REPOSITIONING THE TOURISM BRAND FOR BANGLADESH

REPOSITIONING THE TOURISM BRAND FOR BANGLADESH

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DECLARATION

I hereby declare that this submission is my own work and to the best of my knowledge it contains no materials previously published or written by another person, or substantial proportions of material which have been accepted for the award of any other degree or diploma at University of Dhaka or any other educational institution, except where due acknowledgement is made in the dissertation. Any contribution made to the research by others, with whom I have worked at University of Dhaka or elsewhere, is explicitly acknowledged in the dissertation. I also declare that the intellectual condition of this dissertation is the product of my own work, except to the extent that assistance from others in the project's design and conception, or in style, presentation and linguistic expression is acknowledged.

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CERTIFICATE

This is to certify that the dissertation titled "Repositioning the Tourism Brand for Bangladesh" is the original research work of Mr. Md. Akhtaruzzaman Talukder for the award of Doctor of Business Administration at the Institute of Business Administration, University of Dhaka prepared under our supervision and guidance. The results of this research have not been submitted to any other university or institution for the award of any degree or diploma.

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ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of variance
ASEAN	Association of Southeast Asian Nations
AD	Anno Domini (Latin word meaning the number of years since the birth of Christ)
AH	After Hijra
BC	Before Christ
BBS	Bangladesh Bureau of Statistics
BBC	British Broadcasting Corporation
BER	Bangladesh Economic Review
BTB	Bangladesh Tourism Board
CEO	Chief Executive Officer
CFA	Confirmatory Factor Analysis
DFP	Department of Films and Publications
EU	European Union
EFA	Exploratory Factor Analysis
FAO	Food and Agriculture Organisation
FGD	Focus group discussion
FIFA	Federation of International Football Associations
Ft	Feet
GDP	Gross Domestic Product
ICT	Information and communication technology
ICC	International Cricket Council
Km	Kilometre
MOP	Ministry of Planning
POP	Points-of-parity
POD	Points-of-difference
QFD	Quality function deployment
PATA	Pacific Asia Travel Associations
RMG	Readymade garments

SWOT	Strength, weakness, opportunity and threat
Sq	Square
SAARC	South Asian Association of Regional Cooperation
SAARC	South Asian Association for Regional Cooperation
TQM	Total quality management
USA	United States of America
UN	United Nations
USP	Unique selling point
UNESCO	United Nations Educational, Scientific and Cultural Organisation
USA	United States of America
UNWTO	United Nations World Tourism Organization
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WTTC	World Travel & Tourism Council
WEF	World Economic Forum
WWII	World War II
WB	World Bank

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ABSTRACT

Tourism is one of the largest and fastest growing economic sectors worldwide. Developing economies especially of South and Southeast Asia have emerged as major players in international tourism, whereas foreign tourist arrivals to Bangladesh are very few. Brand image of the country plays critical role in attracting foreign tourists. This research identified a new positioning for Bangladesh to build a strong, attractive and unique tourism brand. It surveyed the foreign tourists visiting Bangladesh in the first quarter of 2018 to capture cognitive, affective and unique image of Bangladesh. The study used t-test, ANOVA, Structural Equation Modeling (SEM), and Multi-group Analysis as tools of data analysis.

A total of 46 cognitive image variables were evaluated by the study. The top ten cognitive image items of Bangladesh were friendliness and hospitability of the people, caring attitude of the people, royal Bengal tiger, responsiveness to needs of guests, lifestyle and culture, folk cultural assets, festivals and fairs, Muslim religious sites, tribal lifestyle and rivers in descending order of mean image. The most negative cognitive image items were cleanliness of environment, nightlife facility, ease of getting around, taxi service, bar facility, language barrier, hygiene in food and drinks, tourist

information centres and outdoor activities in ascending order of mean size. A total of 4 affective image variables were evaluated, all of which had positive but weak image.

The latent constructs (factors) of feelings, natural attractions, entertainment attractions, cultural attractions, infrastructures, tourism services and hospitality were tested for causal relationship with overall tourist image of Bangladesh. Among them 'feelings' significantly affects the 'overall image' of Bangladesh. On the other hand 'overall image' significantly affect 'tourists' intent to recommend Bangladesh to others to visit' and 'tourists' intent to revisit Bangladesh'. Multi-group analysis reveals that 'feelings' influences overall image among all tourists: males and females, of all regions of the world, and of all age groups, young and old. Other factors (constructs) are found to be insignificant for different groups of tourists. The overall analysis supports use of 'feelings' as a positioning brand element for the tourism brand of Bangladesh among all groups of people: male and female, young and old, and of the east and west. The study provides empirical evidence, for the first time, that the current tourism slogan of Bangladesh 'Beautiful Bangladesh' does not contribute to the improvement of its overall image and hence does not influence the tourist behaviour. The findings contribute to knowledge on tourism branding and have got policy implications for Bangladesh.

1.0   INTRODUCTION

1.1   Background

1.1.1 Tourism

1.1.1.1 Importance of tourism

Travel and tourism is an important economic activity in most countries in the world (United Nations World Tourism Organization [UNWTO], 2017). Apart from its direct contribution to accommodation, transportation, entertainment, food, beverage, retail and recreational industries it has induced contribution to clothing, housing and household goods industry (UNWTO, 2017). Tourism directly contributes to employment, export and GDP of a country. Poverty alleviation, community development and heritage conservation are indirect outcomes of tourism.

Over the past six decades tourism has experienced continued expansion and diversification to become one of the largest and fastest growing economic sectors worldwide (UNWTO, 2016, p. 2). International tourist arrivals almost doubled in 17 years, from 674 million in 2000 to 1322 million in 2017 (UNWTO, 2018, p. 1). The year 2017 has seen the stunning growth of 7% in international tourist arrivals. Similarly the international tourism earnings by destinations have more than doubled in 15 years from US$495 billion in 2000 to US$1260 billion in 2015 (UNWTO, 2016, p. 2). Tourism is a major category of international trade in services. In addition to receipts earned in destinations tourism generated US$ 211 billion in exports through passenger transport services raising the total value of tourism exports to US$ 1.5 trillion in 2015. International tourism export now represents 7% of world's exports in goods and services which has grown faster than world trade over the last four years (World Travel and Tourism Council [WTTC], 2018). As a worldwide export category, tourism ranks third after fuels and chemicals and ahead of food and automotive products. In developing countries, tourism ranks as the first export sector (UNWTO, 2016).

The international tourist arrivals grew 5% annually globally over the last 5 years. South Asia registered the highest growth rate (8.4%) of international tourist arrivals in the world during 2005-2015 and reached 18.3 million in 2015 from 8.5 million in 2005 (UNWTO, 2016, p. 4). South East Asian countries registered the second highest growth in tourist arrivals in the world with 7.9% annual growth (UNWTO, 2016, p. 4) and reached 104 million arrivals in 2015 from 49.5 million in 2005. The international tourist arrivals are expected to grow 3.3% annually over the next decade and reach 1.8 billion by 2030. South-East Asia's top destination Thailand continued strong growth (+8.9%) in 2016, welcoming 5 million more international tourists (UNWTO, 2017). Nepal, Bhutan, Vietnam and Sri Lanka saw a surge of 39.7%, 35.1%, 26% and 14% respectively in international tourist arrivals in 2016 (UNWTO, 2017, p. 9). Therefore, the countries around Bangladesh are experiencing phenomenal growth in inbound tourism.

1.1.1.2 Who is a tourist?

According to UNWTO (2010, p. 10) a visitor is a traveller who is taking a trip to a main destination outside his/her usual environment for less than a year and for any main purpose (business, leisure, professional or other personal purpose) other than to be employed by a resident entity in the country or place visited. Tourism refers to the activities of the visitors. A visitor (domestic, inbound or outbound) is classified as a tourist if his/her trip includes an overnight stay (UNWTO, 2010, p. 10; Mason, 2003, p. 5). A visitor (domestic, inbound or outbound) is classified as an excursionist if his/her trip does not include an overnight stay (i.e. a same-day visitor) (UNWTO, 2010, p. 10; Mason, 2003, p. 5). The term visitor is more acceptable to combine the two: tourist and excursionist (Williams, 1998). The term visitor is widely used in the tourism literature.

1.1.1.3 Types of tourism

According to UNWTO (2010, p. 15) there are three basic forms of tourism in relation to the country of reference:

(a) Domestic tourism: Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip.

(b) Inbound tourism: Inbound tourism comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.

(c) Outbound tourism: Outbound tourism comprises the activities of a resident who visits outside the country of reference.

1.1.1.4 Purposes of inbound tourism

There are mainly two categories of purposes of inbound tourism trips (Figure 1.1) (UNWTO, 2010):

Personal

The main purposes of personal inbound tourism trips are:

(1) Holidays, leisure and recreation: This category includes, for example, sightseeing, visiting natural or man-made sites, attending sporting or cultural events, practicing a sport (skiing, riding, golfing, playing tennis, diving, surfing, hiking, trekking, mountain climbing, etc.) as a non-professional activity; using beaches, swimming pools and any recreation and entertainment facilities, cruising, gambling, attending summer camps for youngsters, resting, honey-mooning, fine dining, visiting establishments specialized in well-being (for example, wellness hotels), fitness except in the context of a medical treatment (in which case the purpose would be health and medical care) and staying in a vacation home owned or leased by the household;

(2)Visiting friends and relatives: This category includes, for example, activities such as visiting relatives or friends; attending weddings, and funerals or any other family event; short-term caring for the sick or old;

(3) Education and training: This category includes, for example, taking short-term courses paid either by employers (excluding "on-the-job" training classified in Business and professional) or others, which should be identified separately, where relevant;

following particular programs of study (formal or informal) or acquiring specific skills through formal courses, including paid study, language, professional or other special courses, and university sabbatical leaves;

(4) Health and medical care: This category includes, for example, receiving services from hospitals, clinics, convalescent homes and, more generally, health and social institutions, visiting thalassotherapy and health and spa resorts and other specialized places to receive medical treatments when they are based on medical advice, including cosmetic surgeries using medical facilities and services. This category includes only short-term treatments because long-term treatments requiring stays of one year or more are not part of tourism;

(5) Religion/pilgrimage: This category includes, for example, attending religious meetings and events, and pilgrimages;

(6) Shopping: This category includes, for example, purchasing consumer goods for own personal use or as gifts except for resale or for use in a future productive process;

(7) Transit: This category consists of stopping at a place without any specific purpose other than being en route to another destination;

(8) Other: This category includes, for example, volunteer work (not included elsewhere), investigative work and migration possibilities; and undertaking any other temporary non-remunerated activities not included elsewhere.

Business and professional

(1) This category includes the activities of the self-employed and employees as long as they do not correspond to an implicit or explicit employer-employee relationship with a resident producer in the country or place visited those of investors, and businessmen.

(2) It also includes, for example, attending meetings, conferences or congresses, trade fairs and exhibitions; giving lectures, concerts, shows and plays; promoting, purchasing, selling or buying goods or services on behalf of non-resident producers (of the country or place visited);

(3) Participating in foreign Government missions as diplomatic, military or international organization personnel, except when stationed on duty in the country visited;

(4) Participating in non-governmental organization missions; participating in scientific or academic research; programming tourism travel, contracting accommodation and transport services, working as guides or other tourism professionals for non-resident agencies (of the country or place visited);

(5) Participating in professional sports activities; attending formal or informal on-the-job training courses; being part of crews on a private mode of transport (corporate jet, yacht, etc.), etc.
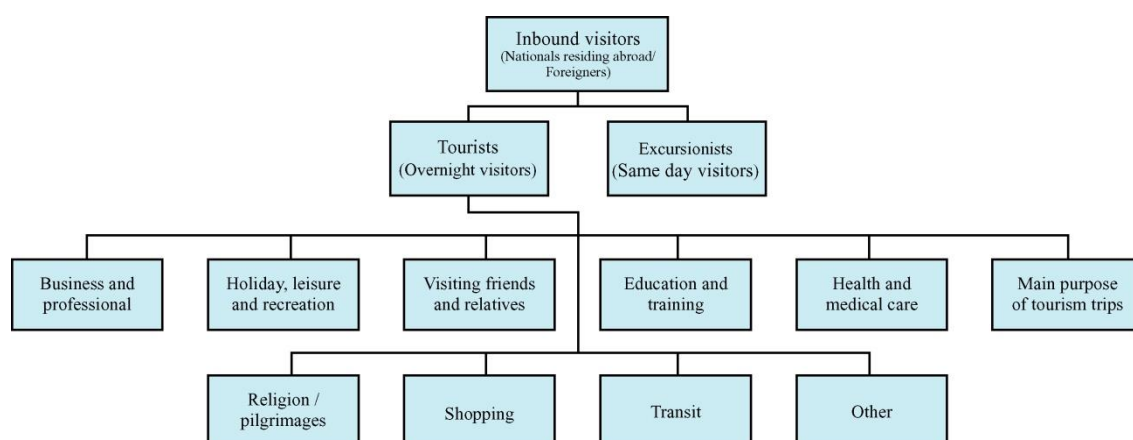
Figure 1.1: Purposes of inbound tourism trips (UNWTO, 2010, p. 17)

The following travellers crossing international (or administrative) borders for business purposes outside their usual environment are considered as tourists (UNWTO, 2010, p. 15):

(a) Employees of non-resident entities (of the country or region visited), as well as self-employed persons staying for a short period of time (less than a year) to provide a service such as the installation of equipment, repair, and consultancy. where there is no implicit employer-employee relationship with a resident entity;

(b) Travellers entering in business negotiation with resident entities (in the country or region visited) or looking for business opportunities, including buying and selling.

1.1.2 Country profile of Bangladesh

Bangladesh is a South Asian country on the east of India along the Bay of Bengal. It is of the same size as England and is densely populated having about 158.8 million population (Bangladesh Bureau of Statistics, 2016). Constitutionally it is a secular country having about 90% Muslim population and a large Hindu community. Buddhists and Christians constitute about 1% of the population.

Bangladesh was economically backward since independence in 1971 and was regarded by UN as a member of the least developed countries. Recently it has fulfilled conditions to be graduated to a lower middle income country by 2021 (United Nations [UN], 2018; Ministry of Planning, 2015, p. 24). It has showcased an astounding success story from a 'bottomless basket' to a role model of human development, gender parity and poverty alleviation for less developed Asian and African nations (Economist, 2012). It has tripled food production since independence to 38 million metric tons (Ministry of Planning, 2015, p. 259) leading to food sufficiency from chronic deficiency, cut poverty from over 79% in 1972 to 25% in 2017, increased per capita annualized income from US$ 93 in 1972 to US$ 1544 in 2017 (Ministry of Finance, 2017, p.1; WB, 2015) and has become the world's second largest exporter of ready-made garments (Ministry of Planning, 2017). Life expectancy is 70.6 years which is more than that of the Indians (Ministry of Finance, 2017; Economist, 2012). Combined literacy rate of 7+ years remains at 63.5% in 2015 with almost equal literacy rates for both male and female (Ministry of Finance, 2017). The fertile land has helped high food production enabling the country to become 4th largest rice producer and 4th largest fish producer in the world (Baral, 2016). The people enjoy a great variety of tasty foods, fruits, vegetables and animal protein.

1.1.3 Tourist attractions of Bangladesh

There are many natural tourist attractions in Bangladesh, for example sea beaches, forests, hills, rivers, green fields and water falls. Cox's Bazar sea beach is the longest unbroken sandy sea beach in the world stretching over 120km along the coast of Bay of Bengal (Department of Films and Publications, 2016b; Ethirajan, 2012; Surfers set up,

2015). Sundarbans is the largest mangrove forest in the world which boasts with world famous 'Royal Bengal Tiger'. Sundarbans is a UNESCO heritage (UNESCO, 2018). There are more than 700 scenic rivers in Bangladesh criss-crossing the country, 57 of which are transboundary (Biswas, 2018, p. 61; Department of Films and Publications, 2016a). There are majestic tea estates in the districts of Sylhet, Moulovibazar and Hobigonj (Department of Films and Publications, 2016a).

There are many heritages in Bangladesh which bear the testimony of ancient civilizations, their cultures and lifestyles. Paharpur Mohavihar was the second largest single Buddhist monastery in South Asia which was also one of 5 ancient Buddhist universities (Hasan, 2015). This has been declared as a UNESCO heritage. Shatgambuj mosque representing the lost mosque city of Bagerhat is a UNESCO heritage. Kantaji temple, Sonargaon P, Lalbagh Fort and Ahsan Monjil are some of many historical architectures of ancient Bengal. The ruins of Mohasthangorh, Mainamati Buddhist Mohavihara and Wari Boteshwar[1] are notable evidence of rich Bengal civilization.

Bangladesh has rich cultural heritage with folk culture, colourful tribal culture and peaceful coexistence of diverse religious beliefs (Department of Films and Publications, 2016a). The boul[2] culture is a unique dimension of the society. Sufism is another dimension of the society. The people in general are supportive of other religious beliefs. The people are very warm and hospitable towards foreign tourists (Bangladesh Tourism Board, 2016).

Bangladesh Parliament Complex, Shahid Minar[3], National Mausoleum and Kamlapur railway station are unique architectural monuments. There are a number of entertainment parks (for example, Nondon Park[4], Fantasy Park[5]) and resorts.

1.2   Statement of the Problem

1.2.1   Inbound tourism receipts of Bangladesh

Despite having abundant natural and cultural resources Bangladesh's earning from foreign tourist arrivals is lower than that of all other South Asian countries except Bhutan (World Bank, 2016).
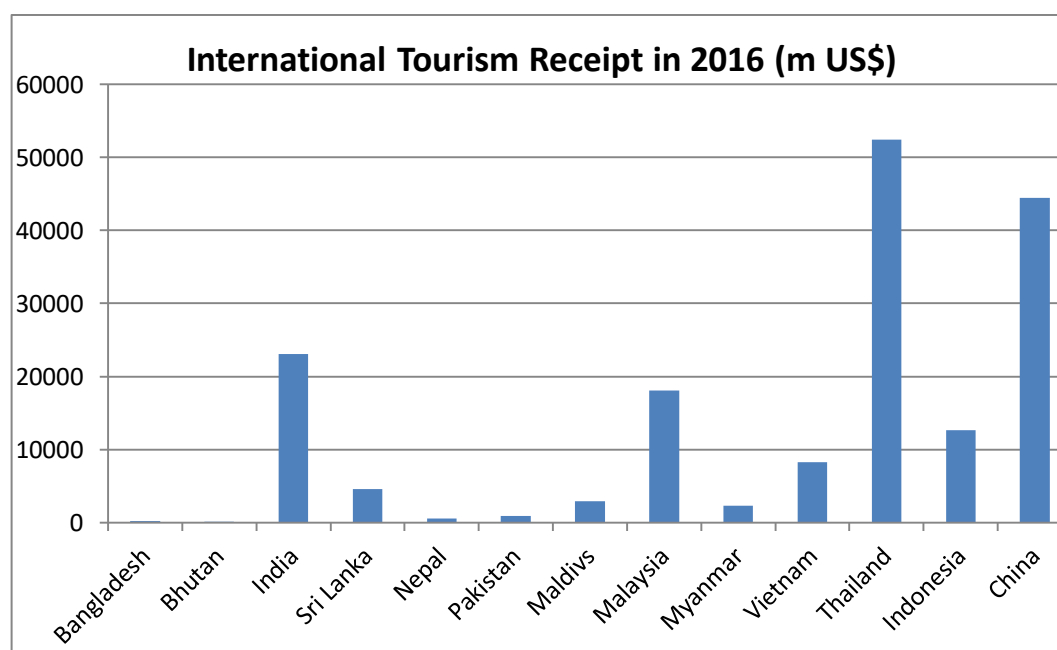
Figure 1.2: International Tourism Earning (World Bank, 2016)

Compared to Bangladesh, Myanmar had 13 times, Sri Lanka had 26 times, India had 132 times, Nepal had 3 times, Pakistan had 5 times, Malaysia had 103 times, Indonesia had 72 times and Vietnam had 47 times earnings in 2016 from international inbound tourism (Figure 1.2) (World Bank, 2016). Bangladesh ranked as the lowest touristy country in the world in 2014 (World Bank, 2014).

Travel and tourism's direct contribution to GDP is 2.2% in Bangladesh (ranking at 150th from the top in the world among 185 countries) (WTTC, 2018, p. 8). It reflects the poor performance of the overall tourism sector. The condition of international tourism is even worse. Travel and tourism's contribution to exports in Bangladesh is only 0.6% (Figure 1.3) (ranking 179th from top among 185 countries) which is globally 7% and regionally in South Asia 6.3% (WTTC, 2018, p. 8).

International Tourism Receipt in 2016 as % of Total Exports

Figure 1.3: Inbound Tourism's Contribution to Total Export (WTTC, 2017)

Bangladesh's revenue from international tourism was below 0.1% of GDP in 2016, whereas it averaged 2 % of GDP worldwide (World Bank, 2015). Only 2.6% of the tourism revenue of Bangladesh comes from foreign visitors (WTTC, 2018, p. 7).

Travel and Tourism sector account for one in 10 jobs in the planet and every 30 new tourists to a destination create one new job (World Economic Forum, 2017, p. 26). But, travel and tourism's direct contribution to employment in Bangladesh is 1.8% (ranking 163rd from top among 185 countries) and total contribution to employment is 3.8% (ranking 174th from top among 185 countries) including indirect and induced contribution (WTTC, 2018, p. 8). Globally travel and tourism's direct contribution to employment is 3.6% and total contribution to employment is 9.6%. Therefore, Bangladesh is missing an important opportunity of large scale employment in this sector due to being unattractive to tourists.

1.2.2 Image of Bangladesh as a tourist destination

Image studies indicate that Bangladesh has poor image as a travel and tourism destination (World Economic Forum, 2017a; Bloom, 2017; Hasan, 2013). In the Travel and Tourism Competitiveness Report 2017 prepared by World Economic Forum Bangladesh ranks at 125th in overall competitiveness among 136 countries (World

Economic Forum, 2017a, p. 9) in which all other South Asian countries (except Maldives which was not included in the report) are placed above Bangladesh (India 40th, Sri Lanka 64th, Bhutan 78th, Nepal 103rd, Pakistan 124th). The study compares the countries on 90 indicators of competitiveness under 12 dimensions (World Economic Forum, 2017a, p.7). World Economic Forum's study found that Bangladesh's tourism brand strategy was very unattractive being 97th among 136 countries polled (World Economic Forum, 2017a, p. 94). Effectiveness of its tourism marketing strategy was ranked 123rd among 136 in the report.

In Bloom's Country Brand Ranking Survey of 2017 Bangladesh ranks 153rd among 193 countries which lies behind India (22nd), Maldives (53rd), Sri Lanka (56th), Nepal (91st), Pakistan (101st) and Bhutan (147th) (Bloom, 2017, p. 30). This ranking is based on tourism earning performance, digital demand, country brand strategy and online presence.

Dhaka has been found as costly as Dubai, Abu Dhabi, Istanbul and Luxemburg by Economist in its cost of living survey 2017 (The Economist Intelligence Unit, 2017) whereas most capitals of SAARC countries have been judged as the cheapest cities in the world to the tourists. Mercer (2017), a London based organization which conducts annual survey of living conditions of cities ranked Dhaka at 214th out of 231.

On the other hand Islam surveyed 100 foreign tourists in which he found that foreign tourists were satisfied with most attributes except public transport, quality of roads and services of tourism information centres (Islam, 2014, p. 94). The tourists rated tourism attractions, air connectivity, quality of accommodation and immigration services very highly. The results of this survey are different from the above rankings of Bangladesh as tourism destination. However, the study did not mention how significant the results of the survey were and how the sample size was representative.

There is limited research about item-wise image of Bangladesh. Islam surveyed 100 foreign tourists asking their satisfaction on 20 attributes in which he found that foreign

tourists were satisfied with most attributes except public transport, quality of roads and services of tourism information centres (Islam, 2014, p. 94). Hasan (2013, p. 29) questions the appeal of the tourism brand slogan 'Beautiful Bangladesh' which is promoted by the Government of Bangladesh through videos and printed promotional materials without referring to any empirical evidence. Anwar (2018) is not sure whether the slogan really depicts the core value and strength of the country. He argues that an effective positioning/branding by the Government and stakeholders might help to gain positive international image as a tourism destination. Hasan (2008) and Osman (2018) blame stereotyping of Bangladesh by world public for its poor rating on international ranking.

1.2.3 Importance of image on tourists' behaviour

Early and more recent research provides evidence that image of a destination influences touristic decision (Baloglu and McCleary, 1999; Pike and Ryan, 2004). The meta analysis of Zhang, Fu, Cai, and Lu (2014) reveals that the impact of destination image on tourist loyalty is significant by varying degrees. Specifically, overall image has the greatest impact on tourist loyalty. Simon Anholt (2007, p. 8) argues that people's perceptions have greater consequences than reality on customer's behaviour. Anholt (2007) further adds "the country's reputation powerfully affects the way people inside and outside the place thinks about it, the way they behave towards it, and the way they respond to everything that is made or done there" (p. 8). So, the above discussion indicates that poor brand image might have contributed to poor performance of Bangladesh in inbound tourism receipts. World Economic Forum's study finds that Travel and Tourism Competitiveness Index (TTCI) in a number of dimensions directly correlate with international tourism receipts (World Economic Forum, 2017a, p.6).

1.2.4 How to build a tourism brand?

Gunn (1972, cited by Lopes, 2011) identified two levels for image of a tourist destination: organic image and induced image. Organic image is formed by all information transmitted un-intentionally by representatives of tourism destination. It may be communicated by television, radio, books on history or geography, newspaper,

websites etc. or by people living at a tourist destination. Induced image is formed by the promotions and communications of the tourism organizations involved in the region (Lopes, 2011, p. 310). Phelps (1986) distinguishes between primary and secondary image. He defines the primary image as the image built after the visit to the destination and the secondary image as the image built before the visit to the destination.

Simon Anholt, the father of 'nation brand', says perception of a place/country is often composed of "clichés, half-truths, outdated commonplaces, prejudice and ignorance" (Anholt, 2004, p. 7) which are "weak, simplistic, outdated, unfair stereotypes" (Anholt, 2010b, p.3). Anholt (2010b, p.3) suggests that Governments need to fight "to help the world understand the real, complex, rich, diverse nature of people and landscapes, history and heritage,--". It underscores the importance of activities of tourism promotion organization for the destination. Although he argues that there is no evidence "to show that marketing communication programs, slogans or logos, have ever succeeded, or could ever succeed, in directly altering international perceptions of places" (Anholt, 2010b, p.2), he asserts that image of places can be improved by policy changes (Anholt, 2010b, p.10). He, however, agrees that only good policy does not improve the image of place (Anholt, 2010b, p.14), countries or cities need to market themselves (Anholt, 2010b, p.19) to gain recognition of what they deserve. He suggests that there should be a strategy dimension in policy actions and marketing communication (Anholt, 2010b, p.17). The point Anholt wants make is that there is necessity of marketing communication to build a fair perception about a destination in the minds of foreign public, but marketing cannot build an unreal rosy perception about the destination.

Academic literature is abundant with destination image studies (Konecnik & Gartner, 2007) which focus on how the image of a destination is formed in the minds of consumers (Pike 2009). But image formation is not branding (Cai, 2002, p. 722). The core of tourism destination branding is to build a positive image of a destination (Cai, 2002, 2009). It is widely accepted that branding a destination starts with positioning which sets forth the communication objectives: "What message will differentiate the

brand and appeal to the target segments?" (Cai, 2002, p. 735; Aaker & Joachimsthaler, 2002, p. 27; Aaker, 2002, p. 176; Kotler and Armstrong, 2016, p. 211; Qu, Kim & Im, 2011, p. 466; Fan, 2006; Crompton, Fakeye & Lue, 1992). This is true for country tourism brands.

1.3   Research Question

Bangladesh has been using 'Beautiful Bangladesh' slogan in its tourism promotion materials since 2007. This is a brand position statement. On the backdrop of the poor performance of the tourism sector of Bangladesh it is worthwhile to revisit the positioning of the tourism brand of Bangladesh. This research answers the following question:

> What is the right brand position for Bangladesh to build a strong, positive and unique international tourism brand?

1.4   Objectives

Broad Objective

To develop a new brand position for Bangladesh to build a strong, positive and unique international tourism brand.

Specific objectives

1. To identify the variables for measuring brand image of Bangladesh as an international tourism destination;
2. To evaluate tourism brand image of Bangladesh held by foreign tourists;
3. To evaluate motivational desires of foreign tourists to visit a country;
4. To examine brand positions of competitor countries of Bangladesh in international tourism;
5. To identify brand elements and target market to develop a position for the tourism brand of Bangladesh; and
6. To develop a position statement for the tourism brand of Bangladesh in order to communicate the brand internationally.

1.5   Rationale of Research

Theoretical development in the areas of tourism brand positioning would make understanding of tourism promotion clearer to the marketing professionals and policy makers. Branding and positioning concept were originally developed on the context of cut throat competition in the consumer goods marketing (Cai, 2002, p. 720). There is limited research in tourism brand positioning (Kwortnik & Hawkes, 2011, p. 6; Pike, 2009,   p. 758).   The current study will contribute to better understanding of the application of brand positioning concept in tourism marketing.

Tourism is a trillion dollar business globally. Tourism contributes to 7% of global export, 10% of jobs globally and 10.4% of world GDP (World Travel and Tourism Council, 2018). Tourism has become a driver of growth, employment and export for some developing countries comparable to Bangladesh in socio-economic condition including Vietnam, Malaysia and Thailand. Developed countries do not enjoy competitive edge due to country image in tourism business unlike other business sectors. Developing countries especially of Asia have opportunities to make tourism an important source of foreign currency earning, local employment and economic growth (Sireeranhan, Antonarulrajah, Selvanathan & Selvanathan, 2017). This research will contribute to developing a competitive brand position for marketing tourism products of Bangladesh to foreign tourists.

1.6   Significance of the Research

Although there are numerous studies on destination image, there are only few academic studies on country tourism brand positioning. On the other hand, most academic studies on tourism image of Bangladesh evaluated the image of specific tourist attraction spots or a limited number of tourism attributes of Bangladesh. This dissertation addresses these two gaps in the literature of tourism branding.

This is the first comprehensive study on the image of Bangladesh as a tourist destination. It revealed the top 10 and bottom 10 tourism image items of Bangladesh. It discovered that 'feelings' is the most powerful factor of the tourism image item of Bangladesh which positively affects the overall tourism image. It also confirmed that

overall tourism image of Bangladesh positively affects two tourist behaviour constructs: (i) 'intent of tourists to recommend Bangladesh to others to visit' and (ii) 'intent of tourists to revisit Bangladesh'. The study discovered that 'natural attractions' does not significantly affect overall tourism image of Bangladesh. This revelation suggests that the current tourism brand positioning of Bangladesh by 'Beautiful Bangladesh' tagline is ineffective and should be abandoned. It also reveals that cultural attractions, hospitality and entertainment attractions do not significantly influence overall tourism image of Bangladesh. These revelations prove that 'feelings' is the most appropriate brand element for positioning the tourism brand of Bangladesh. It further found that 'feelings' positively influences overall image among all groups of tourists: (i) males and females, (ii) young and old, and (iii) east and south Asian and other countries. These are new knowledge in the literature of tourism branding.

This research has policy implication for the development of the tourism sector of Bangladesh. Therefore, the research has theoretical as well as practical contributions to the body of knowledge.

1.7   Scopes and Limitations

The study aimed at repositioning the tourism brand of Bangladesh to make the country internationally attractive destination. The new position is intended to promote inbound tourism. The positioning studied in this dissertation does not relate to the branding of domestic tourism. Data were collected only from tourists who were visiting Bangladesh at the time of data collection during January to April 2018. Any tourist from any country irrespective of gender, race, religion or other demographic characteristics was eligible to be a respondent of the survey. The foreign visitors staying in Dhaka during the period of survey were interviewed using self-administered survey questionnaire.

Some Japanese, Chinese and North African tourists to Bangladesh cannot read and write in English. As a result the questionnaire was translated into Japanese, Chinese and French language for them by the Institute of Modern Languages at the University of Dhaka (Appendix 14).

Data on brand positioning of competing countries were collected from secondary sources including state sponsored promotional materials, reports and journal articles. Collecting primary data from tourists would constitute a full-fledged research which is out-of-scope of this study.

A particular limitation of the study was that foreign tourists had limited time to fill in the questionnaire. To address this limitation the researcher took appointment of the tourists in advance through the tour operators, hotels and other agents in order to book a time slot for interview in their busy schedule. Spot interview was not possible as the questionnaire required about 30 minutes to answer all questions.

1.8   Conceptual Framework of the Study

The specific objectives of the study were achieved using the following process framework (Figure 1.4):
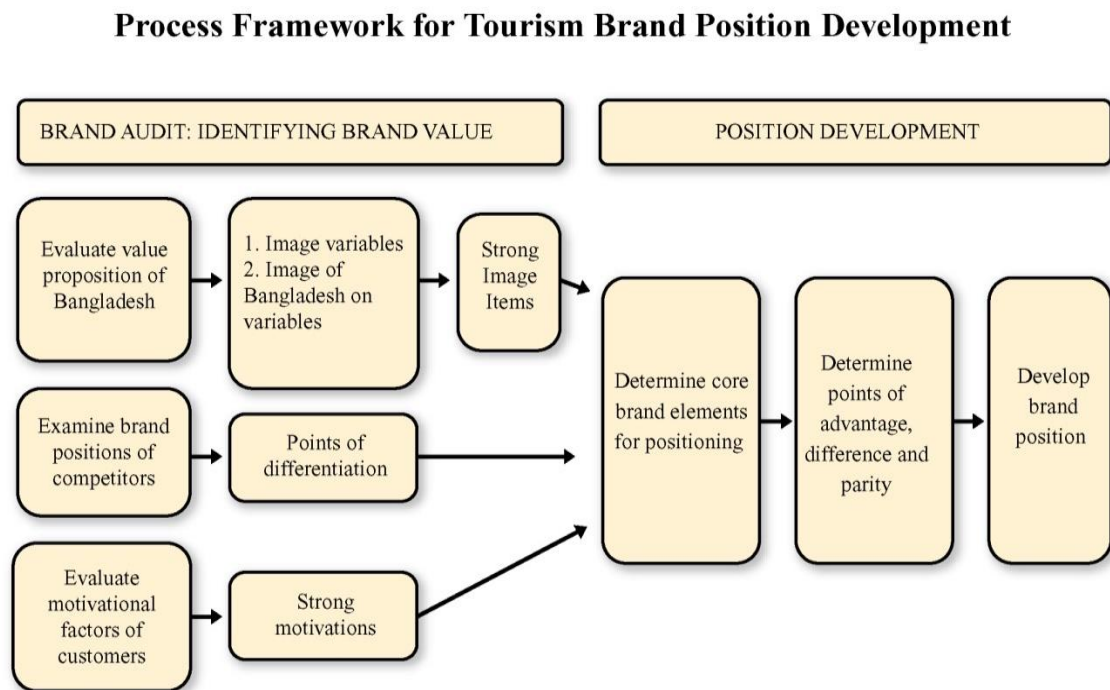
Figure 1.4: Process Framework for Tourism Brand Position Development

The causal relationships among destination image constructs and overall image and tourist behaviour are depicted by the following path diagram.
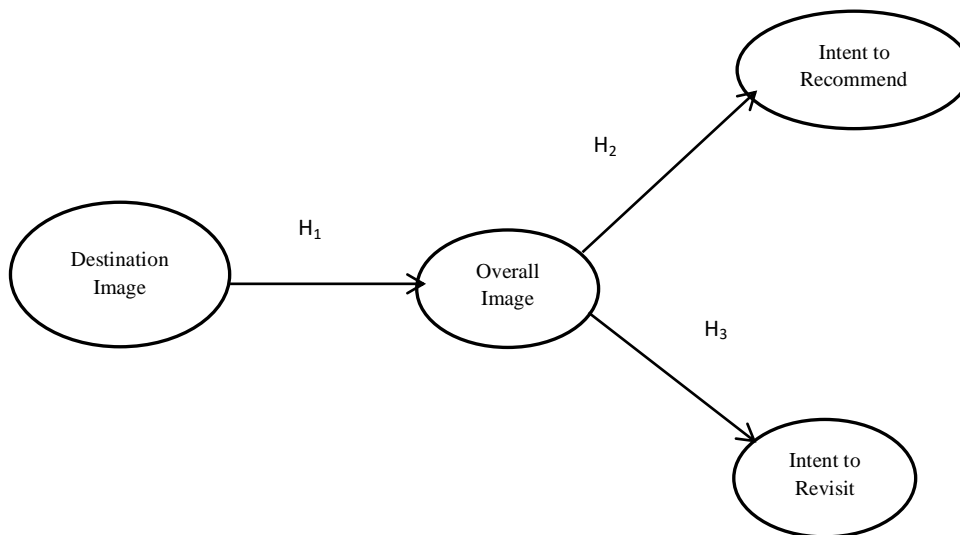
Figure 1.5: Causal Relationships among destination image constructs, overall image and tourist behaviour.

This model was used to evaluate the strength of factors of image in influencing the overall image and travel behaviour. Structural equation modeling technique was used to measure the strengths of factors of image in influencing the dependent variables in order to identify the brand element for positioning the tourism brand of Bangladesh.

1.9 Structure of the Dissertation

This research presents the stages of developing a new position for Bangladesh in order to build a positive and strong tourism brand in its 11 chapters starting with Introduction (Chapter 1.0) and finishing with **Summary, Conclusions, and Recommendations** (Chapter 11.0).

Chapter 2.0 presents the methodological approaches used in data collection and analysis. It elaborates how focus group discussions, in-depth interviews and survey are used to collect data, the sampling technique, sample size and tools of data analysis.

Chapter 3.0 reviews literature and previous research related to branding, positioning and tourism. It explores the key theorems, models and concepts on branding and positioning. It developed the conceptual framework for the research.

Chapter 4.0 discusses the tourism attractions of Bangladesh. The natural, historical, cultural and architectural features which have got tourism value are detailed in the chapter.

Chapter 5.0 explores the variables which are needed to measure brand image of Bangladesh as a tourism destination. It explains the sources and steps of choosing the variables.

Chapter 6.0 explains the cognitive, affective, unique and overall image of Bangladesh. Chapter 7.0 discusses the variation of image due to region (source of tourists), age and gender. Chapter 8.0 explores the motivational desires of tourists to visit a foreign county. It also discusses the variation of travel motives due to region (source of tourists), age and gender. Chapter 9.0 examines the brand positions of competitors of Bangladesh in tourism marketing. It makes a summary of brand position identities and slogans of nine competitors of Bangladesh.

Chapter 10.0 details the causal relationships of independent and dependent variables using structural equation modeling (SEM) and multi-group analysis. It identifies the brand element for positioning the tourism brand of Bangladesh. It suggests tourism brand position slogan for Bangladesh.

Chapter 11.0 sums up the findings and conclusions of this research. It revisits the objectives and then presents major findings on each objective. It highlights the implications of the findings for policy and planning. It also indicates the contribution of the research and direction of further research.

2.0   METHODOLOGY

According to Chapter 1.0 the main objective of this research is to develop a new position for Bangladesh to build a positive and strong international tourism brand. The specific objectives are: 1) to identify the variables for measuring brand image of Bangladesh as an international tourism destination, 2) to evaluate tourism brand image of Bangladesh held by foreign tourists, 3) to evaluate motivational desires of foreign tourists to visit a country, 4) to examine brand positions of competitor countries of Bangladesh in international tourism, 5) to identify brand elements and target market to develop a position for the tourism brand of Bangladesh; and 6) to develop a position statement for the tourism brand of Bangladesh in order to communicate the brand internationally. To meet these specific objectives primary and secondary data are required. This section discusses the research design, data requirement, data collection method, sampling, coordination schema, questionnaire design, data analysis tools, and measurement reliability and validity.

2.1   Research Design

The research mainly used quantitative methods. To meet second, third and fifth specific objectives, which were the main thrusts of this research, the study used quantitative data analysis methods. The image data were collected in Likert scale and were analysed by quantitative techniques including t-test, ANOVA, Structural Equation Modeling and Multi-group analysis. Structural Equation Modelling was used to determine causal relationships between latent constructs (factors) of tourism image items, and dependent image variables (overall image, intent of tourists to recommend Bangladesh to others to visit, intent of tourists to revisit Bangladesh). Effects of gender differences, regional differences and age differences on causal relationships of constructs were tested using Multi-group Analysis. These analyses were used to evaluate the brand elements (factors or latent constructs of tourism image items) for positioning the tourism brand of Bangladesh.

The qualitative methods were used to identify the variables for quantitative data collection. To meet first, fourth and sixth specific of objectives qualitative data analysis methods were used. Therefore, the study used multi-method research design.

2.2 Data Requirement

2.2.1 Data

Data are facts, attributes, observations or characteristics of an object or recorded measure of a phenomena (Zikmund, Babin, Carr, Adhikari & Griffin, 2013, p. 19). Any single unit of facts, attributes, observation or characteristics of an object or recorded measure of a phenomenon is called a datum which is the basic unit of statistical raw material. Information is the formatted data, which is formatted to support decision making or to define relationship between two facts (Zikmund et al., 2013, p. 19). Data helps to make an informed decision in a particular situation.

To achieve the six specific objectives of the study the following data are required:

(1) Variables for measuring tourism brand image;
(2) Perception of foreign tourists about the image of Bangladesh;
(3) Motives of foreign tourists to visit a country; and
(4) Brand positional slogans and identity of competitor countries.

Variables for measuring tourism brand image

In the tourism branding literature it is widely acknowledged that overall image of a destination is influenced by cognitive, affective and unique evaluations (Gartner, 1993, p. 193; Baloglu & McCleary, 1999, p. 869; Cai, 2002, p. 724 ; Breeli & Martin, 2004, p. 658; Konecnik & Gartner, 2007, p. 403; Pike & Ryan, 2004, p. 5; Stepchenkova & Mills, 2010; Tasci & Gartner, 2007, ; Qu et al., 2011, p. 466; Zhang, Fu, Cai, & Lu, 2014, p. 214). Cognitive evaluations relate to attributes that is beliefs and knowledge about the destination. Affective evaluations relate to feeling about the destination. Unique evaluations differentiate a destination from others which relate to unique attributes (Qu et al., 2011, p. 466; Gartner, 1993; Cai, 2002, p. 724). Cognitive, unique,

affective and overall image components are related and hierarchical to form a destination image (Gartner, 1993, p. 193; Cai, 2002, p. 724; Agapito, Valle & Mendes, 2013, p. 5) and they each have unique contributions to the image (Qu et al., 2011, p. 467). So, there are three complex variables of destination image. Each complex variable consists of a number of simple destination image variables.

Perception of foreign tourists about the image of Bangladesh

Tourists can evaluate Bangladesh on each of the simple tourism image variables under three complex variables: cognitive, affective and unique. Tourists can evaluate the overall image of Bangladesh also. The destination image of Bangladesh will be reflected by these image indexes. These image indexes can be measured by appropriate scales.

Motives of foreign tourists to visit a country

The motives of tourists in visiting foreign countries are an important consideration for tourism branding of destinations (Kwortnik & Hawkes, 2011, p. 9). These are the obvious reasons for travel. A number of studies have suggested that motivation can influence the image formation process of destination (Gartner, 1993; Baloglu & McCleary, 1999, p. 868; Breeli & Martin, 2004; McCartney, 2006, p. 25). Breeli and Martin (2004, p. 677) empirically proved that motivations positively influence affective component of destination image. These motivations can be measured by using appropriate scales.

Brand positional slogans and identity of competitor countries

"Brand position is the part of the identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands" (Aaker, 2002, p. 176). Brand mantra or promise is the articulation of positioning in 3-5 words that sounds like a slogan (Kotler & Keller, 2012, p. 306). World Travel and Tourism Council (WTTC) has defined competitor countries as those that offer similar tourism products and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours (WTTC,

2017, p. 7). Based on this definition WTTC identified India, Nepal, Sri Lanka, Myanmar, Malaysia, Indonesia, Vietnam, Thailand and China as competing destination for Bangladesh (WTTC, 2017, p. 7). So, the brand positioning slogan along with core identity and value proposition of the competitor countries need to be known for research.

2.2.2 Type of data: qualitative versus quantitative

According to nature of data it can be of two types: qualitative data and quantitative data. Qualitative data are those data which are not characterized by numbers, and instead are textual, visual, or oral, the focus is on stories, visual portrayal, meaningful characterizations, interpretations, and other expressive description (Zikmund et al., 2013, p. 733). Quantitative data are those data which represent phenomena by assigning numbers in an ordered and meaningful way (Zikmund et al., 2013, p. 733).

Tourism image variables are concepts which are qualitative by nature. Similarly brand positional identities of competitive countries are unique concepts which are qualitative by nature. The image components of Bangladesh are perceptions measured by Likert scale which is quantitative. Although perceptions are qualitative these have been converted into quantitative data by using Likert scale. Similarly motivational desires are perceptions measured by Likert scale and are quantitative. Therefore a mixed kind of data has been used in this research.

There exists a widespread conviction that only quantitative data are ultimately valid, or of quality (Schreast, 1992). It is also argued that qualitative and quantitative research are often complimentary rather than in competition with each other. The combination of multiple methods, qualitative and quantitative often add rigour, breadth and depth of any investigation (Flick, 1992) and "can give a more holistic view of the setting" (Morse, 1994, p.224). Therefore, using multi-method approach is strength of this research.

2.2.3 Source of data

Data has been collected from both primary and secondary sources. Primary data is the new data which is collected by the researcher for the specific purpose of addressing the problem at hand (Malhotra & Das, 2014, p. 98). On the other hand, secondary data was collected by others for other purposes. The researcher can use this data to save time, cost and other resources, provided the data already collected is appropriate for the current research (Saunders et al., 2015). The advantage of secondary data is that it is readily and quickly available to use. A major disadvantage of secondary data is that it may not match the current need of the researcher (Saunders et al., 2015). Most research projects require some combination of secondary and primary data (Saunders et al., 2015).

A combination of primary and secondary source was used to list tourism brand image variables relevant for Bangladesh related with inbound tourism. Tourism brand image of Bangladesh was measured by using survey which is a primary source. Brand positional identity and slogan of competitor countries were collected from secondary sources. Motivational desires of tourists were collected by survey which is a secondary source.

2.3 Method of Data Collection

The following methods of data collection were used:

2.3.1 Literature review

A review of scholarly articles, books and other sources (e.g. dissertations, conference proceedings, reports, promotional materials, videos, television commercials) on branding, positioning and destination image was conducted. It helped to collect secondary data on tourism brand image variables and motives of tourists for visiting a foreign country. It also helped to collect secondary data on brand position identities of the competitors of Bangladesh. Qu et al. (2011) and Konecnik and Garner (2007) used

literature review to find a list of variables for measuring tourism brand image of destinations.

2.3.2   Focus group discussion

This is a tool for collecting primary data. A focus group discussion was conducted with chief executives of 12 international tour operator organizations based in Bangladesh who operate inbound tours. A senior officer of Bangladesh Tourism Board (BTB) served as the moderator. The moderator served 15 years in tourism profession, assisting the tour operators of Bangladesh, representing Bangladesh in tourism fairs for BTB abroad and policy making for tourism of Bangladesh. CEO of Bangladesh Tourism Board sponsored the FGD organized in February 2017 at the conference room of BTB. The proceeding of the FGD was recorded by an audio tape. The researcher observed the FGD. There was an in-depth discussion on what tourism attributes should be considered for measuring the brand image of Bangladesh for tourism. It lasted one and a half hours. All of the participants participated in the discussion and debated the tourism attributes of Bangladesh. However, the discussion was conducted smoothly under the apt democratic style leadership of the moderator.

Another FGD was conducted with the foreigners to explore the unique tourism features of Bangladesh. The discussion was moderated by a business executive engaged in export business. It was audiotaped.
The FGD provided the final list of attributes and the list of unique attributes for evaluating the image of Bangladesh. Kwortnik and Hawks (2011) used FGD to find attributes for tourism destination image study.

2.3.3   In-depth interview

Four tourism experts were depth-interviewed. Among them one was a tourism consultant, one was an executive of tourism board and the other two persons were chief executives of two leading international tour operator companies involving inbound tourism business in Bangladesh. It was an unstructured face to face interview. In-depth interviews were used to define the tourism brand image variables, eliminate

redundancies, add missing and thus finalize the list of common tourism image variables and unique image variables. The list of the motivational desires was refined through in-depth interviews.

2.3.4   Survey

According to Malhotra and Das (2014, p. 172) survey is a method of data collection through questioning respondents. The questions may be asked verbally, in writing or via computer, and the responses may be obtained in any of these forms through mail, face to face, telephone, and online (Zikmund et al., 2013, p. 202). Typically the questions are structured (standardised), are arranged in an orderly fashion and most have fixed alternatives from which the respondents are required to select. Although most surveys are conducted to quantify factual information, some aspects of survey may be qualitative (Zikmund et al., 2013, p. 204). Survey method is simple and quick to administer, and reliable as responses are limited to the alternatives stated (Malhotra & Das, 2014, p. 173; Zikmund et al., 2013, p. 204). There are many instances of using survey for tourism image study (Qu et al., 2011, p. 468; Kwortnik & Hawks, 2011, p. 9). This study used survey method for collecting perception of foreign tourists about the image of Bangladesh as a tourism destination and motives of foreign tourists to visit a country. These data are collected in Likert scales which are quantitative.

2.4   Population and Sample Frame

Population for Survey

A population is the aggregate of all elements that share the common characteristics under investigation by research (Malhotra & Das, 2014, p. 328; Zikmund et al., 2013, p. 420). The target population is defined to answer questions about the crucial characteristics of the population (Zikmund et al., 2013, p. 420). Elements of the target population have got the crucial information needed for the study.

In order to achieve the specific objectives, the study collected two types of primary data from tourists visiting Bangladesh by survey method: (1) image of Bangladesh as a tourism destination, (2) motivational desires for visiting a country.

Phelps (1986) identified destination image mainly composed of two dimensions: (a) image before visitation, which can be provided by potential visitors, (b) image built after the visit, which can be provided by actual visitors. Phelps (1986) defined the image formed before the actual visitation to the destination as secondary image and the image built after visit to the destination as primary image of a particular destination. Tocquer and Zins (2004) studied the perceptual influences on tourists with regard to destination and proposed four stages of image formation: vague and unrealistic image, distortion of image, improved image, and resulting image. Before a person travels he/ she has vague and unrealistic image formed by different media and interactions at home (first stage). In the process of exploration during decision to travel some distortion happens to the image (second stage). After travel experience in the destination incorrect or distorted elements of image are cancelled out resulting in improved image (third stage).

Both actual visitors and potential visitors can provide perception about the image of a country (McCartney, 2006; Rajamohan, Yen and Gama, 2007; Kwortnik & Hawks, 2011, p.9). An individual can have an image of a destination even if he has not visited the destination (Echtner & Ritchie, 2003, p. 39). McCartney (2006) interviewed potential visitors to Macao at Hong Kong, Shanghai, Beijing and Kaoshing (Taiwan) airports to study the image of Macao as 90% of Macao bound tourists depart from these four airports (McCartney, 2006). In many image research studies the researchers surveyed the tourists who had already arrived in the country (Chaudhary, 2000; O'leary & Deegan, 2003; Bonn, Joseph and Dai, 2005). McCartney (2006) raises concern about those who had already arrived in the destination as they might have developed certain degree of positive feeling. Some have argued that actual visitors can give the richest data (Selby & Morgan, 1996; Kwortnik & Hawkes, 2011). Ibrahim and Gil (2005) surveyed tourists visiting Barbados to know their perception to determine positioning strategy for Barbados. Therefore, interviewing the actual visitors to Bangladesh as tourists is the best option to get accurate picture of the tourism image of the country (Tocquer and Zins, 2004) which is a practicable option too (Kwortnik & Hawks, 2011,

p. 9). As a result for the purpose of current research, the tourists visiting Bangladesh at the time of conducting the research is the population of the survey.

About 2,40,000 foreign tourists visit Bangladesh in a year. The survey was made over three months. Therefore, the population size for this survey was about 45,000 which is 75% of total foreign tourist visiting Dhaka during the three months period of survey. Each tourist is a unit of population.

Sample frame

Sample frame is the list of the units of population published by any reliable source. It helps to identify and contact the units of population (Statistics Canada, 2010, p. 34). There are two categories of sample frames: list frame and area frame. List frame is a conceptual list or a physical list of all units in the survey population. An area frame is the special kind of list frame where the units on the frame are geographical areas. A multiple frame is a combination of two or more frames- a combination of list and area frames of two or more list frames (Statistics Canada, 2010, p. 34). Almost all sample frames exclude some elements of population (Zikmund et al., 2013, p. 422). The sample frame is the working population where it is available.

List of tourists to Bangladesh are not publicly available. Special Branch of Bangladesh police collects data on tourists at the ports of entry (airport, land port, sea port), but it does not compile them in any list and do not make available to the public. So, there is no sample frame of population elements of this study.

2.5   Sample and Sample Size

Element

Element is a unit of population about which data is to be collected in the particular research. The element in our tourist survey is a tourist visiting Bangladesh during the time of survey.

Sample

The sample is a population subgroup that is selected to collect data (Malhotra & Das, 2014, p. 328). Sampling is the process of selecting a subset of population with a view to drawing inferences about the population/universe on the basis of information obtained from the subset. The advantages of sampling are time (saves time), cost (economical), accuracy (more accurate than census) and destructive nature.

Sampling unit

The elements of a sample are called sampling units. The sampling unit is a single element or a group of elements subject to selection in the sample (Zikmund et al., 2013, p. 423). Sample characteristics are used to make inference about population characteristics (under investigation by research) by estimation procedures and test of hypothesis. Therefore, sampling unit is the source of crucial data for the research.

In this study, the foreign tourists are the population elements. When a foreign tourist is selected as a respondent, she/ he is considered as the sampling unit. Sampling unit may be located in the hotels, resorts, airports, tourism spots, shopping malls, restaurants, transports, bus or rail stations and business houses.

Sample Size

Actually, objective of the survey is to find the population parameters. As the census of population is not possible due to time, cost and quality constraints samples are surveyed. But, the objective remains to find the population parameters. Sample characteristics are called statistics which are used to estimate the population parameters (Malhotra & Das, 2014, p. 328). There are estimation procedures and tests of hypothesis.

The sample size is calculated from the formula (Malhotra & Das, 2014, p. 365; Zikmund et al., 2013, p. 465) given below:

$$n = \left(\frac{N . z^2 . c^2}{N . d^2 + z^2 . c^2} \right)$$

Here,

n = The sample size

z = The distance of the upper limit/ lower limit of confidence interval from the population mean in the number of standard errors. In this case value of z depends on the level of significance/ level of confidence chosen for the estimation of population mean (Malhotra & Das, 2014, p. 363; Lind, Marchal & Wathen, 2013, p. 201, 255).

N= The size of population.

d= Precision. Precision is the maximum permissible difference between the sample mean and the population mean (Malhotra & Das, 2014, p. 364). It can be absolute value. Often it is specified in relative terms (rather than absolute terms) expressed in percentage of plus or minus of the population mean (Malhotra & Das, 2014, p. 365).

c= Coefficient of variation (CV) expressed as the ratio of standard deviation of the population (σ) and the population mean (μ) (Malhotra & Das, 2014, p. 365)

In this study number of variables is 70. The coefficient of variation is a measure of spread that describes the amount of variability relative to the mean. Qu et al. (2011, p. 468) used coefficient of variation of 0.5 and confidence level of 95% for tourism image study which is considered acceptable by Hair et al. (1998, p. 11). So, for this study we take 95% confidence level and 0.5 coefficient of variation. The relative precision (d) is taken as 5% of population mean. The target population size is about 45,000. The sample size is calculated from the formula given below:

$$n = \left(\frac{N.z^2. \, c^2}{N.d^2 + z^2 \, .c^2} \right)$$

$$= \left(\frac{45000 X \, 1.96^2 X \, 0.5^2}{45000 X \, 0.05^2 + 1.96^2 \, X \, 0.5^2} \right)$$

$$= 381$$

So, the sample size required is 381 for a precision of 5% of mean. With 5% unusable rate and 10% rejection rate about 445 respondents were approached for interview with

questionnaire.   A total of 282 tourists returned the filled in self-administered questionnaire. This sample size is comparable with sample size used by Qu et al., (2011), Rajamohan et al. (2007), McCartmey (2006), and Knonecnik and Gartner (2006) in destination image study.

For factor analysis the sample size is to be at least 5 times the number of variables and not less than 100 (Zikmund et al., 2013). In the current study the sample size estimated is over 5 times of the number of variables. So, the sample size is sufficient to conduct factor analysis.

A low response rate is a threat for image research (O'leary & Deegan, 2003). Visitors at the airport, bus station, rail station, transport etc. may not be appropriate as their response rate may be low since they are in a hurry. McCartmey (2006) found that the rejection rate was upto 45% at the airports. Sussmann and Unel (1999) found in Turkey that security was a problem in interviewing at the airport. The visitors may not give sufficient time for answering questions at the shopping mall and tourism spots. Therefore, it is more suitable to approach tourists when they are at hotels, workshops or restaurants. So, the sample tourists were located at 5 hotels of Dhaka (1. La Meridien, 2. Pan Pacific, 3. Sarina, 4. Regency, 5. Long Beach Suites) and three conference centres of (1. La Meridien, 2. Pan Pacific and 3. BTV Conference centre).

2.6   Sampling Technique

There are two types of sampling: probability sampling and non-probability sampling. In probability sampling every element in the population has a known, non-zero probability of selection (Zikmund et al., 2013, p. 425; Malhotra & Das, 2014, p. 334). The major probability sampling techniques are Simple Random Sampling (SRS), Systematic Random Sampling, Cluster Sampling and Stratified Sampling. All probability sampling techniques are based on chance selection procedures. This sampling process is random, whose outcome cannot be predicted. Thus bias in sampling is eliminated due to randomness.

In non-probability sampling the probability of any particular element of the population being chosen is unknown (Zikmund et al., 2013, p. 425; Malhotra & Das, 2014, p. 334). The selection of sampling units relies heavily on the personal judgment of the researcher which is unpredictable and arbitrary. The major non-probability sampling techniques are Convenience Sampling, Judgment Sampling, Quota Sampling, and Snowball Sampling.

The choice of sampling technique depends on nature of research, relative magnitude of non-sampling and sampling error, variability in the population, time, cost, homogeneity of population, quality of interviewer, purpose of research, accuracy of estimates etc. (Malhotra & Das, 2014, p. 347).

There was no sample frame of the target population for the current study (the foreign tourists visiting Bangladesh at the time of survey). So, Simple Random Sampling, Systematic Random Sampling and Stratified Sampling were not possible as these required sample frame (Zikmund et al., 2013, p. 436; Malhotra & Das, 2014, p. 346). Clustering of hotels were an option. Due to variation of size of hotels clusters would not be identical (Malhotra & Das, 2014, p. 344). Apart from that, cluster sampling is rarely used in destination image study.

On the other hand convenience sampling is extensively used in academic research and requires very low cost (Zikmund et al., 2013, p. 436). Researchers normally use this sampling to obtain a large number of completed questionnaires quickly and economically. For convenience sampling no sample frame is needed. Rajamohan et al. (2007) studied the tourist destination image of India and Nadeau, Heslop, O'Reilly, and Luk, (2008) studied the tourist destination image of Nepal both using convenience sampling method. Following those examples convenience sampling method has been used for tourism destination positioning study for Bangladesh which is in the similar geographic and social economic conditions.

Quota sampling which is a non-probability sampling technique has some advantages of stratified sampling. This improves the representativeness of sampling (Zikmund et al., 2013, p. 436). This technique is also extensively used in research activities. Therefore convenience sample in combination with quota based on gender and nationality was used for sampling of the current study.

According to a study of Bangladesh Tourism Board most of the foreign tourists to Bangladesh come are Indian (15.70%), Chinese (9.87%), Japanese (9.11%), American (8.88%), German (6.08%) and British (5.57%) (BTB, 2016). The tourists visiting Bangladesh comprises of about 30% females and 70% males (BTB, 2016). The percentage share of Foreign Tourist Arrivals (FTAs) in India during May 2017 among the top 15 source countries was highest from Bangladesh (29.73%) followed by from USA (14.37%), UK (6.76%), Malaysia (3.64%), China (2.91%), Sri Lanka (2.68%), Japan (2.38%), Germany (2.34%), Canada (2.33%), Australia (2.26%), Singapore (1.99%), France (1.77%), Afghanistan (1.76%), Nepal (1.73%) and Republic of Korea (1.52%) (PIB, 2017).

As India and Bangladesh share common geographical, natural and economic context the source of tourist countries have some similarity. The potential tourists reside in the countries from where they arrived. The current composition of countries of tourist sources for Bangladesh was used for quota distribution for sampling. Based on the trends of foreign tourist arrivals in Bangladesh and India the following quota was applied in sampling:

SAARC: 35%

East Asia: 35%

North America and Europe: 10%

South East Asia and Oceania: 10%

Africa and Arab: 10%

Male: 70%

Female: 30%

Demography of respondents

The respondents are residents of 44 countries of five continents, however, many of them are from Asians countries of China, Japan and India. The region-wise breakdown of the respondents (Table 2.1) is given below:

Table 2.1: Regions of respondents

Regions	Frequency	Percent	Valid Percent
African and Arab countries	38	13.5%	13.8%
East Asian countries	103	36.5%	37.3%
EU and North American countries	22	7.8%	8.0%
South East Asia and Oceanian countries	28	9.9%	10.1%
South Asian countries	85	30.1%	30.8%
Did not mention	6	2.5%	
Total	282	100.0%	100.0%

Although the respondents were chosen using convenience sampling method three countries dominate their country of residence. This is correlated with the number of foreign tourists visiting Bangladesh. The age-wise breakdown of respondents (Table 2.2) is given below:

Table 2.2: Age of respondents

Regions	Frequency	Percent	Valid Percent
25 Years and Below	61	21.6%	25.4%
26-35 Years	50	17.7%	20.8%
36 -45 Years	42	14.9%	17.5%
46-55 Years	47	16.7%	19.6%
56-65 Years	18	6.4%	7.5%

66 Years and Above	22	7.8%	9.2%
Did not mention age	42	14.9%	
Total	282	100.0%	100.0%

There is a wide distribution of respondents among different age groups. This appears to be representative of the population. The highest number of respondents fall into the youngest group. About 15% of respondents did not mention their age group which is not unusual. The gender-wise representation of the respondents (Table 2.3) is mentioned below:

Table 2.3 Gender of Respondents

Gender	Frequency	Percent	Valid Percent
Male	187	66.3	68.2
Female	87	30.9	31.8
Total	274	97.2	100.0
Missing	8	2.8	
Total	282	100.0	

Among the respondents who mentioned their gender are 68.2% male and 31.8% female. This proportion is representative of the foreign citizens visiting Bangladesh. This gives a good gender balance for reliability of the data obtained from survey.

2.7 Survey Questionnaire Development

The survey questionnaire (Appendix-14) consisted of three major sections. The first section included questions aimed at evaluating respondent's cognitive, affective, unique and overall image, and tourist behaviour towards Bangladesh as a travel destination.

As has been discussed in the methodology a list of cognitive image variables was prepared through literature review which was revised after three in-depth interviews with experts, who were two tour operator chief executives, a tour consultant, and a policy maker. This list was further examined in the Focus Group Discussion in group of

chief executives of 12 international tour operators who operate inbound tourism in Bangladesh. Finally a list of 46 cognitive image variables was obtained to evaluate cognitive image of Bangladesh. These image items were grouped into four functional areas: attractions, infrastructures, enabling conditions and hospitality.

Semantic type scales are widely used in social science to convert nominal data into interval scales so that they can be subjected to higher order analytical techniques (Konecnik & Gartner, 2007, p. 411; Qu et al., 2011; Nadeau et al., 2008; Rajamohan et al., 2007). Likert (1932) developed the first such scale. This approach was followed in this structured questionnaire development. The respondents were asked to rate Bangladesh as a travel destination on each of 46 cognitive image variables on a 5-point Likert scale where -2 = Strongly disagree (SD); -1 = Disagree (D); 0 = Neutral (N); +1 = Agree (A); and +2 = Strongly agree (SA).

Most studies used 4 bipolar scales suggested by Russell and Pratt (1980) for measuring affective image (Hosany, Ekinci, & Uysal, 2007) (Appendix-10) which are arousing-sleepy, pleasant-unpleasant, exciting-gloomy, and relaxing-distressing. A 5 point Likert Scale was used to measure affective image of Bangladesh where -2= Strongly disagree (SD); -1 = Disagree (D); 0 = Neutral (N); +1 = Agree (A); and +2 = Strongly agree (SA). Likert scale was used to measure affective image as the scales are similar to bipolar scales and it is easy to understand by the respondents and is ease for analysis.

A list of image items were derived from existing studies, travel literature and promotional brochures on Bangladesh that made Bangladesh unique from competing countries (India, Nepal, Sri Lanka, Myanmar, Thailand, Vietnam, Malaysia, Indonesia, China) as a travel destination. FGD and in-depth interviews refined the list of unique image variables and produced a final list of 6 unique image variables. Respondents were asked to rate Bangladesh as a travel destination on each of 6 unique image variables on a 5-point Likert scale where -2= Strongly disagree (SD); -1 = Disagree (D); 0 = Neutral (N); +1 = Agree (A); and +2 = Strongly agree (SA). Although some similar measures were used for capturing cognitive and unique image, they have been considered as

different measures. This is because cognitive image measures the perceptions of the general quality of tourist experiences in Bangladesh as a travel destination (without any comparison with other destinations) while unique image has more focus on comparison of measures between Bangladesh and competing countries. Qu et al. (2011, p. 469) measured unique image in this way. It is possible that one image item perceived strong in cognitive image could be weak in unique image and vice versa (Qu et al., 2011, p. 469).

The respondents were asked to rate overall image of Bangladesh with a 5-point Likert scale (-2= Strongly disagree (SD); -1 = Disagree (D); 0 = Neutral (N); +1 = Agree (A); and +2 = Strongly agree (SA). A number of studies measured tourist behaviour by their intention to revisit the destination and their intention to recommend the destination to others (Nadeau et al., 2008, p. 96; Qu et al., 2011, p. 469; Konecnik & Gartner, 2007, p. 411). Following this example the respondents were asked to rate their intention to revisit Bangladesh and their intention to recommend the country as a favourable destination to others with a 5-point Likert scale (-2 = Strongly disagree (SD); -1 = Disagree (D); 0 = Neutral (N); +1 = Agree (A); and +2 = Strongly agree (SA).

The second section of the questionnaire was aimed at capturing the motivational desires of tourists which ultimately influenced the tourists to decide a destination (Kwortnik & Hawkes, 2011, p. 9; McCartney, 2006; Breeli & Martin, 2004). A total of 11 possible motivational desires were identified and the respondents were asked to agree or disagree on them on a 5-point Likert scale -2= Strongly disagree (SD); -1 = Disagree (D); 0 = Neutral (N); +1 = Agree (A); and +2 = Strongly agree (SA).

The third and final section was aimed at recording classification data for respondents which are mainly personal characteristics that are used in tourism data (UNWTO, 2010, p. 23) namely country of permanent residence or citizenship, gender, age, occupation, education, individual income and number of visits.

2.7.1   Coordination schema

A coordination schema contains the parameter of research, complex variables, simple variables, their measurement units and their relative position. This is a very useful proforma for developing structured questionnaire used in the survey. The variables of the tourism image were identified by literature review, focus group discussions and in-depth interviews which is detailed in Chapter 5.0. A coordination schema was developed from the variables (Appendix-13).

2.8   Questionnaire Pre-testing

A pretesting of the questionnaire was performed in three separate locations of Dhaka to assess how well the survey instrument captured the image it was supposed to measure, and whether the respondents understood the questions. Pretesting was also used to know if wording, sequence, form, layout and instructions were appropriate (Malhotra & Dash, 2011, p. 312). It tested the difficulty of answering the questionnaire. The first draft of the survey instrument was distributed to 10 tourists accessed on the basis of convenience who were from different countries and regions. Based on the feedback from the pretesting some questions were a little modified in wording, three were dropped, two were changed to avoid double barrel questions and three were divided to avoid double barrelled question. Number of variables remained unchanged at 70 excluding demographic variables.

2.9   Statistical Tools for Data Analysis

The data collected are interval type which allowed high level quantitative analysis using statistical software. The major tools used for analysis are:

1. T-test
2. ANOVA
3. Structural Equation Modelling (SEM)
4. Multi-group Analysis

T-tests were done to test significance of the mean of image variables. ANOVA was used to compare mean image of different regions, different age groups and different genders. Causal relationships between latent constructs (factors) of tourism image items, and dependent image variables (overall image, intent of tourists to recommend Bangladesh to others to visit, intent of tourists to revisit Bangladesh) were tested by structural equation modelling using AMOS 18 software. Effects of gender differences, regional differences and age differences on causal relationships of constructs were tested using Multi-group Analysis. AMOS 18 software was used to conduct Multi-group analysis.

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2.10   Reliability and Validity of Data

Reliability

Reliability and validity are two indicators of the degree of measurement error present in any measure. Reliability represents how consistent a measure is and it requires that different attempts of measuring the same thing will converge on the same point (Zikmund et al., 2013, p. 330). Reliability is the degree to which measures are free from random error which causes inconsistency in measurement (Malhotra & Das, 2014, p. 278; Hair et al., 1998, p, 90).

Cronbach Alpha is the most commonly used measure of reliability (Hair et al., 1998, p, 118; Zikmund et al., 2013, p. 329; Malhotra & Das, 2014, p. 279) for exploratory factor analysis. However for structural equation modeling (SEM), which is a confirmatory factor analysis, composite reliability is used to measure reliability. A commonly used threshold value for composite reliability is 0.7 (Hair et al., 1998, p. 612). Estimates of composite reliability between 0.6 and 0.7 may be considered acceptable (Malhotra & Das, 2014, p. 702). The composite reliability of the seven constructs are given below:

Table 2.4: Internal consistency reliability of constructs

Constructs	Composite Reliability (>0.6)	Cronbach's Alpha (>0.6)
Entertainment	0.761	0.767
Hospitality	0.839	0.812
Infrastructure	0.616	0.701
Feelings	0.885	0.894
Natural Attractions	0.751	0.724
Cultural Attractions	0.763	0.744
Tourist Service	0.703	0.746

Six of the constructs have got composite reliability (CR) value above 0.7 (Table 2.3). The rest one also has got the CR above 0.6 which is also acceptable (Malhotra & Das, 2014, p. 702). All values of Cronbach's Alpha are above the required value of 0.7. Therefore, the constructs are reliable.

Validity

"Validity is the extent to which a scale or a set of measures accurately represents the concept of interest." (Hair et al., 1998, p, 118). "Validity is the accuracy of a measure or the extent to which a score truthfully represents a concept." (Zikmund et al., 2013, p. 330). Validity is concerned with whether a variable measures what it is supposed to measure (Malhotra & Das, 2003; Saunders et al., 2015).

According to Zikmund et al. (2013, p. 332) construct validity consists of several components, including face validity, content validity, criterion validity, convergent validity and discriminant validity. Face validity and content validity are subjective. Content validity refers to the degree that a measure covers the domain of interest and whether it captures the entire scope. The literature were reviewed to gather all possible scales of tourism destination image measurement which were then discussed in focus group discussion and in-depth interviews to get the list of 70 scales for data collection, The questionnaire was pilot tested. Acceptance and understanding of the scales by the

respondents indicates face validity. The rigorous process of scales development and number of scales indicates content validity of measurement.

