

Tourist's Perception on Tourism Marketing Strategies: Evidence from Bangladesh

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Abstract

Tourism is a thriving part of economic advancement by earning foreign revenue and creating employment. This study aims to objectify the tourist perceptions on the most influential strategic factors and sub-factors that impact effective tourism marketing and classify tourist intention towards the tourism industry in Bangladesh. Data were collected from a total of 405 tourists, where a non-proportionate sampling method was used to select respondents and surveyed them using the convenience sampling method. The researchers collected data by using a structured questionnaire. The research considered five fundamental factors (i.e., price, culture, satisfaction, political, psychological, and environmental) from the literature that consisted of many sub-factors and statements related to that in the questionnaire. A 5-point Likert scale was utilized, where data were analyzed using MS Excel and SPSS. Descriptive statistics and factor analysis were performed to attain the purposes of the study. The findings elucidate light on tourists' perception of tourism marketing strategies in Bangladesh. Cultural, environmental, and pricing are three key factors; value & expectations, technology, environment, and ability to pay, as the four sub-factors impact tourist perception found in the study.

Keywords: Tourist's perception, strategies, influencing factors, tourist's satisfaction.

1. Introduction

Tourism is a social phenomenon that consists of individuals living away from their routine environments and everyday life. The prime motive of traveling is to enjoy, relax and get rid of work stress and exhausted daily life. With the economic enhancement, individuals have expressed great value on the augmentation of their quality of life; consequently, the customers' well-being perception has engrossed researchers (Hwang & Lyu, 2015; Sirgy, 2001). Pin-pointing and investigating essential factors for effective tourism marketing caught researchers' attention and enlightened the tourist consumer

behavior worldwide (Beerli & Martin, 2004; Enright & Newton, 2004; Madhavan & Rastogi, 2011). Tourists are the ultimate participant in the tourism market chain (Stanford, 2008); hence, this paper strives to shed light on tourists' perception of tourism marketing strategies from a developing country's perspective. Effective tourism marketing is paramount globally, along with the tourism industry's growth (Nqosa et al., 2019). Tourism, a substantial part of economic development (Antonakakis et al., 2019; Amoah & Amoah, 2019; Marsiglio, 2015), creates employments (Fotuhinia, 2014) and earns foreign revenue (Mwinuka, 2017; Cucculelli & Goffi, 2015). Thus, many countries have developed strategies, frameworks, and support for this industry to have a sustainable economy (Chigora & Hoque, 2018). However, globalization and amplified competitiveness made tourism globally challenging with many rapid changes (Ratten & Rodoula, 2010). Concurrently, consumers' decision-making differs because of the thought they possess. Marketers get benefited from comprehending and assessing consumer attitudes to plan and progress their products and services according to market demand (Solomon, 2009). Notably, tourists' perception and their encounters with service providers work as a powerful influencer of future behavior as tourist experience is found as the backbone of tourist satisfaction and loyalty (Prayag et al., 2013, 2017; Zhang et al., 2015; Chen & Phou, 2013). In this context, Dwyer et al. (2009) advocated that tourism marketers should comprehensively observe differences that may touch tourist demands to develop effective marketing strategies to complement today's tourists' necessities and likings. Contrariwise, the slow-moving tourism market is expanding steadily in Bangladesh (Amin, 2014; Amin and Jahan, 2014). Studies seconded that despite having enormous potentiality, Bangladesh's tourism business is underdeveloped and still growing (Alam, et al., 2010). The World Economic Forum (WEF) (2017c) report shows that Bangladesh fails to keep pace with other neighboring countries like Nepal, Bhutan, Sri Lanka, India, Thailand, and Malaysia. However, the land has various places to appeal to tourists and massive possibilities to nurture the tourism industry (Ahmed et al., 2010).

For tourism businesses, customers' positive feeling about value offerings and attributes of tourists' organization strongly associated with the visit and revisit intention, save marketing and promotion costs, therefore add revenue (Kim et al., 2013; Hossain et al., 2015; Chi and Qu, 2008; Alegre and Juaneda, 2006). On that account, recognizing tourists' perceived thought processes towards tourism products and services will be highly valuable for destination marketers. Therefore, tourism organizations must identify tourist's perceptions and factors that influence tourism marketing to progress competitively. Another obligation of the tourism service provider is to communicate their value by offering services and pursuing potential customers into the business

through well-organized marketing strategies. Taking all these issues into account, this article intends to identify tourists' perceptions of Bangladesh's tourism marketing strategies. The findings would help enrich the current literature, tourism marketers, and policymakers for designing marketing strategies to progress tourism in Bangladesh.

