Factors Affecting Tourist Behavior towards the Tourists' Decision-making to Visit Heritage Site: A case study at Lalbagh Fort in Dhaka, Bangladesh

Received: *10 October 2020*
Revised: *7 January 2021*
Accepted: *18 March 2021*

Md. Rajib Hasan[1*] Sakchai Setarnawat[2] and Tinikan Sungsuwan[3]

Abstract

The primary aim was to study the partial utility of Theory of Planned Behavior (TPB) as a conceptual framework for predicting tourists' behavior and making decision to visit a heritage site. This study used Lalbagh Fort in Dhaka, Bangladesh as a study site. The objectives of the study were to 1) examine the factors affecting tourists' behavior and to 2) investigate the relationships between behavior and the decision-making of tourists to visit a heritage site.

The primary data collected through a questionnaire from 400 respondents with probability sampling method of local tourists who were visiting Lalbagh Fort. Data was analyzed by hypothesis testing using SEM analysis including CFA of tourist behavior and decision-making behavior.

The observed result of this study showed some different views from the actual TPB model. Two hypotheses: Influence of reference groups, and Behavioral intention to visit had a positive effect on decision-making behavior to visit a heritage site. The other two hypotheses: Attitude toward visit, and Perceived behavioral control had a positive effect on behavioral intention to visit a heritage site, but found to be different for the Bangladeshi local tourists as they were statistically not significant.

For future research, this result could be applied to other heritage sites using different models and methods. Also, comparing to the results with the same topic but from other countries could be a better step for the heritage tourism of Bangladesh.

Keywords: Tourist Behavior, Decision-Making to visit, Heritage Site, Tourism Industry, Theory of Planned Behavior

*Correspondding author e–mail: mrhshovon85@gmail.com
[1] Student, Master of Management in ITM, Faculty of Management and Tourism, Burapha University e–mail: mrhshovon85@gmail.com
[2] Associate Professor, Management in ITM, Faculty of Management and Tourism, Burapha University e–mail: sakchais@buu.ac.th
[3] Lecturer, Management in ITM, Faculty of Management and Tourism, Burapha University e–mail: tinikan@buu.ac.th

Introduction

In recent years, heritage and travel-tourism industry have become connected inseparably all through the world. Tourism is a multidisciplinary industry. From the middle of the last century, tourism has flourished as an operational force in global economic, social and political fields and as a result the number of tourists has increased gradually. At present tourism service industries play a huge role in increasing employment and income in all over the world. In this regard a heritage site may be manifested in various ways. To transfer from only a heritage site to tourist attraction is one of the most useful aspect of tourism industry. Because, it can easily but for sure creates the ways to achieve economic development, employment opportunities, and of course the conservation of the heritage site Heritage, the word from 1990's is used as one of the most important elements of tourism (Herbert, 1995). Limited empirical study has been done on visitors to heritage attractions in Bangladesh. By understanding the decision-making process of the local people, the planners may be able to better comprehend what can do more effectively to maintain a heritage site. The purpose of this study is to explore the tourist behaviors that have significant influence on the decision-making of tourists to visit heritage site, in this case, it is Lalbagh Fort in Dhaka. In the heritage site destination, especially in Bangladesh people come very often. But their purpose of visiting may not align with heritage site attributes. Now, this problem leads the country or the policy makers to think how to improve the mindset of general people. But there are no vast research or real evidence of that problem has yet been studied. To improve the cultural concerns, it needs to examine the tourists' behavior for visiting heritage places. The problem of this study is utilizing an adaptation from the Theory of Planned Behavior (TPB). The TPB supports the latent issues in the literature regarding tourists' behavior or attitude which concerns visiting to a heritage site.

Research Objective

1. To examine the factors affecting tourists' behavior to visit a heritage site.
2. To investigate the relationships between factors affecting the tourists' behavior and the decision-making process of tourists to visit a heritage site.

Conceptual Framework

This study conducts a step by step literature review method. According to (Cronin, Ryan, & Coughlan, 2008) formulation of the research question, set inclusion or exclusion of different criteria, select and access the literature, evaluate the quality of the literature included in the review, analyze, synthesize and disseminate the findings. A good volume of literature regarding tourist behavior (especially 'consumer behavior'), decision-making process, influencing factors and heritage tourism were assembled. Then those steps were followed thoroughly.

Ajzen (1991) suggested that, the TPB was formulated to predict and explain an individual human behavior in certain circumstances. In the TPB there are three main constructs are specified as influential factors on individual human behavior. Attitude, subjective norms, and perceived behavioral control.

