



A Study on motivational factors of travellers to revisit Kuakata Sea Beach, Patuakhali, Bangladesh

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Abstract

The research examines the motivational factors of the travellers to revisit Kuakata sea beach, Patuakhali, Bangladesh from the visitors Socio-demographic and personal sensitivity, observation, perception and awareness. The objectives of the study were: 1. To explore push and pull factors among tourists visiting Kuakata, 2. To examine the relationship between motivational factors and decision-making of revisit intention and 3. To examine the relationship between motivational factors and decision-making of likelihood of recommendation. The primary data have been collected through a stipulated questionnaire with participation of 405 respondents from the destination Kuakata sea beach, Patuakhali, Bangladesh.

The observed result of this study has made significant influence to decision making process of post purchase including return intention and likelihood to recommend. The proposed model of the research framework positively predicted and explained tourist's post purchase intention towards Kuakata destination. The statistical results showed that both push and pull factors directly affect return intention and likelihood to recommend. The findings have supported to agree that travel motivation, including internal or psychological motives (Push factors) and external motives of the destination attributes (Pull factors) positively affected their return intention to this place in the future. In this study six push factors such as relaxation, knowledge, escape, relationship, self respect and novelty were found those who are extremely influential for the tourist to revisit intention, in the other hand same numbers of pull factors have extreme influence to travelers revisit intention, such as culture and history, service quality, sightseeing, safety, accommodation and natural attractions.

Keywords: Motivation, Push factors, Pull factors, Tourism Industry, Decision making

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Introduction

Bangladesh is well known as the largest delta and it contains two special dimensions of tourism one is world longest sea beach and another is world largest mangrove forest. The country is robust enough with other archaeological, cultural and historical attractions all out the country. Alam (2002) declared that Bangladesh may not own the exciting monuments and architectural resources like her neighbors, but the country has considerably different to propose in its beautiful nature and custom. Even though country has enormous prospective for economic progress using tourism, the contribution from travel industry to GDP and employment is merely 2.1% and 1.9% respectively Blanke & Chiesa (2013).

The reality is that Bangladesh is the fewest foreign tourist recipient, contrast to the neighboring countries as well as the size of domestic and overseas travel market is very inconsequential. Hasan (1992), accused that Bangladesh, in contrast to neighboring countries of South Asia, becomes unsuccessful to get progress its tourism as yet and attracts a substantial number of travelers to visit the country, though it's gifted with diverse attractions. Since beginning of the country is abortive to establish herself as an ideal destination for the tourist moreover the country has been thrived as country of natural calamities, poverty and corruptions with others undesirable image in international arena. Nonetheless, the country is having plentiful tourism friendly attributes to be an astounding destination in South Asia, moreover the inhabitants of Bangladesh have welcoming and hospitable attitude which is considered as most encouraging attributes of hospitality and tourism industry.

In Bangladesh, regarding the study on motivation of the travelers to revisit in a certain destination has been conducted very few in numbers. The study will supply primary database for Bangladesh Tourism Organization as well as delivers evidence for suppliers and other relevant stakeholders. Future researchers of tourism arena can get academic support from this study to make more resourceful their study; from that point of views the topic has been chosen.

Research Objectives

The research aims to investigate factors which motivate local and international traveler's decision making to visit Kuakata sea beach. The objectives of the study have been determined

1. To explore push and pull factors among tourists visiting Kuakata,
2. To examine the relationship between motivational factors and decision-making of revisit intention,

3. To examine the relationship between motivational factors and decision-making of likelihood of recommendation

Conceptual Framework

The aim of the study were to explore the motivational factors those influence travelers to revisit and examine the relationship between Push and Pull factors that influence to motivate traveler’s decision making to visit a selected destination. Through total 14 factors analysis the researcher will try to find out the relationship between those factors and traveler’s decision making process by focusing post-purchase evaluation however researcher could not find any study where there are relationships between most leading motivational factors and travelers purchase decision. From this study the relationship between motivational factors and travelers purchase decision may prove or may not. The conceptual framework of this study is made to explore the motivational factors those influence traveler to revisit and examine the relationship between Push and Pull factors that influence to motivate traveler’s decision making’s post purchase intention.

