

## The Factors Affecting Tourist Decision Making to Bangladesh as the Leisure Destination: A Case Study of Cox's Bazar Sea Beach

Monsur Ahmed<sup>1</sup>, Sakchai Setarnawat<sup>1</sup>, Petcharut Viriyasuebphong<sup>1</sup>

<sup>1</sup>*Faculty of Management and Tourism, Burapha University, Thailand*

---

### ABSTRACT

This research examines the tourism components that are affecting Tourists decision making to visit Cox's Bazar sea beach, Bangladesh. The objectives of the research are 1) to observe the tourism components affecting the tourist decision making to visit Cox's Bazar sea beach and 2) to examine the relationship between the tourism components and tourist decision making to visit Cox's Bazar sea beach. The study conceptualized that the components, that is, attraction, accessibility, accommodation, amenity, and activities would affect the tourist at the time of taking decision to visit Cox's Bazar sea beach. This study followed the quantitative methodology. Questionnaires were used as research tool. Data were collected from the questionnaires with a participation of 385 respondents of domestic tourists who visited Cox's Bazar, Bangladesh. According to the developed conceptual framework from the hypotheses were formed. After analyzing the collected data, the researcher found that all the components supported the hypotheses and thus influenced the decision making of the tourists to visit the destination. The future researchers will find the study useful for generating new ideas.

**Keywords:** tourist decision, Bangladesh, Cox's Bazar Sea Beach

---

*\*Corresponding author E-mail: ahmedmonsur2000@gmail.com*

### Introduction

#### Background of the study

Tourism plays a significant role in tourism in Bangladesh, especially in Cox's Bazar as it is the longest unbroken sea beach in the world, running 120 km (75 mi). It is the top tourist destination of Bangladesh. The demand side of Cox's Bazar is mentionable than other spot of Bangladesh. The present study area is a unique scenic beauty spot on the southernmost tip of Bangladesh under the district of Cox's Bazar (Handbook, Bangladesh Parjatan Corporation).

Bangladesh possesses immense natural attractions like sea, forest and hills. She belongs the world's longest unbroken sea beach in Cox's bazar. It is connected with the wonderful ways of access to reach over there. The accommodation facilities spread the opportunities for the visitors to reside in this tourist attraction. Activities of types are the additional components for the tourists to be affected to visit the sea beach (Hassan, Ullah, & Chowdhury, 2013).

In 1939, the term 'Tourism' has been used first by The United Nations (UN) and has taken initiative to establish the United Nations World Tourism Organization (UNWTO) in 1975. Tourism is defined in the wide aspect as travel for a short span of time in the quest of recreation, religious purpose, family or business gathering. At present, tourism is regarded as a multisectoral industry and its main objective is to get turnover in exchange of services which will make the tourists satisfied and encouraged to visit again. It creates the fascination to the tourists with the tourism components like attraction, accessibility and accommodation. The mental situation of the tourists is affected by the reasons of different amenities and activities also (Fahmida, 2015).

The number of tourists are not remarkable in the sea beach. The target is not fulfilled according to the demand of the sea beach. For this reason, a research was needed to conduct to affect the tourists to visit Cox's Bazar sea beach.

#### **Research objective**

1. To observe the tourism components affecting the tourist decision making to visit Cox's Bazar sea beach.
2. To examine the relationship between the tourism components and tourist decision making to visit Cox's Bazar sea beach.

#### **Destination**

Destination is actually described as tourist attraction with some facilities and services that are for use of the tourist himself or herself. It is mentioned that a destination, "is a place or spot which is comprises with tourist's attraction". The image is being granted as the reflection of the soul. The image of a tourist spot can be branded reflecting in the mind of the tourist which can be carried out as the memory in future (Alnakhi et al., 2019). Destination brand is connected with brand uniqueness and brand image (Fieger, Prayag, & Bruwer, 2019). Destination image plays a vital role about the tourist attraction for the tourist to take decision to visit the spot (Huete-Alcocer, Martinez-Ruiz, López-Ruiz, & Izquiedo-Yusta, 2019). The success of the visit of tourist attraction to make facilitated by tour operators (Hankinson, 2004).

Tourist spot cannot be popular without the marketing of the spot. It must fulfill some criteria to become a remarkable tourist attraction (Gunn, 1988). Destination zone area should be

accessible by air, road and water for all kinds of tourists so that they can take decision to visit the zone.