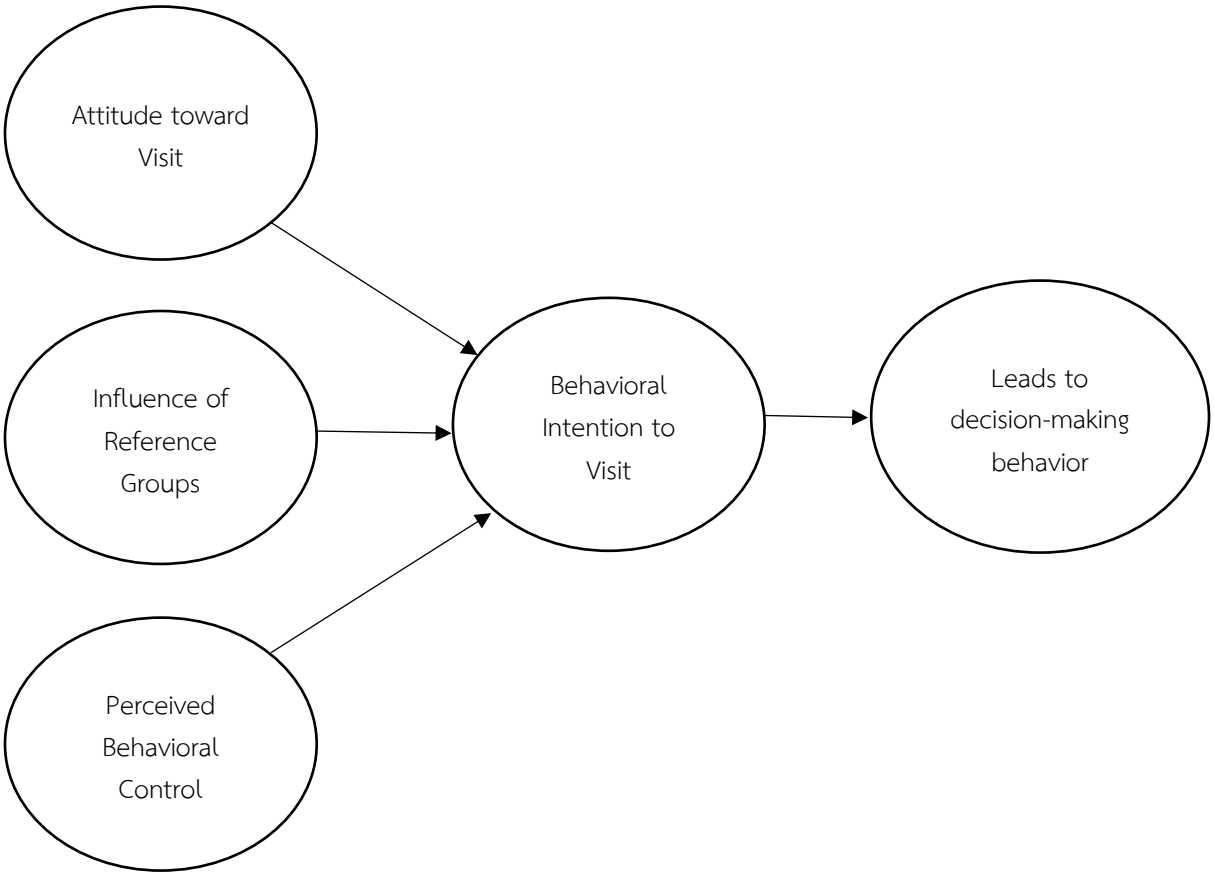

Figure 1 Conceptual Framework

When applied in a tourism scenario, firstly the TPB would mean if the individual has a positive attitude toward visit a heritage site, they will show supportive or positive attitude on behavioral intention to visit a heritage site (Lee et al., 2010) secondly, if the Reference Groups for example his or her family, friends, or members of their social network will encourage, then it will enhance their behavioral intention to visit a heritage site; and thirdly, the higher he or she perceives that they have control over their intention towards such behavior, they will have more effect on behavioral intention to visit a heritage site And lastly, the greater the intention found in individuals' behavior will build up their higher decision-making behavior to visit a heritage site.

Literature Review

Theory of planned behavior

The present study applied the theory of planned behavior which is vastly known as TPB model by Ajzen (1985). In brief the TPB proposed that, the key to explaining 'behavior' is 'intentions'. Intentions are shaped by attitudes toward the behavior, social norms, and perceived control over the behavior as cited in Hsu & Huang (2012). And Ajzen (1985) also suggest that, the main goal of TPB is to predict and explain an individual's behavior.

The significance of TPB is that, it considers social phenomenon (subjective norm) and also psychological (attitudes and intentions) factors in the consumer's decision-making process. And it has also been accepted and used to predict individuals' behaviors in hotel selection (Buttle & Bok, 1996), destination choice (Lam & Hsu, 2006), and social psychology studies (Conner, Kirk, Cade & Barrett, 2001).

Independent variables and their attributes of TPB

Academic literature on heritage tourism was covered for the literature review. To ensure maximum search coverage as many as possible articles were studied. Reasons of heritage tourism identified from this review were categorized into the three constructs of the TPB framework as follow.

Attitude toward visit

Goh (2010) pointed out, there are different types of attitudes that can be associated with visit to a heritage site destination, like as: Attitudes toward the site personnel information learned Type of scenery and geography of area Interest level of recreational activities, promotional information

Subjective norm

Social group like family and friends have seem to be a strong influences on the individual's intention to visiting heritage site destination (Chen, 1997). This case indicates that, to make their decision tourists are concerned about seeking approval from others. In turn which can be seen as a form of a social pressure.

Perceived behavioral control

The perceived behavioral control creates some restriction for the tourists from visiting a heritage site destination.

Howard & Crompton (1984) mentioned that, particularly these beliefs of control can be seen as perceived difficulties which prevents the tourist from visiting a heritage site destination like as lack of time and financial barriers, poor health condition, stage of family life cycle with children, unfamiliarity and involvement of risk as cited in Goh (2010).

Hypothesis

The study provides four hypotheses in order to take necessary steps for examining the relationship between tourists' behavioral intention and decision-making behavior. According to the TPB model, an individual's performance of a specific behavior is determined by his/her behavioral intention to perform the behavior.

Moreover, the decision factor in a person's actual behavior is the tendency to behave, that is, behavioral intention.

