fletcher, Gilbert, Shepherd and Wanhill (1998) destination is a focus of facilities and services

designed to meet the needs of the tourists (Buhalis 2000: 98). On the other hand, Buhalis (2000: 98) pointed out that destinations comprised a core of some components. Attractions represent natural, hand-made, artificial buildings, special events. Accessibility refers entire transportation system, terminals and vehicles. Amenities refer accommodation, catering, retailing and other tourist services. Available packages mean pre-arranged packages by intermediaries and principals. Activities represent all the activities could be done by tourists while they are in the destination. Ancillary services refer banking, telecommunications, posts and hospitals, etc. All these factors combine to create a tourist destination. A destination must have all of the six 'A' s to some degree, although they need not be equally in balance, and of course they need not be of the same quality and consistency for each potential destination.

1.3.5. Beach and Beach tourism

Beach a gently sloping zone where deposits of unconsolidated sediments are subject to wave action at the shore of an ocean or lake. Beaches extend from a low waterline landward to a definite change in material or physiographic form, such as the presence of a cliff or dune complex marking a clear demarcation of the edge of a coast . Beach tourism is very popular among the tourists today. Tourists of all age groups, backgrounds, cultures and countries enjoy this tourism product. The basic importance of beaches is that they provide aesthetic and environmental value of the beach such as beautiful natural scenery with golden sands, lush green vegetation and right blue sky. The water should be clear, free of currents and underwater rocks. Beach tourism activities include water and land resource use. The water usage involves swimming, surfing, sailing, wind surfing, water scootering,

para-sailing, motorboat rides, etc. The land usage has multi facts like sunbathing, recreational areas for tourists (parks, playgrounds, clubs, theatre, amusement parks, casinos, cultural museums, etc.), accommodation facilities (hotels, cottages, villas, camping sites, etc.), car and bus parking areas, entertainment and shopping complexes, access roads and transportation network. Due to its multidimensional requirements the beach product needs special care. Environmental management should also ensure the availability of necessary infrastructure in the immediate hinterland to the coastal region in support of the development on the coast to maintain its ecosystem.

1.4. Research Questions

The investigation targeted at a small township of Cox's Bazar that has huge tourism potentiality. However, the above discussion has pointed out some arguments, which may focus the statement of the problem in the present study. It is very much likely to come up with the following research questions and to find out their solution through in depth descriptive and empirical analysis.

- Why do tourists prefer beach tourism as a tourist destination specially Cox's Bazar?
- Which facilities and services tourists give more importance while they make decision to visit Cox's Bazar beach?
- Are there any differences in tourists' choice subject to visit Cox's Bazar Beach?
- How the facilities and services much are sufficient perceived by the tourists while they come to visit Cox's Bazar beach?
- What are the tourists' experiences during their stay at Cox's Bazar beach?

1.5. Objectives of the Study

This study is exploratory as well as descriptive in nature. The main objective of the study is to measure the attitude of tourists towards beach tourism Cox's Bazar Beach especially as a tourist destination.

The specific objectives of the study are:

1. To delineate the current scenario of Cox's Bazar Beach as a tourist destination in Bangladesh

2. To identify the factors affecting tourists' choice of Cox's Bazar beach as a tourist destination

3. To find the differences in tourists' choice with respect to their socio-demographic and travel behavior characteristics

4. To analyze the tourists' satisfaction during their stay at Cox's Bazar beach as a tourists' destination.

1.6. Hypotheses of the Study

 For this study four hypotheses have been drawn;

H$_0$:H 1, There exist no difference in tourists' choice factors with respect to tourists' demographic characteristics.

$H_0 : H 2,$ There is no significant difference in tourists' choice factors with respect to tourists' travel behavior characteristics.

$H_0 : H 3,$ No significant difference exist between tourists' expectations and perceived performance with respects to various service and facilities at Cox's Bazar Beach.

$H_0 : H 4,$ There is no relation between beach tourism attributes and overall satisfaction of tourists.

1.7. Rationale of the Study

Bangladesh is a country of Asian region holding high potentiality for tourism. Several studies showed that it should be a matter of great opportunity for Bangladesh to develop its tourism sector, which unfortunately has been at a low web and could not be significant contributory factor for national economic development so far. However, tourism can play vital role as a driving force of Economic Development by contributing in three high priority goals of Bangladesh: the generation of income, employment and foreign exchange earnings if necessary steps are taken (Kamrul et, al :2012).

Present study focuses on the tourists' attitude towards beach tourism in terms of tourists' choice and satisfaction considering the two major components of attitude. Cox's Bazar is the tourist capital of Bangladesh because of being the world longest beach. It is mentioned earlier that during the peak season all hotels, motels and guest houses of Cox's Bazar are totally filled up and even some tourists spend their night inside the vehicle because no seats are available in the hotels. From general observation it is understood that tourism has brought a big change in this area. Local community people are seemingly benefited from

tourism and its economy is quite good compared to other backward area. On economic front, the local community and other stakeholders like investors, hoteliers, tour operators, and developers and so on are getting benefits. So in every reason it can be the source of foremost earning of the country and contribute to the nation income generation, employment generation and foreign exchange earnings. So, considering the socio economic importance researcher has selected Cox's Bazar as the area for this study. From different literature it is clear to us the economy, standard of living of local community are depended on the sustainability and survival of this destination. Therefore, for the development of the local community and nation's economy, this destination can play a significant role in greater extent. From this perspective, present study has been undertaken. Scholars argued that successful destination marketing depend on the better understanding of tourists' behavior and attitude.

A search of knowledge regarding tourism and tourism in Bangladesh as well as relating to the subject shows that there have been conducted some studies covering the analysis of tourism in Bangladesh, tourism development policy, special suggestion for tourist firm and industry, earning foreign currency by tourism etc. However, no rich study has been conducted yet covering the understanding of tourists' expectation, satisfaction towards beach tourism in Bangladesh. As the sea beach is the main attraction to the tourists in Bangladesh, so why do tourists' prefer the beach or why not it should be find out. But little is known about the overall perception of the tourists' towards the facilities and services on the area provided by the service firms.

 The findings of the study regarding the knowledge of tourists' choice behavior may be helpful to the policy makers, planners of Government and other related bodies of Tourism

to understand the tourists' need and to develop the services according to the tourists' need. Knowledge of tourists' expectations can help administrators and marketers to understand customers and ensure that their expectations are fully met. The study can help beach tourism marketers to design their offerings to meet the expectations of visitors and so enhance loyally and reduce marketing costs, ensuring sustainability. Further, the findings should strengthen knowledge about the relationship between the factors that satisfy tourists and tourists' behaviors after purchasing beach tourism products. Moreover, this study contributes to the body of knowledge in choice and satisfaction research and the literature of this field will be enriched.

1.8. Scope of the Study

Attitude is learned predisposition to respond to an object or class of object in a consistently favorable or unfavorable way. The term is also related to an enduring motivational, emotional, perceptional and cognitive process with respect to some aspect of individual's world. Attitude which consists of cognitive, affective and behavioral components, reflect how one feels, thinks and inclined to do about some things. Consumers develop attitudes about products, brands, and advertisements, and these attitudes influence their choice, purchase and repeat purchase decisions. Attitude formation on a brand thus starts with beliefs (the cognitive stage) about the brand. This learning process then leads to brand evaluation (the affective stage) or a total attitude towards the brand, which in turn leads to behavior change (the conative stage) in terms of action or, at least, as a tendency to act. Jacoby and Chestnut (1978) claim that tourism customers' choice, purchase and repeat

purchase behavior might be created through a cognitive (choice), affect (satisfaction) and conation (trip experience) process. Attitude components can be used in tourism customers' attitude measurement on cognitive stage tourism customers' (tourist) choice behavior, affective stage tourism customers (tourist) satisfaction and conation stage tourism customers (tourist) trip experience. To measure attitude of the tourists' towards Cox's Bazar beach, present study covers only two components of attitude measurement such as cognitive (tourists' choice behavior) and affective (tourist satisfaction). But this study does not focus another component conation (tourists experience/repeat visit) that refers tourist post purchase behavior due to some research limitations.

1.9. Limitations of the Study

Although this research is carefully prepared, researcher is still aware of its limitations and shortcomings. Present study is conducted in Cox's Bazar to measure tourists' attitude towards Cox's Bazar beach as a tourists' destination. The survey is conducted on about two weeks in different area of Cox's Bazar beach and sample size is 320. It could be better if researcher took more time to conduct survey and sample size was large in numbers. This study is conducted by researcher's self finance. That is why researcher could not spend more time on survey, and could not take large sample size.

1.10. Structure of the Study

This thesis paper has been done by the following step by step research procedure and methods. The thesis comprises six chapters.

Chapter One consists of the broader issues, concepts and approaches fundamental to the research. Especially the background ideas for the research, the problem statement at the study area context and other areas context, rationale of the study, research questions and objectives, major hypothesis, scope and limitations, and finally the important terms and definitions are highlighted.

Chapter Two *O*bjectives of this chapter is to discuss previous research on tourism and identify the tourists' characteristics, attributes of beach destinations choice and satisfaction from previous research, as well as explains the methods used to satisfy the same objectives. Review the literatures that provide the conceptual framework followed in this research and tells the outcomes of the different researches by the authoritative scholars in the field of tourism. In line with tourism study the different important research papers were reviewed and some of them were noted down for facilitating the understanding of the outline of research path. Most of the literatures were reviewed from tourism in Bangladesh, concept of attitudes and their use in tourism field, beach tourism, tourists' choice behavior, and tourists' satisfaction and so on.

Chapter Three represents the overview of Cox's Bazar beach as a tourists' destination. This part includes a brief historical background of Cox's Bazar, Places of Interest along the Cox Bazar Beach, Geography and Climate of Cox Bazar, Economy and development of Cox Bazar, Initiatives to develop tourism at Cox's Bazar, Facilities and services such as accommodations, foods, drinks & nightlife at Cox's Bazar, as well as risks and hazards at Cox's Bazar. Here, concentration has been given especially on tourism attractions and facilities in Cox's Bazar, tourism development initiatives at Cox's Bazar, tourism contribution on the local economy as well as other relevant issues of tourism.

Chapter Four outlines the methodological approach adopted in the investigation of choice factor and satisfaction of tourist towards tourism facilities and services in Cox's Bazar beach. Specifically, this part consists of the research process, research design and analysis in greater detail. The sampling procedure, the reasons for study area selection, the tourists to be interviewed and the underlying reasons for selection, questionnaire preparation and its administering the ways of using empirical tool SPSS including descriptive statistics, the limitations of the study are described in detail. The key informants were asked through a specially made close ended and structured questionnaire only.

Chapter Five presents the discussion, analysis and findings of the research regarding influencing factors and satisfaction on tourism facility at Cox's Bazar respectively. In this chapter the data obtained from the tourists through the questionnaire were arranged systematically. The chapter five consists of major three sections. Section one presents the tourists demographic and travel behavior characteristics profile. Here, whether the demographic and travel behavior characteristics have significant relation or not with sea beach choice. Next, the data on the facilities and services attributes that influence tourists to choose Cox's Bazar beach which is called choice factors are shown according to their mean weight and standard deviation value. Further, Factor analysis was conducted to identify the correlated variables and group them under some heads such as attraction, amenities, accessibility, activity, ancillary services and available package. These factors were considered by tourists while visiting Cox's Bazar beach.

In the second section tourists' perceived levels of satisfaction were measured basing on the expectation-conformity theory. According to this theory tourist' expectation and perception mean score towards the various attributes relating to Cox's Bazar beach and significance

level were measured. Then expectation and satisfaction gap score were presented on expectation-satisfaction grid to measure the individual attributes satisfaction level. Overall satisfaction was measured on the basis of tourists' opinion and then the relation between the overall satisfaction and derived satisfaction factors was found out. Finally, to support the hypothesis these results were fit in a regression model.

Chapter Six concludes with a reflection, synthesis and assessment of the findings and makes recommendations drawn from the results for achieving more sustainable tourism development at Cox's Bazar. It also looks for space whether the research questions are answered properly in a valid and reliable manner. The chapter discusses the experience of the researcher and some research challenges in the problem for future, and reflects on the application of the ongoing research style to integrate the close-ended questions with the scaled answers of the respondents to tourism development and the possibilities of advancing the tool in the future.

CHAPTER 2

REVIEW OF RELATED LITERATURES

The review of literature can help a research for building up the conceptual framework about certain topics as well as find out the research gap. So, to assume the research problem, find out the research gap and develop a framework, literature reviews has been considered an essential assignment for this study. The theoretical framework of the study focuses on the attributes affecting tourists' choice and satisfaction with beach destinations and on analyzing the relationship among these attributes, tourists' choice and satisfaction in terms of their demographic and travel behavior characteristics. The objectives of this chapter is to discuss previous research on tourism in Bangladesh and identify the tourists' characteristics, attributes of beach destinations choice and satisfaction from previous research, as well as explains the methods used to satisfy the same objectives. Theoretical review of relevant literatures is shown to find out specific gap that will be covered by established objectives in this study.

2.1. Tourism: Concepts and Strategies

Carlotte M Echtner and JR. Brent Ritchie (2003), Dr. Bob McKercher (2003), Janine Mc Donald (2006), conducted studies on the basis of tourism and focus that meaning of tourism, tourism development guidelines and principles, reason behind the success and

failure of destination in popularity, destination marketing strategy etc. Though these were the studies based on only tourism primary issues without covering tourist feelings, thinking and behavioral action towards the particular destination. Ryglova Katerina and Turcinkova (2004), Govers Robert and W Croylaan De (2005), Kevin Jones (1998), conducted studies relating to the measurement of tourist destination image and tourist attraction marketing. The studies focused that image can play a role of competitive advantage which create the power of the "Brand" of a particular destination. Image of a place, a region or a town is not only an important part of the product but first of all it can play an important role in distribution promotion. Image of a place is also interconnected with its positioning in individual market segments because for each of this segment the destinations present its different image. So a depth study on tourist perception, opinion and satisfaction is highly required.

2.2. Tourism in Bangladesh

Khan. R. Mizan and Haque Mahfuzul (2006), Islam Faridul and Islam Nazrul (2004), Hasan (1992), Hall and Page (2000) conducted the elaborate studies covering the tourism and tourism environment in Bangladesh. The study focused tourism potentiality, major problems and prospects of tourism, marketing strategy of tourism industry, foreign tourist arrival trend in Bangladesh. Bangladesh is a vacation land and it has many facets for local and foreign tourist. Having all the minimum requirements, the tourism industry could not develop adequately. Tourism industry of Bangladesh is suffering from numerous problems. The legal formalities, especially visa and customs procedures, take too much time and rigid

formalities. As a result, the potential tourists of neighboring countries viz. India, Pakistan do not feel comfort to visit the country. Hijacking, snatch, murder etc. have become an ordinary event in our national life (Hasan 2000). The parks and the tourist spots are suffering from the lack of security and safety. Besides, political unrest and crisis have been stood in the way of tourism industry. The potential tourists of abroad sometimes are discouraged for lack of safety and security of their lives and wealth. But the study did not cover the tourist attitude and beach tourism. Kamal & Chowdhury (1993), Hasan & Chowdhury (1995), also conducted studies on the basis of tourism related service. In fact these were the studies based on performance of tourism related service as well as the contribution to the development of the country's tourism industry. So the study based on attitude of tourist can be initiated in Bangladesh.

Nazrul Islam and Kamrul Hasan (2011), Kamrul Hasan and Nayeema Maswood (2010), conducted two deepth studies relating to foreign tourist arrival trend in Bangladesh, foreign exchange earnings, position of Bangladesh in SAARC tourism. These studies showed that Bangladesh is a country of Asian region holding high potentiality of tourism. But at present her position is not significant in terms of international tourism market. The study has revealed that there is an increasing trend in the arrivals of foreign tourist in Bangladesh, foreign exchange earnings and contribution of BPC to national exchequer. The study suggested that the concerned authorities should take steps to create positive image of the country to all over the world especially in the countries of Europe, America and Middle East. Dr. Zakaria Linkon (2008), Md. Zakir Hossain (2006) conducted two elaborate studies relating to tourism potentiality and foreign currency earning, and use of promotional activities in tourism in Bangladesh. The studies revealed that Promotion is an important

element of marketing mix and plays a vital role in developing marketing strategies. Because of tourism is a field where the customers/tourists want to know in advance about the attractions and facilities of the destination. Marketers need to provide such necessary information to the prospective tourists through different promotional measures and thus, try to motivate and attract them to the sponsor's destination. Bangladesh tourism industry failed to grow properly not merely because it lacks in enough attractions but suffering mostly due to inadequate and effective promotional activities (Hasan 1992). They also claimed that the limited promotional materials distributed by BPC and some other private tour operators don't reach properly to the potential tourists and in addition to that, the quality of these materials is not satisfactory which causes not to create adequate curiosity among the potential tourists.

Others studies conducted by Hossain and Firozzaman (2003), Syed Ahsanul Alam and Mohammad Shamsuddoha (2003), Mohammad Shamsuddoha (2005), Md. Jakir Hossain (2006), Dr. Zakria Lincoln(2008). These studies focused that the significance of tourism is viewed from many angles like economic, social, cultural, political, etc. Bangladesh is endowed with the largest sea beaches where tourist can enjoy sun rise and sunset at the same place. Instead of having these and other tourism products in Bangladesh, we cannot utilize these natural resources to boost our economy through earning foreign currency from tourism sector. These studies suggested the decision makers assess the intensity of the problem and to plan accurate measures to train and develop a good number of manpower for facing the current need readily. But these studies could not cover the specific area like tourist choice, preference and demand from different destination in Bangladesh.

2.3. Tourism in Cox's Bazar

Studies conducted by Mir Abdul Sofique and Jannat Ara Parveen (2009) and Sheikh Saleh Ahammed (2010) directly relating to Cox's Bazar tourism regarding economic and socio-cultural effect of tourism. Bangladesh has huge prospects to flourish its economy through the world recognized heritage 'Cox's Bazar' has many tourism products to attract worldwide tourists'. But due to lack of resource constraints and other reasons government initiatives are not adequate to develop (especially infrastructure) tourism in the country and so, this industry is still unexplored to most potential tourists' of the world. The study concludes that both government and private interventions are vital to develop and modernize the Cox's Bazaar (tourist capital of the country) including other potential tourism spots of Bangladesh (Sofique et, all 2010).

Sheikh Saleh Ahammed (2010) described the socio-cultural, economic and environmental impacts of tourism development on the residents in Cox's Bazar Township. The results show that respondents strongly agree with the idea that tourism provides many economic and socio-cultural benefits, but the residents are ambivalent about its costs. The residents also mentioned some negative consequences on social, cultural, economic and environmental sides. Sustainable tourism or ecotourism, which aims to overcome the impacts and satisfy the needs of both tourists and the host community, is to be encouraged in Cox's Bazar tourism.

Another study was conducted by Mohammad Abdullah Al Mamun and Md. Kamrul Hasan 2013about Cox's Bazar beach- a prime tourist spot of Bangladesh. The purpose of the study is to assess the image of Cox's Bazar beach perceived by tourists. The factor analysis was

conducted to create correlated variable composites from the original attributes. The result of the study stated that the visitors identified six factors, which are "natural beauty and restful atmosphere" "hygiene and sanitation" "security and accommodation quality" "hospitality and information" "emergency and caring facility" and "shopping facility". Multiple regression analysis is conducted and the results reveal that hygiene and sanitation, and accommodation and security are important that influenced overall tourist image towards Cox's Bazar beach .

2.4. Attitude Concept in the Study of Consumer Behavior

Some studies on consumer behavior in tourism field conducted by T. Choibamroong, Gruescu Ramona (2008), Muhannad M.A. Abdallat, et all (1999), focused that the psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products), the psychology of how the consumer is influenced by his or her environment, the behavior of consumers while shopping or making other marketing decisions; Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome. In our country perspectives, no studies have been conducted to cover present type of research using same methods. So this can be a gap for conducting new research.

Attitude, which consists of cognitive, affective and behavioral components, reflect how one feels and thinks about some things (Loudon and Bitta, 1984:520). Attitude formation on a brand thus starts with beliefs (the cognitive stage) about the brand, then leads to brand evaluation (the affective stage) or a total attitude towards the brand, which in turn leads to

behavior change (the conative stage) in terms of action or, at least, as a tendency to act (M. L. Ray (1973). Jacoby and Chestnut (1998) claim that tourism customers' choice, purchase and repeat purchase behavior might be created through a cognitive (choice), affect (satisfaction) and conation (trip experience) process.

Seoho Urn, (1990), Andy Martin (2001), Seyhmus Baloglu (2005), Tommy Gärling, Robert Gillholm and Anita Gärling(2003), conducted studies on attitude determinants in tourism destination choice. These studies focused on dimensions of attitude that can be used to measure tourists' attitude towards a particular destination. Seoho Urn, (1990) described two stage approach to travel destination choice was developed based on the construct of an evoked set. The two stages were evolution of an evoked set from the awareness set; and destination selection from the evoked set. It was hypothesized at both stages that travel destination choice depends upon attitude toward each alternative. A longitudinal approach was used to collect survey data from respondents at both stages in their decision process. Results of the tests suggested that attitude was influential in determining whether a potential destination was selected as part of the evoked set and in selecting a final destination.

Yasong Wang, Robert E. Pfi ster, Duarte B. Morais (2006) examined the relationship between socio-economic and demographic attributes of local residents and their attitudes toward tourism. A random sample of 436 residents in Washington, NC was selected from a list of all households appearing on the billing list provided by the local utility company. Residents' attitudes toward tourism were measured by adapting 20 items from the Tourism Impact Attitude Scale developed by Lankford and Howard (1994). Findings indicated that age, gender, and community attachment do not have relationships with the two factors, but

education is associated with one of the factors, and perceived personal benefit has strong positive relationships with both factors.

Seyhmus Baloglu (2005) empirically investigated attitude structure, the relationship between cognition, affect, and behavioral intention, for three Mediterranean destinations. Specifically, the study compares a traditional and extended model of attitude structures between visitor and non visitor segments. The findings suggest that some relationships hypothesized in the traditional attitude model are not supported for either tourists or non tourists. The extended model, however, is fully supported for tourists and partly supported for non tourists. It is concluded that some modifications should be made to attitude theory for tourism destination selection behavior.

Tommy Garling, Robert Gillholm and Anita Garling (2001) drawn a review of the current state of attitude theory, it is argued that successfully forecasting travel behavior relies on a distinction between planned, habitual, and impulsive travel. Empirical illustrations are provided in the form of stated-response data from two experiments investigating the validity of an interactive interview procedure to predict household car use for different types of trips, either before or after participants were required to reduce use.

2.5. Tourists' Characteristics and Destination Choice

Researchers have identified demography as a very important tool for market segmentation to identify target customers and their needs. The theory of consumer behavior for a service sector points out that customers' choice, buying behavior and levels of satisfaction are influenced by the customer's background, characteristics and external stimuli (Fornell C,

1992). Generally socio-demographic variables such as nationality, age, income or education have been considered as quite usable, since they are easy to assess and have also been identified as relevant determinants of tourist behavior. (Lawson, 1994, Baloglu and Brinberg, 1997, Gitelson and Kerstetter, 1990)

Studies conducted by Yasong Wang, Robert E. Pfi ster, Duarte B. Morais (2006), Lee (1999) , Elisabeth Kastenholz (2007), Silberberg (1995), Anonymus (2003) and Odunga, Pius and Pius Odunga (2001) focused on how customers' as well as tourists' choice are affected by their socio-demographic factors. Studies also revealed that how tourists' product choice varies according to their socio-demographic characters. Findings indicate that age, gender, education, economic circumstance, occupation and family life cycle have significant influence on tourism product choice and choice is varied by these factors significantly. Therefore, socioeconomic, demographic, and behavioral indicators are commonly used in tourism research to profile tourists by age, gender, income, marital status, occupations, education or ethnic background. These indicators are easy to identify and use in marketing decisions (Yavuz, 1994).