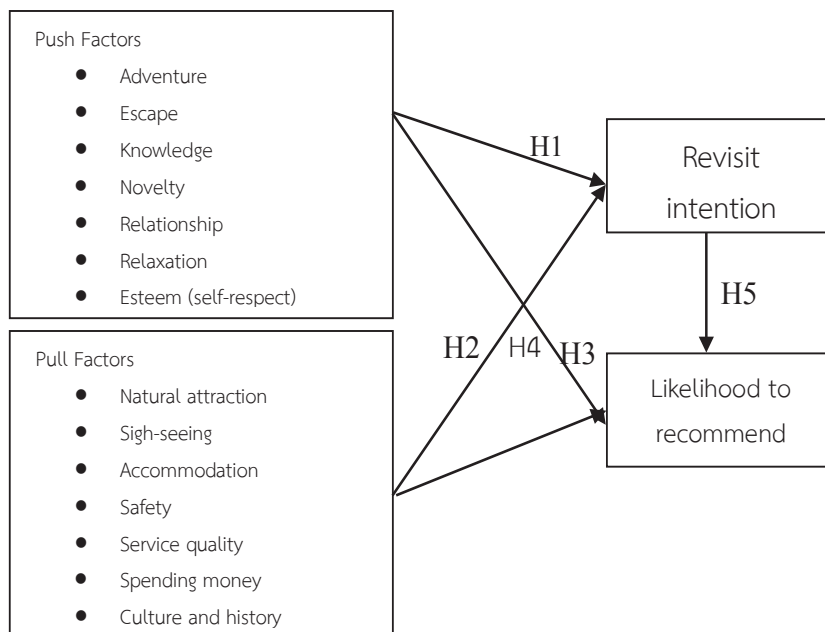


Figure 1 Conceptual framework

Hypothesis

H1 Push factors are positively associated with enhancing the revisit intention among tourists visiting Kuakata.



H2 Pull factors are positively associated with enhancing the revisit intention among tourists visiting Kuakata.

H3 Push factors are positively associated with enhancing likelihood to recommend among tourists visiting Kuakata.

H4 Pull factors are positively associated with enhancing likelihood to recommend among tourists visiting Kuakata.

H5 Revisit intention is positively associated with likelihood to recommend among tourists visiting Kuakata.

Literature Review

Many scholars reconnoitered the push and pull philosophy that correlated to Maslow's need philosophy then practiced the expositions towards visitor's motivation. Many research supported that theory which could clarify the motivation for travelling, such as, the approach of push and pull were used by Dann (1977), which was an evidence of motivation for tourist, and their approach and has become prevalent and well recognized theory. Leiper (1979) expressed solidarity with Dann (1977) that motivation can be separated into inner and outer forces. Crompton (1979) said "it is recognized that motivation is only one of many factors which could contribute to explaining tourist behavior". He also quantified that utmost disagreement of tourism motivation have inclined to emphasis on the thought of 'pull' and 'push' whereas the push influences for holiday could be interrelated to socio psychological objects, and the pull factors are the objects awakened by the ending destination rather than evolving entirely from within the tourist himself. Extrinsic and intrinsic influences could describe the leisure behavior, stated by Mill (1983). Ross & Iso-Ahola (1991) said that among the visitor's behaviors emotional (push motivation) and corporal (pull motivation) causes that inspire travel decision and leisure activities are measured to be the maximum imperative concepts that must be inspected by holiday and travel scholars. Fondness (1994) reinforced the concept that motivation is only one of numerous variables in clarifying traveler's manners. Gnoth (1997) determined that travel motivation could be illustrious into two groups, one converging on intentions or push factor, another one emphasizes on pull factors.

Uysal & Hagan (1993) quantified that "push" factors are defined as origin related and refer to the immaterial, intrinsic desires of the individual travelers, such as willingness to escape, relaxation and recreation, venture, prestige and health. "Pull" factors are defined mostly the

relation to the appeal of agreed destination and physical features such as beaches, lodging and entertaining facilities as well as cultural and historical attractions. Hua & Yoo (2011) pointed out the important motivation of Chinese tourist to USA are, personal safety during the trip, to rest and relax, natural attraction, innovation and novelty which means coining new things and to experience new and different lifestyle and culture.

