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destination for repeated visit is a complex mechanism of their desired services and ability to pay for, which refers to the classical demand-supply proposition in a particular socio-ecological context. Thus, an understanding of destination factors and tourist satisfaction

34is important in the decision making process of the

tourist industry and its development in context.

35This study is an attempt to examine the factors associated with tourist satisfaction

In Bangladesh society, 8. BANGLADESH CONTEXT AND STUDY SITE Bangladesh is a poor and small country located in the South Asia. However, there are many attractive tourist destinations in Bangladesh such as Cox's Bazar, Sandarbans, Sylhet, Rangamati, Khagrachar, Bandarban and Saint Martin Islands. I have chosen Bandarban as a field area of this study purposefully because of its attractiveness among tourists in Bangladesh. There are many beautiful tourist spots with charming natural settings in the hills of Bandarban. Millions of domestic and international tourists visit the places every year. However, most of the tourists are domestic and they usually come from other parts of the country. The visit to Bandarban is cost effective and time saving because tourists can enjoy many spots in a single visit. Despite of having famous tourist spots, Bangladesh is failed to attract significant number of foreign tourists. This may be related to the lack of proper facilities and services leading to tourist non-satisfaction. This paper attempts to examine these factors associated with tourist satisfaction. Specifically the study includes five variables namely level of expenditure, accommodation, transport system, food, and security

36to examine the associated factors of tourist satisfaction in Bangladesh. The

study makes significant contribution to the existing literature, as it will try to uncover the underlying factors that are associated with tourist satisfaction and destination loyalty. Though the study takes Bangladesh as a case, this is expected that, the findings are applicable to similar settings in other countries. III. CONCEPTUAL FRAMEWORK TOURIST SATISFACTION Literature on tourist satisfaction and destination loyalty provides good understanding to develop conceptual model and hypotheses for this study. Marketing literature reveals that satisfaction is the outcome of expectation about and performance of the offerings. As it is found from

4the expectation-disconfirmation model of Oliver (1980), consumers develop expectation about a product before purchasing.

Studies reveal that when a product performs more than expectation, it creates positive disconfirmation, customers become satisfied and also delighted and they buy again (Yoon and Uysal, 2005; Hoffman and Bateson, 2002). On the other hand, when performance does not match the expectation, it leads to negative disconfirmation, and customers become dissatisfied (Yoon and Uysal, 2005; Hoffman and Bateson, 2002). This concept can be used in understanding tourist satisfaction in relation to their repeated visit in a destination. Literature suggests that tourist satisfaction/disconfirmation may have multiple factors associated. Hence, different tourists may have different degrees of satisfaction or dissatisfaction. Choe and Mathison (1998) study four variables of tourist satisfaction –

37tasting out, accommodation, sightseeing and renting a car.

This study finds significant differences between different cultures of tourists in regard to satisfaction. Coghlan and Pearce (2010)

25examines the links between travel motivations, activities, emotions and satisfaction levels of tourists.

They argue that satisfaction level does not follow the pattern of emotional variability, it is also related to expectations and motivation of tourists to the destination. Okello and Varian (2009) reveals that tourist satisfaction of a destination is dependent on its

22tourist attractions, accommodation facilities, and tour services. They argue that most tourists hold clear expectation about a destination before their tour. The level of

expectation of tourists further defines their degree of satisfaction. Studies reveal that tourists satisfaction is the composite of physical factors of a destination as well as psychological aspects of tourists (Pearcy and Scott et al, 2012). This argument can be more stronger if additional factors such as food, security and level of expenditure are considered for investigation. Destination loyalty is another important phenomenon that directs the level of

38tourist satisfaction. Destination loyalty is the outcome of tourist satisfaction with