Master and Prideaux (2000) analyzed the variance by age, gender, occupation and previous overseas travel of Taiwanese cultural/heritage tourists to determine if demographic and travel characteristics influenced responses on the importance of attributes and satisfaction levels. Lee (1999) examined the demographic variables of tourists in his tourism research. In particular, he investigated individuals' trip characteristics (trip group types) and past experience with a destination. Past experience was measured by asking tourists to indicate the number of trips they have taken to the chosen destination. His study analyzed the relationship between past experience and place attachment. The behavioral, motivational,

and demographic characteristics of festival visitors were examined by using a posteriori market segmentation. The results of the study showed statistically significant differences between the groups in terms of age, income, and marital status (Fomica and Uysal 1998).

Kerstetter, Confer, and Graefe (2001) investigated whether types of heritage tourists exist and, if so, whether they differ based on socio-demographic characteristics. This study provides tourists' demographic and travel behavior characteristics in order to explain the differences in tourists' attributes, tourists choice and tourists' satisfaction. Tourists' demographic characteristics in the study include age, gender, total household incomes, and educational level. On the other hand, tourists' travel behavior characteristics include membership in a group, past experience, length of stay, decision time taken to select a destination, and sources of information about the destination.

Elisabeth Kastenholz (2007) the study highlighted on tourist destination choice, based on educational level, income and age, revealed significant differences in terms of other socio-demographic variables and travel behavior. In conclusion, this segmentation study may be very useful for planners and managers of cultural tourist destinations, revealing the existence of clearly identifiable clusters that not only differ as far as socio-demographics are concerned, but also in terms of travel behavior and preferences.

2.6. Relationship between Destination Attributes and Tourists' Destination Choice

Destination choice of the tourists has been of great interest to tourism scholars (Pikkemaat 2004: 87-102; Omerzel 2006: 167-189; Nicolau and Mas 2004: 1-34) and many other

studies could be added to this list. M.R. Philips and C. House (2009), J. Butcher (2005), S. Marzetti Dall'Aste Brandolinil & A. Lamberti (2004), A. M. C. De Ruyck, A. G. Soares, and A. McLachlan (1995), Pikkemaat (2004), Nicolau and Mas (2004), Buhalis (2000), conducted some studies on factors influencing tourists' destination choice as well as some beach choice as destination. In the data sets of the researches different operative variables were used to measure importance of destination attributes. Those studies found that every destination must have some common factors such as attraction, amenities, accommodation, ancillary services and package tour. More basic facilities were considered necessary on all beaches, especially on the semi-developed beach. But no studies have been conducted to investigate how the same factors influence much on choice of Cox's Bazar as a tourist destination.

A wide set of factors influence destination choice for a tourist. Generally, these factors are grouped into two categories called "push" and "pull" factors (Pikkemaat 2004: 88). Push factors indicate psychological and socio-demographical and psychological factors; e.g values, motives, perception, learning, beliefs, personality and attitudes, social factors; e.g. reference groups, family, roles and status, personal factors; e.g age, life cycle stage, occupation, economic circumstances, lifestyle, and personality, cultural factors; e.g culture, sub-culture, social class..Pull factors are destination related dimensions; these can contribute formation perceived attraction among tourists; e.g. distance, type of area, infrastructure, accommodation, size of area, type of vegetation and activities in the destination (Lam and Hsu 2006: 590). On the other hand, Buhalis (2000: 98) pointed out that destinations comprised a core of some components. He categorized these components into six headings. All these factors combine to create a tourist destination. A destination

must have all of the six factors to some degree, although they need not be equally in balance, and of course they need not be of the same quality and consistency for each potential destination.

From the point of destination attributes, Nicolau and Mas (2004: 1-34) summarized 17 data sets. These researches were conducted to determine factors affecting destination choice of the tourist. In the researches' data sets different operative variables were used to measure importance of destination attributes. These variables were surface area, price, natural attributes, infrastructure, accessibility, programmed activities, reputation of the destination, restrictions of navigation, population of species, time of journey, entry prices, hotel size and services, parking areas and shops. In the issue of destination attributes, there was another research which was conducted by Nolan and Keller III in 2006. In this research they tried to determine if there was any difference in preferred destination attributes between different visitor groups. In this research, 183 attributes were identified by free-listing of 85 respondents. They found significant differences between visitor groups to Arkansas City. 183 destination attributes were grouped into three categories as natural resources, cultural resources and commercial resources.

Shah Azam, Feroz Ahmed, conducted a study on factors affecting to choose Bangladesh as a tourist destination. The study utilizes both exploratory and empirical research approach. The study collects data through interview with a structured self-administered questionnaire from 146 tourists, in utilizing convenient sampling technique. A multiple regression model was estimated to examine the effects of different factors on the tourists' tour intention where nine factors related to different aspects of tourism. The regression result shows that

service quality, natural beauty, security and shopping facility are statistically significant in explaining the intention to select a tour destination in Bangladesh.

2.7. Factors Affecting to Choose Beach Tourism

M.R. Philips and C. House (2009) stated that environmental designations of beaches were assessed, using an established beach rating checklist comprising 50 physical, biological and human use factors. Weightings were subsequently established in response to priorities of three tourism markets: surfing, eco-tourism and family. Physical factors dominated surfer responses; biological factors reflected conservation priorities and human use factors, especially safety, were family concerns. Common concerns related to beach litter and outfalls. Analysis identified motivating factors behind the decision to visit and highlighted resource protection aspects for specific user group needs. The methodology supports development of sustainable beach management strategies, based on local characteristics and different tourism markets.

J. Butcher (2002) conducted a study to ascertain the issues: Who visits the beach? Why they visit? Which factors influence their choice of beach? What deters people from beach visits? The research compares what tourists expect from a UK beach with what they actually get. It also contrasts the experience of visiting UK beaches with beaches abroad. The results will help seaside resorts market themselves, attract tourists and provide the standards and facilities that people really want. The research examines the role of environmental standards and is being used to inform the future development of Blue Flag and other UK coastal awards.

A. M. C. De Ruyck, A. G. Soares, and A. McLachlan (1995) investigated, by means of questionnaire survey, a) the factors influencing human beach choice on three beaches with different levels of development and b) whether respondents on the different beaches considered different characteristics important on an ideal beach. The respondents' opinions were obtained on litter, additional facilities, and preferred distances between groups on the beach and in the surf and whether dogs and off-road vehicles should be allowed on beaches. More basic facilities (toilets and refuse bins) were considered necessary on all beaches, especially on the semi-developed beach. Beyond a minimal level of amenities, additional comforts were undesired by users on the undeveloped beach and limited funds should rather be used to upgrade and improve beaches.

S. Marzetti Dall'Aste Brandolinil & A. Lamberti conducted a study on the economic evaluation of the recreational use of Barcola seafront in Trieste (Italy). Within the EU DELOS framework a contingent valuation survey in the value of enjoyment version was carried out in order to estimate the gain for a project of building a new artificial beach on the Barcola seafront. The project satisfies sustainable tourism development. Evaluation questions not only about the beach use in spring/summer but also in autumn/winter were included in the questionnaire.The survey results show that the beach use value changes for different seasons. In addition, the hypothetical new beach would attract new tourists.

2.8. Relationship between Destination Attributes and Tourists' Satisfaction

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Fornell C, (1992), Yavuz, (1994), Lee (1999), Pizam and Milman (1993) utilized Oliver's (1980), Chon and Olsen (1991) conducted some studies on how to measure consumer satisfaction as well as tourism consumers satisfaction. A satisfied tourist is expected to be more likely to choose to visit the same destination on later occasions and to become a promoter via positive word-of-mouth than an unsatisfied tourist (Barsky, 1992; Beeho and Prentice, 1997; Chen, 2003; Chen and Gursoy, 2001; Kozak and Rimmington, 2000; Pizam, 1994; Ross, 1993). As satisfied tourist transmit their positive experience to other and repeat their visit (Alen Rodriguez & Fraiz, 2007; Halowell 1996; Kozak and Rimmingt, 2000; Pizam 1994; Operman 2000).

Jacoby and Chestnut (1978) claim that customers' repeat purchase behaviour might be created through a belief (trip experience), affect (satisfaction) and cognitive (choice) process. Oliver & Beardon, 1985; Patterson, 1993), Pizam, Neumann, and Reichel (1978) stated that it is important to measure tourists' satisfaction with each attribute of the destination, because consumer satisfaction or dissatisfaction with one of the attributes leads to satisfaction or dissatisfaction with the overall destination.

Furthermore, Rust, Zahorik, and Keininghan (1993) explained that the relative importance of each attribute to the overall impression should be investigated because satisfaction or dissatisfaction can be the result of evaluating various positive and negative experiences.

One of the most commonly adopted approaches used to examine the satisfaction of consumers is expectancy-disconfirmation theory. Expectancy-disconfirmation theory currently dominates the study of consumer satisfaction and provides a fundamental framework for many studies.

Expectancy-disconfirmation theory refers that consumers first form expectations of products' or services' (the beach destination attributes in this study) performance prior to purchase or use. The consumer then compares the perceived performance to prior expectations. Subsequently, purchase and use contribute to consumer beliefs about the actual or perceived performance of the product or service. The consumer then compares the perceived performance to prior expectations. Consumer satisfaction is seen as the outcome of this comparison, where satisfaction = expectation + perceived performance (Clemons & Woodruff, 1992).

Pizam and Milman (1993) utilized Oliver's (1980) introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship between two different disconfirmation methods, they employed a regression model with a single "expectation – met" measure as the dependent variable, and 21 difference–score measures as the independent variables. Some studies on customer satisfaction are also notable in tourism behavior research. For example, Pizam, Neumann and Reichel (1978) investigated the factor structure of tourists' satisfaction with their destination areas. The authors showed eight distinguishable dimensions of tourist satisfaction.

Chon and Olsen (1991) discovered a goodness of fit correlation between tourists' expectations about their destination, and tourists' satisfaction. Then, after tourists have

bought the travel service and products, if the evaluation of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, they provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy–disconfirmation theory.

After reviewing the above literatures, the specific research gaps have been found out and this gap will be filled up by the ongoing study as much as possible.

CHAPTER 3

CONCEPTUAL FRAMEWORK AND METHODOLOGY OF THE STUDY

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Conceptual framework and Methodology of the study are two crucial phenomena that guide the researcher in conducting systematic research. Construction of conceptual framework is necessary for guiding the research towards implementation of a study based on set objectives. On the other hands, methodologies of any research build up the way that leads to help for attaining the goal of research successfully. It also gives a guideline to the researchers to perform research work systematically according to a set of objectives. In order to describe the attitude and perceptual views of tourist, these two terms relating to tourism service is very much essential. The purpose of this chapter is to develop a conceptual framework and describe the methodology used to achieve the research objectives of this study. This section discusses the relevant variables and their relationship with tourists' choice and satisfaction under a frame work, and study area, the selection of the sample, the collection of data, and data analysis procedures under methodology part.

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3.1. Theoretical and Conceptual Framework

The tourism literature has provided no generally accepted theoretical framework(s) through which one may assess progress toward sustainability. Indeed, the few theoretical works that have been proffered in this area have been met with skepticism **(Collins 2001)**. Given the highly applied nature of the tourism literature, such skepticism is understandable; formal theoretical models may be viewed as little more than complex mathematical abstractions,

whose outcomes are largely driven by ad hoc assumptions (Ahammed Sheikh Saleh, 2010). The study focuses on identifying the beach tourism destination attributes which influence tourists' choice and satisfaction. Therefore, this research is based on a consumer behavior model towards the different service products, which postulates that consumer choice and satisfaction towards a service are function of both expectations related to certain attributes, and judgments of performance regarding these attributes (Clemons and Woodruff, 1992).

3.1.1. Tourism as Product and Service

Tourism, basically, is an infrastructure based service product. The tourism is a product that focuses on facilities and services designed to meet the needs of the tourists. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Services have various features like intangibility, inseparability, variability and perishability. The tourism has all the main characteristics of the services and so it has more experience and credence qualities, that is to say qualities that it is possible to evaluate only after the purchasing moment and during or after the use, than search ones, which it is possible to observe before the purchasing act. An attractiveness of a tourist destination can be viewed as consisting of unique local features, cultural attributes, natural resources, infrastructure, services and others .The tourism product can be analyzed in terms of attraction, facilities and accessibility for the purpose of finding out its attractiveness. The tourist product today is developed to meet the needs of the consumer and techniques like direct sales, publicity and advertising are employed to bring this product to the consumer. Thus, the potential choice

facing the consumer is very large. The nature of the service here is highly intangible and perishable offering a limited scope for creating and maintaining the distinctive competitive edge. More importantly, this intangibility of tourist services creates uncertainty and perceived risk in the consumer's mind. So, before buying a tourist service, consumers acquire a large quantity of information and anticipate the consumption, creating images and expectations. The effective marketing of tourism needs constant gearing up of infrastructure to international standards and presupposes in its coordination with the tourism suppliers. The tourist product is a composite product, whether it is sold as a package or assembled by the individual himself or his travel agent.

3.1.2. Tourism service as an attitudinal object

Individual people, groups of people, institutions, products, social trends, consumer products, etc. all can be attitudinal objects. Tourism service from the marketing point of view is regarded as a product having all of consumed utilities, which can fulfill the customers' psychological need in tourism enjoyment. All spheres of psychoanalysis of attitudinal factors have manifested that person attitudinal affection is centralized to the point of specific object. In true sense, the ongoing study contains the facilities of tourism and deal with the customers' attitude analysis through the specific research methods. As an attitude object, it has included all aspects of tourism facilities and other factors, which can help to provide the services in a systematic way (Berry and Donnelly, 1979). For example attraction, accommodation, access, amenities etc are the attitude object.

3.1.3. Attitude development by tourism consumers' perception

The different theoretical inferences have shown that attitude is developed through perception. The reputed authors found out a new realm to depict the attitude research to imply the new proposition that perception can form the attitude. They also expressed that the perceptual and cognitive responses affect 'attitude' (Secord and Backman, 1964:95). Besides, Loudon and Bitta (1984) describe the selective perception by which information on services are interpreted that affects the attitudes. Other reputed authors drew an inference that attitude is influenced by perceptual process. They also denoted "The perception towards social events or objects affects the attitude strongly" (Newcomb, Turner and Converse, 1973:162). Also information towards any goods or services perceived by somebody could create or reinforce the attitude (Zathman, Pinson and Anglemar, 1973:162). Attitude is one kind of feelings and beliefs that determine how a person will perceive the environment, commit him self to intend actions and ultimate behave (Newstrom, Devis, 1997:225). The encyclopedia dictionary of psychology (1983) mentioned some comments of social psychologists an attitude that the perceptual template towards any object makes attitude that is created by the perceived process. So it can be inferred that from the perspective of customer as well as service oriented research, at first, customers perceive the services physically and organize the particular attitude into the mind then to be motivated to decide whether they receive the service for a long time or not.

3.1.4. Tourism Customer's purchase intention is the outcome of attitude

The purchase intention is a function of the attitude towards behaviors as well as social norms. The attitude consists of perceived expectations in terms of the possibility of adopting a certain form of behavior and the evaluation of how the consumer feels towards this behavior. Different model represents an integration of the components of the attitude, so that it becomes possible to better fit the behavior of the consumer. The conceptual problem consists of understanding the existing relationships between expectations and attitudes within the behavioral intentions, as well as in the relationship between the intentions and the subsequent behavior. Fishbein (1967) defends that the behavioral intentions are a function of the attitude and the subjective norms. The conceptual problem consists of understanding the existing relationships between expectations and attitudes within the behavioral intentions, as well as in the relationship between the intentions and the subsequent behavior. Fishbein (1967) defends that the behavioral intentions are a function of the attitude and the subjective norms. From the view of the marketing product, the intention of buying or not buying any product or services in much more influenced by particular attitude. And this type of attitude is constructed by customers' direct experiences (Zaltman and Wallendorf, 1979:44).

3.1.5. Attitude components: As methods to measure tourists' attitude

An attitude denotes person's consistent evaluation and feelings and tendencies towards an object or idea (Robertson,Thomas S, 1984, p- 246). Attitude, which consists of cognitive, affective and behavioral components, reflect how one feels and thinks about some things (Loudon and Bitta, 1984:520). An attitude is the way of thinking, feeling and way of acting toward some aspects of environment (Hawkings, Mothersbongh, and Best, 2007,p-396).

==> cognitive responses (what people feel)

Stimuli that denotes ===> attitude====>affective responses (what people think)
    attitude object

===> behavioral responses (what people do)

Jacoby and Chestnut (1978) claim that tourism customers' choice, purchase and repeat purchase behavior might be created through a cognitive (choice), affective (satisfaction) and conation (trip experience) process.

So, Attitude components can be used in tourism customers' attitude measurement in the following areas,

Cognitive==> Tourism customers' (tourists') choice behavior

Attitude===> Affective====>Tourism customers' (tourists') satisfaction

Conation ===> Tourism customers' (tourists') trip experience

3.1.6. Attitude determinants in tourism destination choice

Attitudes have been one of the most popular variables used in the consumer behavior field to try and predict consumer choice behavior. Several multiattribute models have been developed which measure attitudes and attempt to relate attitudes to behavior (for example, Fishbein and Ajzen 1975; Rosenberg 1956). In the context of tourism, Crompton (1977) suggested that destination choice should be conceptualized as being a function of the interaction between pragmatic constraints such as time, money, and skills and destination images. More recently, this approach was endorsed by Woodside and Lysonski (1989) in their general model of traveler choice. Most studies of pleasure travel destination choice have been concerned with exploring the relationship between attitude towards a place

or its image, and preference for the place as a travel destination (Good- rich 1978; Matejka 1973; Mayo 1973; Scott, Schewe and Frederick 1978). Fishbein and Ajzen (1975) emphasized that attitude measurement should be based on attitude toward the action of traveling to a specified destination, rather than on attitude toward the destination. It was hypothesized at both stages (evolution of an evoked set from the awareness set; and destination selection from the evoked set) that travel destination choice depends upon attitude toward each alternative.

3.1.7. Tourists' destination choice is affected by 'Push' factors and 'Pull' factors

There are so many factors affecting destination choice process of a tourist. Generally, these factors are grouped into two categories called "push" and "pull" factors (Pikkemaat 2004: 88). Push factors indicate psychological actors; e.g values, motives and personality as well as social factors; e.g. age, education, martial status. Pull factors are destination related dimensions; these can contribute formation perceived attraction among tourists; e.g. distance, type of area, infrastructure, size of area, type of vegetation and activities in the destination (Lam and Hsu 2006: 590). Also, it is accepted that pull factors (attributes) could be grouped as tangible and intangible attributes (Pikkemaat 2004: 90; Lam and Hsu 2006: 591). From the point of destination attributes, Nicolau and Mas (2004: 1-34) summarized 17 data sets. These researches were conducted to determine factors affecting destination choice of the tourist. These variables were surface area, price, natural attributes, infrastructure, accessibility, programmed activities, reputation of the destination, restrictions of navigation, population of species, time of journey, entry prices, hotel size and services, parking areas and shops.
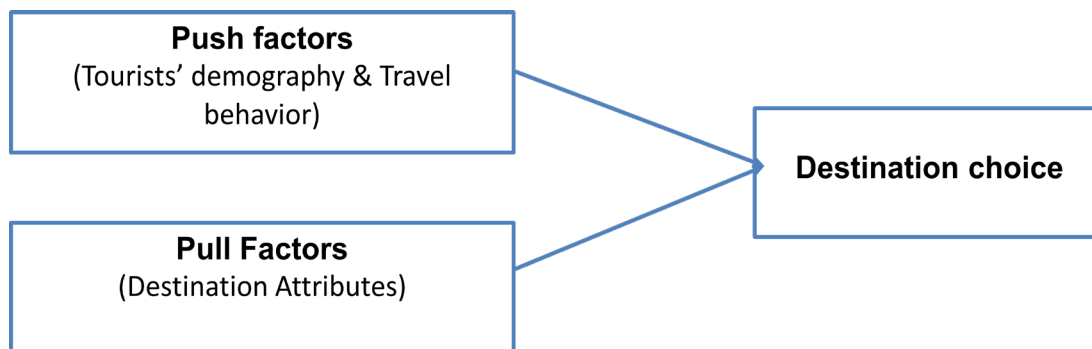
Figure 1: Factor affecting sea beach choice behavior

On the other hand, Buhalis (2000: 98) pointed out that destinations comprised a core of some components. He categorized these components into six headings and called 6A's framework because of first letter of each heading. In the tourism the major factors are Six 'A's such as Attraction, Access, Accommodation, Amenities, Activities and Available package. All these factors combine to create a tourist destination. A destination must have all of the six 'A; s to some degree, although they need not be equally in balance, and of course they need not be of the same quality and consistency for each potential destination. In this study, Pikkemaat and Buhalis's 6A's framework adapted for identifying major choice attributes of beach tourism.

3.1.8. Consumer satisfaction is the outcome of perceived performance and expectations

In tourism service, the quality of service leads more customers' satisfaction. A satisfied tourist is expected to be more likely to choose to visit the same destination on later occasions and to become a promoter via positive word-of-mouth than an unsatisfied tourist (Barsky, 1992; Beeho and Prentice, 1997; Chen, 2003; Chen and Gursoy, 2001; Kozak and Rimmington, 2000; Pizam, 1994; Ross, 1993). As satisfied tourist transmit their positive experience to other and to repeat their visit (Alen Rodriguez & Fraiz, 2007; Halowell 1996; Kozak and Rimmingt, 2000; Pizam 1994;Operman 2000).Tourist satisfaction is important for successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about

tourism (Bramwell, 1998; Bowen,2001). For example, Parasiraman, Zeithaml, and Berry's (1985) expectation-perception gap model, Oliver's expectancy–disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984 ; Chon and Olsen, 1991), and the performance – only model.(Pizam, Neumann, and Reichel, 1978) have been used to used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable. Expectancy-disconfirmation theory currently dominates the study of consumer satisfaction and provides a fundamental framework for this study. Expectancy-disconfirmation theory holds that consumers first form expectations of products' or services' (the beach destination attributes in this study) performance prior to purchase or use. Subsequently, purchase and use contribute to consumer beliefs about the actual or perceived performance of the product or service. The consumer then compares the perceived performance to prior expectations. Consumer satisfaction is seen as the outcome of this comparison (Clemons & Woodruff, 1992).
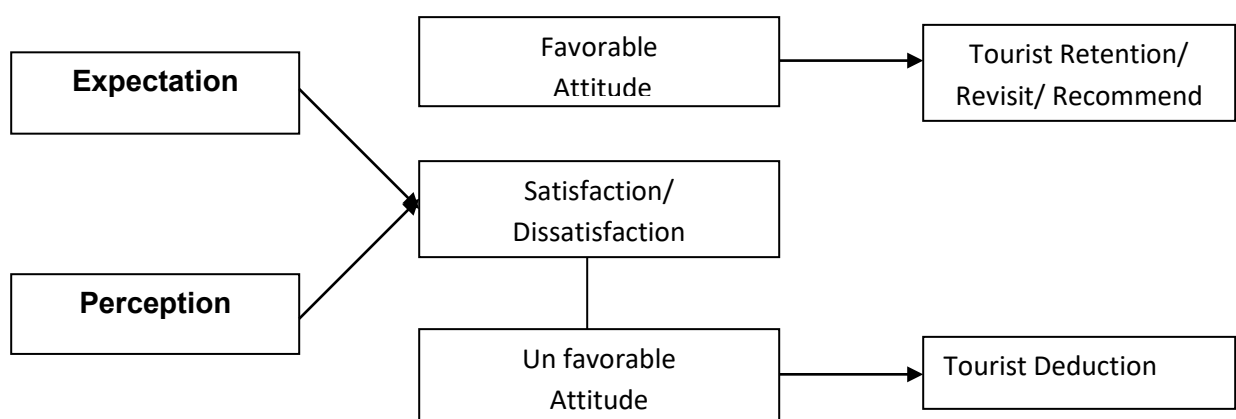
Figure 2: Factor affecting tourist satisfaction behavior

Moreover, a consumer's expectations are: (a) confirmed when the product or service performance matches prior expectations, (b) negatively disconfirmed when product or service performance fails to match expectations, and (c) positively disconfirmed when perceived the product or service performance exceeds expectations. Dissatisfaction comes about when a consumer's expectations are negatively disconfirmed; that is the product performance is less than expected. (Churchill & Surprenant, 1982; Oliver & Beardon, 1985; Patterson, 1993)

In current study Oliver's expectancy–disconfirmation theory has been used to measure tourists' satisfaction.