For convergent validity scales should be significantly correlated, but if the correlations of two variables are too high the question will arise whether the two scales are measuring two different things which indicate loss of discriminant validity (Hair et al., 1998). As a rule of thumb, when two scales are correlated by 0.75 or higher coefficient discriminant validity may be questioned (Zikmund et al., 2013, p. 332).

In the table below the diagonal values are 'average variance extracted' (AVE). According to Hulland (1999) convergent validity is supported if 'AVE' > 0.5 and discriminant validity is supported if 'square root of AVE' > 'correlations of construct with other constructs'.

Table 2.5 Covariance Matrix of Constructs

	Feelings	Hospitality	Natural Attractions	Entertainment	Infrastructure	Cultural Attractions	Tourist Service
Feelings	.795						
Hospitality	.471	.539					
Natural Attractions	.487	.428	.444				
Entertainment	.548	.207	.387	.382			
Infrastructure	.600	.483	.390	.407	.599		
Cultural Attractions	.250	.433	.527	.537	.288	.529	
Tourist Service	.752	.169	.311	.479	.734	.092	.500

As the values of AVE are greater than 0.5 for all constructs except two, convergent validity is marginally supported for the constructs (Hair et al., 1998, p. 636). Again the 'square roots of AVE' are greater than 'correlations of construct with other constructs' except for two constructs. So discriminant validity is also marginally supported for the constructs.

3.0   LITERATURE REVIEW

The objectives of this research have been described in Chapter 1.0 and the methodology of data collection and analysis have been described in Chapter 2.0. The broad objective of this research is to develop a new position for Bangladesh to build a positive and strong international tourism brand. But how the data are used to develop the brand position depends on relationship of branding and positioning concepts. The concepts and conceptual framework describing their relationship are discussed in this chapter. The concept of branding and related theories and models are discussed in Section 3.1. Positioning which is part of branding is discussed in Section 3.2. The positioning theories and models are also discussed in this section. The Section 3.3 specifically discusses the issues of destination branding and related models. A conceptual framework of relationship of concepts has been derived from these theories and models at last which guides the development of brand positioning.

3.1   Branding

3.1.1   History of brand

The brand is widely known to have come from Old Norse word 'brandr', meaning burn and absorbed in Anglo-Saxon (Keller, 2013, p. 30). It is said that the early man stamped ownership on his livestock by burning that became distinguishing feature in trade (Keller, 2013, p. 30; Blackett, 2004).

Branding has been around for centuries as a means to distinguish the goods of one producer from those of the others (Moore & Reid, 2008, p. 19). The square seals have been traced to products traded between Harappa and Mesopotemia during 2000 BCE (Moore & Reid, 2008, p. 8). The Harappan cities were home to craftsmen working in stone and bronze, who created little square seals, which they used as trademarks to sell goods to merchants (Moore & Reid, 2008, p. 8). There were hundreds of square seals with animal figures of tigers, Brahma bulls, elephants, and other Indian animals which merchants used to 'brand' goods (Wolpert, 2000, p.192 cited in Moore & Reid, 2008, p. 8).

The records of Anayang in Hunan province of China shows the evidence of using crests with products during 1000 BC which are old forms of brands. The brands used by the ancient civilizations mainly used information of origin that represented quality (Moore & Reid, 2008, p.18).

In the Iron Age (825-336 BC) market oriented entrepreneurial culture flourished in Greece. The makers consciously used imagery to brand their products in order to distinguish between entrepreneurs (Moore & Reid, 2008, p.19). Sometimes the images were used to connote personality characteristics. Marks have been found on early Chinese porcelain, and pottery jars from ancient Greece and Rome, and on goods from India dating back to about 1300 B.C. (Keller, 2013, p. 61; Moore & Reid, 2008, p. 23).

The earliest signs of branding in Europe were the practice of medieval guilds who required trademarks to be used by craftspeople on their products in order to differentiate their products and claim certain quality (Kotler & Keller, 2012, p. 264). An English law passed in 1266 required bakers to put their mark on every loaf of bread sold, "to the end that if any bread but futile in weight, it may be then known in whom the fault is" (Keller, 2013, p. 62). Goldsmiths and silversmiths were also required to mark their goods, both with their signature or personal symbol and with a sign of the quality of the metal. The makers of patent medicines and tobacco manufacturers were U.S. branding pioneers (Low & Fullerton, 1994, p. 175). In 1851, wharf hands began to brand crates of Procter & Gamble candles with a crude star (Keller, 2013, p. 62). The firm soon noticed that buyers downriver relied on the star as a mark of quality, and merchants refused the candles if the crates arrived without the mark. As a result, the candles were marked with a more formal star label on all packages, branded as "Star" and began to develop a loyal following. Journey of modern day branding started there.

After the great depression in 1929 critics accused advertising as being manipulative, deceptive, and tasteless and was increasingly being ignored by some consumers (Keller, 2013, p. 63; Low & Fullerton, 1994, p. 180). In 1938, the Wheeler Amendment gave power to the Federal Trade Commission (FTC) to regulate advertising practices. The

companies responded to this new reality by enriching advertising messages with reasons to buy products beyond slogans and jingles (Keller, 2013).

The first journal article on 'brand' is traced back to H.D. Wolfe's 1942 article "Techniques of Appraising Brand Performance and Brand Consciousness by Consumer Interviewing" (Moore & Reid, 2008, p.4). Between 1942 and 1969 some 30 articles on brand are traced in top three consumer behavior journals (Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research) (Moore & Reid, 2008, p. 4). By 1967 about 84% consumer packaged goods manufactures and 34% large consumer durable manufacturers had brand managers (Low & Fullerton, 1994, p. 181). As a result of such huge interest and application of the concept, branding as a major topic of study in marketing began in the 1970s. The last 25 years has seen the explosion of interest and application of branding (Keller, 2013, p. 63). Contemporary branding theories have their origin and evolutionary starting point in the mid-20th century, primarily due to the development of commercials in mass media (Farquhar, 1995, p.10).

Yet until the turn of the century most of the branding literature focused on consumer goods and grocery products (Morgan & Pritchrd, 1999, p. 213; Cai, 2002, p. 720). Since then focus has been given to other forms of branding including destination branding (Cai, 2002; Konecnik & Gartner, 2007; Qu et al., 2011; Stern, 2006), nation branding (Anholt, 1998), political branding (Needham & Smith, 2015), personal branding (Lair et al., 2005) and ideology branding (O'Reilly, 2006).

3.1.2 Definition of brand

There are almost as many definitions of brand as there are books on the subject (Ind, 2004b, p. 18). The term brand is a highly contextualized entity susceptible to diverse approaches and understandings and consequently to a never ending theoretical development process (Gabbott and Jevons, 2009, p.119). The term has populist interpretations, technical interpretations, and conceptual interpretations. There might never be a unifying definition of brand and it might be viewed through constantly

evolving series of contexts (Gabbott & Jevons, 2009, p. 120; Davecik, Silva, & Hair, 2015, p. 4).

Broadly, there are two approaches of defining brand: 'product plus' and 'holistic' (Ambler & Styles, 1997). The "product plus" approach views a brand as an addition to a product and the brand acts as an identifier of the product. The "holistic" approach focuses on the bundles of attributes that enhance consumer satisfaction. The attributes may be tangible or intangible, real or fake, rational and or emotional. De Chernatony and Reily (1998, p. 432) investigated the definitions of brand and identified twelve main themes around which brand is defined by different writers and experts.

A review of articles, books and other resources provided many definitions of brand based on different themes. Some of them are given below (Table 3.1):

Table 3.1: Definitions of brand

Themes	Definition
Legal instrument	A brand is a legal device that gives protection from imitation, and adopts a mark to designate legal ownership. (Crainer, 1995; de Chernatony, 2006, p. 27).
Visual	American Marketing Association (2017) defines a brand as a name, term, sign, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Holt (2004) cautions that name, design and symbol are only material markers of brand which will be useless if these are empty. Gelder (2004, p. 34) says that visual identity captures the specific meaning the brand owner attributes to it.
Shortcut	A brand serves as a shortcut- an easy way for consumes to associate a service or product with quality, value, prestige and other attributes (Franklin, 2005, p. 14; de Chernatony, 1998, p. 427). A brand is the sum of the mental connections people have around it (Brown, 1992,

	cited in de Chernatony, 1998, p. 427).
Dimensions over and above product	Keller (2013, p. 31) defines a brand as having dimensions over and above the product itself those differentiate it from other products but satisfy the same needs. These differences may be rational and tangible - related to product performance of the brand -or more symbolic, emotional, or intangible-related to what the brand represents.
Differentiator	Keller (2013, p. 36) says that brand is perceptual entity rooted in reality and idiosyncrasies of consumers. Differentiation is considered as the leading dimension of branding (Keller, 2013, p. 61; Knapp, 2003, p. 7; Ind, 2004a; Ind, 2004b, p.18; Davies & Chun, 2003, p. 49).
Idea	Kapferer (2008, p. 13) considers a brand as a shared desirable and exclusive idea embodied in products, services, places and/or experiences.
Added value	A brand is a product that provides functional benefit along with added values that consumers value enough to buy. (Jones, 2008, p. 34). Branding is endowing products and services with identity, additional worth and uniqueness (Keller, 2013, p. 57). de Chernatony and McDonald (2010, p. 24) and de Chernatony (1998, p. 427) also define the brand as an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant and unique added values which match their needs most closely.
Values	A brand represents functional and emotional values devised by a firm which is matching with the performance and psychosocial benefits sought by consumers (de Chernatony & Reily, 1998, p. 436; Sheth, Newman, & Gross, 1991, p.160)
Company practices	Brand is whatever the consumer thinks of when he or she hears a company's name. Whatever now includes labour practices, quality controls, environmental record, customer service, and every rumor that wings its way around (D'alessandro & Owens, 2003).
Perception	A brand is the complete set of perceived values, characteristics and attributes in the consumers' mind that differentiate it from other similar

	products and services. When it comes to brand perception is everything (Knapp, 2003, p. 97).
Identity, Associations	A brand is an identity which is based on a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what a brand stands for and imply a promise to customers from the organization (Aaker, 2002, p. 68).
Relationship	Brand represents much more than a factual, rational connection to the product or service. It goes beyond boundaries of reason, logic and rationality and extends into relationship. It is full of emotional characteristics that play with senses. A brand resides in the mind, not in the factory or showroom (Hammond, 2011, p. 8-10).
Emotional Bond	Branding is the means by which a company creates a compelling consumer experience that differentiates the company's offerings from the competitors, generates sales, and or creates an emotional bond with customers (Matheson, 2007, p. 22).
Trust	Brand is something that is owned by the buyers, resides in buyers' mind, builds relationship of trust between buyers and product or service, and is used by people to navigate their way to value exchange (Ind, 2004a, p. 3-4).
Promise of performance	A brand is a recognizable and trustworthy badge of origin, a promise of performance and a means of differentiation (Ind, 2004a; p.3 Ind, 2004b, p.18).
Personality	Branding is the creation and development of a specific identity associated with human characteristics for a product, company or place (Levine, 2003, p. 3) that enables a consumer to express his or her own self (Belk, 1988, cited in Aaaker, 1997, p. 347) and to differentiate a brand, as a central driver of consumer preference and usage (Biel, 1993, cited in Aaker, 1997, p. 347).
Metaphor	Brand is a metaphor that signifies a differentiating mark, a personality and an asset (Davies & Chun, 2003, p. 49-50). With three root metaphors it has fourteen associated sub-metaphors.

Feelings	Brand is how one feels about a product or service based on past experiences relevant to it saved in the memory (du Plessis, 2011, p. 199).
Gut feeling	A brand is a person's gut feeling about a product, service or organization (Neumier, 2003). It is a gut feeling, because we are all emotional, intuitive beings, despite our best efforts to be rational. It is a person's gut feeling, because in the end it is defined by individuals, not by companies, markets or the general public (Neumier, 2003).
Promise	A brand is a unique promise that links products to consumers. It lives in consumers mind (Adamson, 2006)
Competitive advantage	Brand is a mechanism for firms to achieve competitive advantage, through differentiation. The attributes that differentiate a brand provide the customer with satisfaction and benefits for which they are willing to pay (Wood, 2000, p. 666).
Image	A brand can be created by creating functional, symbolic or experiential image of the brand. Functional needs are consumption related needs, symbolic needs are internally generated needs of self enhancement, role position, group membership or ego identification; and the experiential needs are desires for sensory pleasure, variety, and or cognitive stimulation (Park, Jawrski & Maclinnis, 1986, p. 136). Image formation is not branding, but closer to branding. Image is the core of a brand. The missing link is the identity (Cai, 2002, p. 722)
Social and Economic Currency	"It is the consumers who own their brand", not the companies, because the individual perceptions of brands are not owned by brand owners and many of the factors that create these perceptions are beyond the control of the brand owners (Lury, 2006, p. 196-199). These perceptions are 'organic' in so far they are created and evolved, and change over time, events and experiences. Hence the brand is an organic and negotiated unit of social and economic currency which the brand owners need to negotiate with the consumers (Lury, 2006, p. 196-199).

Risk reducer	A brand provides the assurance of consistent product quality and reduces performance, financial, time, and psychological risk (Kapferer, 2008, p. 11; de Chernatony & McDonald, 2006, p. 35).
Reputation	Brand is a product, service or organization, considered in combination with its name, its identity and its reputation (Anholt, 2007, p.4). Brand image is the reputational context in which messages are received (Anholt, 2007, p. 14)
Psychological value	Branding focuses on adding psychological value to products, services, and companies in the form of intangible benefits- the emotional associations, beliefs, values, and feelings that people relate to brand over and above the functional value (Temporal, cited in Ghodeswar, 2008, p. 6).
Signpost	Brand is a signpost for value, or quality, or equity (Anholt, 2010, p. 39). All the value cannot be packed into a single proposition or slogan. Rather it is a sign which can stand for the product, and later refer accurately back to the whole experience, once it is more familiar to the consumer (Anholt, 2010, p. 39).

Aaker (2002) provides a distinction between a brand and a product. It shows how different associations add up to a product to build a brand (Figure 3.1).

Figure 3.1: A brand is more than a product (Aaker, 2002, p. 74)

Kapferer (2008, p. 56) shows that most brands start not as brands but a name or innovative product or service. Through time, brand associations typically move up a ladder (the vertical axis of figure 3.2) from ingredient (Dove with hydrating cream) to attribute (softening), to benefit (protection), to personality, brand values and even mission (Apple has a mission), at the very top intangible end. A product does not become a brand over time by accumulation or sedimentation. The brand associations must be planned, the perspective must be incorporated at birth and the process of branding must be conducted. A second model of branding exists in which a brand starts as an idea and top down process is executed from intangible values to tangible values.
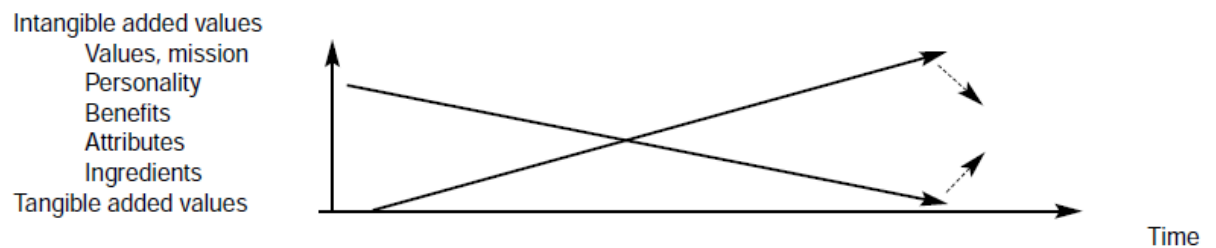
Figure 3.2: Added Values to make a product a brand (Kapferer, 2008, p. 56)

De Chernatony and McDoanald (2006, p. 14) draw a comparison between a brand and a commodity by showing product/ image differentiation and price differentiation in two axes (Figure 3.3).
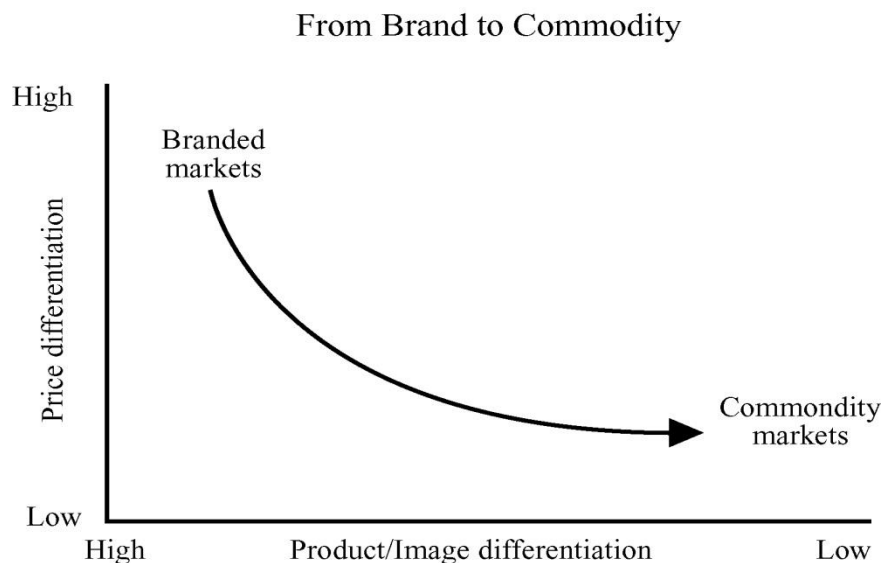
Figure 3.3: From Brand to Commodity (De Chernatony & McDonald, 2006, p. 14)

In the branded market product/image differentiation is high. It gets price premium. As product/image differentiations get copied the products enter into commodity market. As a result price premium diminishes.

According to Lindstorm (2005) bonding with a brand requires a multi-sensory experience. The more sensory touch points (taste, smell, sound, sight, and touch) a brand owner can leverage the more powerful the bonding memories will be created. Lindstrom's basic point is simple – brands that appeal to multiple senses will be more successful than brands that focus only on one or two (Lindstorm, 2005).
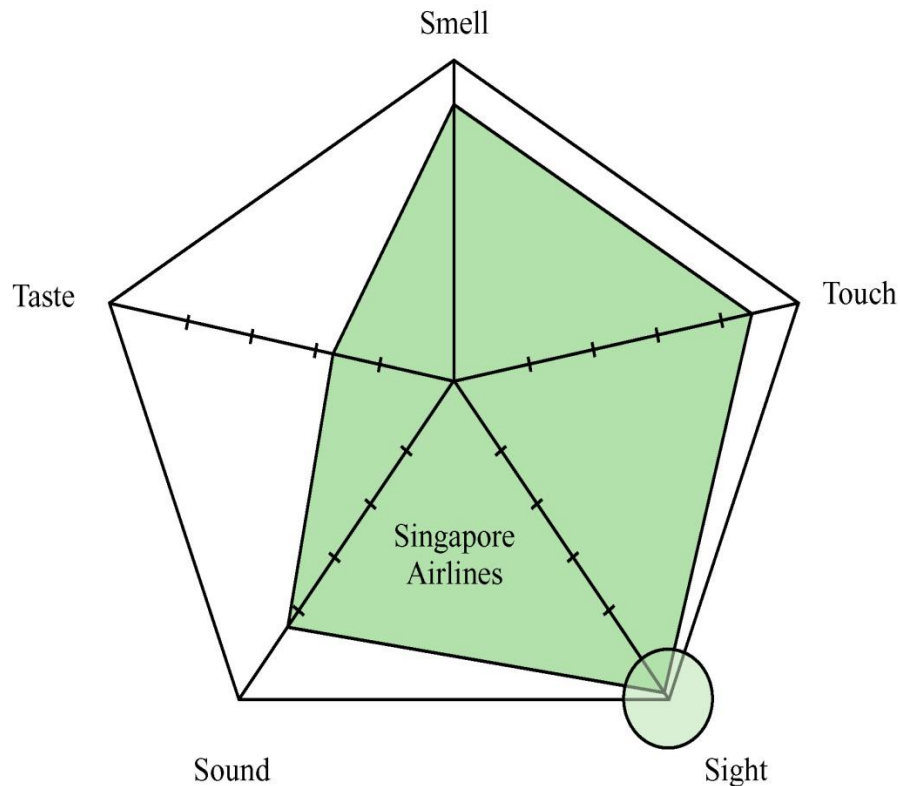
Figure 3.4: Brand Building by Senses (Lindstorm, 2005)

The definitions above show many different views about brand. The major characteristics of brand are summarised below.

A brand -

   (1)   is an identity which is based on a unique set of brand associations;

(2) is a differentiator from other brands;

(3) is the promise of functional, emotional and self-expressive benefits;

(4) is a signpost for value, quality or equity;

(5) provides added value along with functional benefits over its generic value;

(6) is reputational and intangible asset;

(7) is a personality;

(8) is brand customer relationship, trust and loyalty evolved over time through experiences and exchanges;

(9) is consumers' gut feeling about a product, service and place; and

(10) is emotional relationship with customers that goes beyond boundaries of reason, logic and rationality, which resides in the mind, not in the factory or showroom.

The above views of brand are not conflicting with one another. These views focus on different dimensions of branding. These dimensions together give a comprehensive notion of a brand. Therefore, a brand is something which embodies above characteristics. This is working definition of a brand for this research.

3.1.3. Types of brands

Brand is by no means limited to business (D'alessandro & Owens, 2003). Idea of brand has expanded in the recent days. A brand may be a physical good like Kellogg's Corn Flakes cereal, Prince tennis racquets, or Ford automobiles; a service such as Delta Airlines, Bank of America, or a place like city of London, state of California, or country like Australia, an organization, an idea like free trade etc. (Keller, 2013; p. 31).

The major types of brands are stated below:

3.1.3.1 Product brands

Products are those which can be offered to a market for attention, acquisition, use or consumption that might satisfy needs (Keller, 2013, p. 31). Thus a product may be an automobile, toilet soap, a fruit juice, a soft drink or a cereal.

Product brands can be very specific, indicating a single product, such as classic Coca-Cola. It can also include particular physical forms, such as Coca-Cola in a traditional bottle or a can. Product brands can also be associated with a range, such as the Mercedes S-class cars or all varieties of Colgate toothpastes.

Most of the literature on branding focuses on products (consumer goods and grocery products) (Cai, 2002, p. 720; Morgan & Pritchard, 1999). However, they may apply to services, place or country branding with some adjustments.

3.1.3.2 Service brands

Services are economic activities offered by one party to other which bring about desired results to recipients, objects or other assets (Lovelock, Wirtz & Chatterjee, 2011, p. 15). Service customers gain access to goods, labour, professional skills, facilities, networks, and systems, but they do not normally take ownership of the physical elements involved (Karmaker, 2004). Services include health, insurance, transport, travel and hospitality. Services sector dominates the economic activities of the world although academic study is dominated by manufacturing perspective (Lovelock et al., 2011, p. 5).

There is a debate in the literature as to whether branding for services differs from branding for consumer goods. Levitt (1972) and Wyckham, Fitzroy and Mandry (1975) argued that the distinction between goods and services was questionable and suggested that services do not have exclusive characteristics. In contrast, Shostack (1977) and Gummesson (1978) emphasized that, applying marketing principles developed for physical goods to services would be a serious mistake and would hinder development of appropriate models for services. Lovelock et al. (2011) say that services require a distinctive approach to marketing including branding as the context of the services differ from that of product manufacturing. However, they agree that there are many things in common for services and products marketing.

Services have unique characteristics, distinguishing them from consumer products. The intrinsic characteristics of services include four unique features – intangibility,

inseparability of production and consumption, heterogeneity, and perishability – making it necessary to adjust branding techniques (Frochot & Hughes, 2000; Turley & Moore, 1995; Zeithaml, Parasuraman & Berry, 1985, pp. 34-35). Zeithaml et al. (1985, p. 44) argue that each of the characteristics of service leads to specific problems in the marketing. These problems need to be addressed by service marketers who must develop strategies for dealing with them. While the benefit of buying a product is reflected in its physical characteristics, the benefits of buying a service depend only on the nature of the performance (Lockyer, 2010).

The characteristic identified as the most essential one is the 'intangibility' of services. Services differ from products in the way that they cannot be touched, felt, seen or tasted in the same way products can (Kapferer, 2008, p. 104). Unlike products, services are performed experiences and not objects. The lack of tangible attributes causes the services to be harder to evaluate than products (de Chernatony & McDonald, 2010, p. 221; Zeithaml et al., 1985). Both de Chernatony and McDonald (2010, pp. 221-223) and Wolak and Harris (1998) discuss the problem of defining intangibility. Many services have some tangible attributes, and it is the degree of intangibility that affects the evaluation of the service or product.

Although services cannot be considered as completely intangible due to the physical evidence of the service, the core aspect of the service lies in the intangible dimension, which is central to service delivery (Kandampully, Mok & Sparks, 2001). Due to its intangibility, customer service has to be achieved through fulfilling and going beyond the expectations of the brand promise (de Chernatony & Segal-Horn, 2001). de Chernatony and Segal-Horn highlighted the importance of the company as a brand and the need to embody a corporate identity with functional and emotional values.

The 'inseparability' of production and consumption describes how a service cannot be produced in a separate place and then sold and consumed in another place (de Chernatony & Reily, 1999). Hospitality services are first sold and then produced and consumed simultaneously, in the same place. This requires the presence of the

consumer and the service provider during production and consumption. Delivery of the service brand and the customer experience relies entirely on the customer's interface with the service provider, often referred to as the 'service encounter'. As a result, the service staff's ability to control the quality and consistency of a particular service becomes harder. Staff members' attitudes and motivations are considered the determinants of the entire service encounter.

Another aspect of service is 'heterogeneity' which has impact on the standard and quality of the overall service delivered (de Chernatony & Segal-Horn, 2001). This is because services rely heavily on the function of human performance. Consequently, each service encounter is not only unique but also influences the entire service experience of the consumer. Moreover, there are many external factors that can impact the service. For example, a service provided by an employee in a hotel not only varies by day, time, or customer, the entire service experience of the consumer may be tremendously impacted by mood, attitude, and behavior of an employee (Mei, Dean & White, 1999). To reduce heterogeneity in service delivery Kunde (2000) stressed the importance of recruiting staff members whose values align with the brand. Lovelock, Vandermerwe and Lewis (1999) suggested frequent training of staff.

The fourth characteristic is the 'perishability' of services. Unlike products, services cannot be stored for future use and service ownership cannot be transferred (Bateson, 1995). This also means that a poor quality service cannot be returned, claimed, or resold (de Chernatony & Reily, 1999; Fridgen, 1996). Any service that is not consumed at the time of production is a loss for the company (Mok, Sparks & Kadampully, 2009, p. 20). A passenger who missed the airline cannot avail it after departure.

Thus, it becomes evident that three of the unique characteristics of services are related to the commitment and understanding of employees towards the brand and its values. Consequently, it is important to place considerable emphasis on employees in the process of service branding.

The previously discussed differences among products and services clearly have an impact on the branding approaches as well. While product brands revolve around the product itself, for service companies it is inevitable to pay attention to "how the brand is reflected in the way the service is provided and the way the staff interact with the brand" (Design Council, 2014). Keeping the internal staff educated, motivated, and enthusiastic is the hallmark of service brand because they keep the external customers satisfied and happy (Hota & Newlands, 2017, p. 24). Customers take everything into consideration including its people, physical environment, and the communication when they are shaping the brand's image in their mind (Hota & Newlands, 2017, p. 24).

Croston (2007) points out four key differences that must be considered in terms of brand development and management of products and services, namely (1) mass market and target market, (2) differentiation and relevance, (3) share and revenue, and (4) internal and external focus. According to Croston (2007), it is very challenging for service firms to claim categorical differentiation as most service companies offer identical services. Thus, it becomes crucial for service companies to create a unique market position through focusing on relevance particularly pertaining to customer needs and wants and matching those with the values of the firm. Therefore, in order to become successful, it is highly suggested for service firms to be extremely customer-centric.

In comparison with the goods model, more work is required in terms of organizational culture and internal branding when building services brands (de Chernatony, Drury, & Segal-Horn, 2003). There is no difference in the motivation behind branding products and services but the way branding is applied and measured differs because of different characteristics of services (Mackay, 2001; McDonald et al., 2001).

3.1.3.3 Place brands

A place's image shapes the way citizens, visitors and businesses respond to it (Kotler & Gartner, 2002). While the products, services and tourism products are promoted and sold by owner firms, the country provides the umbrella brand (Anholt, 2010a, p. 3). Once an investor chooses a location that place becomes investor's projected image to

customers. For example French perfume, Columbian coffee, Japanese car contribute to the customer value of the respective products (Kotler & Gartner, 2004, p. 51). As a result, in the past two decades, the application of marketing and branding strategies have become increasingly popular among cities, regions and countries. It is assumed that this growing tendency will continue (Kotler et al. 2004; Greenop & Darchen, 2015).

Some identify the birth of place branding with colonialism, as being an attempt to attract settlers to the New World, while in modern days the origins of place branding are traced in the US during the 19th century (Hankinson, 2010). Kavaratzis and Ashworth (2010) claim that, "the conscious attempt of governments to shape a specifically designed place identity and promote it to identified markets, whether external or internal, is almost as old as government itself" (p. 1).

The concept of strategic place marketing was developed by Kotler, Haider, and Rein (1993) in 1993 who first took explicit position that places must run like businesses and market themselves like businesses in order to respond to threats of global competition, technological change and urban decay (Anholt, 2010a, p. 2). Kotler's position was "No place, it seems can now think of surviving, let alone prospering, unless it knows how to wield the weapons of business" (Anholt, 2010a, p. 3). Through tourism and export marketing place marketing have reached the stage of place branding. According to Kotler and Gartner (2004, p. 51) place brand refers to the strategic place image management, which is an ongoing process of researching the place image, segmenting and targeting specific audiences, positioning to support the desired image, and communicating the attractions to the target groups. According to Govers and Go (2009, cited in Pasquinelli, 2012) it refers to building brand equity in relation to national, regional and/or local identity: brand equity is built through brand loyalty, name awareness and perceived quality. Hall (2002) explained that it is the re-imaging of the national identity.

Anholt (2004) describes place branding as "the practice of applying brand strategy and other techniques and disciplines- some deriving from commercial practice and others newly developed – to the economic, social, political and cultural development" of places emphasizing the tools used in the process (cited in Pasquinelli, 2012, p. 20) . On the other hand Ashworth (2009) defined the place branding as "the idea of discovering or creating some uniqueness which differentiates one place from others in order to gain a competitive brand value: thereby having a more substantive focus" (p. 10).

Pasquinelli (2012) defines place branding as a process- (1) aimed at establishing a fair reputation and building brand equity for place management; (2) that deal with place image and identity; and (3) that, though mainly coming from corporate and product branding, require additional theoretical development in light of other disciplines, such as politics, cultural studies, sociology, information and communication technologies, etc. There are social and emotional meanings associated with a place (Harvey 1993, p. 5, cited in Greenop & Darchen, 2015). Places are ''unlike objects'' in that it requires a holistic understanding and carry deep affective meanings (Greenop & Darchen, 2015). A destination is a complex integrated product (Corte, Piras, & Zamparelli, 2010, p. 361).

Although there is a growing body of theory and practice to brand places it is more difficult to brand places than products (Kotler et al., 2004, p.12). Nation brands and Tourism brands are two major examples of place brand.

(a) Nation brands

The father of the concept of nation brand Simon Anholt holds that nations may have brand that are critical to their success (Anholt, 2010, p. 4). He describes nation branding as "systematic process of aligning the actions, behaviours, investments, innovations and communications of a country around a clear strategy for achieving enhanced competitive identity" (Anholt, 2003). He defined nation brand as sum of people's perceptions in six areas of national competence: people, tourism, exports, governance (domestic and foreign policy), inward investment and immigration, culture

and heritage (Anholt, 2006c, p. 333). Together these areas make the 'nation brand hexagon' (Anholt, 2006c, p. 333).

However, Anholt (2010) notes "but the idea that it is possible to 'do branding' to a country (or to a city or region) in the same way that companies 'do branding' to their products, is both vain and foolish" (p. 2). He stresses there is no evidence "to show that marketing communication programs, slogans or logos, have ever succeeded, or could ever succeed, in directly altering international perceptions of places" (Anholt, 2010, p.2). Referring to Anholt-GFK Roper Nation Brands Index study launched in 2005 surveying 20,000 individuals in 20 countries for tracking perceptions of 50 countries he concluded "there is no detectible correlation between changes in international image and expenditure on nation branding campaigns" (Anholt, 2010, p. 2).

Anholt (2010) argues that public opinion which brands the countries reduces them to "weak, simplistic, outdated, unfair stereotypes" (p. 3) which the governments need to fight "to help the world understand the real, complex, rich, diverse nature of people and landscapes, their history and heritage, their products and resources" (p. 3). According to Anholt (2004, p.7) image or perception of a place is often composed of "clichés, half-truths, outdated commonplaces, prejudice and ignorance". This image of places naturally evolves at a very slow rate (Anholt, 2006b). Specially, the image of developing countries continuously slide in comparison to developed countries if not improved by planned policies (Anholt, 2005a, Anholt, 2006b; Moheshwari & Vandewalle, 2008). According to Anholt (2005a) place branding or nation branding is managing "the reputation assets" (p. 4) of the place, that results in a "fair, balanced and useful reflection of its real assets, competencies, offering" (p. 4), thus avoiding biased cliché determined by history or ignorance. He adds place branding is "a sort of self-defense against tendency in the marketplace to vulgarise, trivialise and summarise in ways which are often unfair" (Anholt, 2005b, p. 224).

Anholt (2010, p. 6) suggests that national reputation can only be earned through imaginatively monitoring the image, collaborating with businesses, civil societies, and

governments to agree on national strategy and narratives- the 'story' of who the nation is, and ensuring "stream of innovative and eye-catching products, services, policies and initiatives in every sector, which keeps the country at the forefront of the world's attention and admiration" and proves the country's right to reputation (Anholt, 2010, p. 7). Anholt (2010) agrees that "shortening the real lag between reality and perception" of a place is possible by advertisements and PR campaigns (p. 50).

Anholt cautions that communication through graphic design, advertisement and PR campaign are no substitute for policies. It is principally deeds which create public perceptions, not words and pictures (Anholt, 2010, p. 9). To him branding a place or a country is all about policy, not about communications. Communications are no substitute for policies. He preferred to use the word 'competitive identity' for nations instead of brand, because he thinks there are negative connotations about branding which is often equated with 'superficial marketing tricks' that seems betrayal of a nation state (Anholt, 2010, pp.1,11).

However, policies alone, even if effectively implemented, are not sufficient to convince foreign publics to change their existing prejudices and perceptions. Symbolic actions which are remarkable, memorable, picturesque, newsworthy, topical, poetic, touching, or dramatic are necessary to trigger the foreign public to rethink the perception (Anholt, 2010, p. 13). For example hosting a FIFA world cup in Qatar in 2022 is a message to the world that it has earned a capacity to hold such a mega event that will help reposition Qatar's image.

According to Anwar (2018) changing perception towards a desired nation brand image requires incorporating relevant attributes that are real, unique, and can add value for others which can be done by focusing on any mix of nation brand components: (i) tourism (adding value for money, lodging, food, recreation), (ii) heritage and culture (art, history etc.), (iii) investment (technological, market, other environmental factors), (iv) quality of life (education, healthcare, standards of living, employment etc., (v) value systems (political and cultural freedom, governance etc.), and (vi) international

relations (exports, partnerships, diplomatic relations etc.). For brand building, he suggests to set the 'brand purpose', create a 'brand identity', decide the 'core brand value', and finally propagate brand (Anwar, 2018). According to Kapferer (2008) nation brand is made by creating a perception which is unique and drive behaviour both internally and externally (p. 124).

Branding is essentially a process of reduction. The laser like clarity of a single distinctive position often is a product's only chance to cut through the indifference of the customer, the chaos of the market place and the clutter of the media (Anholt, 2010, p. 38). The commercial brands seek to reduce their 'essence' down to a single promise to the consumer (Anholt, 2010, p. 38). But such a single distinctive positioning does not apply to places, because richness and complexity are valuable image attributes for a country or destination. It is often difficult to imagine a single 'positioning' for a country which could span all the activities. Equally the external 'audience' of the country must be able to find a 'promise' that matches their engagement with own sectoral interest, and at any point in time (Anholt, 2010, p. 39). USA has a deeply unpopular foreign policy image, while it has internationally popular culture and products and it claims high esteem among many publics abroad.

A wrong approach to brand a country is to ask a question "what can we say to make our country famous?" or "how can we charm or coerce people to admire our country?". The right approach is to ask a question "what can we do to make our country famous?" or "why people in other countries should think about our country?" If there is no good reason for other people to think about our country or if we cannot create any good reason for that nation branding is not possible (Anholt, 2010, p. 43). The first step to design branding strategy is clear analysis of perceptions, needs, habits and aspirations of the target audience. Describing the place repeating a long and careful list of attributes and achievements does not give any 'reason to buy' and failing to understand the target audience creates no empathy from the country. This is bad marketing (Anholt, 2010, p. 43).

According to Anholt countries need to have competitive identity to change its image. People form belief about a country over a long period of time that seldom changes by any amount of marketing, specially by foreign governments (Anholt, 2010, p. 31). Reputation can be addressed by addressing their root causes and by altering the phenomena that created the belief. To stand out a country needs to have a strong unique identity, be it their culture, history, land, tradition, genius or imagination which is widely shared by the government, civil society, businesses, citizens or academics. This is competitive identity that would attract the visitors.

An accident like Danish Cartoon does not have permanent impact on image as people revert to previous belief after some time (Anholt, 2010, p. 60). Only a permanent change in the country and the way it behaves can permanently change a country's image. Major disaster, terrorist attack or epidemic seldom affect perceptions of the public in a profound way or is lasting. The effect of such accidents depends on how the government, the people and other stakeholders respond to it (Anholt, 2010, p. 49). Therefore, the terrorist attack in Holy Artisan Bakery of Dhaka will not have permanent damage to its image.

Visitors search places for leisure trip from the evoked set of a small number of options (Crompton, 1992; Anholt, 2010, p. 41). Better known countries are already in the evoked set. The lesser known countries such as developing countries need signpost branding in order to get registered on the radar of indifferent or ignorant audience. Dialogue with the audience is possible for a country only after it is shortlisted in the minds of the potential tourists.

Denmark gets the 'Scandinavian premium' to automatically claim a superior image as a destination despite being weak in many counts. But South Korea despite being a modern and prosperous economy bears the brunt of Asian image and North Korean neighbourhoods (Anholt, 2010, p. 52).

(b) Tourism brands

Tourism is an experiential product, which is produced and consumed simultaneously (Konecnik & Gartner, 2007, p. 403). Tourism refers to the activities of visitors (UNWTO, 2010, p. 10) who takes a trip to a main destination outside his/her usual environment, for less than a year, with an overnight stay, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (UNWTO, 2010, p. 10; Mason, 2003, p. 5).

As said earlier nation brand is the sum of people's perceptions in six areas of national competence: people, tourism, exports, governance, inward investment and immigration, culture and heritage (Anholt, 2006c, p. 333) which together form 'nation brand hexagon' (Anholt, 2006c, p. 333). Tourism can be domestic or international. International tourism refers to both inbound and outbound tourism. Inbound international tourism contributes to foreign currency earnings for the country which adds to gross domestic product (GDP). 'Travel and Tourism' has emerged as the world's largest economic sector that accounted for 10.4% of world's total GDP, 313 million jobs, and 9.9% of total employment in 2017 (WTTC, 2018, p. 7). Foreign visitor spending was US$ 1494.32 billion in 2017 (WTTC, 2018, p. 6). As a result, countries have taken tremendous initiative to project a favourable image among the potential foreign visitors to attract them.

There are two types of images of each tourism destination based on the type of information transmitted to the tourists: organic image and induced image (Gunn, 1972, 1988; Gartner and Shen, 1992; Kerrigan, Shivananadan, and Hede, 2012, p. 322). Organic image is formed by all information transmitted unintentionally by representatives of tourism destination. It may be by television, radio, books on history or geography, newspaper, websites or by people living in a tourist destination. For example, film presents numerous images of destinations in their forefront and backgrounds (Beeton 2004), as do political events (Gartner and Shen, 1992) and literature (Butler, 1986), which, consumers absorb in a natural manner (Gartner and Shen, 1992). Induced image is formed by the promotions and communications of the

tourism organizations directed towards target markets through specific marketing channels, and are designed to manufacture attitudes towards the destination (Lopes, 2011, p. 311; Gartner and Shen 1992). This destination marketing is set within the context of a lifetime of imagery that consumers have naturally, or organically, absorbed about the destination (e.g. country, state or region) (Kerrigan et al., 2012, p. 324). Thus, destination marketers may need to reinforce favourable organic images or counterbalance unfavourable organic images. This deliberate attempt develops a favourable image for a country as a tourism destination is tourism branding.

3.1.4 Brand building theories and models

3.1.4.1 David Aaker's Brand Identity Model

David Aaker (1996, 2002) conceived the brand identity model of building brands (Figure 3.5). The brand identity, according to David Aaker (2002, p. 68), gives direction, purpose and meaning to a brand that the brand strategist aspires to create and maintain. Brand identity creates relationship between a brand and a customer by generating value proposition involving functional, emotional and self-expressive benefits. In his book 'Aaker on Branding: 20 Principles that Drive Success' Aaker (2014) re-labeled the brand identity as 'brand vision'. He affirms that brand identity is the cornerstone of brand strategy and brand building. An articulated description of the aspirational image for the brand is needed which is what the brand to stand for in the eyes of customers and employees. Aaker says, the new term 'brand vision' better captures the strategic, aspirational nature of the concept whereas the word 'identity' has less energy and too often creates confusion because for some, identity refers to the brand's logo and visual identity as supported by graphic design.

Brand Identity Model

STRATEGIC BRAND ANALYSIS

Customer Analysis
- Trends
- Motivation
- Unmet needs
- Segmentation

Compotitor Analysis
- Brand Image/Identity
- Strengths, strategies
- Vulnerabilities
- Positioning

Self Analysis
- Existing brand Image
- Brand heritage
- Strengths, strategies
- Organization values

STRATEGIC IDENTITY SYSTEM

BRAND IDENTITY
Extended
Core
Brand Essence

Brand as Product
1. Product scope
2. Product attributes
3. Quality/Value
4. Uses
5. Users
6. Country of origin

Brand as Organization
7. Organization attributes (e.g. innovation, consumer concern, trustworthy)
8. Local versus global

Brand as Person
9. Personality e.g. genuine. energetic. rugged)
10. Customer/ brand relationships

Brand as Symbol
11. Visual image and metaphors
12. Brand heritage

VALUE PROPOSITON
- Functional benefits
- Emotional benefits
- Self-expressive benefits

Credibility
Support other brands

RELATIONSHIP

BRAND IDENTITY IMPLEMENTATION SYSTEM

BRAND IDENTITY ELABORATION

BRAND POSITION
The part of the brand identity and value proposition that is to be activety communicated to the target audience

BRAND-BUILDING PROGRAMS

TRACKING

Figure 3.5: Brand identity model of Aaker

There are three blocks of the model (Figure 3.5), namely (1) Strategic brand analysis, (2) Strategic identity system and (3) Brand identity implementation system which are described below:

(1) Strategic brand analysis

The development of a brand identity, a value proposition, and a brand position-statement of what a brand stands for and its promise to customers - is a strategic decision (Aaker, 2002, p. 189). This strategic decision is to be based on three fundamental analysis- customer analysis, competitor analysis and self-analysis.

Customer analysis: A customer analysis should involve trend analysis, motivations of customers, segmentation of market and unfulfilled needs (Aaker, 2002, p. 190). What are the customer trends? Which functional, emotional and self-expressive benefits will motivate the customers to buy and use the brand? Qualitative research identifies the emotional and self- expressive benefits. How does the market segment? Different segments respond to communication programs differently. So, different identities are needed. Unfulfilled needs are strategically important because they represent opportunities to offer new values.

Competitor analysis: Competitor analysis looks into competitor positions, and their images, strengths and vulnerabilities. This analysis is needed to assess the current reality and future trajectory (Aaker, 2002, p. 193).

Self-analysis: The analysis includes the current brand image, brand heritage, brand's strengths and weaknesses, what can be delivered by the brand, soul of the organization. (Aaker, 2002, p. 196)

(2) Strategic identity system

Strategic identity system consists of brand identity, value proposition, credibility, and brand customer relationship. It gives a textured, inclusive picture of what the brand stands for and how brand strategist would like the brand to be perceived (Aaker, 2002, p. 176). The parts of the strategic identity system are described below:

Brand identity:

Brand identity is a "vision of how that brand should be perceived by its target audience" (Aaker & Joachimsthaler, 2002, p. 27). There are four brand identity perspectives: brand as product, brand as organisation, brand as person and brand as symbol (Aaker, 2002, p. 78). The brand identity perspectives specify brand elements that help clarify and differentiate an identity. Not all perspectives are necessary to describe brand identity for every product or service. For some brands only one perspective may be appropriate to articulate the identity to be placed in customers' mind. The four brand identity perspectives are elaborated below:

Brand as product: The product related associations are (1) product scope, (2) product attributes, (3) product quality or value, (4) use occasions, (5) type of users, and (6) link to a country of origin.

Product scope: A core element of the brand's identity is its product class which defines the product scope. A strong link to a product class means that the brand will be recalled when the product class is cued. For a dominant brand only that brand will be recalled when the product class is considered. Goal of linking a brand with identity is to gain recall of the brand when the product class is mentioned.

Product related attributes: Attributes directly related to the purchase or use can provide functional benefits and sometimes emotional benefits for customers. A product related attribute can provide value proposition by providing something extra. For example, 7-eleven stores provide more convenience than grocery stores. Virgin Airlines offers limousine service with a business class ticket.

Product quality or value: Product quality is an important association for products. Some brands use quality as the core identity element. For example, Starbucks' brand identity is based in large part on its reputation for providing the finest coffee in the world.

Use occasion: Some brands successfully own a particular use or application forcing other competitors lagging behind. For example, surf excel provides super whitening in addition to the main function of cleaning clothes. Starbucks provides a upscale place to relax staffed by friendly employees.

Types of users: Some brands position by type of users. Pepsi is positioned with youths.

Link to a country of origin: Some brands associate with country of origin or region. For example, Japanese cars use link to country of origin.

Brand as organization: This perspective focuses on attributes of the organization rather than those of products or services (Aaker, 2002, p. 82). Organizational attributes like innovation, strive for quality or concern for environment are created by the people, culture, values and programs of the company. The product or service gets the organizational attribute association. A product of Apple enjoys the innovation identity

from its organizational attribute of innovation. Organizational attributes are more enduring and more resistant to competitive claims than product attributes (Aaker, 2002, p. 83).

Brand as person*:* Like a person a brand can be perceived as being upscale, competent, impressive, trustworthy, active, humorous, casual, formal, youthful or intellectual (Aaker, 2002, p. 83). A brand personality can create strong brand identity in several ways. First, it can create self-expressive benefits. Second, just as human personality it affects relationship with other people and brand personality can be the basis of a relationship between the customer and the brand. For example, Mercedes Benz is positioned as an upscale brand.

Brand as symbol: A symbol can be a key ingredient of a brand identity. Anything that represents the brand is called a symbol. Three types of symbols are highlighted: visual imagery, metaphors and the brand heritage (Aaker, 2002, p. 84). McDonald's golden arches and KFC's logo are strong symbols. Symbols are more meaningful if they involve metaphor, representing functional, emotional or self-expressive benefits (Aaker, 2002, p. 84). For example, Energizer bunny icon of Energizer battery represents long battery life. Prudential Insurance uses the "Rock of Gibraltar" as its company symbol that metaphorically represents its strength. A vivid, meaningful heritage can represent the essence of brand. For example, Starbucks uses the link of its first coffeehouse in Seattle's Pike Place market that developed its image.

Identity structure*:* Brand identity consists of core identity and extended identity. The core identity represents the timeless essence of the brand which is central to the meaning and success of the brand. It contains the associations that are most likely to remain constant as the brand travels to new markets and products (Aaker, 2002, p. 86). The core identity contains four concepts: quality, innovation, fun/ entertainment, and value (Aaker & Joachimsthaler, 2002, p. 45). The extended identity adds the underdog position, brand personality and symbols. The positioning and communications strategies

may change, and so might the extended identity, but the core identity remains constant (Aaker, 2002, p. 86).

The extended identity includes elements that provide texture and completeness (Aaker, 2002, p. 87). Important elements of marketing programs are included in the extended identity. A personality association is normally included in extended identity. It contains the details that complete the picture.

Value proposition*:*

A brand's value proposition is a statement of the functional, emotional and self-expressive benefits delivered by the brand that provide value to the customer (Aaker, 2002, p. 93). An effective value proposition should lead to a brand customer relationship and drive purchase decision.

Functional benefit: Functional benefit is based on a product attribute that provides functional utility to the customer. It relates directly to the functions of the product or service for the customer. It has direct link to customer decisions and use experience. However, they often fail to differentiate.

Emotional benefit: When the purchase or use of a particular brand gives the customer a positive feeling it has emotional benefits. The stronger brand identities often include emotional benefits. Emotional benefits add richness and depth to the experience of owning and using the brand. Most functional benefits will have a corresponding feeling or set of feelings.

Self-expressive benefit: Brands can become a symbol of a person's self-image and can deliver self-expressive benefit to the person by providing the opportunity to communicate the self-image

Providing credibility:

It is an endorser role for sub-brands.

Brand customer relationship:

Brand customer relationship is based on value proposition.

(3) Brand identity implementation system

It gives a framework of implementation of the identity and the value proposition. The steps of brand identity implementation are brand identity elaboration, developing brand position, executing brand building programs through communicating the position and finally monitoring the communication program to make sure that the brand image is shaped in the minds of the customers as per brand identity. The steps of brand implementation system are described below:

Brand identity elaboration:

The core identity is often summarized by a small set of words or phrases. Sometimes these are ambiguous and thus fail to provide guidance and direction (Aaker & Joachimsthaler, 2002, p. 65). An extended identity can help resolve this lacking. Elaboration clarify both core and extended identity. An explicit elaboration serves three goals: reduces ambiguity by interpretation, enhances capacity to resonate with customers and differentiate, and can provide ideas for brand building (Aaker & Joachimsthaler, 2002, p. 66). Some elaboration techniques are identity role models, visual metaphors, identity prioritization and audit of identity supporting programs (Aaker & Joachimsthaler, 2002, p. 71).

Brand position:

Brand position is the part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands (Aaker, 2002, p. 176). The four main components of brand position as per definition of the Aaker (2002) are (i) part of identity and value proposition, (ii) target audience, (iii) demonstrates advantage with points of superiority and points of parity and (iv) actively communicated to change image. It is to prioritize and focus the brand identity by setting forth communication objectives: what message will best

differentiate the brand and appeal to the target segments (Aaker & Joachimsthaler, 2002, p. 27; Aaker, 2002, p. 178). The concept of positioning is detailed in Section 3.2 of this chapter.

Brand building programs:

Brand building needs advertising. But beyond that it needs innovation, excellence in execution, products, brand team involvement not just outside party, sub-brands, and sponsorships (Aaker & Joachimsthaler, 2002, pp. 194, 197).

Tracking:

Tracking is done to monitor the brand position and other elements of brand identity over time (Aaker, 2002, p. 189). Quantitative surveys can help to assess how customer perception has been affected by the brand positioning effort. Focus group discussion and in-depth interview can elicit deeper understanding of brand customer relationships beyond functional benefits (Aaker, 2002, p. 189).

3.1.4.2 Keller's Brand Knowledge Theory

Keller's (1993) brand knowledge theory states that the core of brand is brand knowledge. Brand knowledge is considered as consisting of a number of dimensions and sub-dimensions (Figure 3.6). The main dimensions of brand knowledge are brand image and brand awareness. The sub-dimensions of brand image are attributes, benefits and attitudes along with their favourability, strength and uniqueness. The sub-dimensions of brand awareness are brand recall and brand recognition. So, building a brand requires creation of a familiar brand with strong, favourable and unique brand associations.

Brand Knowledge Dimensions:
The Pillars of Building a Brand
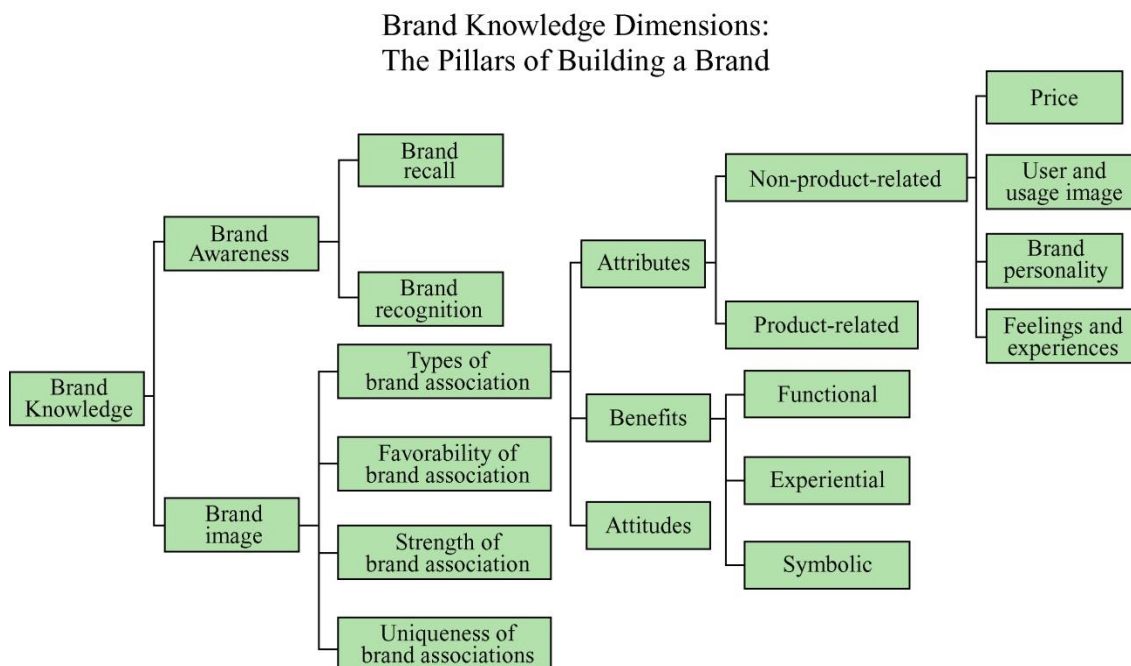
Figure 3.6: Brand knowledge model (Keller, 1993, p. 7)

Brand associations

Brand associations are informational nodes linked to the brand node in the memory of customers (Keller, 1993, p. 3). Brand associations can be classified into three major categories of increasing scope: attributes, benefits, and attitudes (Keller, 1993, p. 4).

Attributes: Attributes are those descriptive features that characterize a product or service, and which are involved in the consumption or purchase of the product or service (Keller, 1993, p. 4). Some attributes are product related, and others are non-product related. The attributes those are necessary for performing the product or service function sought by the consumers are product related attributes. These are easily recognizable. For example, for a car brake, suspension, speed, cc, colour, size etc. are product related attributes. The attributes those are external aspects of the products or service that relate to its purchase or consumption are non-product related attributes. The model mentions four basic types of non-product related attributes- price, packaging, user imagery and usage imagery.

Benefits: Benefits are the value consumers attach to the product or service attributes-that is what consumers think products or services can do to them (Keller, 1993, p. 4). The benefits can be functional, experiential and symbolic. The functional benefits are intrinsic advantages of products or services consumption which are linked to basic motivations such as physiological and safety needs of Maslow's (1970) need hierarchy (Keller, 1993) and usually correspond to product related attributes. The experiential benefits relate to what it feels like to use the product or service, which satisfy experiential needs such as sensory pleasure, variety, cognitive stimulation etc. and usually correspond to product related attributes. The symbolic benefits are extrinsic advantages of product or service consumptions which are related with underlying needs of social approval, esteem needs or personal expression and are non-product related. Symbolic benefits are socially visible 'badge' products.

Attitudes: Brand attitudes are consumers' overall evaluation of a brand, which is considered a 'value expressive' function by many researchers (Keller, 1993, p. 4). This can be related to beliefs about product related or non-product related attributes and benefits. This is separately needed as all the attributes and benefits cannot be specified and there is a component of attitude that is not captured by attributes and benefits.

Brand associations vary according to their favourability, strength and uniqueness. The presence of strongly held, favourably evaluated associations that are unique to the brand and imply superiority over other brands is critical to a brand's success (Keller, 1993, p.6).

Associations may be created in several ways: (i) by direct experience of the product or service, (ii) information about product or service communicated by company, other commercial sources, or word of mouth, and (iii) on the basis of inferences from existing brand associations directly linked to the product or service (an existing brand association may be characterized by other associations) (Keller, 1993, p.10-11). These are primary associations. Another type of inferred association occurs when an association is linked to other information in memory that is not directly related to the

product or service, for example company, country of origin, distribution channel, a celebrity spokesperson/ endorser, and an event. These are indirect or secondary associations.

Brand image

Brand image is a perception about a brand as reflected by the brand associations held in consumer's memory. Brand image plays an important role in determining different responses in high involvement purchase decisions.

Brand awareness

Brand awareness is an important dimension of brand knowledge. It is reflected by the ability of the consumer to identify the brand in different conditions and is related to the strength of the brand node in the memory (Keller, 1993, p. 3). Brand awareness is the result of brand recognition and brand recall. Brand recognition is the ability of consumer to confirm prior exposure to the brand when given cue. It depends on whether consumer can correctly discriminate the brand from the competitors. Brand recall is the consumers' ability to retrieve information when given the category, or the unfulfilled need, or any other probe. Brand awareness is important as it indicates whether the brand is in the consideration set among the handful of brands that receive serious consideration for purchase. It affects the decisions about the brand in the consideration set. In low involvement decision consumers buy on the basis of brand awareness. The awareness influences strength of the association in the memory.

Brand Knowledge

Brand knowledge is conceptualized as consisting of a brand node in memory to which a variety of associations are linked. Brand knowledge is the sum of brand image and brand awareness (Keller, 1993, p. 3).

This theory provides a framework to measure the brand image and brand awareness which has been widely used by the researchers.

3.1.4.3. Keller's Pyramid Model

Keller's (2013) Brand Resonance Pyramid Model presents the brand building as a sequence of four steps each of which is contingent upon successfully achieving the objectives of the previous one (p. 107). The steps are as follows (Figure 3.7 and 3.8):

(1) Identity: Ensure identification of a brand in consumer's mind with a product category.

(2) Meaning: Firmly establish the totality of brand meaning in the minds of consumers by strategically linking a host of tangible and intangible brand associations.

(3) Response: Elicit the proper customer response to the brand.

(4) Loyalty: Convert the brand response to create brand resonance and an intense, active loyalty relationship.

Resonance Pyramid Model of Branding
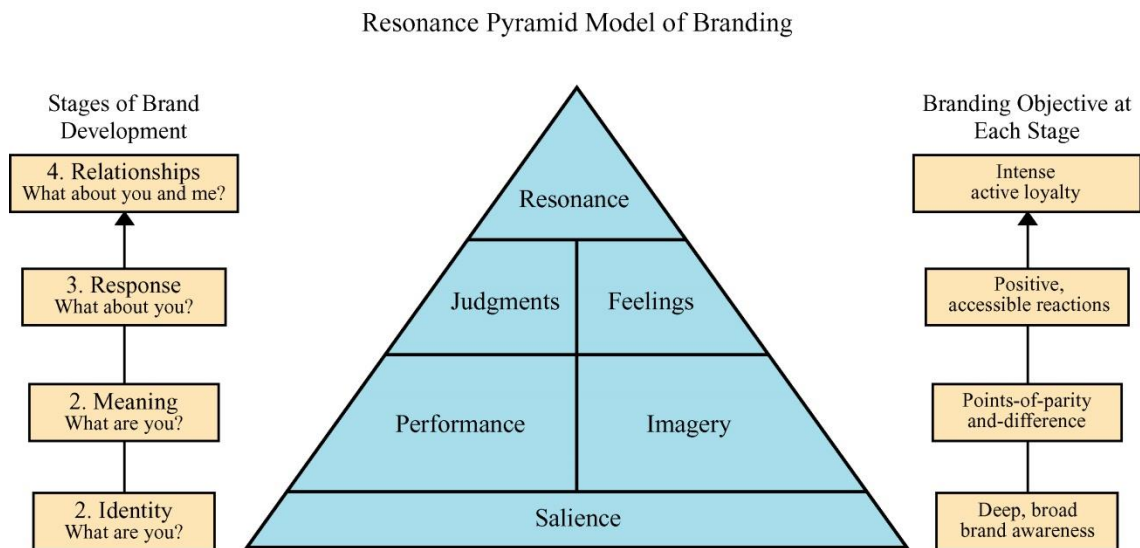
Figure 3.7: Keller's Resonance Pyramid Model of Branding (Keller, 2013, p. 108)

Resonance Pyramid Model: Sub-dimensions
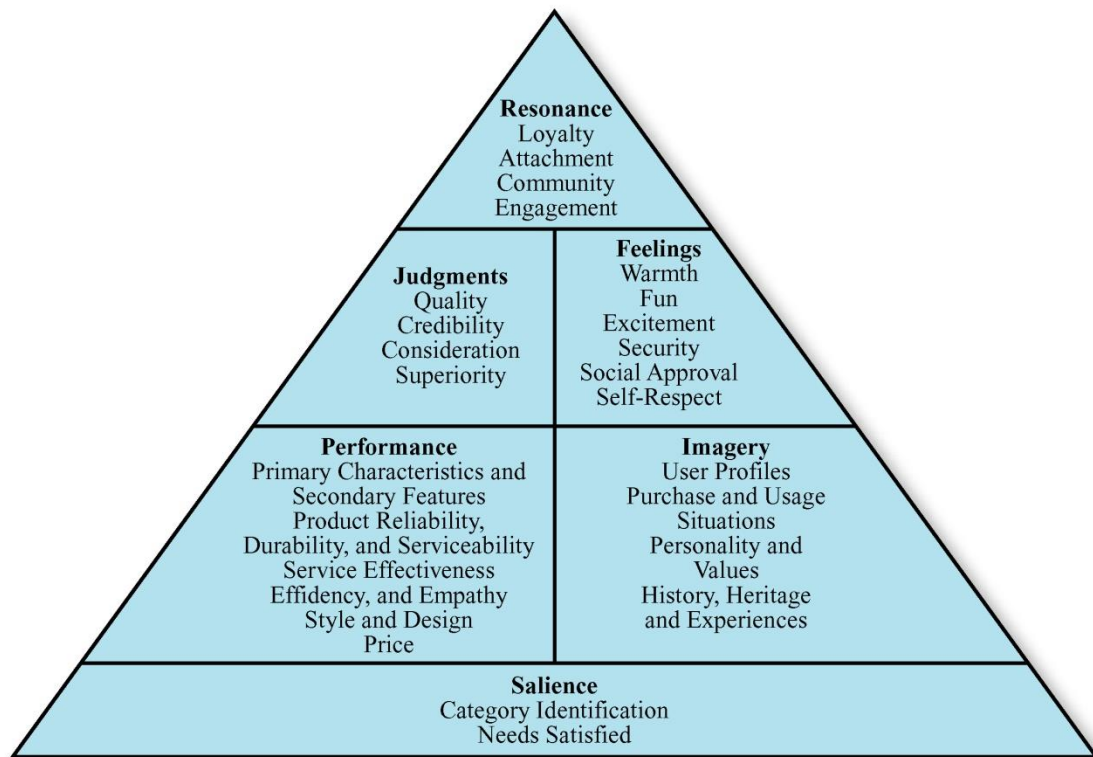
Figure 3.8: Brand Resonance Model: Sub-dimensions

There are six building blocks of the pyramid.

(1) *Brand salience:* It refers to customer's ability (1) to recall and recognize the brand under various purchase or consumption conditions, (2) to link the brand name, logo, symbol and so forth to certain associations in memory, and (3) to understand the product or service category in which the brand competes (Keller, 2013, p. 107) .

(2) Brand performance: It describes (1) how well the product, service or place meets customers' functional needs, (2) how well the brand rate on objective assessments of quality, (3) to what extent the brand satisfies utilitarian, aesthetic, and economic customer needs and wants of the product or service category (Keller, 2013, p. 111) .

(3) Brand Imagery: It depends on the extrinsic properties of the product, service or place including the ways in which the brand attempt to meet customers' psychological or social needs (Keller, 2013, p. 113)

.

(4) Brand judgements: These are customers' personal opinion about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations. Main judgements are about quality, credibility, consideration and superiority (Keller, 2013, p. 117).

(5) Brand feelings: Brand feelings are customers' emotional responses and reactions to the brand (Keller, 2013, p. 119). Major feelings are warmth, fun, excitement, security, social approval, and self-respect (Keller, 2013, pp. 118-119). An emotional connection is critical for the brand.

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(6) Resonance: Brand resonance describes the nature of the relationship and the extent to which customers feel that they are in sync with the brand. It is characterized in terms of intensity or depth of psychological bond and level of loyalty (Keller, 2013, p. 120).

3.1.4.4 Kapferer's Pyramid Model

The model (Kapferer, 2008, p. 34) describes the sequential stages of building a brand which are arranged in pyramid shape (Figure 3.9). It can be said a pyramid model of building a brand. The six steps from the top towards down are – brand vision and purpose; core brand values; brand personality codes, strategic benefits and attributes; physical signature and products level.
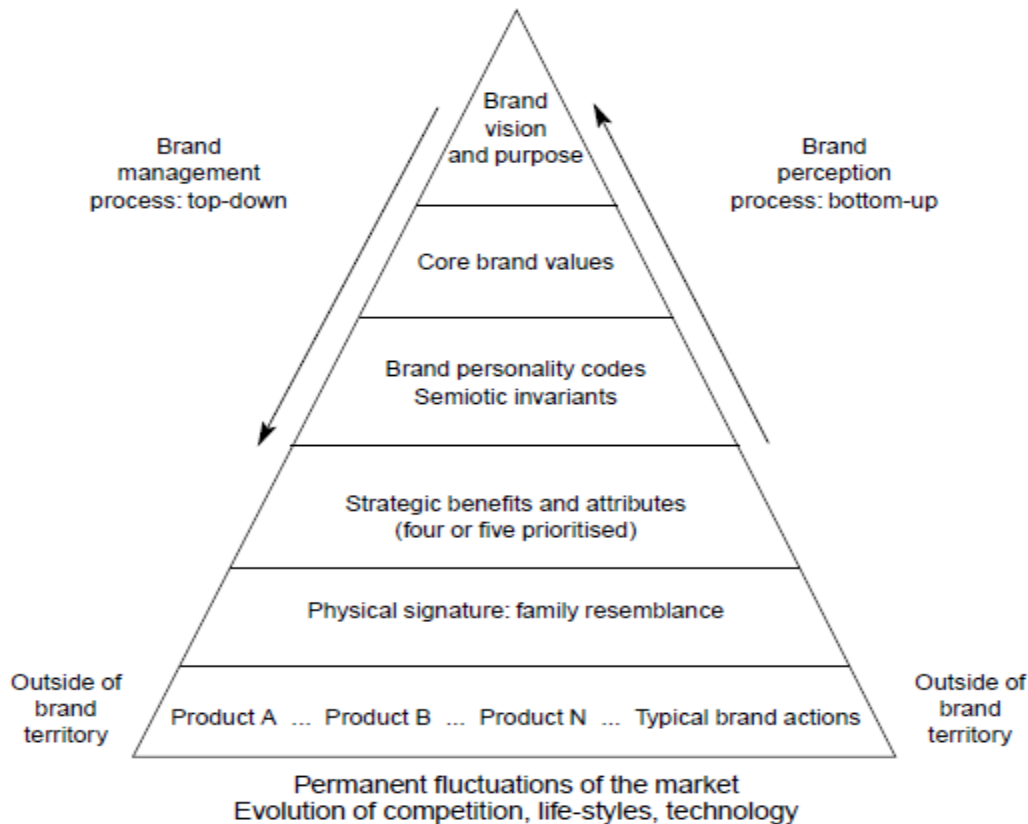
Figure 3.9: Kapferer's Brand System

(Kapferer, 2008, p. 34)

Vision and purpose

This is the top level of the pyramid. The vision and purpose sets out the idea of the brand. This may or may not be expressed by a slogan.

Core brand values

The brand has some core brand values which emanate from the vision and purpose. They determine the style of communication of the brand.

Brand personality codes

Each brand has a style of communication. It is set by personality codes. The personality is not a fluctuating character. The codes of personality should be defined so as to reflect a brand's unique character.

Strategic benefits and attributes

The strategic benefits and attributes typically are to range from four to five which result from overall vision and purpose of the brand. They should be reflected in the products and communication.

Physical signature: family resemblance

This stage represents unifying features of products.

Products

The product must position aligning with the segment of consumers.

Kapferer (2008) notes that the customers however look at the pyramid from the bottom up. They start with the real and tangible and gradually move up.

It takes time to build a really strong brand. Kapferer (2008, p. 56) proposed that there are two routes (Figure 3.10), two models for doing so: from product advantage to intangible values, or from values to product. However, with time, this two-way movement becomes the essence of brand development: brand have two legs.
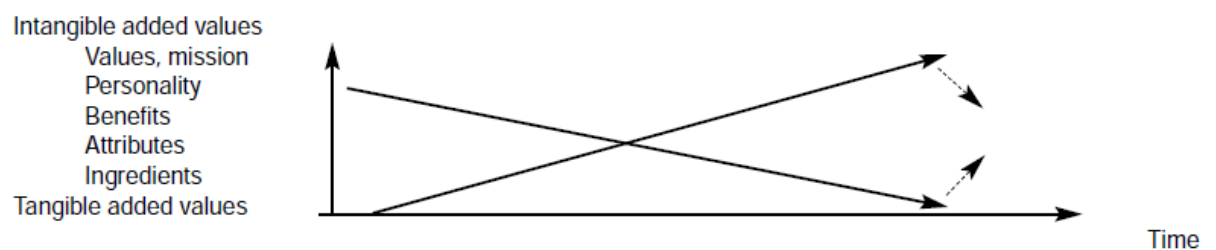
Figure 3.10: Two alternatives for building brand over time.

In the first case, as shown by the upward pointing arrow in figure, a brand starts not as brand but as a name on an innovative product or service. Through time, brand associations, typically move up a ladder (the vertical axis of Figure) from ingredient (Dove with hydrating cream) to attribute (softening), to benefit (protecting), to brand

personality, brand values and even mission (Apple has a mission), at the very top intangible end.

In the second case, a brand starts as a concept or ideas (for example, fashion brands) and gradually move down the ladder to be endowed with benefits, attributes and ingredients.

Kapferer (2008, p. 56) suggests that, the same brand takes two models one after another. Thus, he says, brand management consists of permanent movements between tangible and intangible values.

3.2   Brand Positioning

3.2.1   Definition of positioning

Al Ries and Jack Tourt first introduced the term positioning in 1969 (Senguta, 2005, p. 21; Gelder, 2004, p. 30, Ries & Trout, 2003, p.45; Trout, 1969) which was elaborated by them in 1972 (Ries & Trout, 1972; Sengupta, 2005, p. 21)**.** Ries and Trout (2003) saw positioning as a matter for brand communication. It had nothing to do with products, services or organizations, but with the ability to command a position in the consumers' minds, distinct from the competitors (Gelder, 2004, p. 30; Ries & Trout, 2003, p.3). According to Al Ries and Jack Trout developing a position is not to create something new and different, but to manipulate what's already up there in the mind (Ries & Trout, 2003, 5). Reorganizing and retieing the connections that already exist in the mind about the brand gives a different position (Ries & Trout, 2003, 5).