2. Literature Review

2.1 Determinants of Tourism Marketing Strategy

There are many factors that affect the tourism marketing strategy. Previous literature suggested how different factors assist in developing a tourism marketing strategy. The facilities of wineries and the attraction of visiting places were found as substantial motivations which must be understood by agents involved in the tourism market. Besides, word-of-mouth significantly affects tourist destinations through communication (Salmi and Ramli, 2014). Personal barriers and structural barriers played a significant role in wine tourism in Spain. Value of a brand, customer's payment ability, compatibility between the consumer and the bill payer, intensity of competition, demand-supply ratio, price in terms of entry barrier, and objectivity of penetrating market share are seven market-oriented factors that remarkably distinguish the successful high versus low price strategy (Jobber and Shipley, 2012). "Local communities", can also be a part of influencing the tourism sector as a novel strategy. This strategy manifests the government's use of human, physical resources and promotes citizens' participation in a sustainable system applied by the Botswana Government (Maitseo and Kanduza 2008). This study tries to find factors that critically influence the tourism marketing strategy in the following:

2.1.1 Pricing Factors and Tourist Satisfaction

Several studies have cited that increasing share in the market is a crucial pricing objective (e.g., Avlonitis and Indounas, 2004; Coe, 1983; Lancioni, 2005) that can be achieved by asking low prices from the consumer (Munroe, 2003). The strategy has also been proved effective (Bowman and Gatignon, 1996; Ghosh et al., 1983). In contrast, a brand providing differential customer value can lead to price skimming as affluent consumers are less price-sensitive (Hoch et al. 1995) and more sensitive toward differential brand value.

2.1.2 Cultural Factors and Tourist Satisfaction

As mentioned earlier in the literature section, the success of tourism markets heavily contingents on local culture. Local communities provide products and services to meet

tourist needs. For developing a tourism plan, residents' lifestyle quality, support for the social, cultural, and environmental aspects, and provision of comfort and harmony must be the cornerstone (Nillahut, 2010). Local communities' well-being and beneficial influence of tourism bring tourists more satisfaction (Jurowski et al., 1997; Sharpley, 2014; Wang and Pfister, 2008). However, poorly developed tourism can negatively affect the local community (Jackson, 2008).

2.1.3. Political Factors and Tourist Satisfaction

The government has legitimate power in political systems (Elliott, 1997) and responsible for marking policy and establishing political guidelines (Jeffries, 2001). Governments should develop policy and control systems to support the tourism industry because visitors are more sensitive to political unsteadiness, which will affect their security and safety (Okech, 2010).

2.1.4 Psychological Factors and Tourist Satisfaction

The concept of destination image also helps to describe the attitudes towards tourist destinations. Image regarding destination is multifaceted as it comprises empirical, affectional, influential, and action-related mechanisms (Jenkins, 1999). The ambiance's valuation is shaped by travelers' feelings, whereas; specific attributes and functional elements replicate the destination image's cognitive degree. Beerli and Martin (2004) mentioned that the assessment of destination accomplishes through cognitive and affective factors. Therefore, the tourist perceptions can be a deciding factor for the tourist spot's achievement or disappointment (Formica, 2002; Kozak and Rimmington, 2000). On this note, few studies mentioned loyal tourists perform like a spoke person by communicating the positive word of mouth to their peers (e.g., friends, relatives, and other potential tourists) (Reid and Reid, 1993). Loyal customers help reduce promotional costs (Alegre and Juaneda, 2006; Kozak, 2001; Lau and Kercher, 2004) and generate more revenue.

2.1.5 Environmental Factors and Tourist Satisfaction

Scrutinizing and monitoring the business environment is vital for tourism markets because global tourism strategies that would seek alignment with environmental forces become quite essential (Zhao and Merna, 1992). Plenty of heterogeneous factors are related to the tourism environment. These all are consistent with the successful strategies of the tourism sector. Among them, technology would be number one in this digital era. The introduction of information and communication technologies is a crucial factor that has become a significant challenge due to its impact and changes in the hospitality and tourism industry (Liu et al. 2011; Buhalis and Law 2008). E-marketing or internet

marketing is believed to be one of the influential future trends of the hospitality and tourism industry (Oh et al. 2004; Yoo et al. 2011).

Table -1: Summary of Literatures

Factors	Sub-factors	Literatures
Pricing	Ability to Pay	Jobber & Shipley (2012); Nagle and Hogan (2006) ; Hoch et al. (1995)
	Brand Value	Hogan and Lucke, (2006); Smith and Nagle,(2005); Munroe (2003); Morris & Joyce (1996) and Forbis and Mehta, (1981)
	Distinction	Smith et. al (2006), Coulter (2001) and Stern (1989)
	Competition	Forman and Hunt (2005); Kocas (2003); Jobber and Shipley (1998); Hoch et al (1995); Shipley and Bourdon (1990) & Morris and Jsyce (1998)
	Entry Barrier	Utaka (2007); Linnemer (1998); Leblance (1992 Milgrom and Roberts (1982) and Needham (1976)
	Demand/Supply	Lipsey & Chrystal (2007); Shipley & Bourdon (1990)
	Pricing Objectives	Lancioni (2005), Avlonitis and Indounas (2004); Monroe (2003); Lancioni and Gattorna (1992); Coe (1983)
Cultural	Local Communities	Sharpley (2014); Nilahat 2010, Jackson 2008, Wang & Ptister 2008, Jurowski et al. 1997;
	Cultural Heritage	Smith (2006)
	Ethnic Core	Naroll (1970)
	Hospitality	Pizam and Shani (2009); Taylor and Edgar (1996) and King (1995)
	Values and expectations	Yvette and Lindsey (1999); Goodrich (1997)
Political	Political system	Harrison (2011); Elliot 2001;Halls (1994)
	Governmental role	Mak (2004); Jeffries (2001); Elliot (1997)
	Political stability	Okech (2010); Halls (2005)
Psychological	Travel risk	Pizam et al. (2004); Sonmez and Grapehe (1998); Pizam and Sussman (1995)