the place visited. Repeat visits, recommendations and

31positive word-of-mouth are most referred to consumer loyalty

(Hoffman and Bateson, 2002,

19Yoon and Uysal, 2006). The concept of loyalty is

most desirable for all successful marketers. When tourists become satisfied with a destination, they become loyal and recommend the destination to their friends, family or relatives, or even they can visit the destination again. The study of tourist satisfaction is often required for a clear understanding about destination loyalty. Therefore this paper also studies tourist satisfaction in relation to destination loyalty. IV. VARIABLES AND HYPOTHESES Transport system The transport system of a destination is highly important. It is the means to reaching places for enjoying its charms. Transport system includes roads, mode of transport, its availability and costs. A good transport system encourages tourists to a place. H1: Good transport system of a tourist destination increases tourist satisfaction. Accommodation Tourists who visit places far away from home need accommodation facility. It does not mean only an arrangement of an overnight staying, it either requires how well tourists stay in a tour place. Good accommodation facility increases the number of tourists. H2: Good accommodation increases the degree of satisfaction toward the destination. Level of expenditure The level of expenditure and budget provision may influence tourist satisfaction. The overall cost structure of the tourist services influences the choice of a destination. H3: Minimum the costs maximize the satisfaction and increases number of tourists. Foods People visit different places with varied cultures. Destination attractiveness may depend on the availability of foods of different cultures or even availability of common foods. H4: The availability of desired foods increases satisfaction and tendency of repeat visits. Security system People visit places for recreation and enjoyment. Hence, they always expect secured visit. Thus security in a tourist spot may increase people's confidence and satisfaction. H5: Secured destination attracts more tourists and makes them satisfied. Tourist Satisfaction

37Tourist satisfaction and destination loyalty are unconditional. Tourist satisfaction depends on the

expectation about tourist services. The overall satisfaction about a tourist place makes them loyal. A loyal tourist recommends the place to others. This study measured tourist satisfaction as to whether tourists recommend the place to others. IV.

METHODOLOGY Research Approach The study followed quantitative approach. Data was collected from the tourists visiting various tourist destinations in the Bandarban district, Bangladesh. Statistical questionnaire

was used to collect the data.

Initially, a total of 280 tourists were randomly included in the survey.

Questionnaires were supplied to the respondents based on convenience of field surveyor. Respondents in the survey were selected under three tourist spots of Bandarban. However, the spot selection was based on judgment. Data Collection

1The participation of respondents was voluntary and mail intercept interview method is used to collect data (Mathioma, 2004). Questionnaire was prepared with the help of previous research and review of related literature. There were 22 items in the questionnaire under six constructs for measuring tourist satisfaction. Each of the constructs was measured based on different items related to that construct.

6Respondents were asked to indicate the degree of their agreement or disagreement with each item using five-point Likert Scale where 1= strongly disagree

and 5=strongly agree. Demographic factors of tourists were also included in the questionnaire. Study Variables Based on the above discussion, the following All the explanatory variables were measured conceptual framework has been derived, with some selected indicators under each construct category. The first variable— level of expenditure of the tour destination is composed of five items— Level of expenses within the tourist capacity, affordable hotel, expenditure transport cost, foods and other expenses. All these items satisfactorily construct the variable with a good Alpha Accommodation value— 0.85. The accommodation is also an influencing factor of tourist satisfaction composed of four items— easy getting and cheap, quality of hotel, Transport Tourists' internal service quality and behavior of hotel staff. The system Destination composite score of these items is quite satisfactory Satisfaction (Alpha=0.81). Transport system explains four items— Foods Loyalty good transport system, availability, maintaining regular schedule, good road infrastructure. The composite value of all items also shows satisfactory score (Adjusted 0.77). Security system Four comprises three items— way to get, quality of foods, good water services where Alpha value is 0.81. The variable security is defined by three items— sufficient and well combined, efficient security guards, Expert' Conceptual model of destination loyalty and good instant knowledge of security guards. The composite score of all these items indicates the variable is well constructed where Alpha value is 0.82. The variable satisfaction was measured by four items— recommend the beauty of the spots, recommend the well atmosphere for movement, recommend about easy to get required services, and recommend about friendly inhabitants where all items show acceptable value in the reliability test with an Alpha value of 0.87. Statistical

1Analysis Out of 280 respondents, a total of 262 successful responses are considered for analyzing the data. The remaining 48 questionnaires are dropped for non-response.

Descriptive statistics like

10mean and standard deviation were used to know the

average value of the data in each explanatory variable. The paper examines pair wise correlation to know the relationships among variables under study. A bivariate correlation between the variables was calculated to know whether the relationship is significant or not. Multivariate regression analysis was run to identify the significant explanatory variables to the dependent variable. Both SPSS and STPS were used to analyze the data. V. RESULTS AND DISCUSSION Sample Characteristics

1Of the sample 42.3% belongs to 25 years age group, 43.1% belongs to 25-35 years, 11.4% ranges between 35 years and above age group, 40.7% respondents are male and 15.3% are female tourists.