Siri, Kennon, Josiam & Spears (2012) found motivation of Indian visitors to Thailand, and delineated that “push factors were to have fun, to see and experience a new destination, to do something exciting, to reduce stress, to escape from the routine of work or life, and to learn new things. Pull factor were to enjoy the beautiful environment, scenery and beaches, to go to Thailand or Bangkok, to enjoy shows and entertainment, and to enjoy international travel experiences.”

Pretty much ago Thai researchers found eight factors have significant influence on Swedish visitor’s decision making process for selecting Thailand as their destination, such as a. motivation factor b. socio economic factor c. personality or attitude factors. d. sensitivity factor. e. Learning factor, f. traditional factor, g. intimate influence factor. h. reference group influence factor. According to literature review 16 push factors and 24 pull factors have been detected and its summary in above illustrate chronologically from top recommended factors to the bottom. Out of 16 push and 24 pull factors, top 7 factors from each (Relaxation, Knowledge, Escape, Improve relationship, Self-Respect, Novelty and exploring new places and adventurous as Push and Cultural and historical attractions, Service attributes, Sightseeing, Spending Money, Safety, Accommodation and entertainment, Natural Scenic attractions as pull factors) will be chosen for this study for investigation of traveler’s motivation. Through considering the literature review this those factors are the highest recommended.

Table 1 Seven Push factors summary

Push factors	Recommending Researcher
1. Relaxation	Uysal & Hagan (1993); Compton (1979); Dann (1977); Kau & Lim (2005); Ryan & Mo (2001); Zhang (2006); Hua & Yoo (2011); Esichaikul (2012); Mohammad & Som (2010); Qiao et al (2008); Yuan & McDonald (1990); Siri, Kennon, Josiam & Spears (2012)
2. Knowledge	Siri, Kennon, Josiam & Spears (2012); Compton (1979), Dann (1977), Kau & Lim (2005); Zhang (2006); Esichaikul (2012); Mohammad & Som (2010); Hua & Yoo (2011)
3. Escape from daily life	Dann (1977); Compton (1979) Uysal & Hagan (1993); Fondness (1994); Kau & Lim (2005); Siri, Kennon, Josiam & Spears (2012); Lu (2011); Mohammad & Som (2010); Yuan & McDonald (1990)

Table 1 (per)

Push factors	Recommending Researcher
4. Improve relationship	Compton (1979); Dann (1977); Kau & Lim (2005); Ryan & Mo (2001); Huang & Hsu (2005); Mohammad & Som (2010); Yuan & McDonald (1990)
5. Esteem	Dann (1977); Compton (1979); Petersen (2009); Kau & Lim (2005); Qiao et al. (2008); Yuan & McDonald (1990), Uysal & Hagan (1993) ; Kau & Lim (2005)
6. Novelty	Uysal & Hagan (1993); Kau & Lim (2005); Hua & Yoo (2011)
7. Exploring new place and adventure	Uysal & Hagan (1993); Kau & Lim (2005); Hua & Yoo (2011)

Table 2 Seven pull factors summary

Pull factors	Recommending researchers
1. Cultural and historical attractions	Uysal & Hagan (1993); Ryan & Mo (2002); Huang & Hsu (2005); Kau & Lim (2005); Echaikul (2012); Mohammad & Som (2010); Qiao et al. (2008); Yuan & McDonald (1990)
2. Service attributes	Huang & Hsu (2005); Quiao, Chen, Guan & Kim (2008); Kau & Lim (2005); Mohammad & Som (2010); Qiao et al. (2008); Yuan & McDonald (1990); Thana Charonechaichanawong & Taweephol (2016)
3. Sightseeing	Zhang (2006); Kau & Lim (2005); Siri, Kennon, Josiam & Spears (2012); Mohammad & Som (2010); Yuan & McDonald (1990)
4. Spending money	Echaikul (2012); Qiao et al. (2008); Jang & Wu (2006); Yuan & McDonald (1990)
5. Safety	Ryan & Mo (2001); Kau & Lim (2005); Hua & Yoo (2011); Jang & Wu (2006)
6. Accommodation	Uysal & Hagan (1993); Quiao, Chen, Guan & Kim (2008); Kau & Lim (2005) ; Siri, Kennon, Josiam & Spears (2012)
7. Natural scenic attractions	Kau & Lim (2005); Hua & Yoo (2011); Siri, Kennon, Josiam, & Spears (2012); Zhang (2006)