Relationship between 'attitude toward visit' and 'behavioral intention to visit' a heritage site

According to the TPB model, an individual's performance of a specific behavior is determined by his/her behavioral intention to perform the behavior. Attitude is defined as the psychological emotion and the positive or negative evaluation that arise when an individual engages in certain behaviors (Eagly & Chaiken, 1993). In the TPB model, attitude is a person's positive or negative evaluation of performing a specific behavior (Ajzen, 1991). According to Taylor & Todd (1995), when individuals have a more positive attitude, then his/her behavioral intention will be more positive and vice versa. In association with the literature review, this research proposes:

H1. Attitude toward visit a heritage site has a positive effect on behavioral intention to visit a heritage site.

Relationship between 'influence of reference group' and 'behavioral intention to visit' a heritage site

Stangor (2004) suggests that, A reference group is a group of individuals that we look up to and identify with because we admire and want to be like those who belong to it. Important reference groups might include our family, our colleagues or coworkers, the cliques and crowds in our high school or college, or the baseball players on our favorite sports team. They are important because their members provide models for us, and these models shape our attitudes, beliefs, and behaviors. Accordingly, in this research the following hypothesis is proposed:

H2. Influence of Reference Groups has a positive effect on Behavioral Intention to Visit a Heritage Site.

Relationship between 'perceived behavioral control' and 'behavioral intention to visit' a heritage site

Ajzen (2002) mentioned that, according to the theory, human behavior is guided by three kinds of considerations. The last one is, beliefs about the presence of factors that may further or hinder performance of the behavior (control beliefs), and these control beliefs give rise to perceived behavioral control, the perceived ease or difficulty of performing the behavior. In combination, attitude toward the behavior, subjective norm, and perception of behavioral control lead to the formation of a behavioral intention. Based on previously studied literature, this research posits the next hypothesis as:

H3. Perceived Behavioral Control has a positive effect on Behavioral Intention to Visit a Heritage Site.

Relationship between 'behavioral intention to visit' and 'decision-making behavior' to visit a heritage site

Smallman & Moore (2010) describes, Tourists' decision-making processes are complex, involving many sub-decisions, occurring continuously from prior to deciding 'where to go' through to 'what are we going to do now we're here' and beyond. Many choices are based on contextual 'facts.' Many more are based on perceptions or evaluative judgements of relatively high-risk decisions, that is, no-one knows how 'good' their visit is going to be until they are experiencing it. In according to the literature review, this research therefore intends to propose the following hypothesis:

H4. Behavioral Intention to Visit has a positive effect on Decision-making Behavior to Visit a Heritage Site.

Methodology

In order to achieve the research objective, quantitative driven approach employed by a survey was the only method has been used due to the fact that, this research is a preliminary research study. Systematic Random Sampling approach (every eighth person met on the main gate of the Fort had been handed a questionnaire to complete) was employed collect data from Lalbagh Fort visiting local tourists and the results from the survey questionnaire were treated as primary data for the study. The research applied the probability sampling method to select the respondents, based on the specified characteristics of population of interest and then locate individuals who match the needed characteristics.

Population and sample size

The purpose of this study was to examine the tourists' behavior and their decision-making process of the tourists to visit the heritage site. Therefore, there was only one type of population used in this study. The population of this study is the tourists who were visiting the Lalbagh Fort. The total number of tourists visit Lalbagh Fort varies from year to year. Based on data from the Lalbagh Fort custodian in 2018 there were around 11,56,802 domestic tourists visited Lalbagh Fort. Thus, the population of this study is defined as 11,56,802. Sample size in quantitative method normally influenced by some number of factors. They include- the reason of the study, population size, threat of choosing a shocking sample, and the acceptable sample error. This research may rely on Yamane (1967) formula as gadget to estimate the actual size.

Formula,

$$n = \frac{\mathbf{N}}{\mathbf{1+N\,(e)^2}}$$

Where,

n = sample size

N = population

e = significant level (0.05)

According to Lalbagh Fort custodian in 2018 there were around 11,56,802 domestic tourists visited Lalbagh Fort. Concerning the number to the above-mentioned formula, we can find,

$$n = \frac{11,56,802}{1+11,56,802\ (0.05)^2} \quad n = \frac{11,56,802}{1+11,56,802 \times 0.0025} \quad n = \frac{11,56,802}{1+2892.005}$$

$$n = \frac{11,56,802}{2893.005} \quad n = 399.862 \text{ (approx.)}$$

As a result, there are about 400 respondents will be preferred to investigate their behavioral intention and decision-making process to visit Lalbagh Fort heritage site.

Data collection and tools

In this study a questionnaire was used to collect the primary data. The research applies probability sampling method to select the respondents, based on the specified characteristics of population of interest and then locate individuals who match the needed characteristics.

First step collect letter from faculty/university. Ask the authority where the data will be collected. And show them the letter given from university. The data was collected from 20 September to 20 October, 2019 for one month. The questionnaire was translated in Bangla, which was then retranslated in English.

There are two parts in the questionnaire, namely Part I and Part II. The statements used in Part II are described about the factors or four constructs, and they had developed in English. Part I provides 5 questions concerning with socio-economic demography profile of the respondents. Part II provides 26 statements associated with 'attitude toward visit a heritage site', 'impact of reference groups', 'perceived behavioral control', 'visit intention and decision-making behavior'. The respondents are asked to give their opinion based on 5-point Likert Scale, ranging from 1 = strongly disagree, 5 = strongly agree (Correia, Kozak, & Ferradeira, 2011).

Data Analysis

After collecting data from questionnaire, data will be processed and analyzed using statistical packages as follows:

1. Descriptive Statistics which include Frequency, Percentage, Mean and Standard Deviation in describing general characteristics of personal information. Five demographic information are included here, they are: Gender, Age, Occupation, Education and Monthly Income.