48% of the tourists are currently married, 18.8% of the tourists are service holder in different sectors, 44.5% are students, 23.8% are business people, and 10.9% of the respondents come from other categories. The data show that most of the tourists are below 25 years old who are assumed to be students (45.8%). Data also show that male tourists possess more visiting experiences than the females. Table 1 Sample Characteristics and Descriptive statistics III. Variable N Mean Std. Dev. Min. Satisfaction 202 16.42 5.579 1 Level of Expenditure 202 16.25 3.375 5 Age 16 25 35 40 45 25-35 4 19 43 35+ 11 4 Total 202 105 Sex Male 163 80.7 Female 39 19.3 Total 202 100 Marital status Unmarried 105 52 Married 97 48.5 Total 200 100 Occupation Service holder 38 18.8 Student 94 46.5 Businessman 48 23.8 Others 22 10.9 Total 202 100 Source: Field data Factors associated with Tourist Satisfaction Bivariate correlation was conducted between the variables to explore the significant factors associated with tourist satisfaction. Pair wise correlation among the explanatory variables is reported in Table 2. Results show that accommodation, level of expenditure, food, accommodation, and security are significantly and positively correlated with tourist satisfaction (see Table 2). Data also reveals significant positive correlation among all explanatory variables. This result indicates that variables of the study are correlated. Therefore, bi-variate analysis of the data justify about inclusion of all the explanatory variables in the multivariate analysis of tourist satisfaction in the Malswamy study. 20 Table 2: Correlation matrix 25 Descriptive statistics 202 13.45 5.5379 4 20 Tour Level Acco Transport system 202 13.38 5.4028 4 19 of more Transport Food Security Foods 202 15.2 5.071 1 15 Satisfaction score by Security 202 8.77 2.6525 1 15 Tourist destination about N's Satisfaction 1.00 Item Level of expenditure Acco 335\* 1.00 Acco mode of transport 334\* 472\* 1.00 Transport system 333\* 370\* 450\* 1.00 Foods 332\* 620\* 650\* 460\* 360\* 1.00 Security 240\* 280\* 290\* 410\* 320\* 1.00 Note: \*p<0.01 Source: Field data From the correlation results, the hypothesized relationships among explanatory variables in respect of tourist satisfaction are expected to be significant (See Table 3). Table 3: Results of hypothesis H1: Good transport system of a tourist destination increases tourists' satisfaction 0.334\* Significant Hypothesis Correlation coefficient 0.334\* Test Result H2: Good accommodation increases the degree of satisfaction

toward the destination 0.330" Significant H5 Minimum the costs maximize the satisfaction and increase number of tourists Significant 4 The availability 0.330" Significant of desired foods increase satisfaction and tendency of repeat visits H 5 Secured 0.282" Significant destination attracts more tourists and makes them satisfied Note: "p<0.01 Source: Field data Results of Multivariate Probit Regression Probit regression model shows whether each of the explanatory variables significantly influence tourist satisfaction while controlling for other variables. Data suggests that transport facility in a tourist destination significantly and negatively contributes to tourist satisfaction (see Table 4). This implies that Transport facilities improve, the tourist satisfaction decreases in Bangladesh context. This result contradicts with the conventional view that transport facilities increases satisfaction of the tourists. This is possible in Bangladesh context because improved transport system may increase the level of expenditure of the destination. However, it requires further research to discover this fact in Bangladesh. The coefficient of correlation between accommodation and tourist satisfaction is also not significant. This indicates that the increase of accommodation facilities increases the satisfaction of tourists. Good accommodation system in fact, has positive impact on tourism destination (Chatterjee and Mukherjee, 1998). Table 4: Results of Multivariate Probit Regression Model Parameter Estimation and Std. Error

232 Sig. 95% Confidence Interval Lower Bound Upper Bound

Transport System -.081 -.023 -3.533 .000 -126 -.036 Accommodation -.102 -.028 3.832 .000 .047 .158 Security System .023 .023 1.268 .205 -.014 .043 Food .007 .023 .316 .782 -.038 .053 Level of Expenditure -.242 -.027 -1.540 -124 -.044 .011 Note: \*Indicates significance at 1% level Source: Field data

Security has a positive coefficient with tourist satisfaction; however, this relationship is not found significant in this study. Tourist security is a constraining factor to destination choice in Bangladesh. This issue is still vulnerable. Tourists believe that if security is ensured in a destination, tourists become more satisfied. Food is a priority factor influencing tourist destination loyalty especially when tourists usually stay longer time. Result finds that the increase of availability of desired food items increases the level of satisfaction but this relationship is not significant in regard to multivariate analysis. The result shows

20negative relationship between the level of expenditure and tourist satisfaction.