Decision-making Theory

Debatably the main issue in the study of tourists' activities (Sirakaya & Woodside., 2005), the conservative view of decision-making is of a habitually going on average intellectual practice in humans. Yates (2001) defined 'a process that leads to the commitment to an action, the aim of which is to produce satisfying outcomes', Decrop (2006) differentiate decision making theory classical, prospect theory, bounded rationality contingent or adaptive, political, pragmatic and naturalistic.

The classical perception of unbending, exploratory decision-making used to investigate regular decision-making processes, elect that people accumulate and study information, ultimately choosing an optimal result from a variety of substitutions (Edward, 1954); Cox, Granbois & Summers (1983). proposed five stages model which considered the most popular concept of consumer decision making process. This easy model visibly shows and describes the approach how consumers make a buying decision.

The stages of consumer purchase decision making are recognition of need, information search, comparing the alternatives, purchase and post-purchase evaluation.

Methodology

Research methodology of the thesis is comprised by components on research design, population and sample size, questionnaire development, data collection process, data analysis and research ethics.

An explanatory thesis is used to elucidate why and how things occurred, to give details the outline linked to a described observable fact and to identify connection decisive the phenomenon. Sample size in quantitative model influenced by a number of factors, including the reason of the research, population size, the threat of choosing shocking sample and the acceptable sample error. In quantities model, this research may rely on Taro Yamane formula as gadget to estimate the accurate size. Questionnaire will be employed as the core gadget to inspect push and pull factors of motivation of the foreign and local travelers to Kuakata sea beach. Close ended questions are applied frequently in quantitative research; present the respondents with set of choices to response from which they are able to choose one or more to state their sincere views. In this study, 405 questionnaires were considered complete and accurate because there were no errors in terms of unanswered question, no duplicate response, and clearly written.

Multiple regression analysis process with 5 level rating measure scales (strongly agree 5, agree 4, moderate agree 3, disagree 2 and strongly disagree 1) were used in this study to identify relationship between independent and dependent variables.

Result

Objective one: To explore push and pull factors among tourists visiting Kuakata

In order to identify the most important push and pull motives of visitors visiting the destination, 7 push factors and 7 pull factors were chosen as a result of the literature review to figure out the most influential factors in decision making to visit this place. As mentioned earlier, the influence level of the tourists was expressed with five point rating scale.

Pull Factors – destination attributes

The survey recorded that the highest and the lowest mean score of the pull factors are 4.56 and 4.20 respectively. The top six attributes that pull people to visit Kaulkata include:

1. Natural attraction ($\bar{x} = 4.56$)
2. Sightseeing ($\bar{x} = 4.55$)
3. Safety ($\bar{x} = 4.49$)
4. Service quality ($\bar{x} = 4.48$)
5. Accommodation ($\bar{x} = 4.43$)
6. Culture and history ($\bar{x} = 4.33$)

Based on Table 3 , natural attraction, sightseeing, safety, service quality, accommodation, and culture and history are extremely influential or strongly agree ($4.33 < \bar{x} < 4.56$) in decision making of tourists of Bangladesh to visit Kuakata. Spending money is influential or agrees (4.20).

Table 3 Summary the pull motivations to Kuakata among domestic tourists.

Destination attributes	Perception		Cronbach's alpha
	Mean	Meaning	
Natural attraction	4.56	Extremely Influential	7.83
Sight seeing	4.55	Extremely Influential	
Safety	4.49	Extremely Influential	
Service quality	4.48	Extremely Influential	
Accommodation	4.43	Extremely Influential	
Culture history	4.33	Extremely Influential	
Spending money	4.20	Influential	

Push Factors – tourist’s motives

The survey recorded that the highest and the lowest mean score of the push factors are 4.46 and 4.20 respectively. Six motives fall upon the same category “Strongly agree” where

($4.25 < \bar{x} < 4.46$). Based on Table 4 the first six motives have the same level of influence in pushing respondents to visit the destination.