3.1.9. Conceptual framework for the present study:

The intention of present study is to measure the tourists' choice behavior and the overall satisfaction of tourists' travel experiences, because overall satisfaction is the entire result of the evaluation of various experiences. It is important to identify and measure consumer satisfaction with each attribute of the destination because the satisfaction or dissatisfaction with one of the attributes leads to satisfaction or dissatisfaction with the overall destination (Pizam, Neumann, and Reichel, 1978).

However, in brief, conceptual framework having the indication of present study area is illustrated in figure;

Figure 3: Brief conceptual framework of the present study

```
                          ┌──────────────────────┐
                          │    Tourist/ Visitor  │
                          └──────────────────────┘
                ┌──────────────────┐        ┌──────────────────┐
                │   Push factors   │        │   Pull factors   │
                └──────────────────┘        └──────────────────┘
                          ┌──────────────────────┐
                          │  Destination Choice  │
                          └──────────────────────┘
        ┌──────────────────┐                  ┌──────────────────┐
        │   Expectation    │                  │   Performance    │
        └──────────────────┘                  └──────────────────┘
┌──────────────────┐   ┌──────────────────┐   ┌──────────────────┐
│ Favorable        │   │ Satisfaction/    │   │ Unfavorable      │
│ Attitude         │◄─►│ Dissatisfaction  │◄─►│ Attitude         │
└──────────────────┘   └──────────────────┘   └──────────────────┘
┌──────────────────┐                           ┌──────────────────┐
│ Tourists'        │                           │ Tourists'        │
│ Retention        │                           │ Reduction        │
└──────────────────┘                           └──────────────────┘
                    ┌──────────────────────────────┐
                    │  Destination Success /Failure │
                    └──────────────────────────────┘
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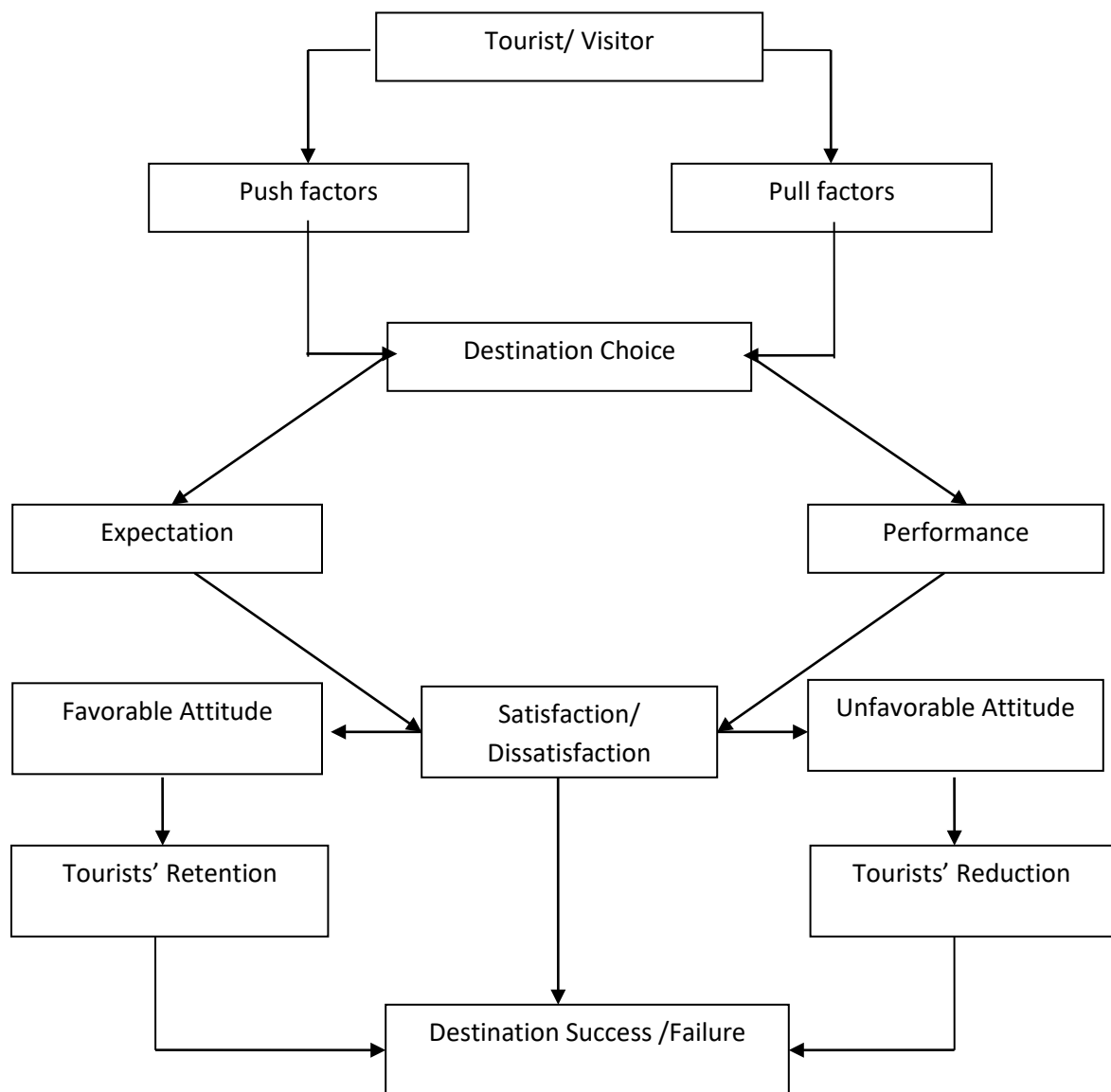
Source: Prepared by the researcher on the basis of discussed frameworks above

The above discussion shows that perception on customers on rendering service makes the attitude toward the concerned services as well as service organization. Besides, the level of satisfaction of customers depends on the attitude gathered toward the quality of services. It

is clear from the above discussion that service perception and service attitude, service quality and service satisfaction, service satisfaction and loyalty, service loyalty and customer retention are the interrelated attitudinal function. The positive and negative outcome of these function lead to organizational success and failure. From this perspective, it can be told that the success and development of a destination depends on the positive attitude of tourists' i,e high degree of satisfaction toward the specific destination.

3.1.10. Pull Factors: Destination Attributes in General

In this study Buhalis approach was adopted as pull factor to determine the beach destination attributes that affect tourist   behavior toward the destination. Buhalis (2000: 98) pointed out that destinations comprised a core of some components. He categorized these components into six headings and called 6A's framework because of first letter of each heading. In the tourism the major factors are Six 'A's such as Attraction, Access, Amenities, Activities, Ancillary services and available package. All these factors combine to create a tourist destination. A destination must have all of the six 'A' s to some degree, although they need not be equally in balance, and of course they need not be of the same quality and consistency for each potential destination.

3.1.11. Push Factor: Tourists' socio-demographic and travel behavior characteristics

Tourists' socio-demographic characteristics: Gender, Age, Education Level, Marital Status, Family Type, Occupation, Religion, Monthly Income, Monthly Savings

Tourists' Travel behavior characteristics: Advance planned to visit, Purposes of visit, Length of Stay, Sources of Information, Composition of Group, Types of transportation Use, Types of Accommodation Use, Distance of travel (miles), Frequency of Visit, Types of local transportation use

3.2. Research Design and Methodology

In tourism research there is an ongoing need for statistical insights, but qualitative and quantitative approaches offer a great deal of potential in understanding actions, problems and processes (Phillimore & Goodson 2004). Phillimore and Goodson argue that one of the strengths of tourism research is that it is not bound to fixed disciplinary boundaries with their associated methods, and is therefore free to combine a range of approaches and even Research paradigm to give a more fluid approach to research.

3.2.1. Nature of the study

The present study is exploratory as well as descriptive in nature. As little is known about tourism in Bangladesh particularly beach tourism, an exploratory study is appropriate to

accomplish the objectives. Exploratory research is conducted when not much is known about the situation at hand or when little information is available on how similar problems or research issues have been solved in the past (Sekaran, 2000). Exploratory research, therefore, is useful for generating new ideas, factors or hypotheses, as well as developing techniques for measuring and locating future data. This exploratory research will also adopt a qualitative approach, because this approach is useful to uncover what lies behind the phenomenon about which little is known, which is compatible with the rationale for exploratory studies (Strauss and Corbin, 1990). Exploratory research is used principally to gain a deeper understanding of something. However, considering the objectives of this research is to generate variables related to beach tourism to be used in the research, a qualitative approach is more appropriate as an initial study than a quantitative one (Sekaran, 2000). According to Churchill (1999), exploratory studies are; literature search, develop hypotheses, secondary data analysis, analysis of the case, focus group and qualitative research. On the other hand, questionnaire developed, survey methods, quantitative data analysis and different aspect of tourists' characteristics and opinion towards the facilities and services have been investigated. This research has been carried out on an analysis of tourists' opinions and attitude towards beach tourism. To summarize, exploratory research will provide an opportunity to formulate and develop hypotheses for a more precise investigation in the secondary stage of the research with regard to the facilities and services provided to tourist at Cox's Bazar.

3.2.2. Selection of the study area

Tourism destinations consist of several types of attractions that are planned and managed to provide various tourist interests, activities, and enjoyment. Considering the possibility of investigation, time constraints and limitation of the finance assistance out of five beaches in Bangladesh such as Cox's Bazar, Sentmartins, Kuakata, Patenga, Parki, one beach has been selected to conduct the present study. The sample beach is Cox's Bazar beach that has been selected purposively after being acquainted with exclusive characteristics of different beaches in Bangladesh. Out of different beaches in Bangladesh, Cox's Bazar is the longest sea beach in the world. It has been playing vital role in the economic and socio-cultural development of the local community as well as country. The study area has been selected purposively considering the socio-economic importance of the country and major representative beach with easy access of the researcher. Therefore, Cox's Bazar Beach has been selected as the study area in order to accomplish the objectives of the study.

3.2.3. Research plan and framework

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the required information, and its purpose is to design a study that will test the hypotheses of interest, determine possible answers to the research questions, and provide the information needed for decision making. Decisions were also made regarding what data should be obtained from the respondents

(e,g,, by conducting a survey or an experiment). A questionnaire and sampling plan were also designed in order to select the most appropriate respondents for the study. In order to accomplish the objectives of the study, a framework was designed, shown in Figure 4
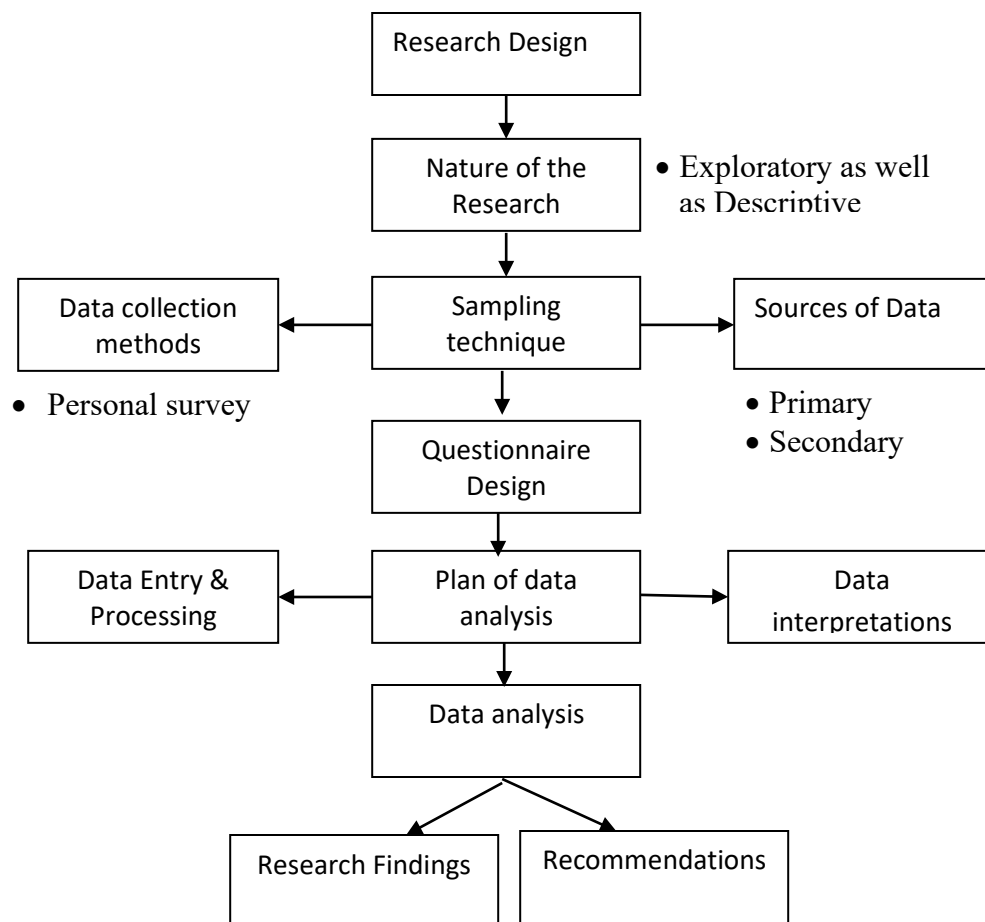
Figure 4, Research design framework

3.2.4. Selection of the sample and sampling techniques

The study has been conducted on Cox's Bazar beach area to analyze the attitude of tourist towards that destination. In Bangladesh five beaches are providing beach tourism service. It was mentioned earlier that only Cox's Bazar beach has been included as sample area for

this study. The sample population for this research was composed of tourists who visited the Cox's Bazar beach in between 07 December 2012 and 15 December 2012. Probability simple random sampling technique was used to select sample unit. The survey was conducted over a one week period at Laboni and Kolatotli points that are frequently visited in the Cox's Bazar beach. Distribution of questionnaires was carried out only during the daytime from 10 A.M. to 5 P.M. Respondents were approached and informed about the purpose of the survey before they were given the questionnaire. Data were collected through survey method by means of personal interview. A total sample size of 320 was completed.

3.2.5. Determination of sample size

In order to achieve a 95% confidence level, and a 5 % sampling error (on the basis of a conservative response format 50/50% to determine the sample size) of the present study, the required sample size was approximately 350 respondents. As theory goes, by increasing the sample size to around 500, the overall predicted sampling error could be decreased to below 5. But considering time, manageability of the data and processing them, financial involvement to go to the study area for data collection and necessary scrutiny the statistically required sample size was not taken. It is to be mentioned that the present research work is not assisted by any research grant from any source, totally to be borne by the researcher himself. In total 320 tourists were interviewed personally for the study.

3.2.6. Questionnaire design and scale construction

Questionnaire is considered as the heart of a survey. Hence, it should be very carefully constructed. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms (Kothri, 2001:124). In behavioral and social science studies, at the time of measuring attitudes of the peoples, researcher generally follows the technique of preparing the attitude scale in such a way that the score of the individual response assign him a place on a scale. Under this approach, the respondent expresses his/ her agreement or disagreement with a number of statements relevant to the issues (Kothri, 1999:102).

i. Prepare a draft questionnaire

To conduct survey researcher of this study prepare a draft questionnaire comprises with relevant questions. In the every moment of designing the questionnaire, the researcher consulted the concerned supervisors, reputed scholars, and others relevant parties. To develop a questionnaire for this study, previous literatures were examined to identify instruments used with studies having similar objectives. A preliminary questionnaire was developed based upon previous instrumentation developed by Kozak & Rimmington (2000), Heung & Cheng (2000),and Joppe, Martin & Waalen (2001).

ii. Pre-test the questionnaire

Saunders et al (1997: 269) advise that a questionnaire must be pilot tested to refine it and eliminate potential difficulties in completing and analyzing it. The procedure for the pre-test should be as close as possible to that of the actual investigation (Churchill & Iacobucci,

2002). Requests for explanations, doubts, ambiguity, understanding, resistance, interest, and additional comments were noted during the pilot study, following which improvements were made to the questionnaire. In the present study the objectives of pre-test questionnaire were first to identify the initially more relevant attributes to construct final questionnaire. Second, minimizing response and non-response errors, doubts, ambiguity and resistance as well as make it to user friendly. Finally, make questionnaire pertinent to research questions. The researcher targeted 35 respondents as a pre-test audience. Based on their feedback, only attributes weighted ≥ 3.00 were retained and a few minor adjustments were made before the questionnaire was distributed to the entire sample.

iii. Development of final questionnaire

 For personal interview, researcher prepared a final questionnaire after taking necessary modifications. The final questionnaire used in this study contained three sections. 1st section comprised the socio-demographic and travel behavior characteristics of the respondents, 2nd section consisted of importance factor and 3rd section consisted of tourists' perception and satisfaction. The first section of the questionnaire elicited basic background data and travel characteristics (shown in table 2) on address, marital status, gender, education, age, occupation and income of the respondents. Secondly, the choice part (Part 2 of the questionnaire at Annex II) was prepared following a review of existing literatures dealing with tourist importance factor (e.g., Andriots, Konstantinos and Vaughan 2003; Akis, Peristianis, and Warner 1996; Johnson, Snepenger, and Akis 1994; Long, Perdue, and Allen 1990; Madrigal 1995; McCool and Martin 1994; Pizam 1978) and tourism issues that were identified by past research (e.g., Kousis 1984; Tsartas et al. 1995)

as important for the tourists of Cox's Bazar. In order to measure the attitude of tourist towards beach tourism, a semantic numerical scale has been applied. According to this method, a question had been developed and it contains a list of indicators such as attitude towards choice of particular destination and so on. Under each indicator, specific variables had been constructed and the respondents were asked to react regarding the variables. Through the pilot survey, in total 32 variables were offered to respondent to find out the more importance factors. The tourists were asked to rank its importance using a numeric scale of 1 to 5 (very important to not at all important) so that it is possible to identify what factors respondents give more importance for choosing Cox's Bazar (i.e. the 'importance rating'). Part three consists of expectation and performance attributes ranking on different attributes using a scale of 1 to 5 (highly satisfied to highly dissatisfied) to measure tourists satisfaction towards Cox's Bazar beach. To ensure validity of the survey instrument, experts were asked to judge if the instrument covered the range that they would expect, a review of the literature was undertaken to identify different aspects of the concepts under investigation, and a pretest (i.e., the pilot survey) was taken to check a proper and broad flow of questioning. The language form of questionnaire was Bangla and English.

3.2.7. Field work and Data Collection

In social research, one or more research methods are needed by which a researcher deals with conducting it systematically. In regard to survey based study, collection of data, mainly depends on two sources such as primary and secondary sources. The techniques of data collection have been discussed below;

i. Preparation of interview schedule

The researcher prepared interview schedules for collecting data from the respondents. For collecting relevant data from the respondents, specific questions were included about the existing condition of beach tourism, influencing factors, service and facilities, satisfaction attributes, problem as well as suggestions for the improving the existing situations of beach tourism. The interview schedules were pre-tested for judging suitability of the schedules to the respondents. After necessary modification, the schedules were finalized. In order to complete the field survey within a certain time, researcher employed two trained up graduates. They gathered adequate knowledge by the researcher about the objective of the study, and questionnaire administration. Before going to an actual interview, a brief introduction of the aims, objectives of the study were given to each respondent.

ii. Collection of primary data

The researcher's made an attempt to apply the survey method for collecting the primary data through structure questionnaires. The data were collected from the respondents by using the interview schedule through personal interview. A 5 point ratting scale "Questionnaire" was developed after the pilot study and got filled up from the respondent by personal interviewing. Interviewing respondents and informal discussion also had to be undertaken to obtain relevant data from the respondents. In this regard, whereas the direct interview was not possible because of respondents business, required time was given for filling up the questionnaires with requesting to return back in time. By such procedure the cooperation of respondent was satisfactory.

iii. Collection of secondary data

The researcher collected secondary data from some renowned national and international organizations relevant to the tourism, viz published and unpublished materials of BPC, relevant research report and publications, newspapers, website etc. In order to collect secondary data the researcher reviewed the books and journal available in the library of Dhaka University and Rajshahi University and so on. Apart from this, some substantial secondary data were collected from the ministry of Tourism and aviation, ministry of Education, ministry of Finance, Bangladesh Bank and major tour operators.

3.2.8. Reliability and validity analysis

Successful researchers must consider the key concepts of validity and reliability, when doing the data analysis. Malhotra and Birks (2006:734) define reliability as "the extent to which a scale produces consistent results if repeated measurements are made on the characteristic". Reliability thus pertains to the accuracy and precision of a measurement procedure, and reliability is concerned with the credibility of the research findings.

In fact the study was conducted on the basis of sample survey. Hence, it needs high attention to check the quality, reliability and reliability of collected data. In order to conduct the study precisely, a set of well designed and well balanced questionnaire is prepared for collecting data. Because of adequate efforts defective entry was avoided and thus filling up the questions reasonably corrected. However, primary data, which was collected through field survey, were kept under adequate continuous checking and consequently and thus it was possible to ensure avoiding in consistencies as well as errors in the questionnaires.

Internal consistency can be used to measure reliability. This method measures the "degree to which instrument items are homogeneous and reflect the same underlying construct" (Emory & Cooper 1991:188). Cronbach alpha coefficients were calculated to assess the reliability of the research instrument. A threshold of 0.50 was accepted. The resulting Cronbach's alpha coefficients ranged from 0.773 to 0.935, and thus exceeded the threshold level.

Factor analysis was used in the current research to assess the discriminate validity of the questionnaire. Factor analysis is a statistical approach that can be used to analyze interrelationships among a large number of variables. The main purposes of factor analysis are to reduce data to a smaller set of summary variables and to explore theoretical structure (Factor analysis 2009:1). In this study, exploratory factor analysis was employed to explore the correlations between the items. Factorability can be examined via Kaiser-Myer-Olkin (KMO) and Bartlett's test of sphericity. KMO suggested that the scores for the test be > 0.50, and for the Bartlett's test of sphericity, the recommended significance level is <0.05 (Factor analysis 2009:3). The degree of accuracy and reliability of data were examined carefully while using the secondary data. In short, the researcher tried to test and examine the collected data with high degree of attention as well as carefulness.

3.2.9. Data preparation and analysis

The processing of data means arranging and presenting data in such ways, which enable a researcher to draw inference from those items (Abedin, 1996: 72). In analyzing quantitative data, the major data preparation techniques include data editing, data coding, and data input (Bradley 2007:328).

i. Data Processing, Editing and Coding

Editing is the review of the data with the objective of increasing accuracy and precision (Malhotra & Birks 2006:423). It ensures that answers are complete, accurate and suitable for further processing (Bradley 2007:329). Editing consists of screening the questionnaire to identify illegible, incomplete, inconsistent or ambiguous responses. Unsatisfactory responses are commonly handled by returning to the field to get better data, assigning missing values, and discarding unsatisfactory responses (Malhotra & Birks 2006:423). After discarding ill-completed questionnaires, 307 useful ones were accepted for further data analysis.

Coding is "the process of assigning a code or symbol, preferably a number, to each possible answer to a particular question" (Cant 2003:153). The purpose of coding is to transform respondents' answers to survey questions into codes or symbols that can easily be entered into and read by a statistical analysis software package (Cant 2003:153).

 In this study, Section A of the questionnaire was pre-coded, while questions in Section B were coded according to predefined categories. The data was captured into the statistical software package "Statistical Package for Social Sciences" (SPSS 19.0) for analysis.

ii. Data Analysis Techniques

 "Data analysis concerns the identification of meaningful patterns in the data" (Bradley 2007:315). The key roles for analysis include the processes of distillation, classification, identification and communication (Lancaster 2005:155). To achieve the objective of the study primary and secondary data have been analyzed. The analysis and interpretation of data has been done quantitatively. After sorting out the invalid questionnaires, data were

coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics were used in terms of frequency, mean, standard deviation and co-efficient of variance in order to analyze the attitude of respondents. Under empirical analysis, factor analysis, correlation analysis, multiple regressions, Analysis of Variance (ANOVA), Paired t test were used according to the respective objectives of the study. Factor analysis was conducted to create correlated variable composites from the original attributes and to identify a smaller set of dimensions, or factors, that explain most of the variances between the attributes. The derived factor scores were then applied in subsequent regression analysis. In this study, factors were retained only if they had values greater than or equal to 1.0 of eigenvalue and a factor loading greater than 0.4.

Analysis of Variance (ANOVA) was used to analyze the difference of derived factors in relation to tourist demographic characteristics and travel behavior characteristics.

For analyzing secondary data, Karl Pearson correlation and co-efficient and t-test has been used to test the relationship among explanatory variables under consideration in this study. Finally, after arranging all tables and analyzing the findings, the results are presented in the form of the thesis.

3.2.10. The Stochastic Frontier Analysis (SFA)

The Stochastic Frontier Analysis (SFA) builds on the microeconomic concept of production function which represents the maximum output attainable given a certain quantity of inputs. Those inputs are defined in a broad sense and may include all variables affecting the production performance. The transposition of this methodology to the field of tourist