2. Two distinct components of Structural Equation Modeling (SEM) namely i) Measurement Model and ii) Structural Model will be applied to analyze the relationship of dependent and independent variables and variables used in the study by SPSS. And test the relationships of the hypotheses using AMOS.

Result

This study will follow the Structural Equation Modeling (SEM) to test the hypothesis. SEM consist with two distinct components namely i) Measurement Model and ii) Structural Model. To test the measurement model, Confirmatory Factor Analysis (CFA) will be applied to evaluate the observed indicators of each latent constructs separately.

In this study, five measurement models of five latent constructs were presented and analyzed; attitude toward visit, influences of reference group, perceived behavioral control, behavioral intention to visit and decision-making behavior. Through CFA, each measurement model was confirmed by measuring the underlying construct. Following the CFA each model was analyzed individually first, and then the researcher checked the model fit observing the Goodness-of-fit Statistics. Absolute fit measures including Chi-square (χ^2) of estimate model, degree of freedom (df), Chi-square/df, Goodness-of-fit Index (GFI), Adjusted Goodness-of-fit Index (AGFI), Comparative fit Index (CFI), Root Mean Square Error of Approximation (RMSEA), Root Mean square Residual (RMR) were utilized to evaluate the model. Modification Indices (MI) was also observed to develop a fit model.

Later, a CFA on overall measurement model was also tested and checked whether its fit for a good model following the above mentioned model fit indices. To be a good fit model, all the indices of a model should meet the minimum criterion.

Confirmatory factor analysis of attitude toward visit

Seven items were utilized to measure the effect of attitude to visit (See table 8). After the initial estimation, the results of CFA show the imperfection of the model. This is because, the Chi-square (χ^2) value was 103.332 with Degree of freedom (df) 14, Chi-square/df 7.381, GFI = .932, AGFI = .864, CFI = .920, RMSEA = .128, RMR = .077 which represents not adequate to be fit and suggested that the model requires more modification to be fit.

Observing the factor loadings of the construct, it shows that there are several items possess low value and according to Hair, Black, Babin, & Anderson (2013), an indicator with .40 factor loading can interpret a construct significantly. Hence, AV4 and AV5 has been removed and proceed to further estimation. Factor loadings exhibits the correlation and relative importance of each indicator with the composite (Anderson & Gerbing, 1988).

After deleting the two indicators, the CFA with five indicators was re-run whether the model fit or not. But, the new results show still inadequate to model fit with the values Chi-square (χ^2) = 68.543, Degree of freedom (df) = 5, Chi-square/df = 13.709, GFI = .936, AGFI = .809, CFI = .940, RMSEA = .181, RMR= .087. However, the Modification Indices (MI) exhibited that, if highly correlated indicators were adjusted, the model would get better fit.

After adjusting, the model with five indicators was estimated. The new results from the model demonstrate a successful fit model with Chi-square (χ^2) = 2.869, Degree of freedom (df) = 2, Chi-square/df = 1.434, GFI = .997, AGFI = .978, CFI = .999, RMSEA = .033, RMR = .016. All of the indices crossed their minimum values to become a better fit model.

Confirmatory factor analysis of influence of reference group

Seven items were utilized to measure the effect of attitude to visit. After the initial estimation, the results of CFA show the imperfection of the model. This is because, the Chi-square (χ^2) value was 327.554 with Degree of freedom (df) 14, Chi-square/df 23.397, GFI = .836, AGFI = .672, CFI = .513, RMSEA = .240, RMR = .204 which represents not adequate to be fit and suggested that the model requires more modification to be fit.

Observing the factor loadings of the construct, it shows that there are several items possess low value and according to Hair, Black, Babin, & Anderson (2013), an indicator with .40 factor loading can interpret a construct significantly. Hence, RG3, RG5 and RG6 has been removed and proceed to further estimation. Factor loadings exhibits the correlation and relative importance of each indicator with the composite.

After deleting the two indicators, the CFA with four indicators was re-run whether the model fit or not. The new results from the model demonstrate a successful fit model with Chi-square (χ^2) = 4.006, Degree of freedom (df) = 2, Chi-square/df = 2.003, GFI = .995, AGFI = .974, CFI = .993, RMSEA = .051, RMR = .037. All of the indices crossed their minimum values to become a better fit model.

Confirmatory factor analysis of perceived behavioral control

Four items were utilized to measure the effect of attitude to visit. After the initial estimation, the results of CFA show the imperfection of the model. This is because, the Chi-square (χ^2) value was 39.258 with Degree of freedom (df) 2, Chi-square/df 19.629, GFI = .951, AGFI = .753, CFI = .858, RMSEA = .219, RMR = .099 which represents not adequate to be fit and suggested that the model requires more modification to be fit.

Observing the factor loadings of the construct, it shows that there are several items possess low value and according to Hair, Black, Babin, & Anderson (2013), an indicator with .40 factor loading can interpret a construct significantly. Hence, BC1 have been removed and proceed to further estimation. Factor loadings exhibits the correlation and relative importance of each indicator with the composite (Anderson & Gerbing, 1988).

After deleting the indicator, the CFA with five indicators was re-run whether the model fit or not. The new results from the model demonstrate a successful fit model with Chi-square (χ^2) = 1.710, Degree of freedom (df) = 1, Chi-square/df = 1.710, GFI = .997, AGFI = .983, CFI = .999, RMSEA = .037, RMR = .043. All of the indices crossed their minimum values to become a better fit model.

Confirmatory factor analysis of behavioral intention to visit

Four items were utilized to measure the effect of attitude to visit. After the initial estimation, the results of CFA show the imperfection of the model. This is because, the Chi-square (χ^2) value was 1.028 with Degree of freedom (df) 2, Chi-square/df .514, GFI = .999, AGFI = .993, CFI = 1.000, RMSEA = .000, RMR = .014 which represents not adequate to be fit and suggested that the model requires more modification to be fit.