The proper relationship between public and private sectors must be the priority of the destination improvement maintaining the processes of tourism related functions (Cetinski, 2005). Dodds and Holmes (2019) express that the beach with sand, water spreads up to the deeper water of the sea to affect the minds of the tourists.

### **Scope of the research**

The purpose of this research was to analyze the relationship of tourism components and tourist decision making and also establish the influence of the tourism components. In order to achieve the aim of the research, the scope of the research consists of the population around two million (2,000,000) people visited Cox's Bazar (Mamun, Hasan, & Hossain, 2013). In order to select the sample size for this study, the formula of Taro Yamane (1973) was employed by selecting the 95% of confident level and 5% of an error and a sub-sample of 30% was taken from the sample size for the actual number of respondents.

### **Literature review**

Some researchers expressed about their findings in different ways.

Push and pull factors play a vital role to make decision to visit Cox's Bazar. Cox's Bazar has a great destination image in tourism industry in Bangladesh. Decision making theory encourages the tourists to take decision to visit Cox's Bazar.

Daniel Kahneman was working with economics in 2002. He was granted the Noble Prize in economics for his famous works on judgments and decisions under uncertainty (Jaskiewicz, Combs, & Ketchen, 2019).

Ni (2000) expressed that different kinds of facilities and services have to be available before arriving at a tourist destination depending on the choice of food, accommodation, transportation which affect the tourist decision to visit a tourist destination.

Accommodation location affects the selection of a tourist destination by the tourist to reside in a town or place where he or she has to choose (Damborsky & Wokoun, 2010). The location of hotel for the tourists is a factor for tourist demand and thus affects economy and profit and loss of the hotel.

Ni (2000) has an idea that the matters which the tourists are needed in the tourist areas like entertainment, sport, games, activities which encourages others and influence on travel behavior.

### Conceptual framework

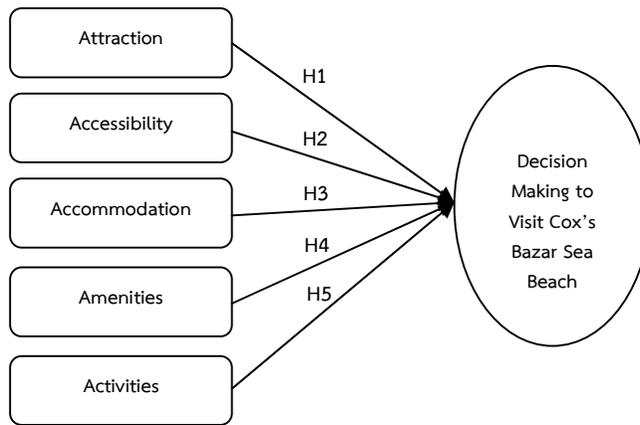


Figure 1 Conceptual framework.

### A time span of the research

The research was conducted from 11 November 2018 to 23 November 2018. In this season, the questionnaires were provided to the local tourists and collected the data from the respondents. In this period, the tourist flow was on top and the researcher hired volunteers to collect data with which 400 questionnaires were collected within due time.

### Benefits of the research

Academic contribution: From the tourism components affecting tourist decision making to visit Cox's Bazar sea beach would broaden the scope for the researchers of Bangladesh and the remaining countries of the world to make further research.

Tourism contribution: This research would provide with services tourism related organizations, sector, stakeholders like hotel owners, travel agency, other related activities holders for the greater interest in tourism sector in Bangladesh.

Policy contribution: This research would enhance the opportunities for the Government and private organizations to make the policy for the development of tourism in Bangladesh.

### Research methodology

In this study, quantitative method was used for the research design and to identify that the main point on attention population (sample size). This section presents a discussion of the research methodology that was used in this study. It gives a description of the research design, target population, sampling design, data collection methods, research procedure, and data analysis methods.

Quantitative research approach was the only method that was used in this study. The questionnaire survey was used to collect data from sample group and the result from the questionnaire was treated as primary data. Secondly, the data were taken from textbooks, library sources, academic journal, published document from government's agencies, and the internet source.

### **Research questions**

What tourism components affect tourist decision making to visit Cox's Bazar sea beach?