satisfaction is relatively new and straightforward in theoretical terms but faces important empirical difficulties. They concern, in the first place, the definition of output. What is the relevant output of the measurement of tourist satisfaction process? Secondly, there is a multiplicity of factors, beyond tourists inputs, that may influence the measurement process such as family background, travel with colleagues or friends and innate choices, some of which are very difficult to incorporate into a model. Lastly, the relationship between inputs and output in the measurement process is rather complex and can only be summarized imperfectly in a production function. Such difficulties have been addressed in detail in the tourist economics literature and we will touch upon them in the course of this study. Some can be lessened by working with comprehensive and disaggregated data: at the level of the income at least, ideally at the level of the age. Others cannot be overcome and call for caution in the interpretation of results.

SFA methodology is more demanding in terms of assumptions, since it requires the specification of a functional form for the production function, but it is less sensitive to the presence of outliers and allows the possibility of making inference about the contribution of inputs. Those aspects led us to favor the SFA for my study.

SFA produces efficiency estimates or efficiency scores of individual producers. Thus one can identify those who need intervention and corrective measures. SFA provides a powerful tool for examining effects of intervention. For example, has efficiency (tourists' satisfaction) of the beach changed after deregulation? Has this change varied across different tourist income groups?

CHAPTER 4

COX'S BAZAR SEA BEACH OF BANGLADESH: CURRENT SCNERIO AS A TOURIST DESTINATION

Objective of this chapter is to represent the current scenario of Cox's Bazar Beach as a tourists' destination. This chapter has described an overview of tourism in Bangladesh, Cox's Bazar particularly, major tourist's attractions, tourists' facilities, tourism development initiatives and tourism contribution in the economy of Cox's Bazar as well as that of Bangladesh. Here, concentration has been given especially on tourism attractions and facilities in Cox's Bazar, tourism contribution on local economy as well as other relevant issues of tourism.

4.1. Brief Historical Background of Cox's Bazar

The greater Chittagong area including Cox's Bazar was under the rule of Arakan Kings from the early 9th century till its conquest by the Mughals in 1666 AD. When the Mughal Prince Shah Shuja was passing through the hilly terrain of the present day Cox's Bazar on his way to Arakan, he was attracted to the scenic and captivating beauty of the place. He commanded his forces to camp there. His retinue of one thousand palanquins halted there for some time. A place named Dulahazara, meaning "one thousand palanquins", still exists

in the area. After the Mughals, the place came under the control of the Tipras and the Arakanese, followed by the Portuguese and then the British.
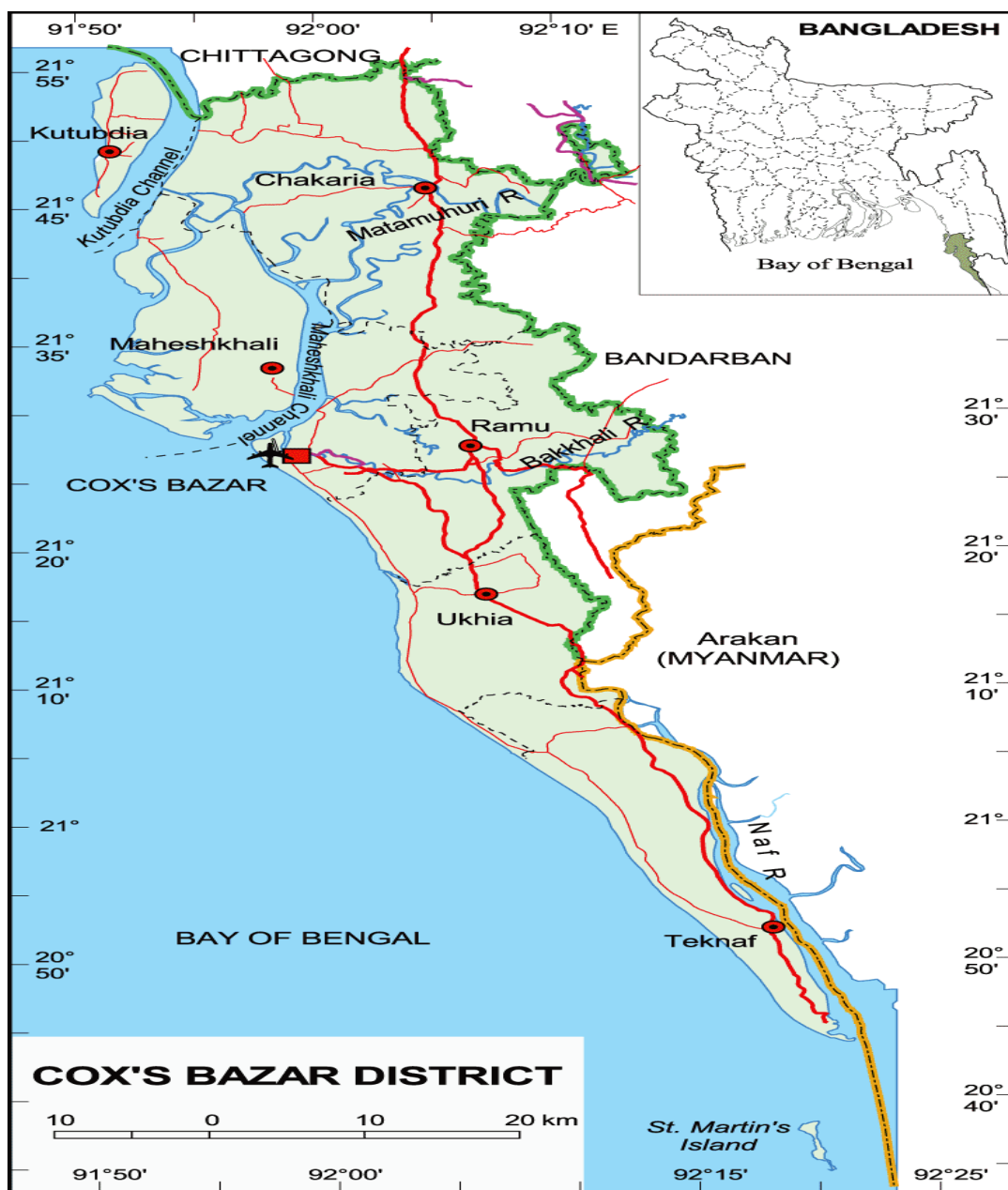
Figure 5, Map of the study area Cox's Bazar

The name Cox's Bazar Bazar was originated from the name of a British East India Company officer, Captain Hiram Cox who was appointed as the Superintendent of Palonki

(today's Cox's Bazar) outpost after Warren Hastings became the Governor of Bengal following the British East India Company Act in 1773. Cox's Bazar town is now known by the names of "Panowa", "Palongkee". The literal translation of "Panowa" means "yellow flower". "Palongkee" is the ancient name of the Cox's Bazar.

Captain Cox was specially mobilized to deal with a century long conflict between Arakan refugees & local Rakhains at Palonki. The Captain made significant progress in rehabilitation of refugees in the area, but had died (in 1799) before he could finish his work. To commemorate his role in rehabilitation work a market / bazaar was established and was named after him as Cox's Bazaar (market of Cox). Cox's Bazar thana was first established in 1854 and a municipality was constituted in 1869.

After the end of British rule in 1947, Cox's Bazar remained as a part of East Pakistan. Captain Advocate Fazlul Karim, the first Chairman (after independence from the British) of Cox's Bazar municipality established the Tamarisk Forest along the beach to draw tourist attention in this town and also to protect the beach from tidal waves. He also donated the pieces of land required for establishing a Public Library and Town Hall. In 1959 the municipality was turned into a town committee. In 1961 the erstwhile Geological Survey of Pakistan initiated investigation of radioactive minerals like monazite around the cox's bazar sea-beach area and a number of precious heavy minerals were identified the same year.

In 1971, Cox's Bazar wharf was used as a naval port by the Pakistan Navy's gunboats. This and the nearby airstrip of the Pakistan Air Force was the scene of intense shelling by the Indian Navy during Bangladesh Liberation War. During the war, Pakistani soldiers killed many people in the town including eminent lawyer Jnanendralal Chowdhury. The killing of two freedom fighters named Farhad and Subhash at Badar Mokam area is also recorded in

history. After the independence of Bangladesh, Cox's Bazar started to get the administrative attention. In 1972 the town committee of Cox's Bazar was again turned into a municipality. In 1975, The Government of Bangladesh established a pilot plant at Kalatali, Cox's Bazar to assess the commercial viability of the heavy mineral content in the placer deposits of the area with the cooperation of the Australian Government. In April 2007 Bangladesh got connected to the submarine cable network as a member of the SEA-ME-WE-4 Consortium, as Cox's Bazar was selected as the landing station of the submarine cable.

4.2. Cox's Bazar Beach as Tourist Destination

Cox's Bazar is located in the South-East part of Bangladesh and about 400km. from the Capital Dhaka. The small beach town is famous for its' nice beaches from long time. Located at a distance of 152 km. south of chittagong, Cox's Bazar is the tourist capital of Bangladesh. The beach is in fact the longest continuous beach of the world. Miles of golden sands, towering cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist temples and tribes, delightful sea food - this is Cox's Bazaar, the tourist capital of Bangladesh. Having the world's longest unbroken (120 km.) beach sloping gently down to the blue waters of the Bay of Bengal against the picturesque background of a chain of hill covered with deep green forests, Cox's Bazar is one of the most attractive tourist spots in the world. The beach is good for bathing, sunbathing and swimming. The breath-taking beauty of the sun-setting behind the waves of the sea is captivating. Attractive local variety of cigars and handloom products of the Rakhyne tribal families are good buys. Their unique customs and costumes attract tourists. Only very few part of the beaches in Cox's Bazar are visited by

tourists. Large part of the beach is undiscovered and untraveled by tourists. Those are pristine, serene, and out of the world places. Except the most visited beaches of Cox's Bazar the whole beach is wide and clean and free from sharks. These beaches are famous for the royal sunset views. Simply, unforgettable experience if one can drive along the beach from Cox's Bazar to Takenaf by a help from a local guide. That will give tourists the most unforgettable experience may have. When tourists reach Takenaf, that is another unforgettable experience. The small town has hills, plains and a beautiful river called Naf. There are tourist lodges on top of the hill. From the lodges the view of river or from a boat in the river the view of the city can make you philosophical and poetic for the eintire time. Further south to Takenaf is St. Martin Island. That is the paradise in Bangladesh. The beach is white, the water is blue. This sea is warm, nice and safe for swimming for the whole day. Tourists can enjoy numerous sea fresh sea fish from the road side eateries. The experience of seeing sunrise or sunset or spending time in the beach in moonlit will make tourists think life has some other meaning other than the fast pacing city or all the troubles of the world. The attractive local variety of cigars and handloom products of the Rakhyne tribal families are good buys for the tourists. Their unique customs and costumes attract tourists from home and abroad. Local hotels arrange beachside accessories for the tourists at Cox's Bazar. Larger hotels provide exclusive beachside area with accessories for the hotel guests. Tourists in other hotels visit the Laboni beach which is the area of the beach closest to the town. Other than the beach there are several places of interest near the town which can easily be visited from town center. Cox's Bazar of Bangladesh has been treated as a rising tourists' zone to most of the worldwide tourists to enjoy their holidays. Yet, the country

fails to attract huge potential tourists and income from home and abroad due to its inadequate infrastructure facilities, social security, corruption and terrorism, etc.

4.3. At a Glance Cox's Bazar Beach and Resort Tourism

- Location: South-east region of the country.

- Distance from the capital, Dhaka: 414 kilometers.

- Nearest town and distance: Chittagong, 152 kilometers.

- Total area of the district: 2,244.30 square kilometers.

- Height above sea level and an average of 3 meters; seasonal water level variation: 3.95 meters (high tide), 1.17 meters (low tide).

- Accessibility: accessible by air and road.

- Available land area: 185 acres.

- **Things to see:** Watching the sun set; it is fabulous and everybody watches it. Best place for capturing photos.

- **Things to do:** The rise & fall of the tide is not great here; so, it is a better place for sea-bathing. However, the shark free warm waters are good for swimming & bathing. On the other hand, the sandy beaches offer sun-bathing opportunity.

- **Best time for tour:** September and October

- **Best time to visit:** The best time to visit here is at sunrise and sunset while the sand changes colors.

4.4. Places of Interest along the Cox Bazar Beach

4.4.1. Laboni Beach

This is the main beach of Cox's Bazar and is considered the main beach due to the fact that it is closest to the town. Close to the beach, there are hundreds of small shops selling souvenirs and beach accessories to the tourists. The beach is always crowded by tourists. Tourists can sunbathe, surf, jog, cycle, and swim. It is best for swimming and relaxation. Numerous souvenir shops around the area can attract tourist to purchase the souvenirs, beach accessories and some other stuffs. Major attractions of Laboni beach are Backdrop of lush green hills rising up on the east, Fringed with tall palm trees swaying gently in the breeze, Seashells of different colors, shapes, and sizes are found along here, Calm lagoon which is wonderful for the little ones to paddle in, Getting on the rock & coral boulders with the waves washing up on the shore around you, will be an extremely therapeutic experience and Shark free water is suitable for sea bathing.

4.4.2. Enani Beach

Located 35 km south of Cox's Bazar, this white sandy beach is located within Ukhia Thana. This beach is famous for its golden sand and cleans shark free water which is ideal for sea bathing. The beautiful beach attracts most of the tourists who appreciate warmly the wonders of nature. Most tourists prefer to come down here for relaxing because it is free from the crowd of tourists that is usually seen at the Laboni beach. It is great to wash up your feet with the salty water of Bay of Bengal when you are sitting on a rocky boulder to enjoy the beauties of the beach. All kinds of seashells are found on this beach with variation

of colors and sizes. Every year numerous foreign and local tourists come here to spend their leisure in Inani Beach. However, it lacks several amenities that tourists can expect. It is wise to take a packed lunch and water with you when you visit the beach. But those people who have taken the time to explore the beach can testify that its beauty and cool breeze far outweighs anything it might be lacking in amenities.

4.4.3. Himchari

Located about 18 km south of Cox's Bazar along the sea beach, is a nice place for the picnic and film shooting. This picnic spot is famous for its waterfalls. The famous "Broken Hills" and waterfalls here are rare sights. Journey to Himchari is also exciting because the road to Himchari runs by the lovely green hills on one side and open blue sea on the other side. The scenery of the two side of the road pleased all. It's another attraction is the Christmas tree. The amazing waterfall of Himchari is a very rare scene to enjoy. The waterfall from the green hill is relatively extraordinary to look at. However, in the winter it dwindles whereas in the rainy season it is really wonderful and full waterfall could be enjoyed. The spot is ideal for picnic, shooting, relaxing and sunbathing. But whenever you have sunbathing locals can rush around you as Bangladeshis' are not used to see women in swim costume. Here you get beautiful hilltop resort centre where you can stay for relaxing and can hear the shore of the Bay of Bengal.

4.4.4. Moheshkhali Island – Jewel of Cox's Bazar

Maheshkhali is a small island (268 square kilometres) off the Cox's Bazar coast. The island offers panoramic scenic beauty and is covered by a range of low hills, about 300 feet (91 m)

high, streatches through the center of the island and along its eastern coastline. The coasts of the island on the west and north form a low-lying tract that is fringed by the mangrove forests. Adinath Temple, a temple of Shiva, and a Buddhist pagoda are also located on this island. The major features of this attraction are Breathtaking Mangrove Forest, Spectacular Hilly Areas (around 300 ft. high), Salt Fields, Striking Landscapes, Picturesque & Peaceful Beaches, Colorful Buddhist Temple & Pagoda, Shrimp, Battle Leaf, Simple Island Lifestyle and Rakhain villages. The place is famous for the annual fair held in the month of Phalgun according to the Bengali Calendar. The fair is taken place at the foot of the Mainak Hill and lasts 13 days. Thousands of Hindus participate here from all over Bangladesh.

4.4.5. Sonadia Island – Home of Turtles

Sonadia Island, a small crescent shaped island of only 9 square kilometers, it is 7-km north-west of Cox's Bazar. The western side of the island is sandy and different kinds of shells are found on the beach. Off the northern part of the island, there are beds of window pane oysters. During winter fisherman set up temporary camps on the island and dry their catches of sea fish. Sonadia Island supports the last remaining part of mangrove forest in southeast Bangladesh. Tourists can see the apparently endless beds filled with windowpane oysters. The land is a tranquil haven for fishermen as well as its small local community. The major features of this attraction are the sight of game birds migrating Sonadia Island in huge numbers through the winter seasons, Turtle nests, Various bird species (More than 52 bird species including resident and migratory), Wildlife, Live fishing and fishermen lifestyle, Shrimp Farm.

4.4.6. Ramu – Green Village

About 10 km from Cox's Bazar, is a village with a sizeable Buddhist population. The village is famous for its handicrafts and homemade cigars. There are monasteries, khyangs and pagodas containing images of Buddha in gold, bronze and other metals inlaid with precious stones. One of the most interesting of these temples is on the bank of the Baghkhali river. It houses not only interesting relics and Burmes handicrafts but also a large bronze statue of Buddha measuring thirteen feet high and rests on a six feet high pedestal. The wood carving of this khyang is very delicate and refined. The village has a charm of its own. Weavers ply their trade in open workshops and craftsmen make handmade cigars in their pagoda like houses.

4.4.7. Saint Martin–Coconut Island

St. Martin's Island, a small island in the northeast part of the Bay of Bengal, about 9 km south of the tip of the Cox's Bazar-Teknaf peninsula. It is the only coral island in Bangladesh. It is about 8 km west of the northwest coast of Myanmar at the mouth of the Naf River. The local name of the island is "Narical Gingira", also spelled "Narikel Janjina/Jinjera", translated from Bangla, meaning 'Coconut Island'. St. Martin's Island has become a popular tourist spot. Three shipping liners run daily trips to the island. They are Kutubdia, Sea-Truck and Keary-Sindbad. Tourists can book their trip either from Chittagong or from Cox's Bazar. The surrounding coral reef of the island has an extension named Chera Dwip. The island is home to several endagered species of turtles, as well as the corals, some of which are found only on this island. The major features of this attraction

are Beautiful Coral Reef, Long Coral Beach, Lots of Coconut Trees, Peaceful Environment, Bountiful Marine Life, Deep Blue Water and Sandy Beach.

4.5. Cox's Bazar Accommodation - Places Where to Live

Cox's Bazar, questionably the hot tourist spot in Bangladesh. The place visited by numerous tourist from all over the world every year including UK, Korea, Japan, USA, India, Australia, Nepal, Pakistan. There is no precise record in Bangladesh Porjatan Corporation (BPC) on usually how many tourist visit Cox's Bazar every year. However, an AFP report says during the winter more than 10,000 available rooms in Cox's Bazar beach area hotels typically remain occupied nearly seven days each week. Most of the Cox's Bazar hotels provide quality service with reasonable cost. Accommodation close to the beach differs from a costly range to an affordable price. There are many hotel level 5 star to normal class available with different price range. Among them Hotel Sea gul, Hotel Cox today, Hotel Sea palce, Hotel Panwoa, with others BPC's hotel like Hotel Probal, Hotel Saibal are most popular. It is always good to book a room before you come here as your budget. Cox's Bazar having been a great tourist resort various establishments have developed in the town including 6 big hotels, 30 medium hotels, 50 semi-medium hotels, Jhinuk market for the tourists and the Burmese market dealing in luxury goods from Burma, Thailand and China.

4.6. Foods, Drinks & Nightlife at Cox's Bazar

4.6.1. Foods

- Western, Thai, Chinese and continental food is available in major hotels and restaurants.

- Local dishes are usually far better and more exotic.

- Curries of many types around, cooked with proper spices and hot curry powders, including local Rezala, Korma, Bhoona and Masala Gosht, mutton, beef, Chicken, fish and prawns, Chicken Baghdadi, Chicken Afghani, Chicken Kashmiri, Chicken Tikka, shutli kabab, boti kabab, and a wide variety of fish curries should be tried.

- Rice in the form of pulao, biriani (with rice & mutton or chicken) and khichuri are available in any reasonable restaurant.

- If you do not care for rice dishes will try plain parata, mughlai parata, or naan that go very well with different curries.

- Seafood and sweet-water fish are also available.

- Fish-lovers should not miss fresh bhetki, smoked hilsa, chingri (lobster/king prawns) malaikari, and Prawn dopyaza.

4.6.2. Drinks

- Chai - the milky sweet tea (sometimes with zinger) available almost everywhere.

- Lassi - the refreshing yogurt drink give you different taste.

- Green coconut water is a fine, pure, safe, tasty and refreshing drink.

- International soft drinks, like Coca-Cola, Pepsi, Sprite, 7-up, Sun Crest and RC cola are also available.

- Hard drinks are available in selected big hotels and restaurants.

  Note: On Fridays drinking in public areas is not recommended for foreigners.

4.6.3. Desserts

- Misti Dhohi – Sweetened yogurt.

- Halua – Common dessert wide ranging from egg halua to carrot, sooji or almond, pistachio, wheat cream, nuts and many more.

- Sandesh – Milk based dessert.

- Zorda – Sweetened rice with nuts.

- Firni – Rice flour cooked in milk, sugar and flavoring.

- Rasgolla & Kalojam – Popular milk based desserts. Made with sugar, flour and ghee.

- Rosmalai – Round sweets floating in thick milk.

- Pitha – Blanket term for cakes or pastries with specific varieties like takti, andosha, pufi, chitoi, dhupi, bhafa and pua.

4.6.4. Nightlife

Bangladesh is a very strict place for enjoying the nightlife as a Muslim country. It's not open just like other Asian destination like Bangkok, Singapore or Goa. However, opportunity is not rare. If you are looking for any bar then you can get bar in special places in Cox's Bazar for example Hotel Seagull, Sea Palace or some others. You can also enjoy

local made drinks. Heart break news for the western tourist as no nightclub and Spa facilities are available in here; though DJ is available inside some Hotels at special days.

4.7. Packages, Guides & Tour Operators

If you come 1st time in Bangladesh, if you have no idea about the history, culture, tradition, the place you want to visit; please don't worry! A number of friendly tour operators are waiting for you with their several packages. The packages include transports, accommodations, foods, guide and everything you need. Most of the packages come with affordable budget. Major tour operators in Bangladesh, serving tourist to Cox's Bazar tour are Journey Plus, Green Bangla Tours, Safari Plus, Unique Tours and Travels, Tour Planners Ltd. , Green Holidays Tours, Prime Tourism Network Ltd., Western Holiday, Autarky Tours, Classic Tours and Travel, Excursion Bangladesh and so on.

4.8. Geography and Climate of Cox's Bazar

4.8.1. Geography

Cox's Bazar, the world's longest natural sandy sea beach with its incredible 125 km length, and most visited tourist destinations in Bangladesh. It is also a modern town; well known fishing port and a district headquarter in Bangladesh.The town with an area of 6.85 km², and bounded by Bakkhali River on the north and East, Bay of Bengal in the West, and

Jhilwanj Union in the south. It is a district in the Chittagong Division of Bangladesh near the border of Myanmar. The town is located 150 kilometer south of Chittagong.

4.8.2. Climate

The climate of Bangladesh has a tropical monsoon-type, with a hot and rainy summer whereas a dry winter. Often excessive humidity, heavy rainfall, high temperature, and distinct seasonal variations are common here. January is the coolest month with averaging around 26 deg C (78 d F) whereas April is the warmest one with temperatures averaging from 33 to 36 deg C (91 to 96 deg F). The climate is one of the wettest in the world. Most rains occur during the monsoon (June to September) and little in winter (November to February). The country is issue to devastating cyclones, storms originating over the Bay of Bengal, during the periods of April to May and September to November. Sometimes, accompanied by strong surging waves, those storms cause great damage and loss of life.

Cox's Bazar city is not so big. It has only 6.85 km² of area. But its weather condition is always good for healthy life. The climate of Cox's Bazar is typically similar to the rest of the country. However, it characterized by the location in the coastal region. The annual average temperature in here remains at approximately highest 34.8 °C and lowest 16.1 °C. The average amount rainfall is at 4,285 mm. In this region most of the time there stay high temperature, heavy rainfall excessive humidity because of the Bay of Bengal. The weather is controlled by the beautiful sea Bay of Bengal. The Bay of Bengal in Cox's Bazar is a small port and health resort.

The required dresses for tourist are Lightweight cottons and linens throughout the year. Warmer outfits are needed in the evenings of the winter season. Waterproof dresses are necessary during the monsoon season.

4.9. Economy and Development of Cox's Bazar