Some new realities are the reasons of developing a strong and unique position. The society is over-communicated. Catching attention of consumers in such a communication jungle is to be selective, to concentrate on narrow targets, and to practice segmentation (Ries & Trout, 2003, p. 6). On the other hand minds like simplification in processing information (Ries & Trout, 2003, 7). So, the best approach is oversimplified message and highly selective material that has the best chance to get through the minds of consumers (Ries & Trout, 2003, p. 9).

Truth is irrelevant (Ries & Trout, 2003, p. 10). What matters are the perceptions that exist in the minds. The essence of positioning is to accept the perceptions as reality and then restructure the perceptions to create a position desired by consumers (Ries & Trout, 2003, p. 9). Perception is governed by individual consumer's values, beliefs, needs, experience and environment (Sengupta, 2005, p. 5). The cognitive map of individual is not a photographic representation of the physical world. Every perceiver is a non-representative artist, painting a picture of the world that expresses his individual view of reality (Kassarjian & Robertson, 1981, cited in Senguta, 2005).

According to Aaker and Joachimsthaler (2002, p. 27) main purpose of positioning is to prioritize and focus the brand identity by setting forth the communication objectives: "What message will differentiate the brand and appeal to the target segments?" The purpose of devising a position for the brand is to communicate the brand to the target audience (Aaker, 2002, p.176). The brand positioning determines the framework of visual and communication related execution (Janiszewska & Insch, 2012). According to Aaker (2002) "Brand position is the part of the identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands" (p. 176). It means that there are mainly two parts of brand position: (1) it is the part of the brand identity and value proposition, (2) it demonstrates an advantage of the brand over competing brands (Aaker, 2002, p. 176).

Kotler and Armstrong (2016) defines "positioning consists of arranging for a market offering to create a clear, distinctive, and desirable place relative to competing products in the minds of consumers" (p. 211). According to Kotler, Kartajaya, and Setiawan (2017, pp. 48-49) brand positioning is essentially a compelling promise that marketers convey to win the customers' minds and hearts, which the marketers must fulfil with a solid and concrete differentiation through its marketing mix in order to win customers' trust.

According to Simon Anholt branding is essentially seen as a process of reduction. The brands seek to reduce their 'essence' down to a single promise or positioning to the

consumer (Anholt, 2010, p. 38). Position provides a laser like distinctive clarity to a brand which enables it to cut through the indifference of the customer, the chaos of the market place and the clutter of the media (Anholt, 2010, p. 38).

Like Ries and Trout (2003, p. 3) Sengupta (2005, p. 13) finds that positioning is less about what we do to the product or service, and more about what we do to the consumer's perception of the product or service. Sengupta (2005) stresses that positioning starts with marketer's understanding or mapping of a prospect consumer's mental perception of products. The marketer has to create a perception in the minds of consumers which stands apart from competitors. He suggests that positioning creates a unique, credible, sustainable and valued place in consumer's minds for the brand (Sengupta, 2005, p. 17).

Gelder (2004, p. 31) defines brand positioning as a way of demonstrating a brand's advantage over and differentiation from its competitors. Brand positioning is a functional affair, with an emphasis on product and service features, benefits, usage, value and ability to resolve problems for consumers. Although unique features of products and services are often tried for positioning, they seldom provide sustainable advantages over the competition as those are quickly copied by lower end competitors. Therefore, the feature must be sustainable to be a source of positioning or new features must be constantly introduced to support the brand's innovative or novelty character (Gelder, 2004, p. 31).

According to Kapferer (2008, p. 171) both identity and positioning concepts are necessary for understanding a brand and these are two essential tools for brand management in modern competitions. But there are sharp differences between the two concepts. Brand identity specifies the facets of brand's uniqueness and value; on the other hand brand positioning specifies the main difference creating preference in a specific market at a specific time for its products.

Identity expresses the brand's tangible and intangible characteristics, everything that makes the brand what it is and without which it would be different (Kapferer, 2008, p. 178). Identity draws upon the brand's roots and heritage- everything that gives it unique authority and legitimacy within a realm of preciseness, values and benefits. Positioning is based on the fundamental principle: all customer choices are comparative. It answers two questions: what area (category) the brand is considered part of? What the brand is offering the customer as a key decision making factor. Customers will not find answers themselves. The brand owner is to give answers to these questions through positioning (Kapferer, 2008, p. 178). The aim of positioning is to identify, and take possession of, a strong purchasing rationale that gives us a real or perceived advantage.

3.2.2 Brand positioning theories and models

3.2.2.1 Jack Trout and Al Rais's Conceptualization of Positioning

The term "positioning" was first used by Trout in 1969 (Trout, 1969; Trout, 2004, p. 13) in marketing literature in the context of the multitude of market information targeted at the audience after second world war (Ries &Trout, 1972). With the expansion of market economy and globalization too many products of too many companies started competing in the same customer group (Ries &Trout, 1972). The marketers responded by intense advertising campaigns targeted at the consumers' minds.

The concept caught attention of the academics when it was articulated in 1972 by Ries and Trout in a series of articles entitled "The Positioning Era" in Advertising Age (Ries & Trout, 1972; Crompton et al., 1992). They later expanded upon these ideas in a book (Ries & Trout, 2003). However, they viewed positioning in the limited context of advertising, stating that it was achieved by manipulating customers' perception of reality (Ries and Trout 2003, p. 6). In this context, the concept of positioning referred primarily to the combat for the consumer's mind (Ries, Trout, 2003) and assuming a unique position in the audience's minds related to a very specific and differentiating set

of associations. The meaning of positioning has over time evolved in the literature of branding (Janiszewska, 2012; Crompton et al., 1992).

According to Ries and Trout (2003) "Positioning starts with a product, a piece of merchandise, a service, a company, an institution, or even a person. But positioning is not what you do to a product. But positioning is what you do to the mind of the prospect. That is, you position the product in the mind of the prospect" (pp. 2-3). The basic approach of positioning is not to create something new and different, but to manipulate what's already there in the mind (Ries & Trout, 2003, p. 5). It requires to retie the connections that already exists in the mind. Because, the mind accepts only that which matches prior knowledge or experience.

Perceptions of the prospect, not the reality of the product are more important for positioning. Perception is the reality. According to them (Ries & Trout, 2003) truth is irrelevant. What matters are the perceptions that exist in the mind. The essence of positioning thinking is to accept the perceptions as reality and then restructure those perceptions to create the position desired. This process is called "outside-in thinking". For positioning, they suggest, only hope to score big is to be selective, to concentrate on narrow targets, and to practice segmentation (Ries & Trout, 2003, p. 6).

Jack Trout and Al Ries developed the concept of positioning based on the following realities (Trout, 1996; Trout, 2004, p.14):

    (1) Minds are limited, average human mind cannot deal with many units of message at a time;

    (2) Minds hate confusion, it only accepts what is simple;

    (3) Minds are insecure, it accepts what others recognize;

    (4) Minds do not change, it sticks to the existing position; and

    (5) Minds can lose focus if there is much variation in the message.

Some important propositions of Jack Trout and Al Ries are as follows:

Differentiation is key to positioning

According to Trout (2004) "Positioning is how you differentiate yourself in the mind of your prospect" (p. 13). It is finding a way to be different from competitors (Trout, 2004, p. 35). However, quality and customer orientation are rarely differentiation idea (Trout, 2004, p. 35). Rather attribute ownership is a way of differentiation. Attribute is a characteristic, peculiarity, or distinctive feature of a person or thing (Trout, 2004, p. 39). A product, service, or a person can have different attributes, but what makes a product, service, or person unique is being known for one of the attributes (Trout, 2004, p. 40). For example, Marilyn Monroe was known for her attractiveness. She might have a high degree of intelligence, but she is not known for intelligence. Trout (2004) suggests that sometimes it is better to search for an opposite attribute to be different. For example, Coca Cola came to the market earlier and positioned itself as the original which is the choice of the older people. Pepsi successfully positioned itself as the choice of the younger generation (Trout, 2004, p. 40).

Oversimplified and selective message

The best approach to reach the mind of the prospect in the over-communicated society is the oversimplified message. Message is to be sharpened to cut into the minds of the people. The message has to be made free from ambiguity. For the long lasting impression more simplification is better. But you have to select the material that has the best chance to getting through.

Positioning is not "product positioning"

Ries and Trout (1972) stressed that brand positioning is possible without emphasizing product features, customer benefits or the company's image.

Concentrate on the receiving side

It is better to ignore the sending side. Just receiving side is to be emphasized. The brand owner should concentrate on the perception of the prospect, not the reality of product, service or offer. Ries and Trout (2003)

Minds are limited

An average mind, as a container for ideas, is exposed to thousands of advertising messages each year. But, according to Harvard psychologist George A. Miller, "an average mind cannot deal with more than seven units at a time, the eighth company in a given field is out of luck" (Ries and Trout 1972, p. 5-6). For low interest products people cannot remember more than one or two brands (Ries and Trout 2003, p. 35).

Consistency

Consistency in the messaging is necessary for lasting position on the minds of prospects. (Ries and Trout 2003, p. 40).

Be first

According to Ries and Trout (2003) "The easy way to get into prospect's mind is to be first" (p. 21). "The hard way to get into a person's mind is second. Normally second is nowhere" (p. 23). "History shows that the first brand into the brain, on the average, gets twice the long term market share of the No. 2 brand and twice again as much as the No. 3 brand" (p. 51).

3.2.2.2 David Aaker's Brand Positioning Model

Positioning is a part of brand building model proposed by Aaker (2002). He defined brand position in the following way:

> Brand position is the part of the identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands (Aaker, 2002, p. 176).

This definition sets out Aaker's conceptualization of positioning. The four salient features of position, according to this definition, are 'part', 'audience', 'actively communicated' and 'demonstrated advantage' (Figure 3.11). These are detailed below:
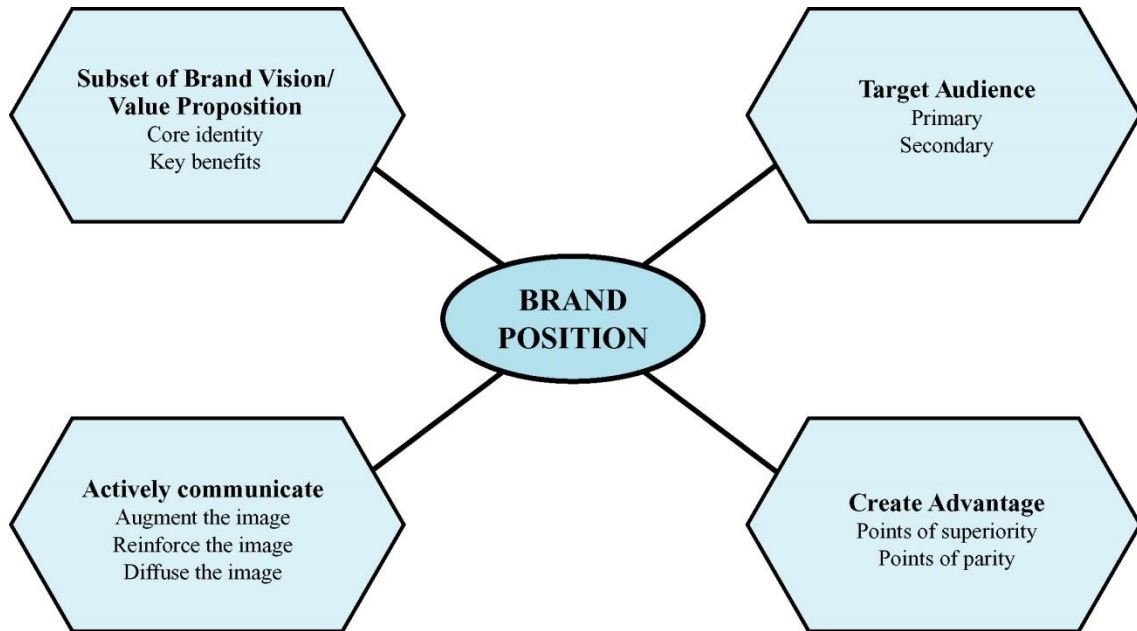
Figure 3.11: David Aaker's brand positioning model

A Part of brand Identity

The brand position is a part of the brand identity and value proposition. Pertinent question is, what elements of the identity are to be included in the brand position? Elements that are most important to brand identity may not play a role in communication; hence they may not be part of brand position. Three places are to be looked for elements of brand position: at the core identity, at the points of leverage within the identity structure and at the value proposition (Aaker, 2002, p. 178). The core identities are the most unique and valuable aspects those are central, timeless essence of the brand. There can be points of leverage which may not be in the core identity. A customer benefit that is part of value proposition and a basis of a brand customer relationship can be an element of brand position.

An advantage of brand position being just a part of brand identity is that brand position may be changed without changing the brand identity.

Target audience

A brand position should target a specific audience which may be a subset of brand's target segment (Aaker, 2002, p. 179). The brand's target segment might be much larger than the audience targeted by the brand position. However, the brand position should consider a secondary audience, so that the communication does not antagonize it.

Active communication

The purpose of creating brand position is to communicate the brand. Brand image is current perception and the brand position, like brand identity, is inspirational. Active communication implies that there will be some specific objectives focused on changing brand image in consumer's mind. The brand image can be changed by augmenting image by additions of some associations, reinforcing image by emphasizing some associations and diffusing or deleting some image by de-emphasizing some associations. The position statement contains message that serves these objectives.

Demonstrates an advantage

Above all, brand position should demonstrate a point of superiority over competitors which should be differentiating and resonate with customers. The bottom-line is that the position should specify a point of superiority that is part of value proposition.

Resonate with the customer: the position has to develop a point of advantage that will resonate with the customers because of its compelling value proposition or because of a meaningful brand – customer relationship. The position has to resonate for a long time.

Differentiate from competitors: the position needs to provide a point of difference with respect to competitors. A brand position can differentiate (a) by claiming to provide different functional benefit, (b) by claiming to be superior or comparable in benefits at a lower price, (c) by being different in emotional benefits, self-expressive benefits, personality, an organizational attribute, a customer relationship.

Superior or Matching: According to Aaker (2002, p. 183) it is not necessary for a brand to be superior in all dimensions. For some dimensions it can achieve parity or near parity with the competitors and achieve superiority on other dimensions to dictate purchase decisions.

3.2.2.3 Sengupta's Conceptualization of Brand Positioning

According to Sengupta (2005) "the position of a brand is its perception in the mind of target consumers". The perception is based on functional attributes and benefits and non-functional and emotional associations. Emotional associations are acquired mainly from advertisement. The perception is influenced by target consumer's own attitudes, beliefs, and experiences and thus leading to the fact that different segments may perceive the same brand in different ways. Another key aspect of position is that it is differentiation perceived in relation to competitor brands. Position represents the whole or overall perception of the brand. Brand is active and works to bring about the perception.

Sengupta (2005, p. 32) proposes 'perceptual mapping' as a tool for brand positioning. In perceptual mapping consumer's mind is regarded as a two-dimensional geometric space and brands occupy different positions in the space in accordance with consumer perception. The geometric space is a metaphoric representation of consumer's mind. Each brand occupies a particular point or space in the consumer's mind, which is determined by consumer's perception of the brand and its relation to other brands (2005, p. 33). Factor analysis and multi-dimensional scaling are other tools of positioning. However, there are criticisms of each type of tools.

Stages of Positioning

Sengupta suggests four basic stages of positioning concept (Sengupta, 2005: 21) which are as follows:

1. *Product Class*: Identify the product category or market structure.

2. *Consumer Segment*: Identify the consumers based on characteristics, needs, and expectations. Then choose a particular segment for positioning.

3. *Perceptual Mapping*: Measure the perceptual maps of consumers of the selected segment.

4. *Brand Attributes and Benefits*: The perception of a brand is influenced by attributes (functional features), and emotional or psychological values (non-functional features). Emotional values may be created by personality (Sengupta, 2005, 73). The brand manager can emphasize some attributes and benefits and deemphasize others. He/ she can also change how consumers perceive an attribute.

3.2.2.4 de Chernatony's Brand Positioning Model

According to de Chernatony objective of positioning is to make people associate a brand with a particular functional benefit or a number of functional benefits. It observes that faced with a barrage of data sent to people they devise a coping mechanism to raise barriers against accepting any type of data and focuses attention on a particular data that is selectively comprehended and retained in memory. For this reason the objective of positioning is to establish a key functional association in the customer's mind.

To build a positioning de Chernaotony suggests the following steps (Figure 3.12):

1. Anchor a brand to a category, so that customer has a reference point.
2. Identify the characterizing factors of that category.
3. Find a customer related advantage that can be sustainably differentiated.

Figure 3.12: A balanced perspective on brand positioning.

The characteristics of a powerful brand positioning are as follows:

1. It should be centered on one or a couple of functional benefits.

2. Positioning is not done to a brand, rather to the customer's mind. Rather a balanced perspective is suggested in which it is evaluated what customer registers about the brand and then fine tune the brand until there is better alignment between the intended positioning and resultant positioning.

3. Brand position should focus on functional benefit that is valued by customers, not by managers.

3.2.2.5 Kotler and Keller's Brand Positioning Model

Brand positioning, according to Keller (2013), is at the heart of marketing strategy. It is the "act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's minds" (Keller, 2013, p. 79). The purpose of positioning is to find the proper "location" in the minds of the target customer group of

the market segment, so that they think positively about the product or service. The positioning helps guide marketing strategy by clarifying what a brand is all about, how it is unique and how it is similar to competitive brands, and why consumers should purchase and use it. Result of positioning is the successful creation of customer-focused value proposition, a reason why the prospects of target market should buy the product or service or anything offered (Kotler & Keller, 2012).

According to this model selecting a positioning requires determining a frame of reference (by identifying the target market and the nature of competition) and identifying the optimal points-of-parity (POP) and points-of-difference (POD) brand associations given that frame of reference, and creating a brand mantra to summarize the positioning and the essence of the brand (Kotler & Keller, 2012, p. 298; Keller, 2013, p. 79). These are explained below:

Competitive frame of reference

'Competitive Frame of Reference' defines which other brands a brand competes with or likely to compete in the target market and which brands should be the focus of competitive analysis (Kotler & Keller, 2012, p. 298). Identifying the competitor involves knowing the category membership and identifying the range of competitors. Analyzing the competitors may involve strategies of competitors in competing in the market place, what drives each competitor's behaviour, what are the strengths and weaknesses of competitors etc. SWOT analysis is used by many for analyzing competitors.

Point-of-difference and point-of-parity

To combat competitors in this battlefield of target market two columns of forces are required: associations those represent 'points-of-parity (POP)' and associations those represent 'points-of-difference (POD)' in support of the brand in consideration (Kotler & Keller, 2012, p. 302). The POP is the defensive and POD is the offensive arm of the brand.

Points-of-difference (POD) are the attributes, benefits and imagery that could not be found to the same extent with a competing brand. Points-of-parity (POP) are attributes and benefits association that are not necessarily unique to the brand but may in fact be as good as that of the competitors. Some POPs are essential attributes, benefits and imagery that are present in all competitors and the other POPs are PODs of the competitors. These two elements are summarized into a 'brand mantra' or slogan that carries the essence of the brand.

Three criteria determine whether a brand association can effectively function as a POP (Kotler & Keller, 2012):

- Desirable to consumer
- Deliverable by the company
- Differentiating from competitors

The brand must demonstrate clear superiority on an attribute or benefit for it to function as a true point-of-difference. For example, the consumer must be convinced that the Luise Bhuiton is the most stylish bag to make the style as the POD for the brand's positioning. Creating a strong and favourable unique association is essential criteria to be competitive as a brand.

There are two types of points of parity associations.

- Category Points of Parity- are the attributes or benefits consumers view as essential to legitimate and credible offering for certain product or service category. They represent necessary but not sufficient condition for brand choice.
- Competitive Points of Parity- are the attributes and benefits that are designed to overcome perceived weakness of the brand. It may be required to negate competitors perceived point-of-difference, or to negate a perceived vulnerability of the brand as a result of its point-of-difference. .

Mantra/ Promise

Brand mantra or promise is the articulation of positioning in 3-5 words that sounds like a slogan (Kotler & Keller, 2012, p. 306). It captures the essence or spirit of the positioning. The main purpose is to make a memorable, lucid, short message for the consumers of the target group.

3.2.2.6 Kapferer's Positioning Model

According to Kapferer (2008, p. 176) positioning means emphasizing the distinctive characteristics that make it different from its competitors and appealing to the public. It is based on four questions (Figure 3.13):
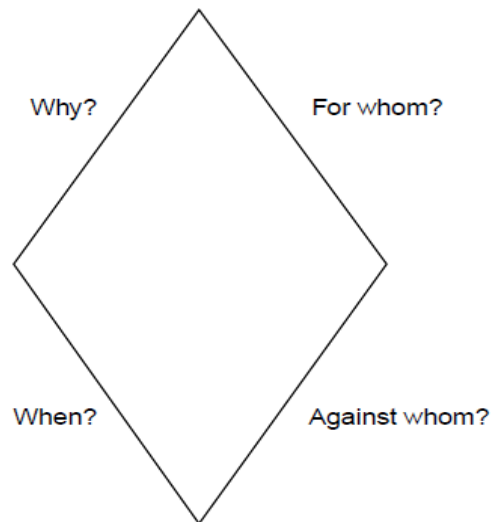
Figure 3.13: Kapferer's positioning model

- A brand for what benefit? (This refers to the brand promise and consumer benefit aspect.)
- A brand for whom? (This refers to the target aspect).
- Reason? This refers to the elements, factual or subjective, that support the claimed benefit.
- A brand against whom? (It defines the main competitors).

Kapferer (2008, p.177) developed a checklist to evaluate and develop positioning for a brand:

- Are the product's current looks and ingredients compatible with this positioning?
- How strong is the assumed consumer motivation behind this positioning? (what insight?)
- What size of market is involved by such a positioning?
- Is this positioning credible?
- Does it capitalise on a competitor's actual or latent durable weakness?
- What financial means are required by such a positioning?
- Is this positioning specific and distinctive?
- Is this a sustainable positioning which cannot be imitated by competitors?
- Does this positioning leave any possibility for an alternative solution in case of failure?
- Does this positioning justify a price premium?
- Is there a growth potential under this positioning?

3.2.3   Elements of Brand Positioning

3.2.3.1 Objective to communicate the brand

Objective of the brand developer is to occupy a position in the minds of consumers. There are many competitors in the category of product, service or place. The human mind is limited. It cannot accommodate more than about 7 brands in the list of a particular category of product, service or place, according to Trout and Ries (1972). Occupying a position in the minds helps recall or recognize the brand. In other words it places the brand in the evoked set in consumers' minds from which they prepare consideration set in buying search.

After occupying the position the next consideration is how the position the brand occupies is painted. The perception of the brand may be broadly positive or negative. In fact there is a design of the expected perception for a brand which is called brand vision or brand identity by Aaker (2002). The brand vision design has got many elements. The positioning will provide the major frames of the brand, the consumer will fill the gap by many other cues which are not communicated by positioning, but by many other ways.

3.2.3.2 Category of product, service or other offers

A product category or product class is comprised of a set of products or brands which are closed substitutes to satisfy some specific consumer needs (Sengupta, 2005, p. 23). A product or service category makes a perceptual space in consumer's mind in which a brand has to take position. Normally the definition of product category is fluid as product market boundaries change over time with change of customer needs and technology, and product innovation (Sengupta, 2005, p. 23). It is upto the consumers who judge which are substitutes of a particular product or service.

3.2.3.3 Target audience

Targeting is preceded by segmentation which is the practice of dividing the whole market into homogenous groups based on their geographic, demographic, psychographic, and behavioural profiles (Kotler et al., 2017, p. 47). Targeting is a practice of selecting one or more segments that a brand is committed to pursue based on their attractiveness and fit with the brand (Kotler et al., 2017, p. 47). The brand position should target a specific audience which may be the subset of a brand's target segment (Aaker, 2002, p. 179). For appropriate design of the offer the target audience has to be defined. The segmentation variables include region, country, gender, age group, education, occupation, income group, nationality, language, religion, family size, climate, race, psychographic lifestyle, ethnography, benefits, usage rate, user status and loyalty statues. (Kotler & Keller, 2012, p. 236).

3.2.3.4 Competitive frame of reference

The position the brand occupies in the mind will be a relative position with respect to other competitors. The competitor frame allows to spot where other competitors have occupied places, where a vacant position lies, how clear a different position is held by the brand in consideration from competitors, and how it would be ranked on key decision criteria among competitors in terms of customer choice in the target market (Kotler & Keller, 2012, p. 298).

3.2.4   Ingredients of position message

3.2.4.1 Part of brand identity and value proposition

Position does not contain all elements of brand identity. However, position is to be developed from the elements of brand identity. The elements for position can be chosen from core identity or from any point of leverage that lies outside the core identity or from value proposition (Aaker, 2002, p. 178). Qu et al., (2011, p. 474) reiterated Aaker and Shansby's (1992) conviction that "only one or at the most two attributes should be used for brand positioning" (Qu et al., 2011, p. 474). They noted that "emphasizing too many attributes simultaneously may deteriorate the maximum level of implementation of the core identity." (Qu et al., 2011, p. 474).

3.2.4.2 Differentiation with respect to competitions

The position has to be different from what are already taken by competitors for the target audience in the product/ service category (Aaker, 2002, p. 184).

3.2.4.3 Point-of-parity and point-of-difference

Differentiated value does not mean that only points of difference are to be part of positioning. Positioning includes points-of-parity (POP) and points-of-difference (POD). POD associations will be the reasons for choice of the brand, while POP associations will defend against being uncompetitive or being unrepresentative of the

category (Kotler & Keller, 2012). POP associations are necessary, but not sufficient conditions for brand choice (Kotler & Keller, 2012).

3.2.4.4 Demonstrate an advantage

Position should specify a point of superiority over competitors that is part of value proposition (Aaker, 2002, p. 182; Kotler & Keller, 2013). The point of advantage should be different from competitors and should resonate with customers. It is not expected that a brand will be superior to competitors on all dimensions. It may not be superior in primary dimensions. Achieving parity on primary dimensions with major brands a brand may dictate purchase decision by demonstrating advantage on other dimensions (Aaker, 2002, p. 183). "Positioning strategy should start with identifying the strong elements that uniquely differentiate a destination from competitors" (Qu et al., 2011, p. 474; Crompton et al, 1992)

3.2.4.5 Values must be desirable to consumers at target market: Customer   Motivations

A customer analysis should involve trend analysis, motivations of customers, segmentation of market and unfulfilled needs (Aaker, 2002, p. 190; Kotler & Keller, 2012, p. 302). What are the customer trends? Which functional, emotional and self-expressive benefits will motivate the customers to buy and use the brand? Position message should answer these questions.

3.2.4.6 Values must be deliverable by the company and credible: value sources

The analysis includes the current brand image, brand heritage, brand's strengths and weaknesses, what can be delivered by the brand, soul of the organization etc. (Aaker, 2002, p. 196; Kotler & Keller, 2012, p. 302). "A promise is good only if it can be delivered" (Kwortnik & Hawks, 2011, p. 10)

3.2.4.7 Brand Promise

Brand mantra or promise is the articulation of positioning in 3-5 words that sounds like a slogan (Kotler & Keller, 2012, p. 302; Aaker, 2002, p. 178). It captures the essence or spirit of the positioning. The main purpose is to make a memorable, lucid, and short message for the consumers of the target group.

3.2.5   Developing a message: critical considerations

3.2.5.1 Brand elements and value proposition

All elements of brand vision/identity do not become part of the brand position (Aaker, 2002, p. 177). Normally brand position is a subset of brand vision/identity. Brand vision/identity is fixed, but brand position is sometimes changed to respond to market changes and to increase market share. If the brand vision/ identity is not well developed self-analysis of the brand is useful to determine the brand vision.

To develop the brand position the strategist has to choose which elements are to be included. Three places that can be looked for such elements are the core identity, the points of leverage within the brand vision structure, and the value proposition (Aaker, 2002, p. 178). The core identity comprises of a cluster of brand elements. The position may be developed on a point of leverage which is not included in the core identity. Sometimes a sub-brand or silver brand, feature or service can provide a point of leverage (Aaker, 2002, p. 178). A customer benefit can also be a basis for brand position.

To qualify for an element to be included in the position other essential conditions are to be fulfilled.

3.2.5.2 Ways of differentiation

Rosser Reeve (1960), an advertising guru coined the concept 'Unique Selling Proposition' (U.S.P.) in his book titled Reality in Advertising as a major strategy for

hard sell. He defined U.S.P. as having three parts, a message must of specific benefit of the product, that must be unique (either by uniqueness of product or by claim) and must be strong capable of pullover customers to the product (Trout & Rivkin, 2008). In today's context marketing was a lot easier when Reeve coined the concept. That time global competition was virtually non-existent (Trout & Rivkin, 2008). But the concept of being different is far more important nowadays which is considered life and death of branding and positioning. Psychologists say that differentiated difference if anchored to the product enhance memory.

Reeves' (1961) U.S.P. based differentiation on tangible differences between products which has become impractical as there are too many competitors to board on limited number of possible tangible differences, and availability of technology to quickly reverse engineer to copy a product (Trout & Rivkin, 2008).

Trout and Rivkin (2008) say that people solve buying problem by intuition, thinking, feeling and sensing. Intuition is avoiding details and looking into big picture of a brand, thinking is based on analysis, precise information and logical conclusion, feeling is based on third party endorsement and sensing is based on hard facts.

Theodore Levitt (1980) conceptualized product as having 5 layers, namely- core benefit level (fundamental need or want that consumers satisfy by consuming the product or service), generic product level (basic version of the product containing only those attributes or characteristics absolutely necessary for its functioning but with no distinguishing features), expected product level (a set of attributes or characteristics that buyers normally expect when they purchase a product), augmented product level (additional product attributes, benefits, or related services that distinguish the product from competitors), and potential product level (all the augmentations and transformations that a product might ultimately undergo in the future). Levitt argued that products must be augmented by offering customers with more than they can expect in the form of additional services or support or any other extras to be different. Keller (2013, p. 32) stresses that in many markets most competition takes place at the product

augmentation level to brand products, because most firms can successfully build satisfactory products at the expected product level.

According to Trout & Rivkin (2008, p. 27) quality and customer orientation are rarely differentiating ideas, because these are given these days. Quality has improved all around using tools like TQM, QFD etc. Practically every company is geared up to satisfy it customers. In 1990s serving the customer was the name of the game, but no longer it is. (Trout & Rivkin, 2008, p. 32). Michael Porter draws a line between operational effectiveness and strategic positioning in his book 'On Competition' (Porter, 2008). Operational effectiveness is simply performing the same activities better than competitor does, that is a source of short run competitiveness, which quickly erodes, because companies race to benchmark each other ending up being more alike. Porter argues that companies need to position themselves different from their competitor (Porter, 2008). They are to find a point of differentiation unique (and meaningful) in the industry. Operational effectiveness is running the same race faster, but strategy is choosing to run a different race. However, there are some exceptional companies, like Midwest Airlines, who have made quality and customer orientation differentiator.

According to Trout and Rivkin (2008, p. 55) price is rarely a differentiating idea as the competitors match it. High price characterizes a luxury brand that bears prestige for the user. Sometimes price may be an indicator of quality.

Breadth of line or big selection is a differentiator for retailers (Trout & Rivkin, 2008, p. 58). However, it has disadvantages of losing focus and time consuming for customer to locate an item (Trout & Rivkin, 2008, p. 60).

Trout and Rivkin (2008, p. 67) suggest a four stage process of differentiation. First, know the context- how the target customers perceive your product and competitors product; second, find differentiating idea- that does not need to be product related, and use it to set up a benefit to customers; third, make the difference real and believable;

fourth, communicate the difference; as better product does not win, but the better perception does. Every aspect of communication reflects your difference and you cannot over communicate your difference.

According to Trout and Rivkin (2008, p. 72) having a good differentiating idea is not enough, you have to have the resources to build a communication program to proclaim your difference to the marketplace. Steve Jobs and Wozniak had great ideas, but that remained imaginary until Markkula provided $91,000 for advertising, which lifted Apple to an unprecedented height.

As memory is highly selective, cannot process an unlimited amount of stimuli due to physiological limitation, difference might not be enough unless it is a dramatic difference (Trout & Rivkin, 2008, p. 77).

Human beings hate confusion and best way to enter minds is to oversimplify message (Trout & Rivkin, 2008, p. 79). Instead of telling the entire story, just focusing on one most powerful differentiating idea is the best strategy to capture attention of minds (Trout & Rivkin, 2008, p. 80). Pure logic is not a guarantee of wining argument, minds tend to be emotional and rational. People are like ships that follow the flock (Trout & Rivkin, 2008, p. 81). If someone is around for a long time, he is more trusted. So, heritage is a good differentiation.

When market makes up mind about a product, the minds do not change (Trout & Rivkin, 2008, p. 82). People buy Xerox copier, but they do not buy Xerox computer, because they do not believe that Xerox can be anything else other than copier. Coca Cola failed to sustain New Coke. The more variations are brought to a brand, the more the mind losses focus (Trout & Rivkin, 2008, p. 82). Specialist brand makes an impression in the mind.

Being first may be a differentiating idea (Trout & Rivkin, 2008, p. 85).

Attribute owning is the number one way to differentiate (Trout & Rivkin, 2008, p. 98). Most effective attributes are simple and benefit oriented. But you cannot own an attribute which is taken by your competitor. Some attributes are more important than others.

Leadership is a way to differentiate (Trout & Rivkin, 2008, p. 109). There can be sales, technology and performance leadership (Trout & Rivkin, 2008, p. 113).

Heritage has the power to differentiate (Trout & Rivkin, 2008, p. 117). Being around for a long time means a company knows what it does. There is locational heritage. If you are selling Vodka and you come from Russia you have a nice story to tell. If you are selling car and you come from Yugoslavia, you have got problem (Trout & Rivkin, 2008, p. 124).

Market specialty is a differentiating idea. Generalists like GE, though their names are big, are weak in the market. Kraft is a big name. But, in mayonnaise, Hellmann's beat them, in Jellis, Smukkcers kills them (Trout & Rivkin, 2008, p. 130-131). One can focus on one product, one benefit, and one message, not many (Trout & Rivkin, 2008, p. 133).

The people are sort like sheep, they follow herd. So, social proof is a differentiating idea (Trout & Rivkin, 2008, p. 139). Nike advertises that a lot of athletes prefer their sneakers. Heroes and celebrities are associated with a brand.

How a product is made, eg. design, production method, and ingredients can also be differentiating ideas. (Trout & Rivkin, 2008, p. 151).

Most leading brands are commodities (Brymer, 2004, p.68). For example, Coca Cola, Pepsi, Starbaucks products and services are easily substitutable. Toyota, Samsung, GM face a huge competition. So, the companies have to continually search out what makes

them special to so many people in the crowded and noisy marketplace. They have to explore how they can continue to innovate and meet the people's needs.

It is difficult to find uniqueness nowadays (Bergh & Behrer, 2011, p. 127). Yet the above analysis highlights the variety of attributes. While some attributes are common among all destinations, some are unique in a destination. While some attributes are mainly functional in nature, others are more of psychological in nature in a continuum.

3.2.5.3 Competitive frame of reference

To draw the competitive frame of reference a marketer first needs to identify the category membership – the products or service it will compete with including the substitutes. Then it has to identify the competitors. The range of the brand's actual and potential competitors are often much broader than obvious (Kotler & Keller, 2012, p. 299). Due to technology changes and social transformation new competitors often emerge. There are many ways of defining competitive frame in an advantageous way to position against like an ambulance company positioning along with police and fire service as emergency service provider. Competition may be explored from industry or market point of view (Kotler & Keller, 2012, p. 300). Industry approach looks into product or service class, while market approach looks into what need is being satisfied by which brand. For example Coca Cola focused on its soft drink business, but missed seeing the market for coffee and fruit juice market (Levitt, 2006).

After the competitors are identified it is necessary to know how they are perceived by the consumers or their brand position and brand image, brand personality and brand heritage. It can be done by qualitative research or quantitative survey (Aaker, 2002, p. 194). Brand positions of major competitors are to be grouped into clusters that will provide useful insights about available position scopes in the market segment.

It is also important to know their strategies, strengths and vulnerabilities, and key success factors by SWOT analysis (Kotler & Keller, 2012, p. 299). Because going against a competitor strength with respect to a value proposition is risky survey (Aaker,

2002, p. 195). It is easier to attack at points where the opponent's castle is not so fortified.

3.2.5.4. Customer motivations

Customer motivation for buying and using the product, service or a place is an important element in brand positioning. Quality research is generally used in detecting emotional and self-expressive benefits which involve purchase of the product, service or place (Aaker, 2002, p. 192). Assessment of functional benefits can be done by asking:

- What functional benefits are useful to consumers?
- What is the relative importance of each functional benefit?
- How customers can be grouped with respect to functional benefits?

Typically marketer will develop 10-50 benefits depending upon the consumer diversity (Aaker, 2002, p. 192). Then the listed benefits are to be grouped into 2-4 categories or dimensions. The goal is to seek a motivation that can be leveraged into a unique advantage for a particular brand.

3.2.5.5 Brand promise

The brand promise statement is a three- to five- word phrase that captures irrefutable essence or spirit of the brand position. The purpose is to ensure that all employees and external marketing partners understand what the brand represents to consumers (Kotler & Keller, 2012). It is the language, in words and imagination, which marketer and customer both understand about the brand. It is the articulation of the heart and soul of the brand (Kotler & Keller, 2012). It requires customer needs assessment, product value analysis and comparison with the competitive set to derive the potential brand elements to be reflected in the brand promise (Kwortnik & Hawkes, 2011).

3.3 Tourism Brand Positioning

3.3.1 Destination branding principles

A significant number of brand related studies investigated whether all branding principles that are accepted for product brands can be applied to destination brands (de Chernatony & Reily, 1998; Konecknik & Gartner, 2007). Similarly it was also studied how far the principles developed for product brands could be applied to services. De Chernatony and Reily (1998) concluded that the concept of brand was similar for both products and services. Konecknik and Gartner (2007) concluded that the concept of consumer based brand equity was applicable to destination branding. At the same time they found that a relationship among image, awareness, quality and loyalty existed and all these four dimensions were important for destination brand evaluation (Konecknik & Gartner, 2007, p. 417). They proved that image played an important role in the evaluation of destination brand equity, but was not the only brand dimension. People's perceptions have greater consequences in reputation of a place than reality (Anholt, 2007, p.8). However, the reputation of destinations comes in a more complex and random way than that of products and services (Anholt, 2007, p. 8).

Destination branding is the way of communicating a destination's unique identity by differentiating a destination from its competitors (Morrison & Anderson, 2002; Qu et al., 2011, p.466). Similar to products and services destination branding exert two major functions: identification and differentiation (Qu et al., 2011, p.466). In the branding literature, identification involves making the source of the product explicit. A place is a larger entity than product having material and nonmaterial element to represent such as culture, custom, history etc. (Qu et al., 2011, p. 466; Florek, 2005). Brand identity is critical for a tourism destination for generalization of desirable characteristics projected by it. Defining the target market is crucial as some aspects are positive to one segment, but ineffective to another segment (Fan, 2006, p. 12; Qu et al., 2011, p. 466). A tourism brand that tries to be all things to all people will inevitably fail (Fan, 2006, p. 11).

Destination brand has to differentiate from competitors based on its special meaning and attachment given by the consumers (Qu et al., 2011, p.466). Points of parity

characteristics and points of difference characteristics are more useful in tourism destination branding (Baker, 2007 cited in Qu et al., 2011, p.466). The key to branding lies in the points by which the destination differentiates itself from competitors in the same market segment. So, a tourism destination has to make points both on common and unique features.

Brand associations do not only reside in the destination, but also in their culture, livelihood, environment, values etc. Understanding of local culture has been found critical to branding among the Chinese consumers. Gaining an in-depth understanding of the local culture and consumer attitude is necessary for branding foreign products or services in China. Brand has to adapt to the culture (Melewar, Meadows, Zheng & Rickards, 2004). Matching of social orientation of consumers like collectivism or individualism, language, aesthetic sense with that of source country matter in making brand choice. For example, images of natural forms like mountain, animal etc are attractive to them as brand imagery or visual display (Melewar et al., 2004).

de Chernatony and Dall' Olmo Riley (1999, p. 187) explained that, at the conceptual level, common branding principles were the same for products and services. At this level, functional and emotional values are created for a brand. However, at the operation level, there may be differences in the emphasis given to the manifestation of specific elements of services brands.

Lury (2006) shows that brand owners do not own individual consumer's perception. True value of the brand lies in the perception of consumers. Brands are currently shaped by factors way beyond within the control of the marketers and brand owners. Brand associations do not only reside in the destination. Understanding of local culture has been found critical to destination branding (Melewar et al., 2004). "Tourism branding requires image making and branding grounded in the place's reality" (Kotler & Gartner, 2002, p. 256).

3.2.2 Role of image in tourism destination branding and positioning

In the case of consumer products, most have tangible attributes. As a result images are based on factual and measurable facts for consumer products. The same is not true for tourism, mainly an experiential product, which is produced and consumed simultaneously. This difference, between tangible and experiential product, underlies the emphasis in destination image research over the years (Konecnik & Garner, 2007, p. 403).

As described above, according to Keller (1993), brand image is "perception about a brand as reflected by the brand associations held in consumer memory" (p. 3). In tourism, image of a destination brand is "perception about the place or destination as reflected by the associations held in tourist or potential tourist memory" (Cai, 2002, p. 723). Building a destination brand amounts to identifying the most relevant destination associations and strengthening their linkages to the brand (Cai, 2002, p. 723). A destination brand is the core essence and enduring characteristics of a destination (UNWTO, 2010b, p. 18).

Cai (2002, p. 721) and Gartner (1989) have mentioned several challenges of destination branding:

- Complexity of decision making process by tourists
- Purchase of a destination mix which is a bundle of goods and services has an inherent uncertainty and is usually expensive
- Unlike tangible products customers cannot try the destination before making a final choice.

As a result destination image plays critical role in motivating the tourists which help minimize the risk of the challenges. So, building strong and positive image is the core of destination branding (Tasci & Kozak, 2006).

Although destination branding is relatively new in marketing field, image research is fairly abundant which can be traced back to early 70s (Cai, 2002, p. 721, Ekinci, 2003,

p. 21). Although there is criticism of lack of sufficient theoretical and conceptual framework for destination image, there is good amount of work on image measurement, its components and formation (Baloglu & McCleary, 1999, p. 869; Cai, 2002, p. 721).

There had been considerable confusion about distinction of image formation and destination branding. Cai (2002) asserts that image formation is not branding, although the former constitutes the core of the latter. According to Cai (2002) destination image formation is closer to destination branding but there is one missing link 'brand identity'. He accepted the concept of brand identity from Aaker (2002) which he affirms comprises of brand elements proposed by Keller (1993). Cai (2002, p.722) suggested that consistent brand elements reinforce one another and serve to unify the entire process of image formation and which in turn contribute to the strength and uniqueness of brand identity. Cai (2002, p. 722) defined destination branding as "selecting a consistent element mix to identify and distinguish it through positive image building".

A strong, unique image is the essence of destination position for its ability to differentiate a destination from competitors to get into the consumer's minds, which simplify information continuously (Qu et al., 2011, p. 466; Fan, 2006, p. 10; Crompton et al., 1992, p. 20).

3.3.3   Measurement of tourism destination image

3.3.3.1 What is tourism destination image?

Destination image plays an important role in tourists' decision making and subsequent travel behavior (Baloglu & McCleary, 1999; Echtner & Richie 1993; Gallarza, Saura & Garcfa, 2002; Konecnik & Gartner, 2007, p. 405). Consequently it has been examined extensively in the tourism literature (Pike, 2002).   Looking at diverse views on destination image Gallarza et al (2002), Martin and Bosque (2008) and Zhang, Fu, Cai and Lu (2014, p. 214) made a summary of the views on destination image (Table 3.2) which is given below:

Table 3.2: Definitions of destination image

Authors	Definition
Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside.
Lawson and Bond-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place
Crompton (1979)	The sum of beliefs, ideas, and impressions that a person has of a destination.
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation
Echtner and Ritchie (1991)	The perception of individual destination attributes and the holistic impression made by the destination
Gartner (1993)(1996)	Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative
Baloglu and McCleary (1999)	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Murphy, Pritchard and Smitth (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception.
Bine et al. (2001)	The subjective interpretation of reality made by the tourist.

(Adapted from Zhang, Fu, Cai & Lu, 2014, p. 214)

Keller (2013, p. 73) defines brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory." Set in tourism the "image of a destination brand can be defined as perceptions about the place as reflected by the associations held in tourist memory" (Cai, 2002, p. 723). This definition of image is rooted in the psychological theory of Adaptive Control of Thought developed by Anderson (1983). This theory states that knowledge structure in memory is a network of 'nodes' and 'links' (Anderson, 1983, p. 25). Nodes represent pieces of information

(verbal or abstract) and links represent strength of association among them. External stimulus activates the memory (Anderson, 1983, p. 29). Building a brand image amounts to identifying the most relevant associations and strengthening their linkages to the brand (Cai, 2002, p. 723).

However, it is accepted that what is perceived of a destination is not always truly representative of what a place actually is and what it has to offer (Um and Crompton, 1990; Anholt, 2004, p. 7; Anholt, 2010b, p. 3).

3.3.3.2 Dimensions of tourism destination image

Relationships between variables are set out in three dimensions of tourism destination image (TDI): the subject's perceptions (1st dimension) are measured around a destination (2nd dimension) and with respect to certain attributes, benefits or characteristics (3rd dimension) (Gallarza et al. 2002, p. 62). This view is shared by most academics of early research on tourism destination image (Gallarza et al. 2002, p. 62; Baloglu , 1997; Fayeke and Cromption, 1991).

3.3.3.3 Tourism destination image constructs

Destination image is generally interpreted as a compilation of beliefs and impressions based on information processing from various sources over time that result in a mental representation of the attributes and benefits sought of a destination (e.g. Crompton, 1979; Gartner, 1993; Zhang, Fu, Cai & Lu (2014). There have been two major approaches in conceptualizing destination image: three-dimensional continuum approach and three-component approach.

Echtner and Ritchie (1993) proposed the first approach that suggests attribute-holistic, functional-psychological, and common-unique as the three continuums of image (Figure 3.14). The attribute-holistic continuum denotes the perceptions of destination attributes as well as holistic impression of the tourism destination. The functional-psychological continuum represents the distinction between directly measurable, functional components of a destination and intangible, psychological characteristics. The third

continuum is indicative of both generic, common features and unique characteristics of the place.
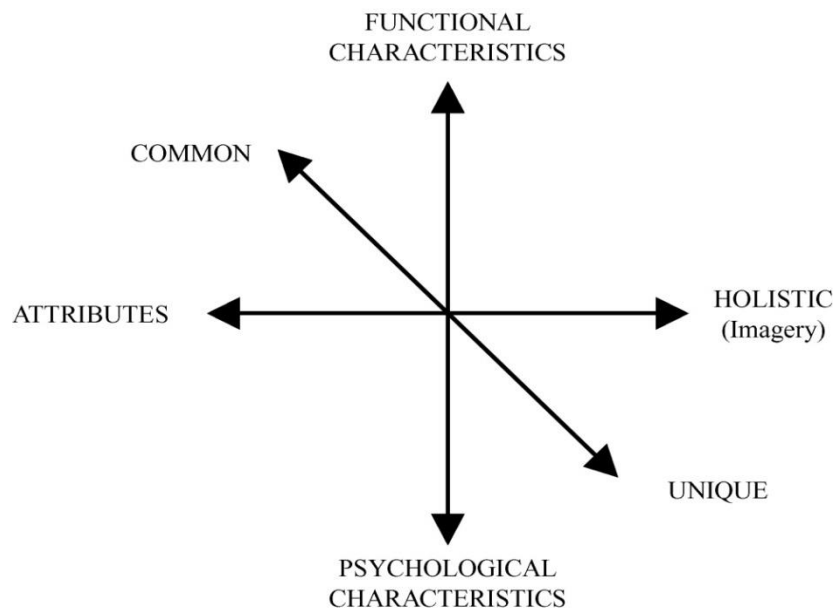
 Figure 3.14: Three dimensions of destination image (Echtner and Ritchie, 1993)

The three-component approach represents a more commonly practiced theoretical perspective in image studies (e.g. Gartner, 1993). It holds that destination image is composed of cognitive, affective, and conative components. The cognitive component refers to the beliefs and knowledge a tourist holds of the destination attributes. The affective component is represented by the feelings or emotional responses toward the various features of a place. The conative aspect of destination image is the behavioral manifestation from the tourists' side and can be understood as onsite consumptive behaviors. The three components represent a layered succession in image formation; that is, a tourist forms the cognitive image, based on which he/ she develops the affective image and then the conative image (Chen & Phou, 2013; Gartner, 1993).

An image is based more on what people know and think about a destination (cognitive) than on reality (Gartner, 1993, p.196), how they feel about it (affective), and how one acts using this information (conative) (Agapito et al., 2013). The cognitive

(intellectual/perceptual) component relates to the individual's beliefs and knowledge about the attributes of the destination, while the affective component refers to the evaluation stage, concerning the feelings that the individual associates with the place of visit (Buhman & Diana, 2015, p. 1; Agapito et al., 2013; Baloglu & McCleary, 1999; Gartner, 1993; Keller, 1993). Finally, the conative component relates to action, i.e., the individual's actual conduct or intention to revisit and recommend the destination to others (Bigné et al., 2001; Gartner, 1993; Konecnik & Gartner, 2007; Pike & Ryan, 2004; Tasci & Gartner, 2007; Tasci et al., 2007), or even to spread positive word of mouth (Baker & Crompton, 2000) - that is, besides recommendation, if individuals have the intention to say positive things about the destination.

The two above-mentioned frameworks have guided many destination image studies and related scale development. A large number of studies have used three components of destination image – cognitive, affective and conative (Gartner, 1993, p. 193; Cai, 2002, p. 724 ; Konecnik & Gartner, 2007, p. 403; Pike & Ryan, 2004, p. 5; Stepchenkova & Mills, 2010; Tasci & Gartner, 2007, ; Qu et al., 2011; Zhang, Fu, Cai, & Lu, 2014, p. 214).

Although the three image components are related and hierarchical to form a destination image (Gartner, 1993, p. 193; Cai, 2002, p. 724; Agapito et al., 2013, p. 5) they each have unique contributions to the overall image (Qu et al., 2011, p. 467) and as such they should be used as predictor variables of tourist's behavioural reactions to destinations and overall image (Agapito et al., 2013, p. 5). Qu et al. (2011, p. 473) found that cognitive image (i.e. belief and knowledge of attributes of the destination) was the most influential brand association to form overall image for the destination.

Qu et al. (2011), proposes an additional image called unique image to be contributing to overall destination image. Uniqueness is important due to its influence on differentiation among similar destinations in the target consumers' minds (Cai, 2002; Etcher & Ritchie, 1993; Morrison & Anderson, 2002; Ritchie and Ritchie, 1998) which plays a pivotal role in destination branding.

3.3.4 Tourism destination branding models

3.3.4.1 Gartner's Destination Image Formation Theory

Gartner (1993) proposed a model for destination image construct. It accepted the basic premise of Keller's (1993, p. 4) attributes for image formation of destinations. He holds that there are three hierarchically interrelated components of image: cognitive, affective and conative (Gartner, 1993, p. 193). The interrelationships between the components determine the predisposition of a destination. The typology of destination image (Figure 3.15) is as follows:

Destination Image Components

Conative Image

↑

Affective Image

↑
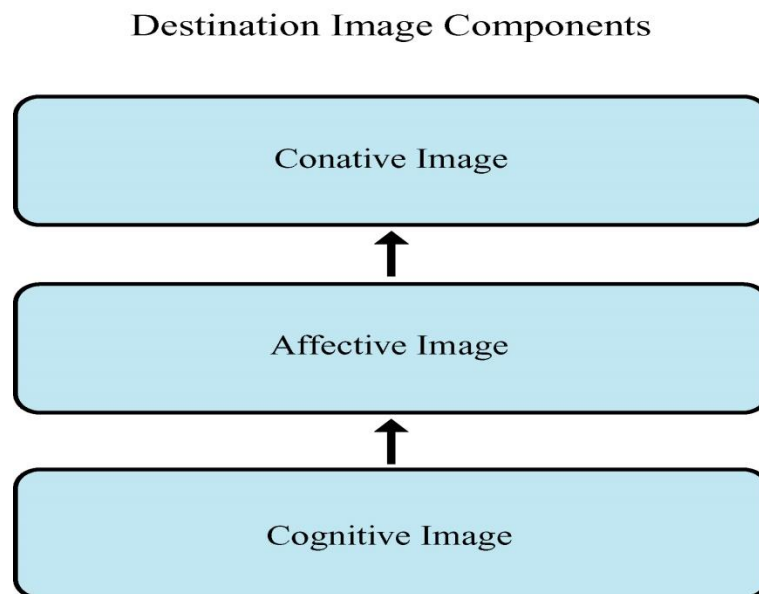
Cognitive Image

Figure 3.15: Gartner's destination image components

- *Cognitive component*: It is what someone knows or thinks they know about attributes of a destination. It is internally accepted picture of destination attributes (Gartner, 1993, p. 193).
- *Affective component:* Affective component of image is related to the motives one has for destination selection (Gartner, 1993, p. 196).
- *Conative component*: The conative component of image is analogous to behaviour, because it is action component (Gartner, 1993, p. 196). This

component in directly related to cognitive and affective component (Gartner, 1993, p. 196). It depends on the images developed during cognitive stage and affective stage.

It suggests that different techniques can be implemented to form destination image through this hierarchical stages consistent with what the destination has to offer. It provides different image formation agents and suggests to select appropriate image formation mix (Gartner, 1993, p. 197). The image formation agents are: overt induced I (traditional formats of advertising through television, radio, print media, billboard, brochures), overt induced II (tour operators, wholesalers or organizations who have vested interest in the travel decision, but not directly related with destination area), covert induced I (traditional advertising media used but through celebrity – to enhance credibility lacking in overt I and II), covert induced II (articles, reports, stories about a place or country from an unbiased source with no vested interest) (the influenced person does not know that vested interests are involved in it) (familiarization tours and special interest groups are vehicles of such information), autonomous (independent writers of reports, documentaries, news articles, movies etc.), unsolicited organic (people who have been in the area or are believed have depth idea about the place- dinner with friends, business meetings, party discussion), solicited organic (when already in the consideration set information solicited from those who know about it, but has no vested interest in the decision of tourist- friends, relatives), organic (based on travel to the area) (Gartner, 1993, pp. 197-204). All have advantages and disadvantages. Given resource constraints (time, money etc.) destination promoters can select the right mix of image formation agents to maximize use of their scarce resources (Gartner, 1993, p. 209).

3.3.4.2 Qu, Kim and Im's Destination Branding Model

Gartner's construct does not fully explain the relationship of component images with brand image. Qu et al.'s (2011) model of destination branding has developed a model that shows how overall image of a tourism destination is related with cognitive, affective and unique evaluations of attributes of the destination (Figure 3.16). It shows that cognitive image, affective image and unique image positively affect the overall

image of the destination (Qu et al., 2011, pp. 472-473). A visitor with positive overall image, as a total impression of cognitive, affective, and unique images, would be more likely to revisit the destination and recommend it to others (Qu et al., 2011, p. 473; Chen & Funk, 2010).
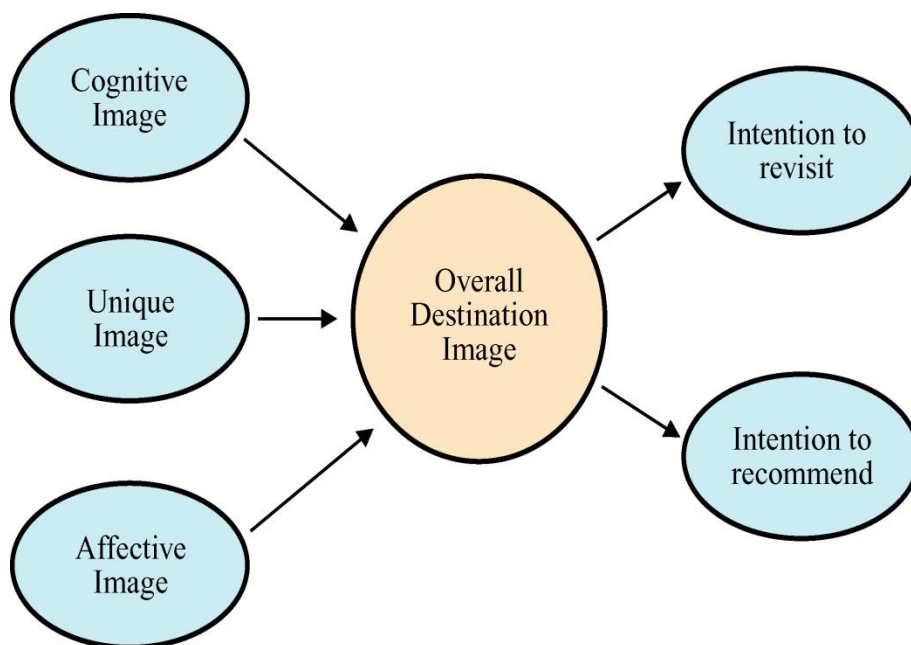
Figure 3.16: Qu, Kim and Im's Destination Branding Model (Qu et al., 2011)

This theory explains the relationship of image components with overall destination image better than other tourism brand development theories.

3.3.4.3 Destination Brand Equity Model of Konecnik and Garner

Konecnik and Gartner (2007) proposes that image is the core of destination branding. The model establishes that customer's evaluation of a brand is made on four dimensions: awareness, image, quality and loyalty (Konecnik and Gartner, 2007, 403). There are three components of destination image: cognitive image, affective image and conative image (Konecnik and Gartner, 2007, 403). It finds that brand equity is affected by three image components which are based on four dimensions (Figure 3.17).

The cognitive component is constituted by awareness of destination characteristics: what someone knows or thinks they know about a destination (Konecnik and Gartner, 2007, 403). The affective component is based on how one feels about this knowledge of the destination (Konecnik and Gartner, 2007, p. 403). The conative component is the action step based on the knowledge and feeling of the destination. The conative component is the action step: how one acts on information and how they feel about it (destination) (Konecnik and Gartner, 2007, 403).
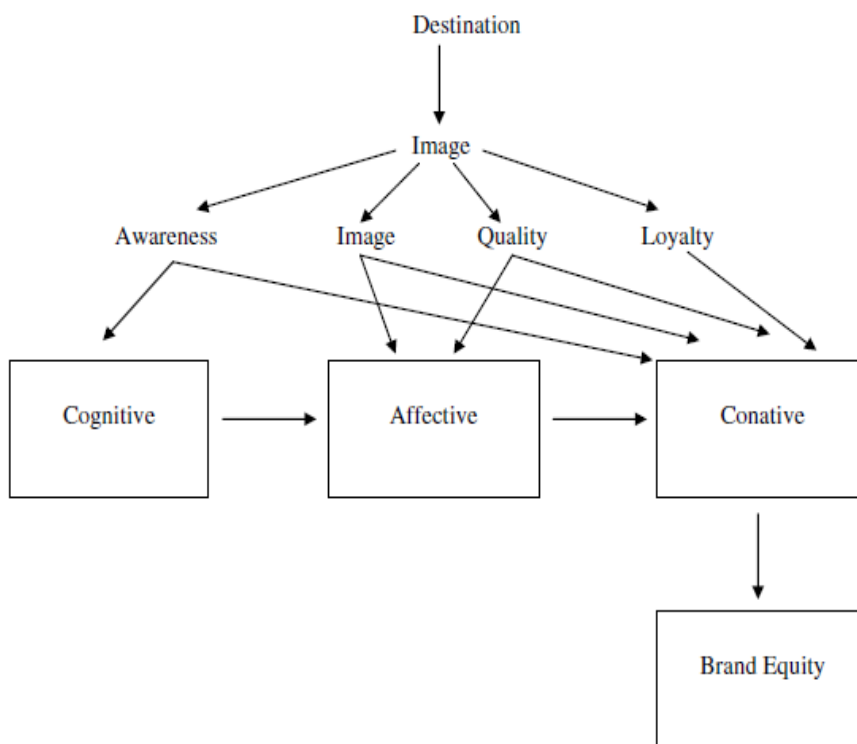
Figure 3.17: Creation of brand equity for destination brand
(Konecnik & Gartner, 2007, p. 403).

3.3.4.4 Cooperative Destination Image Building Model

Cai's (2002) cooperative destination branding model presents destination branding as a recursive process revolving around the central axis of brand element mix, brand identity and brand image building marketing programs (Figure 3.18) (Cai, 2002, p. 725). This theory is a departure from tourist-oriented centric approach of brand image to marketer oriented approach (Cai, 2002, p. 726). Most theories on destination image describe how

perceptions of a destination are formed or what factors affect formation of a destination image. This theory integrates those factors with the role of marketing programs in this theory. It holds that destination brand marketer envisages a brand identity- the desired image of the destination brand. At every step of the image formation cognitive, affective and conative a gap between the desired image and perceived image is sensed by marketer who manages the marketing programs, marketing communications and secondary associations (Cai, 2002, p. 726).
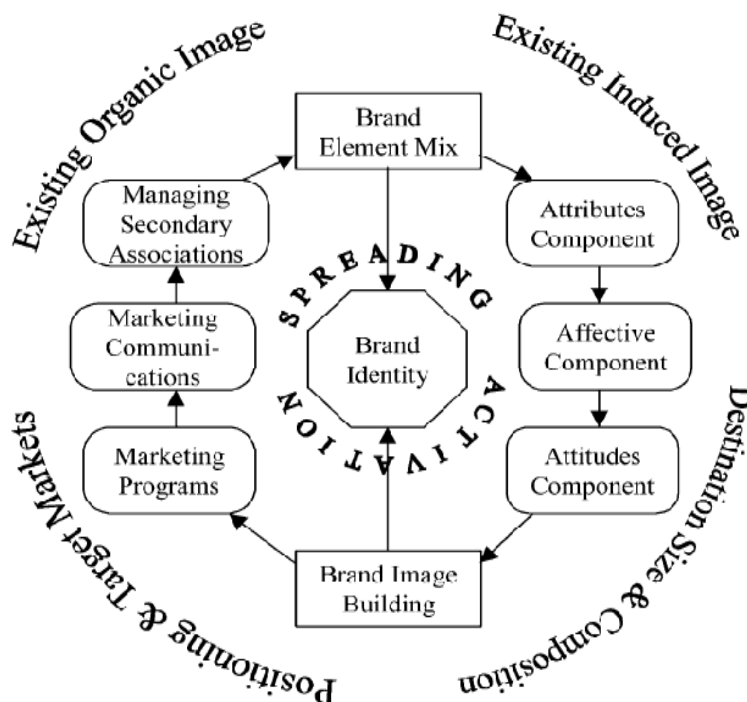
Figure 3.18: Cai's Cooperative Destination Branding Model (Cai, 2002, p.725)

The theory also holds that a regional identity can build a more consistent cognitive image than a smaller entity within it through shared attributes. The shared attributes have induced image on each part of the region (Cai, 2002, p. 736).

The model was tested in the rural communities of New Mexico, an American state with interstate respondents. So, it has international flavour. The rural destinations are more relevant for Bangladeshi tourist attractions.

This model is based on Gartner's (1993) image formation framework and Anderson's (1983) network metaphor.

3.3.5   Tourism brand position development models

3.3.5.1 Kwortnik and Hawkes' Process Framework for Tourism Brand Position Development

Kwortnik and Hawkes (2011) developed a process framework for strategic position development for the tourism brand of Zambia (Figure 3.19). The framework has six sequential steps to perform two broad functions: brand audit and brand development.

In step 1 the study identified customers and their motivational factors (Kwortnik & Hawkes, 2011, p. 9) by surveying potential tourists with open ended questions and reviewing travel discussions in online forums about Zambia. In the step 2 the study evaluated the value proposition of Zambia by assessing its resources, strengths and weaknesses through reviewing secondary data on Zambia. The study also identified market segment to focus based on brand Zambia's areas of strength it could deliver. In step 3 it assessed the brand promise, competitive brand elements and touch points of the competitors of Zambia by analyzing web sites, destination promotion materials, online reviews and travel write-ups. Thus it identified points of competitive differentiation.

In the step 4 the study identified unique traveller experiences which the destination was well positioned to deliver. These were called brand elements for the desired positioning for Zambia. In the step 5, the research team brainstormed to produce 40 slogans of brand promise based on motivational factors, destination asset analysis and comparison with competitive set. The slogans were filtered after presentations to key suppliers and reduced to 3. The customers were asked by online survey to rate memorability of the promises and finally chose the best one. In the step 6 the team identified brand touch points (physical manifestation of delivering the particular experience) for each brand element.
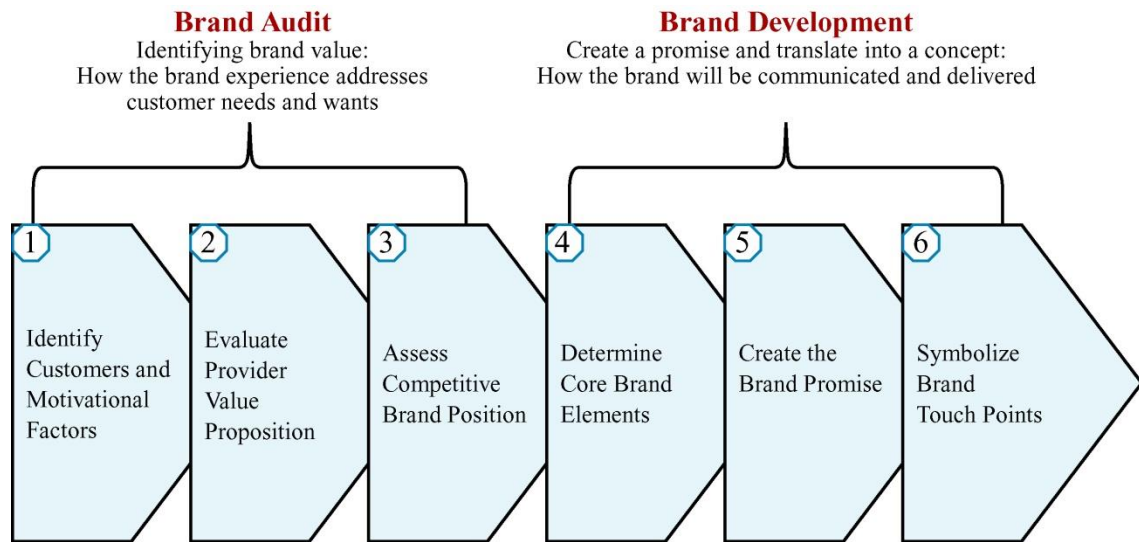
Figure 3.19: Process Framework for Brand Position Development

(Kwortnik & Hawkes, 2011, p. 9)

This position development model is mainly based on Aaker's (2002, pp. 79, 184) brand positioning model. The first three steps for brand audit are similar to three actions of strategic analysis suggested by Aaker (2002, p. 79): customer analysis, supplier analysis and competitor analysis. The last three steps are similar to development of brand identity, value proposition and positioning element of Aaker's model. This model has similarity with Keller's model that suggests competitive frame of reference (similar to competitor analysis of Aaker), choosing point-of-parity and point-of-difference brand associations (or elements) and brand mantra development (Kotler & Keller, 2012, p. 298).

Kwortnik and Hawkes (2011, p. 7) claimed that this model was developed by Cornell University team which is applicable to almost any destination.

3.3.4.2 Ibrahim and Gil's Framework for Tourism Brand Position Development

The objectives of the research were to measure the image that customers have of Barbados as a tourist destination and to identify the most significant attributes that satisfy customers' needs, in order to identify the possible niche markets to reposition the

tourism brand of Barbados (Gil & Ibrahim, 2005, p. 182). They used scale items to measure image and customer satisfaction by survey of actual tourists to Barbados. The analysis of the image variable using the scale items contributed to identifying the strong attributes for positioning. The research used open ended questions to identify the unique holistic images of the destination. The two images provided the comprehensive image of destination that was used to find positioning themes of Barbados tourism brand. It used t-test to find significant image variables, t-test to find variation of perception with reference to gender, ANOVA to find variation of perceptions with reference to age, nationality and income, and regression to find factor contributing the most to overall image of the island nation (Ibrahim & Gil, 2005, p. 179-180).

3.4   Conceptual Framework for the Dissertation

Kwortnik and Hawkes (2011, p. 7) claimed that the process framework for strategic position development was applicable to almost any tourist destination.

The framework has six sequential steps to perform two broad functions: brand audit and brand development. The steps of the framework are as follows:

(1) Identify customers and their motivational factors;

(2) Evaluate the value proposition of the destination;

(3) Assessed competitive brand position of competitors (the brand promise, competitive brand elements);

(4) Determine the core brand elements of the destination;

(5) Create brand promise for the destination based on core brand elements;

(6) Identify the brand touch points (physical manifestation delivering the particular experience) for each brand element.

This position development framework is mainly based on Aaker's (2002, pp. 79, 184) brand positioning model. The first three steps for brand audit are similar to three actions of strategic analysis suggested by Aaker (2002, p. 79): customer analysis, supplier analysis and competitor analysis. The last two steps are similar to development of brand identity, value proposition and positioning element in Aaker's model. Kwortnik and

Hawkes' framework has similarity with Keller's model of brand positioning that suggests identifying competitive frame of reference (similar to competitor analysis of Aaker (2002), choosing point-of-parity and point-of-difference brand associations (or elements) and developing brand mantra (Kotler & Keller, 2012, p. 298). Kwortnik and Hawkes' framework is mostly similar with Ibrahim & Gil's (2005, p. 179-180) framework of position development for a country that used quantitative research techniques.

The entire process of Kwortnik and Hawkes' (2011, p. 9) framework extracts a brand promise (slogan) for a tourist destination which helps build a compelling destination brand, one that the tourist desires and that the destination can deliver. Therefore, this framework is appropriate to answer the research question of this study.