### **Research hypotheses**

Research Hypotheses is as a part from the conceptual framework and it is also essential for quantitative research.

The hypotheses were relevant of the relationships between dependent and independent variables:

H1: There is a relationship between Attraction and Decision Making.

H2: There is a relationship between Accessibility and Decision Making.

H3: There is a relationship between Accommodation and Decision Making.

H4: There is a relationship between Amenities and Decision Making.

H5: There is a relationship between Activities and Decision Making.

### **Population**

The study population for this research comprised of local tourists who visited Cox's Bazar Sea beach. For this research, the number of samples were calculated from number of population by using Taro Yamane (1973) formula Sample size is 400.

### **Research instrument**

The research Instrument played a vital role in a research. 400 questionnaires were used in this research. The respondents were local tourists who given their feedback through these questionnaires.

### **Sampling**

Random Sampling was used in this study by using different groups of sampling of population. Therefore, the appropriate minimum sample size would be obtained by using Taro Yamane (1973) at 95% (A 95% confidence level and 5%=0.05 precision levels were assumed) confidence level to calculate. For the purpose of the study, decision making would be measured on a five-point Likert scale.

### **Data collection procedure**

Respondents completed the questionnaire. The probability sample for this research was domestic tourists who visited Cox's Bazar. After that researcher distributed the questionnaires directly to the respondents to make sure that all questionnaires would be fully completed and waited to collect those questionnaires. The demographic section of the questionnaire was related

to age, gender, education, occupation and income. The minimum age of the respondent was 18 so that he or she could more accurately respond the research.

### Statistical analysis

This section presents data analysis from 385 tourists visiting Cox's Bazar, Bangladesh as other 15 questionnaires were not fully completed. In this study, descriptive statistics, linear correlation and multiple regression analysis were used to answer the objectives of the study. Statistical Software for Social Science (SPSS 23.0) was used to analyze the data.

In this research, the questionnaire method consisted of one research question what are the factors affecting for decision making to visit the Cox's Bazar sea beach among the tourists? There are two objectives 1. To observe the influential factors for decision making to visit Cox's Bazar sea beach, 2. To examine the relationship between the factors a. Attraction, b. Accessibility, c. Accommodation, d. Amenities, e. Activities and tourist decision making to visit Cox's Bazar sea beach. The researcher developed research questionnaires from the content of literature review for this research.

### Demographics profile of respondents

This study shows in the study of decision making to visit Cox's Bazar Sea Beach by observing 385 respondents and the results of demographics profile of respondents composed of gender, age, education level, occupations and average incomes (In USD).

**Table 1** Sample characteristics among 385 respondents

Variables	Options	Frequency	Percentage
Gender	Male	257	66.8
	Female	128	33.2
Age	18-29 years	228	59.2
	30-39 years	64	16.6
	40-49 years	31	8.1
	50-59 years	42	10.9
	> 60 years old	20	5.2

**Table 1** (Continued)

Variables	Options	Frequency	Percentage
Educational qualification	Below SSC	37	9.6
	SSC	47	12.2
	HSC	76	19.7
	Graduation	157	40.8
	Masters	56	14.5
	Ph.D.	12	3.1
Occupation	Student	186	48.3
	Government job	61	15.8
	Private job	70	18.2
	Business	47	12.2
	Others	21	5.5
Average income	<\$235 USD	172	44.7
	\$ 236- \$353 USD	71	18.4
	\$ 236- \$353 USD	62	16.1
	\$472-\$589 USD	59	15.3
	>\$590 USD	21	5.5

**Table 1** shows that among 385 respondents, there were about 67% of them are male with frequency of 257 and about 33% of the respondents were 128 females. The respondents with high frequency of 228 about 60% had the age distribution between 18 and 29 years, about 17% are in 30 to 39 age distribution, about 8% fall in the age group of 40 to 49 years and 5% of the respondents has the age above 60 years old. In the case of education qualification of the respondents about 157 respondents had the graduation level of education qualification and about 15% of the respondents had the Master's degree. In **Table 1**, we can see that about 10% of the respondents had education level below SSC. In this study about 48% of the respondents are students by profession, about 16% have Govt. Job, about 12% have the business. About 18% of the respondents have the private job. In case of average income of the respondents 172 respondents have income level below 235 USD and 71 respondents about 18% have the income level between 236 to 353 USD and 15% of the respondents have income between 472 to 589 USD.