As a most beautiful and famous tourist spot of Bangladesh, the major source of economy of Cox's Bazar is tourism. Millions of foreigners and Bangladeshi natives visit this coastal city every year. Therefore, a number of hotel, guesthouse, and motel have been built in the city and coastal region. Many people are involved in these hospitality and customer service type business. A number of people are also involved in fishing and collecting seafood and sea products for their livelihood. Out of several sea products various kinds of Oyster, Snail, Pearl and their ornaments are very popular to tourists in the seaside and city stores. A number of people are also involved in the transportation business for tourists. Cox's Bazar is also one of the few major spots for aquaculture in Bangladesh. Along with Khulna, it is considered as a major source of foreign exchange earning of the country from this sector. Besides, a mix of small-scale agriculture, marine and inland fishing and salt production are other industrial sources from this region that plays important role in the national economy. Now Cox's Bazar has 154 restaurants for food supply to the tourists and each of them employs on average 22 assistants. The total figure of assistants stands for 3388 persons. Then for tourists Cox's Bazar has 220 hotels and guest houses, and each employs on average 20 people and thus the total account is 4400. Again altogether Cox's Bazar tourism registers 54 tour operators and guide houses in which on average 15 persons work in each

company and thus total figure is 810 persons working in the tour operators. Again on average 5000 construction workers are doing and maintaining family by building hotels, motels and guesthouses and so on. Many local people including students are working as tourist guides, doing junk business, rent-a-car business, land business, opening departmental stores, hiring umbrella on the sea beach locally known as 'kit-kot', driving small playing vehicles on the beach locally known as 'z-ski' and so on. A large number of people are also involved in fishing and collecting seafood and sea products for their livelihood. Around altogether 10000 people are working in the tourism sector in Cox's Bazar and each person maintains a family of 6 persons, then this tourism industry is giving food to the 60000 people (Saleh, *2010).* Now the major source of economy of Cox's Bazar is tourism. From general observation it is understood that tourism has brought a big change in this area. On economic front, the local community and other stakeholders like investors, hoteliers, tour operators, developers and so on are getting benefits and its economy is quite good compared to other backward area.

4.10. Resources at Cox's Bazar

The sand at Cox's Bazar beach and surrounding areas is rich in heavy-metal mineral content. The heavy minerals of Cox's Bazar beach sands are dominated by hornblende, garnet, epidote, ilmenites (both unaltered and altered) with magnetite, rutile, pyrite and some hydroxides. Cox's Bazar beach alone is believed to have a deposit of 5.119 Mt of minerals, while nearby Enani beach is expected to have another deposit of 0.729 Mt. of minerals. Surrounding islands of Maheshkhali, Kutubdia and Nijhum Deep as well as

mainland beach in Teknaf area are also believed to have similar large deposits. The total deposit in these locations is about 20.5 million tons of raw sand, which contains 4.4 million tons of heavy minerals.

4.11. Risks and Hazards

The coastal areas of Cox's Bazar are prone to devastating cyclones and landslides on a yearly basis. The areas near the Cox's Bazar town are located directly in the high-risk area for surge water heights above 1 meter as well as landslides. There was a 70% casualty rate near the town area during the 1991 cyclone. Another hazard of the Cox's Bazar area is the high natural background radiation, which has been found to be above global average. There have been reported incidents of human casualty due to actions of wild elephants in the locality. The threat of mosquito borne diseases like Malaria also may be higher in the area. However, all these hazards mainly affect long term residents of the area and visiting tourists should be able to guard against these risks with appropriate precautions. If you are a foreigner, everybody would want to talk to you. They also have their photo taken with you. It is a lit-bit annoying. However, it is a great way to get opportunity to talk to local people and know their culture and tradition. If you are in bikini or western dress, locals' eye may embarrass you.

CHAPTER 5

DATA ANALYSIS AND FINDINGS OF THE STUDY

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In this chapter the tourists' attitude towards Cox's Bazar Beach has been assessed in terms of the importance given by the tourists' towards the services and facilities at Cox's Bazar beach as a tourists destination. This was followed by a discussion with existing literature and impact study to justify the findings of the research. This chapter is divided into two major sections. The first section provides the demographic and travel behavior characteristics profile of the respondents and results on the respondents' preference with various attributes in the Cox's Bazar beach. In second section, tourists' satisfactions were measured towards the Cox's Bazar beach and each section addresses the results of testing the proposed research hypotheses in terms of factor analysis, correlation analysis, analysis of Variance (ANOVA), and regression analysis.

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5.1. Respondents' Socio-Demographic and Travel Behavior Profiles

Researchers have identified demography as a very important tool for market segmentation to identify target customers and their needs. The theory of consumer behavior for a service sector points out that customers' choice, buying behavior and levels of satisfaction are influenced by the customer's background, characteristics and external stimuli (Fornell C, 1992). Pius Ongoro Odunga (2007) claimed that tourists' characteristics and their trip attributes have significant effects on tourist destination choice. So, tourists' profile and trip

characteristics have been considered as influencing factors to choose beach tourism and included in the questionnaire of this study. The questionnaires included questions concerning the socio-demographic profile of the tourists such as age, gender, family status, nationality, educational level, income as well as questions about their travel behavior such as group size, accommodation and forms of transport used, duration of stay, and arrangement of the trip of the tourists.

5.1.1 Respondents' Socio-Demographic Profile: Respondents' socio-demographic characteristics are given in the table 01

Table 1: Respondents Socio-Demographic Profile

Descriptions	Frequency	Percentage	Valid (%)	Cumulative (%)
Respondents' Gender:				
Male	250	81.3	81.3	81.3
Female	58	18.8	18.8	100.0
Total	308	100.0	100.0	
Respondent s' Age:				
Up to 18	2	.5	.5	.5
18-40	181	58.7	58.7	59.1
41-60	99	32.2	32.2	91.3
above 60	26	8.7	8.7	100.0
Total	308	100.0	100.0	
Respondent s' Education:				
Illiterate	9	2.9	2.9	2.9
Up to HSC	109	35.6	35.7	38.6
Graduation	123	39.9	40.1	78.7
Post Graduation	62	20.2	20.3	99.0
Others	3	1.0	1.0	100.0
Total	307	99.5	100.0	
Missing	1	.3		
Total	308	100.0		

Respondents' Monthly Income:				
Up to 10,000	89	28.8	28.8	28.8
10,000-30,000	77	25.0	25.0	53.8
31,000-50,000	62	20.2	20.2	74.0
51,000-70,000	50	16.3	16.3	90.4
Above 71,000	30	9.6	9.6	100.0
Total	308	100.0	100.0	
Respondent s' Occupation:				
Student	107	34.6	34.6	34.6
Businessman	84	27.4	27.4	62.0
Govt. job	31	10.1	10.1	72.1
Private Job	67	21.6	21.6	93.8
Others	19	6.3	6.3	100.0
Total	308	100.0	100.0	
Respondents' Marital status:				
Unmarried	155	50.5	50.7	50.7
Newly married	46	14.9	15.0	65.7
Married without child	27	8.7	8.7	74.4
Married with child	78	25.5	25.6	100.0
Total	307	99.5	100.0	
Missing	01	.3		
Total	308	100.0		

[Source: Field Survey]

Table 01 provides the respondents' socio-demographic information. Out of a total of 308 respondents listed for analysis, 249 (80.3%) were male and 61 (19.7%) were female. Data were collected from different age group. Large group of respondents were from 18-40 (58.7%) age group, followed by 41-60 (32.2%) age group. Surprisingly, highest 49.9% of the respondents have completed graduation level followed by 35.6% secondary level. In addition, 34.6% respondents were students, where as 27.7% respondents answered that they are businessman, followed by 21.6% are private job holder and 10.1% are government service holder and others category includes self employed in different profession at the time of the survey. Respondents listed 9.6% of their income more than Taka 71,000, and highest 28.8 % have income up to 10,000 followed by 25% have 10,000-30,000 Taka per month.

According to marital status about 50.5% respondents are unmarried and 14.9% are newly married and rest are others category. The sample distribution provides a clear idea that male, young with graduation and students are the main visitors' at Cox's Bazar beach.

5.1.2 Respondents' Travel Behavior Characteristics

Respondents' travel behavior and trip characteristics are given in the table 02

Variables	Frequency	Percentage	Valid (%)	Cumulative (%)
Length of Stay				
Less than 2 days	54	17.4	17.4	17.4
2-5 days	233	75.4	75.4	92.8
6-10 days	17	6.3	6.3	99.0
10 days more	03	1.0	1.0	100.0
Total	308	100.0	100.0	
Sources of Information				
Friends and Relatives	178	57.7	58.0	58.0
Electronics media	71	23.1	23.2	81.2
BPC	9	2.9	2.9	84.1
Print media	40	13.0	13.0	97.1
others	9	2.9	2.9	100.0
Total	307	99.5	100.0	
Missing	1	.5		
Total	308	100.0		
Composition of Group				
Alone	22	7.2	7.2	7.2
Family	99	32.2	32.2	39.4
Friends	135	43.8	43.8	83.2
Travel group	39	12.5	12.5	95.7
Others	13	4.3	4.3	100.0
Total	308	100.0	100.0	
Modes of transportation				
Air	9	2.9	2.9	2.9
Non Ac Bus	150	48.6	48.8	51.7
Ac Bus	71	23.1	23.2	74.9
Train	61	19.7	19.8	94.7

Others	16	5.3	5.3	100.0
Total	307	99.5	100.0	
System	1	.5		
Total	308	100.0		
Use of Accommodation				
Star standard/ 1st class	56	18.3	18.3	18.3
Medium class	221	71.6	71.6	89.9
Lower class	15	4.8	4.8	94.7
Others	16	5.3	5.3	100.0
Total	308	100.0	100.0	
How long in advance planned to visit				
Instantly/Suddenly	21	6.77	6.77	6.77
6 months or less	89	28.70	28.70	35.47
7 months – 1 year	131	42.25	42.25	77.72
1 year more	67	22.25	22.25	100
Total	308	100	100	

[Source: Field Survey]

The travel behavior characteristics of the respondents are shown in Table 02. Respondents were asked to specify how many days they had been on holiday in Cox's Bazar sea beach. A very small 1% of tourists registered over 10 days and they appear to be business tourists came to visit business purpose. Over 75.4% stated 2-5 days indicating that they are more leisure tourists who stayed in Cox's Bazaar sea beach. Just over 17.4% stated their duration of stay less than 2 days indicating that they are more likely to be government and private service holders.

The source of information appears to be dominated by "Friends and Relatives" with 58% indicating a favorable overall impression of the Cox's Bazar. The numbers of peoples are getting to know about the Cox's Bazar through the electronic media 23.2% according to this survey. The official website of the Bangladesh Parjatan Corporation is attributed 2.9% and 13% state that they got to know about the Cox's bazaar through newspaper and magazine. The rest (others) got to know through tourism fairs. The reason for the low

percentage of tourists reporting tourism fairs as their mode of information on Cox's bazaar may be that such fairs are targeted to the travel industry and held in few countries. Travel fairs are visited by very few people from the general public. Tour Operators and Travel Agents are attributed little percentage respectively as being the primary source of information on the Cox's Bazar.

How tourists traveled to the Cox' Bazar? The results are given in Table 2 and emphasize very clearly the significance of the Non-AC bus as a means of travel. The survey of respondents show higher figure of 40.9% and 29.7% using the Non-AC and AC bus to make visits to the Cox's bazaar from the key origin. However, the survey of tourists also found 15.8 % had traveled by train and very small portion of respondents traveled by private car and rented car.

The data emphasize the importance of friends as the dominant social construction of groups visiting the Cox's Bazar. There are significant differences among other categories, except for the relatively low incidence of relatives and business partner. The majority of the respondents were travelling with their partner (40,5%) and a lot of them were also accompanied by friends (26,2%) or by their family (24,3%) (table 10). Only a very small percentage were travelling alone (7,5%) or in tour groups (7,2%).

In this survey, the main accommodation categories used by staying tourists and emphasize the importance of staying with medium class hotel followed by first class hotel 19%. Tourists who have stayed in Dormitory are maximum government service holder. Friends and relatives, self apartment and holiday camp represent the smallest number of respondents. Amongst those who wanted to stay some days in the region there was a clear

preference for staying in hotels (45,3%), with houses of friends/relatives (15,2%) and caravan/ tents (13,6%) being the following favourite means of accommodation.

With regard to the plan of travel, the distribution of the respondents was quite even. Around 40% of the respondents planned for travel 4 to 6 months in advance, and 39.5% of the respondents planned in advance 3 months or less. The smallest group of the respondents (20.4%) planned in advance 6 months or more.

5.2. Factors for which Tourists' Choose Beach Tourism

A wide set of factors influences destination choice for a tourist. Generally, these factors are grouped into two categories called "push" and "pull" factors (Pikkemaat 2004: 88). Push factors indicate psychological and socio-demographical factors. Pull factors are destination related dimensions (Lam and Hsu 2006: 590). On the other hand, Buhalis (2000: 98) pointed out that destinations comprised a core of some components. He categorized these components into six headings. All these factors combine to create a tourist destination. A destination must have all of the six factor to some degree, although they need not be equally in balance, and of course they need not be of the same quality and consistency for each potential destination.

5.2.1. The Attributes influencing tourists to choose Cox's Bazar Beach as a destination

The attributes relating to Cox's Bazar beach are given in the Table 3.

Table 3 shows the importance means given to the attributes by tourist visiting Cox's Bazar beach as a tourist destination.

Table 3. Result of importance means score on attributes given by tourists

Variables	Statistics			
	N	Mean	SD	V
Natural attractions of the beach	308	4.49	.756	.572
Enjoying sea waves and sun set view	307	4.64	.703	.494
Un-spoilt nature and environment	307	4.34	.820	.673
Easy , relaxed and noise free pace of life	305	4.11	.925	.855
Quality service of residential hotels	307	4.12	.874	.763
Affordable price of the residential hotels	306	4.27	.835	.696
Quality service at restaurants	305	4.31	.746	.557
Reasonable foods price at the restaurant	299	4.50	.745	.554
Cleanliness of public areas nearest the beach	307	4.54	.729	.531
Public/ Private toilet facilities nearest the beach	307	4.44	.927	.860
Availability of sea foods at restaurant	300	4.38	.780	.608
Service quality of transportations	306	4.19	.770	.593
Fare/cost of transportations	307	3.93	.916	.839
Available transportation	305	4.09	.800	.639
Watch tower for enjoying sea view and scenery	308	4.32	.838	.703
Water based activities such as swimming, surfing, boating	306	4.17	.847	.717
Dress change facility at the beach area	305	4.16	.954	.910
Cost of surfing, boating, driving and riding	297	4.13	.800	.641
Information about Cox's bazaar	308	3.95	.926	.858
Health and Medical facilities to serve tourists	306	4.02	.910	.829
Financial institution for withdrawing instant cash	308	3.54	.967	.936
Waste disposal facility	306	4.15	.920	.847
Local people behavior and hospitality towards tourists	306	4.30	.903	.816
Tourist caring facility such as personal care, child care	305	4.20	.969	.938
Emergency services such as lifeboat, ambulance etc.	304	4.48	.712	.507
Tourists financial, physical and other safety & security	308	4.51	.798	.638

Availability of package tours organized by travel agent	307	3.93	.833	.694
Quality service of tour operators	306	4.20	.875	.765
Cost of the travel operators	308	4.35	.814	.662

[Response range 5 to 1]

The above table shows the value mean, standard deviation (SD) and variance (V), which indicates the degree of attitude, importance and different characteristics of choosing variables at Cox's Bazar beach. Out of 29 attributes, 5 attributes such as enjoying sea waves, natural attractions of the beach, reasonable foods price at the restaurant, cleanliness of public areas nearest the beach, tourists financial, physical and other safety & security have been scored highest that means the mean value are more than 4.50 which indicate that tourists give high importance towards the variables. In this case SD values of above variables range are .70 to .79 respectively. The rest 21 variables show the score mean value at 4.00 to 4.50 level and only 3 variables scored below 3. It is understood that tourists at Cox's Bazar give more importance to "enjoying sea waves". It is followed by "natural attractions of the beach", "food price", "cleanliness the sea beach area" and "safety and security of the tourists". But the least important attributes were determined as "financial institution", "package tour" and 'online information".

5.2.2. Factor analysis result

After identifying the importance attributes of Cox's Bazar sea beach by the respondents, the researcher tried to group them under some factors by factor Analysis through SPSS 19. Factor analysis was conducted to create correlated variable composites from the original 29 attributes and to identify a smaller set of dimensions, or factors, that explain most of the

variances between the attributes. In this study, 6 factors are retained only if they had values greater than or equal to 1.0 of eigenvalue and a factor loading greater than 0.4. The principal components factor method was used to generate the initial solution.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.738
Bartlett Test of Sphericity	Approx. Chi-Square	1796.12
	df	378
	Sig.	.000

The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 1796.126 with degree of freedom 378. The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.738, which was meritorious (Hair, Anderson, and Black 1999).

Table 8 illustrates the results of the factor analysis. The eigenvalues suggested that six-factor solution explained 71.34% of the overall variance before the rotation. The communality of each variable ranged from 0.415 to 0.857. To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients ranged from 0.5697 to 0.8185 for the six factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

Table 4 shows the result of factor analysis on attributes at Cox's Bazar Beach.

Variables	Mean	Commun alities	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Factor 1, Natural Attraction								
Natural attractions of the beach	4.59	.849	.893					
Enjoying sea waves and sunset view	4.64	.843	.883					
Easy , relaxed and noise free pace of life	4.11	.809	.838					

	Mean		F1	F2	F3	F4	F5	F6
Un-spoilt nature and environment	4.34	.520	.698					
Factor 2, Accommodation								
Public/ Private toilet facilities nearest the beach	4.44	.773		.807				
Cleanliness of public areas nearest the beach	4.54	.695		.762				
Reasonable foods price at the restaurant	4.50	.585		.694				
Availability of sea foods at restaurant	4.38	.582		.692				
Quality service at restaurants	4.31	.572		.589				
Affordable price of the residential hotels	4.27	.348		.572				
Quality service of residential hotels	4.12	.338		.369				
Factor 3, Ancillary Services								
Health and Medical facilities to serve tourists	4.02	.638			.781			
Tourist caring facility such as personal care, child care etc.	4.20	.647			.743			
Waste disposal facility	4.15	.744			.700			
Emergency service such as lifeboat, ambulance	4.48	.653			.697			
Visitors financial, physical and other safety & security	4.51	.518			.606			
Local people behavior and hospitality towards tourists	4.30	.507			.604			
Financial institution for withdrawing instant cash	3.54	.714			.530			
Factor 4, Activities Beach								
Water based activities such as swimming, surfing, boating	4.17	.555				.708		
Cost of surfing, boating, driving and riding	4.13	.332				.555		
Watch tower for enjoying sea view and scenery	4.32	.555				.522		
Dress change facility at the beach area	4.16	.518				.481		
Factor 5, Available Package Tour								
Cost of the travel operators	4.35	.836					.800	
Quality service of tour operators	4.20	.818					.726	
Availability of package tours organized by travel agent	3.93	.426					.585	
Factor 6, Accessibility								.773
Service quality of transportations	4.19	.731						.640
Fare/cost of transportations	4.13	.615						.508
Information about cox's bazaar	3.95	.486						.452
Availability of transportation	4.09	.609						
Eigenvalue			6.71	3.65	2.281	1.67	1.46	1.38
Variance explained (%)			28.98	16.06	9.146	6.978	5.232	4.930
Cumulative variance			28.98	45.04	54.20	60.97	66.44	71.34
Reliability coefficient alpha			0.893	0.803	0.771	0.790	0.700	0.789

Number of items (total=07)			04	07	07	04	03	04

Extraction Method: Principal Component Analysis,
Rotation Method: Varimax with Kaiser Normalization
KMO = 0.738, Bartlett's Test of Sphericity: p = 0.000 ($x2$ = 1796.126, df = 378)

Factor 1 was termed as "Natural attraction" (α = 0.893), explained the variance of 28.98% with an eigenvalue of 6.71, and it contained 4 items including enjoying sea waves and sunset view, natural attractions of the beach, easy, relaxed and noise free pace of life, and un-spoilt nature and environment," and "enjoying sunset view.

The Factor 2 named as "Accommodation facilities" which consisted of seven items namely "cleanliness of public areas nearest the beach', quality service at restaurants', public / private toilet facilities nearest the beach', reasonable foods price at the restaurant', quality food at restaurants', availability of sea foods at restaurant', and quality service at residential hotel. This factor explains 16.06 percent of the variance in the data with an eigenvalue of 3.65, the items associated with this factor deal with the accommodation which tourists like more (α = 0.803).

The Factor 3 is termed as "Ancillary services" accounting for 9.146 percent of the variance with an eigenvalue of 2.281, this factor is loaded with seven items with relation to ancillary service. The items are namely 'waste disposal facility', tourist caring facility such as personal care, child care', 'emergency service such as lifeboat, ambulance, 'local people behavior and hospitality towards tourists', 'health and medical facilities to serve tourists', and "tourists financial, physical and other safety & security'. (α = .7713)

Factor 4 named as "Tourism based activities" accounted for 6.97% of the variance, with an eigenvalue of 1.67, and a reliability of .734. This factor was loaded with four attributes that referred to activities. The four attributes are "water based activities such as

swimming, surfing", "cost of surfing, boating, driving and riding", "watch tower for enjoying sea view and scenery" and "dress change facility at the beach area. ($\alpha = 0.790$)

Factor 5 was named as "Availability of package tour" consisting of three items namely 'cost of the travel operators' 'quality service of tour operators' and 'availability of package tours organized by travel agent'. This factor accounts for 5.23 percent of the variance with an eigenvalue of 1.46 and reliability alfa is .7001.

Factor 6 was loaded with four attributes that referred to accessibilities" accounted for 4.93% of the variance, with an eigenvalue of 1.38, and a reliability of .734. The attributes are "Service quality of transportations", "Fare/cost of transportations", "Available information about cox's Bazar", and "Availability of transportation". ($\alpha = 0.789$)

