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TITLE:

" Attempts to identify and analyse prospects and challenges of tourism marketing in Bangladesh. "

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BANGLADESH TOURIST MAP

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Abstract

The research has been done to analyse the tourism position of the country Bangladesh. Bangladesh is country of huge potential and the country can do well its present assets related to the tourism. The natural resources of the country and the foreign exchange inflow in the country can make the country economically sound. The research aims to understand the present scenario of the tourism industry of Bangladesh and the challenges faced by the country in respect of tourism.

The literature review focuses on the demand of the tourism industry of Bangladesh, the growth of the tourism industry of Bangladesh and the product lines for the tourism products of Bangladesh.

The research also concentrates in forming the methodology which focuses on the inductive research approach and on the quantitative research methods through the application of the primary data collection method. The samples of the officers of the BPC and the samples of the other tour operators and tourists from Cox Bazar are collected for the purpose of getting the insight of the tourist industry of Bangladesh, the marketing strategies of the tourism industry and the challenges faced by the tourism industry. Based on the gathered information the quantitative research is done.

While analysing the data it is understood that the tourism industry has not performed well as the industry is facing the problem regarding the political and social issues. Though there is huge potentiality in the market but, the tourism industry due to both of the reasons cannot progress to a large extent.

Table of Contents

Chapter 1: Introduction

Tourism has increasingly become a very significant and dynamic sector both among developed and developing nations (Gartner and Lime, 2000). The tourism industry has significant impacts not only in itself but also for other sectors such as hospitality industry, service industry, manufacturing industry and the economic progression of a nation as a whole. The importance of tourism in developing countries is increasing at a drastic rate and the same is expected to continue in the near future. The main factors that are responsible for such a high rate of spread of tourism in developing countries are enhancement in economic development, usable income, vacation and holiday time, political stability and intense tourism marketing and promotional campaigns. Developing countries are usually characterized by certain common happenings or phenomenon such as poor economic development, civil war, racial clashes, poverty, corruption, political and social instability, lack of proper education, unemployment and malnutrition; however, decrease in the levels of these negative phenomena in recent times have resulted in a growth in tourism development in the developing countries. Bangladesh is an Asian country that holds high tourism potentiality and Bangladesh Parjatan Corporation (BPC) is the original organization for development and management of tourism in the country. Bangladesh is always an appealing destination for national tourists. However, its attractiveness as a global tourism destination is significantly low (Huybers, 2007). Taking into consideration this fact, the present research attempts to identify and analyse prospects and challenges of tourism marketing in Bangladesh.

1.1 Research background

Broadcast of tourism marketing agencies in Bangladesh

After Bangladesh independence in 1970, the political, social and economic conditions of Bangladesh were not suitable for development of tourism through private sector engagement. In response to the situation, the government of the newly independent Bangladesh took a lot of significant steps towards development of the economy through promotion and development of tourism (Ingram and Durst, 1987). The tourism sector of Bangladesh was reorganized by combining tourism department and private corporations into a single enterprise. The government of Bangladesh took responsibilities of development, promotion, marketing and coordination of tourism and established Bangladesh Parjatan Corporation (BPC) in this regard. BPC was established under Presidential Order No. 143 on 27th November, 1972 and became fully operational in January 1973 with government sanctioned TK.10 million and limited assets from the previous "Pakistan Tourism Corporation". The core operation of BPC orients around carrying the responsibilities of tourism infrastructure development and promotion of Bangladesh as a global tourism destination (MoCAT, 2008). BPC is also responsible for operation and regulation of tourism activities of the nation. Government of Bangladesh is the predominant controller of tourism sector of Bangladesh and channels its engagement in tourism through BPC. BPC on the other hand enjoys a lot of power and authority as a semi-autonomous body. These include right to get hold of and set out property, build and run hotels, other touristy facilities, run duty free shops, rental vehicles, establish and run training institutes and making investments. Travel and tourism operators have a huge part to play in tourism business and realizing this opportunity, the government of Bangladesh had

made it sure that excess of 40 private tour operators are occupied with tourism showcasing in Bangladesh. Some of them lead just local and national (inbound) tours while others offer local, national and international tours. In the process, the numbers of private tour operators that have become members of the "Tours Operator Association of Bangladesh" (TOAB) are 32. TOAB works in close coordination of Government of Bangladesh and BPC in the process of promotion of tourism in Bangladesh (The Bangladesh Monitor, 2007).

Moreover, travel organizations play a vital part in the advancement and improvement of tourism in a nation especially in relation to tourist generation and destination generation (Jenkins and Schro¨der, 2013). There are 235 travel organizations in Bangladesh; the greater part of them is parts of the "Association of Travel Agents of Bangladesh (ATAB) (Islam et al., 2011). These travel organizations are authorized by the registration authority that operates under the supervision of Travel Agencies Registration and control mandate of 1977. This mandate states that sole activity of travel organizations is to involve themselves only in travel arrangements.

In light of the above-mentioned situations regarding present status of BPC and tourism marketing agencies of Bangladesh and their activities, it is necessary to understand their role in contributing towards the development of Bangladesh as a global tourist destination. It is also required to assess their potential in doing the same and the challenges faced in present and future situations so that appropriate and fruitful recommendations can be made. Exploring some of the above aims and objectives is part of the present research.

Tourism marketing and tourist attractions of Bangladesh

At a glance, Bangladesh is perceived as a poor country characterized by poverty and natural disasters. The world prefers to look at Bangladesh as a disaster zone rather than a place of attraction. However, hidden behind this external image, is an internal image featured by rich history and attractive beauty that if explored and managed properly can change Bangladesh to an appealing tourist destination. The major factors that are capable of developing Bangladesh as a major place of attraction for global tourists is presence of natural beauty in the forms of forests, hills, lakes, beaches, wildlife, rivers with appealing cruises and artificial beauties in the forms of archaeological attractions in the forms of monuments (Ahamed, 2012). Other than these, there are huge opportunities of development of tourism in the country if appropriate and serious steps are taken by the government of Bangladesh and associated organizations. It is required to mirror Bangladesh as an attractive destination for pleasure amusement and education through making proper arrangements of accommodation, travel and entertainment for national as well as global tourists. Development of tourism in Bangladesh can provide plenty opportunities of development of other sectors such as hotels, restaurants, tour operators, airlines, travel agencies, car rentals, caterers and retailers (Rahman and Chakraborty, 2011). The development of the tourism sector of Bangladesh along with these related sectors can contribute greatly in the overall development of the national economy.

The world's longest unbroken sea beach, which is 120 km long, is situated in Bangladesh. Some of the major beautiful beaches that form major places of tourist

attraction of Bangladesh are Cox's bazaar, Kuakata and Parki beach. Cox's Bazar is the tourist capital of the country and one of the world's most attractive tourist spots, thanks to the golden sands that cover mile after mile, surfing waves, soaring cliffs and soothing charm of sunset under the sea (Hossain, 2006). Other places of attractions situated near Cox's bazaar beach are Ukhia, Patengha beach, and St. Martin Island, Bandarban District, Rangamati, Khagrachari district, Foy's lake, heritage park and ethnological Museum of Chittagong (Roy and Hasan, 2012).

In context to the above depicted information on tourist attractions of Bangladesh, it goes without saying that Bangladesh has heavy potentials in developing its tourism and taking the same to an international level. What is required is development of effective tourism marketing and promotional strategies and implementation of the same in an effective and efficient manner. For this to take place, an assessment of present and future prospects and challenges of tourism marketing is necessary so as to provide a helping hand to the private and public organizations that are responsible for tourism development in Bangladesh. With this goal in mind, the present research has been conducted. The research will also help future researchers to make further explorations in the areas of tourism and tourism marketing stated above.

1.2 Aims and objectives

Aims

Bangladesh is a country that has a great potential to develop as an international tourism destination due to the presence of natural beauty together with monuments and other attractions such as handicrafts, cultural heritage, religious festivals, tribal culture and tribal architecture (Tisdell, 1997). In this context, the present research aims at analysing the role played by tourism marketing in Bangladesh in light of potentials and challenges that prevail in current and future situations.

Objectives

The research topic has been indicated and the research aim involves an effort to accomplish the following research objectives.

• Understanding current situation of tourism industry in Bangladesh

• Understanding future trends of tourism industry in Bangladesh

• Investigation of the marketing and promotional activities undertaken by the various tour operators of Bangladesh and contribution of these activities in development of this country

• Identification of challenges and limitations of tourism marketing and promotional activities undertaken by various tour operators of Bangladesh

• Recommendations of necessary policies and managerial implications to the tour operating organizations of Bangladesh as per the findings of the present research

1.3 Research scope

According to the United Nations (2009), developing or industrializing countries are the countries that exhibit the lowest levels of socioeconomic development and lowest human development ratings among all the countries of the globe. According to world bank (2009), developing countries are countries that possess per capita income of less than US$ 2200. Illiteracy is yet another dimension of distinguishing developed and developing nations and as per this dimension, India, Bangladesh, Pakistan, Afghanistan and Sudan are examples of developing nations. The United Nations (2009) stated that there are 120 developing countries in the world contributing to less than 20% of total GNP of the world. Sharpley and Telfer (2008), stated that countries except Japan and those situated inside Europe, North America and Australia should be considered as developing countries. They further stated that developing countries are located in Africa, Latin America, Caribbean and Pacific regions. Moreover, China, India, Nepal, Bangladesh and Ethiopia can also be considered as developing.

The United Nations identifies developing countries as those countries of the world that are rated low in terms of Gross National Income and Human assets and high on economic susceptibility. The developing countries are described on the basis of the following three criteria.

Low income criterion

This criterion is based on a three-year average per capita GNI (incorporation under $750, graduation above $900).

Human asset weakness criterion

This standard encompasses composite human resources record known as Human Asset Index(HAI) on the basis of pointers of nutrition, education, adult literacy and health proficiency.

Economic susceptibility criterion

This criterion is based on symbols of the instability of agricultural production, weakness of merchandise and service exports, financial criticalness of non-conventional exercises (portion of manufacturing and service sectors of GDP), concentration of merchandise export and monetary littleness. Thus, Bangladesh has the basic characteristics of a developing country. Based on basic features, developing countries can be characterized into six classifications viz. low standard levels of living, low wages, imbalance, poor health, inequality, deficient education, low productivity levels, high rates of populace, burdens of dependency and growth, considerable dependence on agricultural production, export of primary products, limited information (Singh, 2010).

Bangladesh Parjatan Sangstha (Bangladesh Tourism Organization) was established by the government of Bangladesh with wastage of no time after independence with a perspective of creating and developing the tourism industry in the nation (Hassan and Burns, 2014). The association was rebuilt into Bangladesh Parjatan Corporation (BPC) in 1973.The enterprise drew up a five-year arrangement inside the structure of the initial Five-Year Plan (1973-78) for financial and social advancement of the nation to give key facilities and support and create attractions for expanding the inflow of travellers and making their stay in the nation fascinating. Actualization by the past Bangladesh governments to create and

develop tourism parts was proposed in the second, third and fourth five-year plan and two-year plans yet these arrangements have not been represented appropriately by the government because of spiritual legacy issues. Case in point, if a current government loses power before executing a tourism advancement plan, the next government ought to concentrate on finishing such unfinished plans, yet as a general rule, they are interested to discover shortages with such tasks more than testing the positive angles, and focus to detail another plan to create Bangladesh tourism (Singh, 2010). Therefore, a portion of the incompletely finished ventures are let out until the end of time. Thus, this political design becomes wasteful time use and little cash created in this area. Tourism in its present-day sense is a moderately late marvel, and it started in the present Bangladesh range just within the 1960s (Timothy and Nyaupane, 2009). Travellers from abroad came to see and appreciate the shorelines, the grand excellence of the scene secured with luxurious greens and a web of waterways, tribal society, religious ceremonies, reliable spots, woods, wild life.

Taking into consideration the discussions made above, the present research provides the researcher with plenty scope of identifying and understanding potentials of a developing nation like Bangladesh with regard to national and international tourism development. Moreover, there is scope of identifying potential tourism marketing and promotional activities and present and future challenges and opportunities associated with them. The present research thus provides future researchers in identifying, understanding and analysing tourism marketing and promotional efficiencies of other tourism potential developing countries and recommending appropriate steps regarding the same.

1.4 Research significance

Tourism industry is the largest industry of the world and is growing at a fast rate. Tourism being a multifaceted industry plays pivotal roles in the nation-wide as well as worldwide economic development. International tourist arrivals in the year 1950 were just 25 million whereas the same rose to 800 million in the year 2005. In 1950, the tourism industry earned US$201 billion whereas the same earned US$ 630 billion in the year 2005 (Tisdell, 1995). The forecasts of the World Tourism Organization(WTO) states that international tourist arrivals will reach the figure of 1560 million in the year 2020 and the same will increase to 2010 million in the year 2030. The same figures for South Asia will be 19 million and 32 million respectively in 2020 and 2030. The forecasts of WTO regarding tourist arrivals in Indian Ocean destinations will be 176 million and 285 million in the years 2020 and 2030 respectively. And the same figures in context to Bangladesh in 2020 and 2030 will be 0.415 and 1.20 million respectively (Whyte, 1999). These forecasts indicate that tourism industry will be in a flourishing state in future and this also is proposed in the context of Bangladesh.

Figure 1: tourism statistics for visitor's arrival

Tourism Statistics

Visitors Arrival by Purpose of Visit
2009

Month	Tourism	Business	Office	Study	Religion	Other	Total
January	14,028	9,985	823	605	2,102	1,089	28,632
February	13,047	9,882	279	454	1,599	1,025	26,286
March	12,747	9,679	327	540	627	1,194	25,114
April	12,858	9,319	312	578	578	1,141	24,786
May	12,541	8,613	340	616	449	1,145	23,704
June	8,924	10,504	295	672	523	1,326	22,244
July	9,122	10,187	364	549	506	1,052	21,780

Source: Parjatan.gov.bd, 2017

The tourism industry of Bangladesh is a major contributor of the national economy and thus, holds great importance to the growth and development of the nation as a whole. The country has the capacity to attract millions of national as well as international tourists. However, the country has continuously failed to use its tourism destinations as global tourist spots mainly because of lack of appropriate infrastructure and promotional initiatives. In spite of existence of intuitional

framework for more than a decade the same has failed to gain coordination in the process of promoting tourism in Bangladesh. This lack of coordination is the main reason behind failure of tourism marketing in Bangladesh resulting in insufficient development in tourism industry and national income as well. Under such circumstances, it has become an imperative to properly evaluate the promotional steps taken on the part of government departments and private tourism organizations of Bangladesh and recommend improvement steps useful in attracting more and more international tourists to the attractive destinations of Bangladesh. In this context, this research attempts to assess activities of tourism marketing in Bangladesh in context to potentials and barriers under present and future circumstances.

Chapter 2: Literature Review

2.1 Introduction

In the post second world war period, tourism has gradually become a buzzword, in which there are many attractive places of interest particularly in a developing world scenario. This is a sphere of activity which, by now, is not something for the pleasure of the aristocratic layer of the society only. It has long since become a mass phenomenon (Page and Connell, 2010). Even people, who are middle level earners, save money and related resources throughout the year and flock to different domestic and even international destinations in the company of family members, relatives and friends to spend quality time during their vacation. This has given rise to a special demand for tourism (Mathur, 2007). Thus, the tourism and hospitality industry have grown manifold – all over the globe.