However, some explanatory nodes should be added to first three steps of the above framework to clarify the outcomes of those steps which are inputs to the other steps. Apart from that, the first three steps do not need to be performed sequentially. In fact these three steps are almost independent of one another. The outcomes of the three steps add up to execute the fourth step. So, the first three steps can be shown vertically. These three can be run parallel which will better reflect the first module of Aaker's 'brand identity model'. The stage 6 can be dropped as it relates to brand implementation model and starts after brand position is developed. The proposed 'Process Framework for Tourism Brand Position Development' for Bangladesh is shown below (Figure 3.20):

Process Framework for Tourism Brand Position Development
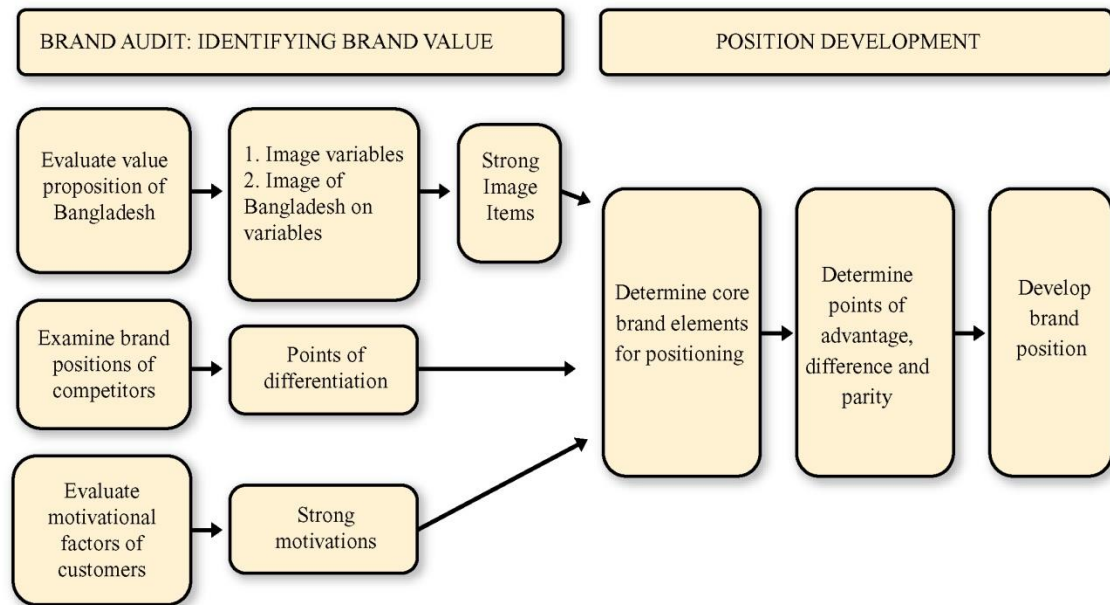
Figure 3.20:   Conceptual framework of the study

The conceptual framework developed above guides the development of position for the tourism brand of Bangladesh which is the objective of this research. The conceptual framework shows the variables which are to be measured for achieving the objectives. The image variables and motivational desire variables shown in the framework are identified in Chapter 5 which have been measured and analysed in Chapters 6-9. The tourism brand position of Bangladesh is developed according to this framework in Chapter 11.

It is clear from the above analysis that tourists' cognitive, affective and unique perceptual components about a destination collectively influence and shape the total impression about the destination, and influence tourists' travel behavior (Baloglu & McCleary, 1999; Echtner & Richie 1993; Gallarza, Saura & Garcfa, 2002; Konecnik & Gartner, 2007, p. 405; Qu et al., 2011). It is, p. 467 widely acknowledged in the tourism literature that overall image of a destination and tourist behaviour are influenced by mainly cognitive and affective image (Baloglu, 1996; Baloglu & McCleary, 1999; Cai,

2002; Qu et al., 2011; Gartner, 1993). These causal relationships have been represented using the following path diagram by Qu et al. (2011, p. 468).
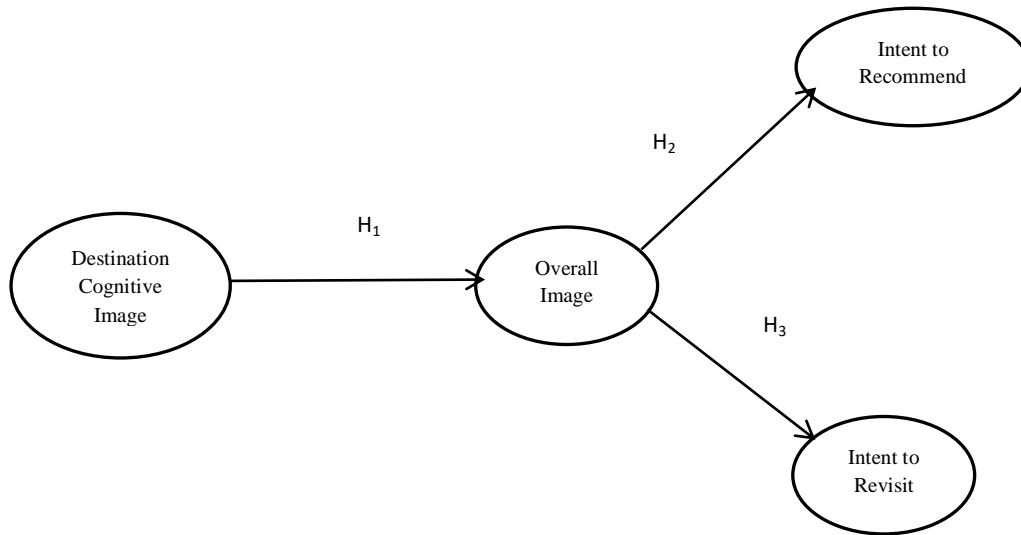
Figure 3.21: Causal Relationship between Destination Image, Overall Image and Tourist Behaviour

This model can be used to evaluate the strength of factors of image in influencing the overall image and travel behaviour. Structural equation modeling technique can help measure the strengths of factors of image in influencing the dependent variables. This framework can be a basis of evaluation of brand elements derived by examination of value proposition of Bangladesh to select the most potential theme for positioning Bangladesh in the international market.

4.0   TOURISM ATTRACTIONS OF BANGLADESH

There are various types of tourist attractions in Bangladesh: natural attractions, archeological heritage, modern architecture, unique lifestyle and culture, festivals, religious pilgrimage sites etc. (Department of Films and Publications, 2016; Anisuzzaman, Islam, & Karim, 2016, 2016; Plunkett et al., 2005; Butler, 2008). Some of the major attractions which are frequently visited by tourists are described below:

4.1   Natural Attractions

Natural attractions of Bangladesh include sea beaches and islands, forests, rivers, flora and fauna, water falls, lakes, springs, parks and tea estates. These are detailed below:

Sea beaches and islands

Bangladesh has got the longest unbroken sandy sea beach in the world in Cox's Bazar which stretches 120 km along the south-eastern coast of the Bay of Bengal. This is the most favourite destination for domestic tourists of Bangladesh (Department of Films and Publications, 2016b). There are conflicting findings about the image of sea beaches of Bangladesh to the foreigners (Zahra, 2013). Dozens of luxury hotels have been built in Cox's Bazar including five star hotels (Ministry of Tourism, 2017).

Inani sea beach is the part of 120 km long Cox's Bazar sea beach (Figure 4.1) which is situated 33km south of Cox's Bazar town and is considered the most beautiful in the stretch (Department of Films and Publications, 2016b, p. 126). Teknaf sea beach is also part of 120 km long Cox's Bazar sea beach which is located 84 km south of Cox's Bazar city. It is located between Naf river and Himchari hill (Department of Films and Publications, 2016b, p. 134).

The coral island of Saint Martin's (Figure 4.1) which is locally named Narikel Zinjira is about 9 km off the tip of Cox's Bazar -Teknaf coastline. Within a small area of nearly 8

sq. km. it is one of the most admired natural attractions of Bangladesh by the visitors. Its coral reef, stones under crystal clear water and beautiful sea beach are extraordinary (Department of Films and Publications, 2016b, p. 131). Another small island called Chhera dip is 30 minutes away from Saint Martin's island by boat, which is uninhabited.

Patenga sea beach is situated on the south of Chittagong, the second largest city of Bangladesh, on the mouth of Karnaphuli river. Although there is no surfing facility in Potenga, a number of restaurants entertain the visitors, who are mostly locals of Bangladesh (Department of Films and Publications, 2016b, p. 100). Parki is a sandy sea beach about 22 km south of port city Chittagong at the estuary of Karnaphuli river and stretches about 15 km (Department of Films and Publications, 2016b, p. 102).

The hilly island of Moheshkhali is 12 km away from Cox's Bazzar city. Sonadia is a mangrove forest island which is located 7 km south of Moheshkhali. It is a beautiful gift of nature.

Kuakata sea beach offers the unique opportunity of both sunrise and sunset on the sea. It is 320 km south of Dhaka and is 70 km south of Patualkhali district headquarter and is about 30 km long. It is only an hour trip from Sundarbans by speedboat.

Cox's Bazar Sea Beach   St. Martin's Island   Kuakata, Patuakhali

Figure 4.1: Sea beaches of Bangladesh

Forests and hills

Sundarbans which is located on the south west coast of Bangladesh is the largest single block of tidal halophytic mangrove forest in the world. It is a UNESCO heritage that boasts of being the largest natural breeding ground of tigers (Figure 4.2) in the world and is the home of Royal Bengal Tiger (UNESCO, 2018). It represents a diversity of a large number of plants and animals for inland, water and air. With its unique ecosystem it sustainably provides livelihood to hundreds of thousands of people by providing honey, fish, housing materials, food and shelter.

Sajek Valley is a beautiful hill range overlooking a vast green forest in Rangamati district which is called the roof of Rangamati. It is 550 metre above sea level (Department of Films and Publications, 2016b, p. 167). The vast greenery with plant and animal variety of this valley gives an amazing experience to the visitors.

Nilgiri is a hilltop surrounded by amazing natural beauty in the Bandarban district which is 47 km from Bandarban town on the way to Thanchi (Department of Films and Publications, 2016b, p. 179). It is about 671 metre above sea level. Cloud touches the visitors on Nilgiri. Sun and rain play on this hilltop and different colors of rainbow can be watched on it. The seashore can be watched from Nilgiri.

Chimbuk hill is located 26 km away from Bandarban town which is surrounded by amazing natural beauty. Cloud touches the visitors on Chimbuk. Tajingdong is the highest hill (1372 metre above sea level) of Bangladesh that offers an opportunity of Trekking (Department of Films and Publications, 2016b, p. 187). It is 70 km away from Bandarban town.

Ratargul (Figure 4.2) is the sole swamp forest of Bangladesh (Department of Films and Publications, 2016a, p. 46) located in the Goanghat upazilla of Sylhet. There is a large variety of plants, mammals, reptiles, birds and amphibians in the forest which is an amazing biodiversity.

Royal Bengal tiger

Ratargul Swamp Forest, Sylhet

Figure 4.2: Forests of Bangladesh

Rivers

Bangladesh is a land of rivers and rivers are the lifeline of the country. Outflow through the river system of Bangladesh is the third largest in the world after Amazon and Congo river system (Plunkett et al., 2005, p. 21). There are about 710 rivers in Bangladesh 54 of which come from India and 3 come from Myanmar (Biswas, 2018, pp. 61, 65). Total length of rivers is 24,140 km. Three major rivers Padma, Meghna and Jamuna divide the country into four parts. The rivers greatly influence the livelihood, culture, spirituality and economy of Bangladesh (Department of Films and Publications, 2012, p. 37). There are very beautiful rivers like Sangu (Banadarban district), Shomeshwari (Netrokona district), and Dhansiri (Barisal district) which can attract the tourists.

Flora and Fauna

As the country is located in the tropics flowering plants are an integral part of beauty of Bangladesh (Plunkett et al., 2005, p. 25). Bangladesh is home to the best known tiger in the world named Royal Bengal Tiger. Variety of cats, monkeys, leopards, elephants, gibbons, otters and wild pigs are available in Bangladesh. The Sunderbans is the largest mangrove forest in the world that hosts hundreds of animal species and plant species. More than 1600 vertebrate and 1000 invertebrate fauna are available in Bangladesh (Anisuzzaman et al., 2016, p. 264). Coral island St. Martin is a tourists' paradise.

Water falls

Madhabkunda is the second biggest waterfall of Bangladesh located in the district of Moulavibazar which is 72 km away from district town. It falls from a hill 83 metre above the ground (Department of Films and Publications, 2016a, p. 78). Hamham waterfall is located in the Moulavibazar district (Department of Films and Publications, 2016a, p. 94).

Paindu Saiter (Department of Films and Publications, 2016b, p. 184) waterfall in the remote areas of Ruma upazilla of Bandarbon is the biggest waterfall of Bangladesh. Visitors can reach the place only in dry season. It's spectacular view amazes the visitors. Nafakhum (Department of Films and Publications, 2016b, p. 197) waterfall in Thanchi upzilla of Bandarban is called the Niagra of Bangladesh. The adjacent steep hills give an amazing view to the waterfall. Jadipai is the highest waterfall of Bangladesh located beside Keocradang, the second highest peak in Bangladesh in Ruma upazilla of Bandarban (Department of Films and Publications, 2016b, p. 189).

Richang (Department of Films and Publications, 2016b, p. 147) of Khagrachari district (11 km form town), Shuvolong (Department of Films and Publications, 2016b, p. 160) of Rangamati district (6 km from town) and Baklai (Department of Films and Publications, 2016b, p. 185) of Ramu in Bandarban are other prominent waterfalls in the hill districts.

Lakes

There are hundreds of lakes called haors in the north eastern districts of Bangladesh. Some of them are massive in size and boast with huge biodiversity.

Tanguar Haor (Department of Films and Publications, 2016a, p. 62) of Sunamgonj is 100 sq km is size which is situated beside the Khasia Jainta Meghaloy hills. It is 40km from the Sunamgonj town. It has 200 species of birds and 140 species of sweetwater fish. Baikka Bil (Department of Films and Publications, 2016a, p. 84) is another

massive lake in an area of 20 sq km having a huge variety of fish, birds and other animals. It is located in Molovibazar district.

Hakaluki haor (Department of Films and Publications, 2016a, p. 89) is the biggest natural lake of Bangladesh covering three upazillas of Moulovibazar in an area of 181 sq km. It is located 30 km south east of Sylhet city.

Kaptai lake (Figure 4.3) is the biggest lake in Bangladesh covering about 750 sq km (Department of Films and Publications, 2016b, p. 156). This was made due to Kaptai dam constructed for Hydroelectric power plant. It is about 30 metre deep with clear water. It is located near Rangamati town at the foot of beautiful hills.

Kaptai Lake, Rangamati   Boga Lake, Bandarban   Foy's Lake, Chattogram

Figure 4.3: Lakes of Bangladesh

Raikhang Pukur (Department of Films and Publications, 2016b, p. 164) is a deep natural lake on the hilltop 762 metre above the sea level and is located in the Bilaichhori upazilla of Rangamati. It was created by a volcanic eruption about 2000 years ago.
Boga lake is another natural lake (Figure 4.3) about 1128 metre above sea level on a 15 acre area located in the hilltop of Bandarban in Ruma Upazilla (Department of Films and Publications, 2016b, p. 180). The locals call it the lake of Dragon god. The color of water changes frequently, although most of the time it looks blue. It is thought to be

created by a crater of a volcano. Kattoli (Department of Films and Publications, 2016b, p. 161) is another noteworthy lake of Rangamati.

Foy's lake (Figure 4.3) is a manmade beautiful lake created in 1924 by Assam Bengal Railway Authority in an area of 336 acre land. It is located near Pahartoli railway station 8 km from Chattogram city (Department of Films and Publications, 2016b, p. 99). The lake area has been developed with restaurant, boat ride, trekking, theatre, and a zoo.

Springs

Bichanakandi (Department of Films and Publications, 2016a, p. 47) is located in the confluence of the river Goaine and the spring from India. The presence of hills beside the water flows and pebbles in the clear water has created an exquisitely beautiful scene in the place.

Jaflong is a place of Goainghat upazilla 62 km from Sylhet city (Department of Films and Publications, 2016a, p. 42). A fountain has originated from the river Piayain from the Douki hill which carries pebbles. The combination of the fountain along with adjacent green Douki hill has made the place beautiful and pleasant.

Pantumai spring is located 12 km away from Jaflong and 9 km from Goainghat upzailla headquarter. This spring on the backdrop of Indian hill has become a beautiful place (Department of Films and Publications, 2016a, p. 44).

Bichanakandi, Sylhet   Jaflong, Sylhet

Figure 4.4: Springs of Bangladesh

Parks

Kaptai National Park (Department of Films and Publications, 2016b, p. 162) consists of 13,500 acres of land by the side of Kornophuli river.

Lowachhara National Park (Department of Films and Publications, 2016a, p. 75) is situated in the Kamalgonj which is 30 km from Moulavibazar town. It covers an area of 1250 acres of land. There are variety of plants, reptiles, mammals, amphibians and birds in the park. The railway track passes through the park.

Bhowal National Park is located beside Dhaka Mymensingh highway in Gazipur district. There are variety of plants, animals and birds in the park. There are some cottages and rest houses along with restaurants in the park for visitors.

Tea estates

There are 138 tea estates in Bangladesh in the hill valleys (Office of the Deputy Commissioner, 2018). The 6 hill valleys where tea estates are situated are located in the greater Sylhet area. In Srimongal upzailla there are 38 tea gardens. It is called the tea capital of Bangladesh (Department of Films and Publications, 2016a, p. 83). The Finlay tea estate in Rajghat is considered the most beautiful among the tea gardens of the region (Department of Films and Publications, 2016a, p. 83). There are tea gardens in different upzillas of Hobigonj, Sylhet and Moulavibazar districts. The wavy green terrace of tea gardens is beautiful.

4.2   Archeological Heritages

Although people build houses, temples, mosques, churches, mausoleums, and offices for functional purposes they reflect ideas, aspirations, beliefs, values and technology of their age in them (Anisuzzaman et al., 2016, p. 106). All heritages stand the taste of their time and tell the tale of their faith, culture, lifestyle, level of progress and civilization. Archeological excavations have revealed rich history of the Bengal civilisations of past. The beads of various artistic designs found by excavation in Wari

Boteshwar of Norsingdi district date back to ages before Christ (Rahman, 2007a, pp. 93, 95, 96, 102). Punch marked silver coins and currencies of 600 to 400 BC are found in Wari Boteswar which give testimony of economic and political strength of ancient Bengal (Rahman, 2007b, pp. 104, 105, 109). Punch marked silver and gold coins of Gupta, Pal, Sen, Mughal, Pathan and independent sultan dynasties are preserved in Varendra museum, Rajshahi, Science Museum, Dhaka and Mohstangorh museum, Bogra (Rahman, 2007b, pp. 111, 113,117). Designer wares of ancient ages are found in above Museums (Rahman, 2007c, pp. 143, 146). Brahmi, Sankskrit and Sultani inscriptions and epigraphy show the history of intellectual capability of Bengal (Khan, 2007, p. 157, 159, 161, 162, 169, 172, 184). Ornaments made by artisans of all ages in Bengal starting from 400 BC are found in the museums (Rahman, 2007d, pp. 234, 238). There are many historical monuments, religious sites and other heritage sites in Bangladesh (Rahman, Khandaker & Shourov, 2007, pp. 266-375). Terracotta art had been used in making replicas of animals and human beings, and depicting mythological stories. (Shourov, 2007, pp. 403-441). Numerous crafts made of gold, silver, copper, and bronze used by ancient Bengal civilisations are found in museums (A. Rahman, 2007, pp. 443-466). These are all precious tourist attractions of Bengal. Some of the heritages are mentioned below:

4.2.1 Administrative heritages

Mosque city of Bagerhat- a lost city

The Historic Mosque City of Bagerhat is an important evidence of medieval city in the south-western part of present Bagerhat district which is located in the south-western part of Bangladesh, at the meeting-point of the Ganges and Brahmaputra rivers (UNESCO, 2018; Haque, 1983, p. 41). The ancient city, formerly known as Khalifatabad, sprawls over the southern bank of the old river Bhairab and flourished in the 15th century BC is a synthesis of regional forms, techniques and traditions with ideas and concepts brought from foreign land (Hasan, 2017, p. 20; Anisuzzaman et al., 2016, p. 107). UNESCO recognized it as an important heritage of mankind. It is on the

list of Forb's 15 most significant lost cities of the world published in 2011 (Hasan, 2017, p. 20).

The magnificent city, which extended to 50 square km area, contains some of the most significant buildings of the initial period of the development of Muslim architecture of Bengal. They include 360 mosques, public buildings, mausoleums, bridges, roads, water tanks and other public buildings constructed from baked brick (M'Bow., 1985).

This old city was created within a few years and was covered up by the jungle after the death of its founder in 1459. The monuments   may be divided into two principal zones 6.5 km apart: on the west, around the mosque of Shait-Gumbuj and on the east, around the mausoleum of Khan Jahan. More than 50 monuments of this lost city have been catalogued. Shait-Gumbuj is one of the largest mosques (Figure 4.5) and represents the flavour of the traditional orthodox mosque plan and it is the only example of its kind in the whole of Bengal (Hasan, 2017, p. 21; UNESCO, 2018). The second important monument, Khan Jahan's tomb, is an extraordinary representation of this type of architecture as well as calligraphic parlance.

Lalbagh fort

The half-completed Lalbagh Fort (Figure 4.5) and its well-tended gardens are an excuse to escape old Dhaka's hustle and bustle for an hour or so. The fort is particularly atmospheric in the early morning light. It symbolizes the finesse of Persian and Mughal architecture (Anisuzzaman et al., 2016, p. 110; Chaudhury & Ahmed, 2006). Construction began in 1677 under the direction of Prince Mohammed Azam, Emperor Aurangzeb's third son, although he handed it to Shaista Khan for completion (Chaudhury & Ahmed, 2006). However, the death of Khan's daughter, Pari Bibi (fair lady), was considered such a bad omen that the fort was never completed (Banglapedia, 2015; Hasan, 2017, p. 64).

Three architectural monuments within the complex were finished: the Mausoleum of Pari Bibi, the Diwan, or Hall of Audience and the three-domed Quilla Mosque all date from 1684 (Hasan, 2017). The only monument that can be entered is the Diwan, an elegant two-storey structure containing a small but excellent museum of Mughal miniature paintings, coins, carpets and calligraphy, along with swords and firearms. In the same building, a massive arched doorway leads to the hammam (bathhouse). Outside is a huge disused bathing tank. The Mausoleum of Pari Bibi is unusual because of its materials of construction: black basalt, white marble and encaustic tiles of various colours have been used to decorate its interior, while the central chamber, where Pari Bibi is buried, is entirely veneered in white marble.

Sat-Gambuj Mosque, Bagerhat   Lalbag Fort, Dhaka   Mohasthan, Bogra

Figure 4.5: Historical Heritages of Bangladesh

Sonargaon and Panam Nagar

The ancient Suvarnagram which flourished as a port city in pre Muslim period is located on the east of Dhaka city (in Narayangonj district) and was built on the territory in the middle of the present day Meghna and Shitalokkaha river (Musa, 2000, p. 1). It was the headquarters of a province of the Kingdom of Vanga or Samatat in the tenth century AD (Haque, 2016, p. 31; Banglapedia, 2015). The Hindu ruler Danauja-madhava Dasaratha-deva of Bikrampur shifted his capital to Suvarnagram sometime in the middle of 13th century. After the arrival of Muslims Ghiyasuddin Bahadur Shah initiated an independent rule in eastern Bengal with his seat of government at Sonargaon. After annexation of Bengal to the empire of Muahammad Bin Tughlaq, the

metropolis of Sonargaon turned to have been the headquarters of the eastern province of Bengal (Haque, 2016, p. 26).

The most glorious period of Sonargaon began in 1338 AD when it emerged as the capital of the earliest independent sultanate of Bengal founded by Fakhruddin Mubarak Shah (Haque, 1983, p. 25). From that time onward down to the coming of the Mughals, Sonargaon had been a provincial metropolis except for a period of its rise to the seat of the independent rule under Ghiyasuddin Azam Shah, and capital of the Kingdom of Bhati under the house of Isa Khan Masnad-i-Ala. After the fall of Musa Khan (1611 AD) in the hands of the Mughals, Sonargaon lost its political pre-eminence, and survived as the headquarters of one of the sarkars of Bengal subah. With the establishment of Mughal capital in Dhaka, the city of Sonargaon fell into decay.

In 14th century the Moroccan traveller Ibn Batuta described Sonargaon as an important port city which had commercial relations with China, Java and Maldives (Haque, 2016, p. 26). There remain now some medieval buildings, some Moghul bridges and some residential buildings of colonial period in nearby Panam city (Haque, 2016, pp. 41-43).

Mahasthangor

Mahasthangarh in Bogra (Figure 4.5) was the capital of Kingdom of the Maurya, the Gupta and the Sen dynasty (Ahmed, 1981, p. 25; Ali & Bhattachary, 1986). It is located at 13 km on the north from Bogra town beside Bogra-Rangpur road on the western bank of river Karatoa. This 3rd century archaeological site is often cited as the oldest archaeological site of Bangladesh (Anisuzzaman et al., 2016, p. 107). The spectacular site measures 5000 ft. by 4500 ft. with an average height of 15 ft. from the surrounding paddy fields. Beyond the fortified area, other ancient ruins fan out within a semicircle of about five miles radius. Several isolated mounds, the local names of which are Govinda Bhita Temple, Khodai Pathar Mound, Mankalir Kunda, Parasuramer Bedi, Jiyat Kunda etc. surround the fortified city (Ahmed, 1981, p. 28).

This archaeological site is still held to be of great sanctity by the Hindus. Every year (mid-April) and once in every 12 years (December) thousands of Hindu devotees join the bathing ceremony on the bank of the river Karatoa. A visit to Mahasthangarh site museum opens up a wide variety of antiquities, ranging from terracotta objects to gold ornaments and coins recovered from the site (Ahmed, 1981, pp. 35-39). Now it is one of the major tourist spots maintained by Bangladesh archeological Department.

Carzon Hall

In the late 19th and early 20th century a new hybrid Mughal and European style of architecture emerged in Bengal (Anisuzzaman et al., 2016, p. 110). The Curzon Hall (Figure 4.6) best symbolizes this trend. The building was originally intended to be a town hall and is named after Lord Curzon, the Viceroy of India who laid its foundation stone in 1904. Upon establishment of Dacca University in 1921, it became the base of the university's science faculty. With an elegant design and many eye-catching details it is an architectural masterpiece in Bengal (Plunkett et al., 2005, pp. 115, 118). Curzon Hall has magnificent domes, stunning horse-show arches and cusped arches. The red coloring of the building is extremely unique considering that red sandstone was not used. It also features beautiful pavilions and breathtaking eaves.

Surrounding the Curzon Hall there are a number of historical buildings, such as the old High Court, the mausoleum of three leaders, the Shaheedullah Hall and the Dhaka gate. All these structures are reminders to the development of the city and are as important to the locals of Dhaka today, as they were when they were constructed. As an architectural wonder and home to science faculty, the Curzon Hall is a heritage of history (Butler, 2008).

Ahsan Monzil

Ahsan Manzil (Figure 4.6) was the residential palace and the kachari of the nawabs of Dhaka. It is situated at Kumartoli of Dhaka on the bank of the river Buriganga. It has been turned into a museum recently. Ahsan Manzil (the Pink Palace), one of the most interesting buildings of Dhaka witnessed many historical events of the 19th and the 20th

century of the British rule in India (Plunkett et al., 2005, p. 110). From the last part of the 19th century to the initial years of Pakistan, the Muslim leadership of East Bengal emerged from this palace (Banglapedia, 2015). The nawabs of Dhaka used to conduct their court affairs here as chief of the panchayet (village council) everyday. Many anti-Congress meetings were held here under the initiative of Nawab Ahsanullah, a staunch believer in Muslim separate identity. Almost all political activities of Nawab Khwaja Salimullah centred round this palace. Ahsan Manzil was the cradle of the All India Muslim League (Banglapedia, 2015). With the decline of the nawabs of Dhaka, Ahsan Manzil also started to decline.

According to Banglapedia (2015) almost all the Viceroys, Governors and Lieutenant Governors of British India who visited Dhaka spent some time at the Ahsan Manzil. In 1874, Lord Northbrook, Governor General of India attended an evening function here in the palace when he came to lay the foundation of a water works installed by Nawab Abdul Ghani. In 1888, Lord Dufferin also accepted the hospitality offered at Ahsan Manzil. In 1904 Lord Curzon, on a visit to East Bengal, stayed in this palace on 18 and 19 February to win public support for the proposed partition of Bengal.

Carzon Hall, Dhaka   Ahsan Manjil, Dhaka   Chattagram, WWII War Cemetery
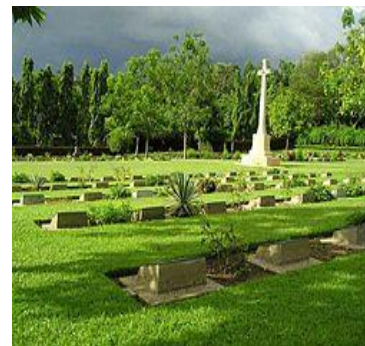
Figure 4.6: Historical heritages of Bangladesh

War cemetery

About 45,000 commonwealth soldiers died in the war of Burma during WWII. To bury the British and Indian soldiers 9 cemeteries were established in Assam, Bangladesh and Burma by Commonwealth War Graves Commission, which still manages the graves. One of them is in Mainamati, Commilla and the other is in Chattogram (Figure 4.6) (Department of Films and Publications, 2016b, p. 23). In Mainatamati 3 sailors, 567 soldiers and 166 air pilots were laid down. There are 755 graves in the Mehedibagh war cemetery in Chattogram with 375 British, 25 Canadian, 9 Australian, 2 New Zealander, 101 African, 214 Indian sub-continental and 19 Japanese soldiers among others (Department of Films and Publications, 2016b, p. 80). History speaks of the horror of the WWII and of the global nature of the event.

4.2.2 Religious heritages

There are many old mosques, Buddhist temples, Hindu temples and churches in Bangladesh which tell the story of religious as well as architectural history of Bengal. The first mosque in Bangladesh, 'Harano Mosque' in Ramdas village of Lalmonirhat was built in 688 AD (69 Hijri), is considered the third oldest mosque in the world outside the Middle East (Hasan, 2017, p. 20). There are remains of hundreds of Buddhist vihars in Bangladesh some of which were built during the time of Buddha, for example Vihar Vihara in Pundranagar (now Mohasthangor) (Hasan, 2015, p. 4). The prominent religious heritages of Bangladesh are described below which worth visiting by tourists:

Ruins of Buddhist Vihar in Paharpur

Geographically located on the north-west of Bangladesh in the district of Naogaon, the heart-land of ancient "Varendra[19]", the Paharpur Buddhist monastic complex is the most spectacular and important pre-Islamic monument in Bangladesh (UNESCO, 2018; M'Bow, 1985). It is known as Somapura Mohavihara (Figure 4.7) (Ahmed, 1979, p. 10).

The first builder of the monastery was Dharmapala Vikramshila (770-810 AD), the king of Varendri-Magadha (UNESCO, 2018; Hasan, 2015, p. 24). The plan of the monastery can be described as a large square quadrangle, with the main entrance, an elaborate structure, on the northern side. The outer walls of the monastery are formed by rows of cells that face inwards toward the main shrine in the centre of the courtyard. In the last building phases of the Monastery these cells, which form the outer wall, total 177 (Hasan, 2015, p. 24). The main central shrine has a cruciform ground plan and a terraced superstructure that rises in three terraces above ground level to a height of about 70 feet. The upper level is a massive rectangular central block which forms the central brick shaft.

Epigraphic records testify that the cultural and religious life of this great Vihara, was closely linked with the contemporary Buddhist centres of fame and history at Bodhgaya and Nalanda. Many Buddhist treaties were completed at Paharpur, a centre where the Vajrayana trend of Mahayana Buddhism was practiced. Paharpur is the second largest single Buddhist monastery on the south of the Himalayas (UNESCO, 2018).

This monastery-city represents a unique artistic achievement (UNESCO, 2018). The symmetrical layout and massively built single unit of the monastery was perfectly adapted to its religious function. It's simple and harmonious lines and its profusion of carved decoration, in stone and terracotta, are important artistic masterpieces. The striking architectural form introduced at Paharpur on a grand scale for the first time in Asia, profoundly influenced the subsequent construction of temples of Pagan in Myanmar and Loro-Jongrang and Chandi Sewer temples in central Java (Hasan, 2015, p 35). It also continued to influence Buddhist architecture as far away as Cambodia. The craftsmanship of Paharpur terracotta still endures since the 8th century A.D. in the whole of deltaic lands around it (Alam, 1985, pp. 95-103). Somapura Mahavihara, the Great Monastery evidences the rise of Maharaja Buddhism in Bengal from the 7th century onwards. It became a renowned centre of Buddhist religion and culture during the royal patronage of Pala Dynasty and was a renowned intellectual centre until the 17th century.

Mainamati

About eight kilometres west of Cumilla town, there is a range of low hills known as the Mainamati-Lalmai range which is dotted with more than 50 ancient Buddhist settlements dating from the 8th to the 12th centuries (Department of Films and Publications, 2016b, p. 14; Hasan, 2015, p. 54-66; Alam, 2000, p. 27). Salvan Vihara is the most famous among those Buddhist settlements which are located almost at the middle of the range. It has got 115 cells built around a spacious courtyard with a cruciform temple in the centre. Kutila Mura, another important Vihara, is a picturesque relic of a unique Buddhist establishment which is located about 5 kilometres north of Shalvan Vihara (Rahman, 1997).

King Bhava Deva, the fourth ruler of the Early-Deva dynasty built this place about 1200 years ago on 168 square meters of ground. It was the royal palace for the early Buddhist students. This site, previously called Shalban Rajar Bari, came out after archaeological excavation as a Buddhist monastery and hence termed as Salban vihara from the terracotta seals and copper plates discovered. Its original name is supposed to have been Bhava Deva Mahavihara after the 4th king of the early Deva dynasty which ruled this region from the mid-7th to mid-8th centuries AD. It was built in or on the outskirts of Devaparvata, the Samatata capital bordering the Lalamai forest.

The length of each wing of vihara is 168 m and there are in total 115 cells in four wings where Buddhist students dwelt (Department of Films and Publications, 2016b, p. 16). In the middle of it there is main temple. Many archeological artifacts including gold and terracotta have been discovered in the ruins and have been preserved (Alam, 2000, pp. 18-20).

Dhakeshwari temple

Dhakeshwari Temple built in early 17th century AD is the most prominent temple of Dhaka which is situated on the northern side of the Dhakeshwari Road, near Salimullah Hall of Dhaka University (Anisuzzaman et al., 2016, p. 108). Popular legend connects the name of one king, Ballalsena, as its builder. But it is not certain that he is identical

with the 12th century Sena king of that name (Bangladepedia, 2015). According to Banglapedia (2015) the style of architecture of the temple cannot be assigned to that period. Abul Fazl, in his Ain-i-Akbari has not mentioned anything about this temple, though he has given a vivid description of each and every notable object in his chapter on the survey of ten Subhahs. Had this temple existed in his time, it is expected that it would find mention in his survey.

According to Bangladepedia (2015) the sand, lime and the mortar which are used in the building of Dhakeshwari came to be used in Bengal after Muslim conquest. On the other hand the three-domed roof and three arched entrances and the plastered walls of the temple strongly suggest that it was built in the Mughal style. The architectural and structural features of the temple suggest similarity to Arakanese religion and religious practices. It is assumed that the deity belonged to the Maghs and the builder of this temple was one Mangat Ray, who was also known as Ballalasena, younger brother of Arakanese king Shrisudharma, who took shelter in Dhaka having been driven away from Arakan. There is a monumental gateway at its entrance, known as the Nahabatkhana gateway. According to Plunkett et al. (2005, p. 113) this is an interesting tourists spot.

| Sompura Mohvihara, Paharpur | Kantaji Temple, Dinajpur | Hosni Dalan, Dhaka |

Figure 4.7: Religious heritages of Bangladesh

Kantaji temple

Kantanagar temple, commonly known as Kantaji temple or Kantajew temple at Kantanagar (Figure 4.7) is a late-medieval Hindu temple in Dinajpur, Bangladesh. The Kantaji temple is one of the most magnificent religious edifices of Bengal belonging to the 18th century ((Plunkett et al., 2005, p. 194). The temple belongs to the popular Hindu god Kanta or Krishna and this is most popular with the Radha-Krishna cult (a symbol of memorable love) in Bengal. This beautiful temple is dedicated to Krishna and his wife Rukmini. Built by Maharaja Pran Nath, its construction started in 1704 AD and ended in the reign of his son Raja Ramnath 1722 AD, during the reign of his son Maharaja Ramnath (Anisuzzaman et al., 2016, p. 108). It boasts one of the greatest examples of terracotta architecture in Bangladesh and once had nine spires, but all were destroyed in an earthquake that took place in 1897. There is around 15000 terracotta works installed on the walls of the temple

According to Plunkett et al. (2005, p. 194) the folk artists who lent their masterful touches to the temple were superb storytellers. In one panel, a demon is depicted swallowing monkeys, which promptly reappear from his ear. Other scenes are more domestic, such as a wife massaging her husband's legs and a lady combing lice from another woman's hair. Amorous scenes are often placed in obscure corners. These intricate harmonious scenes are like a richly embroidered patchwork of Bangladeshi society, culture and mythology.

The 15-sq-m, three-storey edifice was originally crowned with nine ornamental two-storey towers, which collapsed during the great earthquake of 1897 and were never replaced. The building sits in a courtyard surrounded by offices and pilgrims' quarters, all protected by a stout wall. Visitors can no longer go inside the inner sanctum of the temple which houses a Krishna shrine, but the intricate detail of its exterior keeps the visitors engaged (Plunkett et al., 2005, p. 194).

Hosni Dalan

Hosni Dalan (Figure 4.7) has been the centre of Shia Muslims in Bengal for centuries. It was built during the Subedari of Prince Shah Shuja (1639–1647 and 1652–1660), son of Mughal emperor Shah Jahan, by Mir Murad, a government high official (Chaudhury & Ahmed, 2006; Hasan, 2017, p. 72). Although Shuja was a Sunni Muslim, he patronized Shia institutions. It was built as the Imambara or house of the Imam (religious leader) of the Shia Muslim community. It serves as the main venue for majlis or gatherings on the tenth day in the month of Muharram for commemorating the martyrdom of Hussain, the grandson of prophet Muhammad (Hasan, 2017, p. 72).

The exterior incorporates both Mughal and British architectural traditions. Raised on the foundations of a former small taziakhana, the building has undergone alterations. During the rule of the East India Company, it was repaired in 1807 and 1810. The original date of construction is still disputed, but Hussaini Dalan in its present form is attributed to Nasrat Jung, who rebuilt the imambara in 1823. The present flat roof was rebuilt by Nawab Ahsanuallah Bahadur after the earthquake of 1897, and another verandah was added to the southern side.

Star mosque

Star mosque is a highly decorative mosque in Armanitola of old Dhaka built in the first half of nineteenth century (Hasan, 2017, p. 68). It was originally built in Mughal style with four corner towers. In 1926 a local businessman decorated it with Japanese and English designer tiles and doubled the width keeping original plan. Tara mosque is one of the few pieces of architecture in the sub-continent with such elaborate decorative china clay mosaic works called Chini Tikri (Hasan, 2017, p. 68). Currently such art and artisan have gone extinct from the country. Muslim and non-Muslim males and females in modest dress are allowed to visit the mosque.

The Shrine of Hazrat Shah Jalal (R)

Hazrat Shah Jalal's mazar is the most famous pilgrimage site of the Muslims in Bangladesh. All chiefs of major political parties start their parliament election campaign with pilgrimage to this shrine. It has been a political tradition since independence of Bangladesh. It is visited by thousands of tourists every month, mostly local. There is a saying that Hazrat Shah Jalal crossed the Surma river on prayer mat with 360 followers and defeated the tyrannical king Raja Gour Govinda who used to torture the local Muslims (Department of Films and Publications, 2016a, p. 16). He stayed there and started preaching Islam. After his death the shrine was built on his grave.

He was born in 1271 in Konya, Turkey and later moved to Yemen. According to legend, Shah Kabir, his uncle gave him a handful of earth and asked him to travel to Hindustan and instructed him to settle down in a place where the earth matched completely in smell. He is instrumental in the spread of Islam throughout North East India including Assam. He arrived in Sylhet in 1300 AD and he is reported by IBN Battuta to have died in 746 AH (1347 AD).

A pair of wooden sandals, a sword and a few utensils used by him are preserved in the shrine (Department of Films and Publications, 2016a, p. 16). The pond in front is filled with huge catfish which, according to legend, are metmorphosised black magicians of the Hindu raja Gour Govinda (Plunkett et al., 2005, p. 245).

4.3   Modern Architecture and Monuments

National Martyrs' Memorial

National Martyrs' Memorial is situated in Savar (Figure 4.8), about 35 km north-west of Dhaka. It symbolises the valour and sacrifice of the martyrs who sacrificed their lives during the liberation war of Bangladesh (Bangladepedia, 2015). The main monument is composed of seven isosceles triangular planes each varying in size in its height and base. The highest one has the smallest base while the broadest base has the lowest height. The planes are folded at the middle and placed one after another. The highest

point of the structure reaches 150 feet. This unique arrangement of the planes has created a structure that seems to change its configuration when viewed from different angles (Bangladepedia, 2015). It attracts thousands of visitors on the weekend (Plunkett et al., 2005, p. 140)

Central Shahid Minar

The central Shaheed Minar (Figure 4.8) is a national monument which was built beside Dhaka Medical College to commemorate those killed by Pakistani forces on 21 February in 1952 for protesting imposition of Urdu as national language on Bengalis. As a structure the Shahid Minar may not be that extraordinary, but the cause it stands for is unique in the human history. The Language Movement of Bangladesh was a formidable movement which ended up liberating Bangladesh. The Central Shahid Minar epitomises the spirit of Bangladeshi nationalism and highlights the importance of Bangla language in the social and cultural progress of the country. On the 21st of February each year the whole nation unites at this site irrespective of political affiliation, religion, race or any other differences.

The enormous design includes a half-circular arrangement of columns to symbolise the mother, with her fallen sons, standing on the monument's central dais, and the red sun shining behind. The architecture tells a story of sacrifice, determination and achievement - this is how it stands out as a tourist attraction unique in the region and even in the world.

National parliament building

National parliament building is an iconic modern architectural masterpiece of Bangladesh located in the Shere Banglanagar area of Dhaka city (Figure 4.8). It was designed by world renowned architect Louis Kahn of the USA to house the assembly chamber, parliamentary offices and residences for parliament members. The core of the composition is the assembly chamber, a 300-seat, 30-meters high, domed amphitheater seemingly floating on a water body. The architect drew upon and assimilated both the vernacular and monumental archetypes of the region, and abstracted and transformed, to

a degree of utter purity, lasting architectural ideas from many eras and civilisations. The architect has produced a building that "while universal in its sources of forms, aesthetics, and technologies, could be in no other place" (Architecuul, 2015). "I am working to develop the element to such an extent that it becomes a poetic entity which has its own beauty outside of its place in the composition"- Kahn explained his design (Architecuul, 2015). A person cannot visualize the huge establishment from outside. Almost everyone gets lost inside the complex due to perplex of the design.

| National Martyrs Memorial, Savar | Central Shahid Minar | National Parliament |

Figure 4.8: Modern architectures of Bangladesh

4.4   People, Lifestyle and Culture

Demography

The majority of the population (about 98 percent) belongs to Bengali race and the rest belong to around 27 ethnic minorities known as tribals having colourful lifestyle and culture. By religion the majority are Muslims (90 percent) with large Hindu population (9 percent) and the rest are Buddhists, Christians, or belonging to other religions. By and large there is peaceful coexistence among different communities of faith and race in Bangladesh (Obaidullah, 2014). Despite having two distinctively separate cultural identity the Muslims and Hindus lived side by side peacefully since fourteenth centrury

(Ahmed, 2007, p. 207). About 98.8% people speak Bangla language while many understand English.

Cultural Identity

Bangladesh has a unique cultural identity which is a blend of Muslim, Bengali and historical Buddhist and Hindu cultures (Razzak, 2007a, p. 124). Muslim culture in Bangladesh is not similar to Arab, African, or South East Asian Muslim cultures. Before the rule of Bakhtiar Khilji in Bengal from 1204 the population of Bengal consisted of mainly Hindus and Buddhists (Razzak, 2007a, p. 110). Massive conversions from Hindus and Buddhists made the Muslims majority in Bengal. The conversions were influenced by Sufis of Central Asian descents, not by force of rulers, which made a distinction of Muslim culture in Bengal (Razzak, 2007a, pp. 111-113). Bengal Muslim culture was influenced by Buddhism, Sri Chaitannya, Lalon Shah along with Aram migrants.

National symbolism

Bangla language, liberation war in 1971, Bengali New Year, National flag, local dress, rice-fish-pulse food and religious rituals have become important symbols of national identity of Bangladesh. Language movement of 1952 is unique in the world. First day of Baishakh is celebrated as the New Year only in Bangladesh. Rice-fish-pulse are nowhere in the world the most popular food. Bangladeshi hospitality is exceptionally warm and never expects any return which has no match in the world. Although belong to the same Bengali race the people of West Bengal are notably differet.

Family, inheritance and kinship

According to Plunkett et al. (2005) and Butler (2008, p. 37) the most common unit is the patrilineally-related extended family living in a household called a barhi which is the basis of economic and social life in Bangladesh. A barhi is composed of a husband and wife, their unmarried children, and their adult sons with their wives and children. Grandparents also may be present, as well as patrilineally-related brothers, cousins,

nieces, and nephews. The oldest man is the authority figure, although the oldest woman may exert considerable authority within the household. A barhi in rural areas is composed of three or four houses which face each other to form a square courtyard in which common tasks are done. Food supplies often are shared, and young couples must contribute their earnings to the household head. Cooking, however, often is done within the constituent nuclear family units.

According to Plunkett et al. (2005) Islamic inheritance rules specify that a daughter should receive one-half the share of a son. However, this practice is rarely followed, and upon a household head's death, property is divided equally among his sons. Daughters may receive produce and gifts from their brothers when they visit as "compensation" for their lack of an inheritance. A widow may receive a share of her husband's property, but this is rare. Sons, however, are custom-bound to care for their mothers, who retain significant power over the rest of the household. The patrilineal descent principle is important, and the lineage is very often localized within a geographic neighborhood in which it constitutes a majority. Lineage members can be called on in times of financial crisis, particularly when support is needed to settle local disputes. Lineages do not meet regularly or control group resources.

Food in daily life

According to Anisuzzaman et al. (2016, p. 114) Bangladeshi foods are famous for spices with magnificent aroma and flavour. Rice and fish are the foundation of the diet; a day without a meal with rice is nearly inconceivable. Fish, meats, poultry, and vegetables are cooked in spicy curry (torkari) sauces that incorporate cumin, coriander, cloves, cinnamon, garlic, and other spices. Muslims do not consume pork and Hindus do not consume beef. Increasingly common is the preparation of ruti, a whole wheat circular flatbread, in the morning, which is eaten with curries. Also important to the diet is dal, a thin soup based on ground lentils, chickpeas, or other legumes that is poured over rice. A sweet homemade yogurt commonly finishes a meal. A typical meal consists of a large bowl of rice to which is added small portions of fish and vegetable curries. Breakfast is the meal that varies the most, being rice- or bread-based. A favorite

breakfast dish is panthabhat, leftover cold rice in water or milk mixed with gur (date palm sugar). Food is eaten with the right hand by mixing the curry into the rice and then gathering portions with the fingertips. In city restaurants that cater to foreigners, people may use silverware.

Three meals are consumed daily. Water is the most common beverage. No bear and alcohol are taken. Before the meal, the right hand is washed with water. Snacks include fruits such as banana, mango, and jackfruit, as well as puffed rice and small fried food items. For many men, especially in urbanized regions and bazaars, no day is complete without a cup of sweet tea with milk at a small tea stall, sometimes accompanied by confectionaries. Every function, each new events, any good news, and any birth are celebrated with sweets. Every guest is entertained by sweets. This is a unique item in Bangladesh.

According to Anisuzzaman et al. (2016, p. 124) biryani is a common food at weddings, however, a rice dish with mutton or beef and a blend of spices, particularly saffron are also served. On special occasions, the rice used is one of the finer, thinner-grained types. If biryani is not eaten, a complete multicourse meal is served: foods are brought out sequentially and added to one's rice bowl after the previous course is finished. A complete dinner may include chicken, fish, vegetable, goat, or beef curries and dal. The final bit of rice is finished with yogurt. On important occasions, such as the Eid holidays of Muslims, a goat or cow is slaughtered on the premises and curries are prepared from the fresh meat. Some of the meat is given to relatives and to the poor.

Folk culture

Although music of this country has assimilated a myriad of genres and styles of music from the west like rock, metal, punk and techno, the souls of Bengalis has always resonated with folk songs (Anisuzzaman et al., 2016, p. 62). The wandering bauls of Bengal have always serenaded the Bangladeshis with their melancholic ballades. Bhauiya, Murshidi and Polligity have always amused the rural people. The rural fairs

and festivals, marriage celebrations, religious rituals, songs, pitha festivals, jatra are all part of folk culture (Gope, 2016, pp. 40-57). These folk cultures became national identity for Bangladesh after liberation in 1971 (Razzak, 2007b, p. 146).

Art and craft

Contemporary art of Bangladesh is an exciting mix of ideas, images, styles, techniques and mediums (Anisuzzaman et al., 2016, p. 62). Zailnul Abedin, Qamrul Hasan and S.M. Sultan are legendary artists of Bangladesh. Crafts of Bangladesh depict the vast array of indigenous talent (Anisuzzaman et al., 2016, p. 148). Magnificent colours, vibrant shades, dynamic patterns and beautiful motifs adorned the heritage of Muslin, Jamdani and Khadi. Inspired by those magnificent designs todays clothing talents are setting up boutiques, brands and fashion empires (Anisuzzaman et al., p. 202). Jamdani, Muslin, Nakshi Katha, dolls made of earth and cloth, pottery, bamboo and cane made household goods are part of folk cultural assets (Gope, 2016, pp. 82-83, 93). Vernacular architectures of Bengal are appropriate for the weather, soil, water and aspirations of people.

Sports

Bangladesh is a cricket crazy nation (Anisuzzaman et al., 2016, p. 186). They scream their lungs out supporting their team. Alongside cricket they enjoy Football, Hadudu, Kabadi and boat races. Chattogram is famous for local Bali khela[6]. The sports have seasonal variations.

Entertainment

Performing artists pour their hearts in whatever they render and are highly applauded by the audience (Anisuzzaman et al., 2016, p. 214). Being a melting pot of races the country has inherited variety of rituals from Aryans, Persians, Dravidians and Arabs (Plunkett et al., 2005, p. 32). Kirton[7], Baul rites, Gambhira[8], Bhauya and Fakir rites are some magnificent folk songs. Folk dance and Jatra (folk theatre) are very exciting in the rural areas (Plunkett et al., 2005, p. 36; Anisuzzaman et al., 2016, p. 224). Tribal

performances are extraordinary. Once the cinema halls used be crammed with viewers. Cinema actors and actresses are still powerful celebrities in the society. Bangladesh hosts the most attended Uchchanga Songit festival annually. The flute is an indigenous instrument in Bangladesh that excites every Bengali heart.

Tribal lifestyle and culture

Only 2% people of Bangladesh are tribal who are recognized as small ethnic people in the Constitution of Bangladesh (Department of Films and Publications, 2012, p. 59). They live in the hill districts of Rangamati, Bandarban and Khagrachori, Sylhet, Mymensingh and Rajshahi (BBS, 2016; Local Government, 2006). Major tribes are Chakma, Marma, Murang, Tripura, Garo, Mogh, and Santals. Each tribe has its own lifestyle and culture including dress, food, language, celebration, marriage, family, religious rituals, profession and greetings (Department of Films and Publications, 2012, p. 59). They have got different agricultural practices. They have got colourful and vibrant cultural activities on various occasions. They are mostly Buddhist or Christian.

4.5   Hospitality

According to Plunkett et al. (2005) Bangladeshis are very "warm, hospitable and exceedingly helpful" (p. 37). Plunkett et al. explicitly describes "If you find yourself in a jam, do not be surprised by the Bangladeshis who will go out of their way to help you, you are not just a tourist but an honoured guest" (p. 37). The Bengali literature is replete with characters which portray the authentic hospitality of the people of this land towards guests. The Bengali mothers and sisters are symbols of affection, care, empathy and love. In numerous blogposts and customer comments Bangladeshis are highly praised for their hospitality. Their hospitality is described as spontaneous, genuine, warm, real and authentic.

4.6   Festivals

Bangladeshi daily life is replete with traditions, festivals and fairs. Some of them are as ancient as prehistoric days and others are recent. There are festivals round the year which have made them resilient against all calamities, poverty and odds. There are

many social, religious and natural festivals and fairs in Bangladesh. Some are community specific others draw in participations by people of all religions, races and ages.

For Muslims two Eids[9] and Muharram are very large festivals in Bangladesh. Durga Puja[10] is the largest Hindu festival.

The Bengali New Year celebration is the most widely participated common festival in Bangladesh. It is highly colourful and jubilant. Millions participate in Bengali New Year celebration in Dhaka city. Lalon Mela[11] in Kushtia is unique in the region which is accepted by both Muslims and Hindus. Bowls are a unique society. Sultan Mela[12] in Narail is one of the most important local fairs

The national days like Independence Day (26th December), Intellectual Mother Language Day (21st February), Victory Day (16th December), and Intellectual Martyrs Day (14th December) are celebrated both by the people and by the Government. There are many international days and national days which are celebrated throughout the whole year.

The tribal people on the hill districts observe many colourful festivals. Baisabi Festival - commonly celebrated as "Biju" by the Chakma and Tanchyanga, as "Shangrai" by Marmas and as "Baisuk" or "Baisu" by Tripuras - is the main social festival of the tribal people in the hill districts of Rangamati, Bandarban and Khagrachhari (Department of Films and Publications, 2012, p. 67; Bangladesh Tourism Board, 2017).

4.7   Religious Attractions

Religious attractions are the pilgrimage sites which may be monuments, graves, holy lands, rivers, religious events, places of warship (Singh, 2006). Bangladesh is the melting pot of the world's major religions- Islam, Hindism, Buddhism and Christianity. It has ancient footprints of three major eastern religions (Plunkett et al., 2005; Butler, 2008, p. 32). After the arrival of Buddha his religion spread over the whole of Bengal

converting from erstwhile Hinduism. However a large Hindu community remained with their religious beliefs and practices and preserved their sites, events and places of worship. Bengal became an illuminated seat of Buddhist civilization with many religious monuments. In the mediaeval ages Islam spread to this area who established numerous Islamic holy sites, events and places of worship. Religious tolerance was paramount in this region that helped to preserve major religions and their sites, events and places of worship.

Islamic religious attractions

Baitul Mukarram is the national mosque of Bangladesh. Located at the centre of Dhaka, the mosque was completed in 1968. The mosque has a capacity of 30,000 devotees and is regarded as the tenth largest mosque of the world. The structure of Baitul Mukarram resembles the Kaaba in Mecca.

Hoseni Dalan is the most revered Shia shrine in Bangladesh which was built in the seventeenth century (Hasan 2017, p. 72). There are many mosques of mediaeval ages with architectural heritages. For example Star Mosque, Boro Katara, Choto Katara of Dhaka, Soto Sona Masjid, Boro Sonamasjid of Chapai Nobabgonj are famous mosques to visit by devotees (Hasan, 2017, p. 3).

The shrine of famous sufi preacher Hazrat Shah Jalal in Sylhet is visited by hundreds of thousands of people every year. It is the most visited holy site in Bangladesh (Department of Films and Publications, 2016a). All major political leaders start their election campaign by paying visit to this shrine. Tabaligh Jamaat holds Ijtema[13] (annual conference) in Tongi, Dhaka of nearly 2 million people each year. As the number of attendees grew the conference is now held on several dates for different geographical areas. It is the biggest congregation of the Muslims in the world after Holy Hajh.

Buddhist religious attractions

Shorno Mandir (Golden Temple) at Bandarban is a holy place for the Buddhists (Department of Films and Publications, 2016b). Dharamarajika Buddha Monastery in Sabujbag is currently the biggest seat of Buddhist learning in Bangladesh.

Hindu religious attractions

According to (Plunkett et al., 2005) Dhakeshwari Temple is a sacred Hindu temple in Dhaka. Puthia temple is the largest Shiva temple in Bangladesh. Kantaji temple draws in large crowds of both devotees and tourists. Chandra Nath temple of Sitakunda, Chittagong is a major destination of gaining spiritual power of Hindus.

Christian religious attractions

Holy Rosary Church is the second church in Dhaka built in 1677 AD in Tejgoan area of Dhaka. The Armenian Church is a historically significant architectural monument situated in the Armanitola area of old Dhaka (Plunkett et al., 2005, p. 111). The church bears the testimony to the existence of a significant Armenian community in Dhaka in 17th and 18th century.
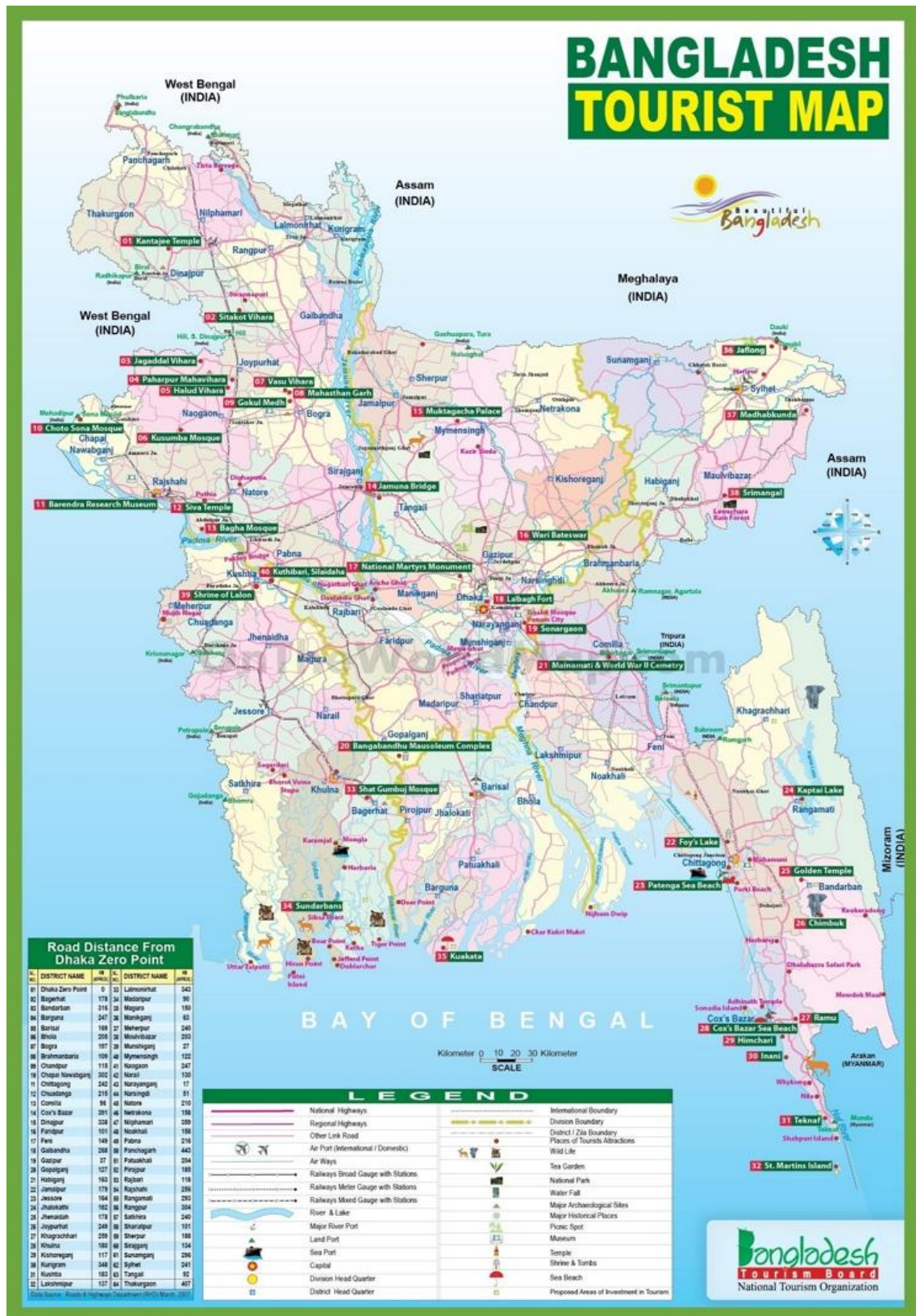
Figure 4.9: Tourism Map of Bangladesh (Bangladesh Tourism Board, 2017)

5.0   VARIABLES FOR MEASURING BRAND IMAGE OF BANGLADESH AS AN INTERNATIONAL TOURISM DESTIANTION

The core of tourism destination branding is to build a positive image that identifies and differentiates the destination by selecting a consistent brand element mix (Cai, 2002). The positioning strategy starts with identifying the strong elements that uniquely differentiate a destination from competitors (Qu et al., 2011, p. 474; Crompton et al, 1992). The conceptual framework of this dissertation developed in Chapter 3.0 sequentially shows how the strong elements of brand are identified. First step is to identify the variables for measuring destination image. This chapter explores the variables for measuring destination image. Section 5.1 and 5.2 review secondary data in the literature to identify image variables. Section 5.3 tests relevance of these variables in the context of Bangladesh. Section 5.4 identifies tourist motives to visit a country. Section 5.5 presents the final list of variables.

5.1.   Image Variables of Tourism Destination

Keller (1993) classified brand associations into three major categories of increasing scope: attributes, benefits, and attitudes (Keller, 1993, p. 4). Attributes are those descriptive features that characterize a product or service, and which are involved in the consumption or purchase of the product or service (Keller, 1993, p. 4). Benefits are the value consumers attach to the product or service attributes- that is what consumers think products or services can do to them (Keller, 1993, p. 4). Brand attitudes are consumers' overall evaluation of a brand, which is considered a 'value expressive' function by many researchers (Keller, 1993, p. 4).

Echtner and Ritchie (2003, p. 40) show that image of a destination consists of perceptions of individual attributes, as well as, total, holistic impressions (Figure 5.1). They conclude that destination image can be based on functional and psychological attributes of destination (Echtner and Ritchie, 2003, p. 42). Functional characteristics concern more tangible aspects and psychological characteristics concern more intangible aspects of destination. However, the dividing line between functional and

psychological characteristics is not clear (Echtner and Ritchie, 2003, p. 41). They add further that image of destinations can be rated on commonly considered functional or psychological characteristics on one end and on unique features, events, feelings or auras on the other end (Echtner and Ritchie, 2003, p. 43). They recommend that a complete measure of destination image should include perceptions of both functional and psychological attributes, common and unique, and holistic perceptions (Echtner and Ritchie, 2003, p. 46),
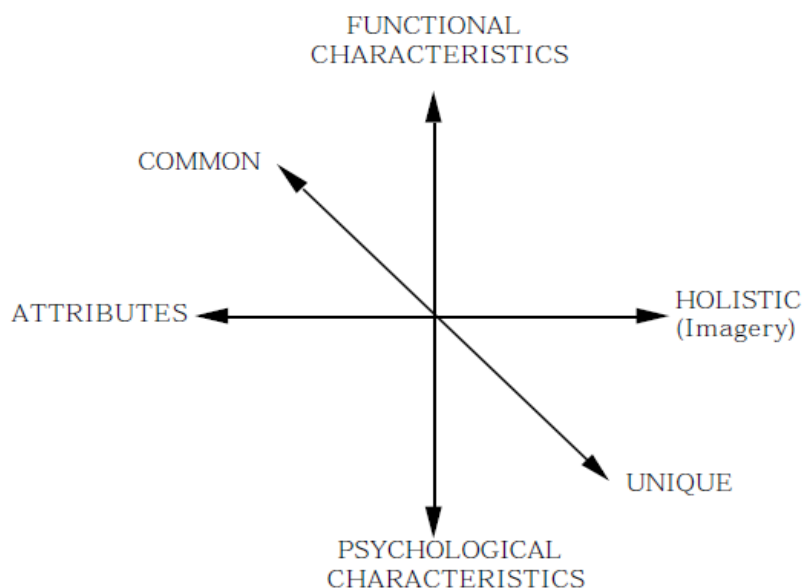
Figure 5.1: Three dimensional approach of destination image
(Echtner & Ritchie, 1993, p. 43)

A more commonly practiced theoretical perspective in image studies led by Gartner (1993) holds that destination image is composed of three distinctly different but hierarchical components: cognitive, affective, and conative components (Gartner, 1993, p. 193; Cai, 2002, p. 724; Breeli & Martin, 2004, p. 658). According to Gartner (1993, pp. 193, 196) and Qu et al. (2011, p. 473) the cognitive component of image refers to the beliefs and knowledge a tourist holds of the destination attributes. The affective component is represented by the feelings or emotional responses toward various features of a place. The conative aspect of destination image is the behavioral manifestation from the tourists' side and can be understood as onsite consumptive behaviors. The three components represent a layered succession in image formation;

that is, a tourist forms the cognitive image, based on which he/ she develops the affective image and then the conative image (Chen & Phou, 2013; Gartner, 1993, p. 193).

An image refers to an individual's knowledge and beliefs about a destination (cognitive) rather than reality (Gartner, 1993, p. 196), how they feel about it (affective), and how one acts using this information (conative) (Agapito et al., 2013). The cognitive intellectual (perceptual) component relates to the individual's beliefs and knowledge about the attributes of the destination, while the affective component refers to the evaluation stage, concerning the feelings that an individual associates with the place of visit (Agapito et al., 2013; Baloglu & McCleary, 1999; Gartner, 1993, p. 193). Finally, the conative component relates to action, i.e., the individual's actual conduct or intention to revisit and recommend the destination to others (Bigné et al., 2001; Gartner, 1993; Konecnik & Gartner, 2007; Pike & Ryan, 2004; Tasci & Gartner, 2007; Tasci et al., 2007), or even the intention to say positive things about the destination (Baker & Crompton, 2000).

The above-mentioned frameworks have guided many destination image studies and related scale development. A large number of studies have used three main dimensions of destination image – cognitive, affective and conative (Gartner, 1993; Cai, 2002; Konecnik & Gartner, 2007; Pike & Ryan, 2004; Stepchenkova & Mills, 2010; Tasci & Gartner, 2007; Qu et al., 2011; Zhang, Fu, Cai, & Lu , 2014; Madden, Rashid, & Zainol, 2016).

Although the three image components are related and hierarchical to form a destination image (Gartner, 1993; Cai, 2002; Agapito et al., 2013) they each have unique contributions to the overall image (Qu et al., p. 467) and as such they should be used as predictor variables of tourist's behavioural reactions to destinations and overall image (Agapito et al., 2013). Qu et al. (2011, p. 473) found that cognitive image (i.e. belief and knowledge of attributes of the destination) was the most influential brand association to form overall image for the destination.

Cai (2002, p. 724) pointed out that Gartner's (1993, p. 193) cognitive, affective and conative image hierarchy mirrors Keller's (1993, p. 4) brand associations consisting of attribute, benefit and attitude. Qu et al. (2011, p. 467) argues that Gartner's (1993, p. 193) cognitive and affective image components are conceptually parallel with Keller's (1993, p. 4) attribute and benefit brand associations.

Most analysis on destination image or branding directly or indirectly support the contribution of both cognitive and affective component to overall image (Pike, 2009). Despite being hierarchically correlated cognitive and affective image have unique contributions to the overall image formation and they require separate treatment as brand associations (Qu et al., 2011, p. 467; Russel & Pratt, 1980). But, there are controversies about the contribution of conative image on overall image of destinations. Cai (2002, p. 724) claims that attitudes can be a type of brand association for destination branding. Sussman and Unel (1999) find that there is conceptual confusion between attitude and destination image. Baloglu & McCleary (1999) and Qu et al. (2011, p. 467) consider destination image is close to attitudinal construct. Therefore, they are against considering conative image as a brand association (Qu et al., 2011, p. 467).

Apart from cognitive, affective and conative components some researchers include unique image as a component of destination brand image. Keller's (1993, p. 7) brand knowledge theory holds that uniqueness of brand associations is a component of brand image. According to Kotler and Keller (2012, p. 298), Aaker (2002, p. 184) uniqueness or point of difference is the core of positioning a brand. Echtner and Ritchie (2003, p. 43) suggest that there are truly unique features of destinations, for example the Taj Mohol for India, the Amazan for Brazil and the Mount Everest for Nepal. Qu et al. (2011, p. 467) empirically established that overall image of a destination is affected by its unique image. They observe that uuniqueness is the compelling reason why tourists should select a particular destination (Qu et al., 2011, p. 468). Uniqueness is important due to its influence on differentiation among similar destinations in the target

consumers' minds (Cai, 2002; Etcher & Ritchie, 1993; Morrison & Anderson, 2002; Ritchie and Ritchie, 1998).

Based on the above analysis it appears that researchers broadly agree on three constructs of measuring destination image: cognitive, affective and unique which are critical for tourism destination branding and positioning.

5.2 Destination Image Variables Used in the Previous Studies on International Tourism

As discussed above there are three constructs of measuring destination image: cognitive, affective and unique. The variables under these three constructs are explored below:

5.2.1 Cognitive image variables

Etcher & Ritchie's (1991, 1993, 2003, p. 11) study is one of the most cited model for conceptualization and measurement of destination image (Qu et al., 2011). The study summarized and reviewed the attributes used in 14 major research works for measuring image of destinations. It recommended operationalization of destination image measuring both attributes and holistic impressions, both in terms of functional and psychological characteristics and considering both common and unique features (Etcher & Ritchie, 2003, p. 44). It identified 34 attributes as cognitive image variables (Appendix-1), ranging from functional (physical, measurable) to psychological (abstract) that were used by many researchers in measuring destination image.

Baloglu and McCleary (2004, p. 881) tested 14 cognitive variables for image (Appendix-11). Qu et al. (2011) reviewed all attributes used in previous studies on destination image measurement and prepared a 'master list'. Using focus group discussions and in-depth interviews Qu et al. (2011) prepared a final list of 28 items relating to cognitive image and 15 items relating to unique image (Appendix 2) for measuring destination image of Oklahoma, USA.

World Economic Forum measured competitiveness index for 136 major economies of six continents in its 2017 Travel and Tourism Competitiveness Report (World Economic Forum, 2017a). It used 90 indicators (Appendix 3) distributed among 14 pillars to measure travel and tourism competitiveness index of an economy or country. The main factors of travel and tourism competitiveness used by this report are (1) enabling environment, (2) travel and tourism policy and enabling conditions, (3) infrastructures and (4) natural and cultural resources. According to World Economic Forum's study (World Economic Forum, 2017a) enabling environment consists of variables related to general settings for operating in a country. These variables are (1) business environment, (2) safety and security, (3) health and hygiene, (4) human resources and labour market, and (5) ICT readiness. The travel and tourism policy and enabling conditions consist of four variables – (6) prioritization of travel and tourism, (7) international openness, (8) price competitiveness, and (9) environmental sustainability. Infrastructure factor consists of variables related to availability and quality of physical infrastructure for travelling and touring a country which are (10) air transport infrastructure, (11) ground and port transport infrastructure and (12) tourist service infrastructure. The natural and cultural resource factor consists of principal reasons to travel to a country that include (13) natural resources, and (14) cultural resources and business travel.

Nadeau et al. (2008) studied the destination image of Nepal. The study identified 30 variables (Appendix 4) to assess the destination image of Nepal. The context of Nepal is similar to that of Bangladesh as both are in the same region, similar socio economic status, similar infrastructure and geological reality.

By summarizing 25 studies Gallarza et al. (2002: 63) prepared a list of 20 most common attributes of tourism destination for measuring cognitive image (Appendix 5)**.** McCartney (2006) found that this list has much in common with the attributes list prepared by Etchner and Ritchie (1991). The review found that most common attributes in destination studies were residents' receptiveness (20 times), landscape and or

surroundings (19 times), cultural attractions (18 times), nightlife and entertainment (17 times), sport facilities (16 times), shopping facilities (15 times) and gastronomy (15 times).

Konecnik & Garner (2007) identified 26 variables (Appendix 6) for measuring destination image. Rajamohan et al. (2007) conducted a study to determine the perceived image of India as a travel destination, to identify the recreational and leisure needs of the travellers to India, and to investigate the relationships between perceived destination image and recreational needs. They identified 21 recreational needs for tourists and 16 destination image items for the country to the tourists (Appendix 7).