	Loyalty	Reid and Reid 1993; Kozak 2001, Lau & Mckercher 2004
	Perceived Service Quality	Atilgan et al. 2003, Bolton & Drew 1991, Brady & Robertson 2001, Dube et al. 1994. Gronroos 1984, Murphy et al. 2000, Parasuraman et al. 1985
	Destination Image	Um et al. 2006; Beerli and Martin 2004;Formica 2002; Kozak and Rimmington 2000;Jenkins 1999
	Motivation	Swanspn and Horridge 2006; Valle et al. 2006; Uysal and Jurowski 1994; Uysal and Hukan 1993; dann 1977.
Environ-mental	Environment	Zhao 1994; Hoch 1992; Zhao and Merna, 1992;
	Privatization Policies	Hyma et al. 1980
	Technology	Yoo et al. 2011; Liu et al. 2011; Buhalis and Law 2008; Oh et al. 2004
	Skilled Manpower	Henry 2015

Considering the above literatures this study suggests following conceptual model.

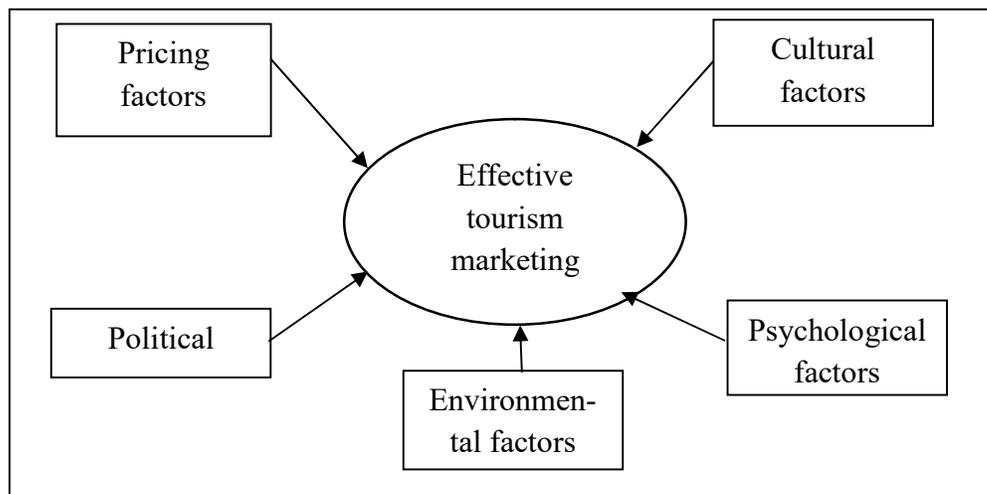


Figure 1: Conceptual Model of Determinants of Effective Tourism Marketing

Source: The Authors, Based on Literature Review

3. Objectives of the Study

Based on the literature review and conceptual model of determinants of effective tourism marketing, the study put forward the research objectives. The central objective of this study is to identify the tourist perceptions about the most influential strategic factors and sub-factors that impact effective tourism marketing in Bangladesh. This study also tries to find the tourist intention towards the tourism industry in Bangladesh.

4. Methodology of the Study

This study mainly followed quantitative research method with survey technique. Data were collected from a total of 405 domestic as well as international tourists from four distinct places based on tourists' access and natural beauty (101 tourists from Sylhet, 100 tourists from Bandarban, and 50 tourists from the Chittagong area, 152 tourists from Cox's Bazar; including saint-martin). A non-proportionate sampling method was fostered to select respondents and surveyed them using the convenience sampling method. The researcher collected data from personal, telephone, and email interviews by using a structured questionnaire survey.

The study took five primary factors (i.e., price, culture, satisfaction, political, psychological, and environmental) from the literature that consisted of many sub-factors and statements related to that in the questionnaire. A 5-point Likert scale was utilized, where '1' denoted strongly dissatisfied, and '5' denoted the opposing extreme, strongly satisfied. Data were analyzed using MS Excel and SPSS. Descriptive statistics and factor analysis were performed to achieve the objectives of the study.

5. Result and Discussions

5.1 Sample Description

The study's sample profile pictures that out of 405 respondents who participated in this study, 62.5% are male, and 37.5% are female. A high number of 57.8% and 60% are aged between 20 to 29 years and came from the nuclear family, respectively. There were multiple professionals, including students (34.1%), followed by the teacher (15.6%), business and government employee (13.3%), banker (10.4%), doctor and engineer (5.2%), and lastly, lawyer (3.0%). The majority of respondents have a master's degree (47.4%) and graduation (38.5%).