Having noted the tremendous probability of being a booming industry, government and private objects of different countries have also jumped in to the tourism and hospitality sector movement. The developing nations are also no exceptions. The tremendous rush of foreigners and of course the inland tourists at the various places of interest and historical importance and the strategically attractive locations like a reputed monument or the sea – have pushed the heads of nations of many developing countries to virtually restructure their policies and regulations for the growth of the places of tourist attractions (Mathur, 2007).

The south Asian country of Bangladesh, which boasts of being spread with places adequate for reflective vacationer's interests – is also a prominent nation on the tourism and hospitality map of the world.

2.2 Tourism Industry

2.2.1 Concepts of the Tourism Industry

Tourism industry is principally a creation from the factors of the demand side. It has a handful of players in the supply side (Buhalis and Darcy, 2011).

- There are various varieties of tourism. Some can be inbound where international visitors come to the particular country chosen. Here the case is with Bangladesh.

- There can be outbound tourism. Here the residents of the country go out for the international tours outside the country. Here it might refer to the Bangladeshi nationals on international tour.

- Tourism can be domestic like the Bangladeshi nationals touring different sites within the country itself.

Figure 2: The different players in a tourism industry

Source: 2: Destination.unwto.org, 2017

There are different players involved (Goeldner and Ritchie, 2006):

- The visitors and incoming vacationers are obviously there

- The locally resident community is there

- The concerned regional types of authorities involved are also important stakeholders

- Then there is the destination management kind of organization

Finally, there are the tourism industry related services

This tourism industry is always defined from the perspective of the demand side. Tourism serves an excess of purpose for a country like Bangladesh. It promotes the country's culture. It is a means by which there can be interaction between various culture and religions. It goes on to the extent of preserving the country's cultural heritage. It covers a way for the proper and effective exchange of various views on miscellaneous disciplines and subjects. Last but not the least it is a sector that is a source of unending foreign exchange earnings for an otherwise cash poor economy of the developing world country Bangladesh.

Maheskhali, Cox Bazar, Paharpur, Sunderbans, Bandarban, St. Martin's Island, Mohasthangarh etc are some of the noted places of tourist attraction in the country among numerous favourable spots apart from the capital city of Dhaka (Hasan, 2008).

2.3 Arena of development- Tourism Industry in Bangladesh

2.3.1 The Tourism Sector

Tourism and tourist spots in Bangladesh encircle the existence of numerous places of historical interest, picnic spots, beaches, wildlife preserve, tribal people, forests and the list goes on. There are unending opportunities of sea bathing, river boating, rowing, hiking, fishing, yachting and the list is unending. Thus, so much is available within just one country. Moreover, the whole country's length or breadth can be criss-crossed in much less time compared to that in many other nations. This is of plenty advantage for the international tourists. They can finish off their programme in optimum time without any wastage of the important resource time, just for transportation (Negi, Ritushka. and Manohar, 2006).

Within the tourism sector there are government transporters and carriers apart from the private entities' sponsored facilities. Same holds true for the hospitality sector of the country as well. Thus, for logistics and accommodation, the overseas and local vacationers find enough opportunities for having a choice. There are competitions to attract tourist on the part of the hoteliers and transporters. Hence there are options for selecting the best quality service at the most economical price. But opportunities are equally there for the comparatively smoother crunch of customers as well. This is for those who prefer to holiday with premium facilities available at their disposal.

2.3.2- Bangladesh's tourism product lines

The places of attraction and interest for domestic as well as foreign travellers form the major portion of tourism product line in Bangladesh. The government and private sector tourism operators of Bangladesh need to concentrate a lot in this

arena for prompt development of tourism in Bangladesh. The consideration should involve strategy formulations and implementations for the development of natural beauty such as forests, hills, lakes, beaches, wildlife, rivers with appealing cruises and traditional artificial beauties such as monuments antique reserves, handicrafts, cultural heritage, religious festivals, tribal culture and tribal architecture.

Northern part of Bangladesh

As mentioned before in brief, the country's product lines are having large depth as well as width. There are numerous choices for both the local as well as the overseas vacationers. There are provisions for the adventurers (Hasan, 2008). In the northern part of the country there are places offering archaeological sites. The people who prefer to be within the touching distance of history can flock to such places. This is true for the Rajshahi district in that part of the country. Puthia, Paharpurgarh, Paharpur and Kantaji temples boast for this (Negi, Ritushka. and Manohar, 2006).

Southern part of Bangladesh

In the south East, there are the hilly tracts of Chittagong and also the longest type of sand filled unbroken kind of beach at Cox Bazar. Carefree visitors can enjoy the fabulous beaches (Hasan, 2008). The world heritage site Sundarbans is at the South-western part of the nation along with the district of Khulna. It offers opportunities for those who like wildlife during their leisure (Hasan, 2008). The capital Dhaka offers a vast market selling various native goods. The notable products are the garments of the country. By the way, garment industry is a sector in the country which exports a large chunk of its produce to various parts of the globe. There are eco resorts in Sylhet and other areas (Ahamed, 2012).

2.3.3 Demand for Bangladesh's tourism product

The rise in the number of eco resorts in the country like the ones noticed in the Sylhet area, proves that western expeditionary' and vacationer imaginations have been met substantially and significantly by some of the fascinating sights of Bangladesh. In addition to them, there are a huge herd of tourists from across the border from India. Finally, the increasing and ambitious middle class is also a large contributor in the funds of the tourism sector here (Ahamed, 2012). Infrastructural and service quality development, supporting the spirit of Bangladesh tourism activity, will boost up the sector in an extensive fashion. The concept of "word of mouth" works well as far as travelling and tourism is concerned. Tourists from different parts of the world can attract more numbers of tourists if Bangladesh tourism services and products are capable of generating positive word of mouth. Thus, word of mouth exposure of marketing information can be used by Bangladesh in an efficient marketing strategy in the process of development of tourism in the nation through making an effective and considerable initial investment in building infrastructural and marketing framework.

2.3.4 Institutional framework and resources

Institutional investment and group drive is there already in Bangladesh tourism. But there are some essential problems which can be improved. One such instance is the illiteracy of the local inhabitants of the tourist spots. Owing to these shortcomings, the local people cannot interact properly with the overseas visitors and there is a communication gap. This can be improved to a large extent. There are institutional initiatives which are being noticed nowadays. There are some international hotels, the Parjatan group government hotels and some private

enterprises which operate taskforces of operators which are trained in the foreign languages to assist the foreigners. The guides are also found in service for the tourists. But much more needs to be done in this respect.

Apart from the above, the Bangladesh Biman and the almost autonomous body Bangladesh Parjatan are looking over infrastructure development to assist tourism on a large scale. Different hotels, spa, eco resorts are coming up at various parts of the country (Hasan, 2008).

The Bangladesh Parjatan Corporation, which is the national tourism corporation of the country, is a 50% autonomous body – that has direct involvement in terms of all arrangements for this sector in the country. The secretary of the country's ministry of tourism and aviation is the person at the controls of the affairs of this organisation.

Having realized the potential of this industry, the government nowadays spends a hefty amount for the upkeep of this sector and industry in the country. Of late the investments have been to the tune of being equivalent to $ 6.7 million or over Tk (the local currency Taka) 20 million (Hasan, 2008).

The Bangladesh airlines is the government air aviation medium of the country. Of late the government spending on the airline has been around US $ 47 million for the air carriers and US $ 23 million for development and improvements of various airports in the nation.

2.3.5 Tourism sector Associations

There are Tourism Developers' Association Bangladesh (TDAB) and the Tourism Operators' Association Bangladesh (TOAB). These two are the projecting parts among the handful of organised Tourism sector associations present in the country.

Being organised bodies, they contribute a lot for the expansion of the tourism facility here. Bangladesh Inbound Tour Operators' Association is also there. As suggested by its name, they have to interact a lot with the overseas tourists and vacationers. The Bangladesh International Tourism Fair is held regularly to showcase the plentiful offers that the country has in store (Hasan, 2008).

2.4 Arena of development- service Quality

2.4.1 Importance of service quality

Service quality is important since tourism is a human based industry. In any business or any trade, service quality is expanding, particularly so nowadays because of the globalised market conditions. Competition has increased manifold since the 1990s compared to the earlier decades. There are different countries competing for more contribution of the tourism industry pie worldwide. Today if the service providers of Bangladesh fail to live up to the demand and expectation of the overseas visitors, the country at large will lose a significant part of its worldwide market share in the industry. The quality in service is important to an unlimited extent (Williams and Buswell, 2003).

2.4.2 Determinants of service quality

There are some satisfier types of determinants in service quality. Again, there are some which can be criticised as being dissatisfiers. These can be judged from the personal accounts and observations of customers of different services. The principal satisfiers are – care, attentiveness, friendliness and responsiveness. On the other way, the lack of responsiveness is a dissatisfied factor. Similarly lack of availability, functionality, integrity and reliability are dissatisfying elements. But

every instance of customer dissatisfaction is not a lack of something which is otherwise a satisfier (Williams and Buswell, 2003).

Figure 3: Determinants of service quality (W.O.M. implies WORD-OF MOUTH)
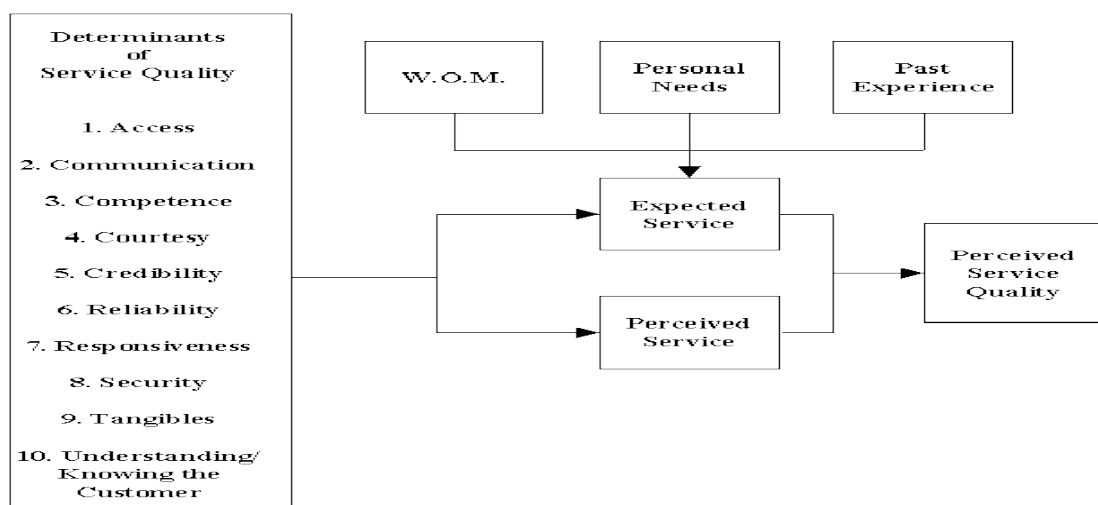
Source: 3: (Ukoln.ac.uk, 2017)

2.4.3 Nature of service product

A service product available in the market must have its origin in the range of benefits for the consumers. Initially the concept originated with marketing of intangible goods but later on the concept become applicable to various kinds of products and consumer experiences.

The attributes associated are intangibility, inseparability, heterogeneity between any two services from different producers, perishability and inability to store, save or resell any service and non-transferability of ownership.

Also, more acceptability of a service occurs with the growth of the economy or with changes in the environment or demand, including economic concerns. That is why, as has already been mentioned in a preceding section, the tourism industry is based on the demand side perspective.

2.4.4 Service Quality Measurement

Figure 4: Measurement of service quality

Dimension	Description
Reliability	Ability to perform service dependably and accurately
Assurance	Ability of staff to inspire confidence and trust
Tangibles	Physical facilities, equipment, staff appearance, etc.
Empathy	Extent to which caring, individualized service is given
Responsiveness	Willingness to help and respond to customer need

Source: 4: (Isaca.org, 2017)

The parameters which are taken as the guiding heads to measure the service quality are the reliability, the assurance rendered to the beneficiaries, the tangibles including the physical facilities and appearance of the service providers and the get up of the hotel rooms etc; Empathy or individualised service given and finally the responsiveness and willingness in helping, assisting and responding.

2.4.5 Service quality in Tourism

Service quality in tourism -- is the tour operator and/or the transport corporation and/or the hoteliers' ability to satisfy the need of the vacationers from local as well as from international shores. It boils down to the same capability in the case of all the inmates, factors and organizations involved in the supply side of the tourism industry in Bangladesh as well (Williams and Buswell, 2003).

There are certain ways to measure the service quality of tourism site. This is sometimes done by the World Tourism promotion bodies to declare particular sites as World Tourism ones.

Figure 5: Tourism Evaluation and chances with regards to making the place a World tourism site
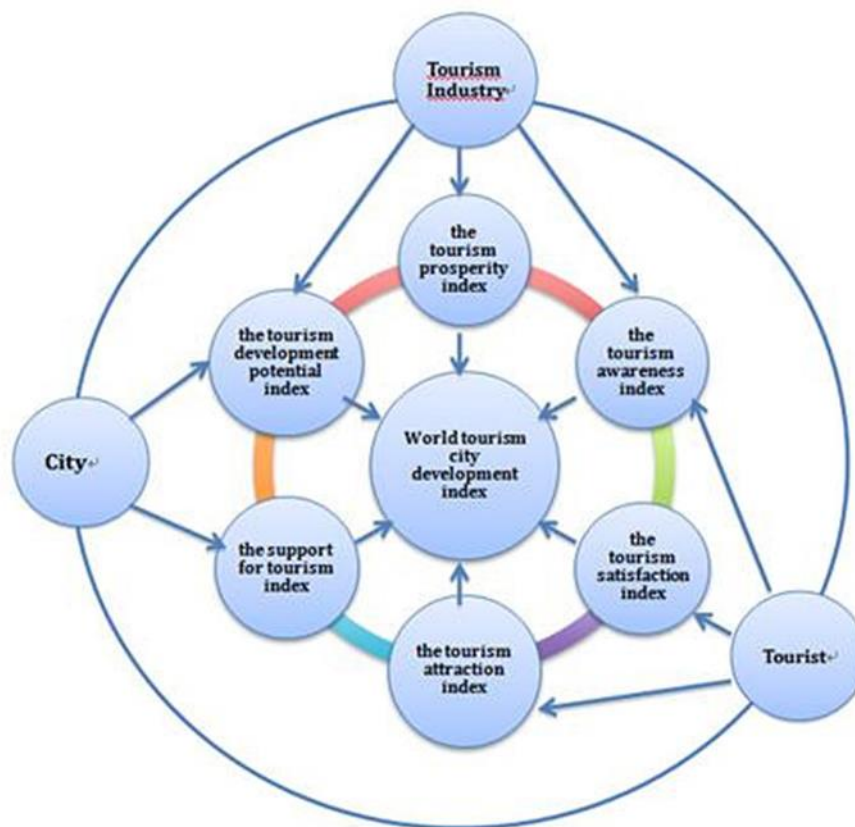
Source: 5: (En.wtcf.org.cn, 2017)

The essential elements delivered in the Bangladesh tourism services which are to be taken as inputs for the measurement of service quality are the tangible part, the service part, the roles of intermediaries and agents (Negi, Ritushka. and Manohar, 2006).