1. Escape ($\bar{x} = 4.46$)
2. Knowledge ($\bar{x} = 4.40$)
3. Novelty ($\bar{x} = 4.39$)
4. Self-respect ($\bar{x} = 4.36$)
5. Relaxation ($\bar{x} = 4.33$)
6. Relationship ($\bar{x} = 4.25$)

Table 4 Summary the push motivations to Kuakata among domestic tourists.

Tourist's motives	Perception		Cronbach's alpha 7.14
	Mean	Meaning	
Escape	4.46	Extremely Influential	
Knowledge	4.40	Extremely Influential	
Novelty	4.39	Extremely Influential	
Self-respect	4.36	Extremely Influential	
Relaxation	4.33	Extremely Influential	
Relationship	4.25	Extremely Influential	
adventure	4.20	Influential	

More importantly, the tendency in which respondents would revisit Kuakata was assessed to be in Likely Level. They were satisfied with the visit ($\bar{x} = 4.63$) and they are likely to come back in the next 2 years ($\bar{x} = 4.10$).

Table 5 Revisit intention among tourists

Tourist's motives	Perception		Cronbach's alpha 7.14
	Mean	Meaning	
Satisfied with my visit Kuakata	4.63	Most likely	
Visit Kuakata with family friends	4.49	Most likely	
Visit to kuakata next year	4.10	Likely	

Additionally, the tendency in which respondents would recommend Kuakata was assessed to be in Most Likely Level ($4.43 < \bar{x} < 4.64$). They would tell everyone they meet to go to visit Kuakata ($\bar{x} = 4.64$) and especially their friends ($\bar{x} = 4.43$).

Table 6 Likelihood to recommend among tourists

Likelihood to recommend	Perception		Cronbach's alpha
	Mean	Meaning	7.04
Everyone to go to Kuakata	4.64	Most likely	
Tell others about my trip to Kuakata	4.54	Most likely	
My friends to visit Kuakata	4.43	Most likely	

Objective two & Objective three : To examine the relationship between motivational factors and decision-making of revisit intention and To examine the relationship between motivational factors and decision-making of willingness to recommend.

Pearson’s Correlation Analysis and Liner Regression Analysis were employed to find out the relationship among variables. Based on Table 7, there were positive correlations between two independent variables (PUSH and PULL), and the dependent variables (RI and LR). This means that the stronger Push and Pull travel motivations the travelers had, their higher Return intention and Recommendation degree to Kuakata in the future.

Table 7 Correlation between variables

Correlation	Push	Pull	Revisit	Recommend
Push	-	.547**	.581**	.613**
Pull	.547**	-	.729**	.702**
Revisit	.581**	.729**	-	.629**
Recommend	.613**	.702**	.629**	-
Mean	4.34	4.43	4.40	4.53
S.D.	0.56	0.54	0.68	0.57

** Correlation is significant at the .01 level (2-tailed)

Push motives and the revisit intension

Seven attributes adopted to test Hypothesis 1 consisted of relaxation, knowledge, escape, relationship, self-respect, novelty, and adventure. Of seven attributes, only four attributes of relationship ($\beta = 0.138$, $p = 0.008$), self-respect ($\beta = 0.136$, $p = 0.020$), novelty ($\beta = 0.343$, $p = 0.000$), and adventure ($\beta = -0.116$, $p = 0.002$) appeared to be the significant predictors towards the tourists’ revisit intention. The three motives included relaxation ($\beta = 0.058$, $p = 0.205$) knowledge ($\beta = 0.105$, $p = 0.077$), and escape ($\beta = 0.090$, $p = 0.082$) appeared to be just

about significant predictors towards the tourists' revisit intention. Thus, H1 was partially supported.