The respondents have an income range of Tk. 20000-40000 (25.2%), followed by the respondents with an income range of Tk. 40000-60000 (20.0%), Tk. 10000-20000 (15.6%), below Tk.10000 and above Tk.60000 are (22.9%), while 16.3% have no

income. Surprisingly from the tourist category, a good number of 34.1% are international tourists while the majority (65.9%) are domestic tourists. The percentage of tourists who traveled more than three times is 65.2, compared to the first-time visitor 14.8, to any tourist spot in Bangladesh. Interestingly, 17% of respondents like to visit alone, where 31.1% like visiting with their friends.

5.2 Descriptive Statistics

This section presents the factors that influence strategies of effective tourism marketing in Bangladesh. The researcher outlined descriptive statistics of the pricing, cultural, political, psychological, and environmental strategies in the appendix section.

5.2.1 Pricing Factors: Table A2 parades that all variables had a mean score of more than three, which means tourists are satisfied with all statements related to pricing strategies. Maximum respondents were satisfied with the statements, such as reasonable product cost, reasonable traveling, and accommodation cost, etc. Statements like 'Ability to satisfy needs/wants' and 'Market leaders charge higher price' had a high mean score of 3.94 and 3.87, respectively. Seemly meaning that marketers who have the ability to satisfy can be the market leader and charge a high price. The overall mean values ranging between 3.20 to 3.94 concludes that tourists are satisfied with the variables that can influence pricing strategies of tourism marketing to shed light on effectiveness.

5.2.2 Cultural Factors: Table A3 explains that all variables had a mean score of more than three with the unique culture and politeness of local people being more than four. That means tourists are satisfied with statements related to cultural strategies. This result indicates that the culture of Bangladesh is quite unique, and people who lived in or near tourist spots are very polite. Maximum respondents were satisfied with the statements, such as helping local people, trustworthy, treated as a guest, etc. The range of mean values was stated between 3.43 and 4.07, attests that tourists are satisfied with the variables that can influence cultural strategies of tourism marketing. Notwithstanding, 37.8% of tourists were not so pleased with the fact 'Provide accurate information.' Tourism organizations might look into these least satisfied variables to be more prolific.

5.2.3 Political Factors: Most of the respondents were satisfied with the statements, such as conscious about present political status, destination free from political imbalance, strictly implementing tourism policies, etc. Table A4 illustrates that all variables had a mean score of more than three, meaning tourists are satisfied with statements related to political strategies. The mean values ranged between 3.18 and 3.97, which registered that tourists are satisfied with the variables influencing tourism marketing's political strategy

to address competitiveness. Worth mentioning, ‘Political stability attract more foreign tourists’; with a mean of 3.97, a strong indicator of how political stability affects tourism.

5.2.4 Psychological Factors: Vacationists are satisfied with all the variables that can influence on political strategies of tourism marketing, with the mean values ranging between 3.42 and 4.12. The attractive environment and picturesque scenario had a mean score of more than four, indicating that tourists are strongly satisfied with these two variables. Moreover, variables such as attractive hospitality of local people, modern infrastructure, and enjoyable atmosphere had higher mean scores, unlike; various tourists’ low traveling risk with any vehicle.

5.2.5 Environmental Factors: Table A6 revealed that all variables had a mean score of more than three, which means tourists are satisfied with all variables related to environmental strategies. That is confirmed by mean values limiting between 3.36 and 3.91. The standard deviation values were high, which indicates the dispersion in a normally spread distribution, which resembles the effects of all variables on the organization’s recruitment and selection process. Despite tourist satisfaction, few variables had a mean score below three, like good air-water and sound quality, better privatization policies, and technologically developed destination places.

5.2.6 Overall satisfaction: Data analysis calculates that 39.3% of vacationists are very satisfied with their traveling experiences, followed by 54.8% are satisfied. The mean score of 3.51 symbolizes that tourists are satisfied with their traveling experiences instead of numerous obstacles.

Table-2: Satisfaction Measurement

Variable	H.D	D	N	S	H.S	Mean	S.D
Satisfaction Level	0.7	4.44	38.5	54.8	1.48	3.51	.602

5.3 Reliability and Validity

The measurement instrument has to be reliable and valid to have unbiased measures of structural relationships. The reliability analysis for each construct was tested and produced a *Cronbach’s alpha* of 0.896>0.7, meaning all items used in the questionnaire were reliable (Nunnally, 1978).

Table-3: Results of Reliability and Validity

Key Factors (Constructs)	Sub-Factors (Item)	Communalities	Factor Loadings	Mean	S.D	Cronbach's α
Price	PR 1	.733	.761	3.43	.875	.896
	PR 3	.686	.712	3.54	.877	
	PR 4	.609	.644	3.46	.868	
	PR 5	.688	.839	3.66	.837	
	PR 6	.730	.638	3.34	1.091	
Cultural	C 1	.663	.821	3.73	.723	
	C 2	.726	.752	3.56	.747	
	C 4	.796	.760	3.56	.995	
	C 5	.697	.631	3.76	.813	
Political	PO 1	.644	.878	3.30	.888	
	PO 2	.728	.750	3.53	.958	
	PO 3	.446	.733	3.75	.980	
Psychological	PS 1	.668	.729	3.39	.863	
	PS 2	.684	.754	3.64	.994	
	PS 3	.687	.725	3.46	.868	
	PS 4	.712	.695	3.84	.667	
	PS 5	.572	.724	3.67	.790	
Environmental	E 1	.772	.858	3.68	.717	
	E 2	.712	.772	3.44	1.173	
	E 3	.779	.917	3.63	.863	

Source: SPSS output by analyzing primary data

Afterward, the factor analysis was conducted to measure the construct validity. The study applied *Principle Component Analysis* with *Varimax* rotation to lessen the number of variables with extreme loadings on a factor.