2.4.5.1 Characteristics of service

There are some well-marked characteristics of service which make this variety of deliverables different from the traditional tangible products. These are: the intangibility, inseparability of production and consumption, perish ability, heterogeneity, client based relationship and close customer contact.

All these indeed apply in case of Bangladesh tourism as well (Negi, Ritushka. and Manohar, 2006).

The intangibility is the very core of a service deliverable. It can never be seen. Bangladesh tourism is a service. It can be felt. Anyone can be satisfied or can seldom be dissatisfied in some instances. But the tourists can never touch this delivery (Hasan, 2008).

The production and consumption of the services in tourism occur hand in hand. It is consumed simultaneously the moment it is produced – owing to obvious reasons – acceptable to normal logic.

Perishability – Tourism is such a service and cannot be stored for sale at later on.

Figure 6: service characteristics
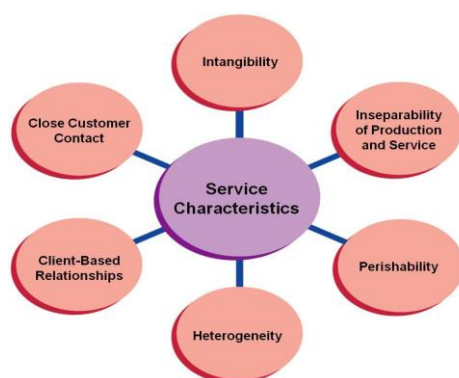
Source: 6: (Yourarticlelibrary.com, 2017)

Can't be preserved or shelved ever. It is supposed to be consumed at once.

Client based relationship-This service of tourism is totally based on client availability. These services cannot be rendered to a vacant space which is not utilised by any human being (Madonia, 1977).

Close customer Contact-Tourism is always based on relationship with customer. Every customer is offered the service directly to.

2.5 Hotel Quality Program

2.5.1 Introduction

Quality is the unique selling preposition (USP) for any products or services in the competitive market scenario. A quality products or services has a superior feature and offers benefits that exactly match with expectation of the consumers (Besterfield, 2004). Quality is a vital factor that offers special attraction to tourist and plays a key role in the success of the tourism industry. Consumers are attracted to those destinations which offer quality services in terms of food, lodging and transportation and welcome from the local population and various sightseeing and shopping facilities.

Bangladesh is a developing country in Asia, holding great potential for tourism owing to its natural beauty and rich plants and wildlife. Enhancing the quality of services will boost the tourism industry and impact the economy of the nation positively.

2.5.2 The fundamentals of a quality system of Tourism in Bangladesh

Offering a quality services will help Bangladesh Tourism Board to develop Bangladesh as one of the key attraction of Asia to the European and American tourists giving them value for money and repeat business and enhance the economy of the nation (Brunner-Sperdin and Peters, 2005).

Quality offers superiority to the business against competitors and enhances the marketing capability of the products to the tourists and operators. A quality product always goes beyond satisfaction and achieves customer loyalty. As a result, profit margins doubles with a quality product. Quality management is instrumental in stabilizing the tourism sector and protecting the jobs of the locals on the one hand and Quality enhancement of destinations offers a better quality of life to the local and the place (Evans and Lindsay, 2002). The Quality initiative leads to regular and continuous monitoring thereby reducing costly mistakes in future operation. The data collection process relating to quality may provide enough information to the management to take right decisions. It also promotes proactive management.

2.5.3 Importance of Quality in Tourism sectors

Quality service in tourism is a tool that is based on the philosophy of doing what tourist destination should offer to give value for money to the tourists. A lack of focus on quality can have devastating impact on business, income and image of the sector (Jennings and Nickerson, 2006). The importance of quality in tourism sector lies in the fact it offers a powerful tool for measuring, monitoring and benchmarking the services against competitors.

Measuring

In the process of offering quality, the management starts measuring it past performance against projected performance of current year as well as measuring the performance of last several years to understand how the sector is performing over the years. The performance of competitors can also be measured to understand the status of the business and understand the opportunity and threat faced by them. It also helps in measuring the perception of the tourists in relation to destination and the value-added service offered by the destination. The destination manager can measure performance of the destination in comparison to other similar destination (Langer, 1997).

Monitoring

Quality leads to the practice of regular monitoring of various variables effecting the growth and prosperity of the sector. The various measures can be monitored for regular feedback and improvement. This helps in monitoring the quality of the services in offer (Langer, 1997).

Benchmarking

Wöber (2002, PP.2) has discussed this in his biography that It is the practice of destination managers to compare the quality performance of their destination with similar destination within a network to take corrective steps to improve the service and quality and enhance the revenue model. This activity also helps in comparing the quality indicator results with those of past several years to understand the trend and losses of tourism sector.

2.5.4 Quality approaches in Tourism

Appreciating and rewarding the quality approaches is a motivating factor in the tourism sector to continuously improve the services in offer and enhance the quality of services. Every sector should aim at having the best offer every year so that they set a role model for others to follow and raise the standard of services (Jennings and Nickerson, 2006). Similarly, in the tourism sector too this appreciation of quality works as tool to encourage healthy competition between similar destinations offering such services and to excel amongst them. It is a tool which acts as motivator to maintain the quality and improve it regularly.

2.6 The Classification system in Bangladesh

After World War II the classification system in Hotel Industry was established by National Tourist Boards though it was a difficult task in early phase. In 70's the classification system was followed by only five European countries. In the next decade almost 22 European countries used the classification system while 60 countries worldwide followed the classification system.

The classification system is developed with the aim of bringing standardization in service to the international customers in the travel trade. Classification system promotes minimum operational standards, to face generalization policy implied by international standards and to offset the training cost of inspectors (Wallace, 2001). This classification is usually done for the Hotel industry.

Bangladesh Tourism also stands by the international classification system to offer standardized services to international consumers in travel trade. It is designed to provide uniformity in services. As per Travel Industry classification system ratings

are based on official Hotel and Resort Guide (OHRG). The hotel industry in Bangladesh is also classified based on official Hotel and Resort Guide.

2.6.1 How the system works

According to the official Hotel and Resort guide the classification system of hotels in Bangladesh are classified as below

Deluxe: Super Deluxe, Deluxe, Moderate Deluxe. The major tourist destinations of Bangladesh that can be used to satisfy this class of tourist are Cox's Bazar, St. Martin, Foy's Lake, Ethnological museum of Chittagong, WWII cemetery and circuit house, Lalbagh fort, Shaheed Minar, Shahhed Minar, Kaukata Beach, wildlife and hill stations.

First Class: Superior First Class, First Class, Limited Service First Class, Moderate First Class. The major tourist destinations of Bangladesh that can be used to satisfy this class of tourist are bandarban district, khagrachari district, Patenga beach, Jatiyo smriti soudho, Jatio snghsad, hill stations, lakes and wildlife.

Tourist: Superior tourist class, moderate tourist class. This class of tourist destinations is served through tourist places such as Rajshahi and Rangpur division attractions, Sylhet division attractions, Cox's bazaar, Sunderban, Mosque city of Bagerhat, Jaflong, Madhabkunda waterfall, Kantajew temple and various hill stations, lakes and historical monuments.

These above classification exhibit two elements- the quality of accommodation in terms of room size and quality of furnishings and the extent of hotel facilities like the number and size of conference hall, banquet etc.

2.6.2 Adoption of the classification system by Bangladesh

Based on the classification system, Bangladesh Hotel industry had adopted various categories of hotels – one, two, three, four and five star hotels catering to different classes of tourists like upper class, upper middle class, lower middle class, middle class etc. Apart from adopting the classification based on star category Bangladesh Parjatan Corporation has adopted further classification based on the international norms like country house hotels, lodges, Inns, guest houses, holiday homes for budget travellers and resorts and villas for upscale travellers (Shanka and Taylor, 2004). Further hotels are classified on the basis of food they serve like vegetarian and non-vegetarian and availability of pubs and bars.

2.6.3 importance of classification system

In the early days hotels and motels meant just providing a bed and something to eat but it all changed when tourism as sector was recognized in the letter half of the 19th century. It enhanced the standard of hotels and motels and more facilities were added to services offered. After World War II the classification system was established for the Hotel and Travel sector and the importance of classification system in hotels sector is appreciated by the tourists and travellers across the world. Based on the classification system a tourist can plan and book his or her hotels after matching needs and requirements with facilities offered and the budget he or she can allocate for the same (Wallace, 2001). This leads to satisfying experience when he or she uses the facility.

On the other the importance of classification also lies in the fact that the minimum standard and requirement is made a mandatory condition to be offered by all hoteliers to build brand image and goodwill in the market.

2.7 Conceptual framework of Tourism in Bangladesh

Tourism in Bangladesh is a growing industry and contributes to the GDP of the nation in a big way though it is perceived as a poor country which is poverty stricken and affected by natural disasters. The major factors that are capable of developing Bangladesh as a major tourist destination are the various beaches. Bangladesh has the longest unbroken sea beach which is 120 km long and hold a special spot in the beach destinations of the world. Also, the Sunderban forest and jungle area is another attraction for tourists who love adventure (Langer, 1997). Apart from this it also has various historical, religious and archaeological places of importance which can be developed as a conceptual framework for sustainable tourism.

Similarly, major tourist traffic is attracted by the capital city Dhaka followed by Cox bazaar and Chittagong. A conceptual framework can be developed for other places like Bogra, Benapole, Bandarban, Dinajpur, Kuakta, Khagrachhari, Mongla, Meherpur, Madhabkundu and Rangpur promoting village tours, cultural tours and heritage tours highlighting the historical, religious and archaeological importance of these places.

The above conceptual framework of Tourism in Bangladesh is designed to explore every resource and attraction available in Bangladesh to contribute to the Tourism of Bangladesh and open a new door of opportunity thereby enhancing the revenue from tourism sector, creating employment for the local people and bringing increased prosperity to Bangladesh.

2.8 Importance and development trends of tourism for developing countries

Tourism is an important and dynamic sector in the international economy and especially in the developing countries. Chon and Singh (1993) discuss the reality that developing countries are more dependent on income streams from the tourism industry than developed countries. Countries such as Nepal, Maldives, Thailand, and Malaysia have relied a great deal on their tourist industries for economic growth (Chon and Singh, 1993). In Sri-Lanka, primarily international tourism was promoted as a means of obtaining rapid foreign exchange as well as expanding its export sectors in the international market in order to accelerate their economic growth rates which may be compatible with western economies (Edmundson, 1999).

Developing countries need their own tourism strategy for developing the tourism sector as this sector contributes not only to earn foreign exchange but also to wider economic and social development. Harrison (2005) reveals that tourism policies and strategies need to be adopted by governments which may assist maximising the economic and social benefits of tourism.

Costa (2003) notes that some developing countries (India, China, Nepal, Malaysia, Thailand, and the South African region) may become the tourist destination countries of the twenty first century because of their strong internal tourism market; the improvement of their tourism competitiveness based on the quality of the services and infrastructures; and strong promotional campaigns to improve international awareness for the destination. Costa (2003) also notes the key issues which are affecting tourism development in Brazil, namely a common perception that were related to gaining access mainly by the airports, and the quality of tourism

promotion, services and infrastructures. The key issues are to promote tourism as an advanced industry; to stimulate and attract foreign investment for receptive tourism; and to promote international business travelling and tourism in main urban areas.

Chapter 3: Research methodology

3.1 Research design

Research design reflects the fundamental research procedure that aids a researcher in utilizing the factors fortifying data collection methods and research methods. Saunders, Lewis, & Thornhill (2007) built a basic structure depicting the factors that are required to be taken under consideration in the process of conducting research. This basic framework is known as a research onion. The basic idea behind referring to a research onion is to follow a step by step procedure in reaching the research result just like various layers of an onion being peeled away to arrive at the core. As per the concept of research onion, it includes six stages or steps namely philosophies, strategies, choices, approaches, time frame techniques and procedures. The research onion signifies that the actual research technique or research method is the core of the research process and can be arrived at only after peeling away other important layers (Bryman, 2012). The research onion relevant to the present research study has been depicted in the following diagrammatic representation.

Figure 7: research onion
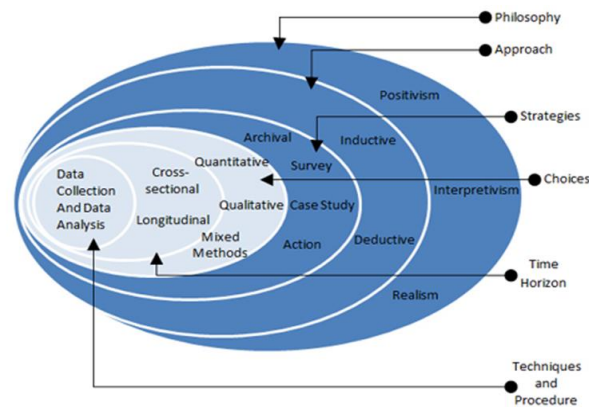
Source:7: Intelligenthumansystems.com, 2015

3.1.1 Research philosophy

The first step in the research onion framework is the research philosophy. It is also the most significant phase and acts as guiding principles of the research process. Research philosophy deals with formation and characterization of knowledge which is utilized and developed in the process of execution of the research (Bryman, 2012). It takes into consideration, the researcher's understanding of the world and allows for opinions and views regarding the same. Research philosophy is one of the vital influencing factors on research strategy which is formulated for planning the methods to be adopted by the researcher in the research. The major impacts of research philosophy are from the perspective of knowledge and the process of promoting the same. However, a practical consideration of a researcher is also impacted by research philosophy and this is the reason why selection of a suitable philosophy is important.

The two major philosophical approaches to research are positivism and interpretivism. As per the positivism philosophy existence of reality is imperative and independent of what is under investigation, examination or observation. This philosophy supports consistency of a phenomenon in between subjects. On the other hand, as per the philosophy of constructivism, creation of meaning against a phenomenon is dependent on how the same is construed and varies from observer to observer.

The present research study is aimed at analysing the present and future of the tourism sector in Bangladesh in the context of prospects, challenges and limitations of tourism marketing. Hence, there are both factual and interpretative aspects that have to be considered in this research study.

3.1.2 Research approach

Research approach deals with the procedure of creation of new knowledge and enhancing the researcher's understanding of a matter of concern. The major forms of research approach are deductive, inductive qualitative and quantitative approach. In deductive approach a hypothesis or hypotheses are developed over pre-existing theory followed by formulation of a research approach for testing the hypothesis or hypotheses.

Deductive approach

The deductive approach is suitable for research that is conducted to test whether observed results agree with results expected based on previous research. The deductive approach is particularly suitable for researches based on positivist philosophy that involves formulation and testing of hypothesis regarding quantitative analysis. This approach is also used in qualitative analysis where expected results are compared with actual results

mainly from a theoretical perspective and not through hypothesis testing (Saunders et al., 2007).

Inductive approach

The inductive approach involves formation of theories or framework after collection of data. This approach is more inclined towards movement of research process from specific to general. The inductive approach is suitable for researches that involves formation of new theories or frameworks and suitable in cases where collected data fits in to theory. The inductive approach is very supportive to qualitative analysis in which absence of theory reduces chances of biasness in data collection process (Saunders et al., 2007).