5.2.3. Hypotheses test: Proposed hypotheses for this study have been justified below;

i. Result on differences in tourist's choice factors with respect to their socio-demographic characteristics

H_0: **H1,** There exist no difference in tourists' choice factors with respect to tourists' demographic characteristics.

However, differences between choice categories and tourists' demography were explored using analysis of variance. The results of One way ANOVA of the mean differences of tourist' choice on major facilities and services by demographic characteristics are summarized in the table 5-7,

Table 5. Results by Gender

N=308 (Male 250, Female 58)

Choice factor	Gender	Mean	Std. Deviation	F value	Sig.
Attraction	Male	4.2257	.57936	7.060	.009**
	Female	3.9451	.65761		
	Total	4.1731	.60321		
Amenities	Male	3.8857	.44056	.239	.625
	Female	3.8450	.57942		
	Total	3.8781	.46841		
Accessibility	Male	3.7721	.53067	.195	.659
	Female	3.7314	.46050		
	Total	3.7645	.51743		
Activities	Male	4.0121	.57105	1.648	.201
	Female	4.1406	.52861		
	Total	4.0362	.56434		
Ancillary service	Male	3.9441	.57750	.524	.470
	Female	4.0186	.59033		
	Total	3.9581	.57922		
Available Package	Male	4.1269	.66953	.003	.956
	Female	4.1333	.54740		
	Total	4.1281	.64717		

Significance at the 0.05 level

It can be inferred from the above table regarding the differences in two gender groups about the importance of factors affecting to choose Cox's Bazar beach. Only the variables with statistical differences are reported. It is found that both male and female don't have significant difference regarding choice with all factors except attraction. Male and female both go for visiting Cox's Bazar sea beach for enjoying attractions. The results in the table 10 show the means, standard deviation and statistical significance of the mean differences. Based on the results, there are quite a few statistical differences in the importance of the choice variables between men and women. While choosing Cox's Bazar beach, men places

more importance on attraction than women, where as women seem to value more enhanced activities, ancillary services and package tour. Men, on the other hand also give more importance on amenities and accessibilities during the choice of Cox's Bazar beach.

In the analysis of the importance of the decision variables between different age group, researcher divided the respondents into different age groups: Up to 18, 18-40, 41-60 and 60 above. The ANOVA results are reported only the variables with statistical differences.

Table 6. Results by Age

N=308 (up to 18= 2, 18-40=181, 41-60=99, above 60=26)

Choice factor	Age	Mean	Std. Deviation	F value	Sig.
Attraction	Up to 18	4.1429	.	1.766	.155
	18-40	4.0937	.61733		
	41-60	4.2964	.55122		
	above 60	4.2540	.65292		
	Total	4.1731	.60321		
Amenities	Up to 18	4.4118	.	.545	.652
	18-40	3.8597	.51466		
	41-60	3.8964	.40380		
	above 60	3.9046	.36342		
	Total	3.8781	.46841		
Accessibility	Up to 18	3.3333	.	1.621	.186
	18-40	3.7076	.52646		
	41-60	3.8660	.49838		
	above 60	3.7965	.49716		
	Total	3.7645	.51743		
Activities	Up to 18	4.3250	.	5.437	.027
	18-40	4.2699	.60051		
	41-60	4.0013	.51915		
	above 60	3.2325	.49013		
	Total	4.0362	.56434		
Ancillary service	Up to 18	4.5455	.	.559	.642
	18-40	3.9469	.55911		
	41-60	3.9923	.61142		
	above 60	3.8737	.61273		
	Total	3.9581	.57922		

Available Package	Up to 18	4.4000	.	.690	.559
	18-40	4.1389	.65824		
	41-60	4.1582	.62137		
	above 60	3.9278	.68239		
	Total	4.1281	.64717		

Significance at the 0.05 level

The results in the table 6 show the means, standard deviation and statistical significance of the mean difference. Based on the results, there is a statistically significant difference found in the importance of the choice variables between different age group on factor 4, Beach activities. All the age groups show equal attitude towards attraction, accessibilities and amenities. On the other hand, lower age groups are more involved in different types of activities than higher age group in beach area.

The results in the table 12 show the means, standard deviation and statistical significance of the mean differences of the respondents' choice based on marital status.

Table 7. Results by Marital Status

N=308 (Unmarried 155, Newly married 46, Married without child 27, Married with child 78)

Choice factor	Marital Status	Mean	Std. Deviation	t or F value	Sig.
Attraction	Unmarried	4.0952	.57234	1.651	.179
	Newly married	4.3548	.65139		
	Married without child	4.1429	.73825		
	Married with child	4.2183	.57184		
	Total	4.1698	.60278		
Amenities	Unmarried	3.8441	.48428	.999	.394
	Newly married	3.9762	.47860		
	Married without child	3.8088	.52303		
	Married with child	3.9304	.38884		
	Total	3.8829	.46437		
Accessibility	Unmarried	3.6845	.53987	2.329	.076
	Newly married	3.8768	.42849		
	Married without child	3.9198	.33182		
	Married with child	3.8358	.50440		

	Total	3.7725	.50567		
Activities	Unmarried	4.0352	.61749	.188	.905
	Newly married	4.1066	.51061		
	Married without child	4.0694	.58508		
	Married with child	4.0192	.42181		
	Total	4.0448	.55179		
Ancillary service	Unmarried	3.9556	.56657	1.862	.137
	Newly married	4.1232	.44878		
	Married without child	4.0808	.54891		
	Married with child	3.8410	.65492		
	Total	3.9623	.57746		
Available Package	Unmarried	4.0567	.66683		
	Newly married	4.5161	.41561	4.531	.004
	Married without child	4.0889	.59891		
	Married with child	4.0774	.65827		
	Total	4.1336	.64394		

Significance at the 0.05 level

Regarding the choice of different services relating to Cox's Bazar sea beach only available package tour is significant basing on respondents' marital status. Based on the results, there are quite a few statistically differences in the importance of the choice variables among the different class. Newly married respondents are more likely to give importance on package tour, ancillary services and different activities. Divorce respondents are more associated with package tour, activities, amenities and accessibilities than other category. So, it can be said that there are significant differences found in tourist socio-demographic characteristics such as gender, age and marital status with respect to Sea beach choice.

Hypothesis Result: Table 5-7, In tourists' characteristics, the results of ANOVA revealed that respondents' mean scores for the dimensions of tourists' choice showed variation by gender and age with attraction, marital status with package tour, income with accessibilities and ancillary services, savings with ancillary services. The results of ANOVA showed that the respondents choice differed by gender on Factor 1, Attraction (F = 7.06, p = 0.009). The

female provided the lowest mean score (M = 3.94). On the other hand, male provided the highest mean score (M=4.22). In case of other factors male and female do not show significance difference. The table 6 showed respondents' choice differed based on age only on Factor 1, Attraction (F = 2.26, p = 0.054). The age group above 60 provided the lowest mean score (M = 3.75). On the other hand, age group 44-60 provided the highest mean score (M=4.39). The table 7 shows that the respondents' choice differ based on their marital status on Factor 6, Available package (F = 2.968, p = 0.013). The newly married couple provided the highest mean score (M=4.516). On the other hand, married with child not dependent on them provided the lowest mean score (M = 3.700). The results explained that respondents' gender, age and marital status have significant difference on the choice of different facilities and services of beach tourism specially Cox's Bazar beach. Thus, hypothesis 1 has been rejected.

ii. Result on differences in tourist's choice factors with respect to their travel behavior characteristics

H₀: H2, There exist no differences in tourists' choice factors with respect to tourists' travel behavior characteristics.

Analysis of Variance (ANOVA) is tested in order to identify the mean differences in products and service choice by the travel behavior characteristics of the respondents. The results are shown in Table 8-9.

Table 8. Results by Length of Stay

Expected Length of Stay (N=310)	N	Attraction	Amenities	Accessibility	Activities	Ancillary Services	Available Package
Less than 2 days	54	4.2302	3.8167	3.6593	4.0190	4.0859	**4.5077**
2-5 days	233	4.1639	**4.3781**	3.7823	4.0325	3.9489	4.1042
6-10 days	19	4.1209	4.1531	3.8581	4.1464	3.6273	4.1611
10 days more	03	4.0000	3.6375	3.4028	3.5714	4.2727	3.3000
F value		.203	2.918	1.023	.626	2.243	2.755
Sig. (p)		.894	**.028***	.383	.599	.084	**.044***

Note: value is mean scores * $p < 0.05$

In tourists' travel behavior characteristics, the results of ANOVA revealed that respondents' mean scores for the dimensions of tourists' choice showed variation by length of stay. The results of ANOVA showed that the length of stay differed only on Factor 6, Available package (F = 2.755, p = 0.044). The tourist who stayed 10 days more provided the lowest mean score (M = 3.30). On the other hand, the tourist who stayed up to days provided the highest mean score (M=4.507).

Table 9, Results by advance plan to visit

How long in advance planned to visit (N=310)	N	Attraction	Amenities	Accessibility	Activities	Ancillary Services	Available Package
Instantly/Suddenly	21	4.2857	3.6133	3.4843	3.8571	4.1545	3.7333
6 months or less	89	4.1714	3.7350	3.5877	4.1643	4.0200	4.0500
7 months – 1 year	131	4.1679	3.8057	3.7314	4.0274	3.8891	4.1387
1 year more	69	4.1299	**4.0596**	3.8885	4.0909	3.9835	**4.2291**
F value		.409	5.285	2.603	.918	1.232	4.459
Sig. (p)		.873	**.000***	**.019**	.483	.291	**.000***

Note: value is mean scores * $p < 0.05$

Moreover, tourists plan to visit result differ on Factor 2, Amenities (F = 5.285, p = 0.000), Factor 3, Accessibility (F = 2.603, p = 0.019) and Factor 5, Available package (F = 4.459, p = 0.000). Accessibilities services and facilities (F=2.442, p=0.020) and the tourist who make plan to visit before 1 year more provided highest mean score (M=4.229) and tourist who make plan to visit before 6 month provided lowest mean score (M=3.735). So both result suggest that there are differences between the choices and planned to visit time by travel behavior.

Hypothesis Result: Table 8-9, the results of ANOVA revealed respondents' mean scores for the dimensions of tourists' choice varied by length of stay with amenities and available package, and advance planned to visit with amenities, accessibly and package tour services. The results of ANOVA shows that the tourists length of stay (Table 8) differed on Factor 2, Amenities (F = 2.918, p = 0.028) and Available package (F = 2.755, p = 0.044). The tourist stayed 2- 5 days provided the highest mean score (M = 4.37) regarding the use of accommodation. On the other hand, the tourist stayed 10 days more provided the lowest mean score (M = 3.36) in amenities. The tourist stayed less than 2 days prefer package tour (M= 4.16) than other category of length of stay. For other factors, length of stay do not show significance difference.

The table 9 shows that the respondents choice differ based on their advance plan to visit on the factors amenities (F = 5.28, p = 0.000), accessibility (F = 2.60, p = 0.019) and available package (F = 4.45, p = 0.000). The tourist who make plan to visit before 1 year more provided the highest mean score on amenities, accessibilities and package tour (M = 4.05, 3.88, 4.22). On the other hand, the tourist who make plan to visit instantly provided the

lowest mean score on amenities, accessibilities and package tour (M=3.61, 3.48, 3.73). The results explained that respondents' length of stay and advanced plan to visit characteristics have significant difference on the choice of different facilities and services of beach tourism specially Cox's Bazar beach. Thus, hypothesis 2 has been rejected.

5.3. Relationship between Destination Attributes and Tourists' Satisfaction

There is a need to investigate the relationship between destination attributes and tourists' satisfaction from the tourist's perspective in order to gain an in-depth understanding of tourists' attitudes and behavior after they had visited beach destinations. Tourists express satisfaction or dissatisfaction after buying and consuming tourism products and services (Fornell, 1992). If tourists are satisfied with the products and service, then they will have the motivation to buy them again or they will recommend them to their friends.

5.3.1. Assessing the Tourists' Satisfaction during their Stay at Cox's Bazar Beach

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). One of the most commonly adopted approaches used to examine the satisfaction of consumers is expectancy-disconfirmation theory. Expectancy-disconfirmation theory currently dominates the study of consumer satisfaction and provides a fundamental framework for this study. Expectancy-disconfirmation theory refers that consumers first form expectations of products' or services' (the beach destination

attributes in this study) performance prior to purchase or use. Subsequently, purchase and use contribute to consumer beliefs about the actual or perceived performance of the product or service. The consumer then compares the perceived performance to prior expectations. Consumer satisfaction is seen as the outcome of this comparison, where satisfaction = expectation + perceived performance (Clemons & Woodruff, 1992).

5.3.2. Respondents' opinions of perceived performance and expectations on various attributes

Table 10 shows expectation and perceptions of tourists' on different facilities and services related to Cox's Bazar Beach. Among twenty nine attributes twenty three attributes are scored high that means the mean value are more than 4.00 which indicate that tourists' have high expectation towards above variables. On the other hand, out of 29 attributes only one attribute had highest performance mean score (M=4.57) and 16 attributes scored >3<4 and 15 attributes had lowest scored <3 respectively.

Table 10 shows the expectation and satisfactions score given to the attributes by the tourists' visiting Cox's Bazar Beach.

Attributes	N	Expectation			Satisfaction		
		Mean	SD	V	Mean	SD	V
Natural attractions of the beach	303	4.49	.756	.572	4.57	.647	.419
Pollution free nature and environment	302	4.34	.820	.673	3.12	1.072	1.150
Financial, physical and other safety and security	306	4.51	.798	.638	3.31	1.105	1.220

Service quality of residential hotels	306	4.12	.874	.763	3.42	.778	.605
Online hotel booking facility	305	3.46	1.073	1.152	2.98	.942	.887
Price of the residential hotels	305	4.27	.835	.696	3.25	1.026	1.053
Service quality of restaurants	304	4.31	.746	.557	3.19	.864	.747
Food quality at restaurants	303	4.18	.899	.808	3.25	.832	.692
Price of foods at the restaurant	306	4.50	.745	.554	2.98	1.052	1.107
Cleanliness of public areas nearest the beach	306	4.54	.729	.531	2.63	.900	.811
Public and Private toilet facilities nearest the beach	307	4.44	.927	.860	2.37	.990	.981
Service quality of transportations	307	4.19	.770	.593	3.39	.828	.686
Available local transportations like taxis, liteace ,	306	4.09	.800	.639	4.15	.694	.482
Road quality in the spot area	304	4.11	.938	.880	4.12	.613	.376
Transportation cost	305	3.93	.916	.839	3.97	.798	.636
Watch tower facility for enjoying sea view and	306	4.32	.838	.703	2.44	1.093	1.194
Dress change facility nearest the beach	306	4.16	.954	.910	2.23	.948	.899
Swimming, surfing, and boating facilities	305	4.17	.847	.717	3.15	1.103	1.217
Playing, driving and horse riding facilities on the beach	306	3.96	.929	.863	3.10	.841	.707
Local product, sea products shopping facilities	306	3.82	.906	.821	3.17	.789	.623
Cost of surfing, boating, driving and horse riding	298	4.13	.800	.641	3.11	1.072	1.150
Online information about Cox's Bazar	305	3.95	.926	.858	3.08	1.073	1.151
Local information centre	302	3.97	.822	.675	2.64	.871	.759
Health and Medical facilities to serve tourists	307	4.02	.910	.829	2.59	.882	.777
Financial institution for withdrawing instant cash	305	3.54	.967	.936	3.15	.650	.423
Waste disposal facility	302	4.15	.920	.847	2.23	.903	.816
Local people behavior and hospitality towards tourists	306	4.30	.903	.816	3.36	.956	.914
Tourist caring facility such as personal care, child care	303	4.20	.969	.938	2.38	.896	.802
Emergency service such as lifeboat, ambulance, fast aid	301	4.48	.712	.507	2.17	.807	.651

Satisfaction and Expectation mean ranges from 5 to 1.

The table revealed that the highest mean score with respect to expectation occurred in the case of item natural attraction (M=4.49). The lowest mean score occurred in the case of item 21 financial institution for withdrawing instant cash (M=3.54). Tourists seemed to have the highest level of satisfaction with regard to natural attraction (M=4.57), and the lowest satisfaction was for emergency service such as lifeboat, ambulance, fast aid (M=2.17).

5.3.3. Hypotheses Test

Based on the purpose of this study, in this part two hypotheses were proposed. Each hypothesis is reiterated below and then the results of statistical analysis for testing them are reported.

H_0 : **H3,** There is no significant difference between tourist's expectations and perceived satisfaction on Cox's Bazar Beach.

Hypothesis 3 was tested by using simple gap analysis between expectation and satisfaction. The difference in the mean scores of expectations and perceived performance are shown in the Table 11. The results of the t-test performed aim at measuring the significance of the mean score differences. In the current study, satisfying attributes and expectation attributes were defined as those attributes with a t-value significant at the 0.05 level.

Table 11, Results on Paired t-test between tourists' expectations and satisfaction with various attributes

SR	Attributes	Performance Mean	Expectation Mean	Mean Differences	SD	t-Value	Sig. (2-tailed)
1.	Natural attractions of the beach	4.57	4.49	+.08	.978	1.723	.086
2	Pollution free nature and environment	3.12	4.34	-1.23	1.403	12.421	.000
3	Financial, physical and other safety and security	3.31	4.51	-1.19	1.383	12.391	.000
4	Service quality of residential hotels	3.42	4.12	-.71	1.218	8.317	.000
5	Online hotel booking facility	2.98	3.46	-.49	1.530	4.542	.000
6	Price of the residential hotels	3.25	4.27	-1.02	1.293	11.233	.000
7	Service quality of restaurants	3.19	4.31	-1.12	1.228	12.948	.000
8	Food quality at restaurants	3.25	4.18	-.94	1.252	10.674	.000
9	Price of foods at the restaurant	2.98	4.50	-1.51	1.343	15.818	.000
10	Cleanliness of public areas nearest the beach	2.63	4.54	-1.92	1.226	22.441	.000
11	Public and Private toilet facilities nearest the beach	2.37	4.44	-2.09	1.495	20.034	.000
12	Service quality of transportations	3.39	4.19	-.79	1.196	9.457	.000
13	Available local transportations like taxis, liteace, others	4.15	4.09	+.06	1.135	10.449	.076
14	Road quality in the spot area	4.12	4.11	+.01	1.202	9.582	.000
15	Transportation cost	3.97	3.93	+.04	1.254	13.181	.079
16	Watch tower facility for enjoying sea view and	2.44	4.32	-1.88	1.450	18.639	.000
17	Dress change facility nearest the beach	2.23	4.16	-1.94	1.261	21.927	.000
18	Swimming, surfing, and boating facilities	3.15	4.17	-1.01	1.361	10.574	.000
19	Playing, driving and horse riding facilities on the beach	3.10	3.96	-.86	1.159	10.663	.000
20	Local product, sea products shopping facilities	3.17	3.82	-.66	1.174	8.053	.091
21	Cost of surfing, boating, driving and horse riding	3.11	4.13	-.98	1.378	8.978	.000
22	Online information about cox's bazaar	3.08	3.95	-.88	1.350	9.310	.000
23	Local information centre	2.64	3.97	-1.34	1.248	15.221	.000
24	Health and Medical facilities to serve tourists	2.59	4.02	-1.43	1.325	15.443	.000
25	Financial institution for withdrawing instant cash	3.15	3.54	-.38	1.151	4.733	.100
26	Waste disposal facility	2.23	4.15	-1.92	1.390	19.529	.000

27	Local people behavior and hospitality towards tourists	3.36	4.30	-.95	1.376	9.820	.000
28	Tourist caring facility such as personal care, child care	2.38	4.20	-1.81	1.430	17.904	.000
29	Emergency service such as lifeboat, ambulance, fast aid	2.17	4.48	-2.31	1.201	27.040	.000

[Source: Field Survey]

Table 11 revealed that significant differences are found in all items except five. The natural attraction of the beach, available local transportations, transportation cost, local product and sea products shopping facilities, and financial institution for withdrawing instant cash do not show significant differences at $p < 0.05$ respects of satisfaction and expectation. Differences were significant at $p<0.05$ in 25 of the 29 cases. Table 2 show that the largest gap existed in the case of item public and private toilet facilities nearest the beach (gap-2.09) followed by dress change facility (-1.94) and cleanliness of public areas nearest the Beach (-1.92), and the smallest in the case of item transportation cost (gap+0.01).

Figure 6 is constructed to illustrate the existence of gaps between expectations and perceived satisfaction with the beach facilities.
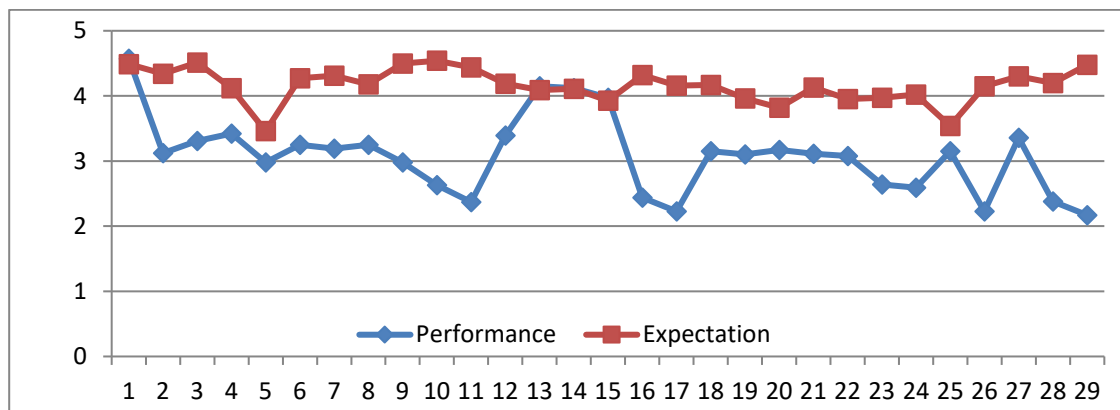
Figure 6, Comparison of Mean Scores between expectation and satisfaction

Figure 6 shows that the expectation items mean scores are consistently higher than the perceived performance items mean scores. Attributes are the only natural attraction, road

quality, transportation cost and local transportation where the performances mean score is somewhat higher than expectations score on the five-point Likert-type scale. Meanwhile, most of the attributes expectation means score higher than the performance score and has the significant gap existed with respect to these items in the facilities and services at Cox's Bazar Beach.

5.3.4. Expectation-Performance Analysis

The average level of perceived performance with various attributes of the Cox's Bazar Beach and the average expectation of these attributes are calculated for the overall sample (Table 10). The placement of each attribute on an expectation- performance grid is accomplished by using the means of expectation and perceived performance as the coordinates. After performing the calculation, they are plotted on a two-dimensional grid.

This expectation-performance grid positioned the grand means for performance (X=3.08) and expectation (X=4.16), which determined the placement of the axes on the grid. Each attribute on the grid could then be analyzed by locating the appropriate quadrant in which it felt. For example, the top left quadrant contains attributes that are rated very expected but the associated satisfactions with them are rated below average. Attributes in the top right quadrant are rated high performance, and the level of expectation is above the average. Attributes in the bottom left quadrant are considered less performance, and the expectation level is below average. Finally, attributes in the bottom right quadrant are rated above average on satisfaction, but were rated below average on expectation. (Figure 7)

High Expectation

	Natural attractions of the beach
Price of foods at the restaurant	Pollution free nature and environment
Cleanliness of public areas nearest the beach	Financial, physical and other safety and security
Public and Private toilet facilities nearest the beach	Price of the residential hotels
Watch tower facility for enjoying sea view and waves	Service quality of restaurants
Dress change facility nearest the beach	Food quality at restaurants
Tourist caring facility such as personal care, child care etc.	Service quality of transportations
Emergency service such as lifeboat, ambulance, fast aid	Swimming, surfing, and boating facilities
Waste disposal facility	Local people behavior and hospitality towards tourists

Low satisfaction — — — — — — — — — — — — — — — — — — **High satisfaction**

	Available local transportations like taxis, liteace, others
Local information centre	
Health and Medical facilities to serve tourists	Road quality in the spot area
Online information about cox's bazaar	Transportation cost
Online hotel booking facility	Service quality of residential hotels
	Playing, driving and horse riding facilities on the beach
	Local product, sea products shopping facilities
	Cost of surfing, boating, driving and horse riding
	Financial institution for withdrawing instant cash

Low Expectation