5.4 Factor Analysis

5.4.1 Factor Analysis of All Sub-factors: Exploratory factor analysis has been done to reduce the number of factors in the descriptive study. The analysis was performed in SPSS with Varimax rotation on tourist responses for the variables of the sub-factors. From examining the results of total variance and communalities (Table 4), we can identify those four sub-factors that have had more influence on tourism marketing. These sub-factors are values and expectations, ability to pay, environment, and technology. These four sub-factors can be explained by a 66.550% variance of the data and Eigenvalues more than 1. The following table shows the ranking among these four sub-factors.

Table-4: Most Influential Strategic Factors Based on Factor Analysis

Rank	Sub-factor	Factor	Communalities	Eigen Values	Cumulative % of variance
1	Value & Expectations	Cultural	.796	10.656	46.331
2	Technology	Environmental	.779	2.411	56.813
3	Environment		.776	1.207	62.060
4	Ability to pay	Pricing	.733	1.033	66.550

Furthermore, it is clear that culture had a more significant impact than pricing and environmental factors on tourist's perception toward tourism marketing (Table A7).

5.4.2 Factor Analysis of the Pricing Factors: From four previously mentioned influential sub-factors, the ability to pay was related to pricing strategies. The following (Table 5) represents the sub-factors of pricing strategies only. Among these six sub-factors, the ability to pay is the most significant, with a 55.268% variance.

Table-5: Factor Analysis for Pricing Sub-factors

Factor	Sub-factors	Communalities	Factor Loading	Cumulative % of Variance
Price	PR 1 (Ability to pay)	.620	.787	55.268
	PR 5 (Entry Barrier)	.612	.782	
	PR4 (Competition)	.549	.741	
	PR 2 (Brand Value)	.542	.736	
	PR 3 (Distinction)	.524	.724	
	PR 6 (Demand/Supply)	.469	.685	

5.4.3 Factor Analysis of the Cultural Factors: The analysis of cultural sub-factors produced an incredible result. Values and expectations seized the highest rank by 44.506% variance of the data from all the sub-factors of culture (Table 6). Besides, local communities were the second most leading sub-factor from this section. It eventually supported culture to become the most influential factor with 46.331% variance (Table 4). Destination marketers should look into these sub-factors as a protagonist of successful marketing.

Table-6: Factor Analysis for Cultural Sub-factors

Factor	Sub-factors	Communalities	Factor Loading	Cumulative % of Variance
Cultural	C4 (Values & Expectations)	.741	.860	42.506
	C 1 (Local Communities)	.720	.823	72.221
	C 2 (Cultural heritage)	.768	.759	
	C 3 (Ethnic core)	.745	.752	
	C 5 (Hospitality)	.741	.631	

5.4.4 Factor Analysis of the Political Factors: Table 7 depicts the sub-factors of political strategies: political system, governmental role, and political stability. Among these three sub-factors, political system is the most significant, which can be explained by 67.715% variance.

Table-7: Factor Analysis for Political Sub-factors

Factor	Sub-factors	Communalities	Factor Loading	Cumulative % of Variance
Political	PO 1 (Political System)	.771	.878	67.715
	PO 2 (Governmental Role)	.722	.850	

	PO 3 (Political stability)	.538	.733	
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5.4.5 Factor Analysis of the Psychological Factors: The following Table 8 represents five sub-factors of psychology. Among these five sub-factors, travel risk is the most significant, reading a 55.391% variance of the data. Thus, it is clear that travel risk impacted tourism marketing most, followed by perceived service quality, loyalty, motivations, destination image.

Table-8: Factor Analysis for Psychological Sub-factors

Factor	Sub-factors	Communalities	Factor Loading	Cumulative %of Variance
Psychological	PS 1 (Travel Risk)	.623	.789	55.391
	PS 3 (Perceived Service Quality)	.570	.755	
	PS 2 (Loyalty)	.568	.754	
	PS 5 (Motivations)	.525	.724	
	PS 4 (Destination Image)	.483	.695	

5.4.6 Factor Analysis of the Environmental Factors: Similar to cultural sub-factor analysis, environment-related issues also have a vital role to play in tourist perception.

Table 9 represents the sub-factors of environmental strategies where technology and environment are the most significant with an incredible 81.428% variance. As discussed earlier (Table 4), technology and environment are the second and third most prominent sub-factor overall. Table 4 also reveals that, overall; the environment alone had two crucial sub-factors out of the top four.

Table-9: Factor Analysis for Environmental Sub-factors

Factor	Sub-factors	Communalities	Factor Loading	Cumulative % of Variance
Environmental	E 3 (Technology)	.790	.947	55.189
	E 1 (Environment)	.838	.878	81.428
	E 4 (Skilled manpower)	.903	.775	
	E 2 (Privatization policies)	.726	.772	

5.5 Correlation among Perceived Factors

Author examined the descriptive statistics and correlation matrix of all the constructs for the proposed research framework (Table-10).