Quantitative approach

Quantitative approach involves collection, storage, systematization, interpretation and analysis of quantitative data. This approach utilizes several statistical tools, techniques and standards for assessing the statistical validity or significance of data collected from the respondents. This approach is supportive to the positivist philosophy and useful in the process of examining social phenomena such as subjective viewpoints and feelings on a large scale (Saunders et al., 2007).

Qualitative approach

Qualitative method aims to gain in-depth understanding of human behaviour for decision making (Saunders et al., 2007). It also answers the question of "how". Qualitative method is also appropriate for this thesis because the researcher want to go deeper in finding answers to the research questions as well as finding out "why are" and "how come". According to Neuman (2014) qualitative research examines a specific case in detail that happens in natural flow of social life. The research approach adopted in the study.

Bangladesh has exhibited considerable efficiency in utilizing its natural and artificial resources in developing as an international tourist destination. Thus, there is an opportunity to compare actual results of the study with that interpreted from previous research studies. Furthermore, the results have been obtained through quantitative research techniques. Considering this epistemological context, the present research study is based on a combination of deductive, and quantitative approaches. In addition, some qualitative data are included in the form of literature studies and observations on site.

3.1.3 Research strategy

Research strategy as the name suggests is the mechanism with the help of which a research is intended to be carried out on the part of a researcher. Different research strategies encompass surveys, interviews, case study research, systematic literature review, experimental research and action research (Bryman & Bell, 2011). The survey strategy involves sampling of a relevant portion of the population resulting in production of quantitative data leading to empirical analysis and used predominantly in quantitative researches. The interview strategy or method draws on inductive research approach and involves qualitative and quantitative questions and transcription and encoding of the same.

 In a systematic literature review, researches already done on related topics are studied and analysed critically so as to determine effects of their interpretational and results on the present research results and data interpretations. As far as action research goes, it is featured by seeking practical solutions to a particular research problem within the boundary of community of practice. This research strategy is helpful in fields such as teaching and nursing. Lastly, the experimental approach to research is one that specifically en-

compasses examination of actual results as against expected results. This research strategy is applicable to all sorts of researches and takes into account relatively less number of aspects.

Because the present research study encompasses critical review of systematic literature, questionnaire surveys, observations and assessment of actual results against expected results, it can be stated that the present research study uses a mixture of survey strategy, interview strategy, systematic literature review and experimental strategy.

3.1.4 Research choice

Research choice is generally held as a justification behind selection of a particular subject or topic of research and selection of the process to be followed in researching that topic. The different choices that can be made on the part of the researcher and with regard to research methods are mono method, multi method and mixed method (Saunders et al., 2007). As the names of these methodologies propose, the mono-method includes conduction of the research study utilizing one. Mixed-method obliges the utilization of two or more methods or strategies for examination, and typically alludes to the utilization of quantitative as well as qualitative techniques.

In the multi-method usage, a more extensive choice of strategies is involved. The fundamental contrast between the mixed-method and the multi-method is that a mixed method encompasses combined techniques that make a solitary dataset while multi-method involves segregation of the research into divided sections, with each one creating a dataset (Flick, 2011). Each section is then assessed utilizing procedures got from qualitative and quantitative methods (Feilzer, 2010).

The choice of the subject is justified in the sense that the researcher is determined to explore the possible ways of upgrading Bangladesh tourism sector to international level. In this context, the research is aimed at assessment of the present and future of the tourism sector in Bangladesh in relation to the prospects, challenges and limitations of tourism marketing. Furthermore, since the aims and objectives of the research and the methods suitable to attain those, a mixed-method has been used consisting of literature review, observations and a questionnaire strategy as primary and secondary data collection methods.

3.1.5 Time Horizons

The time horizons are the time structure inside which the task is proposed for realization (Saunders et al., 2007). Two sorts of time horizons are pointed out inside the research onion: longitudinal and cross sectional (Bryman, 2012).

A longitudinal time frame or timeline for data collection is mentioned as the collection of data over an increased period of time, and is utilized where the research is in the process of analysing change across time (Polgar and Thomas, 2008). This has the profit of being utilized to study change and improvement. Besides, it permits the foundation of some control over the variable being examined.

The cross-sectional time scale is used where there is a requirement of collecting data at one point in time. This type of time horizon is utilized when the research examination is concerned with the investigation of a specific phenomenon at a particular time. The data collection process in the present research study is mostly restricted to one time but also incorporates a collection of primary and secondary data over a considerable period of time, in a longitudinal time frame.

3.1.6 Data analysis techniques and procedures

Methodological approach directs the collection and analysis process of data. The methodology utilized at this phase of the examination helps fundamentally to the study's general reliability and validity of the research (Saunders et al., 2007). Nevertheless, the methodology utilized as a part of the undertaking, the kind of data gathered can be differentiated into two sorts: primary and secondary.

Primary and Secondary Data

Primary data is that type of data which is gotten from direct sources. The direct sources can be in the form of authentic direct sources, or that obtained from the respondents in overview (Bryman, 2012). Secondary as well as supplemental data also can be useful. Case in point, data got from factual or statistical collections, can constitute primary data. In like manner, data that is gotten from different scientists might likewise be utilized as primary data. The primary data is along these lines best seen as the data that are being analysed or assessed as itself, as opposed to those applied in an alternate analysis. Collection of primary data has been done in this research study from tourists, Officers of BPC and private tour operators. Secondary data are from the literature.

3.2 Target sample

A sample is a relevant portion of a large population that can be considered as a representative segment that is capable of producing nearly the same result if the research were carried out taking into account the entire population (Miller and Whicker, 1999). Sample size can be defined as the number of respondents selected from the population with the aim of surveying. Generally, sample sizes are larger in case of quantitative research as compared to qualitative research. Sampling technique is the way of selection of proper

sample size capable of contributing enough towards achievement of research results (Kish, 2008).

There are different sampling techniques useful for a researcher. A random sampling technique involves choice of sample at random. By virtue of the random nature of selection, the chances of skewness are high in case of random sampling technique. To strike out this disadvantage of random sampling, stratified sampling technique is used at times in order to discover that significant characteristics of the actual population are efficiently reflected in the chosen sample (Kish, 2008). Another method of sampling is the convenience sampling method that involves selection of sample from that relevant part of the population which is particularly useful for the conduction of a particular research. As far as the present research study is considered, private tour operators, BPC and tourists are only the portions of the population for the primary research. Hence, convenience and random sampling technique has been used in selecting the organizations to be involved in the research where the total respondent were102 people. The researcher contacted 100 tourists at Cox-Bazar sea beach, 15 tour operators and 40 BPC employees, total of 155. Among them 53 refused to participate due to time pressure or other personal reasons whereas 102 agreed to complete the survey questionnaire. This resulted in a rate of response of 66 per cent.

3.3 Significance of the study

 Failures have been continuous and consistent as far as the efforts of Bangladesh Government and private sectors are concerned in relation to converting the nation into a global tourism destination. Lack of appropriate infrastructure and promotional initiatives

have been the significant reasons behind this failure. Moreover, lack of focus and coordination has added to the problem despite of the presence of a robust institutional framework.

Under such circumstances and in light of the fact that international tourist arrivals are forecasted to increase manifold in the upcoming years, proper evaluation of the promotional steps taken on the part of government departments and private tourism organizations of Bangladesh has become imperative. It is required to sort out steps that when taken, can attract more and more international tourists to the appealing destinations of Bangladesh. In this context, the significance of the study lies in the goal that the same is helpful in analysing activities of tourism marketing in Bangladesh in context to potentials and barriers under present and future circumstances and recommending developmental steps for the future.

Chapter 4: Data analysis

The data analysis is presented with the quantitative and qualitative data and those data are to be accumulated and presented as the primary and secondary data collected. The data is to be properly integrated and developed within the different aspects and the current trends in the tourism industry and aspects in Bangladesh. The respondents are officers from the BPC and different tour operators, local and International tourists and the information is provided from the quantitative data analysis of the survey.

Achieved sample

The achieved sample is composed by 102 participants in where 1 was missing. So, valid participants were 101 in which local 77%(Employees 35% & domestic tourists 42%) and International 24% respondents. 27% are in Undergraduate program, 23% are in Postgraduate program while 51% are in Graduate program. 22% visited 1-2 countries, 39% visited 3-5 countries, 20% visited 6-10 countries, 14% visited 11-20 countries, and very lowest percent 5% visited more than 20 countries and this people are from outside the country. The age 1% under 20, 6% age between 20-25, 17% age between 26-30, 38% age between 31-35 and the highest average 39% age is more than 35-year-old. 69% are male and 32% are female. At the relationship status 33% are single, 12% are in relationship and these are the International tourist, and 55% are Living with spouse. (See the appendix).

Analysis of the questionnaires by achieving data from the field survey

4.1 Satisfaction of tourism activities in Bangladesh

Respondents for this survey made comments about their satisfaction of tourism activities in Bangladesh as shown in Figure 8.1. For example, many of the respondents i.e., 27.45 per cent (domestic and International tourists) reported that they were poorly satisfied with the tourism activities, while 24.51 per cent (employees) suggested that satisfaction was acceptable. 10.78 per cent arrivals stated that their satisfaction was very poor, where 11.76 per cent responds they were good., while 14.71 per cent respondents couldn't decide to this question. And a few 2.94 respondents didn't have any idea about this question. According to respondent's overall opinions of Bangladesh tourism activities, it can be concluded that there were equal satisfaction and dissatisfaction with Bangladesh tourism activities.

Figure 8.1
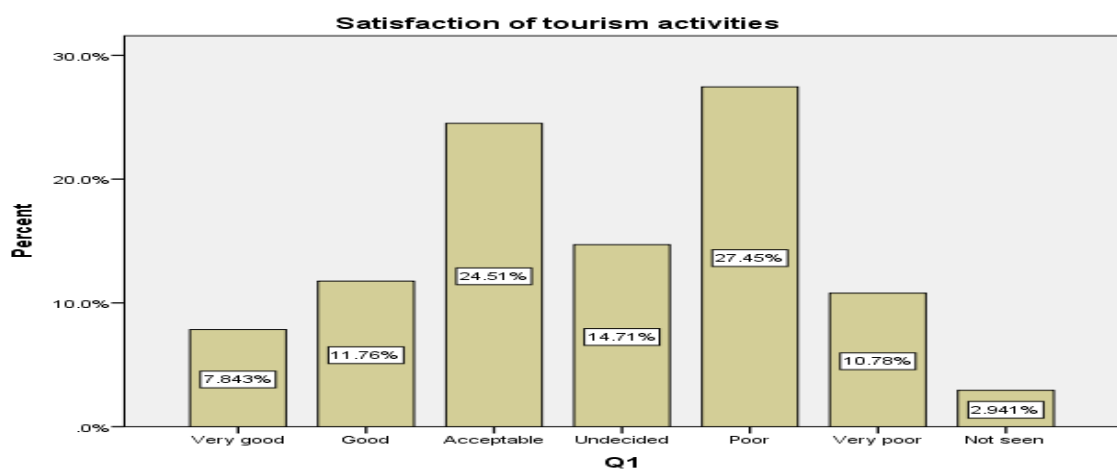
Source: Field Survey.

4.2 Promotional activities done by BPC

Promotional activities are very attractive and indicating that these devices can influence tourist to visit Bangladesh attractions in some way. These activities include, online advertisement, tourist information website, information from local tour operator and travel agents, magazine advertisement, Internet video clips, advertisements in local newspapers, billboards, TV advertisement, tourism and trade fairs advertisements, documentary video, posters, information from tourism fair stalls, tourism handbooks and student presentations. Also, video clips about mangrove forests and sea beaches, advertisements on archaeological sites, historical places, monuments, natural attractions, museums, rivers, and bird watching related advertisements.

From the figure 8.2 The greatest proportion of respondents for the survey (36.63 per cent) stated that poor amount of promotional activities done by BPC (Bangladesh Porjoton Corporation) where 16.83 per cent and 18.81 per cent said very poor and acceptable respectively. On the other hand, 10.89 per cent respondents said good amount of promotional activities done by BPC and these respondents are the chief categories people who works in the Bangladesh tourism organization. 11.88 per cent respondents didn't have any decision to the question, while a few 1.98 per cent have no idea. It can be concluded that, more than half of the respondents are not satisfied with promotional activities done by BPC.

Figure 8.2

Promotional activities done by BPC
Q2
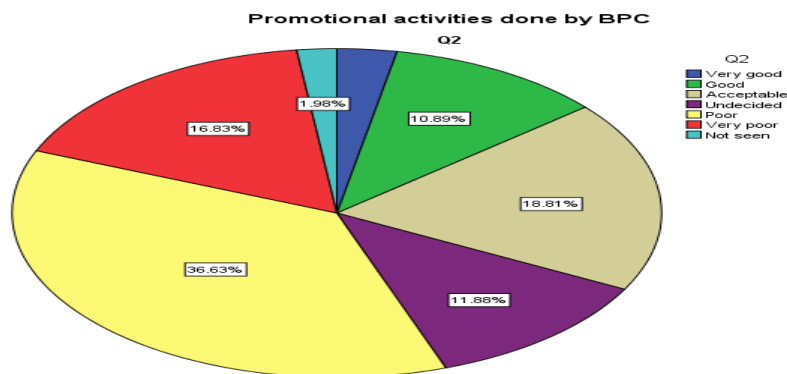
Source: field survey.

4.3 Transportation details in all over the Bangladesh

Tourism is a composite product, involving transport, accommodation, catering, entertainments, natural resources and other facilities and services such as access to shops and currency exchange. Many scholars agree that transport infrastructure was one of the determinants of the attractiveness of a tourism destination. Hence, transport plays an important role in tourism as it can aid the development of new attractions and promote healthy growth of the existing ones (Kaul, 1985).

Survey data regarding the transport details made by tourists shown in Figure 8.3 and the figure reveals that the largest proportion stated that there were very poor and poor transportation details in all over the Bangladesh and the figure was 38.61 per cent and 37.62 per cent respectively. This means both local and International tourist are not satisfied with transportation facts. However, some of the respondents believed there are very good, good and acceptable transport in Bangladesh. Figure was 0.99, 7.92 and 7.92 per cent

respectively. None of the respondents reported that they have no idea about Bangladesh transportation details.

Figure 8.3
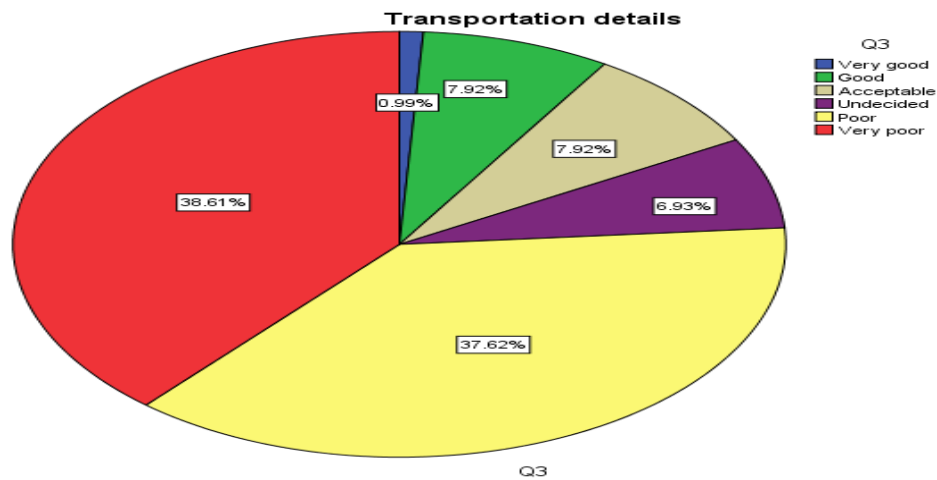
Source: Field Survey.