Though, this relationship is not statistically significant, this result supports the contextual view—the increase of expenditure decreases the level of satisfaction. Transport system has found negative impact on tourist satisfaction in case of Bandarban as tourist destination. The study finds almost half of the tourists (48.5%) are from student category. They are not sensitive about comfortable transport facilities. By nature, Bangladesh young can work hard, so they can feel comfort to use any type of transport even if it is hard for them. This respondent group may think if transport system is improved, this will increase cost. So, they cannot afford this added cost. It is noteworthy to mention that variables studied in this research can explain only 22.4 % of the relationships which is found from R-square result. So, many other variables remain still unexplained in defining tourist satisfaction and destination loyalty in Bangladesh. Therefore, further study is imperative to understand the factors associated therewith. Influence of Demographic Variables: This study also includes four demographic variables in the analysis of data. Results show that

32there is a significant and positive association between marital status and satisfaction

level of the tourists (see Table 5). Table 5: Association between Tourists' Satisfaction and Demographic Variables Tourists' satisfaction Chi-square (X<sup>2</sup>) Degree of freedom (df) Probability (p) Age 22.17 26 0.479 Gender 15.22 13.2 234 Marital Status 38.80\* 13 0.004 Occupation 45.76 31 0.114 Note: Pearson chi-square. Significant at .01% level. Source: Field data

Satisfaction and loyalty are post-purchase behaviors measuring whether the particular purchase fulfill customer expectation or not (McDowall, 2010). The

20relationship between tourist satisfaction and destination loyalty can be probed with the findings of

previous literatures

40on customer satisfaction and loyalty. Most of the

studies

27on customer satisfaction and loyalty confirm the influence of satisfaction on loyalty.

Veiel and Zeilker (2000) argue that customer satisfaction

26contributes to customer loyalty and satisfaction has very strong influence on loyalty

Yoon and Uysal (2005) argue that a satisfied customer purchase the product again and become loyal to the brand. Satisfaction is measured by how well a product meets customer expectation and loyalty toward a tourist destination is measured how often tourists are likely to return and produce positive words about the destination. McDowall (2010) suggests continuous improvement of destination to increase customer loyalty. Hernández-Lobato, Solís-Radilla, et al. (2006) finds strong relationship

28among destination image, tourist satisfaction and destination loyalty. This study

further argues that destination loyalty in many cases might be influenced by the degree of availability of alternative products, specialized services offered, and personal factors of the customers. A tourist, for example, may be satisfied having high rate of discount from the hotel but that does not mean this particular tourist becomes loyal. Therefore, what exactly affects destination loyalty towards Bandarban as a tourist spot needs to be examined with the help of empirical evidence. VI. CONCLUSION Destination draws growing attention for future tourism development. This paper explores the factors associated with tourist satisfaction in Bangladesh context. Destination choice, in fact, is one of the primary concerns of all tourists. A destination becomes attractive for various reasons. When a tourist destination offers facilities for the tourists, they are likely to visit the place even several times. All variables studied in this research have influences in the relationship. The study, however, reveals that transport system and accommodation facility are the most influential variables in case of tourist satisfaction and destination loyalty. Hence, tourists and at other stakeholders are required to have understanding about the influencing factors in a tourist destination. Another concern to be considered by the tourism actors is demand-supply proposition. Tourists visit a place to get benefits from the products or services that they need and that are offered by the marketers with desired profit outcome. Any relationship sustains where there will be win-win situation between the parties. Therefore, government, developers and marketers need to come forward to ensure facilities available for the development of Bandarban as a tourist hotspot in Bangladesh. If the site offers all the facilities desired by the tourists, it can attract more tourists from home and abroad. The

30knowledge and understanding of consumer choice criteria and attitudes would be of great help both for tourism researchers and commercial

firm.

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