Table-10: Summary of Mean, Standard Deviation and Correlations among Constructs

Constructs	Mean	S. D	Correlations				
			Price	Cultural	Political	Psychological	Environmental
Price	3.37	.708	1				
Cultural	3.67	.595	.640**	1			
Political	3.52	.807	.716**	.693**	1		
Psychological	3.59	.649	.674**	.803**	.709**	1	
Environmental	3.42	.736	.569**	.637**	.606**	.756**	1

** Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output by analyzing primary data

The estimates of correlations and their standard deviations showed that the measures are different from each other, based on empiric results. A positive correlation between all of the research variables was noticed from the correlation matrix. Furthermore, with a value of 0.01, the study outlined that all of the variables are significant.

6. Conclusion

With primary data and prevailing literature, the present study sheds light on tourists' perception of tourism marketing strategies in Bangladesh. Competitive marketers at times ask, "How can we attract more visitors?" The finding of this study can be a triumph in answering this question and aid managers in decision-making. The study pinpoints cultural, environmental, and pricing as three key factors, along with value & expectations, technology, environment, and ability to pay, as the four sub-factors that impact tourist perception. The service provider obligatory needs to concentrate on these factors and sub-factors while promoting the business to expand the customer width.

The sample profile shows the maximum number of tourists is male, young, and comes from a nuclear family. We are stipulating that there might be a scarcity of true value proposition for females and join-family to travel together. No respondents had an income of more than 60,000 Tk from the sample, isn't it surprising? One of the reasons might be people with a higher income tend to go abroad (Morley, 1998). Therefore, the local tourism sector is losing an immense opportunity.

Accompanying with the four most prominent sub-factor (i.e., value & expectations, technology, environment, and ability to pay) tourists were highly concerned and delighted with destinations marketer's ability to satisfy needs/wants, market leaders asking higher price, unique culture, local community people, political system, travel risk technology, and environment. To conclude, Vacationist perceptions mandate managers to form and synchronize strategies based on these consumers' perceptions to earn a notable milestone in tourism marketing.

7. Limitations and Scope for Future Research

As the research has been conducted considering respondents who are tourists, some were reluctant to fill up the whole questionnaire. In addition, the respondents who were wanderlust in nature believe that this sort of research would not improve any physical amenities in favor of them as many previous researchers conducted similar studies with no improvement in the tourism sector of Bangladesh. Moreover, there is a tendency of respondents to answer the questions without properly understanding the intended meaning of the question. However, despite all those limitations, this research paper successfully meets its objectives by identifying tourist perceptions about tourism-related marketing factors; to do so, researchers collected data from a significant number of respondents.

However, there are further scopes of this research in which researchers can implement an analysis by matching tourists' perceptions and performance of tourism service providers. Furthermore, a similar analysis can be adapted to other potential developing countries and/or specific tourism services sectors. Finally, this study opens the scope for exploring further interest in a related field; more variables and a more extensive sample can be added and develop a deeper understanding of tourist perception.

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Appendix 1

Table-A1: Sample Profile

Characteristics	Frequency	Percentage (%)	
Gender	Male	252	62.5
	Female	153	37.5
	Total	405	100.0
Marital Status	Single	240	59.3
	Married	165	40.7
	Total	405	100.0
Age (in years)	Below 20	18	4.4
	20-29	234	57.8
	30-39	69	17.0
	40-49	45	11.1
	50-59	27	6.7
	More than 60	12	3.0
	Total	405	100.0
Family Structure	Nuclear	243	60.0
	Join Family	96	23.7
	Extended family	66	16.3
Educational Level	Post-Graduation	192	47.4
	Graduation	156	38.5

	HSC	30	7.4
	SSC	15	3.7
	Below SSC	12	3.0
	Total	405	100.0
Occupation	Doctor	21	5.2
	Engineer	21	5.2
	Teacher	63	15.6
	Lawyer	12	3.0
	Banker	42	10.4
	Business	54	13.3
	Government Employee	54	13.3
	Others	138	34.1
	Total	405	100.0
Average Monthly Income	No Personal Income	66	16.3
	Below TK. 10,000	39	9.6
	Tk. 10,000-Tk.20000	63	15.6
	Tk. 20000-Tk. 40000	102	25.2
	Tk. 40000-Tk.60000	81	20.0
	More than Tk.60000	54	13.3
	Total	405	100.0
Tourist Category	Domestic	267	65.9
	International	138	34.1
	Total	405	100.0
Number of visit	First time	60	14.8
	Second time	24	5.9
	Third time	57	14.1
	More than three times	264	65.2
	Total	405	100.0
Companion for travelling	Alone	69	17.0
	Spouse	51	12.6
	Friends	126	31.1
	Parents	42	10.4
	Siblings	21	5.2
	Children	36	8.9