4.4 Policies and rules for tourism in Bangladesh

Aims and Goals of Tourism policy and rules support government and any other people or organization related to tourism in coordination, planning, legislation, entrepreneurial support, stimulation, promotion, social tourism, and public interest protection. Tourism policies and rules are important to Economic development, Increase Employment, Cultural richness and community wellbeing, Resource Efficiency, Environmental purity and sustainability.

Figure 8.4 shows the opinion of the respondents about the policies and rules for tourism in Bangladesh. The highest 33.66 per cent believe that there are poor policies and rules for tourism in Bangladesh. On the other hand, 20.79 per cent respondents have different

opinion where they accept as true that there are adequate policies and rules for tourism in Bangladesh. But 27.72 per cent respondents did have any decision either it has adequate tourism policies and rules in Bangladesh or not. It can be concluded that employees, and domestic and International tourists has mixed opinion with this specific question.

Figure 8.4
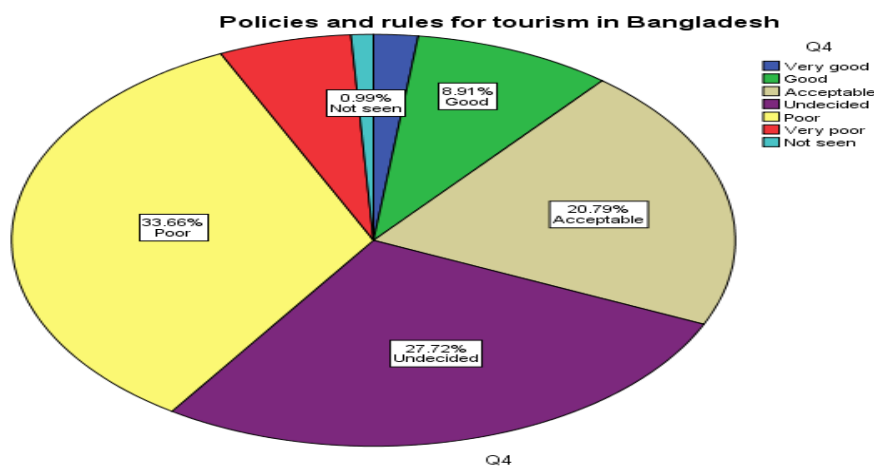
Source: Field Survey.

4.5 Areas needed more development to attract tourists

A question asked to respondents regarding what was their opinion about such areas like Infrastructure, Transportation, Tourism rules and policies, Safety and Security, Investments are needed more development to attract tourist, they replied their opinion in the following ways. Figure 8.5 shows that the highest (60.78 per cent) respondents were very good and they were very much agreed with the statement. This means that they agreed that there has to be more development in the tourism sector. Both tourists and employees agreed to the need for development. By this statement (21.57 and 8.82 per cent) respondents said they were good and accept respectively, and they also believe all those areas are needed to development to attract more tourist. However, few of the respondents (3.92 and 4.90 per cent) were not agreed with

this statement where they think such areas not need to develop to attract more tourist. Finally, none of the respondents left the question without answering it, means everyone could decide what the answer could be. As a result, this feedback assists tourism organization in formulating their promotional plans and ensuring they are effective.

Figure 8.5
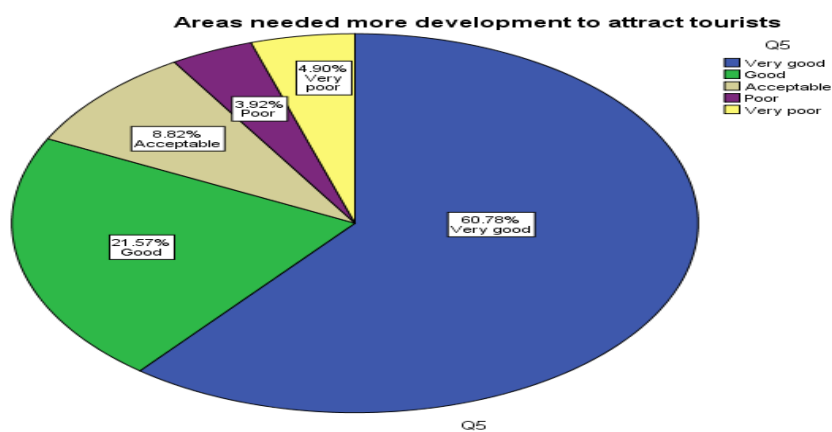
Source: Field Survey.

4.6 Advertising the image of tourism marketing

Advertising as any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Tourism is a unique service industry. From the tourists' perspective, it is an intangible and risky purchase.it is crucial that tourism business make effective and efficient marketing investment. Travel industry marketers need to know how best to allocate marketing budgets among potential investments and select the most effective media (Marsha, William, & Kenneth, 2005).

When the people are asked about their opinion that the advertising can be used to rein-force the image of tourism marketing in Bangladesh, figure 8.6 shows almost all the peo-ple are more oriented towards the positive details. It can be observed that there were highest 41.18 per cent people said good and 36.27 per cent people were said very good. This means that respondents agreed to the need for improved marketing. Employees agreed very much to this, and tourists agreed to a high degree, mostly answering 'good' And 18.63 per cent respondents are accepted with the statement. None of them did not answer with the response of poor or very poor.

Figure   8.6
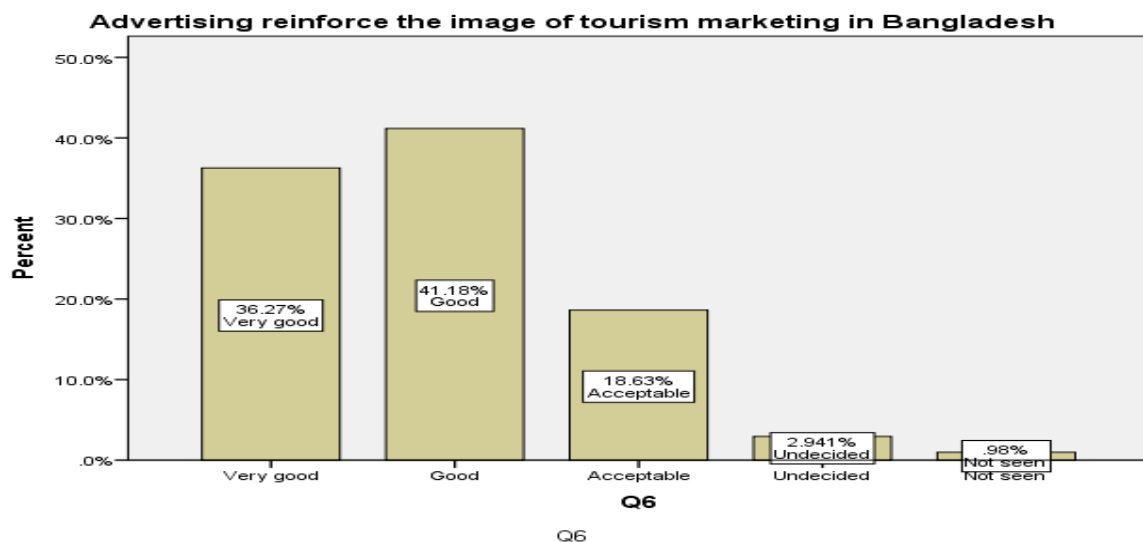
Source: Field Survey.

4.7 Word of mouth & internet/social media in tourism marketing in Bangladesh

The rapid development of the Internet and WWW is having profound impacts in the tourism industry. One of the main challenges for tourism destinations and businesses is the rise of So-cial media/ networking platforms (e.g. Facebook, Twitter, YouTube, and Myspace) allowing individuals and tourists to interact and share their views and experiences with potentially un-

restricted virtual communities (Marios & Cina`, 2013). Moreover, tourists become co-market-ers, co-designers, co-producers and co-consumers of travel and tourism experiences by personal channels of communications existing when two or more people communicate directly with each other using various forms like face to face, on the phone, through mail or email, or through an internet chat.

When the people are asked about the word of mouth & use of internet/social media is critical to the success of tourism marketing in Bangladesh, Figure 8.7 viewed nearly all the people are very much interested with the positive prospects. Almost 42 per cent of the total people answered Acceptable and 32.35 per cent and 18.63 per cent said good and very good respectively. Very few of the respondents answered negative prospects which is only 0.98 per cent.

Figure 8.7
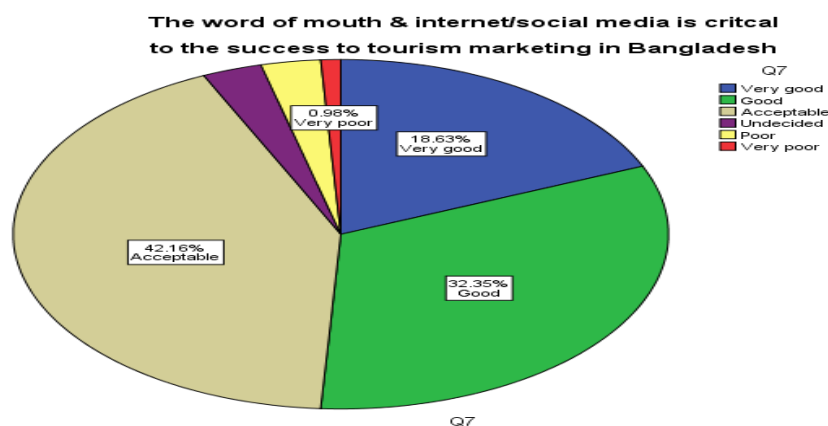
Source: Field Survey.

4.8 Low cost Accommodation

In this part, the people are asked to answer the statement that the low cost of accommodation in Bangladesh is important in attracting more tourists to visit attractions in Bangladesh, it can be observed by figure 8.8 that the more people are emphasized on the positive aspects which

are 64 per cent of the total respondents. And they are having opinion that the low-cost accommodation to the attract is more important. At the same time, the emphasis on cost is not so strong since there are already reasonable accommodation. As many as 47.06% answer 'acceptable'. Of these a good number are tourists (International).

Figure 8.8
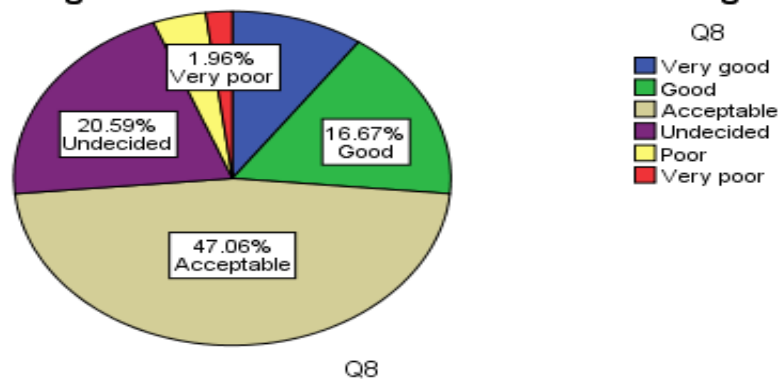
Source: Field Survey

4.9 The courtesy of tourism organization staff

When the people are asked about the statement that courtesy of tourism organization staff is important in attracting more tourist to Bangladesh, figure 8.9 shows the people are more oriented towards the positive details and which are 95 per cent respondent said they are positive opinion with that statement. Tourists both domestic and International have more strong expectations than employees in this question though all of them has positive facts. Thus, it can be experimental that courtesy (behaviour, friendly, politeness) of the tourism organizational staff's is more important to attract more tourist to Bangladesh.

Figure 8.9

**Courtesy of tourism organization staff is important
in attracting more tourist to Bangladesh**
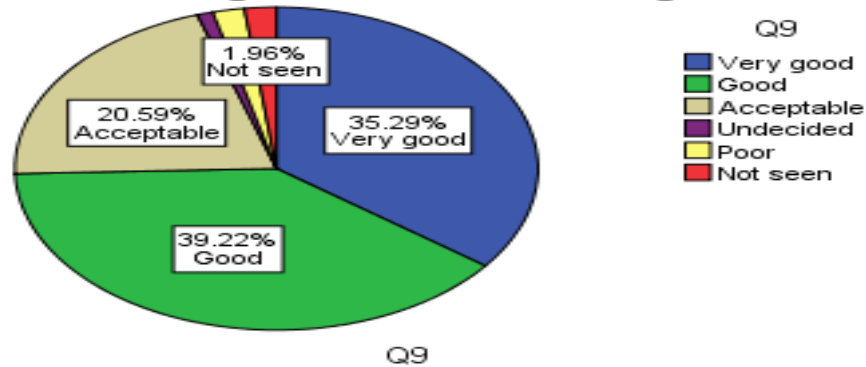
Source: Field Survey.

4.10 Bangladesh governments fund for tourism promotional activities

In this issue when the people are asked about their opinion that Bangladesh government pro-
vides sufficient funds for the tourism promotional activities, figure 8.10 indicates the people
are having a mixed opinion. They had positive, negative and undecided opinion which are
18.63, 21.57 & 35.29 per cent respectively. Respondents were from organization staffs, local
tourist & International tourist. So, the people who are working there they thought enough funds
been supported by the government but from the point of view of some tourists, it was not
enough and some of them were undecided with that statement. It is indicating that both domes-
tic and international tourists require more promotion and information. As a result, as we ob-
served more people pointed negative opinion, so government did not provide sufficient funds.

Figure 8.10

Bangladesh government provides sufficient funds for tourism promotional activities
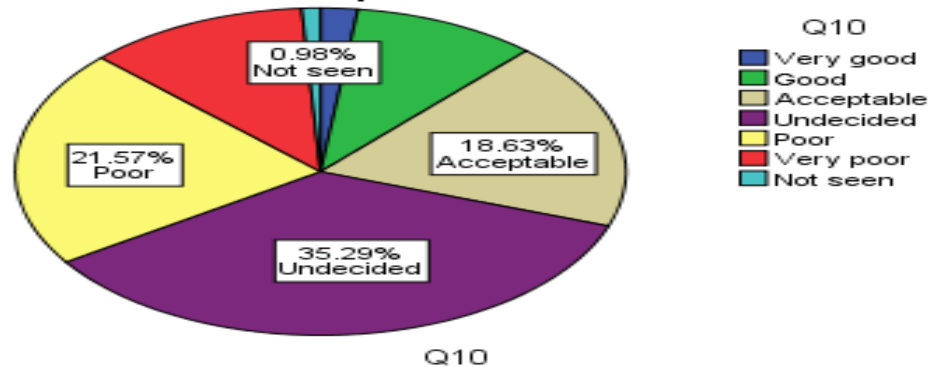
Source: Field Survey.