### Frequency distribution on tourism components

In this section, we presented the frequency distribution of different components of decision making to visit Cox's Bazar composed of Attraction, Accessibility, Accommodation, Amenity, Activity, Decision Making. Here we examine how the individual attributes of the components distributed.

**Table 2** Frequency distributions among factors ( $n = 385$ )

Factors	Opinion	Frequency	Percentage
Attraction	Strongly agree	241	62.60
	Agree	137	35.58
	Moderately agree	5	1.30
	Disagree	2	0.52
Accessibility	Strongly agree	227	58.96
	Agree	136	35.32
	Moderately agree	17	4.42
	Disagree	3	0.78
	Strongly disagree	2	0.52
Accommodation	Strongly agree	109	28.32
	Agree	165	42.86
	Moderately agree	104	27.01
	Disagree	5	1.30
	Strongly disagree	2	0.52
Amenity	Strongly agree	37	9.61
	Agree	191	49.61
	Moderately agree	156	40.52
	Strongly disagree	1	0.26
Activity	Strongly agree	130	33.77
	Agree	171	44.42
	Moderately agree	80	20.78
	Disagree	1	0.26
	Strongly disagree	3	0.78

**Table 2** (Continued)

Factors	Opinion	Frequency	Percentage
Decision making	Strongly agree	300	77.92
	Agree	60	15.58
	Moderately agree	17	4.42
	Disagree	6	1.56
	Strongly disagree	2	0.52

From the **Table 2**, we can see that on attraction factors the individual attributes: Most attractive sea beach in Bangladesh, satisfied level to visit Cox's Bazar sea beach and Environment of the sea beach shows that overall about 98% agree with the attributes of the component and overall 2% disagree with the attributes. we can see that on accessibility components the individual attributes: Accessibility to the sea beach, Safety of Road transport and Cost issue of Air transport shows that overall about 94% agree with the attributes of the factor and overall 1 % disagrees with the attributes, on accommodation factors the individual attributes: Friendliness of the hotel staff, surrounding accommodation and satisfied level with the atmosphere shows that overall about 43% agree with the attributes of the factor and overall about 28% strongly agree with the attributes, on Amenity factors the individual attributes: Satisfied with the money exchange, ATM booth availability and Health care amenity satisfactory shows that overall about 50% agree with the attributes of the component and overall about 40% strongly agree with the attributes. From the bar graph 5, we can see that on Activity components the individual attributes: Diversity of activities, satisfied with shopping facility and Safety and security sufficient shows that overall about 44% agree with the attributes of the component and overall 34% strongly agree with the attributes. From the bar graph 6, we can see that on Decision Making factors the individual attributes: Attitude to take decision, visiting sea beach again and Attitude to recommendations shows that overall about 77% strongly agree with the attributes of the factor and overall 15% agree with the attributes.

## Result

To explore the important factors for decision making to visit Cox's Bazar variables: Attraction, Accessibility, Accommodation, Amenity and Activity are study carefully with individual items of the components. As mention earlier, the influence level of the tourists was expressed with five points rating scale. The following study illustrated the individual factors that influence in

decision making to visit the Cox’s Bazar. The survey recorded that the highest and the lowest mean scores of the components.

**Table 3** shows that the overall influence factors that we considered in this study and their performance by their mean scores. In **Table 3**, we can see that the highest and the lowest scores of the factors are 4.68 and 3.68 respectively.

**Table 3** Summary of overall performance of Influence components

Attraction attributes	Perception		
	Mean	SD	Meaning
Attraction	4.60	0.58	Extremely influential
Accessibility	4.50	0.67	Extremely influential
Accommodation	3.97	0.79	Influential
Amenity	3.68	0.75	Influential
Activities	4.10	0.60	Influential
Decision making	4.68	0.66	Extremely influential

Based on **Table 3** in the case of Attraction, Accessibility and in Decision Making the influence is very high which mean “Very Good” performance and in the case of Accommodation, Amenity and Activities it is shown that Performance is “Good” which mean that the components have influence over the decision making to visit Cox’s Bazar.