	Whole family	48	11.9
	Others	12	3.0
	Total	405	100.0

Table -A2: Descriptive Statistics on Pricing Factors

Variables	1	2	3	4	5	Mean	S.D.
	(%)	(%)	(%)	(%)	(%)		
Reasonable product cost	6.7	13.3	17.0	38.5	24.4	3.61	1.182
Reasonable travelling cost	2.2	14.1	27.4	31.1	25.2	3.63	1.075
Reasonable accommodation cost	4.4	14.8	23.0	31.9	25.9	3.60	1.1.5
Available discount offers	6.7	17.8	23.0	34.8	17.8	3.39	1.163
Accepted plastic money	4.4	16.3	20.7	39.3	19.3	3.53	1.109
Available online payment options	8.9	12.6	21.5	31.1	25.9	3.53	1.248
Brands are able to fulfill expectations	1.5	14.1	33.3	37.0	14.1	3.48	0.951
Brand values are superior	2.2	8.1	31.1	37.0	21.5	3.67	0.974
Brands have significant benefits	9.6	12.6	23.7	40.7	13.3	3.36	1.153
Differentiation	4.4	17.0	21.5	35.6	21.5	3.53	1.136
Available customized products	3.7	11.1	20.0	43.0	22.2	3.69	1.052
Customized products matched with market price	8.9	11.9	21.5	37.0	20.7	3.49	1.199
Available substitute products	15.6	12.6	20.7	38.5	12.6	3.20	1.265
Freedom to choose	13.3	9.6	9.6	45.9	21.5	3.53	1.294
Plenty of Collections	7.4	8.9	17.0	37.0	29.6	3.73	1.190
Purchasing decisions	3.0	8.1	14.1	43.7	31.1	3.92	1.020
Ability to satisfy needs/wants	1.5	2.2	24.4	44.9	27.4	3.94	0.860
Lower price ranges	5.2	5.2	23.7	35.6	30.4	3.81	1.087
Similar quality and price range	3.7	11.9	20.0	43.0	21.5	3.67	1.052
Higher interest to purchase new brands with higher price	5.2	11.9	14.8	40.7	27.4	3.73	1.138
Available preferred services	6.7	14.1	17.8	37.0	24.4	3.59	1.190

Available preferred variants	4.4	11.1	30.4	34.8	19.3	3.53	1.061
Getting products at consumption time	3.0	7.4	25.2	41.5	23.0	3.74	0.990
Extra price paid for getting services	8.9	11.1	21.5	40.0	18.5	3.48	1.174
Market share related with price settings	5.2	11.9	26.7	33.3	23.0	3.57	1.121
Market leaders charge higher price	2.2	5.9	21.5	43.0	27.4	3.87	0.955
Satisfaction on Overall pricing factor	5.9	5.2	16.3	47.4	25.2	3.87	1.059

Table –A3: Descriptive Statistics on Cultural Factors

Variables	1	2	3	4	5	Mean	S.D.
	(%)	(%)	(%)	(%)	(%)		
Local people are helpful	14.1	7.4	16.3	43.0	19.3	3.46	1.277
Provide accurate information	10.4	11.1	16.3	37.8	23.7	3.56	1.270
Trustworthy	8.9	5.9	20.0	39.3	25.9	3.67	1.180
Responsiveness to tourist needs	3.7	9.6	16.3	47.4	23.0	3.76	1.180
Polite	1.5	3.7	17.8	44.4	32.6	4.03	0.887
Treat as guest	3.0	3.0	25.2	35.6	33.3	3.93	0.984
Competent	4.4	8.9	25.2	40.0	21.5	3.65	1.051
Own architectural style	3.7	11.9	15.6	46.7	22.2	3.72	1.053
Memorable historical buildings and monuments	7.4	8.9	14.1	43.0	26.7	3.73	1.165

Clearly represent historical ancient time	1.5	13.3	30.4	29.6	25.2	3.64	1.046
Museums are available	3.7	9.6	23.7	35.6	27.4	3.73	1.078
Available tangible and intangible assets	8.9	8.1	27.4	34.8	20.7	3.50	1.168
Increase diversity of experience	4.4	10.4	21.5	38.5	25.2	3.70	1.092
Unique Culture	1.5	5.2	12.6	46.7	34.1	4.07	0.897
Unique History	5.2	0.7	19.3	47.4	27.4	3.91	0.978
Culture provides superior value	12.6	7.4	17.0	41.5	21.5	3.52	1.260
Tailoring services can fulfill your expectation	10.4	14.1	15.6	42.2	17.8	3.43	1.228
Services can fill-up your economic and social needs	7.4	11.1	14.8	37.0	29.6	3.70	1.213
Local people provides security	3.7	11.1	20.0	34.8	30.4	3.77	1.110
Local people provides psychological comfort	1.5	5.9	20.7	40.7	31.1	3.94	0.942
Local people provides accommodations, food and drink	3.0	7.4	23.7	47.4	18.5	3.71	0.951
Satisfaction on	3.0	5.9	17.0	42.2	31.9	3.94	0.996

Overall cultural factor							
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Table –A4: Descriptive Statistics on Political Factors