4.11 Advertisements undertaken by the Bangladesh tourism industry

The respondents are asked to assure if there are quality of the advertisements undertaken by the Bangladesh tourism industry and this are also fascinated within the marketing and promotional terms. It is observable from the figure 8.11 that the people are having a mixed response as most of the people are having positive prospects like 48 per cent respondents said this is acceptable statement and there are 16.67 per cent respondents who are having negative aspects within this speech. This is also noticeable that almost 21 per cent respondents did not take any decision that either government undertaken proper advertisement or not. Again, we see that tourists are interested in having more information and marketing for Bangladeshi tourism offers.

Figure 8.11

Quality of the advertisements undertaken by the Bangladesh tourism industry
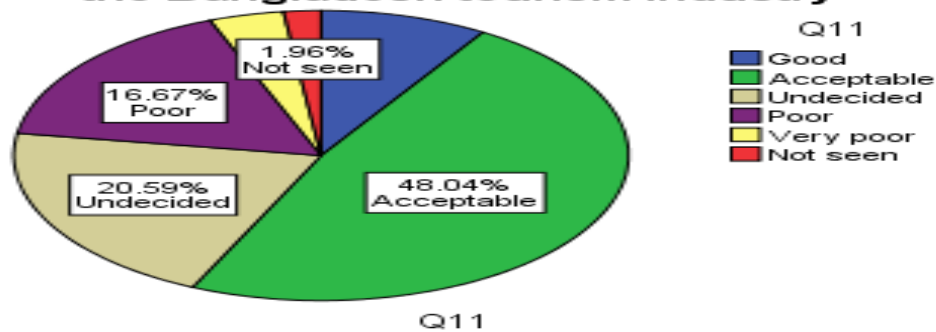
Source: Field Survey.

4.12 Website used to obtain information about Bangladesh tourism

When the people are asked about the website they used to obtain information about Bangladesh tourism, viewing the figure 8.12 indicates the people are very much intrigued with the positive prospects and they were having opinion that the website they used to obtain information is sufficient. Almost 67 per cent total people answered were very good, good & acceptable with that statement. For the invention of technology all the information is available through internet and Bangladesh tourism organization provided all the tourist attractive information in their own website that's help the tourists to obtain info easily and help them to take the decision where is the best place to travel. But few of the total respondents 12.75 per cent interested with the negative prospects because they did not find extensive information on web sites. Domestic tourists rather relied on word-of-mouth, as will be seen in the next question.

Figure8.12
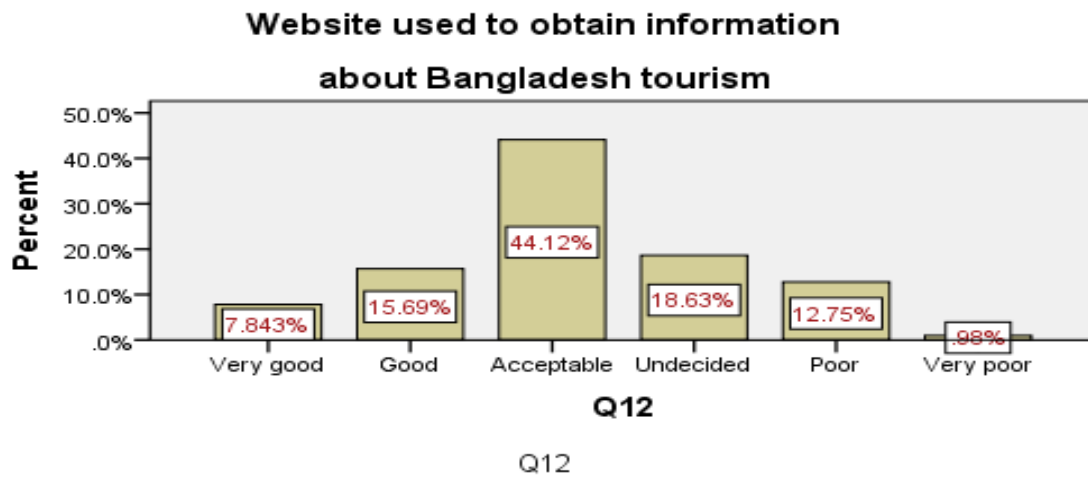
Source: Field Survey

4.13 Information from friends/relatives about Bangladesh tourism

The people are asked if the information through friends/relatives about Bangladesh tourism are helpful, here also the people are very much interested with the positive opinion and they are having belief that friends or relatives are also reliable to get information about Bangladesh tourism. Almost 75 per cent of the total respondents answered acceptable & good about the statement. As a result, this is also provable that word-of-mouth also very much works to get correct information about tourism industry because people delivered exact message to their friends/relatives actually what they consumed about tourism products and services.

Figure 8.13

Information through friends/relatives about Bangladesh tourism
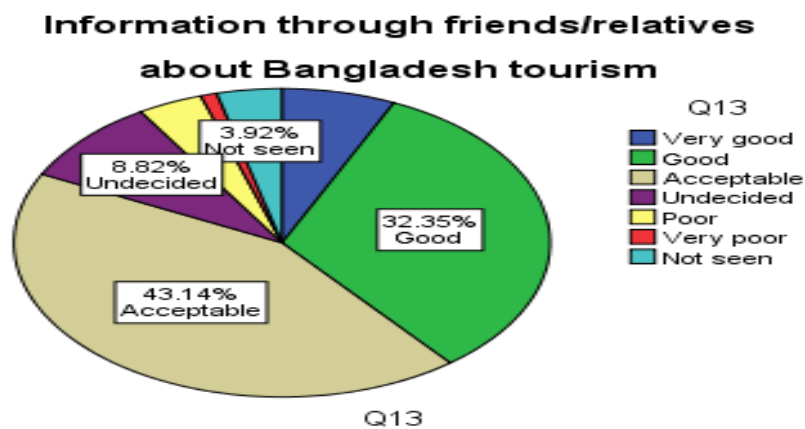
Source: Field Survey.

4.14 Bangladesh Airlines as a source of information about Bangladesh tourism

Air travel is one of the key factors in the development of tourism industry. Bangladeshi flag carriers are competing with other airlines and it is working with the tourism authorities of Bangladesh to cooperate and develop tourism markets internationally. The majority of country's tourists are carried by non-flag carrier airlines in Bangladesh. There are around 27 international airlines operate in Bangladesh of which BBA alone carries 43 per cent of the tourists, that is notable.

When the people are asked about their opinion by used Biman Bangladesh Airlines Overseas offices as a source of information about Bangladesh tourism, the figure 8.14 shows the people are very much concerned with not seen for this statement which were 53.92 per cent of the total respondents. Means they have no idea about this speech because there were 77 local respondents out of 101 and rest of them were international tourist. Bangladesh is a very small country that's why most of the local people don't use airlines to travel around country. Instate of this

they use bus or train. But international tourist stated that they are satisfied with the information by Bangladesh Airline overseas offices about Bangladesh tourism.

Figure 8.14
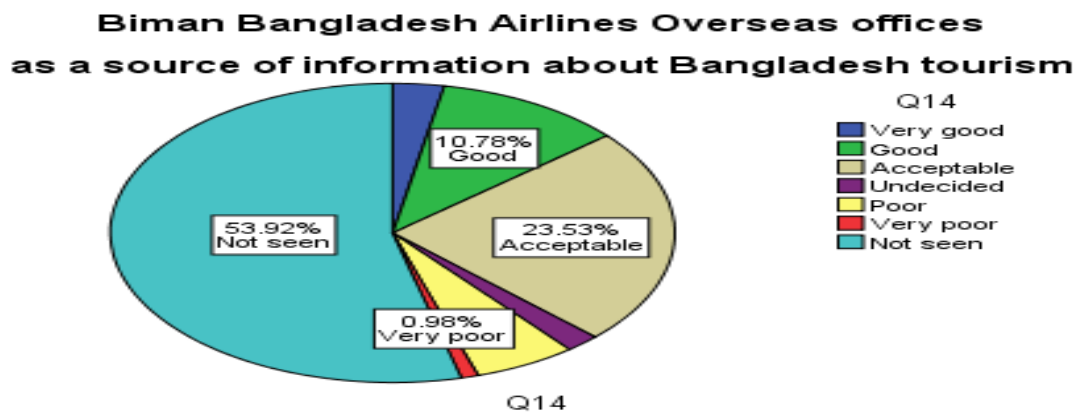
Source: Field Survey.

4.15 Bangladesh Embassy as a source of Information about Bangladesh tourism

Bangladeshi Missions abroad can continue to grant tourist visas lasting up to a period of three months for bona-fide tourists after recovering necessary fees. Tourism development is directly related to the country's visa formalities abroad and the information provided by Embassy to the foreign tourists. Promoting tourism is absolutely vital to Bangladesh's economic well-being.

When the people are asked about Bangladesh Embassy as a source of information of Bangladesh tourism, figure 8.15 shows again more than half 60.75 per cent people respond Not seen. Means all of them are domestic tourists and they don't need to visit Bangladesh Embassy but rest of the respondents had a mixed opinion. And all of them are international tourists. Among them 7.84 per cent said very good, 11.76 per cent said

good, 9.80 said acceptable. However, there had also some negative opinion which are 1.96 percent said very poor.

Figure 8.15
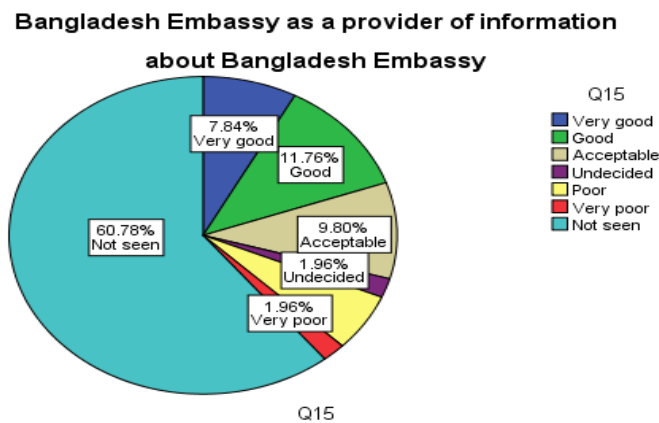
Source: Field Survey.

4.16 The quality of guides about Bangladesh tourism.

In this part, people are asked about the quality (language, information) provided by guides of Bangladesh tourism, figure 8.16 shows the people are oriented towards the satisfaction details and they are also having perception for the same. It can be observed that there are 30.39 per cent respondents very good and good respectively, and 25.49 per cent are accepted guides quality. On the other hand, very few 2.94 per cent said they are not satisfied (poor, very poor) with guides quality. As a result, employees and all the tourists are very much satisfied with guides service. It can be concluded that guides who are working in Bangladesh tourist spot are doing very good job to provide better service to the tourists.

Figure 8.16
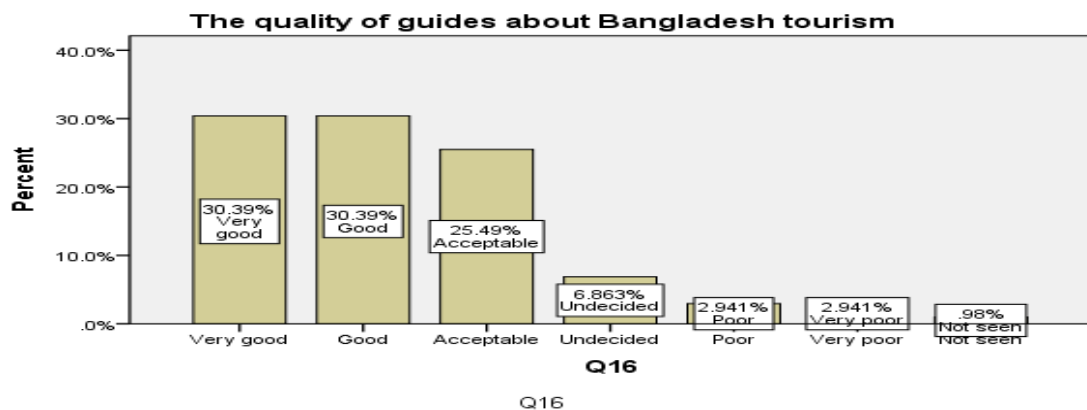
Source: field Survey.

4.17 Quality of information generally available about Bangladesh tourism

When the people were being asked to give their opinion about the quality of information generally available about Bangladesh tourism, figure 8.17 shows the more people (Both tourists and employees) were concerned towards the positive facts which are 41.18%, 35.21%, & 7.84% Acceptable, good & very good respectively to the context. So, this is clear evidence that various agencies, in both public and the private sectors, have realised the potential of promotional literature in attracting tourists and are promoting the country's image by providing information through electronic media, print media, internet and organized festival in inside and outside country.

Figure 8.17
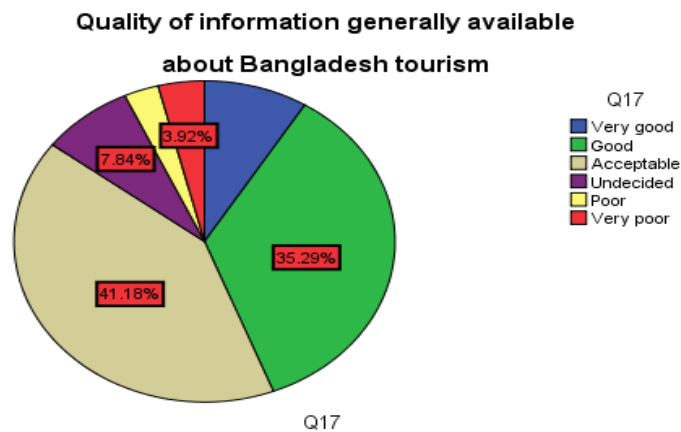
Source: Field Survey.

4.18 Image of Bangladesh as tourist destination

Bangladesh has huge tourism potential but tourism organization fails to create and develop the country's tourism image.

In figure 8.18 shows, when the respondents are asked their opinion about the image of Bangladesh as a tourist destination, again the people are more oriented towards the positive details and both domestic and international tourists are interested in more information and promotion of the Bangladesh tourist image. Almost 88 per cent of the total respondents answered were positive about the image of Bangladesh because of natural beauty like, these includes: Cox's Bazar, the longest unbroken clean and sandy beach in the world; Sundarbans, the home of the majestic Royal Bengal tigers; Dhaka, the capital known as the city of mosques; Rangamati, the heart of the panoramic lake district; Sylhet, land of fascinating hills and tea gardens; Chitta-

gong, the largest port city of the country. And, the cheap price of the product and accommodation in Bangladesh. So, above all riverine beauty, colourful tribal culture and simple village life are the main factors for attracting visitors.