Figure 7 is an expectation-satisfaction grid showing the overall ratings of tourists' perceptions of the Cox's Bazar Beach. "natural attractions of the beach," "pollution free nature and environment," "financial, physical and other safety and security," "price of the residential hotels," "service quality of restaurants," "food quality at restaurants," "service quality of transportations," "swimming, surfing, and boating facilities," and "local people

behavior and hospitality towards tourists" are located in the upper right-hand quadrant (high performance, high expectation). "public and private toilet facilities nearest the beach" "watch tower facility for enjoying sea view and waves," "dress change facility near the beach," "tourist caring facility such as personal care, child care etc.," "emergency service such as lifeboat, ambulance, fast aid," "waste disposal facility" "price of foods at the restaurant," and "cleanliness of public areas nearest the beach," are located in the upper left-hand quadrant (low performance and high expectation). "local information centre," "online information about Cox's Bazar," "online hotel booking facility," are rated below average for both performance and expectation (lower left-hand quadrant).

Actual position of expectation-performance attributes on the Grid
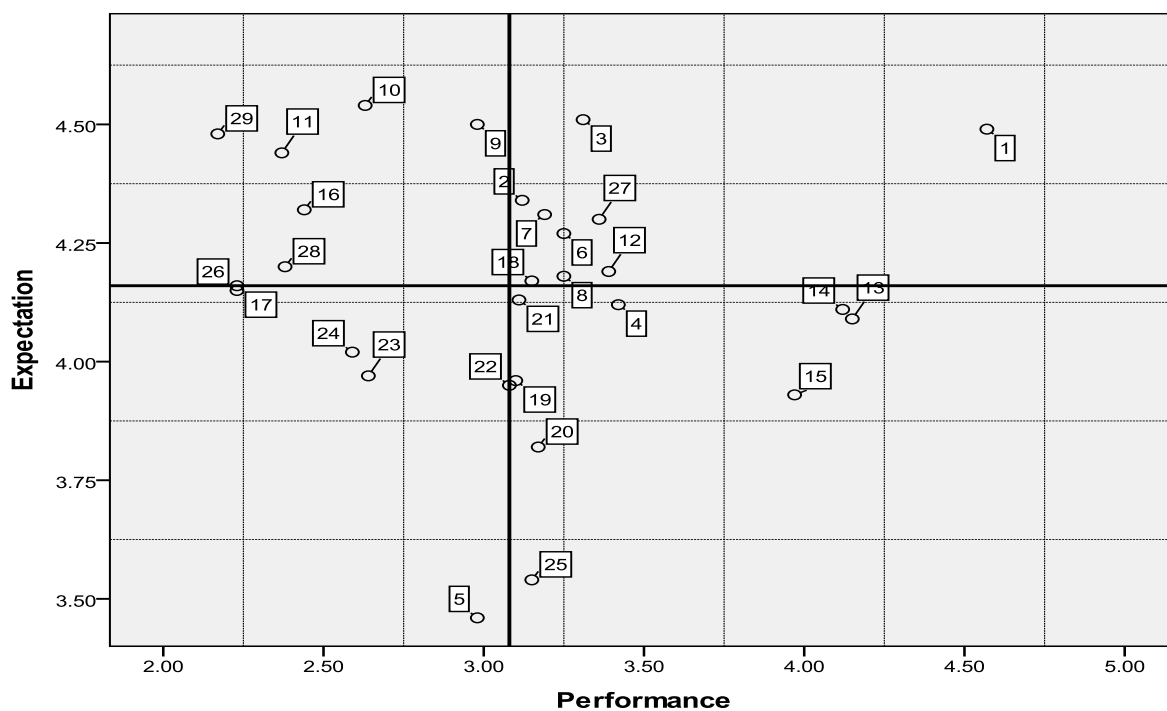
Figure 8: expectation-performance Grid

The respondents' showed higher performance and below expectations on "available local transportations like taxis, liteace, others" "road quality in the spot area", and "transportation cost", "service quality of residential hotels", "playing, driving and horse riding facilities on the beach", "local product, sea products shopping facilities," "cost of surfing, boating, driving and horse riding," "cost of surfing, boating, driving and horse riding" and "financial institution for withdrawing instant cash" (lower right-hand quadrant).

Hypothesis Results: Table 11 revealed that significant differences are found between expectation and performance attributes in all items except five. The natural attraction of the beach, available local transportations, transportation cost, local product and sea products shopping facilities, and financial institution for withdrawing instant cash do not show significant differences at $p < 0.05$ respects of satisfaction and expectation. Differences were significant at $p<0.05$ in 25 of the 29 cases. Table 11 show that the largest gap existed in the case of item public and private toilet facilities nearest the beach (gap-2.09) followed by dress change facility (-1.94) and cleanliness of public areas nearest the Beach (-1.92), and the smallest in transportation cost (gap+0.01). So,   H3 postulated that there exists significant differences between tourist's expectations and perceived performance attributes in Cox's Bazar beach and the hypothesis has thus been rejected**.**

5.3.5. Hypotheses Test

Ho: H4, There is no relationship between the factors of the beach performance and the overall satisfaction of the tourists.

Hypothesis H4 was tested by multiple regression analyses. In order to get the destination attribute scale ready for analysis, a factor analysis of the attributes was conducted. There are eight factors that emerged from this procedure, which is explained in the following section. And, these factors are then utilized during the testing of multiple regression analysis as independent variables.

5.3.6. Tourist's overall level of satisfaction with the Cox's Bazar Beach

Respondents were also questioned about their overall level of satisfaction with the Cox's Bazar Beach. The results are summarized in Table 12. From the research findings, 36.53% of the respondents opined that they are highly satisfied, 49.03% are satisfied, 11.05% are neutral in their opinions, and 3.36% of the respondents are dissatisfied. No respondents are highly dissatisfied. The mean value of respondents' overall perceived level of satisfaction was 4.19, which tended toward the high end of the satisfaction scale at 5 point scale. This suggests that the Cox's Bazar Beach provides tourists with a satisfactory experience.

Table 12: Tourists' overall satisfaction with Cox's Bazar Beach experience

Variables	Frequency	Percent	Cumulative Percent
Highly satisfied	112	36.53	36.53
Satisfied	151	49.03	85.56
Neither satisfied no dissatisfied	34	11.05	96.61
Dissatisfied	11	3.36	100
Highly dissatisfied	0	00	
Total	308	100	

Note: Overall satisfactions mean ranges from 1 to 5

5.3.7. Factor Analysis Result

Factor analysis was conducted to create correlated variable composites from the original 29 attributes and to identify a smaller set of dimensions, or factors, that explain most of the variances between the attributes. The derived factor scores are then applied in subsequent regression analysis. In this study, factors are retained only if they had values greater than or equal to 1.0 of eigenvalue and a factor loading greater than 0.4.

The principal components factor method was used to generate the initial solution. The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 1622.069 with degree of freedom 406. The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.755, which was meritorious (Hair, Anderson, and Black 1999).

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.755
Bartlett's Test of Sphericity	Approx. Chi-Square	1622.069
	Df	406
	Sig.	.000

Table 13 illustrates the results of the factor analysis. The eigenvalues suggested that eight-factor solution explained 64.13% of the overall variance before the rotation. The eight factors were: Ancillary Services, Accommodation and price, Spot Facilities, Cost of Activities, Activities and Shopping, Transportation facility, Information & Medical

Services and Attraction & Service Quality. From the varimax-rotated factor matrix, eight factors with 29 variables were defined by the original 32 variables that loaded most heavily on them (loading >0.4) (see Table 4). Three attributes were dropped due to the failure of loading on any factor at the level of 0.40. These were "Available package tour, Service quality of tour operators and Cost of tour operators." The communality of each variable ranged from 0.415 to 0.857.

To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients ranged from 0.5697 to 0.8185 for the eight factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

Table 13, Results of factor analysis for performance attributes

Attributes	Communalities	Factor Loading	Results
Factor 1: Emergency & Ancillary Services			
Waste disposal facility	.777	.797	Eigenvalue 6.58
Emergency service such as lifeboat, ambulance, fast aid services	.771	.836	Variance explained 22.72% Cumulative variance 22.72
Tourist caring facility such as personal care, child care	.750	.909	Coefficient alpha .763 Number of items 04
Financial institution for withdrawing instant cash	.575	.889	
Factor 2: Accommodation & Security			
Price of the residential hotels	.749	.860	Eigenvalue 3.16
Price of foods at the restaurant	.692	.803	Variance explained 10.91%
Service quality of transportations	.625	.728	Cumulative variance 33.63
Food quality at restaurants	.543	.624	Coefficient alpha .763 Number of items 05
Financial, physical and other safety and security	.540	.867	
Factor 3: Destination Facilities			Eigenvalue 1.87 Variance explained 6.45%
Service quality of restaurants	.745	.810	Cumulative variance 40.8

Watch tower facility for enjoying sea view and waves	.696	.860	Coefficient alpha .8.18 Number of items 05
Dress change facility nearest the beach	.640	.824	
Public and Private toilet facilities nearest the beach	.600	.836	
Cleanliness of public areas nearest the beach	.590	.811	
Factor 4: Cost of Activities			Eigenvalue 1.69 Variance explained 5.85% Cumulative variance 45.93 Coefficient alpha .638 Number of items 03
Cost of surfing, boating, driving and horse riding	.668	.800	
Swimming, surfing, and boating facilities	.625	.852	
Local people behavior and hospitality towards tourists	.581	.763	
Factor 5: Activities & Shopping			Eigenvalue 1.54 Variance explained 5.33% Cumulative variance 51.26 Coefficient alpha .770 Number of items 04
Playing, driving and horse riding facilities on the beach	.826	.885	
Local product, sea products shopping facilities	.737	.899	
Factor 6:Transportation facility			Eigenvalue 1.37 Variance explained 4.73% Cumulative variance 55.99 Coefficient alpha .644 Number of items 03
Road quality in the spot area	.896	.905	
Available local transportations like taxis, liteace ,	.862	.910	
Transportation cost	.428	.849	
Factor 7: Information & Medical Services			Eigenvalue 1.29 Variance explained 4.46% Cumulative variance 60.45 Coefficient alpha .648 Number of items 03
Local information centre	.784	.852	
Health and Medical facilities to serve tourists	.753	.878	
Online information about Cox's Bazar	.521	.808	
Factor 8: Attraction& Service Quality			Eigenvalue 1.06 Variance explained 3.65% Cumulative variance 64.13 Coefficient alpha .790 Number of items 04
Natural attractions of the beach	.714	.776	
Service quality of residential hotels	.710	.666	
Pollution free nature and environment	.569	.898	
Online hotel booking facility	.515	.802	

Note: Extraction Method – Principal Component Analysis
Rotation Method – Varimax with Kaiser Normalization
KMO (Kaiser-Meyer-Olkim Measure of Sampling Adequacy) = 0.882
Bartlett's Test of Sphericity: p = 0.000 (x2 = 1541.422, df = 276)

Factor 1 was labeled as *Emergency & Ancillary Services* which consisted of four items namely waste disposal facility, emergency service such as lifeboat, ambulance, fast aid, tourist caring facility such as personal care, child care and financial institution for

withdrawing instant cash. This factor explains 22.720 percent of the variance in the data with an eigenvalue of 6.58. the items associated with this factor deal with the Ancillary Services which tourists like ($\alpha = 0.763$).

Factor 2 was termed as *Accommodation and Security* accounting for 10.91percent of the variance with an eigenvalue of 3.16 this factor is loaded with five items with relation to Accommodation price. The items are namely 'price of foods at the restaurant, price of the residential hotels, service quality of transportations, price of foods at the restaurant, food quality at restaurants, financial, physical and other safety and security. ($\alpha = 0.763$)

Factor 3 ($\alpha = 0.818$) was named as *Destinations Facilities* consisting of five items namely service quality of restaurants, watch tower facility for enjoying sea view and waves, dress change facility nearest the beach, public and private toilet facilities near the beach and cleanliness of public areas near the beach. This factor accounts for 6.45 percent of the variance with an eigenvalue of 1.87.

Factor 4 with an eigenvalue of 1.69 and 5.85 percent of the variance is called *Cost of Activities* is classified into three activities namely cost of surfing, boating, driving and horse riding, swimming, surfing, and boating facilities, local people behavior and hospitality towards tourists. ($\alpha = 0.538$).

Factor 5 was labeled as *Activities and Shopping* which accounted for 5.33 percent of the variance and 1.54 eigenvalue. This factor consisted of two factors viz. 'playing, driving and horse riding facilities on the beach, local product, sea products shopping facilities. ($\alpha = 0.777$).

Factor 6 named as *Transportation facility* which consisted of' road quality in the spot area, available local transportations like taxis, liteace and transportation cost. This factor accounted for 4.73 percent of the variance with 1.37 eigenvalue (α = 0.644).

Factor 7 with an eigenvalue of 1.294, this factor explains 4.46 percent of the variance. This factor mainly *Information & Medical Services* which included local information centre, health and medical facilities to serve tourists and online information about Cox's Bazar. (α = 0.648).

Factor 8 was labeled as *Attraction& Service Quality* which included 'natural attractions of the beach, service quality of residential hotels, pollution free nature and environment and online hotel booking facility. This factor accounted for 4.46 percent of the variance with an eigenvalue of 1.29.

5.3.8. Stochastic Frontier Analysis

In order to further support for hypothesis 4, regression analyses were used in the current study to test and explain the casual relationship between variables.

In order to examine the overall satisfaction of tourist in Cox Bazar, here researcher investigated whether factors suggested by factors analysis are significant to influence their overall satisfaction or not.

Overall satisfaction model can be defined as

$$Y_i = f(X_i, \beta) + e_i \qquad (1)$$

Yi is a vector of overall satisfaction level, f (Xi , β) is deterministic part of the observed variables ;

Xi is a vector of N inputs of attributes related to an individual tourist's satisfaction, ei is a residual component.

Applying factor analysis to model (1), overall satisfaction model can be reduced as follows:

$$Y_i = f(X_i, \beta) + \varepsilon_i = f(X_i, \beta) + V_i - U_i \quad i = 1, 2, \ldots, N \quad (2)$$

where, V_i's are distributed as $NID(0, \sigma^2)$ and independent of U_i's. The $U_i s$ are non-negative random variables assumed to be distributed as $NID(0, \sigma^2)$ with truncation at zero. The relationship between U_i and the observed satisfaction frontier (OSF) of an individual tourist is

$$OSF = \exp(-U_i) \ldots\ldots\ldots\ldots\ldots\ldots(3)$$

Thereafter observed satisfaction model can be expressed according to the functional form of Translog stochastic frontier

$$\ln(Y_i) = \beta_0 + \sum_{j=1}^{N} \beta_j \ln X_{j_i} + \frac{1}{2}\left(\sum_{j=1}^{N} \beta_{jj} \ln X_{j_i}^2\right) + \sum_{j=1}^{N}\sum_{j<k}^{N} \beta_{jk} \ln X_{j_i} * \ln X_{k_i} + V_i - U_i \ldots\ldots(4),$$

"ln" refers to the natural logarithm.

Table: 14 (i)

Model	Result	β_1	β_2	β_3	β_4	β_5	β_6	β_7	β_8	Akaike criterion	Hannan-Quinn
Model I	coefficient	0.11	0.45	0.33	0.10	0.12	0.06	-0.07	0.07	416.05	430
	t	0.70	2.48	2.12	0.84	0.95	0.36	-0.59	0.46		
	p	0.48	0.004	0.03							
Model II	coefficient	0.07	0.33	0.18						300.49	293.74
	t	4.98	24.1	0.18							
	p	0.001	0.001	0.008							
Model III	coefficient	0.02	0.08	0.04						589	583
	t	3.14	13.06	6.02							
	p	.002	00.0001	0.007							

Table 14 (ii)

Source	Sum of Square	df	Mean Square	
Regression	116.95	4	29.23	R^2 = 0.97713
Residual	2.73	203	0.013	$F_{(4, 203)}$ = 2168.46
Total	119.68	307	0.57	P= 0.00014

The table 14 (i) and 14(ii) showed the estimated result for three different models. In model I, researcher employed ordered probit estimation including eight relevant variables. If we invoke the assumption that $U_i \sim (0, \sigma2)$, then we can use t test to test a hypothesis about any individual's partial regression coefficient. In this regard, we can consider the estimated result of model where we regress observed satisfaction on eight variables. If we postulate that $H0 : \beta_i = 0$ and $Ha : \beta_i \neq 0$. The null hypothesis states that, with some X_i held constant, any X ($X2$) has no influence on Y. To test the hypothesis, we use t test where computed t value exceeds the crtical t value at the chosen level of significance for X2 and X3, but we cannot reject null hypothesis for all other variables. Notice that we have 308 observations and we have used an ordered probit estimation in model I, where result shows that X2 and X3 has significant effect on tourist satisfaction. In model II, we exclude few less significant variables and we decompose the stochastic error term. As we have estimated $U^\wedge$, so unobserved random influences related with tourist satisfaction were canceling out in model II, here we have found all three variables X1 (Emergency & Ancillary Services), X2 (Accommodation and Security), X3 (Destination on the Spot Facilities) are enough significant to explain observed satisfaction frontier (OSF) of an individual tourist satisfaction.

In model III, observed satisfaction model is expressed according to the functional form of Translog stochastic frontier, where estimated t value for X1, X2 and X3 shows strong effect

on tourist satisfaction. For model III we also have estimated ANOVA table. For the overall significance of model III, analysis of variance technique is very convenient here. Under the assumption that $U_i \sim (0, \sigma^2)$,

$$E \frac{\sum \hat{u}_i^2}{n-3} = E(\hat{\sigma}^2) = \sigma^2$$

with additional assumption that $H_0 : \beta_1 = \beta_2 = \beta_3 = 0$ and $H_a : H_0 : \beta_1 \neq \beta_2 \neq \beta_3 \neq 0$, where

$$\frac{E(\hat{\beta}_2 \sum y_i x_{2i} + \hat{\beta}_3 \sum y_i x_{3i})}{2} = \sigma^2$$

Therefore, if the null hypothesis is worth to reject, both of the above equation may not give identical estimate of true $\sigma2,$. In this context as we have significant relationship between tourist satisfaction and X1, X2 and X3 , the sole source of variation in Y is due to explained variation (regression in table II) by both variables, as it is 116.95 , where as variation in Y is due to the observed random forces represented by residual is 2.73, very trivial. So explained sum of squares is relatively larger than the residual sum of squares, taking due account of their respective degrees of freedom (df). Therefore, the F value provides a test of the null hypothesis that the true slope coefficients are simultaneously zero. Here we have found that computed F value exceeds the critical F value from F table at 5 % level of significance, we can reject null hypothesis. Alternatively p value of the observed F is sufficiently low (0.00014) and F value is sufficiently large $F(4, 203) =$ 2168.46 , leading to rejection of the null hypothesis that together X1, X2 and X3 have significant effect on tourist satisfaction.

Above estimation and result is based on the assumption that the error term ui follows the normal distribution. Although we cannot directly observe u, but we can observe their proxy

u, that is the residuals. In our regression result for model III, the histogram of the residuals is as shown in the following figure
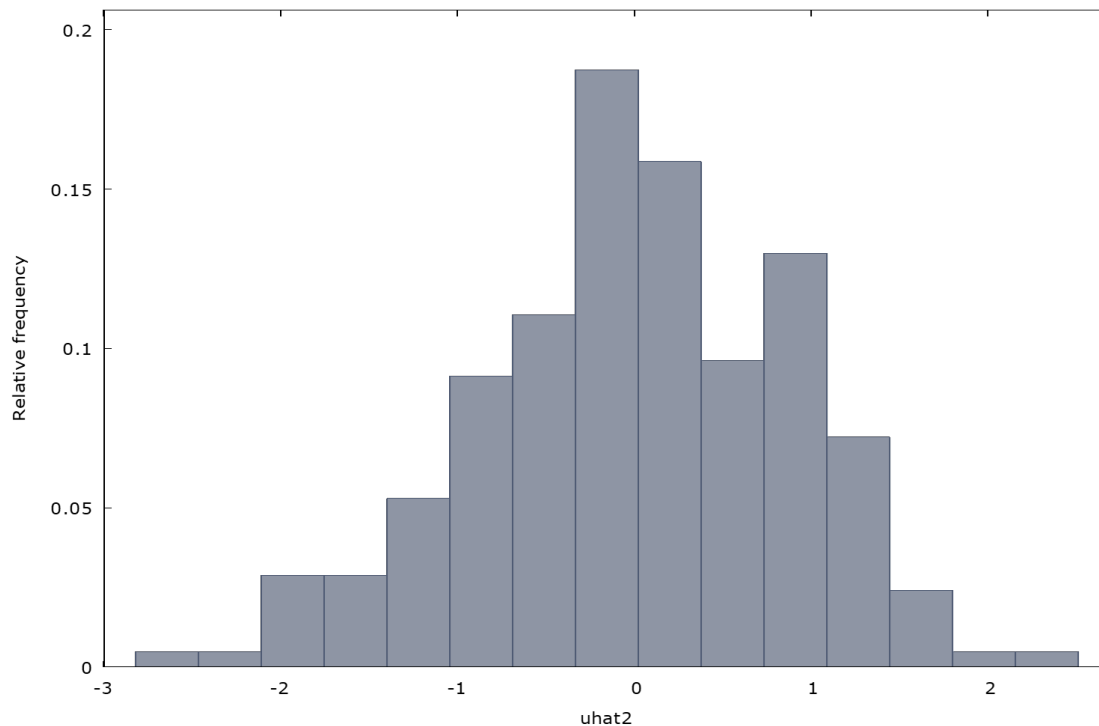
 From histogram, it seems that the residuals are normally distributed. We also performed two other tests to examine normality assumption of Ui, both the Doornik-Hansen test (142.484, with p-value 1.14815e-031) and Jarque-Bera test (456.73, with p-value 6.64101e-100) show that the error term   follows the normal distribution. Needless to say, both Doornik-Hansen test and Jarque-Bera test are large –sample test and our sample of 208 observation is necessarily enough for both tests.

Hypothesis Results: Results of the hypothesis showed that all underlying dimensions such as ancillary services, accommodation and price, destination facilities, cost of activities, activities and shopping, transportation facility, information & medical services and

attraction and service quality are not equally significant. The result (Table 14 (i) and 14(ii) showed all three variables X1 (emergency and ancillary services), X2 (accommodation and security),   X3 (destination on the Spot Facilities) are enough significant to explain an individual tourist satisfaction. Thus, the results of regression analysis reject hypothesis 4, that all the attributes don't lead to overall satisfaction equally.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS OF THE STUDY

In final chapter of the study, the major findings regarding the key issues of beach tourism, analysis results, hypothesis results, possible managerial implications and guidelines for future research have been summarized in brief. A general picture of the entire study covering the major findings and possible suggestions for the betterment of the beach tourism specially Cox's Bazar has been provided in this section. A specific guideline has been provided to conduct a further research on the same field.

6.1. Summary of the findings

After thoroughly analyzing and discussing the data and literatures, the findings of the current study have been summarized as follows.

- Bangladesh has huge tourism potentiality. Instead of having these and other tourism products in Bangladesh, we cannot utilize these natural resources to boost our economy by earning foreign currency from tourism sector. Having all the minimum requirements, the tourism industry could not develop adequately in Bangladesh. Tourism industry of Bangladesh is suffering from numerous problems. The legal formalities, especially visa

and customs procedures, take too much time and rigid formalities. Hijacking, snatch, murder etc. have become an ordinary event in our national life. The parks and the tourist spots are suffering from the lack of security and safety. Besides, political unrest and crisis have been stood in the way of tourism industry. The potential tourists of abroad are sometimes discouraged to visit Bangladesh for lacking of safety and security of their lives and wealth.

- Cox's Bazar beach of Bangladesh is the world's longest beach and the tourist capital of Bangladesh. Every year a large number of tourists from home and abroad come to visit this beach for enjoyment. Now the major source of economy of Cox's Bazar is tourism. About 10000 people are working in the tourism sector in Cox's Bazar and each person maintains a family of 6 persons, then this tourism industry is supporting 60000 people indirectly. From general observation it is understood that tourism has brought a big change in this area. On economic front, the local community and other stakeholders like investors, hoteliers, tour operators, developers and so on are getting benefits and its economy is quite good compared to other backward area.

- From the literatures and general observation, it is observed that the socio-cultural condition, economy, standard of living of local community are depending on the sustainability of this destination. The growth, development and sustainability of tourism in this area almost depend on numbers of tourists visiting to the area and the attitude of the tourists towards the destinations. The number of tourists would depend on the better understanding of their behavior, available facilities to serve them' and their perception

towards the facilities. The sufficiency of the present facilities to the tourists and the level of satisfaction of the tourists are to be found out. To attract more tourists to the Cox's Bazar Beach we need to assess the tourist behavior. What they need, what is their wants and what is their perception are to be measured.

- If we are able to understand the tourists' need and behavior properly, the findings would help to the policy makers, marketers, service providers and concerned authority to identify the tourists' need and to develop the services according to the tourists' need as well as help to design their offerings to meet the expectations of visitors and so enhance loyally and reduce marketing costs, ensuring sustainability. Contrarily, the lack of proper understanding of tourists' feelings, need and attitude can create negative impact on the destination.

- The respondents socio-demographic characteristics showed that out of a total of 308 respondents listed for analysis, 80.3% were male and 19.7% were female. Large group of respondents belong to the age group 18-40 years, followed by the age group of 41-60 years. Surprisingly, 49.9% of the respondents has completed graduation level which is followed by 35.6% completed secondary level. In addition, 34.6% respondents were students, where as 27.7% respondents answered that they are businessman, followed by 21.6% of private job holders and 10.1% of government employees. Respondents listed highest 28.8 % have income up to 10,000 followed by 25% have 10,000-30,000 Taka per month. According to marital status about 50.5% respondents are unmarried and 14.9% are newly married and rest of them are others category.

- The travel behavior characteristics of the respondents show that a very small 1% of tourists stayed over 10 days and 75.4% stayed 2-5 days. The 57.7% of the respondents got to know about Cox's Bazar through "Friends and Relatives" and the rest (others) got to know through electronic media, print media, BPC websites and tourism fairs. About 48.6% travelled by Non-AC bus and 23.1% travelled by AC bus to visit Cox's Bazar from the key origin. A large numbers of respondents (43.8%) travelled with their friends and rests of them were also accompanied by family members (32.2%). The main accommodation categories used by tourists' are medium class hotel (71.6%) followed by first class hotel 18.3%. Around 42.25% of the respondents planned for traveling 6 to 12 months in advance, and 28.70% planned for 6 month or less in advance.