Observing the factor loadings of the construct, it shows that there are several items possess low value and according to Hair, Black, Babin, & Anderson (2013), an indicator with .40 factor loading can interpret a construct significantly. Hence, VI1 have been removed and proceed to further estimation. Factor loadings exhibits the correlation and relative importance of each indicator with the composite (Anderson & Gerbing, 1988)

After deleting the indicator, the CFA with five indicators was re-run whether the model fit or not. The new results from the model demonstrate a successful fit model with Chi-square (χ^2) = 0.091, Degree of freedom (df) = 1, Chi-square/df = 0.091, GFI = 1.000, AGFI = .999, CFI = 1.000, RMSEA = .000, RMR = .007. All of the indices crossed their minimum values to become a better fit model.

Confirmatory factor analysis of decision-making behavior

Four items were utilized to measure the effect of attitude to visit. After the initial estimation, the results of CFA show the perfection of the model. The results from the model demonstrate a successful fit model with the Chi-square (χ^2) value was 5.380 with Degree of freedom (df) 2, Chi-square/df 2.690, GFI = .993, AGFI = .967, CFI = .995, RMSEA = .066, RMR = .029 which represents adequate to be fit and suggested that the model requires no more modification to be fit.

Table 1: Summary of descriptive analysis of the variables

		Attitude toward Visit	Influence of Reference Group	Perceived Behavioral Control	Visit Intention	Decision-making Behavior
Number of Items		5	4	3	3	4
Indices	Criterion			Results		
χ^2/df	≤ 3.00	1.434	2.003	1.710	0.091	2.690
GFI	≥ .9	.997	.995	.997	1.000	.993
AGFI	≥ .9	.978	.974	.983	.999	.967
CFI	≥ .9	.999	.993	.999	1.000	.995
RMSEA	< .08	.033	.051	.037	.000	.066
RMR	< .08	.016	.037	.043	.007	.029

Overall measurement model testing

Before measuring the overall measuring model, each individual construct was investigated and examined separately to ensure the goodness of fit of the model with the collected data. According to the goodness of fit indices and modification indices, the measurement of each model was modified. The reason for using modification indices is to confirm the correlation among the collected data and theory which will improve the model fit.

In this study, the measurement model was estimated using the maximum likelihood estimation method. Confirmatory Factor Analysis (CFA) has been applied to note how the research model fit with the samples and construct reliability and validity.

Twenty-six items were utilized to measure. After the initial estimation, the results of CFA is like, the Chi-square (χ^2) value was 1761.720 with Degree of freedom (df) 289, Chi-square/df 6.096, GFI = .730, AGFI = .672, CFI = .695, RMSEA = .114, RMR = .160 which represents not adequate to be fit and suggested that the model requires more modification to be fit.

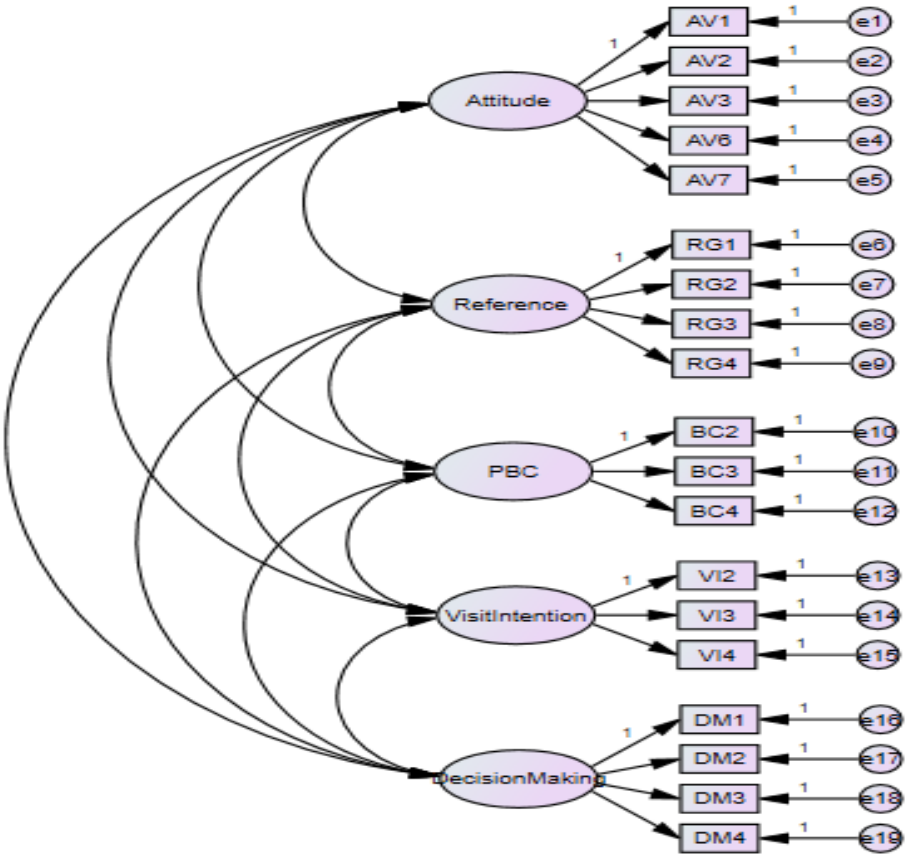

Figure 2 CFA of overall measurement model

To achieve a good fit model, several indicators with lower factor loadings has to be deleted and finally nineteen (19) items remained with a tolerable factor loading for final estimation. Those remaining observed indicators has the conceptual and theoretical background to explain the latent constructs. Therefore, the final model represented the good fit model in terms of meaningfulness.