Figure 8.18
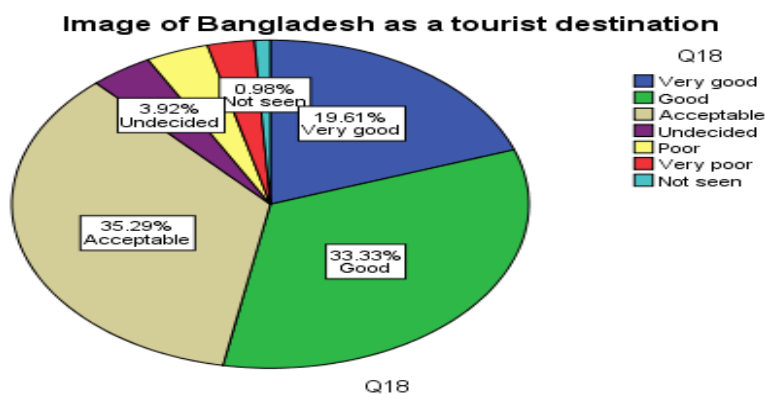
Source: Field Survey.

4.19 Publicity is a factor in promoting Bangladesh as a tourist destination

When the people are asked to give their opinion about the statement that publicity is an important factor in promoting Bangladesh as a tourist destination, figure 8.19 shows 93.15 percent people are very much intrigued with the positive prospects. However, very few stands opposite of that statement which are 3.00 per cent. So, it can be said that Bangladesh has failed to introduce itself as a tourist destination country. proper publicity will give great impact to improve the current situation. As an example, cricket game was not popular 15 years before as like as now. But now this game become a national game for Bangladesh by proper publicity and focused by government. Finally, Bangladesh tourism can become a best tourist destination like Dubai and Malaysia by undertaking proper publicity.

Figure 8.19

Publicity is a important factor in promoting Bangladesh as a tourist destination
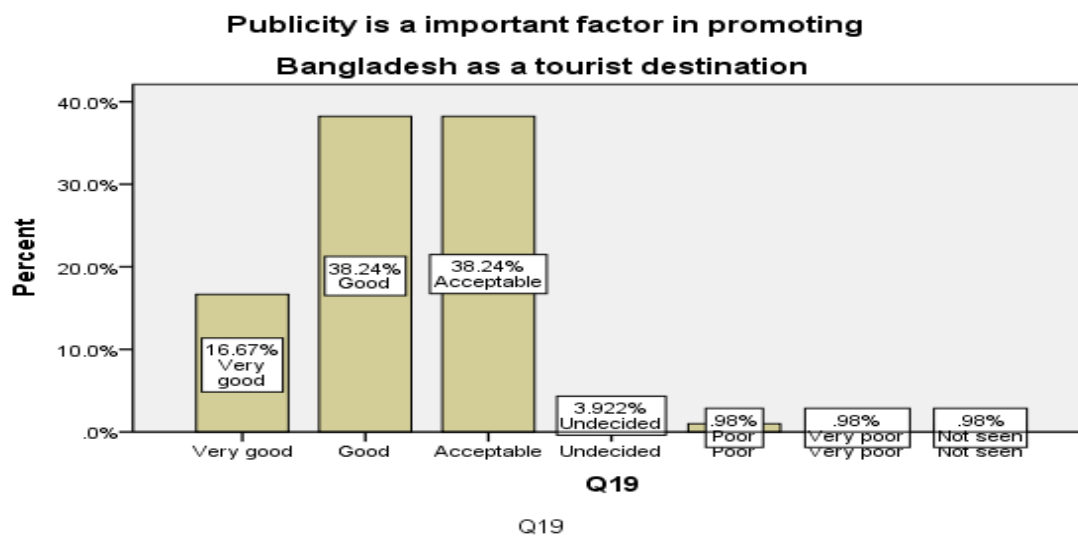
Source: Field Survey.

4.20 Attitude people of Bangladesh with International tourist

In this question, the respondents are asked if people of Bangladesh are so friendly and co-operative with International tourist. Figure 8.20 shows the respondents are having mixed response as most of the people 35.29 per cent are having undecided with answer, 8.82 per cent said poor but there are 24.51 per cent people who are having answer with Accepted the statement and 19.61% and 7.84% people said with their answer very good and good respectively. Some international tourists answered 'poor' because they depend on local hosts and expect a lot from their visit. Therefore, people of Bangladesh are not travel a lot to abroad like European or other nationalities. They don't know how to behave or conduct with other national people. That makes them confused to make friendship or co-operative with international tourists.

That's the reason why the respondents could not answer either the people of Bangladesh are friendly with international tourist or not.

Figure 8.20
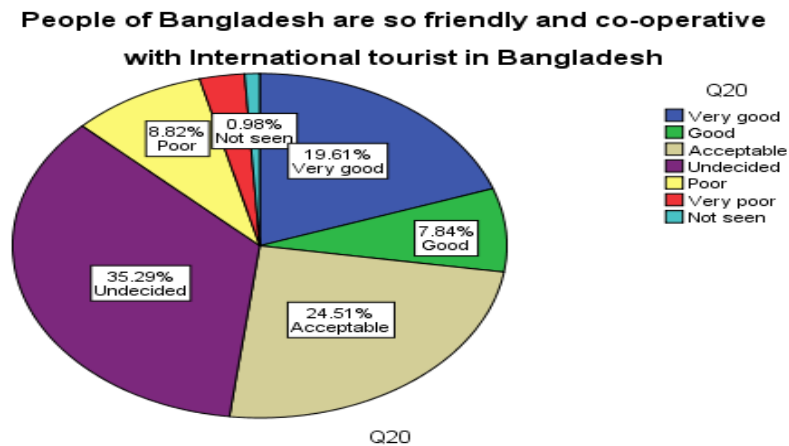
Source: Field Survey.

Reliability and Validity

Reliability

Reliability means that the measures did not vary because of the characteristics of the measurement procedure (Neuman, 2014), it is the consistency of the measures. Using Cronbach's alpha (Churchill Jr, 1979) is one of the mean to check the reliability of the measures. According to Nunnally (1978) the value of the Cronbach alpha should be a minimum of .7 But then there are also exceptions. Cronbach alpha is generally higher when there is a high number of items. In researches where there few items under each construct a value of .5 is considered good.

Figure: 9

Reliability Statistics

Cronbach's Alpha	N of Items
.710	20

It shows that the alpha coefficient value is above .7. So, the scale can be considered as reliable.

Validity

Validity suggests the fit between a concept and how it is measured (Neuman, 2014).

The evidence of **Face validity** can be ensured by two ways. The first method is to do pilot test and check how the respondents answer the questions and in addition to the researcher can also ask for expert opinion on the questionnaire. The second method is to conduct factor analysis and check if the items of the same construct covers and measures what it supposed to measure factor analysis (Baruch, 1985). The main value to be reported in the result for factor analysis is the total Eigen value. The total Eigen value should be more than 1. In addition to that it should contribute to a minimum of 40% of the variance.

Figure 10

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation of Sc Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.615	18.075	18.075	3.615	18.075	18.075	2.797
2	2.524	12.619	30.694	2.524	12.619	30.694	2.793
3	2.259	11.295	41.989	2.259	11.295	41.989	1.945
4	2.012	10.061	52.050	2.012	10.061	52.050	2.256
5	1.350	6.748	58.798	1.350	6.748	58.798	1.622
6	1.168	5.840	64.638	1.168	5.840	64.638	2.337
7	.947	4.733	69.372				
8	.819	4.093	73.465				
9	.731	3.656	77.121				
10	.708	3.538	80.659				
11	.654	3.269	83.928				
12	.596	2.979	86.908				
13	.523	2.616	89.524				
14	.494	2.469	91.993				
15	.415	2.074	94.067				
16	.340	1.698	95.765				
17	.283	1.414	97.179				
18	.225	1.125	98.304				
19	.186	.928	99.232				

20	.154	.768	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

From the figure, it shows that some construct Q1 to Q6 Eigen value is 3.615, 2.524, 2.259, 2.012, 1.350, 1.168 and these evidenced by Eigen value >1. So, these constructs ensured face validity. But Q7 to Q20 they are not proved by Eigen value because all of them are less than 1. Moreover, first six components explain 64.63% of the variance.

The evidence of **convergent validity** is expressed by a high correlation (r>.4) with the items measuring the same construct (Churchill Jr. 1979). Convergent validity means that multiple measures of the same construct hang together or operate in similar ways. Correlation analysis is the best way to report Convergent value. The main item to look for in the results is the significance value. Significance value can be positive or negative. If the significance value is between +/- .1 to +/- .29 it signifies weak relationship, if its +/- .3 to +/- .44 it signifies moderate relationship and if its +/- .5 to 1 then its signifies a strong relationship.

Figure 11

Correlation Matrix

Correlation Matrix

		Q1		Q3	Q4	Q5	Q6	Q7
Correlation	Q1	1.000	.571	.423	.349	-.130	-.121	-.184
	Q2	.571	1.000	.416	.485	-.097	.000	-.203
	Q3	.423	.416	1.000	.219	-.099	.070	-.032
	Q4	.349	.485	.219	1.000	.043	.154	-.028

	Q5	-.130	-.097	-.099	.043	1.000	.559	.241
	Q6	-.121	.000	.070	.154	.559	1.000	.498
	Q7	-.184	-.203	-.032	-.028	.241	.498	1.000
	Q8	-.037	-.002	-.069	.171	.009	.031	.065
	Q9	-.096	-.113	-.097	-.016	.314	.012	.056
	Q10	.260	.335	.080	.352	-.157	-.226	-.098
	Q11	.263	.189	.260	.136	.291	-.015	-.101
	Q12	.284	-.040	.194	-.068	.064	-.017	-.001
	Q13	-.105	-.093	-.018	-.011	.151	-.031	-.008
	Q14	.275	.140	.132	.085	-.066	-.104	-.113
	Q15	.164	.133	.199	.237	-.293	-.138	-.086
	Q16	.049	.040	-.126	-.004	.297	-.050	-.016
	Q17	.085	.102	-.069	.095	-.028	-.306	-.149
	Q18	.124	.180	.201	.050	.068	.058	-.011
	Q19	.048	.009	.016	.150	.062	.074	.238
	Q20	.323	.166	.175	.305	-.305	-.064	-.055
Sig. (1-tailed)	Q1		.000	.000	.000	.098	.115	.033
	Q2	.000		.000	.000	.169	.499	.021
	Q3	.000	.000		.014	.163	.243	.374
	Q4	.000	.000	.014		.334	.063	.391
	Q5	.098	.169	.163	.334		.000	.008
	Q6	.115	.499	.243	.063	.000		.000
	Q7	.033	.021	.374	.391	.008	.000	

Q8	.357	.492	.248	.045	.466	.379	.260
Q9	.172	.131	.170	.436	.001	.453	.289
Q10	.005	.000	.215	.000	.059	.012	.167
Q11	.004	.030	.004	.088	.002	.443	.159
Q12	.002	.347	.027	.250	.265	.435	.496
Q13	.150	.178	.429	.459	.067	.381	.469
Q14	.003	.082	.096	.202	.258	.152	.132
Q15	.052	.093	.023	.009	.002	.085	.198
Q16	.316	.345	.106	.485	.001	.310	.436
Q17	.200	.156	.248	.173	.391	.001	.070
Q18	.109	.036	.022	.310	.250	.283	.457
Q19	.317	.466	.439	.069	.270	.232	.009
Q20	.001	.050	.041	.001	.001	.263	.294

a. Determinant = .001

From the figure, it shows that first three components are positively very strongly correlated with each other which is value 1, .571 & .423. However, components Q5 to Q9 are negatively poor correlated with each other. And then Q10 to Q12 are positively weak correlated with each other. But Q4 & Q20 are moderately correlated where the value is .349 & .323. Finally, rest of the contracts are positively weak correlated.

Discriminant validity is the extent to which the measure is novel and not simply a reflection of some other variables (Churchill Jr, 1979) and is evidenced by low correlations ($r<.5$) between the measure of the construct and other measures. Discriminant validity is unfortunately plagued for most of the constructs which present some high correlation with other constructs but they also present few low correlations.

Chapter 5: Discussion, Conclusion and Recommendations

5.1 Discussion and Conclusion

Linking Objectives

5.1.1 Linking with first objectives - Current situation of Bangladesh tourism sector development

Based on the responses of the respondents to the questionnaire, it has been found out that the current situation of Bangladesh tourism industry is characterized by certain important strengths and weaknesses as well. As far as strengths go, the tourism product range available with Bangladesh is rich, large, diverse, beautiful and extremely attractive. All it requires is proper management and efficient marketing. Bangladesh is very well known for her natural beauty, beaches, rivers, forests and jungles. Bangladesh also consists of historical and archaeological places (Smith, 2010). The country has the world's longest sea beach and a large number of rivers. The intangible segment of Bangladesh tourism product is also an advantage in the form of the very close hospitality of people. In light of the fact that the country's history and cultural heritage are rich and cost of tourism products and services are low, the scope and opportunity of expansion into international tourism are plenty. The country has sped up the process of development of tourism. The findings of the research indicate that tourist offers and services should be developed further.

5.1.2 Linking with second objectives - Future trends in Bangladesh tourism sector development

The period of globalization has a lot to offer to a developing nation like Bangladesh in terms of tourism and its development to international levels. The nation has opportunities to improve

upon its current status of tourism development through expansion of communication and dissemination of marketing information. The nation builders and policy makers have sufficient opportunities of finding out ways of attracting more and more international tourists through extensive research and development initiatives and investing considerable amount of funds in regard to the same (Tonge and Myott, 1989). Further, there are considerable development opportunities in context of marketing and promotional strategy development and formulation, increasing attractiveness of tourist spots and development of tourism culture. With these conclusions under consideration, the findings indicate that there is a need for concerted work towards meetings the second objective of future trends in the tourism industry.

5.1.3 Linking with third objective: Marketing activities undertaken by Bangladesh

It is suggested from the part of the findings that market segmentation strategy assumes a critical part in the achievement of tourism marketing goals and objectives in Bangladesh (Kotler, Bowen and Makens, 2006). A tourism business sector may be distinguished relating to every tourism product. In that sense, the BPC has identified the tourism market of Bangladesh as a set of real and potential purchasers of every tourism product. Fundamentally there are five portioning variables associated with tourism market. These variables are geographic, demographic, psychographic, geo-demographic and behavioural.

Bangladesh Parjaton Corporation (BPC) defines the arrangement to direct the tourism business. In the process of dividing the target market it accentuates on two variables that are (i) Demographic division which is relating to tourism segmentation and (ii) Psychographic division which are relating to the personality and motivations of tourists (Cooper et al., 2008, P. 568).

Demographic division are generally substantial in light of the fact that in that segment tourism products can pull in a limited number of tourists and age gives the greatest scope of alternatives for characterizing large number of tourist groups (Tsiotsou and Goldsmith, 2012). Psychographic division streamlines the process of provision of profundity data about large number of tourists. Psychographic division aids in providing a good understanding regarding certain characteristic features of tourists such as personal interests, expectations, emotions and factors that motivate them to travel.

Demographic divisions for worldwide sightseers as undertaken by Bangladesh

Ethnic personality and nationality: A majority of the visitors are from local. And foreign visitors are from South Asia, East Asia, Europe, Cooperation Council Countries, and USA, England, Australia and New Zealand and others.

Family life cycle: Some Bengalis residing in UK and USA are inclined towards visiting Bangladesh with their kids to become familiar to their native society and its legacy.

Age: Tourists gatherings are normally adolescent and middle age individuals and in some cases families with kids and even resigned individuals come excessively in order to visit different tourist locations

Religion: Muslims, Buddhists' and Christian travellers are keen on their concerned religious destinations in Bangladesh.