Table 8 Summary of tourist's motives (push factors)

Tourist's motives	Standardized Coefficients	t-value	p-value
	β		
Relaxation	0.058	1.270	0.205
Knowledge	0.105	1.774	0.077
Escape	0.090	1.743	0.082
Relationship	0.138	2.645	0.008**
Self respect	0.136	2.331	0.020*
Novelty	0.343	6.932	0.000***
Adventure	-0.116	-3.076	0.002**

R² 0.459

*Significant level at 0.05

**Significant level at 0.01

Pull factors and the revisit intension

Seven attributes adapted to test Hypothesis 2 consisted of culture and history, service quality, sight-seeing, spending money, safety, accommodation, and natural attraction. Six of them including culture and history ($\beta = 0.202$, $p = 0.000$), service quality ($\beta = 0.118$, $p = 0.015$), sight-seeing ($\beta = 0.139$, $p = 0.007$), safety ($\beta = 0.146$, $p = 0.002$), accommodation ($\beta = 0.233$, $p = 0.000$), and natural attraction ($\beta = 0.214$, $p = 0.000$) appeared to be the significant predictors towards the tourists' revisit intention. Thus, H2 was supported.

Table 9 Summary of destination attributes (pull factors)

Destination attributes	Standardized Coefficients	t-value	p-value
	β		
Culture history	0.202	5.508	0.000**
Service quality	0.118	2.445	0.015*
Sight seeing	0.139	2.729	0.007*
Spending money	-0.048	-1.373	0.171
Safety	0.146	3.056	0.002*
Accommodation	0.233	4.979	0.000**
Natural attraction	0.214	5.163	0.000**

R² 0.770

*Significant level at 0.05

** Significant level at 0.01

Push motives and recommendation to others

Seven attributes adopted to test Hypothesis 3 consisted of relaxation, knowledge, escape, relationship, self-respect, novelty, and adventure. Four motives including relaxation ($\beta = 0.239$, $p = 0.000$), escape ($\beta = 0.275$, $p = 0.000$), self-respect ($\beta = 0.227$, $p = 0.000$), and novelty ($\beta = 0.181$, $p = 0.000$) appeared to be the significant predictors towards the tourists' likelihood to recommend. Thus, H3 was supported.

Table 10 Summaries of tourist's motives (push factors)

Tourist's motives	Standardized Coefficients		t-value	p-value
	β			
Relaxation	0.239		5.307	0.000**
Knowledge	0.103		1.757	0.080
Escape	0.275		5.357	0.000**
Relationship	-0.096		-1.848	0.065
Self respect	0.227		3.911	0.000**
Novelty	0.181		3.688	0.000**
Adventure	-0.029		-0.763	0.446

R² 0.684

* Significant level at 0.01

Pull motives and recommendation to others

Seven attributes adapted to test Hypothesis 4 consisted of culture and history, service quality, sight-seeing, spending money, safety, accommodation, and natural attraction. Based on Table 11, six attributes including culture and history ($\beta = 0.121$, $p = 0.001$), service quality ($\beta = 0.244$, $p = 0.000$), spending money ($\beta = -0.154$, $p = 0.000$), safety ($\beta = 0.174$, $p = 0.000$), accommodation ($\beta = 0.176$, $p = 0.000$), and nature ($\beta = 0.319$, $p = 0.000$) appeared to be the significant predictors towards the tourists' likelihood to recommend the destination to others. Only "sightseeing" ($\beta = 0.030$, $p = 0.543$) was not significant at 5% level. Thus, H4 was supported.

Table 11 Summaries of destination attributes (pull factors)

Destination attributes	Standardized Coefficients		t-value	p-value
	β			
Culture history	0.121		3.440	0.001**
Service quality	0.244		5.267	0.000***
Sight seeing	0.030		0.609	0.543
Spending money	-0.154		-4.608	0.000***
Safety	0.174		3.816	0.000***
Accommodation	0.176		3.931	0.000***
Natural attraction	0.319		8.041	0.000***

R² 0.627

* Significant level at 0.01

The tendency of likelihood of recommend to others was increased by the higher level of revisit intention. Thus, Hypothesis 5 was supported.