McCartney (2006) used 33 attributes (Appendix 8) to measure destination image of Macao. Afinoguénova (2014) found that Spain positioned the country for tourism as early as in early twentieth century as being champion of diversity. The central government divided the country into regions based on culture, landscape, architecture and food to promote foreign tourism. Gartner (2005) found that accidental events were significant brand association and investigated the impact of terrorist attacks in Bali (2002), Alexandria and Istanbul, and Tsunami or SARS on image of destinations (Gartner, 2005). A number of cities have been successful in grabbing attention by hosting Olympics, FIFA and ICC tournaments. These are treated by many writers as destination image variables. Schneider & Sönmez (1999) used 12 cognitive image variables to evaluate image of Jordan relating to safety, attractive place, homely, fun, accommodation, transportation, attractions, low cost, travel, business facility and shopping.

The observable cognitive image variables and the latent constructs made up of the observable variables (also termed as indicators/items) are mentioned below:

(1) Natural attractions: Royal Bengal tiger, sea beaches, flora and fauna, natural beauty, rivers,

(2) Entertainment: entertainment places, cuisine, shopping facilities, outdoor activities, adventure opportunities, bar facility, nightlife facility,

(3) Cultural Attractions: lifestyle and culture, folk cultural assets, festivals and fairs, heritages, tribal lifestyle and culture, art and craft, weather, Buddhist religious sites, Hindu religious sites and Islamic religious sites.

(4) Infrastructure: airline seats, taxi service, quality of accommodation, price competitiveness of accommodation, restaurants, international conferences & exhibitions centres.

(5) Tourist Service: ease of getting around, safety and security, healthcare facilities, emergency healthcare, food and drink hygiene, cleanliness of environment, tour operators service, visa processing, immigration service, tourist information, international openness, language barrier, money exchange facility, cost of tourism. Weather. reliable internet infrastructure

(6) Hospitality: friendliness and hospitability of the service providers (at airport counter, hotel, taxi, shop etc.) and other people involved during stay at the destination country, the level of care during stay (by host), responsiveness of host in response to guest demands.

5.2.2   Affective image variables

Affect is defined as the emotion expressed in language and affective quality of a place is defined as the emotion-inducing quality a person verbally attributes to that place (Russell & Pratt, 1980, p. 312, 316). There are hundreds of English words that people use to describe affective quality of destinations such as lively, boring, disgusting, relaxing etc. (Russell & Pratt, 1980). Russel, Ward, & Pratt (1978) mentioned that there are as many as 105 commonly used adjectives in describing affective quality of places. Russell and Pratt (1980) proved by factor analysis that all those affective qualities of destination can be defined by eight variables which are paired into four pairs of opposite (positive and negative) reactions to destination: arousing-sleepy, pleasant-unpleasant, exciting-gloomy, and relaxing-distressing. So, a destination's affective qualities can be measured by these four scales (Russell and Pratt, 1980; Hosany, Ekinci & Uysal, 2007). Qu et al. (2011, p. 469) used four semantic differential scales of arousing-sleepy, pleasant-unpleasant, exciting-gloomy, and relaxing-distressing to measure affective image of a destination. This semantic differential scale is parallel to Likert scale of

agree-disagree. For the sake of comparing affective image items with other items of image and for easy understanding of respondents Likert scale can be used to measure affective image. Therefore, based on Russell and Pratt's (1980) conceptualization of affective image four variables can be used for measuring affective image of Bangladesh: arousing, pleasant, exciting and relaxing.

5.2.3 Unique image variables

As the name implies unique features are not common among the destinations. Qu et al. (2011, p. 469) tested as many as 15 items for unique image of Oklahoma derived from travel literature and promotional brochures of Oklahoma and neighbouring destinations. The 15 items included unique indigenous culture, friendliness of the local people, natural scenery, clean environment, entertainment/ nightlife, wide choice of outdoor activities, shopping opportunity, safety, tourist attractions, and historical attractions. Qu et al. (2011, p. 469) argued that some similar measures can be used to capture cognitive and unique image. A unique feature of a destination may be a point of parity for another destination (Kotler & Keller, 2012, p. 303). Echtner and Ritchie (2003, p. 43) suggest that there are truly country specific unique features, for example the Taj Mahal for India, the Amazon jungle for Brazil, the Disneyland for California and the Mount Everest for Nepal. Uniqueness is the compelling reason why tourists should select a particular destination. McCartney (2006, p. 61) used unique architectural buildings and cuisine to test the respondents' view about uniqueness of Macao. The respondents in that study mentioned casinos, heritage, and modern architectural landmark as the unique attractions of Macao (McCartney. 2006, p. 61). Promotional materials of Bangladesh Tourism Board present sea beaches of Cox's Bazzar, hill resorts of three hill districts, Buddhist heritages, rivers, Royal Bengal tiger, Sundarban's biodiversity, hospitality, lifestyle and culture, tea gardens, and tribal lifestyle and culture as the unique features of Bangladesh (Bangladesh Tourism Board, 2017). The focus group discussion with the CEOs of the leading tour operators generated a list of unique features of Bangladesh as a tourism destination. The list was further screened and redefined through in-depth interviews. The final list of unique features included Royal Bengal tiger of Suderbans,

hospitality, lifestyle and culture in general, tribal lifestyle and culture, low cost of tourism and heritages.

Another focus group discussion was conducted with foreign tourists on the unique features of Bangladesh exclusively. The discussion did not come up with any new prominent unique image variable. Especially the unique feature items of tea gardens, sea beaches, Buddhist heritages, and rivers were discussed in detail in the session. But the group did not agree that any of these was really unique feature to represent tourism brand of Bangladesh. The discussion noted that despite commendable success of Bangladesh in economic and social development its international image and tourism reputation in particular has not improved alongside. The people of the outside world do not know much about its natural, historical and social attractions. The old image as a poverty stricken disaster affected country dominates in the western and eastern psyche. It means that field is quite open now to research, develop and promote tourism brand position of Bangladesh.

5.3. Destination Image Variables Relevant for Bangladesh Relating to Inbound Tourism

The above section identifies variables for measuring image of tourism destinations. A focus group discussion was conducted with chief executives of 12 major tour operators of Bangladesh involved in inbound tourism to assess whether those variables are relevant to Bangladesh. Another focus group discussion was conducted to identify unique features of Bangladesh as a tourism destination. Four in-depth interviews were also conducted with two chief executives of two leading tour operators of Bangladesh involved in inbound tourism, one tourism consultant and one Bangladesh Tourism Board expert. The focus group discussions (FGD) and in-depth interviews generated a list of 56 variables (Appendix-12) for tourism destination image measurement of Bangladesh (46 for cognitive image, 4 for affective image and 6 for unique image).

5.4.   Motivational Factors to Visit a Foreign Country

According to Aaker's brand identity planning model (Aaker, 2002a, p. 79) study of motives of target group is a basis for brand identity selection. The motives of tourists in visiting foreign countries are an important consideration for tourism branding of destinations (Kwortnik & Hawkes, 2011, p. 9). These are the obvious reasons for travel. A number of studies have suggested that motivation can influence the image formation process of destinations (Gartner, 1993; Baloglu & McCleary, 1999, p. 868; Breeli & Martin, 2004; McCartney, 2006, p. 25; Hai, 2013). Breeli & Martin (2004, p. 677) empirically proved that motivations positively influence affective component of destination image. Baloglu & McCleary (1999) found that a destination image is both formed by stimulus factors and tourists' characteristics.

Breeli & Martin (2004, p. 668) tested 13 motivational factors that influence image of destinations: discovering new cultures, discovering new places, intellectual improvement,   attending cultural events, rest and relaxation, alleviating stress, seeking adventure, seeking recreation and entertainment, doing exciting things, going to places where friends have not visited, being able to tell friends about vacation experiences, and going to fashionable places. Baloglu and McCleary (1999, p. 882) tested 17 motivations for travelling a new destination: relieving stress, getting away from demands of daily life, relaxing mentally and physically, getting away from crowds, escaping from the routine, doing exciting things, finding thrills and excitement, being adventures, having fun and being entertained, learning new things, experiencing new cultures and way of life, enhancing intellectual capacity, experiencing new places, meeting people with similar interests, developing friendships, going places friends have not gone and telling friends about the trip. McCartney (2006, p. 74) used 10 motives of visiting a foreign country including learning new things, connecting with a new cultures, visiting friends and relatives, interacting socially, experiencing unfamiliar, enjoying variety of tourism attractions, excitement, adventure, relaxing physically & mentally, getting away from daily busy life and cost of holiday. Kwortnik & Hawkes (2011, p. 9) indicated that meeting new people, new culture and visiting natural attraction are motivations of travel for most people. It is seen that there are many common motives in different studies.

From the above studies a total of 11 possible motivational desires for visiting a foreign country were identified to be tested in this study.

5.5.   Final list of Variables

Cognitive and Affective Image Variables:

A total of 46 observable cognitive image variables and 4 affective image observable variables which are independent variables are given below:

(1) Natural attractions: Royal Bengal tiger, sea beaches, flora and fauna, natural beauty, rivers,

(2) Entertainment: entertainment places, cuisine, shopping facilities, outdoor activities, adventure opportunities, bar facility, nightlife facility,

(3) Cultural Attractions: lifestyle and culture, folk cultural assets, festivals and fairs, heritages, tribal lifestyle and culture, art and craft, weather, Buddhist religious sites, Hindu religious sites and Islamic religious sites.

(4) Infrastructure: airline seats, taxi service, quality of accommodation, price competitiveness of accommodation, restaurants, international conferences & exhibitions centres.

(5) Tourist Service: ease of getting around, safety and security, healthcare facilities, emergency healthcare, food and drink hygiene, cleanliness of environment, tour operators service, visa processing, immigration service, tourist information, international openness, language barrier, money exchange facility, cost of tourism. Weather. reliable internet infrastructure

(6) Hospitality: friendliness and hospitability of the service providers (at airport counter, hotel, taxi, shop etc.) and other people involved during stay at the destination country, the level of care during stay (by host), responsiveness of host in response to guest demands.

(7) Feelings: arousing, pleasant, exciting and relaxing.

Unique image variables:

A total of 6 unique image observable variables were selected from the above list of cognitive and affective variables which are independent variables. These six are repetition but signifies uniqueness of the destination. These are Royal Bengal tiger of Sudrbans, hospitality, lifestyle and culture in general, tribal lifestyle and culture, low cost of tourism, and heritages.

Overall image and tourist behaviour:

One overall image and two tourist behaviour variables (tourists' intent to recommend Bangladesh to others, and tourists' intent to revisit Bangladesh) were selected as dependent variables.

Motivational desires of tourists:

A total of 11 statements were selected to take opinion about motivations for visiting a country. These are learning new things, connecting with a new cultures, experiencing nature, visiting friends and relatives, interacting socially, experiencing unfamiliar, enjoying variety of tourism attractions, excitement, adventure, relaxing physically & mentally, getting away from daily busy life

A coordination schema (Appendix 13) was prepared with these variables in order to develop questionnaire. In developing the questionnaire the observable destination image variables were converted into simple, clear, unequivocal and single barrel statements.

6.0   IMAGE OF BANGLADESH AS A TOURIST DESTINATION

This chapter presents the results of survey on foreign tourists using structured questionnaire. The image variables identified in Chapter 5 were put into the questionnaire which was distributed to the respondents (foreign tourists). Their responses are analysed in this chapter. Section 6.1 presents the cognitive image, Section 6.2 presents the affective image and Section 6.3 presents the unique image of Bangladesh. Section 6.4 discusses the overall image of Bangladesh. These results are further analysed in the later chapters to determine the core brand element for positioning the tourism brand of Bangladesh.

6.1 Cognitive image of Bangladesh

Cognitive image is the perception about the destination characteristics held in memory of the individuals (Konecnik & Gartner, 2007, p. 403; Cai, 2002, p. 723). It relates to beliefs and knowledge about the destination (Gartner, 1993, p. 193). Four categories of cognitive image variables were evaluated in this study- natural attractions, tourist entertainment, cultural attractions, tourism infrastructures, tourist service and hospitality. The results are described below:

6.1.1 Cognitive image of natural attractions

A total of 6 natural attractions were considered for evaluation of tourists' perceived image of Bangladesh (Table 6.1). The respondents were asked to rate the image of attractions expressed in statement form (one statement for each attraction) in Likert Scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with standard deviations of the cognitive image of attractions of Bangladesh are shown in the table below (Table 6.1) in descending order of mean:

Table 6.1: Cognitive image of the natural attractions of Bangladesh

Sl. No.	Attractions	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for μ=0)
1	Royal Bengal Tiger	0.9397	0.92797	0.000
2	Rivers	0.6560	1.04632	0.000
3	Natural beauty	0.6525	0.91633	0.000
4	Flora and fauna	0.6418	0.93342	0.000
5	Sea-beach	0.5922	1.01256	0.000
6	Weather	0.1170	1.18583	0.099

The mean image is significantly different from zero for five tourism attractions out of six at a level of significance (α) of 5%. Therefore the tourists have significant opinion about these five attractions. All of these have positive image. The findings about the image of natural attractions are detailed below:

Royal Bengal tiger (μ=0.9397)

Among the attractions Royal Bengal tiger tops the list according to mean image (0.9397). The respondents widely perceived that Royal Bengal Tigers predominantly reside in Bangladesh. It is known that Sundarban, the largest mangrove forest of the world, which is situated in three south-west coastal districts of Bangladesh, is the residence of this rare tiger. Although a third of Sundarban is situated in West Bengal it is important that the tourists perceived Bangladesh as the home of them. This is a critical attraction for Bangladesh's tourism as tourists consider it to be mainly available in Bangladesh. So, those who have interest to see the tigers or their traces are likely to visit Bangladesh if this is well publicized and arrangements are available to visit the place. Therefore, this is a strong favourable tourism attraction for Bangladesh (Appendix 15).

Rivers (μ=0.6560)

Bangladesh is crisscrossed by about 710 rivers including tributaries (Department of Films and Publications, 2012, p. 39; Biswas, 2018, p. 61). The tourists were asked to rate the statement that "Bangladesh is a land of beautiful rivers" in Likert scale. The mean index of the image of rivers of Bangladesh is 0.6560. The image is positive, however, the strength of the image is moderately strong.

Natural beauty (μ=0.6525)

Natural beauty comprises of flora and fauna, landscape, water bodies, weather along with others. The tourists were asked to rate the statement that "Bangladesh is rich in natural beauty" in Likert scale. The mean index of the image of natural beauty of Bangladesh is 0.6525. The image is positive, however, the strength of the image is moderately strong. In fact the image is very close to weak territory.

Flora and fauna (μ=0.6418)

Bangladesh is rich for vegetation and biodiversity due to alluvium rich fertile soil and abundance of rain (Department of Films and Publications, 2012, p. 30). A large number of animal species and plants are available. The tourists were asked to rate the statement that "Bangladesh has a great variety of flora and fauna" in Likert scale. The mean index of the image of flora and fauna   is 0.6418. The image is positive, but the strength of the image is weak. The image is very close to moderate territory.

Sea-beach (μ=0.5922)

Tourism literature of Bangladesh is abundant with rich description and claim of Coxes Bazar being the longest unbroken sea beach of the world (Bangladesh Tourism Board, 2017). Kuakata sea beach provides unique opportunity of observing both sun rise and sun set on the sea. Potenga sea beach in Chittagong and Teknaf sea beach are described by tourism providers of Bangladesh as rich tourism attractions of the country. The survey provides an opportunity to find how foreign tourists look at the sea beaches of Bangladesh.

Weather (μ=0.1170)

Bangladesh is a tropical country with six seasons. This is hotter than North Asian, European and North American countries. The weather is humid also. In contrast to chilling cold of the northern Asia Bangladesh is quite warm in the winter. Many tourists to Bangladesh originate from north Asian countries. The tourists were asked to rate the statement that "Bangladesh has a pleasant weather" in Likert scale. The respondents neither agreed nor disagreed with the statement. Therefore, weather of Bangladesh has not been rated as attractive.

6.1.2 Cognitive image of tourist entertainment items

A total of 7 entertainment items were considered for evaluation of tourists' perceived image of Bangladesh (Table 6.2). The respondents were asked to rate the image of attractions expressed in statement form (one statement for each attraction) in Likert Scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with standard deviations of the cognitive image of attractions of Bangladesh are shown in the table below (Table 6.2) in descending order of mean:

Table 6.2: Cognitive image of the tourist entertainment items of Bangladesh

Sl. No.	Attractions	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for μ=0)
1	Cuisine	0.5957	1.11271	0.000
2	Shopping facility	0.2518	1.21545	0.001
3	Adventure activity	-0.0248	1.01733	0.682
4	Entertainment	-0.1596	1.12528	0.018
5	Outdoor activity	-0.1667	1.04892	0.008
6	Bar facility	-0.4291	1.00724	0.000
7	Nightlife facility	-0.6058	1.04379	0.000

The mean image is significantly different from zero for six out of seven tourist entertainment items at a level of significance (α) of 5%. Therefore the tourists have significant opinion about these six items. Two of these six significant items have positive image. The findings about the image of tourist entertainment are detailed below:

Cuisine (μ=0.5957)

There are various types of cuisines in Bangladesh. Bangladeshi cuisines contain a wide range of vegetables, fish, meat, chicken, spices, cereals and sweets. There are many Bangladeshi owned restaurants in Europe, North America, Japan, Middle East and Australia serving Bangladeshi foods often in the name of Indian food. The tourists were asked to rate the statement that "Bangladesh has a variety of local cuisines" to denote a wide choice of local foods in Likert scale. The mean index of the responses is 0.5957 which indicates that it has a positive or favourable image. But the strength of the image is weak. Therefore the foreign tourists are not very interested about the foods of Bangladesh.

The mean index of the image of sea beaches is 0.5922. According to mean index the sea beaches of Bangladesh have weak positive image. This strength of image of sea beaches is important as most competitors of Bangladesh including Sri Lanka, Malaysia, Thailand, Vietnam, India and Indonesia have got famous sea beaches. Although Bangladesh boasts of the longest unbroken sea beach in the world, its beaches are not appreciated by the foreign tourists. As most of the competitors of Bangladesh have famous sea beaches, a good sea beach could be a point of parity for Bangladesh. The weak image of sea beaches is disappointing for Bangladesh's tourism brand.

Shopping facility (μ= 0.2518)

Shopping is a vital experience for tourism (Nadeau et al, 2008, p. 94). Shopping opportunity depends on available facilities, available product range, price, payment systems, perceived quality, and brand image of products. Shopping itself is sometimes reason of tourism. However, many of the tourists engage in shopping in the destination

country in varying degrees. The tourists were asked to report their agreement or disagreement about shopping opportunity in Bangladesh. The index of shopping facility is 0.2518 which indicates a very weak image. In separate studies foreigners responded moderately positive about shopping opportunities in India and Nepal (Nadeau, Heslop, O'Reilly, & Luk, 2008, p.95; Rajamohan, Yen and Gama, 2007). Bangladesh has fared worse compared to India and Nepal in terms of shopping facility.

Adventure activity (μ= -0.0248)

An adventure is an exciting experience that is typically a bold, sometimes risky, undertaking. Adventures may be activities with some potential for physical danger such as traveling, exploring, skydiving, mountain climbing, scuba diving, river rafting or participating in risky sports. The tourists were asked to report their agreement or disagreement about availability of adventure activities in Bangladesh. The respondents neither agreed nor disagreed with the statement. It means that Bangladesh lacks opportunities of adventure activities.

Entertainment (μ= -0.1596)

Entertainment is a form of activity that takes away people's stress which is created by work, study or complexity of life. Some entertainment places are movie theatre, theme park, water park, casino, concert, sports, festivals etc. It gives people chance for enjoyment, self-expression and satisfaction (Adeboye, 2012, p. 17). The respondents were asked to agree or disagree with the statement "Bangladesh has available entertainment places". The mean index of the responses was negative (μ= -0.1596). It means that tourists rated entertainment opportunities in Bangladesh as negative. This is a blow for the image of Bangladesh as a tourism destination.

Outdoor activity (μ= -0.1667)

There may be many kinds of outdoor activities for tourists. Adventure activities for example hiking, bungee jumping, rafting, rowing, sports etc. are categorized as outdoor activities (UNWTO, 2010b, 182). In Bangladesh experiencing village life is also an

outdoor activity. This is an important attribute for tourism (Nicholls, 2012). The respondents rated opportunities of outdoor activities in Bangladesh as negative. It ranks at the bottom of the attractions list of Bangladesh.

Bar facility (μ= -0.4291)

Bangladesh is a Muslim country where bars are not widely available as there is less demand from the local people. Wine and bear are restricted to sale only to foreigners and permitted persons. All hotels of three-star standard and above are entitled to operate bar facility. Government allows selected outlets for selling wine and bear in all major towns (Anisuzzaman et al., 2016, p. 77). The foreigners are entitled to carry wine and bear from abroad as per personal requirement subject to declaration at the arrival port. How far this facility meets requirement of foreign tourists is a matter of investigation. The respondents were asked to comment on their agreement on the statement of "There are available bars for tourists in Bangladesh". The respondents did not agree with the statement. Their responses are very negative. However, this image item is not as negative as cleanliness, nightlife facility and traffic situation.

Nightlife facility (μ= -0.6058)

Nightlife is a collective term for entertainment that is available from late evening into the early hours of morning (Webster, 2018). It may include pubs, bars, nightclubs, parties, live music, concerts, cabarets, theatre, cinemas, shows, and some restaurants. These venues often require a cover charge for admission. Nightlife entertainment is often more adult-oriented than daytime entertainment. People who prefer to be active during the night-time are called night owls (Klein, 2008). The respondents were asked to comment on their agreement on the statement of "There are good nightlife facilities for tourists in Bangladesh". According to responses of tourists this is the second most negative item of the tourism image of Bangladesh.

6.1.3 Cognitive image of cultural attractions

A total of 9 cultural attractions were considered for evaluation of tourists' perceived image of Bangladesh (Table 6.3). The respondents were asked to rate the image of attractions expressed in statement form (one statement for each attraction) in Likert Scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with standard deviations of the cognitive image of attractions of Bangladesh are shown in the table below (Table 6.3) in descending order of mean:

Table 6.3: Cognitive image of cultural attractions of Bangladesh

Sl. No.	Attractions	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for $\mu=0$)
1	Lifestyle and culture	0.9078	0.99035	0.000
2	Folk cultural assets	0.9078	1.52278	0.000
3	Festivals	0.7810	0.84485	0.000
4	Muslim religious sites	0.7750	0.92907	0.000
5	Tribal lifestyle	0.7624	0.89100	0.000
6	Art and craft	0.5709	0.99658	0.000
7	Heritage	0.5638	0.97905	0.000
8	Buddhist religious sites	0.1788	0.91835	0.001
9	Hindu religious sites	0.1715	0.87901	0.001

The mean image is significantly different from zero for all of 9 cultural attractions at a level of significance (α) of 5%. Therefore, the tourists have significant opinion about these 9 variables. All of these attractions have positive image. The findings about the image of tourism attractions are detailed below:

Lifestyle and culture (μ=0.9078)

The ideas, customs and social behaviour of a particular people or society are known as culture. The dress, food, marriage, ceremonies, religion, language and housing all are manifestation of culture (Macionis & Gerber, 2011, p. 53). The mean of lifestyle and cultural image of Bangladesh is 0.9078. This indicates a strong and favourable opinion of tourists about lifestyle and culture of Bangladesh.

Folk cultural assets (μ=0.9078)

The next highest favourable image is held by folk cultural asset. The mean image of this attraction of Bangladesh is 0.9078. This indicates a strong and favourable image. Folk culture refers to a culture traditionally practiced by a small, homogeneous, rural group living in relative isolation from other groups. Bangladesh has a rich tradition of folk songs, with lyrics rooted in vibrant tradition and spirituality, mysticism, and devotion. The most prevalent folk songs and music traditions in Bangladesh include Bhatiali[14], Baul, Marfati[15], Murshidi[16], and Bhawaiya (Shahidullah, 2017). Folk cultural assets also include rural stories, puthi and rhymes preserved orally by generations. It is important that the foreign tourists consider the folk cultural assets of Bangladesh as a rich treasure for the country's tourism attraction.

Festivals (μ=0.7810)

Bangladesh is considered by some historians as the melting point of major civilizations of the east (Plunkett et al., 2005, p. 32). The Buddhists, Hindus and Muslims had dominant presence in this land which left their cultural marks in its population. They observed various festivals for centuries. As they lived with harmony many festivals had been enjoyed by people of all religions. Those have become common festivals. Ethnic communities and religious sects have given rise to new festivals. As the mean image of festivals and fairs is positive it is favourable. However, the strength of the image is moderate (0.7810).

Muslim religious sites (μ=0.7750)

It was mentioned above that Bangladesh is considered by some historians as the melting point of major civilizations of the east. Major religions of the world - the Buddhists, Hindus and Muslims started to spread in this land in 13th century. Over the last 500 years Muslims had dominant presence in this land and over centuries they co-existed in harmony with Hindus and Buddhists. Many Muslim heritage sites give testimony of their architecture, culture, and presence. The tourists were asked to rate the statement that "Bangladesh has many Islamic religious sites to visit" in Likert scale. The mean index of the image of Muslim religious sites is 0.7750. The image is positive, however, the strength of the image is moderately strong.

Tribal Lifestyle and Culture (μ=0.7624)

Tribal people are small ethnic communities living mainly in the three hill districts of South East corner of Bangladesh. Their livelihoods are primitive, houses are built with natural ingredients, customs are different from mainstream people, and they keep away from modern amenities. There are about 27 ethnic communities in Bangladesh most of whom live in these three districts. The main tribes living in these districts are Chakma, Marma, Tripura, Tanchangya and Mro. There are some tribes living in other parts of the country like Santal, Garo, Khasia, Jainta, Monipuri and Mogh. Santals live in the north-western districts of Dinajpur, Garo in Tangail and Mymenshing, Khasi, Jainta and Monipur in the north-eastern districts of Sylhet and Moulovibazar and Moghs in coastal district of Patuakhali, Each ethnic tribe has got a different lifestyle and culture manifested by their dress, food, marriage, ceremonies, religion, language and housing.

The mean image of tribal lifestyle and culture of Bangladesh is 0.7624 in Likert scale. The tourists have a positive or favourable opinion of tourists about tribal lifestyle and culture of Bangladesh. The mean index indicates a moderate strength for the image.

Art and craft (μ=0.5709)

Bangladeshi people have love for art and craft from the time immemorial. The love of nature and spirituality have given them various themes of art and craft. The art and craft are displayed in the festivals like Bangla New Year celebration. There are many rural artisans and commercial modern artisans who make handicrafts using varieties of local natural materials. If appreciated by the foreigners it could be an interesting attraction for tourists. To evaluate this attraction of Bangladesh the tourists were asked to rate the statement that "Attractive art and crafts are available in Bangladesh" in Likert scale of -2 (strongly disagree) to +2 (strongly agree). The mean index of the image of art and craft is 0.5709 which indicates that it has favourable image, but the mean is very low indicating a weak image. It is clear from the responses that the foreigners are not enthusiastic about the art and craft of Bangladesh.

Heritage (μ=0.5638)

The past civilisations of Bengal have left mark of their time in heritages. Two heritages- the Sat Gambuj Mosque of Bagerhat (as part of the lost city established by Turkish General Khan Jahan) and Somepur Mohavihar (Paharpur) have achieved the status of UESCO listed heritage. Heritage is an important attraction for tourists in many countries. To evaluate this attraction of Bangladesh the tourists were asked to rate the statement that "Bangladesh has many historical heritages to visit" in Likert scale of -2 (strongly disagree) to +2 (strongly agree). The mean index of responses is 0.5638 which is low. Although positive, the strength of this image is 'weak'. It means that the foreign tourists are not very appreciative of the enough heritages in Bangladesh. India, Sri Lanka and Nepal all have got many more UNESCO listed heritages than Bangladesh has. None of the heritages of Bangladesh has got iconic status.

Buddhist religious sites (μ=0.1788)

Although Buddhists are less than a percent of population at the moment once they constituted the majority of population of this land for centuries before they converted to Islam in the 13th century. During the reign of Ashoka and Pala dynasty Buddhism

reached its peak in Bangladesh. There are ruins of hundreds of Buddhist monasteries in Bangladesh. Somepur Mohavihar in Paharpur, Naogaon is an UNESCO listed heritage. The tourists were asked to rate the statement that "Bangladesh has many Buddhist religious sites to visit" in Likert scale. The mean index of the image of Buddhist religious sites is 0.1788. The image is very weak. Therefore, enthusiasm of joining Buddhist circuit may not be as useful as it is for India, Napal and Myanmar (Press Information Bureau, 2015; International Finance Corporation, 2014)

This result is very significant as Buddhist religious sites are often projected as important attractions of Bangladesh (Rieder, Kabir, Urgoti, Chopra, & Pokharel, 2015). With this poor image Buddhist religious sites in Bangladesh may not attract many pilgrims.

Hindu religious sites (μ=0.1715)

Hinduism historically existed in this land as a majority religion before Buddhism overtook it. Despite emergence of Buddhism as a dominant religion during the rule of Ashoka and invasion of Turkish Muslim rulers in the 12th century the Hindus remained in large number in Bangladesh. They built numerous Hindu religious sites. The tourists were asked to rate the statement that "Bangladesh has many Hindu religious sites to visit" in Likert scale. The mean index of the image of Hindu religious sites is 0.1715. The image is positive, but is very weak.

6.1.4 Cognitive image of tourism infrastructures

A total of seven tourism infrastructures were considered for evaluation. The respondents were asked to rate the image of infrastructures expressed in statement form (one statement for each infrastructure) in Likert scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with standard deviations of the cognitive image of infrastructures of Bangladesh are shown in the table below (Table 6.2) in descending order of mean:

Table 6.4: Cognitive image of tourism infrastructures of Bangladesh

Sl. No.	Infrastructure	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for $\mu=0$)
1	Airline seat	0.5638	1.14026	0.000
2	Internet connectivity	0.5071	1.19382	0.000
3	Quality of restaurant	0.5035	1.13265	0.000
4	Conference and exhibition centre	0.3723	0.98006	0.000
5	Quality of accommodation	0.2278	1.35939	0.005
6	Cheap accommodation	0.0641	1.12892	0.342
7	Taxi service	-0.4787	1.10703	0.000

The mean image is significantly different from zero for all tourism infrastructures except cheap accommodation (6th) at a level of significance (α) of 5%. So the tourists have significant opinion about these infrastructures. Five out of these infrastructures have positive image while only one has negative image (taxi service). The findings about the image of tourism infrastructures are detailed below:

Taxi service (µ= -0.4787)

Taxi provides a flexible and effective transportation service to the tourists. Two taxicab services Trust Taxi and Toma Taxi had been operating a few vehicles in Dhaka for about ten years. Before the introduction of Uber taxi service was not easily visible in Dhaka. This survey was carried out when Uber had been operating in Dhaka for about two years. Given the presence of Uber the foreign tourists were asked whether they agreed that there was good quality taxi cab service in Bangladesh. The mean index was -0.4787 which was strongly negative. It means that the tourists are extremely unhappy about the taxi service in Dhaka. One explanation may be that the tourists did not consider Uber as a taxi service, which is very unlikely as it gives the same service as the taxi. Uber differs from taxi in respect of ownership, but they are the same in respect of

service provided. The strongly negative image of taxi service in Dhaka seriously weakens the brand image of Bangladesh.

Quality of restaurants (μ= 0.5035)

There are hundreds of restaurants in cities and towns of Bangladesh including megacity Dhaka. There are a few foreign fast food chains (KFC, Pizza Hut, Berger King, Nando's) in Dhaka and Chattogram cities which are operating a small number of outlets. Others are local restaurants. The foreign tourists were asked whether they agreed that there were available good quality restaurants in Bangladesh. The mean index of responses was 0.5035. Among the infrastructure attributes mean index is the highest for restaurant. However, in overall judgment strength of this attribute is weak. In fact this image is close to very weak.

Airline seat (μ= 0.5638)

Although there are three international airports in Bangladesh the international airlines operate to Dhaka airport only. About 25 international airlines operate in Dhaka airport (Civil Aviation Authority of Bangladesh, 2018). Four Bangladeshi airlines including national carrier Biman operate international flights as well. The respondents were asked to give their perception about the availability of airline seats. The mean index of responses was 0.5638 which means that the respondents hesitated to agree that there were available airlines seats to Bangladesh. As a result the image of Bangladesh as having available airlines seats to the country is weak.

Internet connectivity (μ= 0.5071)

The current Government of Bangladesh started a movement of digitizing the economy, governance, business, society and all forms of communications. It claims the credit of building digital Bangladesh which concerns mainly internet use everywhere, in every field and by everybody. A study conducted by World Economic Forum in 2017 used eight indicators as a proxy for internet readiness of a country: ICT use for business to business transactions, internet use for business to consumer transactions, percentage of

individuals using internet, broadband internet subscribers, percentage of mobile users, percentage of mobile broadband users, percentage of people covered by network, reliability of electricity supply (World Economic Forum, 2017). For a tourist internet connectivity will concern accessibility, reliability, speed and cost of internet connection when he/ she needs to connect to it. The overall perception of a tourist was asked for in this study. The mean index of response is 0.5071 which is positive but weak, rather it is close to very weak. Therefore, the foreign tourists are skeptical to agree that Bangladesh has good internet connectivity.

Conference and exhibition centre (μ= 0.3723)

'Bangabandhu International Conference Centre' in Shere Bangla Nagar, Dhaka and 'International Convention City Bashundhara' in Kuril, Dhaka, 'Jamuna Future Park' in Gulshan, 'BRAC Centre INN', Dhaka, 'BCDM, Rajendarpur/ Savar' are major international standard conference and exhibition centres in Bangladesh. The five star hotels (seven in Dhaka, four in Cox's Bazar, one in Chattogram) have their own conference and exhibition centres with facilities of organizing international conferences. There are many other conference and exhibition centres in Dhaka and Chattogram. The respondents were asked to comment on whether Bangladesh had international standard conference and exhibition centres. The respondents were to report their agreement or disagreement with the statement. The mean index of the response was 0.3723 which is very low. Therefore, the image of Bangladesh having international standard conference and exhibition centres is very weak although positive.

Quality of accommodation (μ= 0.2278)

One of the main infrastructures of tourism is accommodation. Hotels provide accommodation to tourists worldwide. There are many international chain hotels in every continent. In Bangladesh there are 12 five star hotels, all of which are operated by big international hotel chains. There are 5 four star and more than 20 three star hotels with some resorts. The respondents were asked to report their agreement or disagreement with the statement that there were available good quality (hotel) accommodations in Bangladesh. The response was very poor. The mean index was only

0.2278. It means that the respondents have strong reservation to agree that Bangladesh has available good quality hotel accommodation.

Cheap accommodation (μ= 0.0641)

While accommodation is a critical infrastructure for tourism the cost of accommodation is very important to the tourists as it constitutes a major expenditure of tourists. Being a least developed country awaiting graduation to lower middle income country status the accommodations is expected to be price competitive. Other studies found that Bangladesh was costlier than close competitors India, Nepal, Sri Lanka and Myanmar (World Economic Forum, 2017). This study asked the respondents whether they agreed with proposition that there were cheap accommodations in Bangladesh. The response was very cool. The respondents neither agreed nor disagreed with the proposition.

Tourism infrastructure is not a given condition by nature. It reflects the investment, care and focus of a country for the tourism development. The condition of the infrastructures of the country reflects how the government and the stakeholders have failed to develop tourism infrastructure in Bangladesh. Very poor image in accommodation and taxi provides explanation for extremely poor performance of tourism earning of Bangladesh.

6.1.5   Cognitive image of tourist service

A total of fourteen tourist services were considered for evaluation of image. The respondents were asked to rate the image of enabling conditions expressed in statement form (one statement for each enabling condition) in Likert scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with standard deviations of the cognitive image of enabling conditions of Bangladesh are shown in the table below (Table 6.5) in descending order of mean:

Table 6.5: Cognitive image of tourist service of Bangladesh

Sl. No.	Enabling conditions	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for μ=0)
1	Cost of tourism	0.3665	1.10396	0.000
2	International openness	0.2171	1.01023	0.000
3	Safety	0.1560	1.07897	0.016
4	Visa processing at embassy	0.1495	1.11118	0.025
5	Immigration service at arrival	0.1028	1.12875	0.127
6	Money exchange	0.0925	1.14267	0.176
7	Tour operator service	0.0534	1.05255	0.396
8	Healthcare services	-0.1064	1.09481	0.104
9	Emergency healthcare	-0.1135	1.04757	0.070
10	Tourist information centre	-0.2562	1.07828	0.000
11	Hygiene of food and drink	-0.3737	1.04841	0.000
12	Language barrier	-0.3772	1.22477	0.000
13	Traffic situation	-0.5106	1.26332	0.000
14	Cleanliness of environment	-0.7766	1.03485	0.000

The mean image is significantly different from zero for 9 out of 14 tourism tourist services at a level of significance (α) of 5%. So the tourists have significant opinion about these 9 variables. Only 4 out of these 9 tourist service items have got positive image while 5 have got negative image. The tourists do not have significant opinion about 5 tourist service items as the mean image of these variables are not significantly different from zero. The findings about the image of tourism tourist services are detailed below:

Cost of tourism (μ= 0.3665)

Cost is an important element of value proposition of tourism. Cost of tourism includes expenses of accommodation, food, international air travel, internal transport, incidental costs etc. As Bangladesh is a poor country local expenses of foreign tourists in

Bangladesh should be low. Being a low cost country could be a source of competiveness of its tourism industry. The respondents of this study were asked whether they agreed with proposition that Bangladesh was a low cost tourism destination. It is found that the mean index of responses is only 0.3665 which is very poor in overall standard. It means that Bangladesh is not a low cost destination. The Economist survey also showed that Dhaka is a high cost city for the tourists (The Economist, 2017). Therefore, Bangladesh misses an opportunity to be positioned as a low cost destination. However, cost of tourism is the most positive item among enabling conditions of Bangladesh.

International openness (μ= 0.2171)

International openness means flexibility to accept foreign visitors, liberal in international trade, having bilateral air services agreement etc. (World Economic Forum, 2017). This encourages foreign tourists to visit a country. Bangladesh has got international trade relations with many countries specially the USA, Canada, Japan, India, Korea, Australia, China and European countries. The respondents of this study were asked to comment on the international openness of the country. The mean index of responses is 0.2171 which is positive. It means that the respondents are positive about international openness of the country. But the strength of agreement is very weak. This is the second positive condition among enabling factors which have been evaluated in this study.

Cleanliness of environment (μ= -0.7766)

The respondents of this study were asked to comment on the cleanliness of environment in Bangladesh. The respondents were expected to comment on the overall cleanliness of the environment including roads, buildings, open spaces, rivers, water bodies, transports, utilities and shopping malls. The respondents answered from their perspective. Cleanliness is found to be considered as a common enabling condition of tourism literature (Mercer, 2017; Qu et al., 2011, p 470). The cleanliness was judged by the respondents as the most negative item of Bangladesh. This image is strongly

negative. As the most negative item of image cleanliness has implications for branding Bangladesh for tourism.

Traffic situation (μ= -0.5106)

Traffic congestion is a regular phenomenon in Bangladesh. Situation is serious in Dhaka city. Traffic congestion is not unique in Bangladesh. There is traffic congestion in city roads and highways all over the world. How far it affects tourism branding of Bangladesh is a concern of this research. The respondents were asked to report their agreement or disagreement on the statement "Getting around is fairly easy in Bangladesh" which relates to traffic situation of Bangladesh, but includes other bottlenecks including access roads and entry permission. The mean index was -0.5495 which is negative. According to responses of tourists this is the third most negative image association of Bangladesh. The image is strongly negative.

Hygiene of food and drink (μ= -0.3737)

Availability of varieties of cuisines is a requirement to satisfy tourists. The hygiene of food and drink is another important feature which is considered important by tourists. A number of studies have indicated that food and drink hygiene is a concern of the tourists in Bangladesh (Bangladesh Tourism Board, 2016). The respondents of this study were asked to report their agreement or disagreement on the statement "Bangladesh has acceptable hygiene in food and drinks". The mean index of responses was -0.3737 which is very negative. Therefore, the tourists are very unhappy about the hygiene of food and drink in Bangladesh.

Language barrier (μ= -0.3772)

Bangladesh is a monolingual country where most of the people speak in Bangla. A small group of local urban elites speak in English. The foreigners who live in Bangladesh for different purposes speak in various foreign languages. English is taught in all primary and secondary schools as a second language. There are many English medium schools where English is the main mode of instruction. The educated people

can speak and understand normal functional English. However, about half of the adult population are not educated. The drivers, room services staff, restaurant services staff, sales persons at shops and utility services staff who frequently interact with tourists are less educated. How well they meet the requirement of verbal communication with the tourists is a concern of this study. The respondents were asked to comment on whether they had faced any language barrier while they stayed in Bangladesh. They were asked whether they agreed that "There is no language barrier in communication for tourists in Bangladesh". The mean index of responses was -0.3772 which is very negative. It means that the tourists encounter a huge language barrier for them in Bangladesh.

Tourist information centre (μ= -0.2562)

Tourist information centers provide information about attractions, food, accommodation, healthcare facilities, safety guidelines, transportation, shopping facilities and all sorts of other matters of concern of the tourists. These are the information gateway for the tourists about a destination. The concern of this study was whether there were enough tourist information centres available to answer their queries about Bangladesh. It was assumed that tourist information centres physically located in Bangladesh could provide information to overseas customers via telephone and internet. The tourists were asked to express their agreement or disagreement with the statement "There are good tourist information centres in Bangladesh". The respondents did not agree with the statement. However, the disagreement was moderate. The mean index of their responses was -0.2562 which is negative. Therefore, the image of tourist information centres is negative.

Safety (μ= 0.1560)

Safety is a feeling of being secured. Apparently it is a major concern for Bangladesh's tourism brand after the Holly Artisan attack on foreigners in July 1 of 2016. Many countries have been signaling cautions to their citizens against visiting Bangladesh in websites. Law enforcing agencies of Bangladesh conducted many operations against the militant outfits. Many armed dens of militants have been busted by the law enforcing agencies over the last 3 years since 2016. Many militants have died in encounters with

law enforcing agencies. On this background the tourists are thought to be much worried about safety situation in Bangladesh. The tourists were asked to express their agreement or disagreement with the statement "Bangladesh is a safe place for tourists". The respondents did not give clear verdict about safety. The responses show that the tourists are neutral about the statement. Therefore, there is no evidence that tourists are worried about their safety in Bangladesh. While some foreign media and governments are critical about safety situation in Bangladesh, the tourists give a different opinion. This is encouraging for Bangladesh.

Visa Processing at Embassy (μ= 0.1495)

Citizens from a number of countries are entitled to get visa on arrival fulfilling certain conditions. Others need to obtain visa from Bangladesh embassies in the source countries. Obtaining visa from embassy may become a source of dissatisfaction if there is hassle. Ease of visa processing was a variable of this study. The tourists were asked to express their agreement or disagreement with the statement "Bangladesh embassies in abroad have smooth visa processing systems". The mean index of image is 0.1495 which indicates very weak image. Therefore, the tourists are not at all happy about visa processing in Bangladesh embassies abroad.

Money Exchange (μ= 0.0925)

Money exchange is needed for getting local currency to meet expenses in a foreign land. International credit cards have made it easy to collect local currency and pay for purchases in any location. However, the banks and shopping centers need to have this facility. Traditional money exchange outlets are available in all modern cities and towns. In Bangladesh there are traditional money exchange outlets where dollar or other international currencies can be changed for local currency Taka. Some online payment systems are emerging. How far the foreign visitors feel easy with the existing money exchange facility was a variable of this study. The tourists were asked to express their agreement or disagreement with the statement "Transaction of money is fairly easy for foreigners in Bangladesh". The respondents did not give clear opinion about ease of money exchange in Bangladesh. The responses show that the tourists are neutral about

the statement. Therefore, there is no evidence that tourists are worried about the transaction of money in Bangladesh. This is neither a negative image nor a positive image for the tourism brand of Bangladesh.

Tour operator service (μ= 0.0534)

Tour operators arrange package tours for tourists which is convenient for foreign visitors. Tour operators may provide various services for the tourists. Availability and quality of tour operator service is important for tourism sector development. Tour operator service was a variable for this study. The tourists were asked to express their agreement or disagreement with the statement "Good tour operator services are available in Bangladesh". The respondents did not give clear opinion about the tour operator service in Bangladesh. The responses show that the tourists are neutral about the statement. Therefore, the tourists neither have complaint against tour operators nor they are happy with them. This is neither a negative image nor a positive image for the tourism brand of Bangladesh.

Immigration service at arrival ports (μ= 0.1028)

Entry into the jurisdiction of a sovereign country requires permission after verification of identity. This verification process is immigration. Foreign visitors may come to Bangladesh by air, road and sea. For arrival by airlines there are three airports, by sea there are two ports and for road there are several ports including Benapole, Hili, Tamabil and Sonamosjid. In each point of entry by air, sea or land there is a counter of immigration department. Satisfaction of a visitor at entry points depends on papers asked, identity checked, quickness of the process, the way the person is interrogated, the behaviour of staff etc. The tourists were asked to express their agreement or disagreement with the statement "Bangladesh has smooth immigration services at arrival ports". The respondents did not give clear opinion about immigration services at arrival ports. The responses show that the tourists are neutral about the statement. Therefore, the tourists neither have complaint against immigration services at arrival ports nor they are satisfied with the services. This is neither a negative image nor a positive image for the tourism brand of Bangladesh.

Healthcare services (μ= -0.1064)

Healthcare includes availability of acceptable quality hospitals, doctors, nurses, diagnostic technologies, medicines, management protocols and health insurance. There are government hospitals in all District and Upazilla headquarters. There are 5000 community clinics all over the country. In cities, towns and growth centres there are thousands of private hospitals and clinics. Whether these are adequate in quantity and quality to take care of patients is open to debate. The concern of this study was whether quality healthcare was available to foreign tourists. The tourists were asked to express their agreement or disagreement with the statement "Bangladesh has quality healthcare facilities available to tourists". The respondents are neither positive nor negative about the quality of healthcare facilities in Bangladesh available to them. The mean index of their responses was -0.1064. Therefore, healthcare service of Bangladesh is not appreciated by the foreigners.

Emergency healthcare (μ= -0.1135)

Emergency healthcare is a combination of doctors, nurses, logistics, facilities, medicines and approaches that take care of patients before he/ she is taken to regular healthcare system, and when immediate healthcare is critical for the survival of the patient. The tourists were asked to express their agreement or disagreement with the statement "Bangladesh has good emergency healthcare facilities available to tourists". The respondents did not give clear opinion about this facility. The responses show that the tourists are neutral about the statement. Therefore, the tourists neither have complaint against availability of quality emergency healthcare system nor they are satisfied with it.

6.1.6 Cognitive image of hospitality

A total of three variables were considered for evaluation of image of hospitality of Bangladesh. The respondents were asked to rate the image of hospitality expressed in statement form (one statement for each variable) in Likert scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were

zero ('0') or not. The mean indexes along with standard deviations of the cognitive image of hospitality of Bangladesh are shown in the table below (Table 6.6) in descending order of mean:

Table 6.6: Cognitive image of hospitality of Bangladesh

Sl. No.	Hospitality Associations	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for $\mu=0$)
1	Friendly and hospitable people	1.2669	0.90826	0.000
2	Caring attitude of people	1.1103	0.86516	0.000
3	Responsive to needs of guests	0.9324	1.01015	0.000

The mean image is significantly different from zero for all hospitality variables at a level of significance (α) of 5%. So the tourists have significant opinion about all hospitality variables. The mean image is positive for all of these variables. The findings about the image of hospitality variables are detailed below:

Friendly and hospitable people ($\mu=1.2669$)

Friendliness and hospitability of people is an important ingredient of tourism service. The tourists were asked to express their agreement or disagreement with the statement "Bangladeshis are very friendly and hospitable" in Likert scale. This variable has got the highest mean index among all cognitive and affective variables. The image of Bangladeshis as friendly and hospitable is very strongly positive. This finding is important for positioning the tourism brand of Bangladesh.

Caring attitude of people ($\mu=1.1103$)

Caring attitude is part of hospitality of hosts for the foreign guests. The tourists were asked to express their agreement or disagreement with the statement "Bangladeshis are caring" in Likert scale. The mean index of this variable is 1.1103. This is a very strong positive image. This variable has got the second highest mean index among all

cognitive and affective variables. This is also an important finding for positioning the tourism brand of Bangladesh.

Responsiveness to guests (μ=0.9324)

Responsiveness to guests by hosts is an important ingredient of hospitality. The tourists were asked to express their agreement or disagreement with the statement "Bangladeshi hosts are very responsive to needs of guests" in Likert scale. The mean index of the image of responsiveness to guests is 0.9324. The image is strongly positive. This variable has got one of top five images of Bangladesh.

6.2   Affective image of Bangladesh

The affective image relates to feeling about the destination (Konecnik and Gartner, 2007, p. 403). It is related to the benefits a tourist thinks the destination can deliver (Gartner, 1993, p. 196; Keller, 1993, p. 4).

A total of four variables were considered for evaluation of affective image of Bangladesh. The respondents were asked to rate affective image of Bangladesh expressed in statement form (one statement for each affective variable) in Likert scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with the standard deviations of the affective image components of Bangladesh are shown in table below (Table 6.7) in descending order of mean:

Table 6.7: Affective image of Bangladesh

Sl. No.	Affective Associations	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for μ=0)
1	Exciting	0.3523	1.09890	0.000
2	Pleasant	0.3488	1.01034	0.000
3	Arousing	0.2135	1.01628	0.000
4	Relaxing	0.1922	1.07175	0.003

The mean image is significantly different from zero for all affective variables at a level of significance (α) of 5%. Therefore, the tourists have significant opinion about all affective variables. The mean image is positive for all of these variables. The findings about the image of hospitality variables are detailed below:

Exciting (μ=0.3523)

Many of the tourists expect the destination to be exciting. The respondents of this study were asked whether they agreed with the proposition that Bangladesh was an exciting tourist destination. The mean index of responses is only 0.3523 which is positive but very weak. Such a weak image is not encouraging. However, Bangladesh is not a gloomy destination either, because the mean is positive. After all it is exciting to some extent.

Pleasant (μ=0.3488)

Most of the tourists expect the destination to be pleasant. The respondents of this study were asked whether they agreed with the proposition that Bangladesh was a pleasant tourist destination. The mean index of responses is only 0.3488 which is positive, but very low. The strength of the image is very weak. Yet it suggests that Bangladesh is a pleasant destination.

Arousing (μ=0.2135)

Many tourists expect the destination to be arousing. The respondents of this study were asked whether they agreed with proposition that Bangladesh was an arousing tourist destination. The mean index of responses is only 0.2135 which is positive, but extremely low. It means that it cannot be confidently said that Bangladesh is an arousing destination. However, the positive mean provides evidence to suggest that Bangladesh is not a sleepy destination.

Relaxing (μ=0.1922)

Many tourists expect the destination to be relaxing. The respondents of this study were asked whether they agreed with the proposition that Bangladesh was a relaxing tourist destination. The mean index of responses is only 0.1922 which is positive, but **extremely low**. Therefore we cannot confidently say that Bangladesh is a relaxing destination. As the mean is not negative Bangladesh is not a distressing destination also.

6.3 Unique image of Bangladesh

A total of six unique variables were evaluated to measure the unique image of Bangladesh. The variables were selected through two rigorous focus group discussions, four in-depth interviews, and literature review. The respondents were asked to report their perception about the unique image of these unique features. Although unique image variables of a destination are apparently similar to cognitive image variables, actually these are completely different and each one has unique contribution to the overall image of the destination and to tourist's behavioural reactions to the destination (Qu et al., 2011, p. 467; Cai, 2002, p. 722; Agapito et al., 2013).

The respondents were asked to rate unique image of the selected unique tourism characteristics of Bangladesh expressed in statement form (one statement for each unique characteristic) in Likert scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with standard deviations of the unique variables of Bangladesh are shown in the table below (Table 6.8) in descending order of mean:

Table 6.8: Unique image of Bangladesh in descending order of mean

Sl. No.	Unique offers	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for μ=0)
1	Friendly and hospitable people	1.0320	0.98327	0.000
2	Lifestyle and culture	0.7179	1.14958	0.000
3	Royal Bengal Tiger	0.7153	1.64667	0.000
4	Heritage	0.6960	0.92308	0.000
5	Tribal lifestyle	0.5979	0.90546	0.000
6	Low cost of tourism	0.3879	1.09987	0.000

The mean image of all unique variables are significantly different from zero at a level of significance (α) of 5%. Therefore the tourists have significant opinion about each unique tourism characteristic of Bangladesh. The image is positive for all unique characteristics. The findings about the unique image of the selected unique characteristics of Bangladesh are given below:

Friendly and hospitable people (μ=1.0320)

The tourists were asked to express their agreement or disagreement with the statement "People of Bangladesh are exceptionally friendly and hospitable to foreign visitors" in Likert scale. The mean index of the unique image of this characteristic is the highest among the unique tourism characteristics. As a cognitive image variable 'friendly and hospitable people' has got the highest approval rating from the tourists. Therefore this variable has the potential to be selected as core identity for positioning the tourism brand of Bangladesh.

Lifestyle and culture (μ=0.7179)

The tourists were asked to express their agreement or disagreement with the statement "Lifestyle and culture of Bangladesh is unique in the region" in Likert scale. The mean index of the image of this unique tourism characteristic of Bangladesh has been the second highest among the unique image variables. As a cognitive image variable lifestyle and culture has acquired moderately high rating. As unique image variable lifestyle and culture has got the second highest approval rating from the tourists. This image of lifestyle and culture may have important implication for positioning the tourism brand of Bangladesh.

Royal Bengal tiger (μ=0.7153)

The tourists were asked to express their agreement or disagreement with the statement "Royal Bengal Tiger of Sundarbans is a unique attraction for tourists in the region" in Likert scale. The mean index of the image of this unique tourism characteristic of Bangladesh is 0.7153 which is positive and moderately strong. As a cognitive image variable Royal Bengal tiger has acquired very high approval rating. This is an important indication for its potential to represent Bangladesh.

Heritage (μ=0.6960)

The tourists were asked to express their agreement or disagreement with the statement "Some historical heritages of Bangladesh are unique" in Likert scale. The mean index of the image of this unique characteristic of Bangladesh is 0.6960 which is positive and moderately strong. But the variable has not acquired high rating as a cognitive image variable.

Tribal lifestyle (μ=0.5979)

The tourists were asked to express their agreement or disagreement with the statement "Tribal lifestyle and culture of ethnic people of Bangladesh is unique in the region" in Likert scale. The mean index of the image of this unique characteristic of Bangladesh is

0.5979 which is positive and weak. As a cognitive image variable tribal lifestyle has acquired moderately strong approval rating.

Low cost of tourism (μ=0.3879)

The tourists were asked to express their agreement or disagreement with the statement "Bangladesh is one of the lowest cost tourist destinations in the region" in Likert scale. The mean index of the image of this unique tourism characteristic of Bangladesh is 0.3879 which is positive, but very weak. As a cognitive image variable cost of tourism has achieved very weak score. As it has got very low approval rating as cognitive image and unique image it cannot be part of positioning of Bangladesh. However, it was expected that Bangladesh would be considered as a low cost tourist destination as it has got the lowest per capita income in the region except Nepal.
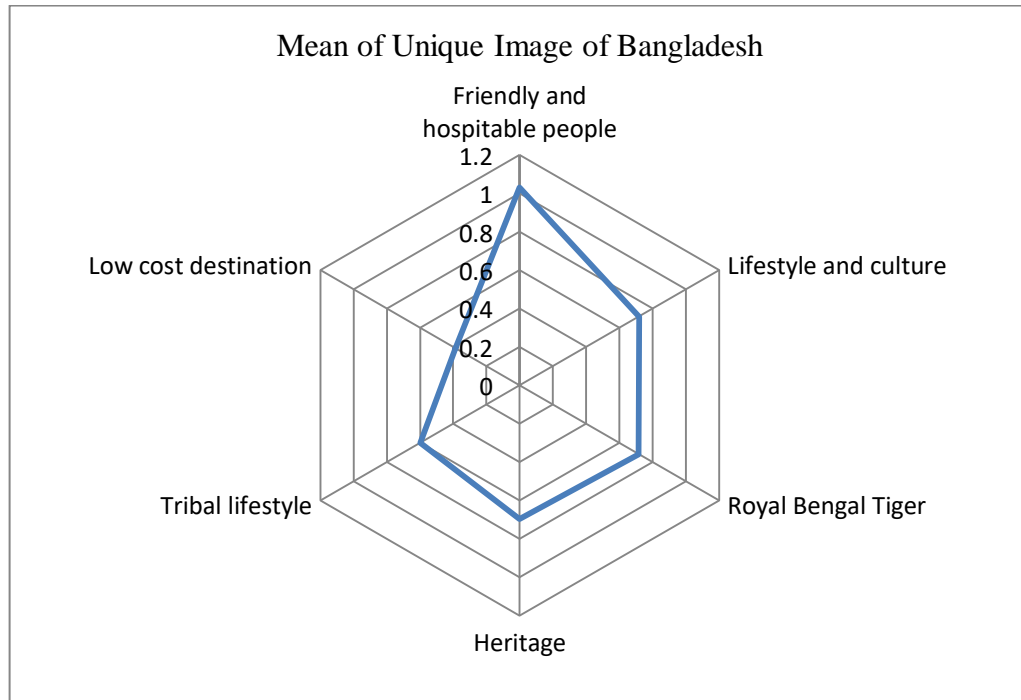
Figure 6.1: Mean image of unique features of Bangladesh

6.4   Overall Image of Bangladesh and Tourist Behaviour

The respondents were asked to rate the overall image of Bangladesh expressed in statement form in Likert scale of -2 (strongly disagree) to +2 (strongly agree). Similarly they were asked to rate their intent to revisit Bangladesh or recommend Bangladesh to others expressed in statement form in Likert scale of -2 (strongly disagree) to +2 (strongly agree). The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with standard deviations of the overall image of Bangladesh and tourist behaviours are shown in the table below (Table 6.9):

Table 6.9: Overall image of Bangladesh and tourist behaviour

Sl. No.	Overall image and tourist behaviour	Mean (μ)	Standard deviation (σ)	Sig. (2-tailed) (for μ=0)
1	Overall image	0.2705	1.15178	0.000
2	Revisit by tourists	0.4643	1.23515	0.000
3	Recommend to others	0.3808	1.13114	0.000

The mean of overall image is significantly different from zero at a level of significance (α) of 5%. Similarly the tourists' intent to revisit Bangladesh and to recommend Bangladesh to others are significantly different from zero. So the tourists have significant opinion about the overall image of Bangladesh, and their intent to revisit Bangladesh and recommend Bangladesh to others. The overall image and the tourists' intent to revisit and recommend to others are all positive. The findings about the overall image and the tourists' revisit and referral behaviour are detailed below:

Overall image of Bangladesh (μ=0.2705)

The tourists were asked to express their overall perception about Bangladesh as a tourist destination. The tourists were asked to express their agreement or disagreement with the statement "Overall image of Bangladesh as a tourism destination is good" in Likert scale. The mean index of the responses is 0.2705. This means that the overall

image of Bangladesh as a tourist destination is positive, but extremely weak. This image is not at all competitive in the international market.

Revisit by tourists (μ=0.4643)

The tourists were asked to express whether he/ she would revisit Bangladesh in next 2 years or so. The mean index of the responses is 0.4643. This means that they agree that they would revisit Bangladesh, but the strength of their agreement is very weak. It is interesting that while overall image of Bangladesh is extremely weak they are more likely to revisit the country. Apparently these two responses are contradictory to each other. But analysis of the purpose of visit of the respondents suggests that some are to revisit Bangladesh due to professional reasons despite they do not have good opinion about the destination.

Recommend Bangladesh to others (μ=0.3808)

The tourists were asked to express whether they would recommend Bangladesh to others for example friends, relatives and colleagues. The mean index of the responses is 0.3808. This means that they agree that they would recommend Bangladesh, but the strength of their agreement is very weak.

6.5   Top and Bottom Images

A total of 50 cognitive and affective image variables were evaluated by respondents. The top ten variables among those in terms of mean index of image are shown below (Table 6.10):

Table 6.10: Top 10 images of Bangladesh

Sl.	Variables	Mean Index (μ)
1	Friendly and hospitable people	1.27
2	Caring attitude of people	1.11
3	Royal Bengal Tiger	0.94
4	Responsive to needs of guests	0.93

Sl.	Variables	Mean Index (μ)
5	Lifestyle and culture	0.91
6	Folk cultural assets	0.91
7	Festivals and fairs	0.78
8	Muslim religious sites	0.77
9	Tribal lifestyle	0.76
10	Rivers	0.66

Friendliness and hospitability of the people of Bangladesh has got the strongest image among variables. Caring attitude of the people, another variable under hospitality category, has got the second highest mean of image. Responsiveness to needs of guests, the third variable of hospitality category, has got the fourth highest mean image. There is a clear message these findings for positioning the tourism brand of Bangladesh.

'Lifestyle and culture' has got the fifth highest mean image among variables. Similarly 'folk cultural assets', 'festivals and fairs' and 'tribal lifestyle' which are allied with 'lifestyle and culture' variable have got the sixth, seventh and ninth highest mean image respectively. In the broader sense 'Muslim religious sites' which has got eight highest image is allied with culture. Therefore, image of cultural variables of Bangladeshis are quite prominent in the minds of foreign tourists.

Royal Bengal Tiger which represents Sundarbans has got the third highest mean image. The rivers represent a natural endowment of Bangladesh. Its good ranking highlights strength of natural image of Bangladesh.

From the above analysis, foreign tourists appreciate the three following themes of Bangladesh in descending order of strength:

1) **Hospitality**: The variables are 'friendly and hospitable people', 'caring people', 'responsive to needs of guests'. All these variables have strong image among the foreign tourists.

2) **Culture**: The variables are 'folk cultural assets', 'lifestyle and culture', 'tribal culture', 'festivals and fair', and 'Muslim religious sites'. All these variables have strong image among foreign tourists.

3) **Natural attraction**: The variables are 'Royal Bengal Tiger', 'rivers', 'flora and fauna', 'sea beach' and 'natural beauty'. Among them 'Royal Bengal Tiger' and the 'rivers' came on the list of top ten variables.

Among the six unique tourism characteristics 'friendly and hospitable people" has been rated by the respondents as the most unique tourism characteristic of Bangladesh. The 'lifestyle and culture' has been rated as the second most unique characteristic of Bangladesh. The top three unique characteristics of Bangladesh are described below (Table 6.11):

Table 6.11: Top 3 unique characteristics of Bangladesh

Sl.	Unique Associations	Mean Index (µ)
1	Friendly and hospitable people	1.03
2	Lifestyle and culture	0.72
3	Royal Bengal Tiger	0.72

The bottom ten tourism variables according to mean image are listed below:

Table 6.12: Bottom 10 images of Bangladesh

Sl.	Associations	Mean Index (µ)
1	Cleanliness of environment	- 0.78
2	Nightlife facilities	-0.61
3	Ease of getting around	-0.51
4	Taxi service	-0.48
5	Bars	-0.43
6	Language barrier	-0.38
7	Hygiene in food and drinks	-0.37
8	Tourist information centres	-0.26

Sl.	Associations	Mean Index (μ)
9	Outdoor activities	-0.17
10	Entertainment	-0.16

According the above list (Table 6.12) Bangladesh has got the worst image in cleanliness. The second most negative image is held by availability of nightlife facility to the tourists. The third and fourth most negative images are held by ease of getting around and taxi service respectively. The negative index of the ease of getting around reflects traffic congestion along with inaccessibility of places. The taxi service supplements the ease of getting around.

From the above analysis, foreign tourists are dissatisfied with the following aspects of Bangladesh in ascending order of strength (the weakest image comes first):

1) **Mobility:** The variables of mobility are ease of getting around, taxi service and airline seat. The image of getting around and taxi service are strongly negative. The image of availability of airline seat is positive, although relatively very weak.

2) **Cleanliness**: The variables of cleanliness are cleanliness of environment and hygiene in food and drinks. Both of them are listed among the bottom ten image variables.

3) **Entertainment:** The variables are nightlife facility, bar facility, outdoor activity, and adventure activity. The images of all these variables are negative. All of them are listed among the bottom ten image variables.

The negative variables affect destination choice of the tourists when there are more options than one. The brand communication attempts to diffuse, soften or delete negative images (Aaker, 2002, p. 180).

7.0 REGION, AGE AND GENDER-WISE DIFFERENCES OF IMAGE OF BANGLADESH

The respondents of the survey came from 44 countries of 5 continents. The countries of respondents are divided into 5 regions for the sake of analysis based on demographic similarity. The regions are: 1) African and Arab region, 2) East Asian region (including Japan, China, South Korea, Taiwan), 3) European and North American region (including all European countries, USA, Canada), 4) South East Asian and Oceanian region (including Thailand, Malaysia, Indonesia, Philippines, Vietnam, Singapore, Australia, New Zealand, Papua New Guinea, Micronesia), and 5) South Asian region (India, Sri Lanka, Nepal, Bhutan, Maldives, Afghanistan). Similarly the respondents are divided into 6 age groups: 1) 25 Years of less, 2) 26-35 Years, 3) 36-45 Years, 4) 46-55 Years, 5) 56-65 Years, and 6) 66 Years or over. There were male and female respondents.

ANOVA was conducted to determine region and age-wise differences of the image of tourism variables. Independent samples t-test was conducted to determine gender-wise differences of the image of tourism variables. The results of region-wise differences of image are detailed in Section 7.1, age-wise differences of image are detailed in Section 7.2 and gender-wise differences of image are detailed in Section 7.3.

7.1 Region-wise differences of image

The respondents are 30.8% South Asian, 10.1% South East Asian and Oceanian, 37.3% East Asian, 8.0% European and North American and 13.8% African and Arab. Region-wise differences of cognitive, affective, unique and overall image of Bangladesh were explored using ANOVA technique.

7.1.1 Region-wise differences of the cognitive image of Bangladesh

Region-wise differences of the cognitive image of natural attractions

There are significant region-wise differences of cognitive image of Bangladesh for only one natural attraction out of six. The region-wise cognitive image of natural attractions are detailed below (Table 7.1):

Table 7.1: Region-wise means of the cognitive image of natural attractions

Sl. No.	Attractions	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Royal Bengal Tiger	0.7895	0.9126	1.3182	1.0357	0.8706	0.247
2	Sea beach	0.8421	0.4466	0.5455	0.5000	0.6588	0.282
3	Flora and Fauna	0.6053	0.8058	0.9091	0.4643	0.4824	0.075
4	Beauty	0.5789	0.7864	0.7727	0.7143	0.4824	0.211
5	Rivers	0.5526	0.4854	0.5455	0.8571	0.8706	0.093
6	Weather	-0.5263	0.3786	0.5909	0.2857	-0.0941	0.000

Region-wise mean of the cognitive images of Bangladesh is different at a level of significance (α) of 5% for weather which is described below:

Weather

The image of weather is strongly negative among the African and Arab tourists (-0.5263). However, images of weather among the EU and North American (0.5909), the East Asian (0.3786) and the South East Asian and Oceanian (0.2857) tourists are positive although weak or very weak. To the South Asian tourists this image is neutral (-0.0941).

A graphical analysis is given below by radar chart that compares the differences of cognitive image of tourism attractions in different regions. The radar chart highlights the strengths of attraction images in different regions (Figure 7.1).
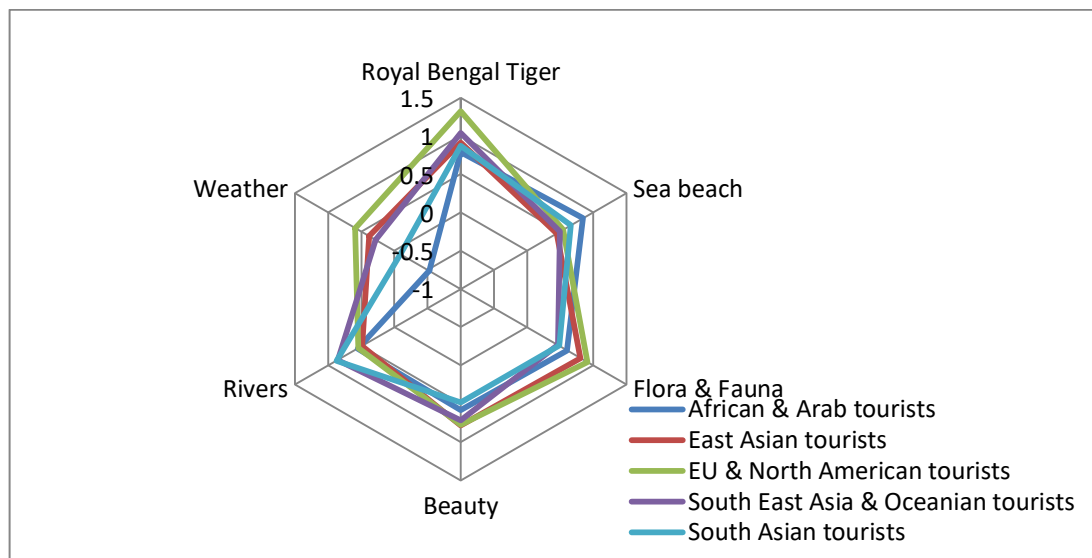
Figure 7.1: Radar chart showing region-wise images of natural attractions

Region-wise differences of the cognitive image of entertainment attractions

There are significant region-wise differences of cognitive image of Bangladesh for four entertainment attractions out of seven which are detailed below (Table 7.2):

Table 7.2: Region-wise means of the cognitive image of entertainment attractions

Sl. No.	Attractions	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Entertainment	0.4211	-0.6505	0.3182	0.1071	0.1176	0.000
2	Bar	-0.1842	-0.6408	-0.5909	-0.3571	-0.2824	0.052
3	Nightlife	-0.0811	-0.8252	-0.8000	-0.6786	-0.5375	0.004
4	Cuisine	0.6579	0.5728	0.7273	0.7500	0.5294	0.863
5	Shopping	0.7105	0.0388	0.1818	0.0714	0.3529	0.044

| 6 | Outdoor activity | 0.2105 | -0.4175 | -0.0455 | -0.3571 | -0.0471 | 0.011 |
| 7 | Adventure | 0.2632 | -0.1359 | 0.0909 | -0.2143 | -0.0118 | 0.241 |

Region-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for the following entertainment attractions (significance in parenthesis):

- Entertainment (0.000)
- Shopping (0.044)
- Outdoor activity (0.011)
- Nightlife facilities (0.004)

The extent of region-wise differences of the cognitive image of above entertainment attractions and implications thereof are detailed below:

Entertainment

Overall image of entertainment is negative (-0.1630). This image is highly negative for the East Asian respondents (-0.6505). It is positive for all other regions. This has implications for positioning the tourism brand of Bangladesh as it is one of bottom ten tourism image variables by image.

Shopping

There are sharp differences of the image of shopping facilities of Bangladesh among the tourists of different regions. The African and Arab tourists have moderate appreciation (0.7105) for the shopping facilities of Bangladesh, but the tourists of other regions have very poor opinion about it. However, the image of shopping facilities of Bangladesh is not outstanding in any region. Therefore, the region-wise differences of image of the shopping facilities of Bangladesh do not have implications for positioning the tourism brand of Bangladesh.