- The sample distribution provided a clear idea that the male, young age, students with graduation, and shorter length of stay, larger group size are the main visitors at Cox's Bazar Beach. Previous studies also found that advanced age, longer length of stay, lower socio-economic status and smaller group size leads to higher preference for beach tourism (Pius Ongoro Odunga ,2007).

- Importance attributes mean score showed that out of 29 attributes only 5 attribute scored above 4.50 followed by 21 attributes show the score mean value at 4.00 to 4.50 level and only 3 attributes scored below 3. So, it is understood that tourists in Cox's Bazar give more importance to 'enjoying sea waves'. It is followed by 'natural attractions of the beach', 'food price', 'cleanliness the beach area' and 'safety and security of the tourists'.

But the least important factors were determined as "financial institution", "package tour" and 'online information".

- Individual factor analyze was conducted through SPSS 19. The factor result shows that the overall significance of the correlation matrix, Bartlett test of sphericity, the KMO overall measure of sampling adequacy and Cronbach's alpha results were meritorious (Hair, Anderson, and Black 1999). The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate.

- The eigenvalues suggested that six-factor solution explained 71.34% of the overall variance before the rotation. Factor 1, Natural Attraction (28.98%) and factor 2, Accommodation facility (16.06%) followed by Ancillary services, and Beach activities showed the highest variance respectively. According to factor result the most important variables under the factors could be unique natural attraction, easy accessibility, cleanliness of the beach area, accommodation facilities, and reasonable price.

- The results of differences in derived choice factors in terms of the respondents demographic characteristics explained that respondents' gender and marital status have significant difference on the choice of different facilities of beach tourism specially Cox's Bazar beach. Respondents' choice differed by gender only on Factor 1, Attraction (F = 7.06, p = 0.009). The female provided the lowest mean score (M = 3.94). On the other hand, male provided the highest mean score (M=4.22). Respondents choice differ

based on their marital status on Factor 6, Available package (F = 2.968, p = 0.013). The newly married couple provided the highest mean score (M=4.516). On the other hand, married with child not dependent on them provided the lowest mean score (M = 3.700). Thus, hypothesis 1 has been rejected.

- The results of differences among derived choice factors with respect to the respondents travel behavior characteristics explained that the tourists length of stay differed on Factor 2, Amenities (F = 2.918, p = 0.028) and Available package tour (F = 2.755, p = 0.044). The tourist who stayed 2- 5 days provided the highest mean score (M = 4.37) regarding the use of amenities and accommodation. On the other hand, the tourist stayed 10 days more provided the lowest mean score (M = 3.36) in amenities. The tourist stayed less than 2 days prefer package tour (M= 4.16) than other category of the length of stay. Choice differ basing on respondents advance plan to visit on the factors amenities (F = 5.28, p = 0.000), accessibility (F = 2.60, p = 0.019) and available package (F = 4.45, p = 0.000). The tourist who make plan to visit before 1 year or more provided the highest mean score on amenities, accessibilities and package tour (M = 4.05, 3.88, 4.22). On the other hand, the tourist who make plan to visit instantly provided the lowest mean score on amenities, accessibilities and package tour (M=3.61, 3.48, 3.73).

- To measure the tourists' satisfaction on different facilities and services related to Cox's Bazar, the expectancy and disconfirmation theory was used and found that among twenty nine attributes twenty three attributes are scored high that means the mean value are more than 4.00 which indicate that tourists have high expectation on these variables. On

the other hand, out of 29 attributes only one attribute had highest performance mean score (M=4.57) and 16 attributes scored more than >3 and 15 attributes had lowest scored <3 respectively.

- The study revealed that significant differences are found between expectations and perceptions in the case of all items except four items. The available local transportations, transportation cost, local product, sea products shopping facilities, and financial institution for withdrawing instant cash do not show significant differences at $p < 0.05$ respects of satisfaction and expectation. Differences were significant at $p<0.001$ in 25 of the 29 cases. Table 11 show that the largest gap existed in the case of item public and private toilet facilities near the beach (gap-2.09) followed by dress change facility (-1.94) and cleanliness of public areas near the beach (-1.92), and the smallest in the case of item transportation cost (gap+0.01).

- Therefore, to measure individuals attribute wise satisfaction current study classified high-satisfaction and high expectation attributes, high-satisfaction and low expectation attributes, low-satisfaction and high expectation attributes, and low-satisfaction and low-expectation attributes through expectation-satisfaction analysis. This classification will help beach tourism marketers, promoters and policy makers of Cox's Bazar to better understand their customers expectation, and design experiences that match their expectations as well as to maintain or enhance their strengths and overcome weaknesses.

- The regression results of the study revealed that even if eight factors (emergency and ancillary services, accommodation and security, destination on the spot facilities, cost of activities, activities and shopping, transportation facility, information & medical services and attraction & service quality) have a significant relationship with the overall satisfaction of tourists, F1 (emergency and ancillary services), F2 (accommodation and security), F3 (destination on the spot facilities) are most important factors that influenced overall tourist satisfaction than others. This finding can be useful to the policy makers and marketers of beach tourism at Cox's Bazar in formulating strategies to maintain or enhance their competitiveness.

6.2. Summary of the Hypotheses Results

▪ Table 5-7, the results of ANOVA showed that the respondents' choice differed by gender on Factor 1, attraction ($F = 7.06$, $p = 0.009$), by age on Factor 1, attraction ($F = 2.26$, $p = 0.054$), and by marital status on Factor 6, available package ($F = 2.968$, $p = 0.013$). The results explained that respondents' gender, age and marital status have significant difference on the choice of different facilities and services of beach tourism specially Cox's Bazar beach. Thus, hypothesis 1 has been rejected.

▪ The results showed that the tourists' choice differed by length of stay **(Table 8)** on Factor 2, Amenities ($F = 2.918$, $p = 0.028$) and Available package ($F = 2.755$, $p = 0.044$), and differ by advance plan to visit on the factors amenities ($F = 5.28$, $p = 0.000$),

accessibility (F = 2.60, p = 0.019) and available package (F = 4.45, p = 0.000). Thus, hypothesis 2 has been rejected.

- Table 11 revealed that significant differences are found between expectation and perceived performance in (p<0.05) in 25 of the 29 cases. So, the findings postulate that the hypothesis has been rejected.

- The result of the hypothesis (Table 14.i and 14.ii) showed three variables X1 (emergency and ancillary services), X2 (accommodation and security), X3 (destination on the Spot Facilities) are significant enough to explain an individual tourist satisfaction. Thus, the results of regression analysis reject hypothesis 4, that all the attributes don't lead to overall satisfaction equally.

6.3. Managerial Implications of the Study

From the theoretical point of view, this study has several implications which can be added to the growing body of literature in tourism choice and satisfaction research. The findings of this study also have a number of important implications, particularly for the practitioners in tourism industry, government and non-governmental organizations, as well as other policy makers for planning and marketing in the industry.

- The study found that the major source of economy of Cox's Bazar is tourism and tourism has brought a big change in this area. So responsible authority, government and non

government body should take vigorous steps to preserve the existing position, implement recent initiatives taken by the government, plan new footstep and develop existing position up to the mark. A Master Plan for Cox's Bazar is much-heard for long. Any tourism venture to establish following all rules and regulations and necessary approval takes months together and then one has to start his construction of hotel or motel or any tourism enterprise. The format of tourism is changing rapidly from mass tourism to sustainable tourism, then to ecotourism. Now worldwide we also hear of 'geo-tourism' and 'green tourism'. A well designed tourism policy is of immense importance for tourism development at Cox's Bazar considering the present situation.

▪ The sample distribution provides a clear idea that the male, young age with graduation, shorter length of stay, larger group size are the main visitors at Cox's Bazar beach. The findings of this study reflect that tourists' who visit Cox's Bazar beach are somewhat heterogeneous. Therefore, differentiated segmentation and marketing strategies should be stressed and executed by the responsible parties for the representative segments. Key player in the beach tourism host, tour operators and stake holders have pursued successful positioning strategies which have been driven by effective market segmentation and branding the destination.

▪ According to factor analysis results, among all factors, the tourists agreed Factor 1 "Natural attraction" was the most important factor. So, in planning facilities, identity and biodiversity of the area must be considered since tourists pay great attention to feel the nature of sea areas. Thus, any future infrastructure development should be properly

planned and implemented to avoid its negative impacts to the sea beach area. Buildings are being made adjacent to the beaches which are causing loss to the natural environment and spoiling the beauty of the sea. So restriction should be put on building hotels in the name tourism along the beach. Illegal logging activities must be seriously investigated and necessary actions should be taken against these to ensure a well preservation of the natural surroundings.

- Second Factor comprised with "Accommodation" which explains second highest variance, which implied cleanliness of public areas near the beach and other facilities related to accommodation. Mostly domestic tourists visit Cox's Bazar in millions in high season. The infrastructure facilities of Cox's Bazar are not enough to support them. Therefore, managers of these facilities should do the necessary actions to improve the services and facilities provided at the Cox's Bazar beach in the effort to change and increase the perception of the tourists, and thus further heighten their interest in visiting this place in the future. Attention needs to be paid on toilet facilities, food price and quality services to touch the tourist perception and attitude.

- Third position occupied by the factor named "Ancillary services" such as tourist caring facility, waste disposal facility, emergency service, safety and security and local people behavior. To ensure safety and security of the visitors and any emergency situation, facilities such as police men, rescuers, doctors and lifeboats are too insufficient. For 1km. beach area only three police men, one watch tower, 2 speed boats are employed for managing, monitoring and maintaining emergency service and security [Source: Field

survey]. These are not sufficient for maintaining security and saving lives from unexpected hazards. Except Kolatoli beach (seagull point), other points of the beach area like laboni point, Jhauban point are closed by 6.00 pm every day due to lack of security. So, security position and emergency services must be enhanced for avoiding any risky situation. People who are working as tourists guide should be trained properly to show well and cordial behavior.

- Furthermore, concerned authorities also need to pay attention on the factor named Sea beach activities. The management responsible for this destination needs to allocate a suitable budget to be used to improve the sea beach activities such as surfing, boating, biking and various types of riding, especially during the peak seasons, because of the bigger number of tourists visiting this place at that time. Special amusement and entertainment facilities including watch tower, river view studio can be setup.

- In Cox's Bazar, Hotel-Motel Zone along the beach has no drainage facilities and waste disposal and treatment system. All wastes are thrown away too the sea directly without any treatment. As a result, the beach environment is degrading. So, for drinking water, bathing water, wastewater and air emissions are to be incorporated in Environmental Regulation for the tourism area. A Tourism Training Institute at Cox's Bazar for tourisms and local youths can be established with the help of local community and the investors most for producing efficient hospitality people for Cox's Bazar tourism.

- Therefore, the study classified satisfaction and expectation attributes according to their weighted mean value using an expectation and satisfaction grid. Based on the grid result, present study suggests that marketers should provide efforts to maintain high-satisfaction and high-expectation attributes such as natural attractions of the beach, pollution free nature and environment, financial, physical and other safety and security, price of the residential hotels, service quality of restaurants, food quality at restaurants, service quality of transportations, swimming, surfing, and boating facilities and local people behavior and hospitality towards tourists.

- The marketer would have to focus more on low-satisfaction and high expectation attributes such as price of foods at the restaurant, cleanliness of public areas and publics private toilet facilities near the beach, watch tower facility for enjoying sea view and waves, dress changing facility near the beach, tourist caring facility such as personal care, child care etc, emergency service such as lifeboat, ambulance, fast aid service and waste disposal facility to meet tourists' expectations.

- The study recommends that service providers improve low-expectation attributes such as service quality of residential hotels, playing, driving and horse riding facilities on the beach, local product, sea products shopping facilities, financial institution for withdrawing instant cash, available local transportations like taxis, liteace, others, road quality in the spot area, etc up to the marks.

- The regression results of the study revealed that F1 (emergency and ancillary services), F2 (accommodation and security), F3 (destination on the spot facilities) are the most important factors that influenced overall tourist satisfaction more than others factors. Tourism managers and marketers should provide quality service with attributes relating to these factors.

- Apart from above suggestions, a new approach is not sufficient if these ideas are not implemented effectively. Therefore, marketers and policy makers of this destination should stress on carrying out promotional campaigns of Cox's Bazar beach in Bangladesh as the worlds' longest beach to foreigners. In the age of media concerned authority should take initiative to promote Cox's Bazar to all over the world through proper media. Cox's Bazar needs to be advertised properly on the popular tourist related web sites. There should be coordination of information and services between these websites and popular hotels, restaurants, shops and travel services of Cox's Bazaar. We need to take pragmatic steps to develop and update our websites to increase international tourist flow.

Hence, these suggestions are hoped to assist both managers and marketers of the Cox's Bazar beach as a destinations in Bangladesh to gain a better understanding of the different perceptions hold by the local and foreign tourists, and thus implement more strategic marketing decisions.

6.4. Scope for Further Research

Present study was carried out in Cox's Bazar beach to assess the tourists' attitude in terms of identifying the important influencing factors to tourists and tourists' perceptions towards the facilities and services provided by the stakeholders. The study has brought out important influencing factors for which tourists' choose beach tourism, choice variations by tourists' demographic and travel behavior characteristics and provided a general picture of the relationship between beach tourism attributes and tourists' overall satisfaction. Nevertheless, the study did not cover the analysis on the relationship between types of tourists and beach tourism choice, tourists' level of satisfaction variations by demographic and travel behavior characteristics, and tourists' satisfaction and intention to revisit and recommend behavior towards the destination. Future research should focus on the investigation of the relationship between types of tourists' and beach tourism choice, tourists' satisfaction and intention to revisit a destination as well as recommend it to others, because repeat visitation to a destination is an important issue for tourism marketers and researchers. Re-purchase and loyal behavior of customers reduce marketing cost and maximize the profit. Future studies could be applied to cover all beach tourism destinations in Bangladesh using a similar research method so that a competitive analysis in different destinations can be explored. Also, more sophistication is needed in selecting attributes because of having different characteristics of other beaches.

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Questionnaire

Dear Respondent,

Welcome to Cox's Bazar Sea beach. This is an academic survey on "Tourists' attitude towards Cox's Bazar Sea Beach". Please give your valuable opinion by using tick (√) sign.

PART A: DEMOGRAPHIC AND TRAVEL INFORMATION

[Please put tick *(√)* mark in the boxes below that best match with you]

1. Gender

a.	Male	b.	Female

2. Age

a.	Up to 18	b.	18-40	c.	41-60	d.	Above 60

3. Education level

a.	Illiterate	b.	Up to HSC	c.	Graduation
d.	Post graduation	e.	Others		

4. Marital status

a.	Unmarried	b.	Newly married	c.	Married with children
d.	Married without child				

5. Occupation/ Profession

a.	Student	b.	Businessman	c.	Govt. Job	d.	Private Job
e.	Others						

6. Monthly Income

a.	Up to TK.10,000	b.	TK. 10,000-30,000	c.	TK. 31,0000-50,000
d.	TK. 51,000-70,000	c.	Above TK. 71,000	d.	Dependent/ No income

7. Please state your expected period of stay in Cox's Bazar.

a.	Less than 2 days	b.	2-5 days	c.	6-10 days	d.	More than 10 days

8. From which source did you get information about Cox's Bazar?

a.	Friends/ Relatives	b.	Electronic Media	c.	Print Media
d.	BPC	e.	Govt. tourist /Mission office	f.	Others

9. Who are the accompanying persons in your trip?

a.	Travel alone	b.	My family	c.	Friends
d.	Travel group	e.	Other (please explain)	f.	

10. Please state the type of accommodation you used during stay in Cox's Bazaar

a.	5* (luxury) or 4* (first class) hotel	b.	Medium class hotel
c.	Lower class hotel	d.	Other (please explain)

11. Which types of transportation did you use to visit Cox's Bazar from the key origin?

a.	Air	b.	Non AC Bus	c.	AC Bus	d.	others

12. How long advance did you make your plan to visit Cox's Bazar?

a.	Instantly	b.	6 months or less	c.	7 months – 1 year	d.	1 year more

13. Among all types of attraction how much do you prefer beach tourism as tourist destination?

Highly Preferable .5	.4	.3	.2	.1 Least Preferable/ Boring

PART B: GENERAL INFORMATION

14. Please give your opinion on how important the following factors are for choosing
Cox's Bazar beach as a tourist destination
[Put tick (√) mark in the boxes below that best match with your opinion]

Variables	Very Important-------Not at all important				
Natural attractions of the beach	5	4	3	2	1
Enjoying sea waves and sun set view	5	4	3	2	1
Un-spoilt nature and environment	5	4	3	2	1
Easy , relaxed and noise free pace of life	5	4	3	2	1
Quality service of residential hotels	5	4	3	2	1
Affordable price of the residential hotels	5	4	3	2	1
Quality service at restaurants	5	4	3	2	1
Reasonable foods price at the restaurant	5	4	3	2	1
Cleanliness of public areas nearest the beach	5	4	3	2	1
Public/ Private toilet facilities nearest the beach	5	4	3	2	1
Availability of sea foods at restaurant	5	4	3	2	1
Service quality of transportations	5	4	3	2	1
Fare/cost of transportations	5	4	3	2	1
Available transportation	5	4	3	2	1
Watch tower for enjoying sea view and scenery	5	4	3	2	1
Water based activities	5	4	3	2	1
Dress change facility at the beach area	5	4	3	2	1
Cost of surfing, boating, driving and riding	5	4	3	2	1
Information about Cox's Bazar	5	4	3	2	1
Health and Medical facilities to serve tourists	5	4	3	2	1
Financial institution for withdrawing instant cash	5	4	3	2	1
Waste disposal facility	5	4	3	2	1
Local people behavior and hospitality	5	4	3	2	1
Tourist caring facility such as personal care,	5	4	3	2	1

child care, pet care etc.					
Emergency services such as lifeboat, fast aid, ambulance etc.	5	4	3	2	1
Financial, physical and other safety & security	5	4	3	2	1
Availability of package tours organized by travel agent	5	4	3	2	1
Quality service of tour operators	5	4	3	2	1
Cost of the travel operators	5	4	3	2	1

15. How would you rate the following facilities and services at Cox's Bazar?

Variables	Highly Satisfied ----- Highly Dissatisfied				
Natural attractions of the beach	5	4	3	2	1
Pollution free nature and environment	5	4	3	2	1
Financial, physical and other safety and security	5	4	3	2	1
Service quality of residential hotels	5	4	3	2	1
Online hotel booking facility	5	4	3	2	1
Price of the residential hotels	5	4	3	2	1
Service quality of restaurants	5	4	3	2	1
Food quality at restaurants	5	4	3	2	1
Price of foods at the restaurant	5	4	3	2	1
Cleanliness of public areas nearest the beach	5	4	3	2	1
Public and private toilet facilities nearest the beach area	5	4	3	2	1
Service quality of transportations	5	4	3	2	1
Available local transportations like taxis, liteace ,	5	4	3	2	1
Road quality at the spot area	5	4	3	2	1
Transportation cost	5	4	3	2	1
Watch tower facility for enjoying sea view and	5	4	3	2	1
Dress change facility nearest the beach	5	4	3	2	1
Swimming, surfing, and boating facilities	5	4	3	2	1
Playing, driving, horse riding and surfing facilities on the beach area	5	4	3	2	1
Local product, sea products shopping facilities	5	4	3	2	1
Cost of surfing, boating, driving and horse riding	5	4	3	2	1
Online information about Cox's Bazar	5	4	3	2	1
Local information centre	5	4	3	2	1
Health and Medical facilities to serve tourists	5	4	3	2	1
Financial institution for withdrawing instant cash	5	4	3	2	1
Waste disposal facility	5	4	3	2	1
Local people behavior and hospitality towards tourist	5	4	3	2	1
Tourist caring facility such as personal care, child	5	4	3	2	1

care, pet care etc.					
Emergency service such as lifeboat, ambulance, fast aid etc.	5	4	3	2	1

16. How much have you satisfied with the existing facilities and services at Cox's Bazar as tourist destination?

Highly Satisfied	.5	.4	.3	.2	.1	Highly Dissatisfied

17. "I will visit Cox's Bazaar again in the future", how do you agree with this notion?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

18. I will recommend Cox's Bazar as a tourist destination to your friends, relatives and others.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

19. Please give your suggestions to improve the existing position of Cox's Bazar as a tourist destination

i. …...

ii. …...

=Thank you for your cordial cooperation=

Name: _____

Contact No: _____Email:_____