According to Hu & Bentler (1999), the badness of fit indices referring the Root Mean Square Error of Approximation (RMSEA) and Root Mean square Residual (RMR) should be less than .05 to considered as indicative of close fit but Hair, Black, Babin, & Anderson (2013), mentioned that, the values range .05 to .08 indicate fair fit. For this study, the RMSEA = .049 and RMR = .077 which found compatible with Hair, Black, Babin, & Anderson (2013). Therefore, it can be said that the model is in good and acceptable fit

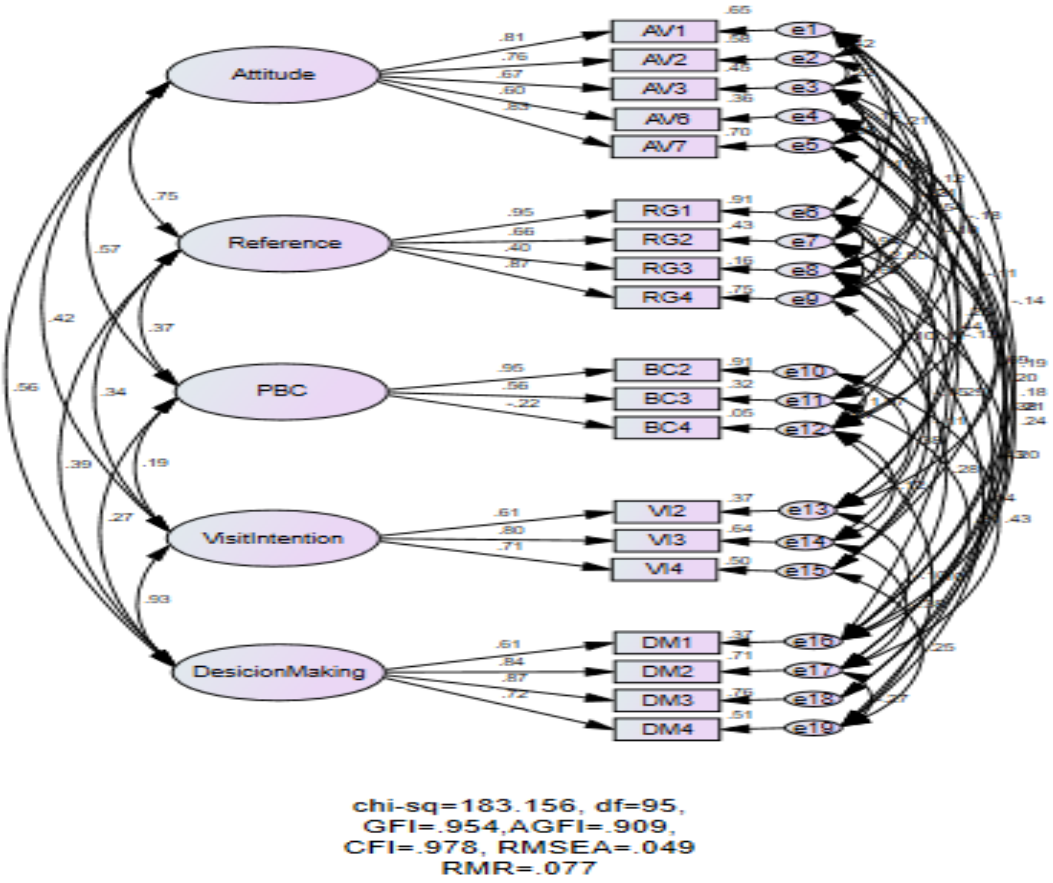

Figure 3 Modified CFA of overall measurement model

Table 2 Result of structural model fit indices

Index	χ^2/df	GFI	AGFI	CFI	RMSEA	RMR
Standard	≤ 3.00	≥ .9	≥ .9	≥ .9	< .05	< .08
Model	1.928	.954	.909	.978	.049	.077
Result	Passed	Passed	Passed	Passed	Passed	Passed

The estimation of the structural model indicated that the Chi square (χ^2) = 183.156, the Degree of freedom (df) = 95, and so the χ^2/df = 1.928, with p-value 0.000. Other Goodness of Fit and Badness of Fit indices including GFI = .954, AGFI = .909, CFI = .978, RMSEA = .049, RMR = .077 which indicate no significance difference with the overall measurement model which also have reached all the required criteria in order to represents the model acceptable and fit. Basically the χ^2 statistic is the basic estimator for evaluating goodness-of-fit.