Table 12 Relationship between revisit intention and likelihood to recommend

Likelihood to recommend	Standardized Coefficients		t-value	p-value
	β			
Revisit	0.629		16.26	0.000**

R² 0.629

* Significant level at 0.01

Discussion

In summary, of the seven push factors and seven pull factors, six independent variables of destination attributes appeared to be the significant predictors towards the tourists' revisit intention. Six of them including culture and history ($\beta = 0.202$, $p = 0.000$), service quality ($\beta = 0.118$, $p = 0.015$), sight-seeing ($\beta = 0.139$, $p = 0.007$), safety ($\beta = 0.146$, $p = 0.002$), accommodation ($\beta = 0.233$, $p = 0.000$), and natural attraction ($\beta = 0.214$, $p = 0.000$) which were statically significant at 1% significant level whereas only four tourist's motives including relationship ($\beta = 0.138$, $p = 0.008$), self-respect ($\beta = 0.136$, $p = 0.020$), novelty ($\beta = 0.343$, $p = 0.000$), and adventure ($\beta = -0.116$, $p = 0.002$) appeared to be the significant predictors towards the tourists' revisit intention which were statically significant at 5% and 1% significant level.

Similarly, there are six attributes including culture and history ($\beta = 0.121$, $p = 0.001$), service quality ($\beta = 0.244$, $p = 0.000$), spending money ($\beta = -0.154$, $p = 0.000$), safety ($\beta = 0.174$, $p = 0.000$), accommodation ($\beta = 0.176$, $p = 0.000$), and nature ($\beta = 0.319$, $p = 0.000$) appeared



to be the significant predictors towards the tourists' willingness to recommend which were statically significant at 1% significant level whereas only four motives including relaxation ($\beta = 0.239$, $p = 0.000$), escape ($\beta = 0.275$, $p = 0.000$), self-respect ($\beta = 0.227$, $p = 0.000$), and novelty ($\beta = 0.181$, $p = 0.000$) appeared to be the significant predictors towards the tourists' likelihood to recommend which were statically significant at 0.01 significant level.

Conclusion

As conclusion, the six tourist's motives found to be strongly influential were Escape from the monotonous environment, Knowledge, Novelty, Self-respect, Relaxation, and Relationship. Whereas six destinations attributes including Natural attraction, Sightseeing, Safety, Service quality, Accommodation, and Culture and history were strongly influential.

In terms of predictors towards revisit intention, there were four motives from push factors including relationship, self-respect, novelty, and adventure whereas there were five attributes from pull factors including culture and history, service quality, sight-seeing, safety, accommodation, and natural attractions could be used as predictors.

In terms of predictors towards likelihood to recommend, there were six attributes from pull factors including culture and history, service quality, spending money, safety, accommodation, and natural attraction whereas there were only five motives from push factors including relaxation, knowledge, escape, self-respect, and novelty that could be used as predictors. Additionally, there was a confirmation that the higher tendency of revisit intention, the more likely to enhance the likelihood to recommend.

Recommendations

The recommendations are segregated into four aspects concerning destination attributes including accommodation, service quality, spending money, and safety. To enhance the attractiveness of accommodation, the government and private sector should proactively create the relationship and coordination with tourism authorities in other areas.

Price and quality of service are the key areas in which tourists are looking for in evaluating the attractiveness and satisfaction on the accommodation and other products. The businesses in hotel industry should compete with those of other destinations based on relatively best price strategy with differentiated and outstanding service quality to influence the tourists to perceive that the price is value for money. The values of revenue from the tourist are copious for example: employment perhaps the major benefits to the host community which creates skilled or low skilled employment. Increases standard of living, infrastructural

development of the destination can add more values. Developing income stream could be the significant action through attracting travelers.

The sense of safety could be developed through attitude of local people towards visitors. For the foreign tourist, government should take initiatives to make the country attractions as safe destination. After a massive terrorist attack in 30th July 2016 overseas tourist visiting in the destination is remarkably declined. Law and order situation is also a vital factor for the traveler's safety. Government need to pay extra care to take necessary steps to bring the tourists confidence back. Need to provide safe environment, where they fell secure in various respect. Destination is supposed to be like home away from home, taking muscular safety measures can help travelers can touch with the sense of safety. Through considering those factors government will take all needful actions.

The attitudes of friendliness and service-mindedness should be profoundly established among Bangladeshi because they are the key attractiveness which draws both foreign and local tourists. The government should create a campaign which educate the local people about the significance of tourism industry and encourage them to be friendly and helpful to tourists.

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