Outdoor Activity

The image of outdoor activity of Bangladesh is very negative among the East Asian (-0.4175) and the South East Asian and Oceanian (-0.3571) respondents. This has implications for positioning Bangladesh as it is one of bottom ten tourism variables by image. However, the South Asian (-0.0471) and the EU and North American tourists (-0.0455) are neutral about outdoor activity.

Nightlife facilities

The tourists are criticized the lack of nightlife facilities very highly. This is the second most negative image (-0.61) of Bangladesh as a tourism destination to the foreign tourists. This image is even worse to the East Asian (-0.8252) and EU and North American (-0.8000) tourists. Naturally it is not a concern to the African and Arab tourists.
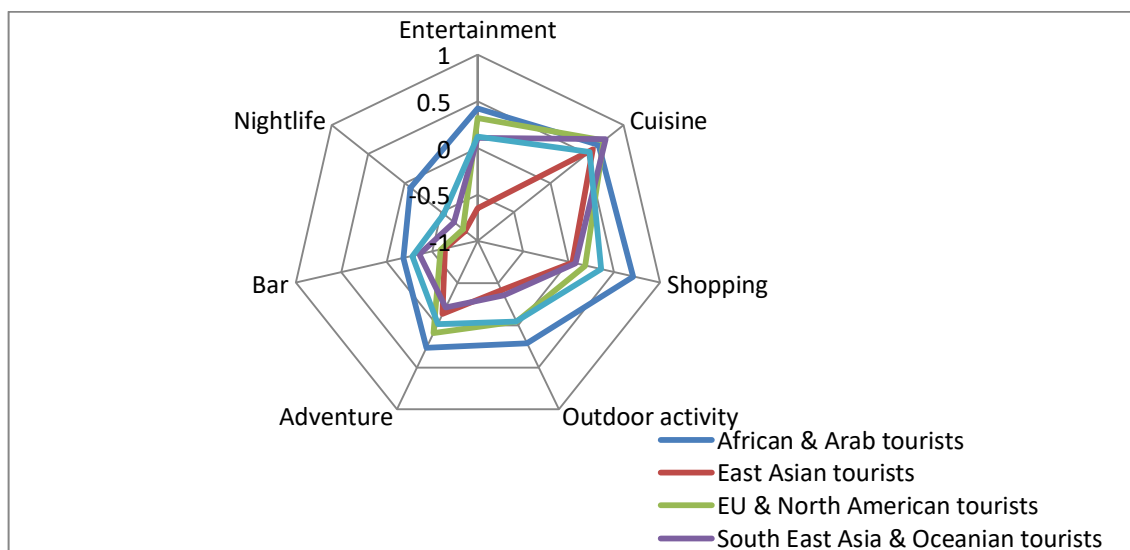
Figure 7.2: Radar chart showing region-wise images of entertainment attractions

Region-wise differences of the cognitive image of cultural attractions

There are significant region-wise differences of cognitive image of Bangladesh for five cultural attractions out of nine which are detailed below (Table 7.3):

Table 7.3: Region-wise means of the cognitive image of cultural attractions

Sl. No.	Attractions	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Folk culture	0.6579	0.8641	1.0000	1.0357	1.0471	0.728
2	Festivals	1.0270	0.6505	0.7500	1.1786	0.7375	0.016
3	Lifestyle and culture	1.2105	0.8447	1.1364	1.3214	0.6706	0.004
4	Heritage	0.8684	0.3495	0.6364	0.8571	0.5765	0.024
5	Tribal lifestyle	0.9474	0.6505	1.2727	1.0357	0.5882	0.003
6	Art and craft	0.6842	0.2621	1.0000	0.7857	0.7059	0.002
7	Buddhist	0.0000	0.3495	0.4000	0.2143	0.0125	0.069
8	Hindu	0.0270	0.1942	0.5500	0.2500	0.1250	0.265
9	Muslim	0.8947	0.5825	0.9091	0.8214	0.8795	0.164

Region-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for the following cultural attractions (significance in parenthesis):

- Festivals (0.016)
- Lifestyle and culture (0.004)
- Heritage (0.024)
- Tribal lifestyle (0.003)
- Art and craft (0.002)

The extent of region-wise differences of the cognitive image of above cultural attractions and implications thereof are detailed below:

Festivals

Image of festivals of Bangladesh is strongly positive among respondents of the South East Asian and Oceanian countries (1.1786) and among the Arab and African countries (1.0270) whereas the image is moderately positive among respondents of other regions.

Lifestyle and culture

Lifestyle and culture has a strong image among the tourists in general (0.9130). The South East Asian and Oceania tourists (1.3214) and the EU and North American tourists (1.1364) have very strong opinion about lifestyle and culture of Bangladesh. The East Asian tourists also have high appreciation of the lifestyle and culture of Bangladesh (0.8447) although not as high as those of the South East Asian and Oceania and the EU and North American tourists. The South Asian tourists have moderate opinion about lifestyle and culture of Bangladesh (0.6706). This has implications for positioning the tourism brand of Bangladesh as it is one of top ten tourism variables by image.

Heritage

Heritage has a weak image among the tourists in general (0.5652). But, the South East Asian and Oceanian tourists (0.8571) and the African and Arab tourists (0.8684) have strong appreciation for the heritage of Bangladesh. The South Asian tourists (0.5765) and the EU and North American tourists (0.6364) have weak appreciation of the heritage of Bangladesh). The East Asian tourists have very weak opinion about the heritage of Bangladesh (0.3495). These differences of opinion about the image of heritage of Bangladesh may have implications for positioning the tourism brand of Bangladesh as the East Asian countries are currently the most dominant source of foreign tourists including holidaymakers to Bangladesh.

Tribal Lifestyle

The image of tribal lifestyle and culture is very strong among the EU and North American (1.2727), the South East Asian and Oceanian (1.0357) and the African and Arab (0.9474) respondents. On the other hand the East Asian respondents have

moderate opinion (0.6505) and the South Asian respondents have weak opinion (0.5882) about tribal lifestyle and culture. These differences may implications for positioning the tourism brand of Bangladesh as it is one of top ten tourism variables by image.

Art and Craft

The EU and North American tourists (1.0000) have strong appreciation for the art and craft of Bangladesh. On the other hand the South East Asian and Oceanian (0.7857), the South Asian (0.7059) and the African and Arab (0.6842) tourists have moderate appreciation for the art and craft of Bangladesh. The East Asian tourists have very weak opinion about this attribute (0.2621). This is important for positioning the tourism brand of Bangladesh.
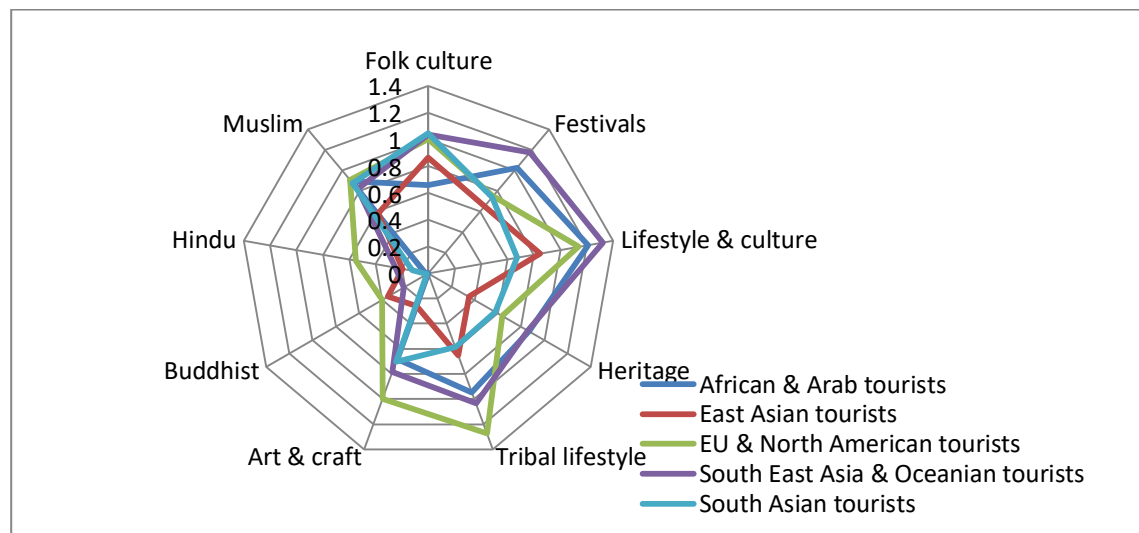
Figure 7.3: Radar chart showing region-wise images of cultural attractions

Although there is no clear trend for all variables, the line representing the perception of EU and North American tourists lies in the outermost sphere. The line representing the perception of East Asian tourists lie in the inner circle indicating poor image of Bangladesh.

Region-wise differences of the cognitive image of tourism infrastructures

There are significant region-wise differences of cognitive image of Bangladesh for five tourism infrastructures out of seven. It means that infrastructures are not equally perceived by tourists of different regions. Region-wise means of the cognitive image of tourism infrastructures are detailed below (Table 7.4):

Table 7.4: Region-wise means of the cognitive image of tourism infrastructures

Sl. No.	Infrastructures	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Airline seat	0.8684	0.2233	1.2273	0.7857	0.5882	0.000
2	Taxi	-0.7632	-0.6311	-0.5000	-0.4286	-0.2235	0.055
3	Quality accommodation	-0.0263	0.1068	0.5909	0.8571	0.2262	0.044
4	Cheap Accommodation	0.0263	0.0291	0.4545	0.3571	0.0119	0.316
5	Restaurant	0.9211	0.2524	0.6818	0.7143	0.5176	0.018
6	Conference Centre	0.6316	0.0000	0.6364	0.8929	0.4824	0.000
7	Internet	0.8684	0.1456	0.6818	0.7500	0.6235	0.003

Region-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for   following tourism infrastructures (significance in parenthesis):

- Airline seat (0.000)
- Quality accommodation (0.044)
- Restaurant (0.018)
- Conference centre (0.000)
- Internet accessibility (0.003)

The extent of region-wise differences of the cognitive image of above tourism infrastructures and implications thereof are detailed below:

Airline seat

The image of airline seat availability to Bangladesh is very strong among EU and North American (1.2273) and African and Arab tourists (0.8684). This image is moderate among South East Asian and Oceanian (0.7857) and weak among South Asian tourists (0.5882). On the other hand image of airline seat availability is very weak among East Asian respondents (0.2233). Apparently this image corroborates with the number and frequency of flights from Dhaka to various destinations (CAAB, 2018).

Quality accommodation

Among the South East and Oceanian tourists accommodation of Bangladesh has strong image about quality (0.8571). To the EU and North American tourists the image is weak. But the image of accommodation is very weak among East Asian (0.1068), South Asian (0.2262) and African and Arab (-0.0263) tourists. This contrast is very sharp.

Restaurant

Among the African and Arab tourists restaurants have strong image about quality (0.9211). To the EU and North American (0.6818) and South East Asian and Oceanian (0.7143) tourists the image is moderate, while to the South Asians the image is weak. But the image of restaurant quality is very weak among East Asian (0.2524) tourists.

Conference centre

The image of conference centres is strong among South East Asian and Oceanian tourists (0.8929). To the tourists from African and Arab (0.6316) and EU and North American (0.6364) countries image of conference centres of Bangladesh is weak. On the other hand this image is neither positive nor negative among East Asian tourists. South Asian tourists have very poor opinion about conference centres (0.4824).

Internet accessibility

To the tourists from African and Arab (0.8684) South East Asian and Oceania (0.7500) internet accessibility has strong image while, to the EU and North American (0.6818)

and South Asian (0.6235) tourists it has weak image. But the East Asian tourists (0.1456) have very poor opinion about internet of Bangladesh.

The EU and North Americans have the most favourable opinion about the tourism infrastructure of Bangladesh while the East Asians are most critical about the tourism infrastructure. South East Asian and Oceanian tourists have got better opinion than the East Asians and South Asians.
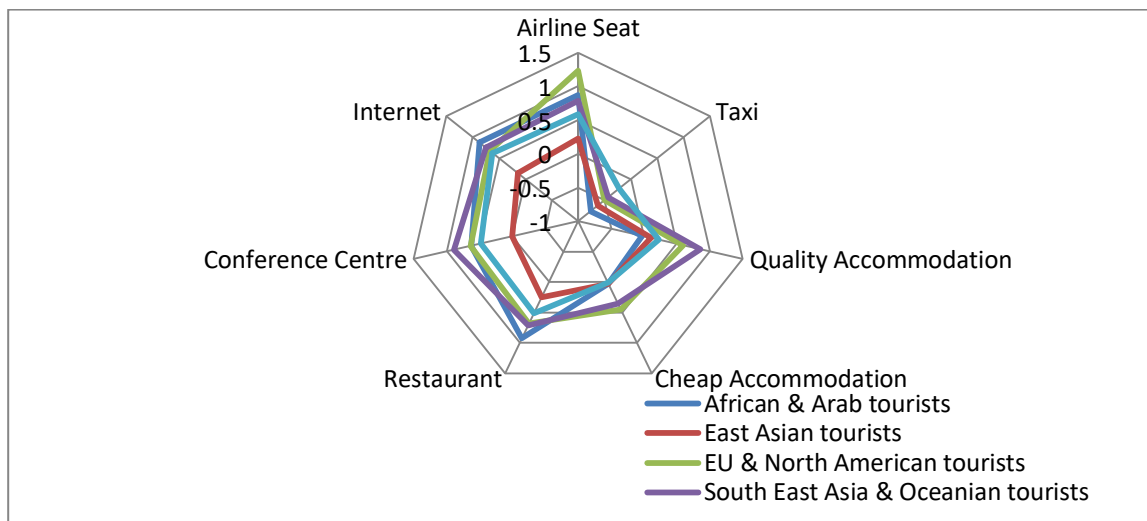
Figure 7.4: Radar chart of region-wise infrastructure image

The radar chart highlights the strengths of images infrastructures in different regions. The image of taxi is compressed in all regions. The lines representing the perceptions of EU and North American and Southeast Asian and Oceanian tourists lie in the outer sphere which indicate better image. The line representing perceptions of East Asian tourists (orange) lies in the inner side of the chart and in the negative region.

Region-wise differences of the cognitive image of tourism services

There are significant region-wise differences of cognitive image for seven tourism services (Table 7.5).

Table 7.5: Region-wise means of the cognitive image of tourism services

Sl. No.	Enabling conditions	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Getting around	-0.2895	-0.6408	-0.9091	-0.7857	-0.2118	0.032
2	Safety	0.0526	0.1456	-0.3636	-0.2143	0.4941	0.002
3	Healthcare	0.3421	-0.2913	-0.1818	-0.2143	-0.0471	0.039
4	Emergency healthcare	0.1053	-0.2621	0.0455	-0.3214	-0.0118	0.181
5	Hygiene	-0.6842	-0.4369	-0.3636	-0.2500	-0.2262	0.219
6	Clean environment	-1.2632	-0.8544	-0.9545	-0.6071	-0.4471	0.001
7	Tour operator service	-0.0811	0.2233	0.2727	0.0714	-0.1765	0.079
8	Visa	0.2105	0.0680	-0.0455	0.0000	0.3095	0.460
9	Immigration	0.2368	-0.1456	0.2273	-0.0714	0.4000	0.013
10	Tourist info centre	-0.0263	-0.3431	-0.6818	-0.3929	-0.1059	0.097
11	International openness	-0.1053	0.1569	0.3636	0.1429	0.4000	0.106
12	Language barrier	-1.1053	-0.2745	-0.0909	-0.1071	-0.3176	0.002
13	Money exchange	-0.2632	-0.0882	0.2727	0.1786	0.3882	0.013
14	Low cost	0.4737	0.3235	0.6818	0.5357	0.2471	0.414

Region-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for the following tourism services (significance in parenthesis):

- Getting around (0.032)
- Safety (0.002)
- Healthcare (0.039)
- Cleanliness of environment (0.001)
- Immigration services (0.013)
- Language barrier (0.002)
- Money Exchange (0.013)

The extent of region-wise differences of the cognitive image of above tourism services and implications thereof are detailed below:

Getting Around

Mobility has the third worst image for Bangladesh among brand associations. According to EU and North American (-0.9091), South East Asian and Oceanian (-0.7857), and East Asian (-0.6408)   tourists getting around is extremely difficult in Bangladesh. According to African and Arab (-0.2895) and South Asian (-0.2118) tourists this is somewhat difficult.

Safety

Although safety is often cited in media discussions as the most negative tourism issue for Bangladesh the respondents consider it neither negative nor positive. The East Asian (0.1300) and African and Arab (0.1456) tourists are neither positive nor negative about safety image of Bangladesh. The South Asian tourists (0.4941) are positive about safety records. The South East Asian and Oceania tourists have a little concern (-0.2143) about safety in Bangladesh   However, the EU and North American respondents are highly concerned about safety (-0.3636) in Bangladesh. This has got important implication for positioning of Bangladesh in different regions.

Healthcare

The tourists are neither positive nor negative about healthcare of Bangladesh. But the East Asian (-0.2913), EU and North American (-0.1818) and South East Asian and Oceanian (-0.2143) tourists a l little concerned about the healthcare system in the country. The African and Arab tourists are positive (0.3421 about it although very weakly.

Cleanliness of environment

The image of Bangladesh is most shattered by its image as a dirty country. This is the most negative (-0.7766) attribute of Bangladesh. However, the African and Arab (-1.2632), EU and North American (-0.9545) and East Asian (-0.8544) consider the image even worse. South Asian tourists (-0.4471) are less negative about the cleanliness of Bangladesh.

Immigration services

The tourists are neither positive nor negative about the immigrations services at arrival ports. However, the South Asian tourists are more positive (0.4000) than others about immigrations services.

Language barrier

Language barrier has been sorted by tourists as a major negative image issue (-0.38) for Bangladesh. To the African and Arab tourists the issue is even much worse. However, this is far little concern to EU and North American (-0.0909) and South East Asia and Oceanian (-0.1071) tourists. Interestingly the South Asian tourists most of whom are Indians also voice the concern (-0.3176) quite significantly. East Asians are less negative about it.

Money Exchange

Money exchange is not a concern for tourists other than to the South Asian tourists (0.3882) who are positive about it. The African and Arab tourists are negative (-0.2632) about money exchange.
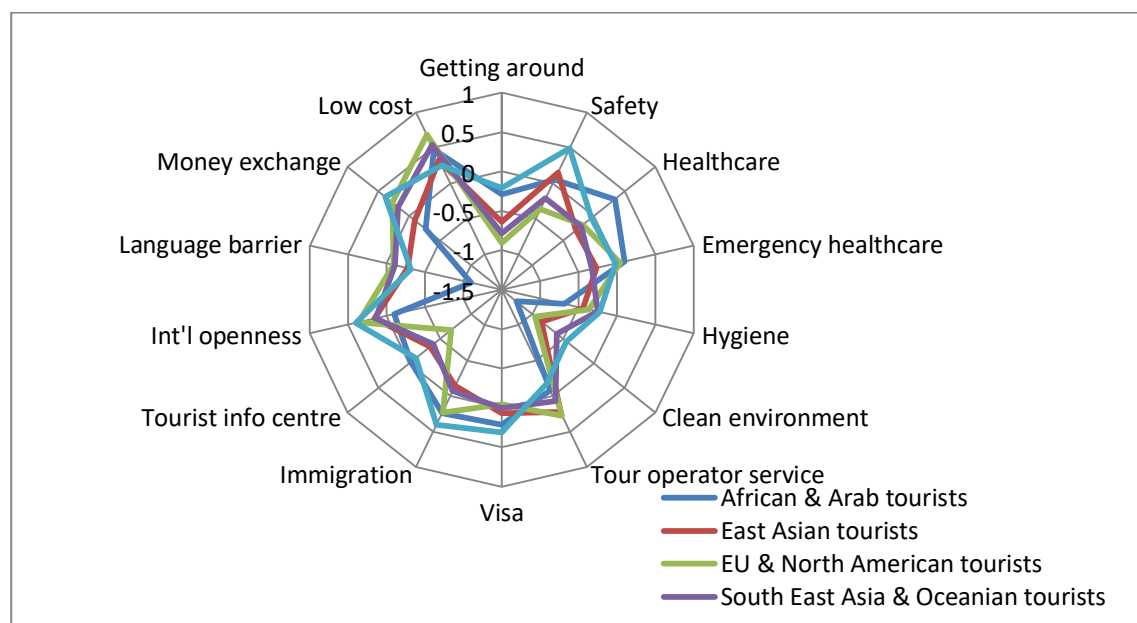
Figure 7.5: Radar chart of region-wise image of tourism services

Region-wise differences of the cognitive image of hospitality

Generally the hospitality of the people of Bangladesh is highly appreciated by tourists. There are significant region-wise differences of the cognitive image of Bangladesh for friendliness and hospitality (Table 7.6).

Table 7.6: Region-wise means of the cognitive image of hospitality

Sl. No.	Hospitality	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Caring people	0.8947	1.2157	1.3636	1.1071	1.0353	0.170
2	Friendly and hospitable people	0.8947	1.4118	1.5909	1.0714	1.2588	0.009
3	Responsive to guests	0.9211	0.7059	1.1818	1.0357	1.1059	0.052

Region-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for 'friendly and hospitable people' (0.009). The extent of region-wise differences of the cognitive image of this variable and implications thereof are detailed below:

Friendly and hospitable people

Irrespective of regions the tourists have very high perception about the hospitability of the people of Bangladesh. However, the EU and North American (1.5909) and East Asians (1.4118) are most appreciative of the hospitability of Bangladeshis. On the other hand African and Arab tourists are less appreciative (0.8947) of this quality of the people of Bangladesh.
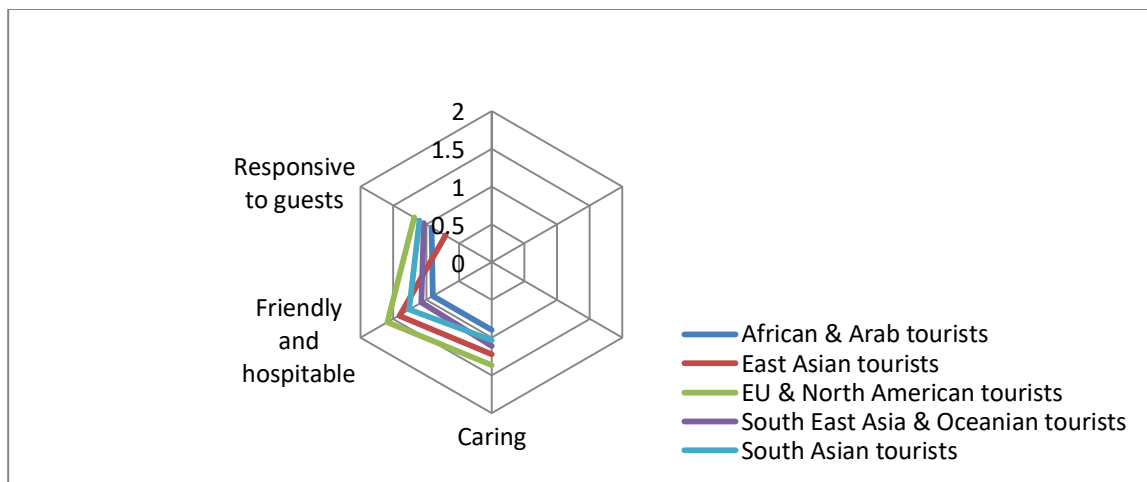
Figure 7.6: Radar chart of region wise image of hospitality of Bangladesh

7.1.2 Region-wise differences of the affective image of Bangladesh

There are significant region-wise differences for two affective image components of Bangladesh (Table 7.7).

Table 7.7: Region-wise means of affective image

Sl. No.	Affective Variables	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Arousing	0.3158	0.2843	-0.0909	0.1429	0.1647	0.532
2	Exciting	0.2632	0.6078	0.0455	0.2500	0.1765	0.041
3	Relaxing	0.0526	0.2941	-0.5000	0.2143	0.2824	0.024
4	Pleasant	0.1842	0.5588	0.1364	0.1429	0.2824	0.096

Region-wise means of the affective image of Bangladesh are different at a level of significance (α) of 5% for 'exciting' (0.009) and 'relaxing' (0.024). The extent of region-wise differences of the affective image of Bangladesh for these variables and implications thereof are detailed below:

Exciting

East Asian tourists consider Bangladesh as an exciting destination (0.6078). But the tourists of other regions do not hold the same view although none have negative opinion. Especially to the EU and North American tourists the country is neither exciting nor gloomy.

Relaxing

Tourists from EU and North American countries feel that Bangladesh is a distressing (not relaxing) destination (-0.5000). Tourists from other regions feel differently. Tourists of East Asian (0.2941), South Asia (0.2824) and South East Asian and Oceania (0.2143) have positive opinion about Bangladesh as a relaxing destination albeit very weakly.
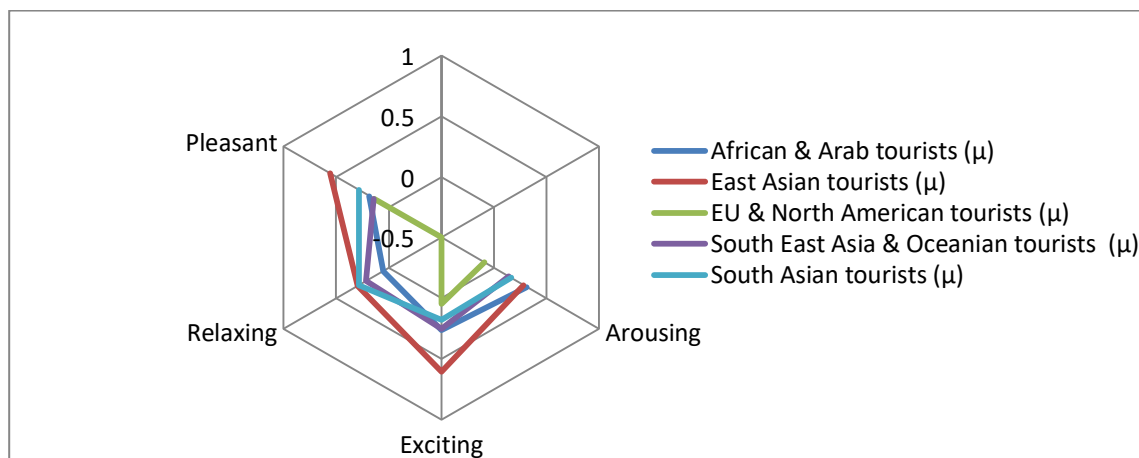
Figure 7.7: Radar chart of region wise affective image of Bangladesh

The figure shows how the image of exciting and relaxing varies in the regions. The figure shows that responses of East Asian tourists lie in the outer circle of the chart. The East Asian tourists are most positive about the affective variables of image. The EU and North American tourists are clearly most negative about all affective image variables.

7.1.3   Region-wise differences of the unique image of Bangladesh

There are significant region-wise differences for the unique image of heritage of Bangladesh.

Table 7.8: Region-wise means of unique image

Sl. No.	Unique Image Variables	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Royal Bengal Tiger	0.7105	0.4804	0.6818	0.9643	0.9294	0.394
2	Lifestyle	0.7368	0.8333	0.8636	0.7143	0.5714	0.606
3	Tribal lifestyle	0.5000	0.5392	1.0455	0.8214	0.5412	0.075
4	Hospitable	0.6579	1.0882	1.3636	1.0000	1.0706	0.071
5	Heritage	0.7838	0.5588	1.2000	0.8571	0.6375	0.044
6	Low cost	0.3684	0.4412	0.5455	0.6071	0.2000	0.376

Region-wise means of the unique image of Bangladesh are different at a level of significance (α) of 5% for the unique characteristic of 'heritage' (0.044). The extent of region-wise differences of the unique image of this unique characteristic of Bangladesh and implications thereof are detailed below:

Heritage

Irrespective of regions the tourists have fair perception about the unique image of the heritage of Bangladesh. However, the EU and North American (1.2000) and South East Asian and Oceanian (0.8571) tourists have high appreciation for the heritage of Bangladesh as a unique attraction.   On the other hand the East Asian (0.5588) and South Asians (0.6375) tourists have less appreciation for the heritage of this country.
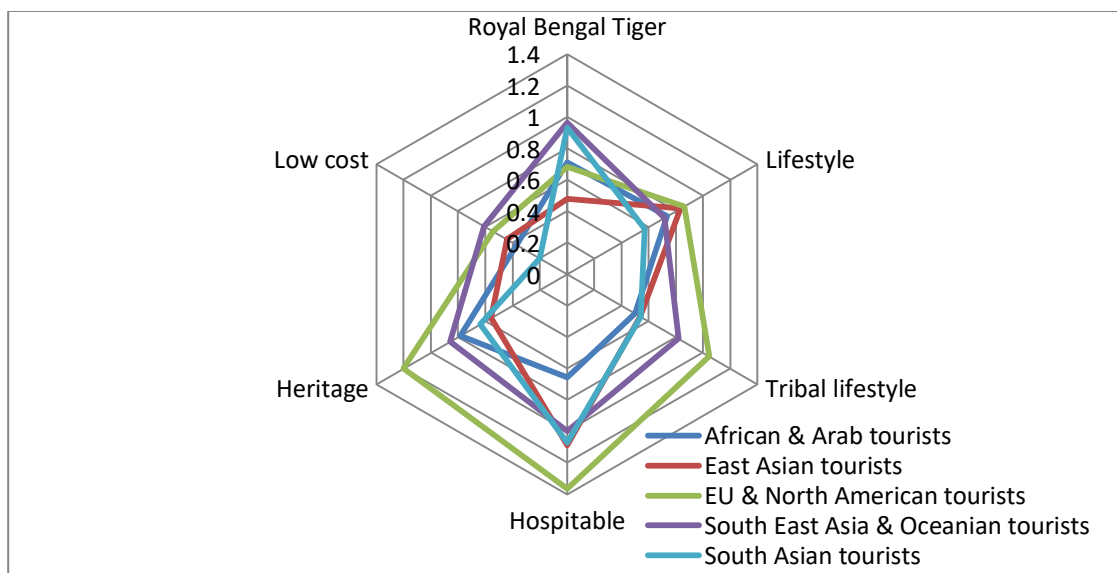
Figure 7.8: Radar chart of region wise unique image of Bangladesh

The image that Bangladeshis are friendly and hospitable is the strongest of all unique features. This is the strongest among the EU and North American followed by East Asain, South Asian and Southeast Asian and Oceanain tourists. Among the Arab and African this is a little weaker.

7.1.4 Region-wise differences of the overall image of Bangladesh and tourist behaviour

There are significant region-wise differences for the overall image of Bangladesh, revisit intent and intent to recommend Bangladesh to others.

Table 7.9: Region-wise means of overall image and tourist behaviour

Sl. No.	Overall image and tourist behaviour	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Overall image	0.0000	0.3922	-0.3182	0.2143	0.3882	0.041
2	Revisit intent	-0.1053	0.2941	1.0000	0.3571	0.8690	0.000
3	Recommend to others	-0.1316	0.5000	0.2273	0.3571	0.4706	0.044

Region-wise means of the overall image of Bangladesh (0.041) and that of the tourist intent to revisit Bangladesh (0.000) and recommend Bangladesh (0.044) to others are different at a level of significance (α) of 5%. The extent of region-wise differences of the overall image and the tourist intent to revisit Bangladesh and recommend Bangladesh to others and implications thereof are detailed below:

Overall image

Overall image of Bangladesh as a tourism destination is very poor (0.27). To the tourists from EU and North American overall image is moderately negative (-0.3182). On the other hand, overall image to the East Asian (0.3922) and South Asian (0.3882) tourists is comparatively better. Regional differences of overall image should have important implications for positioning Bangladesh.

Revisit intent

Overall revisit intent (0.46) of the respondents is not that high. However, the tourists from EU and North American (1.0000) and South Asian (0.8690) countries have expressed a strong intent to revisit Bangladesh. There might be influence of some factors responsible for it including purpose of visit. The East Asian tourists have expressed less intent to revisit (0.2941) most of whom came for holiday making. The African and Arab tourists showed the least intent to revisit.

Recommend to others

Overall intent to recommend Bangladesh to others is very weak (0.38) although positive. However, East Asian (0.5000) and South East Asian and Oceanian (0.4706) tourists showed considerable intent to recommend Bangladesh to others. The African and Arab tourists remain cool about whether they would recommend Bangladesh to others or not. This intent of African and Arab tourists is in conformity with overall image of Bangladesh in their minds and revisit intent.
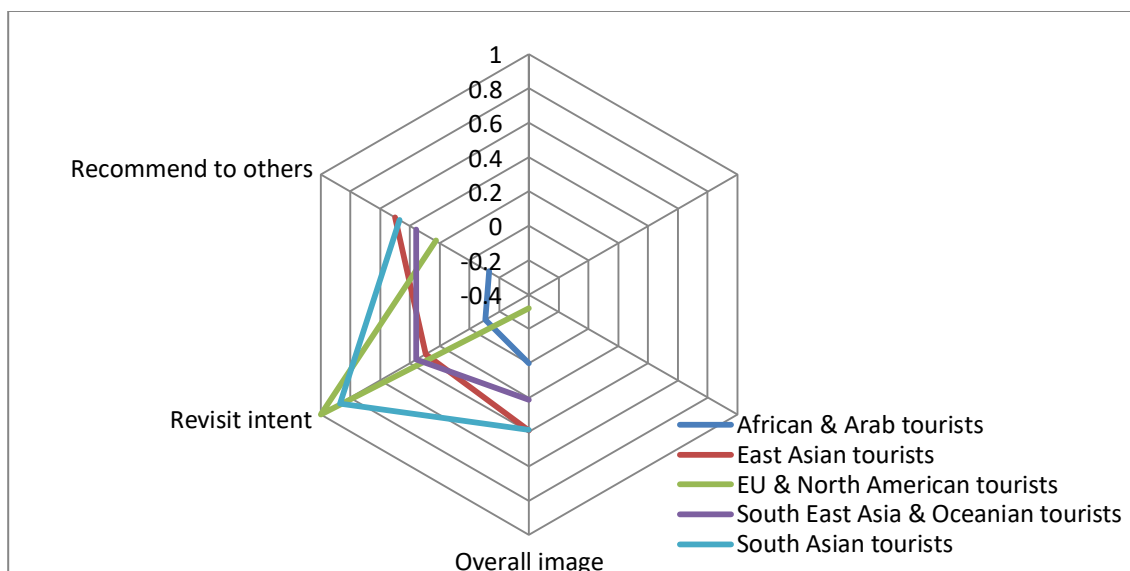
Figure 7.9: Radar chart of region wise overall image, revisit intent and intent to recommend Bangladesh to others

Table 7.10: Top 10 brand associations by image in the regions

Sl	Variables	Africa and Arab countries	East Asian Countries	EU and North America	South East Asia and Oceania	South Asia
1	*Friendly and Hospitable* (1.27)	*Lifestyle and Culture* (1.2105)	*Friendly and Hospitable* (1.4118)	*Friendly and Hospitable* (1.5909)	Lifestyle and Culture (1.3214)	*Friendly and Hospitable* (1.2727)
2	*Caring* (1.11)	Festival (1.0270)	*Caring* (1.2157)	*Caring* (1.3636)	Festivals (1.1786)	*Responsive* (1.1059)
3	Royal Bengal Tiger (0.94)	Tribal lifestyle (0.9474)	Tiger (0.9126)	Tiger (1.3182)	Caring (1.1071)	Muslim (0.8795)
4	*Responsive to needs of guests* (0.93)	*Responsive* (0.9211)	Folk culture (0.8641)	Tribal Lifestyle (1.2727)	Hospitable (1.0714)	*Caring* (1.1164)
5	Lifestyle and culture (0.91))	*Friendly and Hospitable* (0.8947	Lifestyle and Culture (0.8447)	Airline Seat (1.2273)	Tribal Lifestyle (1.0357)	Folk Culture (1.0471)

6	Folk cultural assets (0.91	Caring (0.8947)	Flora and Fauna (0.8058)	*Responsive* (1.1818)	Folk Culture (1.0357)	Tiger (0.8706)
7	Festivals and fairs (0.78)	Muslim religious sites (0.8947)	Beauty (0.7864)	Lifestyle and Culture (1.1364)	Responsive (1.0357)	Rivers (0.8706)
8	Muslim religious sites (0.77)	Heritage (0.8684)	*Responsive* (0.7059)	Art and Craft (1.000)	Tiger (1.0357)	Festivals (0.7375)
9	Tribal lifestyle (0.76)	Airline seat, (0.86	Tribal Lifestyle (0.6505)	Folk culture (1.000)	Conference centre (0.8929)	Art and Craft (0.7059)
10	Rivers (0.66)	Internet (0.8684)	Festival (0.6505)	Flora and Fauna (0.9091), Muslim sites (0.9091)	Rivers/ Quality Accommodation/ Heritage (0.8571)	Lifestyle and culture (0.6706)

Common top brand associations across regions are:

- Hospitality (Hospitable people, caring, responsive to guests)
- Culture (Lifestyle and culture, folk cultural assets, tribal lifestyle, festivals, Muslim religious sites)
- Nature (Royal Bengal Tiger, rivers)

7.2 Age-wise Differences of Image

The respondents belong to six age groups: 25 years or less (21.6%), 26-35 years (20.8%), 36-45 years (17.5%), 46-55 years (19.6%), 56-65 years (7.5%) and 66 years or over (9.2%). Age-wise differences of cognitive, affective, unique and overall image of Bangladesh were explored using ANOVA technique.

7.2.1 Age-wise differences of the cognitive image of Bangladesh

Age-wise differences of the cognitive image of natural attractions

There are significant age-wise differences of cognitive image of Bangladesh for three out of six natural attractions which are detailed below (Table 7.11):

Table 7.11: Age wise means of the cognitive image of tourism attractions

Sl. No.	Attractions	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Royal Bengal Tiger	0.8852	0.8600	1.0000	0.9362	1.0000	1.0909	0.918
2	Sea beach	0.7049	0.5400	0.4524	0.5532	0.4444	0.9545	0.446
3	Flora and fauna	0.1967	0.7000	0.7143	0.8298	0.6667	0.9545	0.001
4	Natural beauty	0.2787	0.6600	0.7857	0.6596	0.6667	1.1818	0.002
5	Rivers	0.5410	0.6600	0.7143	0.4894	1.0556	1.0000	0.213
6	Weather	-0.6066	0.0200	0.3333	0.5957	0.6667	0.2727	0.000

Age-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for the following tourism attractions (significance in parenthesis):

- Flora and fauna (0.001)
- Natural beauty (0.002)
- Weather (0.000)

The extent of age-wise differences of the cognitive image of above tourism attractions and implications thereof are detailed below:

Flora and Fauna

The cognitive image of Bangladesh's flora and fauna is very poor among younger people (0.1967). The image is very strong among the people of 66 years or over (0.9545) and 46-55 years (0.8298) of age. The image is moderate among the tourists of 36-45 years (0.7143) and 56-65 years (0.6667) of age.

Natural Beauty

The cognitive image of Bangladesh's natural beauty is very poor among younger people (0.2787). The image is extremely high among the people of 66 years or over (1.1818) of age. The image is moderate among other age groups of tourists. The perception of the people of 66 years or over about the natural beauty of Bangladesh is important in selecting the brand identity for the tourism brand of Bangladesh.

Weather

The cognitive image of weather varies sharply among age groups. It is extremely bad among the youngest group (25 years or less) of tourists (-0.6066) while it is progressively better and better among the tourists of higher ages. This is peculiar, but no explanation is available of this phenomenon.

Figure 7.10: Radar chart of age-wise cognitive image of natural attractions

Age-wise differences of the cognitive image of entertainment attractions

There are significant age-wise differences of cognitive image of Bangladesh for five out of seven entertainment attractions which are detailed below (Table 7.12):

Table 7.12: Age wise means of the cognitive image of entertainment attractions

Sl. No.	Attractions	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)

1	Entertainment	0.4098	0.0600	0.3095	-0.4894	-0.7222	-0.5909	0.000
2	Cuisine	0.1311	0.8600	0.8810	0.8936	0.5556	0.3636	0.009
3	Shopping	0.2623	0.7800	0.2143	0.2340	-0.3889	-0.0455	0.185
4	Outdoor activity	-0.1148	0.0800	-0.3333	-0.4255	-0.3889	-0.1364	0.340
5	Adventure	-0.0164	0.2000	-0.2619	-0.1489	-0.1111	0.0909	0.001
6	Bar	-0.0984	-0.3200	-0.5476	-0.5957	-0.6667	-0.8182	0.019
7	Nightlife	-0.1864	-0.5000	-0.9268	-0.7442	-1.0000	-1.0909	0.001

Age-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for the following entertainment attractions (significance in parenthesis):

- Entertainment (0.000)
- Cuisine (0.009)
- Adventure (0.001)
- Bar facility (0.019)
- Nightlife facility (0.001)

The extent of age-wise differences of the cognitive image of above entertainment attractions and implications thereof are detailed below:

Entertainment

Overall image of entertainment is negative for Bangladesh. However, the younger tourists do not perceive it negative (0.4098). The older generations feel it more negative progressively. This is an interesting phenomenon which is difficult to explain.

Cuisine

The image of cuisine is very strong among the tourists of 26-35 years (0.8800), 36-45 years (0.8810) and 46-55 years (0.8936) of age. The image tends to decrease with age of tourists.

Adventure

The image of adventure facility in Bangladesh is generally neither positive nor negative. It varies among age groups, positive to some age groups and negative to other age groups. However, the differences are not striking enough to have implications for positioning of Bangladesh. The image variation by age does not have any trend either.
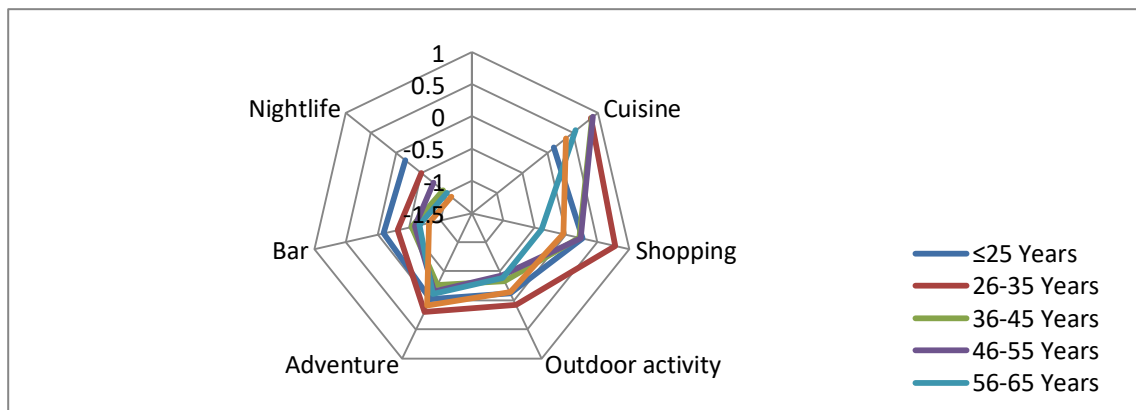
Figure 7.11: Radar chart of age-wise cognitive image of entertainment attractions

Age-wise differences of the cognitive image of cultural attractions

There are significant age-wise differences of cognitive image of Bangladesh for five out of nine cultural attractions which are detailed below (Table 7.13):

Table 7.13: Age wise means of the cognitive image of cultural attractions

Sl. No.	Attractions	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Folk culture	0.5410	1.2800	1.0000	0.9149	1.0000	1.1364	0.261
2	Festivals	0.7288	1.0200	0.8537	0.8837	0.7647	0.6818	0.470
3	Lifestyle and culture	0.5902	1.1400	1.1429	0.6809	1.0000	1.2273	0.005
4	Heritage	0.5410	0.8800	0.6905	0.2340	0.3889	0.5455	0.039
5	Tribal lifestyle	0.5738	0.8400	0.7381	0.6383	0.8889	1.1364	0.157

6	Art and craft	0.4590	0.9800	0.7143	0.3830	0.3333	0.5455	0.032
7	Buddhist	-0.0339	0.2600	0.1707	0.5581	-0.1176	0.1364	0.031
8	Hindu	0.0339	0.3600	0.2439	0.0000	0.1765	0.3182	0.290
9	Muslim	1.0847	0.8600	0.7857	0.3191	1.0000	0.7727	0.002

Age-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for the following cultural attractions (significance in parenthesis):

- Lifestyle and culture (0.005)
- Heritage (0.039)
- Art and craft (0.032)
- Buddhist religious sites (0.031)
- Muslim religious sites (0.002)

The extent of age-wise differences of the cognitive image of above cultural attractions and implications thereof are detailed below:

Lifestyle and Culture

For most groups of ages cognitive image of lifestyle and culture is very good. But, among the young tourists (25 years of less) this image is poor (0.5902). It may mean that the youngers do not appreciate the lifestyle and culture of Bangladesh which has got strong image.

Heritage

The image of heritage is very strong among the tourists of 26-35 years age (0.8800) and moderate among tourists of 36-45 years (0.6905). The image tends to decrease with age of tourists. Therefore the youngers are more interested about the heritage of Bangladesh.

Art and craft

The image of art and craft is very strong among the tourists of 26-35 years age (0.9800) and moderate among tourists of 36-45 years (0.7143). The image tends to decrease with age of tourists.

Buddhist religious sites

The cognitive images of the Buddhist religious sites in Bangladesh are significantly different for different age groups. For 46-55 years age group it is much better (0.5581), but for other age groups this image is poor. However, this image is not sufficiently strong among any age group to warrant special attention.

Muslim religious sites

Cognitive image of Muslim religious sites of Bangladesh is generally very high, but its image is very poor among tourists of 46-55 years age group (0.3191). This image is apparently opposite to that of Buddhist religious sites in the country.
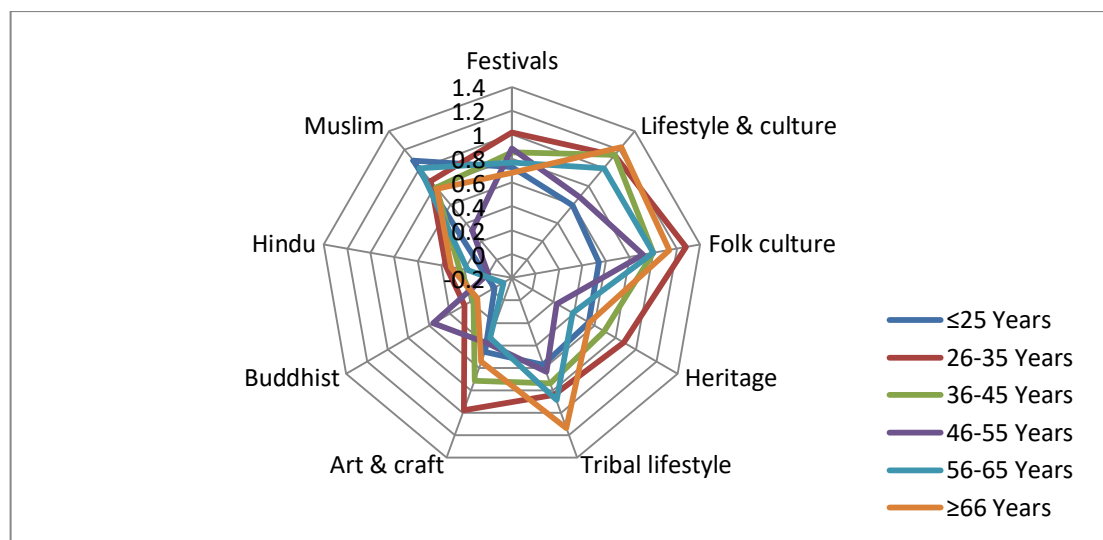
Figure 7.12: Radar chart of age-wise cognitive image of cultural attractions

According to radar chart, there is no clear trend of age-wise images for all tourism attractions. However, the older age groups have stronger appreciation for natural

attractions, while the younger tourists have more appreciation for the activity based attractions (outdoor activity, shopping, cuisine, festival, entertainment).

Age-wise differences of the cognitive image of tourism infrastructures

There are significant age-wise differences of cognitive image of Bangladesh for two tourism infrastructures: conference centre and internet accessibility out of seven which are detailed below (Table 7.14):

Table 7.14: Age wise means of the cognitive image of tourism infrastructures

Sl. No.	Infrastructure	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Airline seat	0.5574	0.8400	0.5476	0.7234	0.6667	0.1818	0.307
2	Taxi	-0.4262	-0.4200	-0.6190	-0.7234	-0.5556	-0.5000	0.733
3	Quality accommodation	-0.0492	0.2400	0.1667	0.5217	1.0000	0.1364	0.075
4	Cheap accommodation	-0.1500	0.2600	-0.0714	0.3617	0.1111	-0.1364	0.160
5	Restaurant	0.4262	0.6800	0.7619	0.4894	0.3333	0.3636	0.524
6	Conference centre	0.3443	0.7800	0.3571	0.2128	0.5000	-0.1818	0.004
7	Internet connectivity	0.4754	0.8200	0.6190	0.1489	0.7778	0.0455	0.031

Age-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for conference centres (0.004) and internet connectivity (0.031). The extent of age-wise differences of the cognitive image of above tourism infrastructures and implications thereof are detailed below:

Conference and exhibition centres

Cognitive images of conference and exhibition centres in Bangladesh are significantly different for different age groups. The image is much better among the tourists of 26-35 years (0.7800) than that among other age groups.

Internet connectivity

Cognitive images of internet connectivity in Bangladesh are significantly different for different age groups. The image of internet connectivity is much better among the tourists of 26-35 years (0.8200) and 56-65 years (0.7778) of age than that among other age groups. This image is very poor among the tourists of 46-55 years and 66 years or over of age.
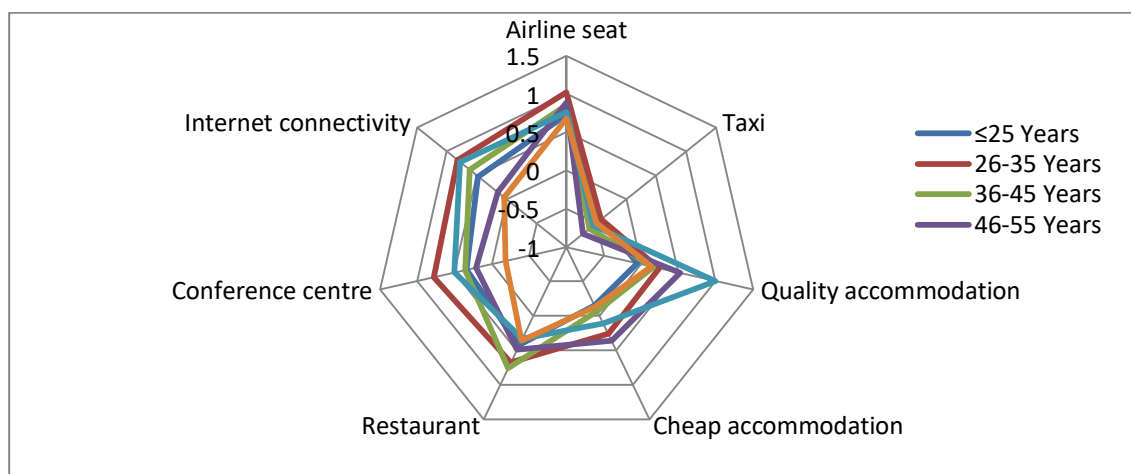
Figure 7.13: Radar chart of age-wise cognitive image of tourism infrastructures

According to the radar chart, there is a clear trend of the cognitive image of infrastructures among the age groups. The tourists of 26-35 years have best opinion for the tourism infrastructures in general, while the tourists of 66 years or over have the poorest opinion about the tourism infrastructures. However, the tourists of 56-65 years have got the second best opinion about the infrastructures. It shows how the tourists of all age groups converge on the poor opinion for taxi service.

Age-wise differences of the cognitive image of tourism services

There are significant age-wise differences of cognitive image of Bangladesh for six out of 14 tourism services which are detailed below (Table 7.15):

Table 7.15: Age wise means of the cognitive image of tourism services

Sl. No.	Enabling conditions	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Getting around	-0.2787	-0.3600	-0.7857	-0.2128	-0.6111	-0.8636	0.131
2	Safety	0.0820	0.1000	0.2857	0.2766	-0.1667	0.3182	0.600
3	Healthcare	0.1639	-0.0600	-0.3333	0.2766	-0.7222	-0.5000	0.001
4	Emergency healthcare	-0.0164	-0.1600	-0.1667	0.2766	-0.4444	-0.6364	0.013
5	Hygiene	-0.6393	-0.2600	-0.1667	-0.3696	-0.4444	-0.4545	0.298
6	Clean environment	-0.9836	-0.5800	-0.5952	-0.7447	-0.8889	-0.7727	0.355
7	Tour operator service	-0.1148	0.0600	-0.1190	-0.1957	0.2778	0.5909	0.046
8	Visa	0.3279	0.4000	-0.0714	-0.1957	0.1111	0.3636	0.055
9	Immigration	0.3115	0.3400	-0.0714	-0.1915	0.1111	0.0455	0.127
10	Tourist info centre	0.0492	-0.1837	-0.6190	0.0213	-0.8333	-0.5000	0.002
11	International openness	0.1148	0.1633	0.4048	0.5106	-0.3889	0.0909	0.023
12	Language barrier	-0.7213	-0.5102	0.0476	-0.1702	-0.3889	-0.1364	0.027
13	Money exchange	-0.0820	0.1837	0.5476	0.0851	0.0000	-0.1818	0.102
14	Low cost	0.1967	0.6122	0.1667	0.4468	0.4444	0.2727	0.356

Age-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for the following tourism services (significance in parenthesis):

- Healthcare (0.001)
- Emergency healthcare (0.013)
- Tour operator service (0.046)

- Tourist information centre (0.002)
- International openness (0.023)
- Language barrier (0.027)

The extent of age-wise differences of the cognitive image of above tourism services and implications thereof are detailed below:

Healthcare

Cognitive image of healthcare is positive among the tourists lower age. But the image progressively becomes more negative at higher age brackets of tourists. It means that the tourists of higher ages are more concerned about health facilities.

Emergency Healthcare

Cognitive image of emergency healthcare is less negative for lower age tourists. But the image progressively becomes more negative at higher age brackets of tourists. It means that the tourists of higher ages are more concerned about emergency healthcare facilities.

Tour operator service

The image of tour operator service in Bangladesh is generally neither positive nor negative. Among the tourists of higher age brackets the people have fewer objections.

Tourist information Centre

Cognitive image of tourist information centre is significantly different for different ages. The perception is more negative among tourists of higher age brackets. The tourists of 56-65 years age group are extremely critical of the absence of tourist information centres.

International openness

Perception is extremely poor about the international openness of Bangladesh. However, the image is a little better among the tourists of 46-55 years age group.

Language barrier

Perception about verbal communication with Bangladeshis is very poor overall. The younger tourists feel more language barrier than the older tourists. An explanation may be that the older tourists have better international language skills than the younger ones.
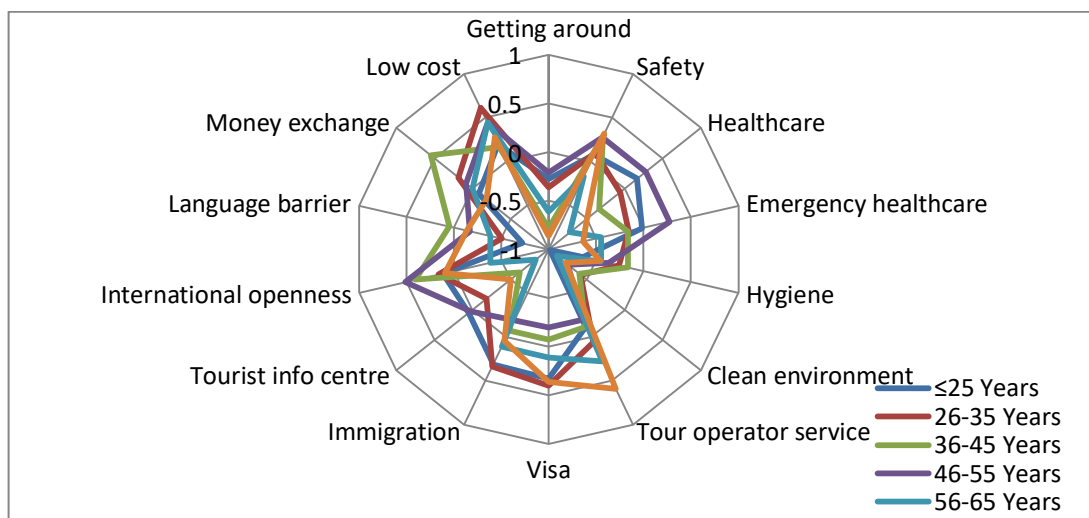
Figure 7.14: Radar chart of age-wise cognitive image of tourism services

According to the radar chart, the younger tourists (25 years or less, and 26-35 years of age) have fewer objections about the enabling conditions, while the older age tourists have more objections about enabling conditions.

Age-wise differences of the cognitive image of hospitality

There are significant age-wise differences of the cognitive image of Bangladesh for all of hospitality variables which are detailed below (Table 7.16):

Table 7.16: Age wise mean of the cognitive image of hospitality

Sl. No.	Hospitality	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Caring people	0.6557	1.2857	1.3333	1.1064	1.2778	1.4091	0.000
2	Friendly and hospitable people	0.8033	1.4082	1.4762	1.2766	1.4444	1.5909	0.000
3	Responsive to guests	0.7541	1.2245	1.2857	0.5957	0.9444	1.0000	0.007

Age-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for 'caring people' (0.000), 'friendly and hospitable people' (0.000) and 'responsive to guests' (0.007). The extent of age-wise differences of the cognitive image of above hospitality variables and implications thereof are detailed below:

Caring

Bangladeshis are generally highly praised for their caring attitude. However, among the young tourists of 25 years or less the perception is poorer (0.6557).

Friendly and hospitable people

Bangladeshis are generally considered extremely friendly and hospitable people. However, among the young tourists of 25 years or less the perception is poorer (0.8033).

Responsive to guests

Bangladeshis are generally considered very highly responsive to guests. However, among the tourists of 46-55 years age group the perception is poorer (0.5957).
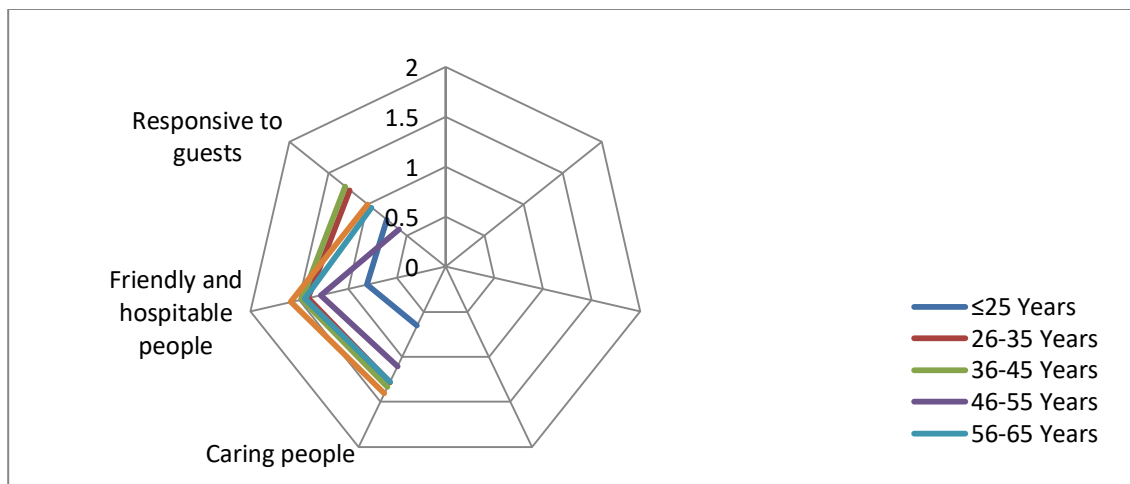
Figure 7.15: Radar chart of age-wise cognitive image of hospitality

According to radar chart the older people (66 years and over) are more appreciative of the hospitality of the people of Bangladesh. The youngest tourists (25 years of less) are less impressed by the hospitality of the people of Bangladesh. However, the tourists of 26-35 years and 36-45 years are highly impressed by the hospitality of Bangladesh. These two groups are mostly professionals. This finding is important for selecting the target market of the positioning of the tourism brand of Bangladesh.

7.2.2 Age-wise differences of the affective image of Bangladesh

There are significant age-wise differences of the affective image of Bangladesh for only one affective variable: 'exciting' details of which are given below (Table 7.17):

Table 7.17: Age wise means of affective image

Sl. No.	Affective associations	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Arousing	0.1639	0.3878	-0.0714	0.3617	0.1111	0.2273	0.319
2	Exciting	0.0492	0.6327	0.2857	0.5106	0.0556	0.6364	0.039
3	Relaxing	0.0000	0.4286	-0.0714	0.3617	-0.0556	0.4545	0.071
4	Pleasant	0.0820	0.5714	0.3333	0.4255	0.2222	0.4091	0.230

Age-wise means of the affective image of Bangladesh are different at a level of significance (α) of 5% for 'exciting' (0.039), the extent of which is detailed below:

Exciting

The tourists of 26-35 years age group (0.6327), 46-55 years age group (0.5106) and 66 years or more age group (0.6364) feel that Bangladesh is an exciting tourist destination. On the other hand tourists of other age groups feel that Bangladesh is neither exciting nor a gloomy tourist destination.
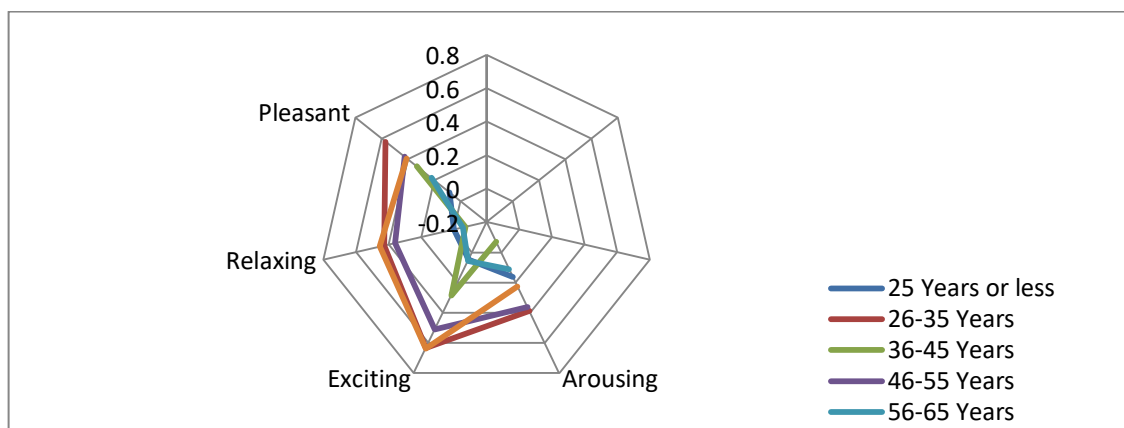
Figure 7.16: Radar chart of age-wise affective image of Bangladesh

According to the radar chart, affective image is better among the tourists of 26-35 years, 46-55 years and 66 years or over of age.

7.2.3 Age-wise differences of the unique image of Bangladesh

There are significant age wise differences of the unique image of Bangladesh for two unique characteristics: 'friendliness and hospitability', and 'heritage' of Bangladesh, details of which are given below (Table 7.18):

Table 7.18: Age wise means of the unique image of Bangladesh

Sl. No.	Unique characteristics (μ)	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Royal Bengal tiger	0.5246	1.3673	0.9048	0.5106	0.8333	0.4545	0.104
2	Lifestyle	0.6393	0.6327	0.7857	0.8723	0.7222	1.0455	0.721
3	Tribal lifestyle	0.4918	0.7143	0.6667	0.4681	0.6667	0.9545	0.294
4	Hospitable	0.8361	1.2245	1.2857	0.5745	1.0556	1.4545	0.001
5	Heritage	0.5932	0.9796	0.7317	0.3953	0.8235	1.0455	0.023
6	Low cost	0.3279	0.5714	0.0476	0.4894	0.3889	0.3182	0.345

Age-wise means of the unique image of Bangladesh are different at a level of significance (α) of 5% for the unique characteristics of 'friendly and hospitable people' (0.001) and 'heritage' (0.023). The extent of age-wise differences of the unique image of Bangladesh for these two variables and implications thereof are detailed below:

Hospitable

Unique image of hospitality is strong among tourists of all age groups except 46-55 years (0.5745). These age-wise differences of the unique image of 'friendly and hospitable people' have implications for positioning Bangladesh as hospitality is the top unique image of the country. This particular age group of 46-55 years has to be considered with special consideration if hospitality is chosen as the core theme of positioning slogan.

Heritage

Unique image of heritage is strong among tourists of 26-35 years (0.9796), 56-65 years (0.8235) and 66 years or over (1.0455) age groups. These age-wise differences have implications for positioning Bangladesh if heritage is chosen as a core theme of positioning slogan. It deserves mention that heritage is less likely to be chosen as a core

theme of positioning as it stands fourth by mean index of image among unique associations.
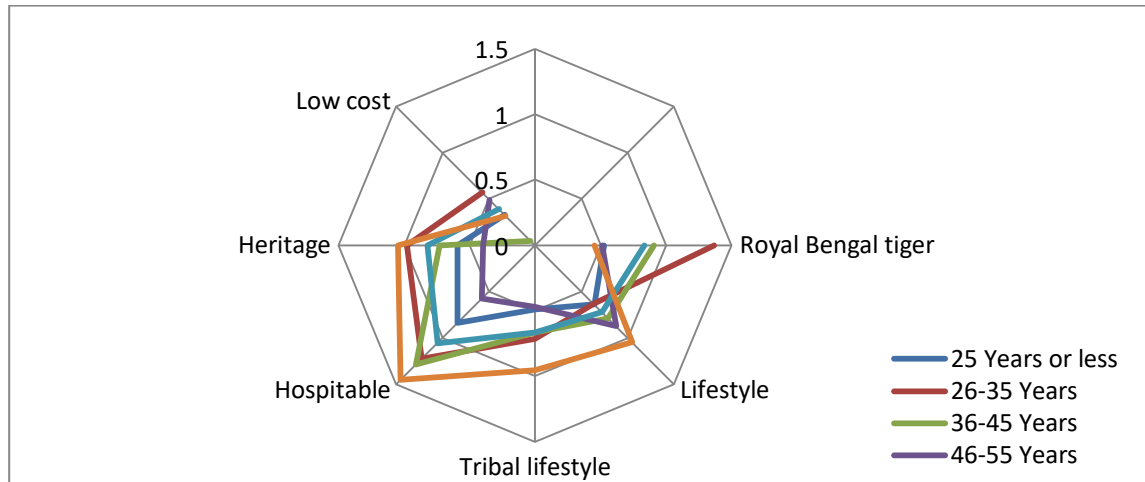
Figure 7.17: Radar chart of age-wise unique image of Bangladesh

According to radar chart, the unique image of the unique characteristic of 'friendly and hospitable people' is significantly different for the tourists of different age groups. This characteristic is highly appreciated by the tourists of 26-35 years, 36-45 years and 66 years or over of age,

7.2.4 Age-wise differences of the overall image of Bangladesh and tourist behaviours

There are significant age-wise differences for the overall image of Bangladesh as a tourism destination. For revisit intent and intent to recommend Bangladesh to others, there are age-wise significant differences also. The details of the differences are given below (Table 7.19):

Table 7.19: Age wise means of the overall image of Bangladesh and that of the tourist intent to revisit Bangladesh and to recommend Bangladesh to others

Sl. No.	Overall image and tourist behaviour	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Overall image	-0.0328	0.4490	0.2143	0.5106	0.0000	0.3636	0.007
2	Revisit intent	0.1967	0.4898	0.9286	0.7660	0.3333	0.0000	0.000
3	Recommend to others	-0.0328	0.2857	0.5952	0.6596	0.3333	0.5909	0.000

Age-wise means of the overall image of Bangladesh, the intent to revisit Bangladesh and the intent to recommend Bangladesh to others are different at a level of significance (α) of 5%. The extent of age-wise differences of the image or index of these three variables and implications thereof are detailed below:

Overall image

Overall image of Bangladesh as a tourism destination is very poor. However, overall image of Bangladesh as a tourism destination is better among tourists of 26-35 years (0.4490) and 46-55 years (0.5106) age groups. Among the tourists of other age groups overall image is very poor.

Revisit intent

Revisit intent is significantly different in different age groups. Revisit intent is better in the middle age groups (26-35, 36-45 and 46-55 years). But it is very bad in higher ages (56-65 years and 66 years and more). Some explanations may be that people with higher age might expect fewer opportunities to come back. Another explanation may be that people in the middle age groups engage in professional work who need to come back for business.

Recommend to others

Intent of tourists to recommend Bangladesh to others as a tourism destination is very low. However, this intent to recommend Bangladesh is better among tourists of 36-45 years (0.5952), 46-55 years (0.6596) and 66 years or more years (0.5909) age groups. This finding has important implication for positioning Bangladesh as a tourism destination. The tourists of 46-55 years are mainly professionals and businessmen who are highly educated and frequent travellers have the strongest intent to recommend Bangladesh to others. Positioning message should sensitize them as brand ambassadors.
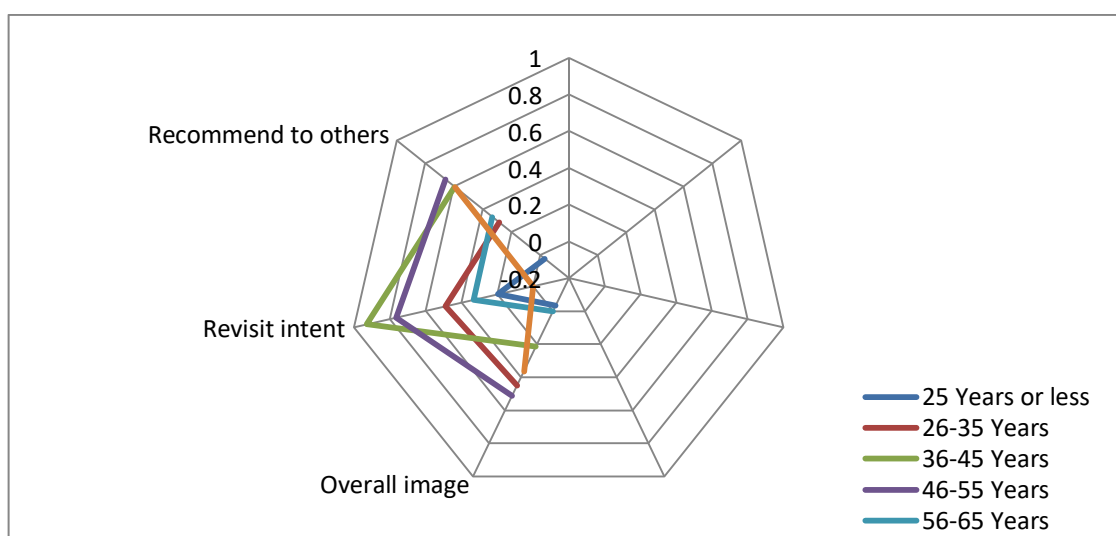
Figure 7.18: Radar chart of age-wise overall image of Bangladesh and tourist behaviour

According to radar chart, the overall image is better among 26-35 years, 36-45 years, and 46-55 years. Tourists' intent to revisit Bangladesh and recommend Bangladesh to others for visit are quite high among these three age groups.

7.3   Gender-wise differences of image

7.3.1   Gender-wise means of cognitive image

Among the respondents 31.8% are females and 68.2% are males.