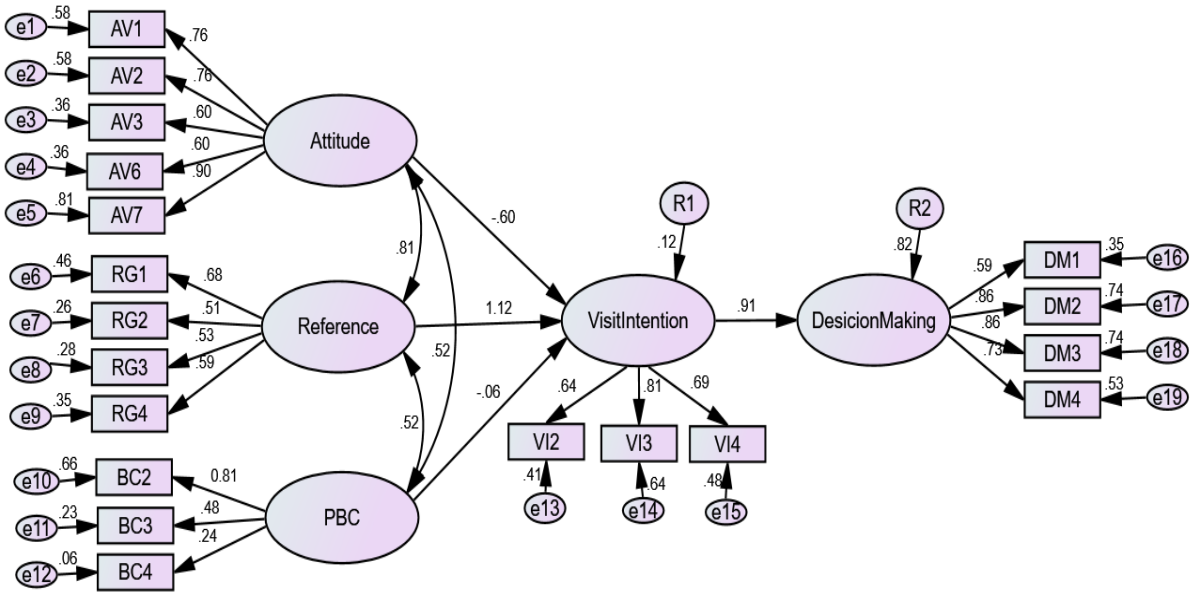

Figure 4 Structural equation modeling of the conceptual framework

Table 3 Hypotheses test summary

Hypothesis	Paths	Coefficient	S.E.	C.R.	P-value
H1	Attitude toward Visit → Behavioral Intention to Visit	– .60	.282	– 1.429	.153
H2	Influence of Reference Groups → Behavioral Intention to Visit	1.12	.391	2.828	.005**
H3	Perceived Behavioral Control → Behavioral Intention to Visit	– .06	.043	– .846	.398
H4	Behavioral Intention to Visit → Decision-making Behavior	.91	.094	9.950	.000***

Significance at: **p < .01, ***p < .001

This estimation also reveals the hypotheses of the study. The hypotheses results are shown below:

According to the results shown in table 3, the hypothesis one (H1) which represents that Attitude toward Visit affects negatively to the Intention to Visit found not significant (at p-value .153) with path coefficient = – .60, Standard Error (S.E.) = .282, and t-value = – 1.429.

The second hypothesis (H2) representing Influence of reference Group affects positively on Intention to Visit found significant (at p-value .005) with path coefficient = 1.12, Standard Error (S.E.) = .391 and t-value = 2.828.

The third hypothesis (H3) representing Perceived Behavioral Control negatively affects the Intention to Visit found statistically not significant (at p-value .398) with path coefficient = – .06, Standard Error (S.E.) = .043 and t-value = – .846.

The fourth hypothesis (H4) representing "Behavioral Intention to Visit affects positively on Decision-making Behavior" found statistically significant (at p-value ***) with path coefficient = .91, Standard Error (S.E.) = .094 and t-value = 9.950.

Discussion

This study consists of two research questions followed by two research objectives. The researcher set the first objective "To examine the factors affecting tourists' behavior to visit a heritage site".

For finding the answer of this objective, a thorough literature review has been conducted in chapter two. Those literature reviews were done from the previous similar researches that has been conducted in several occasions in different countries. In order to express this objective, descriptive statistic was studied.

Hence, this study answers for the first objective that, Attitude, Reference Group and Perceived Behavioral Control (PBC) are the key variables that affects a decision-making behavior of a tourist through behavioral intention.

The second objective the researcher set that, this study will "investigate the relationships between factors affecting the tourists' behavior and the decision-making process of tourists to visit a heritage site".

In order to assess the relationships between factors, to analyze the data and test the hypotheses, this study used the Structural Equation Modeling (SEM) method. SEM consists two step proceedings. In the first step, concerns the test of measurement model validating. And in second step, assumed structural modeling testing and finally the Path Analysis. The Confirmatory Factor Analysis (CFA) was utilized for primary operation in first step.

And to test that, the four hypotheses (H1: Attitude toward visit has a positive effect on behavioral intention to visit a heritage site, H2: Influence of reference groups has a positive effect on behavioral intention to visit a heritage site, H3: Perceived behavioral control has a positive effect on behavioral intention to visit a heritage site, H4: Behavioral intention to visit has a positive effect on decision-making behavior to visit a heritage site) have been set.

First of all, this study analyzes the CFA to all the constructs individually in order to achieve a good fit model. And then an overall measurement model of all the constructs also conducted simultaneously to achieve an overall fit model to analyze further.

Table 4 Measurement model statistics

Index	χ^2/df	GFI	AGFI	CFI	RMSEA	RMR
Standard	≤ 3.00	≥ .9	≥ .9	≥ .9	> .08	> .05
AV	1.434	.997	.978	.999	.033	.016
RG	2.003	.995	.974	.993	.051	.037
PBC	1.710	.997	.983	.999	.037	.043
VI	0.091	1.000	.999	1.000	.000	.007
DM	2.690	.993	.967	.995	.066	.029

After achieving individual good fit model, this study run the overall measurement test. The primary results did not present the expected results and all of the indicators factor loadings was above the threshold (Figure 2). Therefore, the Modification Indices has been observed and as the suggestion of the MI, this study created correlations within the constructs which comes up with an evidence to accept the model. The chi-square statistics and all of the goodness of fit model indexes (GFI, AGFI, CFI) and badness of fit indexes (RMSEA, RMR) reached their expected criterion to develop a good fit model (Figure 3).