In this section of the study, we try to understand the relationship between the variables to determine how they correlated among themselves by using Pearson’s Correlation analysis and later on the study we examined the hypothesis using multiple regression analysis (MRA). The analysis condition plays a vital role in this research.

**Table 4** Correlation between variables

Correlation	Attraction	Accessibility	Accommodation	Amenity	Activity	Decision making
Attraction	1					
Accessibility	.183**	1				
Accommodation	.163**	.297**	1			
Amenity	.355**	.028	.027	1		
Activity	.112*	.247**	.370**	.088	1	
Decision making	.256**	.457**	.564**	-.189**	.431**	1
<i>Mean</i>	4.603	4.514	3.971	3.683	4.101	4.688
<i>SD</i>	0.545	0.670	0.808	0.652	0.786	0.678

**Note**

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

\* Correlation is significant at the 0.05 level (2-tailed).

From **Table 4**, we can see that there was a positive correlation between independent variables (Attraction, Accessibility, Accommodation, Amenity and Activity) with dependent variable was decision making. To examine the hypothesis, we used the multiple regressions analysis of five hypotheses as follows:

H<sub>1</sub>: There was a relationship between attraction and decision making.

H<sub>2</sub>: There was a relationship between accessibility and decision making.

H<sub>3</sub>: There was a relationship between accommodation and decision making.

H<sub>4</sub>: There was a relationship between amenities and decision making.

H<sub>5</sub>: There was a relationship between activities and decision making.

**Table 5** Multiple regression analysis of tourism components affecting on decision making to visit Cox’s Bazar

Decision making factors	Standardized coefficients	t	p
	$\beta$		
Accommodation	0.373	9.666	<.01**
Accessibility	0.256	6.883	<.01**
Attraction	0.232	6.092	<.01**
Activity	0.231	6.092	<.01**
Amenities	0.192	4.891	<.01**

Note

$R^2 = 0.54$ , \*\*Significance level at 0.05

Adjusted R squared value explains the overall correlation of the five tourism components factors and it could explain that the tourism components about 54% correlated among them. Five attributes adapted consists of Attraction, Accessibility, Accommodation, Amenities and Activities in order to test the hypothesis weather there was a relationship with decision making to visit Cox’s Bazar Sea Beach. The five Factors Attraction ( $\beta = 0.232, p < .01$ ), Accessibility ( $\beta = 0.256, p < .01$ ), Accommodation ( $\beta = 0.373, p < .01$ ), Amenities ( $\beta = 0.192, p < .01$ ) and Activities ( $\beta = 0.231, p < .01$ ) appeared to be significant predictors towards the tourists to decision making to visit Cox’s Bazar Sea beach.

**Table 6** Hypothesis test result

Hypothesis	Result
H1: There is a relationship between attraction and decision making.	Supported
H2: There is a relationship between accessibility and decision making.	Supported
H3: There is a relationship between accommodation and decision making.	Supported
H4: There is a relationship between amenities and decision making.	Supported
H5: There is a relationship between activities and decision making.	Supported

## Discussion, recommendation, and conclusion

The analysis showed on hypothesis testing of this study and we examined that there were the relationships between Attraction, Accessibility, Accommodation, Amenity, Activities with Decision Making components to visit Cox's Bazar Sea beach. From the study, it is evident that there is relation between all components and has an influence to revisit the Cox's Bazar Sea Beach. The researcher found the answer of the research question here. For many years, tourism components have been the cornerstones of tourism behavior research. A vast majority of studies in this field have examined and dozens of different statements to measure the factors have been used, as we can see from the literature review of this study. However how the different tourism components affecting to motivation and we need to examine among tourists in Bangladesh.

The literature review revealed that the motivational as well as decision making tourism components have been primarily utilized in studies of tourist influential behavior. The finding in this study could help to understand a wide variety of different needs and wants that could motive and influence tourists' decision making. Decision making is one of the accepts that help in understanding destination choice and predication on revisit as well as destination loyalty. Further studies needed to focus on the service quality of all important tourism variables like transportation, information, cleanliness, hygiene, safety, security and many other variables which also crucial in predicting for decision making.

However, this research is not different from other researchers in terms of limitation as the researcher found in the time of performing research. Thus, the future research should build on this research effect by following in additional vocational decision such as whether to travel and duration of stay within a large production of domestic tourists.