Gender-wise means of cognitive image of natural attractions

There are no significant gender-wise differences of the cognitive image of Bangladesh for two natural attractions. The details of gender-wise means of natural attractions are detailed below (Table 7.20):

Table 7.20: Gender-wise mean of cognitive image of natural attractions

Sl. No.	Attractions	Male (μ)	Female (μ)	Total (μ)	Significance (2-tailed) (α)
1	Tiger	0.9572	0.9080	0.9416	0.680
2	Sea beach	0.5722	0.6667	0.6022	0.468
3	Flora and fauna	0.6257	0.6782	0.6423	0.662
4	Beauty	0.6150	0.7011	0.6423	0.469
5	Rivers	0.6684	0.6667	0.6679	0.990
6	Weather	0.0695	0.1724	0.1022	0.508

Gender-wise means of cognitive image of tourism entertainment attractions

There are no significant gender-wise differences of the cognitive image of Bangladesh for two natural attractions. The details of gender-wise means are detailed below (Table 7.19):

Table 7.21: Gender-wise mean of cognitive image of entertainment attractions

1	Entertainment	-0.1390	-0.1839	-0.1533	0.758
2	Cuisine	0.6096	0.5517	0.5912	0.688
3	Shopping	0.2139	0.3793	0.2664	0.294
4	Outdoor activity	-0.1658	-0.1379	-0.1569	0.839
5	Adventure	-0.0267	0.0115	-0.0146	0.773
6	Bar	-0.4973	-0.2759	-0.4270	0.090
7	Nightlife	-0.6872	-0.4713	-0.6165	0.115

Gender-wise means of cognitive image of tourism cultural attractions

There are significant gender-wise differences of the cognitive image of Bangladesh for two cultural attractions. The details of gender-wise means of cultural attractions are detailed below (Table 7.21):

Table 7.22: Gender-wise mean of cognitive image of cultural attractions

1	Folk culture	0.8556	1.0460	0.9161	0.338
2	Festivals	0.8436	0.7471	0.8120	0.375
3	Lifestyle and culture	0.8503	1.0230	0.9051	0.174
4	Heritage	0.5401	0.6322	0.5693	0.474
5	Tribal lifestyle	0.7273	0.8506	0.7664	0.283
6	Art and craft	0.5294	0.6782	0.5766	0.256
7	Buddhist	0.1061	0.3448	0.1842	0.047
8	Hindu	0.0559	0.4368	0.1805	0.001
9	Muslim	0.7968	0.7412	0.7794	0.647

Gender-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for 'Buddhist religious sites' (0.047) and 'Hindu religious sites' (0.001). The extent of gender-wise differences of the cognitive image of Bangladesh for these two cultural attractions and implications thereof are detailed below:

Buddhist religious sites

Overall mean index of the image of Buddhist religious sites is poor (0.18). Gender has significant influence on the image of Buddhist religious sites of Bangladesh. Among the males the image is very low (0.1061), but among the females the image is quite higher (0.3448). This variable does not fall within top ten or bottom ten images of Bangladesh's tourism brand. So, this influence of gender on its image does not have implication for brand positioning of Bangladesh's tourism.

Hindu religious sites

Overall mean index of the image of Hindu religious sites is poor (0.17). Gender has significant influence on the image of Hindu religious sites of Bangladesh. Among the males the image is very low (0.0559), but among the females the image is considerably better (0.4368). This variable does not fall within top ten or bottom ten images of the tourism brand of Bangladesh. So, this influence of gender on its image does not have implication for brand positioning of Bangladesh's tourism.

Gender-wise means of cognitive image of tourism infrastructures

There are significant gender-wise differences of the cognitive image of Bangladesh for only one tourism infrastructure: taxi service out of seven which are detailed below (Table 7.22):

Table 7.23: Gender-wise mean of cognitive image of tourism infrastructures

Sl. No.	Infrastructures	Male (μ)	Female (μ)	Total (μ)	Significance (2-tailed) (α)
1	Airline seat	0.5936	0.5287	0.5730	0.663
2	Taxi	-0.5829	-0.2989	-0.4927	0.048
3	Quality accommodation	0.1989	0.3333	0.2418	0.451
4	Cheap accommodation	0.0269	0.1494	0.0659	0.404
5	Restaurant	0.4599	0.6322	0.5146	0.241
6	Conference centre	0.3636	0.4138	0.3796	0.693
7	Internet	0.4706	0.5977	0.5109	0.411

Gender-wise means of the cognitive image of Bangladesh are different at a level of significance (α) of 5% for 'Taxi service' (0.048), the extent of differences of which and implications thereof are detailed below:

Taxi Service

Overall image of tax service is strongly negative. Gender has significant influence on the image of taxi service. Among the males the image of taxi service is worse (-0.5829) than that among the females (-0.2989). The image of taxi service is important for

overall brand image of Bangladesh as it ranks very low in terms of image. The fact that males consider it very strongly negative it has implications for positioning Bangladesh as a tourism brand.

Gender-wise means of image of tourism services

There are significant gender-wise differences of the cognitive image of Bangladesh for only one tourism service: tourism information centres out of 14, which are detailed below (Table 7.23):

Table 7.24: Gender-wise mean of cognitive image of tourism services

Sl. No.	Enabling conditions	Male (μ)	Female (μ)	Total (μ)	Significance (2-tailed) (α)
1	Getting around	0-.5561	0-.4253	0-.5146	0.426
2	Safety	0.2086	0.1034	0.1752	0.452
3	Healthcare	-0.0802	-0.1494	-0.1022	0.629
4	Emergency healthcare	-0.1444	-0.0460	-0.1131	0.472
5	Hygiene	-0.4194	-0.2874	-0.3773	0.337
6	Clean environment	-0.8128	-0.7011	-0.7774	0.409
7	Tour operator service	-0.1129	0.3563	0.0366	0.001
8	Visa	0.0645	0.3333	0.1502	0.064
9	Immigration	0.0107	0.2759	0.0949	0.072
10	Tourist info centre	-0.3280	-0.1034	-0.2564	0.112
11	International openness	0.2043	0.2529	0.2198	0.713
12	Language barrier	-0.4194	-0.2759	-0.3736	0.371
13	Money exchange	0.0753	0.1149	0.0879	0.790
14	Low cost	0.3226	0.4713	0.3700	0.302

Tour operator service

Overall mean index of the image of tour operator service is neutral. Gender has significant influence on the image of tour operator service. Image of tour operator service among males (-0.1129) is worse than that among the females (0.3563). However, the image is not significant to affect brand positioning of Bangladesh.

Gender-wise means of cognitive image of hospitality

There are no significant gender-wise differences of the cognitive image of Bangladesh for any variable of hospitality. The details of gender-wise means of hospitality variables are detailed below (Table 7.24):

Table 7.25: Gender-wise mean of cognitive image of hospitality

Sl. No.	Hospitality	Male (μ)	Female (μ)	Total (μ)	Significance (2-tailed) (α)
1	Caring people	1.0968	1.1264	1.1062	0.794
2	Friendly and hospitable people	1.2366	1.3218	1.2637	0.475
3	Responsive to guests	0.8817	1.0690	0.9414	0.157

7.3.2 Gender-wise means of affective image

There are significant gender-wise differences of the affective image of Bangladesh for only one affective variable: 'exciting' (Table 7.25):

Table 7.26: Gender-wise mean of affective image

Sl. No.	Affective associations	Male (μ)	Female (μ)	Total (μ)	Significance (2-tailed) (α)
1	Arousing	0.1882	0.2759	0.2161	0.508
2	Exciting	0.2957	0.4713	0.3516	0.219
3	Relaxing	0.1075	0.3678	0.1905	0.060
4	Pleasant	0.2419	0.5517	0.3407	0.019

Gender-wise means of the affective image of Bangladesh are different at a level of significance (α) of 5% for 'pleasant' (0.019), the extent of which is detailed below:

Pleasant

The image of Bangladesh as a pleasant destination is positive but relatively poor. This image is significantly different among male and female respondents. The males consider Bangladesh much less pleasant (0.2419) than females (0.5517).

7.3.3 Gender-wise means of unique image

There are significant gender-wise differences of the unique image of Bangladesh for only one unique tourism characteristic out of six which is detailed below (Table 7.26):

Table 7.27: Gender-wise means of unique image

Sl. No.	Unique Associations	Male (μ)	Female (μ)	Total (μ)	Significance (2-tailed) (α)
1	Royal Bengal Tiger	0.7419	0.7356	0.7399	0.977
2	Lifestyle	0.6541	0.8851	0.7279	0.123
3	Tribal lifestyle	0.5054	0.8161	0.6044	0.007
4	Friendly and hospitable people	0.9677	1.1724	1.0330	0.112
5	Heritage	0.6348	0.8621	0.7094	0.062
6	Low cost	0.3280	0.4943	0.3810	0.250

Gender-wise means of the unique image of Bangladesh are different at a level of significance (α) of 5% for the unique characteristic of 'tribal lifestyle' (0.007), the extent of which is detailed below:

Tribal lifestyle

Tribal lifestyle has moderate image as tourism brand association for Bangladesh. But to the females this image (0.8161) is very strong in contrast with the males (0.5054). This is important consideration for positioning Bangladesh.

7.3.4 Gender-wise differences of the overall image of Bangladesh and tourist behaviour

There are significant gender-wise differences for intent to recommend to others. However, there are no gender-wise differences of the overall image of Bangladesh or revisit intent of tourists. The details are given below (Table 7.27):

Table 7.28: Gender-wise differences of overall image and behaviour

Sl. No.	Overall image and tourist behaviour	Male (μ)	Female (μ)	Total (μ)	Significance (2-tailed) (α)
1	Overall image	0.3548	0.4023	0.3700	0.749
2	Revisit intent	0.2043	0.4023	0.2674	0.189
3	Recommend to others	0.5838	0.2299	0.4706	0.028

Gender-wise means of the 'tourists' intent to recommend Bangladesh' (0.028) to others are different at a level of significance (α) of 5%, the extent of which is detailed below:

Recommend to others

Overall mean of the intent to recommend Bangladesh to others is very poor although positive. Gender has significant influence on tourists' intent to recommend Bangladesh to others. Males are more likely to recommend Bangladesh to others (0.5838) than the females (0.2299).

7.4 Implications of Region, Age and Gender wise Differences of Image on Determining Brand Element for Positioning the Tourism Brand of Bangladesh

There are region-wise differences for some cultural and entertainment attractions, tourism infrastructures and tourism services. But there are no region-wise differences for natural attractions. East Asian tourists consider Bangladesh as an exciting destination (0.6078). But the tourists of other regions do not hold the same view,

although none have negative opinion. Tourists from EU and North American countries feel that Bangladesh is a distressing (not relaxing) destination (-0.5000). Tourists from other regions feel differently. Tourists of East Asian (0.2941), South Asia (0.2824) and South East Asian and Oceania (0.2143) have positive opinion about Bangladesh as a relaxing destination albeit very weakly. Hospitality of Bangladesh is praised by the people of all regions.

Overall image of Bangladesh is moderately negative (-0.3182) to the tourists from EU and North American tourists. On the other hand, overall image to the East Asian (0.3922) and South Asian (0.3882) tourists is comparatively better. Regional differences of overall image should have important implications for positioning Bangladesh.

There are age-wise differences of image of natural, cultural, and entertainment attractions as well as infrastructures and hospitality. Overall image of Bangladesh, tourists' intent to recommend Bangladesh and recommend behaviour are better among middle aged people. They are frequent visitors. This has implications for tourism branding of Bangladesh. The affective image (feelings) is best among the younger people (26-35 years). That sounds a potential to the new generation.

There is little gender wise differences of the tourism image of Bangladesh. There is no gender wise difference of the overall image of Bangladesh.

8.0   MOTIVATIONAL DESIRES OF FOREIGN TOURISTS TO VISIT A COUNTRY

This chapter presents the results of the survey questions on motivational desires of foreign tourists to visit a country. The variables of motivational desires are discussed in Chapter 5. The responses of tourists are analysed in the Sections 8.1, 8.2, 8.3, 8.4 and 8.5 of this chapter.

8.1   Motivational desires of tourists to visit a foreign country

Tourists visit a foreign country to fulfill certain motivational desires. A total of eleven motivational desires were identified from the literature review. The tourists were asked to rate statements about reasons of visiting a foreign country in Likert Scale of -2 (strongly disagree) to +2 (strongly agree) to know their agreement with it. The hypotheses were tested whether the means were zero ('0') or not. The mean indexes along with standard deviations of the motivational desires of the respondents (foreign tourists) are shown in the table below (Table 8.1) in descending order of mean:

Table 8.1: Motivational desires of foreign tourists to visit a country

Motivational Desire	Mean (μ)	Standard Deviation (σ)	Sig. (2-tailed) (for $\mu=0$)
Visit new places	1.2473	1.08941	0.000
Learn new things	1.2043	0.81213	0.000
Connecting with new cultures	1.1326	0.90182	0.000
Experience nature	1.0717	0.96441	0.000
Enjoy variety of tourism attractions	1.0645	0.99430	0.000
Relax mentally	0.9498	1.08173	0.000
Experience unfamiliar	0.8315	1.00553	0.000
Adventure	0.7957	1.04461	0.000
Get away from daily busy life	0.7276	1.16498	0.000
Social interaction	0.6344	0.92664	0.000
Visit friends and relatives	0.3584	1.13505	0.000

The mean index of motivational desires is significantly different from zero for each of 11 variables at a level of significance (α) of 5%. Therefore, the tourists have significant opinion about each of these variables. They responded positively on each of the variables. The findings about the motivational desires of tourists to visit a foreign country are detailed below:

Visit new places (1.2473)

The highest rated reason for visiting a foreign country is visiting a new place. It may be the country as a whole, or a city or people or a place of attraction. The holiday makers try one place after another to visit a place he/ she never visited. But being only new is not the sole criteria for visiting a country or place. It has to be otherwise attractive to worth a visit (Aaker, 2002, p. 95).

Learn new things (1.2043)

The second highest rated reason for visiting a country is learning new things. It may be anything of that country. It may be lifestyle and culture, food, profession, art, heritage etc.

Connecting with new cultures (1.1326)

The third highest rated reason for visiting a country is connecting with new cultures. Culture includes dress, food, work style, marriage, literature, entertainment and religion (World Economic Forum, 2017a, p. 360).

Experience nature (1.0717)

Experiencing nature is a reason for visiting a country according to respondents. Many countries promote unique natural attractions for attracting the tourists (Chapter 10). Nature includes forests, sea, island, rivers, wild life, weather etc. It is known from the respondents that nature is an important reason for visiting a foreign destination.

Enjoy variety of tourism attractions (1.0645)

Tourism attraction is a vital reason for visiting a country. But it is not the most important reason of visiting a country. The respondents rated other things like visiting new place or learning new things above tourism attraction.

Relax mentally (0.9498)

Relax is a feeling people get from staying away from home for some time. It depends on many things including tourism enabling conditions (McCartney, 2006, p. 67). It is also an important reason for visiting a foreign country.

Experience unfamiliar (0.8315)

Seeing the unknown is a reason to visit a foreign country. The people have unlimited thirst for knowledge. But some people are willing to visit foreign countries to know the unknown. The respondents rated this reason quite highly.

Adventure (0.7957)

Adventure is a thrilling activity which includes hiking, bungee jump, rafting, and horse/ elephant riding (Kwortnik & Hawkes, 2011, p. 11; Nadeau et al., 2008). This is especially liked by the young people. The respondents rated adventure as a reason for visiting a foreign country moderately.

Get away from daily busy life (0.7276)

Getting away from daily busy life has been rated as a good reason to visit a foreign country. The people are busy with work regularly. A temporary relief from agonies of business may relieve a person from anxieties thus reducing mental stress (McCartney, 2006, p. 158). There are some highly stressful professions. Having scopes of getting away from work for some time may provide an opportunity to reenergize the mind of such people.

Social interaction (0.6344)

Social interaction is a rare reason to visit a country.

Visiting friends and relatives (0.3584)

Among the eleven reasons considered for evaluation visiting friends and relatives has been rated as the rarest reason to visit a foreign country. This is logical as many people do not have close friends and relatives abroad.

8.2   Top Motivational Desires

Top three motivational desires of foreign tourists to visit a country are:

- Visit new places (1.2473);
- Learn new things (1.2043)
- Connect with new cultures (1.1326)

It appears from the feedback of the tourists that experiencing something new is the highest rated motivational desire to visit a foreign country. It implies that the tourists always like to visit new places and experience new things. So, the tourists who have visited popular destinations like Thailand, Malaysia and India (World Bank, 2016) are likely to visit Bangladesh if they feel that it is worth visiting.

Apart from the top three there are other strong motivational desires for visiting a foreign country which are as follows:

- Experience nature (1.0717)
- Enjoy variety of tourism attractions (1.0645)
- Relax mentally (0.9498)
- Experience unfamiliar (0.8315)

8.3   Region-wise differences of travel motivations

There are significant region-wise differences of the mean indexes of seven motivational desires for visiting foreign countries. The region-wise mean indexes of the motivational desires to visit a country are given below (Table 8.2):

Table 8.2: Region-wise differences of motivational desires of foreign tourists

to visit a country

Sl. No.	Motivations	African and Arab tourists (μ)	East Asian tourists (μ)	EU and North American tourists (μ)	South East Asia and Oceanian tourists (μ)	South Asian tourists (μ)	Significance (2-tailed) (α)
1	Learn new things	1.4211	1.0200	1.5909	1.1786	1.2588	0.010
2	Connecting with new cultures	1.2105	0.9900	1.5455	1.2857	1.0941	0.080
3	Experience nature	1.3158	0.9200	1.5000	0.8929	1.0941	0.035
4	Visit friends and relatives	0.7895	-0.1400	0.9545	0.6786	0.5294	0.000
5	Social interaction	0.9737	0.2900	1.2273	0.7500	0.6941	0.000
6	Experience unfamiliar	0.6842	0.8800	1.0455	0.9643	0.7529	0.557
7	Visit new places	1.3947	1.0400	1.9091	1.3214	1.2706	0.012
8	Enjoy variety of tourism attractions	1.1842	0.9300	1.1818	1.1429	1.1059	0.565
9	Adventure	1.0263	0.5800	1.2273	0.9643	0.8235	0.029
10	Get away from daily busy life	0.2632	0.7400	1.2273	0.9643	0.7647	0.023
11	Relax mentally	0.9211	0.8100	1.4545	1.1786	0.9765	0.096

Region-wise mean indexes of the motivational desires to visit a foreign country are different at a level of significance (α) of 5% for the following items (significance in parenthesis):

- learn new things (0.010),
- experience nature (0.035),
- visit friends and relatives (0.000),
- social interaction (0.000),
- visit new places (0.012),
- adventure activities (0.029), and
- get away from daily busy life (0.023).

The extent of region-wise differences of the indexes of the motivational desires to visit a foreign country and implications thereof are detailed below:

Learn new things

Learning new things is a very strong motivational desire to visit a foreign country to the EU and North American (1.5909) and African and Arab (1.4211) tourists. To the tourists from other regions it is not as strong as it is to the tourists of the above regions.

Experience nature

The tourists from EU and North American countries (1.5000) and African and Arab countries (1.3158) are very strongly motivated by the desire of experiencing nature to visit foreign countries.

Visiting Friends and Relatives

Visiting friends and relatives is a very strong reason for travel to the EU and North American tourists (0.9545). To the African and Arab tourists it is a moderately strong reason (0.7895) to travel to a foreign country.   For East Asian tourists this is not a good reason to travel to a foreign country.

Social Interaction

Social interaction is a good reason to travel foreign countries among the EU and North American (1.2273) and African and Arab (0.9737) tourists. The East Asian tourists rarely visit foreign countries for social interaction.

Visit new places

Visiting new places is the strongest motivation for EU and North American tourists (1.9091). This is a strong travel motivation for the tourists of other regions also, but not as strong as it is for the EU and North American tourists.

Adventure

Adventure is most preferred by EU and North American tourists (1.2273) followed by African and Arab (1.0263) and South East Asian and Oceanian (0.9643) tourists in international tourism.

Get away from daily busy life

Get away from daily busy life is most preferred by EU and North American (1.2273) and South East Asian and Oceanian (0.9643) tourists. This is a very weak motivational desire to the African and Arabs tourists (0.2632) for visiting a foreign country.

A radar chart showing the region-wise differences of the index of motivational desires of foreign tourists (Figure 8.1) is given below:

Figure 8.1: Regions-wise differences of motivational desires to visit a country

The above chart shows that there are less region-wise variations of travel motivation for enjoying variety of tourism infrastructures, experiencing unfamiliar and experiencing nature. For other variables there are larger region-wise variations of travel motivation index.

8.4   Age-wise difference in travel motivations

There are significant age-wise differences for a number of travel motivations (Table 8.3). The age-wise mean indexes of the motivational desires to visit a country are given below (Table 8.3):

Table 8.3: Age-wise differences of the mean index of motivational desires of foreign tourists to visit a country

Sl. No.	Motivations	25 Years or less (μ)	26-35 Years (μ)	36-45 Years (μ)	46-55 Years (μ)	56-65 Years (μ)	66 Years or over (μ)	Sig. (2-tailed) (α)
1	Learn new things	1.3443	1.3200	1.0952	1.2340	1.2222	0.9091	0.219
2	Connecting with new cultures	1.0164	1.3400	1.2619	0.8298	1.3333	1.2727	0.037
3	Experience nature	0.9016	1.2800	1.0238	0.8085	1.2222	1.5000	0.028
4	Visit friends and relatives	0.6721	0.3000	0.2857	0.5532	0.2222	0.0000	0.148
5	Social interaction	0.6885	0.8000	0.7619	0.4894	0.6111	0.2727	0.223
6	Experience unfamiliar	0.5574	1.0600	1.0238	0.4255	1.0556	1.3182	0.000
7	Visit new places	1.0164	1.4400	1.5238	0.8511	1.8333	1.4545	0.002
8	Enjoy variety of tourism attractions	0.8852	1.2400	1.3571	0.6596	1.0556	1.4091	0.003
9	Adventure	0.7213	0.9800	1.1905	0.4894	0.7778	0.9545	0.031
10	Get away from daily busy life	0.3607	0.7000	1.1905	0.7234	0.6667	1.0000	0.017
11	Relax mentally	0.7049	1.1000	1.3810	0.7660	0.8889	1.1364	0.024

Age-wise mean indexes of the motivational desires to visit a foreign country are different at a level of significance (α) of 5% for the following items (significance in parenthesis):

- Connecting with new cultures (0.037)
- Experience nature (0.028)
- Experience unfamiliar (0.000))
- Visit new places (0.002)
- Enjoy variety of tourism attractions (0.003)
- Adventure (0.031)
- Get away from daily busy life (0.017)
- Relax mentally (0.024)

The extent of age-wise differences of the indexes of the motivational desires to visit a foreign country and implications thereof are detailed below:

Connecting with new cultures

Connecting with new cultures is a very strong motivation to visit foreign countries among tourists of 26-35 years (1.3400), 36-45 years (1.2619), 56-65 years (1.3333) and 66 years or over (1.2727) age groups. To the tourists of 46-55 years age group this is a weaker motivation (0.8298) to visit foreign countries.

Experience nature

Connecting with new cultures is a very strong motivation to visit foreign countries among tourists of 26-35 years (1.2800), 36-45 years (1.0238), 56-65 years (1.2222) and 66 years or over (1.5000) age groups. To the tourists of 46-55 years age group this is a weaker motivation (0.8085) to visit foreign countries.

Experience unfamiliar

Experiencing unfamiliar is a very strong motivation to visit foreign countries among tourists of 26-35 years (1.0600), 36-45 years (1.0238), 56-65 years (1.0556) and 66 years or over (1.3182) age groups. To the tourists of 46-55 years age group (0.4255) and 25 years or less age group this is a weaker motivation (0.4255) to visit foreign countries.

Visit new places

Visiting new places is a very strong motivation to visit foreign countries among tourists of all age groups except 46-55 years. The tourists of 56-65 years age group have exceptionally strong motivation (1.8333) to visit new places.

Enjoy variety of tourism attractions

Enjoy variety of tourism attractions is a very strong motivation to visit foreign countries among tourists of all age groups except 46-55 years.

Adventure

Adventure is a strong motivation to visit foreign countries for tourists of 26-35 years (0.9800), 36-45 years (1.1905) and 66 years or over (0.9545). For the tourists of 46-55 years age group adventure is a very weak motivation and for the tourists of 25 years or less adventure is a moderate motivation to visit foreign countries.

Get away from daily busy life

Get away from daily busy life is moderate motivation to visit foreign countries for tourists of 26-35 years (0.7000), 46-55 years (0.7234) and 56-65 years (0.6667). It is a strong motivation only for tourists of 66 years or over. For tourists of 25 years or less this is a very weak motivation to visit foreign countries.

Relax mentally

Relax mentally is a strong motivation to visit foreign countries for tourists of 26-35 years (1.1000), 36-45 years (1.3810), 56-65 years (0.8889) and 66 years or over (0.9545). For other tourists it is a moderate motivation to visit foreign countries.

A radar chart showing the age-wise differences of the index of motivational desires of foreign tourists (Figure 9.2) is given below:
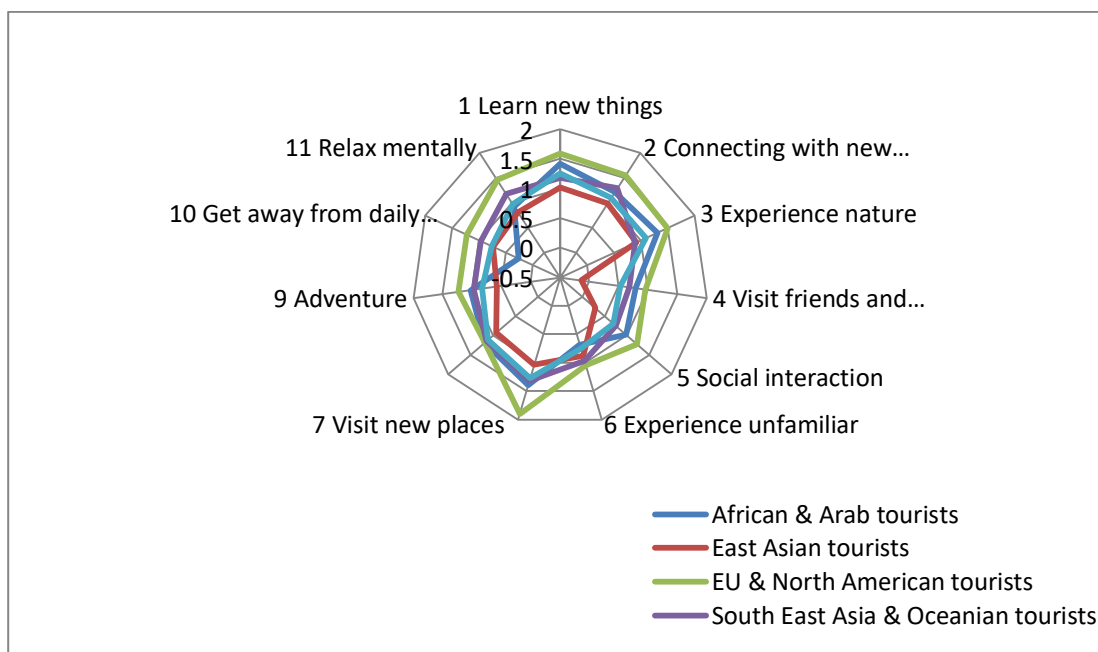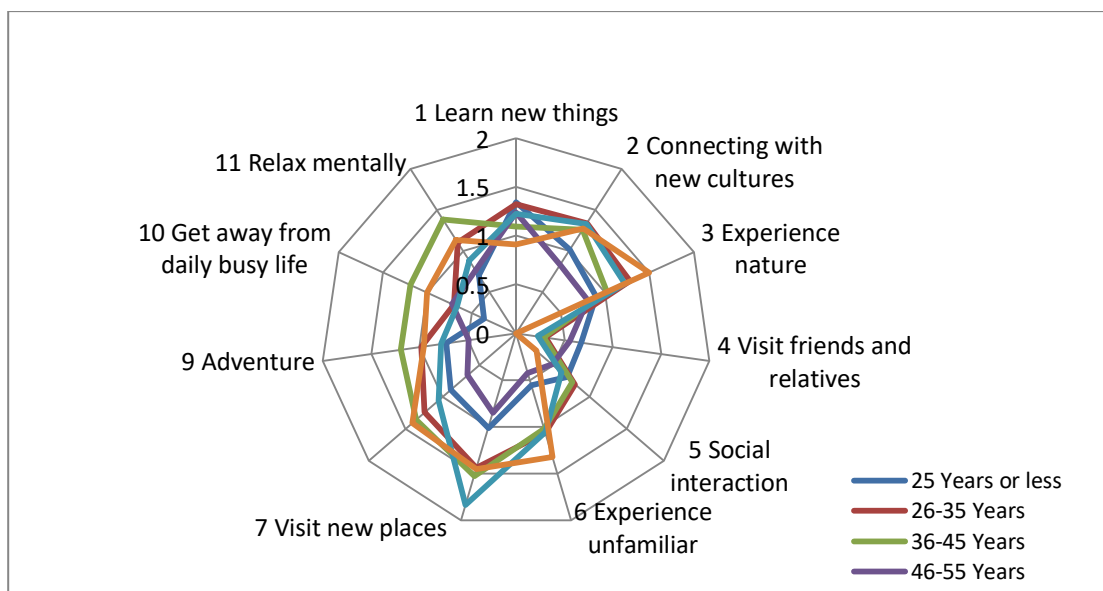

Figure 8.2: Age-wise differences of motivational desires to visit a country

The radar chart shows that there are less region-wise differences of travel motivation for 'learn new things'. For other variables there are more region-wise differences of travel motivation index. There are very large region-wise variations of travel motivation index for 'visit new places', 'experience variety of tourism attractions' and 'get away from busy daily life'.

8.5   Gender-wise difference in travel motivations

There is no gender wise difference of travel motivations except for visiting friends and relatives. The gender-wise mean indexes of the motivational desires to visit a country are given below (Table 8.4):

Table 8.4: Gender-wise difference of mean of motivational desires of

foreign tourists to visit a country

Sl. No.	Motivations	Male (μ)	Female (μ)	Total (μ)	Significance (2-tailed) (α)
1	Learn new things	1.2567	1.0690	1.1971	0.074
2	Connecting with new cultures	1.1497	1.0690	1.1241	0.491
3	Experience nature	1.1337	0.9195	1.0657	0.088
4	Visit friends and relatives	0.4866	0.1149	0.3686	0.011
5	Social interaction	0.6257	0.6667	0.6387	0.735
6	Experience unfamiliar	0.8021	0.8506	0.8175	0.711
7	Visit new places	1.3048	1.0920	1.2372	0.135
8	Enjoy variety of tourism attractions	1.0695	1.0345	1.0584	0.787
9	Adventure	0.7861	0.8161	0.7956	0.826
10	Get away from daily busy life	0.7166	0.7011	0.7117	0.919
11	Relax mentally	0.9091	0.9885	0.9343	0.573

Visiting friends and Relatives

There are significant gender wise differences of travel motivation for visiting friends and relatives. Males are more likely (0.4866) to travel to foreign countries for visiting friends and relatives than the females (0.1149).

9.0   TOURISM BRAND POSITIONS OF COMPETITOR COUNTRIES OF BANGLADESH

9.1   Competitor Countries of Bangladesh

According to World Travel and Tourism Council (WTTC) (2017) "competing destinations are those that offer similar tourism products and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours" (p. 7). Based on this definition WTTC identified India, Nepal, Sri Lanka, Myanmar, Malaysia, Indonesia, Vietnam, Thailand and China as competing destinations for Bangladesh (WTTC, 2017, p. 7).

To differentiate the brand position, it is required to identify and evaluate a destination's competitive and unique selling proposition (Kwortnik & Hawkes, 2011, p. 10). Points of differentiation may include specific features (e.g. physical landmarks) or even a focus on different experiences (e.g. adventure versus retreat) (Kwortnik & Hawkes, 2011, p. 10). Areas where a destination has an advantage or is truly different should be actively promoted (Bhakuni, Kapoor & Kamil, 2016, p. 57; Kwortnik & Hawkes, 2011, p. 10). Therefore, it is necessary to examine the brand positions of competitor countries of Bangladesh in tourism in order explore a different position. This chapter explores the brand position statements and brand elements which determine the brand positioning of the competitor countries of Bangladesh based on secondary data.

9.2   Brand Positions of Competitor Countries

Brand position of India

In 2002, Indian Ministry of Tourism launched a campaign with the slogan "Incredible India" aimed at positioning India away from a low cost destination to one of luxury tourism experience (Kerrigan, Shivananadan, and Hede, 2012, p. 323; Ministry of Tourism of India, 2006; Kant, 2009). The tourism ministry engaged the advertising and marketing firm 'Ogilvy & Mather (India)' to organize the campaign. The campaign

projected India as an attractive tourist destination having yoga, spirituality, exotic cultural festivity, food and geographical diversity (Bhakuni, Kapoor, Kamil, 2016, p. 59). The campaign was conducted globally and received appreciation from tourism industry observers and travelers alike. According to World Economic Forum (2017b), "Incredible India" created a distinct identity for the Indian tourism brand that "established the country as a high-end destination leading to a 16% increase in tourist traffic in its first year" (p. 9).

The "Incredible India" positioning projected India's history and heritage, culture and languages, spices and Bollywood that give an exotic experience (Bhakuni et al., p. 59; Ministry of Tourism of India, 2006). Bhakuni et. al (2016) found that a vast majority of foreign respondents agreed with the appeal of the Incredible India slogan. According to Kerrigan et al. (2012, p. 323) "Incredible India" campaign reflects the culture, heritage, exotic dances and history of India which is not real reflection of India. Bhakuni et al. (2016, p. 59) found that although there are traffic snarls, cheating, beggars, petty thefts and other incidents of sexual harassments those dilute the branding of India which are communicated through different media, but does not change the positioning as is reflected by the "Incredible India" campaign.

In 2008, the Ministry of Tourism launched a campaign targeting the local population to educate them regarding good behaviour and etiquette when dealing with foreign tourists. Indian actor Aamir Khan was commissioned to endorse the campaign which was titled 'Atithidevo Bhava', Sanskrit for 'Guests are like God' (Bhakuni et al., 2016, p. 59). Atithidevo Bhava aimed at creating awareness about the effects of tourism and sensitizing the local population about preservation of India's heritage, culture, cleanliness and hospitality. It also attempted to re-instill a sense of responsibility towards tourists and reinforce the confidence of foreign tourists towards India as a preferred holiday destination. The concept was designed to complement the 'Incredible India' Campaign. It indicates that India underscored the importance of hospitality in serving the foreigners (Bhakuni et al., 2016, p. 57).

The advertisement that was aired throughout the world in 2006 emphasizes yoga and spirituality of India (Ministry of Tourism of India, 2006). Some feel that rather than reflecting the complexities of India's cultural and spatial identity, Incredible India campaign focused on presenting an 'imagined' India (Kerrigan et al., 2012).

Khanna (2011) reveals that tourist perception gives distinctly different view of India ranging from land of tigers, to snake charmers, maharajas, processes, IT Hub, non-violence, yoga, birth place of major religions of Hinduism and Buddhism etc. Therefore, it is great heritage.

Brand position of Nepal

Nepal government celebrated 2011 as Nepal Tourism Year and undertook a large-scale marketing and promotions around the brand positioning "Naturally Nepal: once is not enough!" (Bhandari, 2011, p. 127). The unique cultural, geographical, ethnic and biodiversity characterizes the above branding of Nepal's tourism targeting primarily the international tourists (Bhandari, 2011, p. 127). It projects the unique natural asset of Nepal the Mount Everest, 8 of the world's 14 tallest mountains, 23% landmass protected forest and variety of wildlife (Sapkota, 2013). The tagline of Nepal's tourism branding has been consistently used in the campaigns since 2011. Nepal Tourism Board has been using this slogan in its Visit Nepal 2020 campaign (Nepal Tourism Board, 2018). World Economic Fourm's study supports Nepal's current positioning as naturally Nepal (World Economic Forum, 2017a, p.254).

The official website of the Department of Tourism highlights the adventure activities related with mountain, elephant riding, rafting etc. (Nepal Tourism Board, 2018). Lumbini, the birth place of Lord Buddha is another unique attraction of Nepal (Nepal Tourism Board, 2018). Liechty (2017) and Samarath (2016) agree that hiking and mountain based adventure activities are the main attractions of Nepal. Samarath (2016), a marketing initiative of the Nepal Government is trying to introduce a different positioning slogan for Himalaya Trail Districts as Great Himalaya Trails (GHT). However hiking and mountain based adventure activities take the centre stage of both

positioning. The later highlights the exploration of unique and diverse heritage of Nepal along the Himalaya Trails.

Brand position of Sri Lanka

Sri Lanka launched its latest destination positioning slogan 'So Sri Lanka' on 5 November 2018 at the World Travel Mart held in Excel Exhibition Hall, London (Sri Lanka Tourism Promotion Bureau [SLTPB], 2018a). The new logo and slogan were developed by J Walter Thompson, a reputed marketing communications company. The slogan, according to J Walter Thompson, encapsulates "the essence of Sri Lanka, its authenticity, diversity and richness" (New tourism slogan, 2018) and "goes beyond being a place descriptor and embodies the vibrant qualities that inspire" (Sri Lanka's new destination brand, 2018) about Sri Lanka. The developer of the slogan claims that they have moved away from "investing in a passive identity" (New tourism slogan, 2018) and are seeking a dialogue with socially active travellers. The tourism promotion video released on 6 November 2018 in the website of Sri Lanka Tourism Promotion Bureau has explained the positioning as "it's a feeling, so magical, so wild, so friendly and so spiritual" (SLTPB, 2018b).

Based on a qualitative research on inbound tourists for the last three years J Walter Thompson found that most enduring feature of Sri Lanka's destination brand was its authenticity which is "live in the country's heritage, cuisine, landscape, culture and mostly in its people" (Sri Lanka's new destination brand, 2018). In tourism, a destination is authentic when (1) it provides the mystery, sense of intimacy and feeling of real; (2) the sites, artifacts and arts are not fake; (3) traditions, crafts and arts are not commoditized; and (4) the local community are sincere in communication (Terziyska, 2012). Accordingly authenticity has been made the new brand positioning of Sri Lankan Tourism with the brand position statement of 'So Sri Lanka'.

The new identity is also aligned with the findings of Ranasinghe (2015, p. 604) who identified cultural heritage, landscape and wildlife as core brand associations of Sri Lankan tourism. Sireeranhan, Antonarulrajah, Selvanathan, and Selvanathan (2017)

identified it as the most popular tropical tourism destination due to abundance of natural and cultural attractions. Uditha and Chandana, (2013) asserts that Sri Lanka is Asia's diverse, authentic and compact island. Earlier Sri Lanka was widely known as a low cost sun-sea-sand destination to the western tourists (Perera, 2014, p. 26). The latest positioning appears to be based on ground realities of the customers, providers and competitors.

Brand position of Thailand

Thailand adopted 'Amazing Thailand' slogan for its tourism campaign around 2000. In November 2013, the Tourism Authority of Thailand (TAT) launched a new campaign for tourism with slogan, 'Amazing Thailand: it begins with the people'. The campaign emphasized Thai hospitality, culture and unique sense of 'Thainess'. However, the authority replaced the slogan again in July 2015 with 'Amazing Thailand-Happiness Within'.

TAT ran 'Amazing Thailand Tourism Year 2018' campaign throughout 2018. In the latest promotions Thailand has tried to project Thai-ness of culture, food and wellness as core themes of its branding while maintaining lead in sun-sea-sand tourism (Tourism Authority of Thailand, 2018b; Thailand Ministry of Tourism and Sports, 2017, p. 23). However, Thailand had been seen by many tourists for decades as sun-sea-sand and sex destination (Sharfuddin, 2015, p. 210; Nuttavuthisit, 2007). According to figures it is still the leading sea-sun-sand destination (Netherlands, 2017, p. 4).

The tourism authority is trying to project unique Thai experiences in amazing cultural events, culinary delight, hospitality, and authentic high quality experiences in order position itself as a destination of 'luxury tourism experience' (Tourism Authority of Thailand, 2018a). It appears from document review that Thailand is trying to refocus it positioning while keeping hold on its old popular positioning of sun-sea-sand. Its actual positioning in the minds of consumers remains sun-sea-sand characteristics with favourable natural and cultural enabling environment (World Economic Forum, 2017a, p. 23).

Brand position of Malaysia

Malaysia launched tourism campaign with "Malaysia, Truly Asia" slogan in 1999 which it has been using ever since. This slogan captures and defines the essence of the country's 'unique diversity and harmony' along with its beautiful nature (Tourism Malaysia, 2017). It claims that there is only one place on earth where all the colours, flavours, sounds and sights of Asia come together – Malaysia. No other country has Asia's three major races, Malay, Chinese, Indian, plus various other ethnic groups in large numbers. Nowhere is there such exciting diversity of cultures, festivals, traditions and customs, offering myriad experiences. No other country is "Truly Asia" as Malaysia. The slogan sums up the distinctiveness and allure of Malaysia that make it an exceptional tourist destination.

Malaysia is a very low cost sun-sea-sand destination (World Economic Forum, 2017a, p. 23). It its Integrated Promotion Plan 2018-20 Malaysia has attempted to bolster the domestic tourism and attract tourists from neighbouring countries for business, recreational trips on religious holidays, honeymoon and study (Malaysia Tourism Promotion Board, 2018-20).

The Malaysia Tourism confirms that the slogan worked successfully to position the country's diversity to the international public that attracted the tourists.

Brand position of Indonesia

Indonesia launched its tourism positioning slogan 'Wonderful Indonesia' and logo in 2011 which reflect the beautiful nature, unique culture, varied food and hospitable people of the country. The slogan transcends in all promotional documents of the tourism organizations in Indonesia. It projects the natural wonder of Indonesian beach, marine life and pristine forests along with entertainment opportunities including spectacular nightlife (Indonesian Ministry of Tourism, 2018a).

Bali is the most attractive Indonesian destination for foreign tourists. 'Experience Indonesia in 360' actually projects the widespread natural wonders throughout the

country spanning over thousands of islands and its indigenous cultural identity. Natural beauty is its core positioning theme. (Indonesian Ministry of Tourism, Indonesia, 2018a). Price competiveness, natural adventure activities and indigenous culture add to its flavour. (Indonesian Ministry of Tourism, Indonesia, 2018b, p. 20). Traditional sun-sea-sand attraction gets a new dimension by these additional features.

Brand position of Vietnam

The Vietnam National Administration of Tourism (VNAT) introduced a new tourism tagline, 'Vietnam-Timeless Charm' in 2011 replacing the old slogan 'Vietnam-Hidden Charm' (Asian Trails Vietnam, 2012). The blooming lotus, with five striking coloured petals, the slogan represents the expanding growth of Vietnam's tourism industry. Designed by Vietnamese artist, Tran Hoai Duc, the colours of petals signify the diversity of the tourism products- blue for sea and island tourism, green for eco and natural tourism, orange and yellow for cultural and historical tourism, violet for adventure tourism, and pink for the hospitality and dynamic service qualities of the Vietnamese people (Luong, 2017). Vietnam Economic Times (2014) explains the values of the brand positioning slogan as time, intensity, mystery, and commitment. By time the positioning indicates relaxation, by intensity it indicates great experience by visiting the attractions, by mystery it indicates culture of the people and by commitment it means services committed by the providers of tourism service.

The tourism promotional video of VNAT mainly highlights the beaches including Ha Long Bay. One report adds that there are very few repeat visitors to Vietnam as "there is nothing to see or do" (Luong, 2017). The visitors basically "hang with other tourists in bars and restaurants" at very cheap and no real positioning has been created by Vietnam, although it has got a slogan and a logo (Luong, 2017). War heritages have not been highlighted by the tourism promotional materials although it generated interest among tourists (Luong, 2017). Therefore, the tourism authority is trying to position Vietnam's tourism brand by sea beaches.

Brand position of China

In the 47th Berlin International Tourism Fair (ITB), 2013 China unveiled a new tag line "Beautiful China" and global brand logo for the Chinese tourism industry with a promise to offer more colourful choices for overseas tourists (China Daily, 2013). In a display of overview of the new branding and positioning the Chinese delegation showcased a wide range of products including landscapes, heritages, great wall, gourmet and ethnic folklores. The new logo integrates modern messaging with the ancient Chinese art form of calligraphy. A country presentation by China National Tourism Administration at UNWTO explains why China is beautiful- natural beauty of landscapes, cultural beauty of diversity and ecological beauty of harmony (UNWTO, nd). A video released on 27 December 2016 titled 'Beautiful China-A Paradise for Travellers' by China National Tourism Administration (2016) shows the essence of new positioning of China by dazzling colours which are live on nature, celebrations, architecture. The colours are emerald green, sapphire blue, silver white and ruby red.

In October 2013 China launched another positioning of China's tourism brand targeting United States travellers with tagline 'China Like Never Before' highlighting modern architectures, soft adventures, world heritage sites, world class shopping, culinary tours, design and arts (Jainchill, 2013),

Brand position of Myanmar

Myanmar was restricted to foreigners under military rule since 1989. The military rulers gradually opened up the country for tourists since 1993 when it drafted Myanmar Tourism Law. At one stage the country decided the positioning slogan of 'Myanmar, the Golden Land' echoing its golden pagodas, rich agriculture and abundant mineral resources. In June 2013 Myanmar hosted 'World Economic Forum on East Asia 2013' when it launched a new slogan for its tourism brand 'Myanmar, let the journey begin' (Soe, 2013), The core identities of the brand were pristine, undiscovered, pure Buddhism and charming people (Soe, 2013). In 2018 the Government of Myanmar unveiled a new tourism positioning slogan 'Be Enchanted' reflecting the core brand elements of friendly, charming, mystical and undiscovered destination (Francescone,

2018; FT, 2018). This was adopted based on a study on the foreign visitors at the Yangon airport.

Its image was tainted by 22 years of military rule during 1989-2010 (Hudson, 2016). Again the persecution of stateless Rohingya[18] Muslims of Rakhaine state has again damaged its image. As a result the rebranding might not yield expected image building for the tourism brand of Myanmar (Hudson, 2016).

Bangladesh

Bangladesh launched the tourism brand slogan of 'Beautiful Bangladesh' in 2007. Bangladesh Porjoton Corporation (BPC) adopted a resolution in a meeting of prominent personalities to decide the tourism brand positioning of Bangladesh without any formal research. The brand was inaugurated by the then Chief Adviser of the Government in a ceremony held at Pan Pacific Sonargaon hotel. The first internationally showcased tourism branding video was made in 2011 which was aired at the 'International Cricket Championship 2011' inauguration held in Dhaka. The video highlights 13 schools of life each representing a brand association-spirit, bravery, talent, playfulness, celebration, happiness, hope, mysticism, freedom, adventure, togetherness, art, and love. With so many associations the focus of branding Bangladesh is absent in this video and subsequent video.

9.3   Summary of Brand Positions of Competitor Countries

Table 9.1: Brand positions of competitor countries of Bangladesh

Serial No.	Country	Position statement/ Slogan (Year of launching)	Elements of brand identity	Brand element of position
1	India	Incredible India (2002)	Exotic culture, spirituality (with Yoga), glorious	Heritage and spirituality

			heritage, landscape and hospitality	
2	Nepal	Naturally Nepal- Once is Not Enough (2011) Great Himalaya Trails (GHT) (2016)	Natural attractions, adventure activities, cultural heritage, wildlife.	Mountain based adventure activities
3	Sri Lanka	So Sri Lanka (2018)	Landscape, heritage, culture, cuisine, architecture, people	Authenticity of attractions
4	Thailand	Amazing Thailand- Happiness Within (2015)	Thai culture, food, hospitality and sun-sea-sand	Luxury tourism experience
5	Malaysia	Malaysia: Truly Asia (1999)	Diversity, harmony and nature	Diversity and harmony of cultures
6	Indonesia	Wonderful Indonesia (2011)	Sea based natural attractions, marine adventure, indigenous culture	Experience of pristine nature
7	Vietnam	Timeless Charm (2011)	Sea based natural attractions, landscape, culture	Sun-sea-sand
8	China	Beautiful China- A Paradise for Travellers (2016)	Landscape, heritage, gourmet and ethnic folklore	Beautiful colours which are live on nature, celebrations,

				architecture
9	Myanmar	Be Enchanted (2018)	Friendly, charming, mystical and undiscovered destination	Delightful experience
10	Bangladesh	Beautiful Bangladesh (2007)	Natural beauty, people, heritage	Natural beauty
		Beautiful Bangladesh- Life happens here (2015)	Natural beauty, people, heritage	People

A review of the positions of competitor countries suggests that they based their positioning on the following identities:

1. Heritage and spirituality (India)
2. Diversity and harmony (Malaysia)
3. Luxury tourism experience (Thailand)
4. Delightful experience (Myanmar)
5. Natural attraction (Nepal, Indonesia, Vietnam)
6. Authenticity of attractions (Sri Lanka)
7. Panoramic beauty (China)

10.0 STRUCTURAL EQUATION MODELING AND MULTIGROUP ANALYSIS: EVALUATION OF EFFECTIVENSS OF BRAND ELEMENTS FOR POSITIONING THE TOURISM BRAND OF BANGLADESH

10.1 Brand Element for Positioning

The concept of positioning was first developed by Jack Trout and Al Ries in 1969 in the context of frustration of marketers in getting attention of customers through advertising in the face of intense competition by too many products of too many companies (Senguta, 2005, p. 21; Gelder, 2004, p. 30, Ries & Trout, 2003, p. 45; Trout, 1969). In order to succeed in over-communicated society, they stressed, companies must create a position in the prospect's mind (Trout & Ries, 2003, p. 29). According to them positioning is not to do something to the product or service, but to the prospect's mind (Trout & Ries, 2003, p. 3). It is not to create something new and different, but to manipulate what is already up there in the mind and retie the connections to occupy a unique position in the minds of consumers (Ries & Trout, 2003, 5). According to Keller (2013, p. 79), and Kotler and Armstrong (2016, p. 211) positioning is designing the market offer so that it creates a clear, distinctive, and valued place relative to competing products in the target customers' minds. According to Kotler et al. (2017, p. 48-49) brand positioning is essentially a compelling promise that marketers must fulfil with a solid and concrete differentiation through its marketing mix in order to win customers' trust.

Aaker (2002, p. 176) explained the concept of position by defining it as "the part of the identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands." According to this definition there are mainly two ingredients of a brand position: (1) it is the part of the brand identity and value proposition, (2) it demonstrates an advantage of the brand over competing brands. In conformity with the notion of Aaker (2002), Trout and Ries (2003, p. 3), Keller (2013) and Kotler et al. (2017) about positioning, Qu et al. (2011, p. 466) says that a strong, unique image is the essence of destination positioning for its ability to differentiate a destination from competitors to get into consumers' minds. A

person with positive image of a destination is more likely to recommend the destination to others and more willing to revisit (Qu et al., 2011, p. 468). Hence positioning strategy should start with identifying the strong element that uniquely differentiates a destination from competitors and positively affect overall image in order to influence customer behaviour (Qu et al., 2011, p. 474). It is suggested that only one or at best two attributes should be used for positioning (Aaker, 2002, Qu et al., 2011, p. 474;). This chapter explores a positive, strong and unique brand element from the survey findings (discussed in Chapter 6-8) that influences overall image and tourist behaviour for positioning the tourism brand of Bangladesh.

The following model was used to evaluate the strengths of tourism attributes of Bangladesh in influencing its overall image perceived by the tourists and travel behaviour:
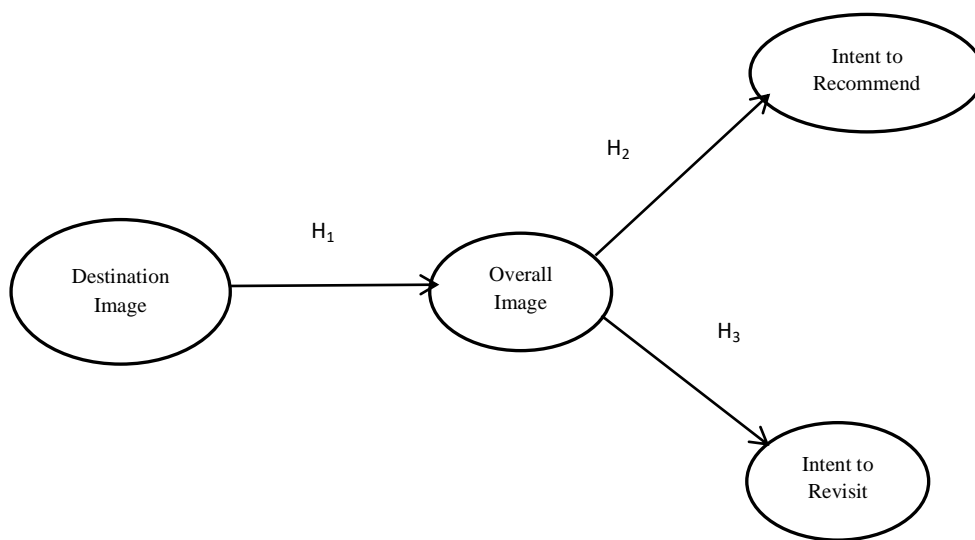
Figure 10.1: Causal Relationship between independent and dependent variables

Multivariate statistical techniques including Structural Equation Modeling (SEM) were used to measure the strengths of the tourism attributes or factors of image in influencing the overall image, word of mouth campaign by tourists and their revisit behaviour. The process framework of the conceptual framework (Section 1.4) was used as step by step

guidance map to select the most potential theme for positioning the tourism brand of Bangladesh in the international tourism market.

10.2   Structural Equation Modeling (SEM)

10.2.1 Why Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a second generation multivariate technique which allows the simultaneous modeling of associations among multiple independent and dependent variables. The first generation multivariate techniques assume that data are error free. The major first generation multivariate techniques include factor analysis and multiple regression analysis. The second generation technique assumes that data have got errors and it identifies error components of data. Coupling the econometric perspective of prediction and the psychometric perspective of construct validity, it enables the measurement of unobservable (latent) variables using observable measures (or manifest variables, or indicators, or items) (Chin, 1998a). It is widely used for its inherent flexibility in testing a theoretical model with multiple predictors (independent variables-IVs) and criterion variables (dependent variables-DVs) against empirical data (Babin, Hair & Boles, 2008).

Application of SEM is advantageous for the following reasons:

    (1) Estimating multiple predictors and criterion variables;
    (2) Estimating mediation chain;
    (3) Estimating non-recursive relations;
    (4) Model errors in measurement for observed variables;
    (5) Avoiding multicollinearity; and
    (6) Confirmatory analysis: statistically test prior theoretical and measurement assumption against empirical data.

Strength or the relationship is also estimated by this tool. It combines several traditional multivariate procedures including factor analysis, regression analysis, discriminant analysis, and canonical analysis (Hox & Bechger, 1998, p. 1).

In the current research it is necessary to know which constructs influence the overall image of the tourism brand of Bangladesh and the consequent tourist behaviour. The construct representing the brand element of the tourism brand that significantly influences the overall image and tourist behaviour and has good image among the tourists is the appropriate element for positioning the tourism brand. A construct has to be known by several observable variables which indicate the construct (factor) by various loadings. SEM is the most appropriate technique to test the multiple causal relationships between dependent and independent variables along with strength of relationship simultaneously. Therefore, SEM is the appropriate statistical analysis for this study.

10.2.2 Types of SEM: Covariance Based SEM (CB-SEM) and Variance Based (VB-SEM)/ Partial Least Square Based SEM (PLS-SEM)

There are mainly two approaches of SEM: Covariance Based SEM (CB-SEM), and Variance Based/ Partial Least Square Based SEM (VB-SEM/ PLS-SEM).

For CB-SEM, statistical objective is to minimize the differences between the observed covariance matrix and the estimated covariance matrix. Research objective is testing and confirmation where prior theory is strong (Richter et al., 2016). This statistical technique assumes normality of data distribution, homoscedasticity, and large sample size (200-800) (Akter, Wamba & Dewan, 2017, p. 1012). This technique is good for simple model of relationships.

On the other hand, for VB-SEM/ PLS-SEM statistical objective is to maximize the explained (predicted) variance of the dependent variables . Research objective is theory development and prediction (Akter, Ray and D'Ambra, 2011, p. 104). This statistical technique does not assume normality of data distribution. Bootstrapping algorithm is used to estimate parameters in this technique. It works for smaller sample sizes (20-100) (Akter, Ray and D'Ambra, 2013, p. 38). Measurement models can be used with fewer indicator variables (1 or 2) per construct, ordinal scaled questions and a larger number of indicator variables. It can handle complex model (Chin, 2010). Non-parametric data also can be used for analysis.

Major CB-SEM analysis software applications are AMOS, LISREL, MPLUS etc. On the other hand, major PLS-SEM analysis software applications are SmartPLS, PMS-Graph, PLS-Graph, and PLS-GUI. Richter et al. (2016) found that out of all articles published in six major international journals between 1990-2013 a total of 425 used SEM. Out of these 425 articles 379 used CB-SEM and 45 used PLS-SEM. It also found that, number of articles using CB-SEM was growing year on year. It deserves mention that, there are widely known goodness of fit indices for CB-SEM applications, but such indices are not available for PLS-SEM.

As the sample size is close to 300 in the current study, model is simple, and data is normal, CB-SEM would be more appropriate for the study. Therefore, the study chose CB-SEM using AMOS software.

10.2.3 Models of Covariance Based SEM (CB-SEM)

The starting point of SEM is theory which serves as a conceptual foundation for model (Malhotra & Das, 2014, p. 694). In SEM models are often constructed to test certain hypothesis derived from theory (Malhotra & Das, 2014, p. 694). A SEM model consists of two models: measurement model and structural model.

Measurement model: The measurement model (1) specifies the indicators for each construct, and (2) assesses the reliability of each construct for estimating the causal relationships. The measurement model depicts how the observed variables represent constructs. Observed variables are measured by the researcher which is also referred to as measured variables, manifest variables, indicators and items. A construct is represented by a number of indicators. The researcher specifies which indicators define each construct (factor) on the basis of theory and empirical research. The minimum number of indicator for a construct is one, but three is the preferred minimum number (Hair, et al., 1998, p. 598). There is no upper limit of the number of indicators; however, five to seven is usual.

The measurement model uses confirmatory factor analysis (CFA) in which researcher specifies which variables define each construct (or factor), unlike exploratory factor

analysis in which each measured variable loads on each factor. In CFA each indicator loads on just one factor. CFA seeks to confirm if the constructs (factors) and the loadings of indicators (measured/ observed variables) on them conform to what is expected on the basis of theory. Thus, CFA is used to verify the factor (construct) structure of a set of observed variables (indicators).

Structural model: The structural model shows how the constructs are interrelated with each other, often with multiple dependence relationships. It is comprised of a series of structural equations. Each endogenous construct (any construct with one or more straight arrows leading into it) is the dependent variable in a separate equation. The predictor variables (or exogenous constructs) are shown in the tails of the arrows. For each hypothesized causal relationship, represented by an equation, structural coefficient is estimated.

10.2.4 Estimating Measurement Model of SEM

In order to check the properties of the measurement scales, the study conducted confirmatory factor analysis (CFA) to assess reliability, convergent validity and discriminant validity of the scales (Akter et al., 2013, p. 39).

10.2.4.1 Convergent and Discriminant Validity

Loadings

Convergent validity measures the extent to which the scale correlates positively with other measures of the same construct. Hence, the size of the factor loadings provides evidence of convergent validity. High factor loadings indicate that the observed variables (indicators) converge on the same construct.

Standardized loading of an indicator (observed variable) should be between -1 and +1. The loading of an indicator should be preferably 0.70, or at least, minimally greater than 0.50 (Malhotra & Das, 2014, p. 702; Hair et al., 1998, p. 612). An indicator loading of 0.7 corresponds with indicator reliability of 0.5 which is the square of indicator's standardized loading. A loading of 0.70 indicates that the construct is explaining 50% or

more of the variation in the observed variables (indicator) (Malhotra & Das, 2014, p. 702).

The loading must be significant; otherwise the indicator must be dropped (Malhotra & Das, 2014, p. 703). Significant but low loadings (0.50) should be deleted (Malhotra & Das, 2014, p. 703). The signs of loadings should be in the direction hypothesized by theory and loading should be meaningful from theoretical standpoint. Modifications of the measurement model are acceptable based on loadings, standardized residuals, indices and specification search (Malhotra & Das, 2014, p. 703). Accordingly, the indicators with poor loadings were deleted for better fitting of the model.

After modifications there are 7 latent constructs (factors) of tourism image with 22 indicators in the model. Each latent construct has at least three indicators. All factor loadings are significant and above 0.5. Most of the factor loadings are above 0.70 which implies a good fit of the model. Therefore, all indicators have got convergent validity (Malhotra & Das, 2014, p. 702). Therefore, the indicators are sufficient in their representation of the constructs (Hair et al., 1998, p. 623).

Table 10.1: Factor loadings and indicator reliability

Latent Constructs (Factors)	Indicators	Convergent Validity	
		Factor loadings (Preferable >0.7, Acceptable >0.5)	Indicator reliability (Preferable >0.5)
Entertainment	Entertainment places	.549	0.30
	Outdoor activities	.861	0.74
	Adventure opportunities	.805	0.65
Hospitality	Friendly and hospitable people	.837	0.70
	Caring people	.873	0.76
	Responsiveness to guests	.633	0.40
Infrastructure	Restaurants	.681	0.46
	Quality accommodation	.654	0.43
	Cheap accommodation	.657	0.43
Feelings	Exciting	.810	0.66
	Pleasant	.856	0.73

	Arousing	.806	0.65
	Relaxing	.825	0.68
Natural attractions	Flora and fauna	.704	0.50
	Natural beauty	.588	0.35
	Rivers	.802	0.64
Cultural attractions	Lifestyle and culture	.729	0.53
	Tribal lifestyle and culture	.766	0.59
	Art and craft	.632	0.40
Tourist service	Getting around	.713	0.51
	Tourist information centre	.742	0.55
	Emergency healthcare	.667	0.44

Average Variance Extracted (AVE)

Another measure of the convergent validity is average variance extracted (AVE) which is the variance of the indicators explained by the latent construct. Higher values represent a greater degree of shared representation of the indicators with the construct (Hair, et al., 1998, p. 584). An AVE of 0.5 or greater is considered satisfactory convergent validity (Malhotra & Das, 2014, p. 702). If the AVE is less than 0.5 the variance due to measurement error is larger than the variance captured by the construct, and the validity of indicators as well as construct is questionable. The academics argue that AVE is more conservative than CR. As a result they argue that CR alone can be an adequate measure of convergent validity.

Table 10.2: Covariance matrix of constructs

	Feelings	Hospitality	Natural Attractions	Entertainment	Infrastructure	Cultural Attractions	Tourist Service
Feelings	.795						
Hospitality	.471	.539					
Natural Attractions	.487	.428	.444				
Entertainment	.548	.207	.387	.382			
Infrastructure	.600	.483	.390	.407	.599		
Cultural Attractions	.250	.433	.527	.537	.288	.529	
Tourist Service	.752	.169	.311	.479	.734	.092	.500

In the table above (Table 10.2) the diagonal values are 'average variance extracted' (AVE). According to Hulland (1999) convergent validity is supported if 'AVE' > 0.5 and discriminant validity is supported if 'square root of AVE' > 'correlations of construct with other constructs'. As the values of AVE are greater than 0.5 for all constructs except two, convergent validity is marginally supported for the constructs (Hair et al., 1998, p. 636). Again the 'square roots of AVE' are greater than 'correlations of construct with other constructs' except for two constructs. So discriminant validity is marginally supported for the latent constructs.

10.2.4.2 Internal Consistency Reliability

Reliability is the measure of the internal consistency of the construct indicators, depicting the degree to which they indicate the common latent construct. The indicators of highly reliable constructs are highly intercorrelatd, indicating that they all are measuring the same latent construct. Cronbach's Alpha or Coefficient Alpha is used to assess reliability of a construct represented by the indicators. Cronbach's Alpha should be more than 0.6 for acceptable internal consistency reliability. Considering different factor loadings for different indicators and error variance another measure of reliability is composite reliability (CR). A commonly used threshold value for composite reliability is 0.7 (Hair et al., 1998, p. 612). Estimates of composite reliability between 0.6 and 0.7 may also be considered acceptable (Malhotra & Das, 2014, p. 702). The composite reliability and Cronbach's Alpha of the seven factors (latent constructs) are given below (Table 10.3):

Table 10.3: Internal consistency reliability of constructs

Constructs	Composite Reliability (>0.6)	Cronbach's Alpha (>0.6)
Entertainment	0.761	0.767
Hospitality	0.839	0.812
Infrastructure	0.616	0.701
Feelings	0.885	0.894
Natural Attractions	0.751	0.724
Cultural Attractions	0.763	0.744
Tourist Service	0.703	0.746

Six of the constructs have got composite reliability (CR) value above 0.7 (Table 10.3). The rest one also has got the CR above 0.6 which is also acceptable (Malhotra & Das, 2014, p. 702). All values of Cronbach's Alpha are above the required value of 0.7. Therefore, the constructs are reliable.

10.2.4.3 Sample size

Sample size plays an important role in estimation and interpretation of SEM results. The sample size depends on many factors. However, a sample size of 200 is recommended (Malhotra & Das, 2014, p. 699). Increased number is suggested if the model is overly large or complex, data exhibits non-normal characteristics and an alternative estimation procedure is used. In this case observations of a total of 282 respondents are used. The model has only three endogenous constructs with simple path diagram and the observations are normal according to skewness and kurtosis analysis. Five respondents are considered sufficient for each estimated parameter, while ten respondents per estimated parameter is most appropriate (Hair et al., 1998, p. 604). There are more than 10 parameters in this measurement model study per estimated parameter. Therefore, this sample size is enough for good model fit.

10.2.4.4 Normality of the observations

When data is normal Kurtosis is ± 2 and Skewness is ± 1.5. On this criteria all indicators of this study are normal. Therefore, covariance based SEM, which is applied in this study is applicable.

10.2.5 Estimating Structural Model of SEM

The results of the structural equation model obtained from running AMOS application software are given below (Figure 10.2) in graphical form:
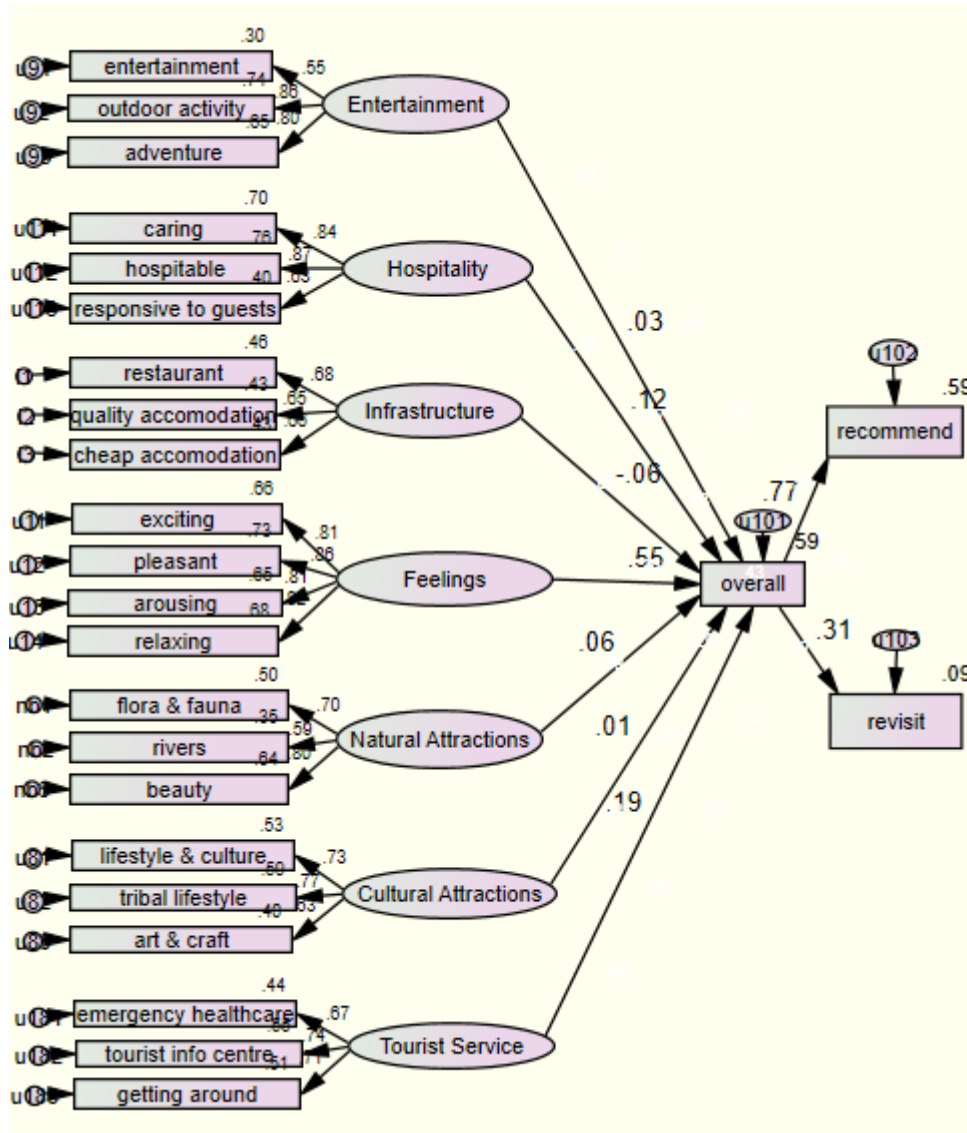
Figure 10.2: Results of SEM Model

10.2.5.1 Regression weights of structural model

The structural equation coefficients of the model are given below (Table 10.4):

Table 10.4: Standardized regression weights and structural equation fit of the structural model

Endogenous constructs	Exogenous constructs (p-value in parenthesis)								Endogenous constructs (p-value in parenthesis)		Structural Equation fit (R^2)
	Feelings	Hospitality	Natural attractions	Entertainment	Infrastructure	Cultural attractions	Tourist service	Overall	Recommend	Revisit	
Overall	.552 (.000)	.118 (.231)	.055 (.436)	.028 (.727)	-.065 (.643)	.012 (.892)	.190 (.289)	.000	.766 (.000)	.308 (.000)	.590 (.000)
Recommend	.000	.000	.000	.000	.000	.000	.000	.766 (.000)	.000	.000	.590
Revisit	.000	.000	.000	.000	.000	.000	.000	.308 (.000)	.000	.000	.090

It appears that only one construct or factor (feelings) significantly affects overall image of Bangladesh (Table 10.4). Overall image significantly affects 'tourists' intent to recommend Bangladesh to others to visit' and 'tourists' intent to revisit Bangladesh'. It means that only 'feelings' significantly influence the overall image of Bangladesh and tourist behaviour. Structural coefficients of these three relations ('feelings' to 'overall image', 'overall image' to 'intent to recommend others to visit' and 'overall image' to 'revisit intent') exceed the acceptable threshold of 0.10. Therefore, structural coefficients are acceptable. Among other constructs, structural coefficients of 'hospitality' to 'overall image' and 'tourist service' to 'overall image' exceed the acceptable threshold of 0.10, but these are not significant. For other constructs structural coefficients do neither exceed the acceptable threshold of 0.10 nor they significantly influence overall image. Therefore, if Bangladesh is positioned by 'feelings' it would have significant power to drive overall tourism image of the country.