After the CFA of overall measurement model, the study applied path analysis of the model and test the hypotheses. The estimation of the structural model indicated that the χ^2/df = 1.928, with p-value .000. Other Goodness of Fit and Badness of Fit indices including GFI = .954, AGFI = .909, CFI = .978, RMSEA = .049, RMR = .077 which found acceptable good fit.

From the path analysis, this study also revealed the results of the hypotheses (H1 to H4). The results show that, one of its sub hypotheses (H3) is not significant, but rest of three hypotheses (H1, H2 and H4) are statistically significant.

Table 5 Summary of hypotheses test result

Hypothesis	P-value	Result
H1	.153	Non-Significant
H2	.005**	Significant
H3	.398	Non-Significant
H4	.000***	Significant

Significance at: **p < .01, ***p < .001

This result can answer the second research objective. So, from the previous section the results mean that among the hypotheses H2: Influence of Reference groups has a positive effect on behavioral intention to visit a heritage site and H4: Behavioral intention to visit has a positive effect on decision-making behavior to visit a heritage site are statistically significant which recommend that these factors affect positively on the tourists' decision-making. But the hypotheses H1: Attitude toward visit has a positive effect on behavioral intention to visit a heritage site, H3: Perceived behavioral control has a positive effect on behavioral intention to visit a heritage site is not statistically significant means it is not supported the adopted model.

Recommendations

This study employs some recommendations. The increase of income and better infrastructure development allows people to travel further and more. Tourism development depends on environmental as well as cultural resources availability. However, it is also obvious that the same resources will be inevitably worn out, manipulated and transformed without being able to assure their recovery. Now a day more people are visiting the Lalbagh Fort, Dhaka. For sustainable tourism and developing heritage site tourism in Lalbagh Fort as well as all through Bangladesh, the Lalbagh Fort should get the priority from all stakeholders. Smooth collaboration and cooperation among all the stakeholders with each other will make this destination more sustainable and a very well managed tourist destination. Network management should work more organized way with the help of latest technology for the wellbeing of local community and heritage site tourism in Lalbagh Fort. Local community should be more involved with the stakeholders.

Managerial implication

Through tourism literature many things can be developed. The findings indicated that Ajzen (1985)'s Theory of Planned Behavior was partially applicable in Bangladesh context. The results can help administrative body of tourism planners from the government and businesses to better integrate the behaviors of the tourist and their decision-making behaviors to visit Lalbagh Fort. The planners and policy makers should develop tourism in a way which is not disruptive to the local society and of course to the heritage site attributes.

The study indicated to a general concept of the relationship between destination attributes and decision-making behavior. However, the study did not mention about the re-visit intention to the heritage site. Future research should address the relationship between satisfaction and intention to revisit the heritage site destination. Because repeat visitation is an important part of tourism marketing and for researchers also.

References

Ajzen, I. (1985). *Action control.* Heidelberg: Springer.

Ajzen, I. (1989). Attitude structure and behavior. *Attitude structure and function*, *3*, 241-274.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes monthly*, *50*(2), 179-211.

Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, *32*(4), 665-683.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, *103*(3), 411-423.

Buttle, F., & Bok, B. (1996). Hotel marketing strategy and the theory of reasoned action. *International Journal of Contemporary Hospitality Management*, *8*(3), 5-10.

Chen, J. S. (1997). *Factors influencing tourists' choices of heritage destinations*. Doctoral dissertation, Department of Recreation, Park, and Tourism Management, The Pennsylvania State University.

Conner, M., Kirk, S. F., Cade, J. E., & Barrett, J. H. (2001). Why do women use dietary supplements? The use of the theory of planned behaviour to explore beliefs about their use. *Social Science & Medicine*, *52*(4), 621-633.

Correia, A., Kozak, M., & Ferradeira, J. (2011). Impact of culture on tourist decision-making styles. *International Journal of Tourism Research*, *13*(5), 433-446.

Cronin, P., Ryan, F., & Coughlan, M. (2008). Undertaking a literature review: A step-by-step approach. *British journal of nursing, 17*(1),38-43.

Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. New York: Harcourt Brace Jovanovich College Publishers.

Goh, E. (2010). Understanding the heritage tourist market segment. *International Journal of Leisure and Tourism Marketing*, *1*(3), 257-270.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate data analysis: Pearson new international edition*. Alabama: Pearson Higher Education.

Howard, D. R., & Crompton, J. L. (1984). Who are the consumers of public park and recreation services? An analysis of the users and non-users of three municipal leisure service organizations. *Journal of Park and Recreation Administration*, *2*(3), 33-48.

Hsu, C. H., & Huang, S. (2012). An extension of the theory of planned behavior model for tourists. *Journal of Hospitality & Tourism Research*, *36*(3), 390-417.

Hu, B., & Bentler, R. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Coventional criteria versus new alternatives. *Structural Equation Modeling, 6*(1),1-55.

Lam, T., & Hsu, C. H. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, *27*(4), 589-599.

Lee, J., Moon, S., Cha, Y., & Chung, D.Y. (2010). Drosophila TRPN (= NOMPC) Channel Localizes to the Distal End of Mechanosensory Cilia. *Plos one, 5*(6), 1-6.

Smallman, C., & Moore, K. (2010). Process studies of tourists' decision-making. *Annals of Tourism Research*, *37*(2), 397-422.

Stangor, C. (2004). *Social groups in action and interaction*. London: Routledge.

Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International Journal of Research in Marketing*, *12*(2), 137-155.

Yamane, T. (1967). *Problems to accompany statistics: An introduction analysis*. New York: Harper & Row.