Gender: Men and ladies both just as like to visit Bangladesh.

Psychographic division for worldwide travellers as done in Bangladesh

The scope of demographic segmentation is wide and easily understandable. However, the variables of psychographic division are so depth to the point that it calls for more investigation and exploration. The standard of living, normal lifestyle and the excitement thing devoured by the vacationers is generally critical. For psychographic division client's extraordinary hobbies, distraction, conclusions, and disposition towards diverse sorts of excursions is vital. In this manner, BPC is attempting to fragment the business sector on the premise of visitors' psychographic qualities yet not achieved (Tosun, Timothy, Parpairis, & Macdonald, 2005). If success is brought in this regard and they could separate among these sections, they would have the capacity to choose fitting segments and create and additionally execute promoting method for each one chose target bunch.

Target marketing

In Bangladesh, target marketing with regard to tourism is usually done on the basis of comparative potential attractiveness of market segment alternatives. Target tourism marketing activity in Bangladesh includes assessment of each business fragment engaging quality and selecting one or more fragments to enter. In that stage promoting exertion on Beaches, Forest & Jungle, Hills & islands, Archaeological Sites, Historical spots, the Sunder bans and other rivers has been emphasized upon on the part of BPC.

Market positioning

Market positioning refers to the activity of situating the items considered relevant to travellers and tourists, on the minds of the same and is based on vital characteristics (Middleton and Clarke, 2001). One of these characteristics is the s the spot the item possesses in visitors' psyche with respect to contending items. It is hard to advance particular travellers item when

that item has a few allures. That is the reason BPC advance heap of vacationer's item for the tourist and travellers. Four major tourism products are currently under consideration of BPC and these are attractive to the international tourists and are helpful in providing competitive advantage to Bangladesh tourism.

A good crunch of positioning has been achieved in the minds of travellers originating from USA, Europe, East Asia, South Asia, England, Australia and New Zealand. In this context, the major tourism products of Bangladesh encompass shorelines, Woodland, hills, islands, archaeological Sites and historical places

Beaches: The Beaches item arrangement incorporates Patenga, Parki, Cox'sbazar, Teknaf, Saint Martin Island and Kuakata. Among these Cox's bazaar, Teknaf and Saint Martin pull in more neighbourhood and outside tourists. The vacationers who need to stay to unwind, recuperate from mental stress, physical wellness for body issues and visiting the outdoors are incorporated in this target bunch.

Forest, Hills and Islands: These tourism products have been targeted as ecotourism products. Hills and Islands incorporates Sundarban, the habitat of beautiful Royal Bengal tigers; Rangamati, the lake area; Kaptai, the lake town; Bandarban, the top of Bangladesh and Khagrachhari, the ridge town. Visitors who are searching for natures and diverse societies of distinctive tribes are incorporated in this target bunch. Hence, Bangladesh eco-tourism met the enthusiasm of target gathering.

Archaeological Sites: Mostly pulled in archaeological destinations are Mainamati, Paharpur, Shait Gombuge Mosque, Kantajis Temple, Lalbagh Fort, Sonargaon, Ahsan Manzil and so on (Loveluck, 1991). Vacationers (specialists and understudies) who need enhance their insight about paleo history are encompassed in this target segment. This item met the enthusiasm of target gathering.

Historicl spot: Mostly pulled in historicl places of attraction incorporates National Museum, martyered intellectual Memorial Central shahid Minar, Curzon Hall, Martyred Intellectual Memorial, Baldha Garden, World war ii cemetry and Subrawardy Uddayan. Bangladesh's profound history is all about its legacy and visitors who seek improve their insight about Bangladesh's history are included in this target bunch. With this conclusion derived, the third objective has been successfully linked with findings of the research. The findings in general indicate that Bangladesh can improve and expand its marketing efforts towards tourists, especially on the Internet and in Social media.

5.1.4 Linking with fourth objective- Barriers and challenges associated with Bangladesh tourism sector development

The present situation of Bangladesh tourism is affected by a lot of problems. Safety, security, transportations, and hygiene in different hotels and lodges are not up to the level of satisfying foreign tourists and travellers. Moreover, recreational and physical entertainment facilities are also lacking. The services that are provided along with tourism products are not up to the mark and international visitors coming from developed nations cannot be satisfied by serving offers of the same standard (Pearce, 2009). Further, complicacies associated with VISA requirements add to the problem. The main reason behind this is that Bangladesh lacks new investments and this deficiency keeps the country deprived of funds required to upgrade its tourism industry to the international level. Lack of private professional tour operators is another big reason for ill-developed tourism infrastructure.

Moreover, the areas that need prioritized attention so that they do not become barriers to tourism development are many. Political instability is one such area. The heads of the nation and the political leaders need to understand the fact that national level factors are related to each other and change in one factor leads to change in the others no matter positive or negative. In this context, it is important on the part of the heads of the nation and the political leaders to

understand the fact that they need to press hard on the matter of reducing political instability so that the nation becomes a more attractive place for international tourists. Also, initiatives towards infrastructural development lack seriousness, professionalism and coordination (Pearce, 2009). Apart from this, image crisis, conservative society and language problems are other challenges that need serious consideration on the part of the government, national leaders and private institutional investors. Moreover, a controversial new coal power plant (Rampal) being constructed in Bangladesh is already causing controversy. Environmentalists worry it will spell disaster for the world's largest mangrove forest (Sundarban), while local people worry about pollution and being driven from their homes. Bangladesh tourism will be affected by these circumstances. For the fourth objective of challenges to tourism development the findings indicate that private and public organizations can do more to promote a positive image of Bangladesh's tourism potential.

5.2 Linking with fifth objective- Recommendations

First of all, it is required to make appropriate arrangements for increasing the attractiveness of places of interest of foreign and domestic tourists. This can be done by accepting new ventures towards display of attractive area in a systematic manner. Segmentation of tourism marketing according to income level can bring both revenue and traveller satisfaction (Larsen, 1997). This is because both upper and lower-class people will have opportunities to visit the country without feeling the hustle and bustle of financial constraints. Arrangement of tours under package deal policy can do a lot in development of tourism. This is because of the fact that package deal policy will encompass the important requirements and expectations of the foreign travellers such as security measures, advertisements, personalized marketing, tourism products, retail, logistics, distribution, tour operators and infrastructural facilities.

Most importantly infrastructural activities in tourism sector needs to the encouraged to a great level. This encouragement is required as a means of showcasing the richness of history and

cultural heritage of Bangladesh. Young entrepreneurs can be encouraged to manufacture products that reflect rich cultural heritage of the nation and selling the same to the foreign tourists. Tribal communities can be encouraged to display their community and culture as a tourist spot to the foreign visitors (Middleton and Clarke, 2001). Furthermore, private institutional investors need proper motivation and willingness for investing in the tourism sector of Bangladesh. This will aid in generating adequate funds for tourism infrastructural development thereby leading to upgrading of Bangladesh tourism to international levels. Such improvements will further help in generating employment and economic development of the nation. The government of Bangladesh needs to provide appropriate inspiration and support to the private sector in this regard (Tosun et al., 2005).

The government of Bangladesh can bring about significant changes in the rules and procedures related to foreign tourism. The government is required to formulate and implement appropriate strategic plans as a part of acquisition of obligatory enterprises in order to protect the industry and solve safety and security issues. The premises that need to be given ultimate importance are sea drowning rescue, attacks on tourists, burglary and harassment, health issues, drug trafficking and high jacking. Political stability is one of the important prerequisites of attracting foreign tourists. Infrastructural development should be objective based and needs to be implemented under any condition. Furthermore, national image and tourism culture can be developed through coordinated initiatives taken on the part of the government, political parties, institutional investors and private and public tour operators via innovative marketing and promotional strategies. The government should utilize the contributions of media for appropriate dissemination of marketing information and this will aid in attracting more and more cross border tourists thereby aiding a lot in increasing market share of tourism sector in Bangladesh. Lastly policy, makers are required to take proactive initiatives in making sure that

positive impacts of tourism development outweighs the negative impacts of the same to the greatest extent possible.

There are lots of recommendations to offer in relation to marketing mix strategies that can be formulated and implemented by the private sector tour operators as a part of their initiatives to improve upon the present status of tourism industry of Bangladesh. As far as the product aspect of the marketing mix is concerned, tourism products in Bangladesh needs to develop and improved keeping in mind the expectations and interests of the foreign tourists. The degree of differentiation needs to be kept at elevated levels. The safety, security, transportations, and hygiene measures need to be highlighted in the tourism products in a very effective and efficient manner. In context to the price factor of the marketing mix, prices in relation to tourism sector should be done on the basis of income based market segmentation. Middle and low-level earners should be given special discounts as they form a considerable pert of the Bangladesh tourism marketing segment. In context to the place factor, the appealing nature of the spots of visit can be enhanced with the help of road shows and campaigns organized on the mart of BPC or private tour operators or as a combined effort of both. Promotion is the most important arena to be emphasized as far as growth and development of Bangladesh tourism and its upgrade to international levels are concerned. BPC is required to involve electronic and print media in the process of mirroring the tourism opportunities in Bangladesh in front of both domestic and cross border tourists. Celebrity endorsements can work a lot in the process of advertisement of tourism attractiveness prevailing in the country. The rich cultural heritage can be informed about in the marketing and promotional campaigns (Middleton and Clarke, 2001). Broadcast of marketing information both at home and abroad can be done in effective and efficient manner through a number of promotion and advertisement modes such as newspapers, journals, magazines, short films, art films, TV commercials, radio commercials, documentary programs and so on. The BPC should take predominant initiative in this regard and should

motivate and engage institutional investors and private tour operators in these initiatives. Furthermore, so that both contacts and contracts should be initiated with national and international travel agencies so that more domestic and foreign travellers are attracted towards the national and archaeological beauty that the nation has to offer. These are some of the recommendations suggested from the findings. As a general conclusion, much can be done by a better promotion and marketing of Bangladesh as an exciting, manifold and developing tourism destination.

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Appendix 1: Survey questionnaire

Tourism Marketing in Developing countries- A case study of Bangladesh

the present research attempts to identify and analyse prospects and challenges of tourism marketing in Bangladesh.

Scale

(1)-Very good; (2)- Good; (3)- Acceptable; (4)- Undecided; (5)- Poor; (6)- Very poor; (7)- Not seen.

Questionnaire is to be completed by the workforce who is involved by the Bangladesh tourism industry....

Q1) What is your valuation with the statement that people are satisfied with the tourism activities in Bangladesh?

Q2) What is your opinion with the statement that there is sufficient amount of promotional activities done by the BPC (Bangladesh Porjoton/ Corporation)?

Q3) What is your opinion of the announcement that there are well transportation details in all over the Bangladesh?

Q4) What is your opinion about the statement that there are adequate policies and rules for tourism in Bangladesh?

Q5) What is your opinion with the statement that such (Infrastructure, Transportation, Tourism rules and policies, safety and security, Investment) areas need more development for attracting tourists?

Q6) What is your opinion with the statement that Advertising can be used to reinforce the image of tourism marketing in Bangladesh?

Q7) What is your view that Word of mouth & use of internet/social media is critical to the success of tourism marketing in Bangladesh?

Q8) What is your belief that the low cost of Accommodation in Bangladesh is important in attracting more tourists to visit attractions in Bangladesh?

Q9) What is your judgment with the statement that the courtesy of tourism organization staff (behaviour, friendly, politeness) is important in attracting more tourist to Bangladesh?

Q10) What is your opinion about Bangladesh government provides sufficient funds for tourism promotional activities?

Q11) what is your opinion about quality of the advertisements undertaken by the Bangladesh tourism industry?

Q12) If you used a website, what is your opinion about the website you used to obtain information about Bangladesh tourism?

Q13) If you obtain any information from your friends/relatives in Bangladesh about Bangladesh tourism, what is your opinion about such information?

Q14) If you used Biman Bangladesh Airlines Overseas offices as a source of information about Bangladesh tourism, what is your opinion about this as a provider of information about Bangladesh tourism?

Q15) If you used a Bangladesh Embassy as a source of information about Bangladesh tourism, what is your opinion about this as a provider of information about Bangladesh tourism?

Q16) If you used any guides, what is your opinion about the quality of guides (language, information) about Bangladesh tourism?

Q17) What is your overall opinion about the quality of information generally available about Bangladesh tourism?

Q18) What is your opinion about the image of Bangladesh as a tourism destination?

Q19) What is your opinion by the statement that publicity is an important factor in promoting Bangladesh as a tourist destination?

Q20) What is your opinion by the statement that people of Bangladesh are so friendly and co-operative with international tourist in Bangladesh?

Q21. Nationality.   _____ Local   _____International

Q22. Educational occupation. _____ Undergraduate_____Graduate

_____Postgraduate

Q23. Number of countries visited for pleasure.   1-2   3-5   6-10   11-20   More

than 20

Q24. Age.   Under 20   20-25   26-30   31-35   More than 35

Q25. Gender.   _____ Male   _____ Female

Q26. Relationship status. _____ Single   _____ In relationship   _____ Living

with spouse

Appendix 2: Frequencies

Statistics

		National-ity	Education	Coun-tries_visited	Age	Gender	Relation-ship_status
N	Valid	101	101	100	101	101	100
	Missing	1	1	2	1	1	2

Nationality

		Fre-quency	Percent	Valid Per-cent	Cumulative Percent
Valid	Local	77	75.5	76.2	76.2
	International	24	23.5	23.8	100.0
	Total	101	99.0	100.0	
Missing	999	1	1.0		
Total		102	100.0		

Education

		Fre-quency	Percent	Valid Per-cent	Cumulative Percent
Valid	Undergraduate	27	26.5	26.7	26.7
	Graduate	51	50.0	50.5	77.2
	Postgraduate	23	22.5	22.8	100.0
	Total	101	99.0	100.0	
Missing	999	1	1.0		
Total		102	100.0		

Countries_visited

		Fre-quency	Percent	Valid Per-cent	Cumulative Percent
Valid	1-2	22	21.6	22.0	22.0
	3-5	39	38.2	39.0	61.0
	6-10	20	19.6	20.0	81.0
	11-20	14	13.7	14.0	95.0
	More than 20	5	4.9	5.0	100.0
	Total	100	98.0	100.0	
Missing	999	2	2.0		
Total		102	100.0		

Age

		Fre-quency	Percent	Valid Per-cent	Cumulative Percent
Valid	Under 20	1	1.0	1.0	1.0
	20-25	6	5.9	5.9	6.9
	26-30	17	16.7	16.8	23.8
	31-35	38	37.3	37.6	61.4

		Frequency	Percent	Valid Percent	Cumulative Percent
	More than 35	39	38.2	38.6	100.0
	Total	101	99.0	100.0	
Missing	999	1	1.0		
Total		102	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	69	67.6	68.3	68.3
	Female	32	31.4	31.7	100.0
	Total	101	99.0	100.0	
Missing	999	1	1.0		
Total		102	100.0		

Relationship_status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	33	32.4	33.0	33.0
	In relationship	12	11.8	12.0	45.0
	Living with spouse	55	53.9	55.0	100.0

		100	98.0	100.0	
	Total	100	98.0	100.0	
Missing	999	2	2.0		
Total		102	100.0		