Variables	1	2	3	4	5	Mean	S.D.
	(%)	(%)	(%)	(%)	(%)		
Conscious about present political status	6.7	8.1	18.5	45.2	21.5	3.67	1.104
Destinations are free from political imbalance	4.4	23.0	33.3	20.7	18.5	3.26	1.136
Available police security	6.7	11.1	25.2	40.0	17.0	3.50	1.103
Local police are concerned about crime, drug and prostitution	15.6	15.6	18.5	31.1	19.3	3.23	1.346
Better communication channels	7.4	14.1	17.0	42.2	19.3	3.52	1.168
Govt. made some helping hands	1.5	9.6	24.4	36.3	28.1	3.80	1.003
Govt. are working for country's infrastructure	7.4	9.6	17.8	43.7	21.5	3.62	1.142
Strictly implement tourism policies	15.6	14.1	20.0	37.8	12.6	3.18	1.272
Regularly update and made easy rules and regulations on visa	14.1	13.3	17.0	34.8	20.7	3.35	1.326
Political stability encourages you to travel more	11.9	8.9	14.8	42.2	22.2	3.54	1.259
Concerned about neighborhood effect	5.2	8.1	17.0	42.2	27.4	3.79	1.093
Political stability attract more foreign tourists	3.7	6.7	14.8	38.5	36.3	3.97	1.055
Satisfaction on Overall Political factor	8.1	4.4	23.0	35.6	28.9	3.73	1.165

Table –A5: Descriptive Statistics on Psychological Factors

Variables	1	2	3	4	5	Mean	S.D.
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	(%)	(%)	(%)	(%)	(%)		
Low travelling risk for any vehicle	4.4	17.0	23.7	38.5	16.3	3.45	1.088
Destinations are more safer	3.7	10.4	23.7	37.8	24.4	3.69	1.066
Available police security	6.7	13.3	21.5	36.3	22.2	3.54	1.167
Available parking facilities	4.4	12.6	29.6	32.6	20.7	3.53	1.089
You are act as a loyal customer	3.7	7.4	17.8	40.7	30.4	3.87	1.047
Encourage your friends and family at any places	10.4	11.1	14.1	43.7	20.7	3.53	1.230
Expand your information	5.9	10.4	22.2	42.2	19.3	3.59	1.093
Attractive hospitality of local people	1.5	10.4	12.6	48.1	27.4	3.90	0.969
Enough tour and travel services	5.2	8.9	20.7	40.0	25.2	3.71	1.096
Various services for tourists	12.6	13.3	17.0	33.3	23.7	3.42	1.321
Outstanding accommodation and food services	11.9	11.1	14.8	41.5	20.7	3.48	1.266
Enjoyable atmosphere	6.7	3.7	10.4	46.7	32.6	3.95	1.085
Attractive	1.5	5.2	12.6	41.5	39.3	4.12	1.085
Modern infrastructure	3.0	5.9	11.1	49.6	30.4	3.99	0.920
Picturesque scenario	0.7	1.5	20.7	39.3	37.8	4.12	0.959

Available discount offers	3.0	7.4	18.5	41.5	29.6	3.87	0.836
Available packages for holiday	2.2	9.6	20.0	37.8	30.4	3.84	1.015
Arranged festivals for tourists	3.0	8.1	14.1	52.6	22.2	3.83	0.964
Extra facilities for long time travelling	4.4	11.1	17.8	39.5	27.2	3.74	1.108
Satisfaction on Overall psychological factor	1.5	8.1	25.9	43.7	20.7	3.74	0.928

Table –A6: Descriptive Statistics on Environmental Factors

Variables	1	2	3	4	5	Mean	S.D.
	(%)	(%)	(%)	(%)	(%)		
Attractive Landscape	3.7	2.2	20.0	47.4	26.7	3.91	0.940
Good air water and sound quality	11.9	7.4	21.5	43.0	16.3	3.44	1.198
Tourist friendly environment	5.2	10.4	21.5	37.0	25.9	3.68	1.121
Available transportation facilities	2.2	7.4	15.6	47.4	27.4	3.90	0.959
Available vehicles and parking facilities	5.9	5.2	23.7	40.0	25.2	3.73	1.078
Better privatization policies	12.6	5.2	20.7	48.1	13.3	3.44	1.173
Destination places are technologically developed	11.1	15.6	17.8	37.0	18.5	3.36	1.258
Available	7.4	7.4	17.0	37.8	30.4	3.76	1.177

communication channels							
Available information	3.0	6.7	19.3	43.0	28.1	3.87	0.996
Available skilled manpower	3.7	8.9	20.7	37.8	28.9	3.79	1.070
Providing proper training	3.0	8.0	21.5	37.0	29.6	3.81	1.050
Satisfaction on Overall environmental factor	3.7	5.2	18.5	43.0	29.6	3.90	1.007

* Degree of satisfaction or dissatisfaction attached to each variable (Strongly satisfied = 5, strongly dissatisfied = 1)

Table –A7: Rotated Component Matrix

	Component				
	1	2	3	4	5
PR 1				.774	
PR 3				.846	
PR 4				.743	
PR 5				.715	
PR 6				.709	
C 1	.761				
C 2	.779				
C 4	.651				
C 5	.627				
PO 1					.808
PO 2					.796
PO 3					.575
PS 1			.621		

PS 2			.705		
PS 3			.730		
PS 4			.737		
PS 5			.810		
E 1		.841			
E 2		.756			
E 3		.772			

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