The shifting of socio-demographic characteristics can impact on travel perception and performance. The limitation of the study as concerning the using a county as unit of destination choice can provide benefits of country level activities to improve tourist's industry. The future research can also include international tourists their study. The future research should work on the decision making in Cox's Bazar as well as the environmental impact of tourists in Cox's Bazar sea beach. The increase of income and better infrastructure allow people to travel further and more often which decrease boundaries. The destination has also progressively become competitive as a result maintaining the competitiveness and enhancing attractiveness in order to make decision to revisit is a strong challenge.

Price and quality of service are the key terms in which tourists are looking for in evaluating the attractiveness and satisfaction on the accommodation and other components. The business in hold industry should complete with these tourists' spot based on relatively best price strategy

with different and outstanding service quality to influence the tourists to revisit. Beside accommodation tourists mostly on food, transport and products, the verity of product must need to maintain and enhance the attractiveness and satisfaction of shopping. The government should coordinate with the shopping market to create a powerful composed for novel feature of shopping value of money and quality product attributes. Hence the government should strictly control, maintain and adopt one price policy to avoid the dissatisfaction on price by tourists.

In conclusion, the two factor (Attraction, Accessibility) tourist's found to be strongly influence and the attributes of the factor that are extreme influence are most attractive sea beach in Bangladesh, satisfied level to visit Cox's Bazar sea beach, accessibility to the sea beach. In terms of predictors towards revisit to making decision, there were all tourism components that strongly associated with decision making to visit the cox's Bazar Sea Beach. From the hypotheses, it was clear that all the factors had influence to make decision to revisit Cox's Bazar sea beach.

## References

- Alnakhi, W. K., Segal, J. B., Frick, K. D., Ahmed, S., & Morlock, L. (2019). Motivational factors for choosing treatment destinations among the patients treated overseas from the United Arab Emirates: results from the knowledge, attitudes and perceptions survey 2012. *Tropical Diseases, Travel Medicine and Vaccines*, 5(1), 18.
- Cetinski, V., & Juričić, B. (2005). The role of quality and eco-labelling systems in tourist destination benchmarking (case study: Island of Cres). *Tourism and Hospitality Management*, 11(2), 79-92.
- Damborský, M., Wokoun, R., Kourilová, J., & Krejčová, N. (2012). *The competitiveness of regions in the EU*. Retrieved from <http://www-sre.wu.ac.at/ersa/ersaconfs/ersa12/e120821aFinal00790.pdf>
- Dodds, R., & Holmes, M. R. (2019). Beach tourists; What factors satisfy them and drive them to return. *Ocean & Coastal Management*, 168, 158-166.
- Fahmida, S. R, & Bari, E. (2015). Economics of improving hospitality management in Bangladesh through employee satisfaction. *Journal of Emerging Trends in Economics and Management Sciences (JETEMS)*, 6(4), 276-284.
- Gunn, C. (1988). *Tourism planning*. New York: Taylor and Francis.
- Hankinson, G. (2004). Repertory grid analysis: An application to the measurement of destination images. *International Journal of Nonprofit and Voluntary Sector Marketing*, 9(2), 145-153.
- Hassan, M. R., Ullah, M. M., & Chowdhury, M. S. A. (2013). Impact of tourism in Bangladesh economy. *World Journal of Social Sciences*, 3(6), 45-57.

- Huete-Alcocer, N., Martínez-Ruiz, M. P., López-Ruiz, V. R., & Izquierdo-Yusta, A. (2019). Archeological tourist destination image formation: Influence of information sources on the cognitive, affective and unique image. *Frontiers in Psychology, 10*, 2382.
- Jaskiewicz, P., Combs, J. G., & Ketchen Jr, D. J. (2019). Moving toward a generalizable theory of business-owning families' reference point shifts by embracing family differences. *Academy of Management Review, 44*(4), 916-918.
- Mamun, M. A. A., Hasan, M. K., & Hossain, S. A. K. M. (2013). Image of Cox's Bazar beach as a tourist destination: An investigation. *International Review of Business Research, 9*(5), 122-138.
- Ni, C. C. (2000). The analysis on tourists' decision-making to Island tours: A case study of Penghu Islands. *Journal of Outdoor Recreation Study, 13*(4), 27-29.