10.2.5.2   Significance of regression weights

The regression weights of (1) 'feelings' to 'overall image', (2) 'overall image' to 'tourists' intent to recommend Bangladesh to others to visit', and (3) 'overall image' to 'tourists' intent to revisit' are significant at p<.05. But the regression weights of 'hospitality' to 'overall image' and 'tourist service' to 'overall image' are not significant at p<.05. Only the significant regression weights are acceptable.

Therefore, among the factors only 'feelings' (a construct) positively affects 'overall image'. The other factors do not positively affect 'overall image'. The 'overall image' positively influences 'the intent of tourists to recommend Bangladesh to others to visit' and 'the intent of tourists to revisit Bangladesh'.

10.2.5.3   Variance explained by the endogenous constructs (R^2)

Variances explained by 'overall image' are 59% and variances explained by 'tourists' intent to recommend Bangladesh others to visit' is 59% which are very high. Variances explained by 'tourists' intent to revisit Bangladesh' are 9% which is low.

10.2.5.4   Hypotheses testing

The feelings, hospitality, infrastructure, entertainment, natural attractions, tourist services, and cultural attractions are exogenous constructs of the structural model which are factors or brand elements of tourism image of Bangladesh. These are not directly measured, but are latent constructs estimated from observed variables known as indicators or items. These are independent variables. The 'overall image', 'tourists' intent to recommend Bangladesh to others to visit' and 'tourists' intent to revisit Bangladesh' are the endogenous constructs which are dependent on exogenous constructs. The following hypotheses were tested from the structural model of SEM (Table 10.5):

Table 10.5: Hypothesis testing by results of structural model

Hypothesis	Structural model constructs			Regression weights	p-value	Hypothesis test result
$H_{1.1}$	Overall Image	<---	Feelings	.552	***	Supported
$H_{1.2}$	Overall Image	<---	Hospitality	.118	.231	Not supported
$H_{1.3}$	Overall Image	<---	Infrastructure	-.065	.643	Not supported
$H_{1.4}$	Overall Image	<---	Entertainment	.028	.727	Not supported
$H_{1.5}$	Overall Image	<---	Natural Attractions	.055	.436	Not supported
$H_{1.6}$	Overall Image	<---	Tourist Service	.190	.289	Not supported
$H_{1.7}$	Overall Image	<---	Cultural Attractions	.012	.892	Not supported
H_2	Recommend	<---	Overall Image	.766	***	Supported
H_3	Revisit	<---	Overall Image	.308	***	Supported

The hypotheses are interpreted in the following way:

$H_{1.1}$: The 'feelings', a factor of tourism image and a brand element of the tourism brand of Bangladesh, positively affects 'overall image' of Bangladesh.

$H_{1.2}$: The 'hospitality', a factor of tourism image and a brand element of the tourism brand of Bangladesh, does not significantly affect 'overall image' of Bangladesh.

$H_{1.3}$: The 'infrastructure', a factor of tourism image and a brand element of the tourism brand of Bangladesh, does not significantly affect 'overall image' of Bangladesh.

$H_{1.4}$: The 'entertainment attractions', a factor of tourism image and a brand element of the tourism brand of Bangladesh, does not significantly affect 'overall image' of Bangladesh.

$H_{1.5}$: The 'natural attractions', a factor of tourism image and a brand element of the tourism brand of Bangladesh, does not affect 'overall image' of Bangladesh.

$H_{1.6}$: The 'tourists services', a factor of tourism image and a brand element of the tourism brand of Bangladesh, does not significantly affect 'overall image' of Bangladesh.

$H_{1.7}$:   The 'cultural attractions', a factor of tourism image and a brand element of the tourism brand of Bangladesh, does not significantly affect 'overall image' of Bangladesh.

H_2:   The 'overall image' of Bangladesh positively affects 'the intent of tourists to recommend Bangladesh to others to visit'.

H_3:   The 'overall image' of Bangladesh positively affects 'the intent of tourists to revisit Bangladesh'.

Therefore, it is proved that only 'feelings', as a factor of tourism image (also a brand element of the tourism brand of Bangladesh), positively affects its overall image, which in turn positively affects 'intent of tourists to recommend Bangladesh to others to visit' and 'intent of tourists to revisit Bangladesh'. The other factors (brand elements) of tourism image do not significantly affect the overall image of Bangladesh.

10.2.6 Goodness of Fit indices of the Overall Model

Model Fit

Table 10.6: Goodness of fit of the model

Fit Index	Observed value	Recommended value	Source
Chi-square	483.399		
Degrees of freedom	248		
Probability level	.000	<0.05	(Hair et al., 1998, p. 654)

Absolute Fit Indices

Fit Index	Observed value	Recommended value	Source
GFI (Goodness-of-fit index)	0.854	>0.90	(Malhotra & Das, 2014, p. 700)
AGFI (Adjusted goodness-of-fit index)	0.810	>0.90	(Malhotra & Das, 2014, p. 700; Hair et al., 1998, p. 657)
RMSEA	0.064	0.05-0.08	(Cangur & Erkan, 2015, p. 157; Hu & Bentler,

(Root means square error of approximation) (p-value of close fit)	(0.025)	(<0.05)	1999, Malhotra & Das, 2014, p. 700; Hair et al., 1998, p. 656)
RMR or RMSR (Root mean square residual)	0.08	<0.08	(Cangur & Erkan, 2015, p. 156; Hu & Bentler, 1999; Malhotra & Das, 2014, p. 700;)

Incremental Fit Indices

Fit Index	Observed value	Recommended value	Source
TLI (Tukcker-Lewis Index)	0.882	>0.90	(Malhotra & Das, 2014, p. 701; Hair et al., 1998, p. 657)
CFI (Comparative fit index)	0.903	>0.90	(Malhotra & Das, 2014, p. 701; Hair et al., 1998, p. 657)
NFI (Normed fit index)	0.840	>0.90	(Malhotra & Das, 2014, p. 701; Hair et al., 1998, p. 657)
IFI (Incremental fit index)	0.904	>0.90	(Hair et al., 1998, p. 657)

Parsimony Fit Indices

Fit Index	Observed value	Recommended value	Source
CMIN/DF	2.25	1.00 to 3.00	(Cangur & Erkan, 2015, p. 156; Malhotra & Das, 2014, p. 701; Hair et al., 1998, p. 659)

The above measures of overall model goodness-of-fit data provides sufficient support to deem the results an acceptable representation of the hypothesized constructs.

At least one goodness-of-fit measure of each type is suggested to be used to assess the model (Malhotra et al., 2014, p. 701; Hair et al, 1998, p.611). To assess a single model at least one absolute goodness-of-fit measure, one badness of fit measure, and one

incremental fit measure is to be tested. Accordingly the above measures of different types are assessed. The measures prove that there is an acceptable goodness of fit of the model.

10.2.7 Conclusion of the SEM Model: Key Factor (Brand Element) for Positioning the Tourism Brand of Bangladesh

The brand elements represented by the constructs of tourism image of Bangladesh were tested by structural equation modeling (SEM) based on the path diagram of the conceptual model (figure 1.5). The conceptual model was developed based on theory. Results of the SEM confirms that 'feelings' significantly influence 'overall tourism image' of Bangladesh. It is also confirmed that 'overall tourism image' of Bangladesh significantly influences tourist behaviour represented by 'intent of tourists to recommend Bangladesh to others to visit' and 'intent of tourists to revisit Bangladesh'. Therefore, 'feelings' would significantly drive overall tourism image of the country and exert positive impact on tourist behaviour. Among the constructs or brand elements only 'feelings' has got significant power to drive overall image and tourist behaviour. The goodness of fit measures proves that there is an acceptable goodness of fit of the model of the relationships.

10.3 Multi-group Analysis

Effects of gender differences, regional differences and age differences on causal relationships of constructs were tested using Multi-group Analysis.

10.3.1 Effects of gender differences on SEM results

It is necessary to test if causal relationships are different among males and females. So, the multi-group analysis for male and female was applied to the dataset using AMOS software. Goodness of fit estimates of the models for male and female groups are shown below (Table 10.7):

Table 10.7: Goodness of fit measures for Male and Female groups

Fitness measures	Male	Female
Chi-square	411.114	409.128
Degrees of freedom	248	248
Probability level	.000	.000
GFI (Goodness-of-fit index)	.843	.736
AGFI (Adjusted goodness-of-fit index)	.794	.654
RMSEA (Root means square error of approximation)	.061	.088
TLI (Tukcker-Lewis Index)	.906	.815
CFI (Comparative fit index)	.923	.847
NFI (Normed fit index)	.829	.698
IFI (Incremental fit index)	.925	.854
CMIN/DF	1.658	1.650

It is seen that both groups satisfy goodness of fit criteria marginally. Male group has better goodness of fit indices for GFI (.843), RMSEA (.061), TLI (.906), CFI (.923) and IFI (.925). However the results are acceptable for goodness of fit indices for both groups as both of them are close to recommended levels.

The gender differences of structural coefficients are shown below (Table 10.8):

Table 10.8: Effects of gender differences on regression weights of structural model

No.	Structural model constructs			Regression weights	
				Male	Female
1	Overall Image	<---	Feelings	.373	.629
2	Overall Image	<---	Hospitality	.161	-.016
3	Overall Image	<---	Infrastructure	-.228	.292
4	Overall Image	<---	Entertainment	.010	.140
5	Overall Image	<---	Natural Attractions	.059	.179
6	Overall Image	<---	Tourist Service	.515	-.334

7	Overall Image	<---	Cultural Attractions	.078	-.208
8	Recommend	<---	Overall Image	.736	.836
9	Revisit	<---	Overall Image	.277	.419

The exogenous variable (factor) 'feelings' has got significant influence on overall image for both male and female groups. However, 'feelings' exerts stronger influence on overall image for female group. Other exogenous variables (factors) do not have significant influence on overall image of Bangladesh. For all cases overall image has strong and significant influence on the 'intent of tourists to recommend Bangladesh to others to visit'. Overall image has stronger influence on 'revisit behaviour' for females, but for men it has less influence on 'revisit behaviour'. For both males and females overall image has significant influence on tourists' revisit behaviour.

10.3.2 Effects of regional differences on SEM results

The countries have been divided into two groups: (1) East and South Asia, and (2) Other countries. The major source countries of tourists to Bangladesh are East Asian, South Asian, European and North American countries. The East Asian countries China and Japan and South Asian country India are major sources of inbound tourists to Bangladesh. These three countries have got some similarity as they are Asians. The potential countries of the world cannot be divided into more groups as the number of respondents in each group would fall below number required for a good fit of the model. Five respondents are considered sufficient for each estimated parameter, while ten respondents per estimated parameter is the most appropriate for a good fit of modeling (Hair et al., 1998, p. 604). As there are ten parameters in this model there should be over 50 respondents for an acceptable fit and about 100 for a good fit of the model. As a result two groups have been considered for Multi-group analysis in this case. The Asian group (East Asia and South Asian countries) has been compared with the other countries by this Multi-group analysis. It serves the purpose appropriately as it compares the usual source countries of inbound tourists to Bangladesh with the

potential other source countries of tourists. The multi-group analysis was applied for the two groups using AMOS software.

Goodness of fit estimates for two groups: East and South Asian countries and other countries are shown below (Table 10.9):

Table 10.9: Goodness of fit measures for regional groups

Fitness Measures	East and South Asian countries	Other countries
Chi-square	568.745	400.573
Degrees of freedom	248	248
Probability level	.000	.000
GFI (Goodness-of-fit index)	.799	.748
AGFI (Adjusted goodness-of-fit index)	.737	.670
RMSEA (Root means square error of approximation)	.085	.083
TLI (Tukcker-Lewis Index)	.837	.816
CFI (Comparative fit index)	.865	.848
NFI (Normed fit index)	.788	.692
IFI (Incremental fit index)	.868	.855
CMIN/DF	2.293	1.615

It is seen that both groups satisfy goodness of fit criteria marginally. East and South Asian group has better goodness of fit indices for GFI (0.799), TLI (0.837), CFI (0.865) and IFI (0.865). For RMSEA both groups have nearly equal fit (0.085and 0.083). However the results are acceptable for goodness of fit indices for both groups as both of them are close to recommended levels.

The effects of regional differences on regression weights of structural model are shown below (Table 10.10):

Table 10.10: Effects of regional differences on regression weights of structural model

No.	Structural model constructs			Regression weights	
				East and South Asian countries	Other countries
1	Overall Image	<---	Feelings	.481	.865
2	Overall Image	<---	Hospitality	.171	-.056
3	Overall Image	<---	Infrastructure	.034	-.123
4	Overall Image	<---	Entertainment	.106	-.047
5	Overall Image	<---	Natural Attractions	.042	.075
6	Overall Image	<---	Tourist Service	.162	-.010
7	Overall Image	<---	Cultural Attractions	-.019	-.018
8	Recommend	<---	Overall Image	.761	.764
9	Revisit	<---	Overall Image	.279	.342

Influences of 'feelings' on overall image are significant for both regional groups. 'Feelings' exerts stronger positive influence on overall image for 'other' countries. However, it is seen in Chapter 7 that overall image is better among East and South Asian tourists. Therefore, 'feelings' is strong influencer on overall image in all regions. For both regions overall image has strong influence on ' intent of tourists to recommend Bangladesh to others'. Overall image has significant and substantial influence on revisit behaviour for both regions.

10.3.3 Effects of age differences on SEM results

The respondents have been divided into two groups: Young and Older. Tourists of all ages come to Bangladesh. There is no special age bracket of foreign tourists to Bangladesh. The respondents cannot be divided into three or more groups as the number of respondents in each group would fall below number required for a good fit of the model. As discussed above, there should be a minimum of 50 respondents in each group for an acceptable fit and about 100 for a good fit of the model (Hair et al., 1998,

p. 604). As a result two groups have been considered for Multi-group analysis in this case. The 'young group' (≤ 45 years) of respondents has been compared with 'older group' (>45 years) of respondents by this Multi-group analysis. It serves the purpose appropriately as it compares the tourists into two similar groups. The AMOS software was used to conduct multi-group analysis for young and older groups of tourists.

Goodness of fit measures for 'young' and 'older' tourist groups are shown below (Table 10.11):

Table 10.11: Goodness of fit measures for young and older groups

Fitness Measures	Young	Older
Chi-square	403.847	473.802
Degrees of freedom	248	248
Probability level	.000	.000
GFI (Goodness-of-fit index)	.825	.701
AGFI (Adjusted goodness-of-fit index)	.771	.609
RMSEA (Root means square error of approximation)	.065	.107
TLI (Tukcker-Lewis Index)	.882	.811
CFI (Comparative fit index)	.902	.849
NFI (Normed fit index)	.787	.729
IFI (Incremental fit index)	.906	.849
CMIN/DF	1.628	1.910

It is seen that both groups satisfy goodness of fit criteria marginally. For the young group the model has better goodness of fit indices for GFI (.825), RMSEA (.065), TLI (.882), CFI (.902) and IFI (.906). However the results are acceptable for goodness of fit indices for both groups as are close to recommended levels.

The Effects of age differences on regression weights of structural model are shown below (Table 10.12):

Table 10.12: Effects of age differences on regression weights of structural model

No.	Structural model constructs			Regression weights	
				Young	Older
1	Overall Image	<---	Feelings	.615	.693
2	Overall Image	<---	Hospitality	.109	-.062
3	Overall Image	<---	Infrastructure	-.088	-.018
4	Overall Image	<---	Entertainment	.006	-.038
5	Overall Image	<---	Natural Attractions	-.006	.109
6	Overall Image	<---	Tourist Service	.153	.227
7	Overall Image	<---	Cultural Attractions	.042	.108
8	Recommend	<---	Overall Image	.714	.854
9	Revisit	<---	Overall Image	.419	.092

Influences of feelings on overall image are significant for two age groups. Structural coefficient between 'feelings' and 'overall image' is strong in both age groups. However, for older people 'feelings' exerts stronger influence on overall image. For all age groups overall image has strong influence on tourists' intent to recommend Bangladesh to others. Overall image has strong influence on revisit behaviour for young people, but has weak influence on revisit behaviour for older people.

10.3.4 Implications of Multi-group Analysis on the choice of Brand Element for Positioning the Tourism Brand of Bangladesh

'Feelings' influences overall image among males and females, East and South Asians and the rest of the world; and all age groups, young and old. Other factors (constructs) are found to be insignificant for different groups of tourists. Overall image influences tourist behaviour for all groups. It influences 'intent of tourists to recommend Bangladesh to others to visit'. However, influence of overall image on the 'intent of tourists to revisit' differs group to group. The overall analysis supports use of 'feelings' as a positioning brand element for the tourism brand of Bangladesh among all groups of people: (1) male and female, (2) eastern and western countries, and (3) young and old.

10.4   Other Considerations for Positioning

10.4.1 Image of the construct 'Feelings'

'Feelings' is an unobserved construct (or factor) which consists of four indicators. The mean images of all the indicators of the construct are positive (Section 6.2). However, the images of the indicators are not strong.

10.4.2 Brand positioning competitor countries

A summary of the brand positions of competitor countries is provided below. Details of these positions can be seen in Chapter 9.

Table 10.13: Tourism brand positions of competitor countries of Bangladesh

Sl. No.	Country	Position statement	Brand element of position
1	India	Incredible India (2002)	Culture and spirituality
2	Nepal	Naturally Nepal- Once is Not Enough (2011)	Mountain based adventure activities
3	Sri Lanka	So Sri Lanka (2018)	Authenticity of attractions
4	Thailand	Amazing Thailand-Happiness Within (2015)	Luxury tourism experiences
5	Malaysia	Malaysia: Truly Asia (1999)	Asian experience
6	Indonesia	Wonderful Indonesia (2011)	Pristine nature
7	Vietnam	Timeless Charm (2011)	Sun-sea-sand
8	China	Beautiful China (2013)	Beautiful colours which are live on nature, celebrations, architecture
9	Myanmar	Be Enchanted (2018)	Delightful experience
10	Bangladesh	Beautiful Bangladesh (2007)	Natural beauty

A review of the positions of competitor countries suggests that they based their positioning on the following brand elements:

1. Heritage and spirituality (India)

2. Diversity and harmony (Malaysia)

3. Luxury tourism experience (Thailand)

4. Delightful experience (Myanmar)

5. Natural attraction (Nepal, Indonesia, Vietnam)

6. Authenticity of attractions (Sri Lanka)

7. Panoramic beauty (China)

It appears that the competing countries have positioned the country brands by functional characteristics which is an old fashion. Myanmar has adopted a new slogan in 2018 to position its tourism brand. The new theme of Mayanmar's positioning is pleasant feeling. This is close to feeling, but does not fully capture the 'overall gut feeling' which appears to be attractive for Bangladesh. Thailand highlights its luxury in tourism experience, which also bypasses 'feelings'. Sri Lanka focuses on authenticity of tourism attractions. Therefore, the above countries have not focussed on 'overall gut feeling' in tourism experience for positioning country tourism brands. Therefore, it remains unique in the region.

10.4.3 Motivational desires of visiting a foreign country

According to the survey results top motivational desires of visiting a foreign country include visiting new places (1.2473), learning new things (1.2043) and connecting with new cultures (1.1326). Relaxing mentally is also strong motivational desire for visiting a foreign country (0.9498). It implies that in deciding new trips they consider whether the destination offers something new and different which provides distinct value. According to the above results tourists are not likely to visit the same destination again and again even if those are renowned. Therefore, if a destination can offer a different flavour in its tourism experience tourists would be attracted.

10.4.4 Target market

The SEM analysis suggests that, offering a good 'feeling' is the best choice for positioning the tourism brand of Bangladesh as it can influence the overall impression of tourists which significantly influences the 'intent of tourists to recommend

Bangladesh to others to visit' and the 'intent of tourists to revisit' the destination. Multi-group analysis suggests that there is no significant regional, gender or age group variation of the factor (element) 'feelings'. Therefore, the target market may be chosen based on its existing major source countries, and its overall image. However, the positioning would have appeal to the tourists of all regions.

It has been found in the earlier analysis (section 7.1.4) that overall tourism image of Bangladesh is comparatively better to the East Asian (0.3922) and South Asian (0.3882) tourists. It is negative (-0.3182) among the tourists from EU and North America, and is poor among the African and Arab tourists (section 7.1.4). As the 'feelings' strongly influences the overall image and the image of two indicators of feelings are significantly better among the East Asian and South Asian tourists while the image of two other indicators are regionally neutral, East Asians (Japanese, Chinese), South Asians are more suitable targets for tourism exports for Bangladesh.

10.5   Tourism Brand Position Statement (slogan) for Bangladesh

The brand position statement is a kind of slogan which communicates the brand promise to the potential customers (Aaker, 2002, p. 180; Kotler & Keller, 2012, p. 306). It captures the essence of brand identity and brand value proposition (Aaker, 2002, p. 58, 232). Aaker (2002, p. 58) explains "If a brand is 'packaged meaning' a slogan can be the ribbon that tie the package together and provides an extra touch." Slogan provides appropriate cues for creating brand awareness and recall (Keller, 2013, p. 75, 339). Kotler and Keller (2012, p. 306) call the brand position statement as 'mantra' and suggest that it should be a three to five word phrase and should capture the irrefutable essence or spirit of brand position. The wording of the slogan should create resonance among the target audience (Aaker, 2002, p. 182).

Based on the findings of Structural Equation Modeling and Multi-group Analysis above, 'feelings' is the best choice, as a brand element, for positioning the tourism brand of Bangladesh. Some suggestions have been developed by the researcher based

on literature for the position statement or slogan for the tourism brand of Bangladesh using 'feelings' as the core element for positioning, which are given below:

- ✓ Unforgettable Bangladesh!
- ✓ Touches your heart!
- ✓ Happiness happens here!
- ✓ Live in happiness!
- ✓ Smiling Bangladesh!
- ✓ Feel the touch!

From these options a slogan can be chosen based on its capacity to focus the positioning brand element, in this case 'feelings', level of resonance created in the minds of tourists, and memorability of the phrase. This list is not exhaustive. A study should be conducted on the effectiveness of different options of brand slogans on foreigner tourists. The variables of the study may be uniqueness, resonance and memorability of the slogans. This is out-of-scope of this research. The slogan having the highest impact on overall image of Bangladesh and favourable tourist behaviour should be chosen.

11.0   SUMMARY, CONCLUSIONS, AND RECOMMEDNATIONS

Although tourism has become the growth engine for many South Asian and Southeast Asian economies foreign tourist arrivals to Bangladesh are very few. Brand image of Bangladesh as a tourist destination is reported to be very poor. Broad objective of this dissertation was to develop a new position for Bangladesh to build a positive and strong international tourism brand. To attain this objective this dissertation had the following six specific objectives: (1) to identify the variables for measuring brand image of Bangladesh as an international tourism destination; (2) to evaluate tourism brand image of Bangladesh held by foreign tourists, (3) to evaluate motivational desires of foreign tourists to visit a country, (4) to examine brand positions of competitor countries of Bangladesh in international tourism, (5) to identify brand element(s) to develop a position for the tourism brand of Bangladesh, and finally (6) to develop a position statement for the tourism brand of Bangladesh to communicate the brand internationally.

The main theory guiding this research was Aaker's 'Brand Identity Model' (2002, pp. 78-108, 176-205). 'Process Framework for Position Development' of Kwortnik and Hawkes (2011, p. 9) and 'Causal Relationships among destination image, overall image and tourist behaviour' were the backbone of the conceptual framework of this research. The study collected both qualitative and quantitative data. It surveyed 282 actual foreign tourists from 44 countries of five continents visiting Bangladesh to capture cognitive, affective and unique image components of Bangladesh. The study used t-test, ANOVA, Structural Equation Modeling (SEM), and Multi-group analysis as tools of data analysis.

This chapter presents the summary of major findings (Section 11.1), draws conclusions of the study (Section 11.2), outlines the implications for policy and planning (Section 11.3) and discusses the contribution of the research to knowledge and suggests directions of further research (Section 11.4).

11.1 Summary of Findings

The findings of this research have been elaborated in Chapter 5-10. The study measured the mean of cognitive, affective and unique components of image, overall image, tourist behaviour and travel motives of foreign tourists (Chapter 6, 8). Region (origin of tourists), age and gender-wise differences of image were determined by ANOVA (Chapter 7). Brand positions of competitor countries of Bangladesh in international tourism were examined through secondary data analysis (Chapter 9). Structural equation modeling (SEM) was conducted to find brand element which influences overall image of Bangladesh and tourist behaviour (Chapter 10). The key findings are highlighted below:

11.1.1 Variables for measuring tourism image of Bangladesh for inbound international tourism

It was found from literature review that overall image (dependent variable) of a destination is influenced by cognitive, affective and unique evaluations. Cognitive image relates to attributes that is beliefs and knowledge about the destination. The variables are described below:

(1) A total of 46 cognitive image variables were identified which are observable independent variables which are make up seven latent constructs (unobserved variables). These are:

    (a) Natural attractions: Royal Bengal tiger, sea beaches, flora and fauna, natural beauty, rivers,

    (b) Entertainment: entertainment places, cuisine, shopping facilities, outdoor activities, adventure opportunities, bar facility, nightlife facility,

    (c) Cultural Attractions: lifestyle and culture, folk cultural assets, festivals and fairs, heritages, tribal lifestyle and culture, art and craft, weather, Buddhist religious sites, Hindu religious sites and Islamic religious sites.

    (d) Infrastructure: airline seats, taxi service, quality of accommodation, price competitiveness of accommodation, restaurants, international conferences & exhibitions centres.

    (e) Tourist Service: ease of getting around, safety and security, healthcare facilities, emergency healthcare, food and drink hygiene, cleanliness of environment, tour operators service, visa processing, immigration service, tourist information, international openness, language barrier, money exchange facility, cost of tourism. Weather. reliable internet infrastructure.

    (f) Hospitality: friendliness and hospitability of the service providers (at airport counter, hotel, taxi, shop etc.) and other people involved during stay at the destination country, the level of care during stay (by host), responsiveness of host in response to guest demands.

(2) Affective image relates to feeling about the destination. The four affective image variables (independent measurable variables or indicators or items) are arousing, pleasant, exciting and relaxing which make up the latent construct (unobserved variable) of 'feelings'.

(3) The overall image is a dependent variable. The independent latent constructs of cognitive and affective image influences overall image. The overall image influences two other dependent variables: (i) intent of tourists to recommend Bangladesh to others, and (ii) intent of tourists to revisit Bangladesh. These three are dependent variables of tourism image.

(4) Unique image relates to unique characteristics of the destination which differentiates it from others. They influence tourism overall image. The unique image variables of Bangladesh are: Royal Bengal tiger of Suderbans, hospitality, lifestyle and culture in general, tribal lifestyle and culture, low cost of tourism and heritages

11.1.2 Tourism brand image of Bangladesh

Cognitive, affective, unique, and overall image items of Bangladesh were evaluated by the respondents. The results are given below:

Cognitive image

A total of 46 cognitive image items were evaluated by the study. Out of 46 cognitive image items 28 have positive image, 10 have negative image and 8 have neutral image. The top ten cognitive image items are given below (Table 11.1):

Table 11.1: Top 10 image items of Bangladesh in descending order of mean

Sl.	Image variables	Mean index (μ)
1	Friendly and hospitable people	1.27
2	Caring people	1.11
3	Royal Bengal Tiger	0.94
4	Responsive to needs of guests	0.93
5	Lifestyle and culture	0.91
6	Folk cultural assets	0.91
7	Festivals and fairs	0.78
8	Muslim religious sites	0.77
9	Tribal lifestyle and culture	0.76
10	Rivers	0.66

The bottom ten cognitive image items are given below (Table 11.2):

Table 11.2: Bottom 10 images of Bangladesh in ascending order of mean

Sl.	Image Variables	Mean index (μ)
1	Cleanliness of environment	- 0.78
2	Nightlife facilities	-0.61
3	Ease of getting around	-0.51
4	Taxi service	-0.48
5	Bars	-0.43
6	Language barrier	-0.38
7	Hygiene in food and drinks	-0.37
8	Tourist information centres	-0.26
9	Outdoor activities	-0.17
10	Entertainment	-0.16

Affective image

A total of 4 affective image items were evaluated, all of which have positive but very weak image. The affective image items of Bangladesh are given below (Table 11.4) in descending order of mean:

Table 11.3: Affective images of Bangladesh

Sl.	Image Variables	Mean index (μ)
1	Exciting	0.3523
2	Pleasant	0.3488
3	Arousing	0.2135
4	Relaxing	0.1922

Unique image

The mean images of top three unique characteristics of Bangladesh are given below (Table 11.5):

Table 11.4: Top 3 unique image characteristics of Bangladesh

Sl.	Unique characteristics	Mean index (μ)
1	Friendly and hospitable people	1.03
2	Lifestyle and culture	0.72
3	Royal Bengal Tiger	0.72

The notion that Bangladeshis are friendly and hospitable is the highest rated unique characteristic of Bangladesh. As a cognitive image variable hospitality has got the highest approval rating from the tourists.

Overall image and tourist behaviour

The overall image of Bangladesh as a tourist destination and the tourists' revisit intent and intent to recommend Bangladesh to others were measured by the study. The results are given below (Table 11.6):

Table 11.5: Overall image of Bangladesh and tourist behaviour

Sl.	Variables	Mean index (μ)
1	Overall image	0.2705
2	Revisit by tourists	0.4643
3	Recommend to others	0.3808

The overall image of Bangladesh as a tourist destination is positive, but very weak. This image is not at all competitive in the international market. The tourists' intent to recommend Bangladesh to others is extremely low.

11.1.3 Motivational desires of foreign tourists to visit a country

The motives of tourists in visiting foreign countries are an important consideration for tourism branding of destinations (Kwortnik & Hawkes, 2011, p. 9). These are the obvious reasons for travel. A number of studies have suggested that motivation can influence the image formation process of destination (Gartner, 1993; Baloglu & McCleary, 1999, p. 868; Chen & Hsu, 2000; Breeli & Martin, 2004; McCartney, 2006, p. 25). Breeli and Martin (2004, p. 677) empirically proved that motivations positively influence affective component of destination image. A total of 11 motives of tourists were evaluated by the respondent tourists. The results of the survey are given below (Table 11.7):

Table 11.6: Motivational desires of tourists to visit a country in descending order of mean

Sl.	Image items	Mean index (μ)
1	Visit new places	1.2473
2	Learn new things	1.2043
3	Connecting with new cultures	1.1326
4	Experience nature	1.0717
5	Enjoy variety of tourism attractions	1.0645
6	Relax mentally	0.9498
7	Experience unfamiliar	0.8315
8	Adventure	0.7957

9	Get away from daily busy life	0.7276
10	Social interaction	0.6344
11	Visit friends and relatives	0.3584

11.1.4 Tourism brand positions of competitor countries of Bangladesh

According to WTTC (2017, p. 7) definition "competing destinations are those that offer similar tourism products and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours." Based on this definition WTTC identified India, Nepal, Sri Lanka, Myanmar, Malaysia, Indonesia, Vietnam, Thailand and China as competing country destinations for Bangladesh. The policy documents, promotional materials, strategic moves and articles were examined to determine the tourism brand positions of competitor countries of Bangladesh. The position statements and positioning brand elements of competitors of Bangladesh are given below (Table 11.7):

Table 11.7: Position statements and brand elements of positioning of Competitor countries of Bangladesh

Sl. No.	Country	Position statement	Brand element of position
1	India	Incredible India (2002)	Heritage and spirituality
2	Nepal	Naturally Nepal- Once is Not Enough (2011)	Mountain based adventure activities
3	Sri Lanka	So Sri Lanka (2018)	Authenticity of attractions
4	Thailand	Amazing Thailand-Happiness Within (2015)	Luxury tourism experiences
5	Malaysia	Malaysia: Truly Asia (1999)	Diversity and harmony
6	Indonesia	Wonderful Indonesia (2011)	Pristine nature
7	Vietnam	Timeless Charm (2011)	Sun-sea-sand
8	China	Beautiful China (2013)	Beautiful colours which are live on nature, celebrations, architecture
9	Myanmar	Be Enchanted (2018)	Delightful experience
10	Bangladesh	Beautiful Bangladesh (2007)	Natural beauty

11.1.5 Findings of Structural Equation Modeling (SEM): Key Factor (Brand Element) for Positioning the Tourism Brand of Bangladesh

Causal relationships between the factors of tourism image and overall image, and tourist behaviour were determined using Structural Equation Modeling (SEM) by AMOS 18 software. It was found that among seven latent constructs (factors) of the tourism image of Bangladesh only one ('feelings') significantly influenced its overall tourism image. Overall image significantly affects 'intent of tourists to recommend Bangladesh to others to visit' and 'intent of tourists to revisit Bangladesh'. The estimated parameters of the model are given below:

Table 11.8 : Standardized regression weights and structural equation fit of the structural model

Endogenous constructs	Exogenous constructs (p-value in parenthesis)								Endogenous constructs (p-value in parenthesis)		Structural Equation fit (R^2)
	Feelings	Hospitality	Natural attractions	Entertainment	Infrastructure	Cultural attractions	Tourist service	Overall	Recommend	Revisit	
Overall	.552 (.000)	.118 (.231)	.055 (.436)	.028 (.727)	-.065 (.643)	.012 (.892)	.190 (.289)	.000	.766 (.000)	.308 (.000)	.590 (.000)
Recommend	.000	.000	.000	.000	.000	.000	.000	.766 (.000)	.000	.000	.590
Revisit	.000	.000	.000	.000	.000	.000	.000	.308 (.000)	.000	.000	.090

Only one construct or factor (feelings) significantly affects overall image of Bangladesh. Overall image significantly affects 'intent of tourists to recommend Bangladesh to others to visit' and 'intent of tourists to revisit Bangladesh'. Regression weights (structural coefficients) of these three relations: (1) 'feelings' to 'overall image', (2) 'overall image' to 'intent to recommend others to visit', and (3) 'overall image' to 'revisit intent' exceed the acceptable threshold of 0.10. Among other

constructs, regression weights of (i) 'hospitality' to 'overall image' and (ii) 'tourist service' to 'overall image' exceed the acceptable threshold of 0.10, but the regression weights are not significant. Regression weights of causal relations of other constructs with overall image do neither exceed the acceptable threshold of 0.10 nor they significantly influence overall image. Therefore, if Bangladesh is positioned by 'feelings' it would have significant power to drive overall tourism image of the country.

11.1.6 Multi-group Analysis

Multi-group Analysis was conducted for grouping variables of gender, region and age. The major findings are described below:

(1) The exogenous variable (factor) 'feelings' has got significant influence on overall image for both male and female groups. However, 'feelings' exerts stronger influence on overall image for female group. Other exogenous variables (factors) do not have significant influence on overall image of Bangladesh. For all cases overall image has strong and significant influence on tourists' intent to recommend Bangladesh to others. Overall image has stronger influence on revisit behaviour for females, but for men it has less influence on revisit behaviour. For both males and females overall image has significant influence on tourists' revisit behaviour.

(2) Influences of 'feelings' on overall image are significant for both regional groups: (i) East and South Asian countries, (ii) other countries. 'Feelings' exerts stronger influence on overall image for 'other' countries. For both regions overall image has strong influence on 'intent of tourists to recommend Bangladesh to others'. Overall image has significant and substantial influence on revisit behaviour for both regions.

(3) Influences of 'feelings' on overall image are significant for two age groups: (i) young, and (ii) older. Structural coefficient between feelings and overall image is strong for both age groups. However, for older people 'feelings' exerts

stronger influence on overall image. For all age groups overall image has strong influence on 'intent of tourists to recommend Bangladesh to others'. Overall image has strong influence on revisit behaviour for young people, but has weak influence on revisit behaviour for older people.

11.1.7 Key Factor (Brand Element) for Positioning the Tourism Brand of Bangladesh

The brand elements represented by the factors (latent constructs of tourism image) of Bangladesh were tested by structural equation modeling (SEM) based on the path diagram of the conceptual model (figure 1.5). The conceptual model was developed based on theory of tourism branding. Results of the SEM analysis confirm that 'feelings' significantly influences overall tourism image of Bangladesh. It is also confirmed that 'overall tourism image' of Bangladesh significantly influences tourist behaviour represented by 'tourists' intent to recommend Bangladesh to others to visit' and 'tourists' intent to revisit Bangladesh'. Therefore, affective image components represented by 'feelings' which is dubbed as brand element of the tourism brand of Bangladesh would significantly drive overall tourism image of the country and exert positive impact on tourist behaviour. Among the factors or brand elements only 'feelings' has got significant power to drive overall image and tourist behaviour. The goodness of fit measure proves that there is an acceptable goodness of fit of the model depicting the causal relationship among the constructs consisting of factors, overall image and tourist behaviour. That means that the results of the SEM analysis are valid and reliable.

Multi-group analysis reveals that 'feelings' influences overall image among all tourists: males and females, all regions of the world, and all age groups, young and old. Other factors (constructs) are found to be insignificant for different groups of tourists.

The overall analysis supports use of 'feelings' as a positioning brand element for the tourism brand of Bangladesh among all groups of people male and female, east and west, and young and old.

11.1.8 Target market

Based on the results of structural equation modeling, and regional variations of overall image, countries of East Asia (especially Japan and China) and South Asia (especially India) should be priority target market for attracting foreign tourists to Bangladesh. The proposed positioning should be used to attract tourists from this target market.

11.1.9 Tourism brand position statement of Bangladesh

According to results of structural equation modeling 'feelings' has emerged as the strongest and significant brand element to influence overall image of Bangladesh and consequent favourable tourist behaviour. Analysis has suggested using 'feelings' as the brand element for positioning the tourism brand for Bangladesh. Brand position statement or slogan stands for the positioning theme of a brand. Therefore, the tourism brand of Bangladesh which is currently projected by the theme of 'beautiful Bangladesh' should be repositioned by a new slogan based on the finding of this research. 'Feelings' should be the central theme of the positioning slogan of the tourism brand of Bangladesh. Some suggestions for the position statement or slogan for the tourism brand of Bangladesh are given below:

- ✓ Unforgettable Bangladesh!
- ✓ Touches your heart
- ✓ Happiness happens here!
- ✓ Live in happiness!
- ✓ Smiling Bangladesh!
- ✓ Feel the touch!

From these options a slogan can be chosen based on its capacity to focus 'feelings', level of resonance created in the minds of tourists, and memorability of the phrase.

11.2 Conclusions

Based on the empirical data and structural equation modeling (SEM) analysis the study identified 'feelings' as the most potential element for positioning the tourism brand of

Bangladesh. This brand element significantly influences the overall image of Bangladesh, which influences the 'intent of tourists to recommend Bangladesh to others to visit' and 'intent of tourists to revisit Bangladesh'. This position will influence foreign tourists to spread 'word of mouth' campaign in favour of Bangladesh. This will also boost their revisit to Bangladesh. The multi-group analysis supports use of 'feelings' as a positioning brand element for the tourism brand of Bangladesh among all groups of people: male and female, east and west, and young and old.

11.3   Implications for Policy and Planning

Although the responsibility of citizens and businesses in branding a country for tourism is not ruled out main responsibility goes to the stakeholders including the national tourism authority, tour operators, hotels, resorts, and local government bodies. The major implications for policy and planning of the Government are highlighted below:

Adoption of new position for building the tourism brand of Bangladesh

The study finds a brand element which significantly affects overall image of Bangladesh that in turn affects tourist behaviour favourably (section 10.6). As the country is facing extremely poor performance in inbound tourist arrivals it direly needs to do something to attract potential tourists (section 1.2). Existing brand positioning has been failing to attract the tourists. To address this problem the country needs to adopt a new position. The study provides conclusive evidence that positioning the tourism brand of Bangladesh by 'feelings' will improve its overall image that will positively influence tourist behaviour (section 10.6). The variables of tourism image indicate that various stakeholders have role in shaping the tourism brand of a country (section 5.1). The government has to make investments, upgrade its service delivery and provide support to other stakeholders. So, a formal policy decision is needed to adopt the new positioning of the country tourism brand.

Tourism enclave development

The image of tourism services in Bangladesh is very poor (Table 6.4). There are some serious negative images of Bangladesh like dirty environment, traffic congestion,

hygiene of food and drinks, language barrier etc. which cannot be improved quickly all over the country in any large city like Dhaka or Chittagong (Table 6.5). The image of tourism infrastructure is also bad (Table 6.4). It will necessitate a huge investment and governance reform to significantly improve in those areas. Therefore, the Government should take steps to improve infrastructures and tourism services in certain enclaves of tourism interest to the foreigners. Such enclaves are possible in the remote islands of Cox'sbazzar, green hilly districts of the south-eastern part of the country, south-western tourist zone and in the Sylhet region (Chapter 4).

Tourism city development

The purpose of building tourism city is to provide facilities of modern metropolis with world class infrastructures and tourism services near renowned tourism attractions. As Bangladesh has extremely poor image of city facilities tourists might be uninterested to visit the otherwise tourist attractions   (Table 6.5). Genting Highlands (Malaysia), Pokhra (Nepal), Galle (Sri Lanka), Pataya (Thailand), Malakka (Malaysia) etc. are examples such tourism cities. Bangladesh can select some cities to establish as tourist heaven.

Embedding tourism development in national development planning

The image of Bangladesh as a tourism destination is highly negative or very weak in the areas of traffic situation (road infrastructure), taxi service (transportation system), cleanliness (environment), airline seat, hotel accommodation, shopping facility, healthcare and hygiene (Table 6.4, 6.5, and 6.12) which are main issues of national level development (Ministry of Planning, 2017). National level development policies prioritise infrastructure, transport, housing, healthcare and education for enhancing economic growth, poverty alleviation and job creation (Ministry of Finance, 2017, p.1; WB, 2015, Ministry of Planning, 2017)   which are found to be engine of tourism development (section 6.1). So, tourism development and national development are very much related. If the priority initiatives of tourism development which are identified in the findings of this research (section 10.4; section 6.5) are embedded in the mainstream development planning the tourism infrastructure, tourism services and attraction sites

would be developed. Therefore, the policy makers should recognise tourism development as a macro level development strategy of the country alongside current strategic goals.

Improvement of bar and nightlife facility

Lack of bar facility and lack of nightlife facility are among the most negative images of the tourism brand of Bangladesh (Table 6.2). The findings of this survey suggest that existing facilities of alcohol consumption and night club operation are far less satisfactory to the foreign tourists. As a result entertainment in Bangladesh does not significantly influence overall image (10.2.5). Alcohol consumption in public places and operation of nightclubs are sensitive religious issues to the majority Muslim population of this country (section 4.4). As these are critical roadblocks to tourism development in Bangladesh Government needs to find a way out to provide opportunities to the foreign tourists to avail these facilities up to their fullest satisfaction without hurting the religious sentiment of the Muslim population of this county.

11.4 Contribution of the Research to Knowledge and Direction of Further Research

This is the first comprehensive study on the image of Bangladesh as a tourist destination. It revealed the top 10 and bottom 10 tourism image items of Bangladesh. It discovered that 'feelings' is the most powerful factor of the tourism image items of Bangladesh which positively affects the overall tourism image. It also confirmed that overall tourism image of Bangladesh positively affects two tourist behaviour constructs: (i) 'intent of tourists to recommend Bangladesh to others to visit' and (ii) 'intent of tourists to revisit Bangladesh. Therefore the overall image positively influences spread of favourable 'word of mouth' campaign by tourists.

The study discovered that natural attractions does not significantly affect overall tourism image of Bangladesh. This revelation suggests that the current tourism positioning of Bangladesh 'Beautiful Bangladesh' is ineffective and should be abandoned. It also reveals that cultural attractions, hospitality and entertainment

attractions do not significantly influence overall tourism image of Bangladesh. So, these brand elements or attributes cannot be used as positioning theme for the tourism brand of Bangladesh. These revelations prove that 'feelings' is the most appropriate brand element for positioning the tourism brand of Bangladesh. It further found that 'feelings' positively influences overall image among all groups of tourists: (i) males and females, (ii) young and old, and (iii) east and south Asian and other countries. These are new knowledge in the literature of tourism branding.

Apart from the above findings new areas of research have been exposed in this study. It is recommended that the following four specific areas be addressed in further research: (1) A study on the tourism position statement for Bangladesh; (2) An empirical study on unique characteristics of the competitor countries of Bangladesh; (3) A study on the factors of tourism image; and (4) A study on causal effect of overall image on the amount of expenditure in the host country, shopping intensity, and purchase of souvenirs. The concepts of the studies are explained below:

A study on the tourism position statement for Bangladesh: The study found that 'feelings' is the best choice, as a brand element, for positioning the tourism brand of Bangladesh. Some suggestions have been developed by the researcher based on literature for the position statement or slogan for the tourism brand of Bangladesh using 'feelings' as the core element for positioning, From these options a slogan can be chosen based on its capacity to focus the positioning brand element, in this case 'feelings', level of resonance created in the minds of tourists, and memorability of the phrase. This list is not exhaustive. A study should be conducted on the effectiveness of different options of brand slogans on foreigner tourists.

An empirical study on unique characteristics of the competitor countries of Bangladesh: The unique characteristics of the competitor countries were examined by secondary data (Chapter 9). Six unique characteristics of Bangladesh were evaluated by the foreign tourists to ascertain unique image of Bangladesh. These were obtained from focus group discussions and in-depth interviews with some insights from literature

review. Unique characteristics of the countries of this region may be evaluated by primary data.

A study on the factors of tourism image: Current study tested causal relationship of seven factors (independent variables) of tourism image of Bangladesh with its overall image and tourist behaviour. There might be other factors affecting the overall image. There might be other constructs significantly mediating the relationships between factors and overall image. There might be other constructs significantly mediating the relationships between overall image and tourist behaviour also. Further studies would contribute to understanding of positioning and branding tourist destinations.

A study on causal effect of overall image on the amount of expenditure in the host country, shopping intensity, and purchase of souvenirs: Current study evaluates the tourists' intent to recommend Bangladesh to other to visit and tourists' intent to revisit the destination. These are two tourist behaviours contributing to inbound tourism volume of the host country. There are other tourist behaviours which are issues of interest among the academics and practitioners. The causal effect of overall image on the amount of expenditure by tourists in the host country, shopping intensity, and purchase of souvenirs may be studied by academics.

NOTES

[1]**Wari Bateshwar:**

Wari Bateshar is an archeological site in Narsinghdi district of Bangladesh. A two thousand and five year old fort city was discovered in Wari Bateswar after extensive excavation in 2000.

[2]**Baul**

Bauls constitute both a syncretic religious sect and a musical tradition. Their membership mainly constitutes of Vaishnava Hindus and Sufi Muslims. They are identified by their distinctive clothes and musical instruments. Lalan Shah is regarded as the most celebrated baul saint in history.

[3]**Shahid Minar**

Shahid Minar is a national monument in Dhaka, Bangladesh, established to commemorate those killed during the Bengali language movement of 1952 by Pakistani forces while the country was under Pakistani rule.

[4]**Nondon Park**

It is a famous amusement park and picnic spot located in the district of Gazipur. It is a great attraction of the students of schools and colleges.

[5]**Fantassy Park**

It is a famous amusement park and picnic spot located in the district of Gazipur. It is a great attraction of the students of schools and colleges.

[6]**Bali khela**

Is a traditional form of wrestling in Bangladesh, particularly popular in the Chittagong area considered as a national game of the district. It is a form of combat sport involving grappling type techniques such clinch fighting, throws and takedowns, and joint locks.

[7]Kirton

Kirton means narrating, reciting or describing an idea or story. It is a kind of Hindu religious performance wherein multiple singers describe a legend, or express loving devotion to a deity, or discuss spiritual ideas through music, dance and participation of audience.

[8]Gambhira

Gombhira is type of song popular in Maldah district of West Bengal and Chapai Nawabgonj of Bangladesh performed with a distinctive rhythm and dance with two performers, always personifying a man and his maternal grandfather, discussing topics of social issues.

[9]Eid

Eid is a Muslim religious festival. There are two Eids, one on the the first day of the Hijri month of Shawal (Eid-ul-Fitr) and another on the tenth day of Hijri month Dhu-al Hijah (Eid-ul-Adha). Eid-ul-Fitr is celebrated after the month of fasting. The Eid-ul-Adha is the day of sacrificing animals.

[10]Durga Puja

Durg Puja is an annual Hindu festival celebrated in Indian sub-continent in the Beganli month of Ashwin (September- October) to revere the goddess Durga.. It is popular in the Indian states of West Bengal, Assam, Tripura, Bihar, Jharkhand and Odisha, and in the country of Bangladesh.

[11]Lalon Mela

Lalon Mela is a fair organized in the birth place of mystic poet Lalon Shah in Kushtia. Kushtia is a western district of Bangladesh. Lalon established the baul culture in the South Asian sub-continent.

[12]Sultan Mela

Sultan Mela is a seven day long fair organized in Narail district, a south western distric of Bangladesh in remembrance of the famous artist late S.M. Sultan of Narail.

[13]Ijtema

Ijtema is an annual religious congregation of the Islamic organisation called Tablig Jamaat based in Uttar Prodesh of India. The biggest Ijtema of Tablig Jamaat is held in Tongi Bangladesh where about 2 million Muslim devotees gather.

[14]Bhatiali

It is a form of folk song mostly sung by boatman and the subject matter of the songs are boating, fishing and rivers. Popular in Bangladesh and west Bengal in the riverine areas. Mymensighn district in the Brahmaputra river is the main area of this folk song.

[15]Marfati

Marfoti is a sufi folk song of the Muslims of Bangladesh. Subject matter of this song are mysticism, relation with creator, realities of human life, and after life.

Murshidi[16]

It is a kind of song that praises the sufi guru.

[17]Bhawaiya

It is a popular folk music popular in the Northern region (Rangpur district), Kuch Bihar of India, Jalpaigur and Darjeeling, Dhubri and Goalpara of Assam.

[18]Rohingya

Rohingua is an ethnic minority in Myanmar living in the province of Rakhaine. They are mainly Muslims. They are denied of Myanmarese citizenship rights and a million of them have been subjected to persecution and forced migration to neighbouring Bangladesh.

[19]Varendra

The present geographical areas of the greater districts of Bogra, Dinajpur, Rajshahi and Pabna were known as Varendra in the past.

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Appendix 1

Attributes Identified by Etcher and Ritchie (2003)

FUNCTIONAL (physical, measurable)

Scenery/Natural Attractions
Costs/Price Levels
Climate
Tourist Sites/Activities
Nightlife and Entertainment
Sports Facilities/Activities
National Parks/Wilderness Activities
Local Infrastructure/Transportation
Architecture/Buildings
Historic Sites/Museums
Beaches
Shopping Facilities
Accommodation Facilities
Cities
Fairs, Exhibits, Festivals
Facilities for Information and Tours
Crowdedness
Cleanliness
Personal Safety
Economic Development/Affluence
Accessibility
Degree of Urbanisation
Extent of Commercialisation
Political Stability
Hospitality/Friendliness/Receptiveness
Different Customs/Culture
Different Cuisine/Food and Drink
Restful/Relaxing
Atmosphere (Familiar versus Exotic)
Opportunity for Adventure
Opportunity to Increase Knowledge
Family or Adult Oriented
Quality of Service
Fame/Reputation

PSYCHOLOGICAL (abstract)

Appendix 2
Destination Image Attributes
(Qu, Kim & Im, 2011, p 470)
Common Image Attributes

Serial No.	Dimension	Brand Attributes
1	Quality of experiences	- Easy access to the area . - Restful and relaxing atmosphere . - Reasonable cost of hotels/restaurants - Scenery/natural wonders - Lots of open space - Friendly local people
2	Touristic attractions	- Local cuisine - State/theme parks - Good place for children/family - Welcome centers - Good weather - Cultural events/festivals - Good shopping facilities
3	Environment and infrastructure	- Clean/unspoiled environment - Infrastructure - Availability of travel information - Easy access to the area - Safe and secure environment
4	Entertainment/outdoor activities	- Entertainment - Nightlife - Water sports - A wide variety of outdoor activities
5	Cultural traditions	- Native American culture - A taste of cowboy life and culture

Unique Image Attributes

Serial No.	Dimension	Brand Attributes
1	Natural Environment	- Native American and Western culture - Friendly and helpful local people - Scenery and natural wonders - Restful and relaxing atmosphere - Clean environment
2	Appealing destination	- Appealing as a travel destination - Entertainment and nightlife - A wide choice of outdoor activities - Shopping - Safe and secure environment
3	Local Attractions	- Lots of tourist attractions - Cultural/ historical attractions

Appendix 3

Attributes Used by World Economic Forum Studies

(WEF, 2017)

Subindex A: Enabling Environment

Pillar 1: Business Environment

     1.01 Property rights

     1.02 Impact of rules on FDI

     1.03 Efficiency of legal framework in settling disputes

     1.04 Efficiency of legal framework in challenging regulations

     1.05 Time required to deal with construction permits

     1.06 Cost to deal with construction permits

     1.07 Extent of market dominance

     1.08 Time required to start a business

     1.09 Cost to start a business

     1.10 Extent and effect of taxation on incentives to work

     1.11 Extent and effect of taxation on incentives to investment

     1.12 Total tax rate

Pillar 2: Safety and Security

     2.01 Business costs of crime and violence

     2.02 Reliability of police services

     2.03 Business costs of terrorism

     2.04 Index of terrorism incidence

     2.05 Homicide rate

Pillar 3: Health and Hygiene

     3.01 Physician density

     3.02 Access to improved sanitation

     3.03 Access to improved drinking water

     3.04 Hospital beds

     3.05 HIV prevalence

     3.06 Malaria incidence

Pillar 4: Human Resources and Labour Market

   Qualification of the labour force

     4.01 Primary education enrolment rate

     4.02 Secondary education enrolment rate

4.03 Extent of staff training

4.04 Treatment of customers

Labour market

4.05 Hiring and firing practices

4.06 Ease of finding skilled employees

4.07 Ease of hiring foreign labour

4.08 Pay and productivity

4.09 Female labour force participation

Pillar 5: ICT Readiness

5.01 ICT use for business-to-business transactions

5.02 Internet use for business-to-consumer transactions

5.03 Individuals using the internet

5.04 Broadband internet subscribers

5.05 Mobile telephone subscriptions

5.06 Mobile broadband subscriptions

5.07 Mobile network coverage

5.08 Quality of electricity supply

Subindex B: T&T Policy and Enabling Conditions

Pillar 6: Prioritization of Travel & Tourism

6.01 Government prioritization of the T&T industry

6.02 T&T government expenditure

6.03 Effectiveness of marketing to attract tourists

6.04 Comprehensiveness of annual T&T data

6.05 Timeliness of providing monthly/quarterly T&T data

6.06 Country Brand Strategy rating

Pillar 7: International Openness

7.01 Visa requirements

7.02 Openness of bilateral Air Service Agreements

7.03 Number of regional trade agreements in force

Pillar 8: Price Competitiveness

8.01 Ticket taxes and airport charges

8.02 Hotel price index

8.03 Purchasing power parity

8.04 Fuel price levels

Pillar 9: Environmental Sustainability

      9.01 Stringency of environmental regulations

      9.02 Enforcement of environmental regulations

      9.03 Sustainability of travel and tourism industry development

      9.04 Particulate matter (2.5) concentration

      9.05 Number of environmental treaty ratifications

      9.06 Baseline water stress

      9.07 Threatened species

      9.08 Forest cover change

      9.09 Wastewater treatment

      9.10 Coastal shelf fishing pressure

Subindex C: Infrastructure

Pillar 10: Air Transport Infrastructure

      10.01 Quality of air transport infrastructure

      10.02 Available seat kilometres, domestic

      10.03 Available seat kilometres, international

      10.04 Aircraft departures

      10.05 Airport density

      10.06 Number of operating airlines

Pillar 11: Ground and Port Infrastructure

      11.01 Quality of roads

      11.02 Road density

      11.03 Paved road density

      11.04 Quality of railroad infrastructure

      11.05 Railroad density

      11.06 Quality of port infrastructure

      11.07 Ground transport efficiency

Pillar 12: Tourist Service Infrastructure

      12.01 Hotel rooms

      12.02 Quality of tourism infrastructure

      12.03 Presence of major car rental companies

      12.04 Automated teller machines per adult population

Subindex D: Natural and Cultural Resources

Pillar 13: Natural Resources

        13.01 Number of World Heritage natural sites

        13.02 Total known species

        13.03 Total protected areas

        13.04 Natural tourism digital demand

        13.05 Attractiveness of natural assets

Pillar 14: Cultural Resources and Business Travel

        14.01 Number of World Heritage cultural sites

        14.02 Number of oral and intangible cultural heritage expressions

        14.03 Number of sports stadiums

        14.04 Number of international association meetings

        14.05 Cultural and entertainment tourism digital demand

Appendix 4

Attributes List in Nepal

(Nadeau, Heslop, O'Reilly & Luk, 2008)

Natural Environment Beliefs

Attractive scenery 307 4.53

Wilderness 290 4.11

Climate 307 4.07

Variety of activities 305 4.04

Peaceful/quiet 306 3.26

Built Environment Beliefs

Culturally interesting 306 4.30

Profile of attractions 304 4.25

Ease of finding interesting places 307 4.05

Accommodation 306 4.02

Quality of service 307 4.01

Selection of restaurants 304 4.00

Ease of getting around 305 3.96

Shopping facilities 306 3.59

Safety 306 3.40

For the whole family 298 3.03

Sport facilities 281 2.81

Nightlife/entertainment 287 2.71

Evaluations of Destination

Proud to visit 304 4.47

Memorability of experience 304 4.46

Relative to expectations 307 4.44

Overall rating 307 4.41

Originality of experience 306 4.39

Overall satisfaction 306 4.18

Value for money 305 4.15

Knowledge of destination 306 3.44

Desired Associations (would like)

Tourists to Nepal 307 4.32

Imports from Nepal 306 4.06

Visitors from Nepal 307 3.99

Invest in Nepal 304 3.96

Political/Economic ties 306 3.77

Exports to Nepal 304 3.58

Investment from Nepal 303 3.31

Immigration from Nepal 303 3.30

People Character of Nepal

Likeability 307 4.41

Friendliness 307 4.39

Helpful 306 4.36

Courteous 303 4.14

Trustworthiness 305 3.88

Honest 305 3.87

People Competencies

Work Ethic 299 3.60

Industriousness 298 3.33

Individualism 301 2.90

Education level 305 2.81

Country Competencies

Workers skill level 294 2.95

Available skilled workers 284 2.88

Technology level 303 2.38

Stability of economy 300 2.33

Country Character

Quality of life 306 2.72

Rights and freedoms 304 2.50

Wealth 305 2.32

Enviro/pollution controls 302 2.13

Role in world politics 299 1.93

Political stability 302 1.89

Evaluations of People and Country

Enjoy being with the people 307 4.36

Overall rating 303 4.16

Knowledge of Nepal 306 3.52

Alignment with own country 303 2.79

Travel Intentions

Willingness to recommend 306 4.67

Like to visit again 304 4.59

Intention to visit again 306 4.45

Willingness to return 307 4.02

Willingness to extend stay

Appendix 5

Attributes List by Gallarza, Saura & Garcfa (2002: 63)

Functional

Various activities (8)

Landscape, surroundings (19)

Nature (12)

Cultural attractions (18)

Nightlife and entertainment (17)

Shopping facilities (15)

Information available (3)

Sport facilities (16)

Transportation (8)

Accommodation (14)

Gastronomy (15)

Price, value, cost (16)

Climate (12)

Relaxation vs Massific (12)

Accessibility (12)

Safety (10)

Social interaction (7)

Resident's receptiveness (20)

Originality (7)

Service quality (4)

Psychological

Attributes Studied

Appendix 6

Tourism Destination Image Variables

(Konecnik & Garner (2007, p. 401-403)

Image Variables:

1. Beautiful nature,
2. Beautiful mountains and lakes,
3. Good beaches,
4. Lovely towns and cities,
5. Modern health resorts,
6. Interesting historical attractions,
7. Good nightlife and entertainment,
8. Good opportunities for recreation activities,
9. Friendly people,
10. Pleasant weather,
11. Interesting cultural attractions,
12. Relaxing atmosphere,
13. Exciting atmosphere
14. Political stability,
15. Good opportunities for adventures,
16. Good shopping facilities,

Quality of Destination Variables

1. Quality of accommodation,
2. Quality of infrastructure,
3. Level of cleanliness,
4. Level of personal safety,
5. Appealing local food (cuisine) as quality of image variables.
6. High quality of services,
7. Ew problems with communication,
8. Low prices of tourism services,
9. Good value for money, and
10. Unpolluted environment

Appendix 7

Destination Image Variables

(Rajamohan, Yen and Gama, 2007)

Recreational Needs

1. Cleanliness and Hygiene
2. Quality of roads, airports, and ports
3. Quality of health services
4. Safety and stability
5. Quality of telecommunications
6. Overcrowding and traffic congestion
7. Quality of hotels and restaurants
8. Language barriers
9. Hospitality to tourists
10. Casinos, theme parks
11. Bars, discotheques, clubs
12. Shopping
13. Tourist information centers
14. Rich culture
15. Museums, heritage buildings, and
16. monuments
17. Variety of handicrafts
18. Festivals and concerts
19. Good beaches
20. Natural scenery
21. Adventure activities

Image Variable

1. Cultural heritage
2. Museums, historical sites
3. Art and handicrafts

4. Transportation system

5. Health services

6. Tourist information centers

7. Telecommunications

8. Scenic beauty

9. Beaches

10. Adventure activities

11. Exotic destination

12. Poverty

13. Overcrowded and polluted

14. Nightlife

15. Bars, clubs and discotheques.

16. Deluxe hotels and restaurants

Appendix 8

Attributes to Measure Image Perceptions of Macao

(McCartney, 2006)

1. Unique architectural buildings

2. Many interesting festivals and shows

3. Many places of interest to visit

4. Natural scenic beauty

5. Important museums and art galleries

6. Opportunity for adventure and excitement

7. Exotic atmosphere

8. Good quality and easy to find restaurants

9. Good quality and easy to find hotels

10. Restful and relaxing

11. Good beaches

12. Unique cuisines

13. Lower prices/ value for money

14. Pleasant and attractive weather

15. Good nightlife/ adult oriented

16. Gambling opportunities

17. Urbanization

18. Wide variety of products on offer to buy

19. Convenient shopping

20. Good quality tourist information

21. Rich cultural heritage

22. Place of pilgrimage

23. Friendly local people

24. Safe places to visit

25. Politically stable

26. Clean and litter free

27. Place to do business

28. Place to have meetings and exhibitions

29. Place to undertake study/ education

30. Easy of accessibility/ transit city

31. Easy access to the rest of China

32. Many people speaking English

33. Attractions enough to tell others

Appendix 9

Motivational Desires of Visiting a Destination
(McCartney, 2006)

1. Learn new things
2. Connecting with a new culture
3. Visit friends and relatives
4. Interact socially and make/ meet new friends
5. Experience unfamiliar
6. Enjoy variety of tourism attractions and services
7. Excitement and adventure
8. Get away from daily busy life
9. Relax physically and mentally
10. Cost of holiday

Appendix 10
Dimensions of Destination Image Study
(Hosany, Ekinci & Uysal, 2007)

Selected References, Dimension(s) Studied and Method Adopted

References	Dimension(s) Studied	Method
Gartner (1989)	Cognitive	Structured: - 15 attributes - 5 point Likert scale
Reilly (1990)	Cognitive	Unstructured: - Open-ended questions
Echtner and Ritchie (1993)	Cognitive	Structured: - 34 attributes - 6 point Likert scale
Dann (1996)	Cognitive, affective and conative	Unstructured: -semi structured interviews, pictorial stimuli, and tourists' own projected images
Oppermann (1996)	Cognitive	Structured: - 15 attributes - 7 point Likert scale
Schroeder (1996)	Cognitive	Structured: - 20 attributes - 7 point Likert scale
Baloglu (1997)	Cognitive	Structured: - 27 attributes - 5 point Likert scale
Baloglu and Brinberg (1997)	Affective	Structured: - 4 attributes - 7 point semantic differential scale
Ong and Horbunluekit (1997)	Cognitive	Structured: - 20 attributes using 7 point semantic differential scale - 17 attributes using 6 point Likert scale
Walmsley and Young (1998)	Affective	Structured: - 6 bipolar attributes - 7 point semantic differential scale
Baloglu and McCleary (1999)	Cognitive and affective	Structured: - 15 attributes using 5 point Likert scale - 4 bipolar attributes using 7 point semantic differential scale
Choi, Chan and Wu (1999)	Cognitive	Structured and unstructured: - 25 attributes using 7 point Likert scale - Open-ended questions
MacKay and Fesenmaier (2000)	Cognitive and affective	Structured: - 8 attributes - 7 point semantic differential scale
Uysal, Chen and Williams (2000)	Cognitive and affective	Structured: - 48 attributes using a 5 point Likert scale
Baloglu and Mangaloglu (2001)	Cognitive and affective	Structured: - 14 attributes using a 5 point Likert scale - 4 attributes using a 7 point semantic differential scale
Chen and Uysal (2002)	Cognitive	Structured: - 26 attributes using a 5 point Likert scale

Appendix 11
Cognitive Image Variables
Baloglu and McCleary (2004, p. 881)

1. Standard hygiene and cleanliness
2. Quality of infrastructure
3. Personal safety
4. Good nightlife and entertainment
5. Suitable accomodation
6. Cuisine
7. Great beaches/ water sports
8. Interesting and friendly people
9. Interesting cultural attractions
10. Interesting historical attractions
11. Beautiful scenary
12. Good value for money
13. Unpolluted environment
14. Good climate

Appendix 12

Variables for Measuring Tourism Image

1.0   Cognitive Image Variables (46):

Royal Bengal tiger, sea beaches, flora and fauna, natural beauty, rivers, entertainment places, folk cultural assets, festivals and fairs, distinctive lifestyle and culture, heritages, tribal lifestyle and culture, art and craft, cuisine, shopping facilities, outdoor activities, adventure opportunities, weather, Buddhist religious sites, Hindu religious sites and Islamic religious sites. Airline seats, taxi service, quality of accommodation, price competitiveness of accommodation, restaurants, international conferences & exhibitions centres, and reliable internet infrastructure.; Ease of getting around, safety and security, healthcare facilities, emergency healthcare, food and drink hygiene, cleanliness of environment, tour operators service, visa processing, immigration service, bar facility, nightlife facility, tourist information, international openness, language barrier, money exchange facility, cost of tourism; Friendliness and hospitability of the service providers (at airport counter, hotel, taxi, shop etc.) and other people involved during stay at the destination country, the level of care during stay (by host), responsiveness of host in response to guest demands.

2.0   Affective Image Variables (4):

Arousing, pleasant, exciting, and relaxing.

3.0   Unique Image Variables (6):

Royal Bengal tiger of Sunderbans, hospitality, lifestyle and culture in general, tribal lifestyle and culture, low cost of tourism, and heritages.

4.0   Motivational Factors to Visit a Country (11):

Learning new things, connecting with a new cultures, experiencing nature, visiting friends and relatives, interacting socially, experiencing unfamiliar, enjoying variety of

tourism attractions, excitement, adventure, relaxing physically & mentally, getting away from daily busy life.

Appendix 13
Coordination Schema

Parameter	Complex Variable	Simple Variable	Question No.
Image of Bangladesh as a tourist destination	Cognitive image	*Tourist attractions*	
		Bangladesh is the home of Royal Bengal Tiger	A.1
		Bangladesh has beautiful sea beaches	A.2
		Bangladesh has a great variety of flora and fauna	A.3
		Bangladesh is rich in natural beauty	A.4
		Bangladesh is a land of beautiful rivers	A.5
		Bangladesh has available entertainment places	A.6
		Bangladesh has unique folk cultural assets	A.7
		Bangladesh has a variety cultural festivals and fairs	A.8
		Bangladesh has distinctive lifestyle and culture	A.9
		Bangladesh has many historical heritages to visit	A.10
		Tribal people of Bangladesh has distinctive lifestyle and culture	A.11
		Attractive art and crafts are available in Bangladesh	A.12
		Bangladesh has a variety of local cuisine	A.13
		Bangladesh has good shopping opportunity for foreigners	A.14
		Bangladesh has a variety of outdoor activities for tourists	A.15
		Bangladesh has available adventure activities for tourists	A.16
		Bangladesh has a pleasant weather	A.17
		Bangladesh has many Buddhist religious sites to visit	A.18
		Bangladesh has many Hindu religious sites to visit	A.19

		Bangladesh has many Islamic religious sites to visit	A.20
		Infrastructure	
		There are available airline seats to travel to Bangladesh	A.21
		Bangladesh has good quality taxi service	A.22
		Bangladesh has available good quality accommodations	A.23
		Bangladesh has available cheap accommodations	A.24
		Bangladesh has available good quality restaurants	A.25
		Bangladesh has international standard conference and exhibition centres	A.26
		Good internet connectivity is available in Bangladesh	A.27
		Enabling conditions	
		Getting around is fairly easy in Bangladesh	A.28
		Bangladesh is a safe place for tourists	A.29
		Bangladesh has quality healthcare facilities available to tourists	A.30
		Bangladesh has good emergency healthcare facilities available to tourists	A.31
		Bangladesh has acceptable hygiene in food and drinks	A.32
		Bangladesh has clean environment	A.33
		Good tour operator services are available in Bangladesh	A.34
		Bangladesh embassies in abroad have smooth visa processing systems	A.35
		Bangladesh has smooth immigration services at arrival ports	A.36

		There are available bars for tourists in Bangladesh	A.37
		There are good nightlife facilities for tourists in Bangladesh	A.38
		There are good tourist information centres in Bangladesh	A.39
		Bangladesh has a great deal of international openness	A.40
		There is no language barrier in communication for tourists in Bangladesh	A.41
		Transaction of money is fairly easy for foreigners in Bangladesh	A.42
		Bangladesh is a low cost tourism destination	A.43
		Hospitality	
		Bangladeshis are caring	A.44
		Bangladeshis are very friendly and hospitable	A.45
		Bangladeshi hosts are very responsive to needs of guests.	A.46
	Affective image	Bangladesh as a tourism destination is arousing	B.1
		Bangladesh as a tourism destination is exciting	B.2
		Bangladesh as a tourism destination is relaxing	B.3
		Bangladesh as a tourism destination is pleasant	B.4
	Unique image	Royal Bengal Tiger of Sundarbans is a unique attraction for tourists in the region.	C.1
		Lifestyle and culture of Bangladesh is unique in the region	C.2
		Tribal lifestyle and culture of ethnic people of	C.3

		Bangladesh is unique in the region	
		People of Bangladesh are exceptionally friendly and hospitable to foreign visitors	C.4
		Some historical heritages of Bangladesh are unique	C.5
		Bangladesh is one of the lowest cost tourist destinations in the region	C.6
	Conative image	I would revisit Bangladesh in next 2 years or so	D.1
		I would recommend Bangladesh to others as a favourable tourism destination	D.2
	Overall image	Overall image of Bangladesh as a tourism destination is good	D.3
Motivations of visit		Learn new things	1
		Connecting with new cultures	2
		Experience nature	3
		Visit friends and relatives	4
		Social interaction	5
		Experience unfamiliar	6
		Visit new places	7
		Enjoy variety of tourism attractions	8
		Adventure	9
		Get away from daily busy life	10
		Relax mentally	11

Appendix 14

Survey Questionnaire for the Study on

DEVELOPING A POSITION FOR THE TOURISM BRAND OF BANGLADESH

Name :

Address (outside Bangladesh):

Phone Number (outside Bangladesh) :

Date & Time   :_____-

_____

The survey has been undertaken as part of doctoral thesis titled "DEVELOPING A POSITION FOR THE TOURISM BRAND OF BANGLADESH" under The Institute of Business Administration, University of Dhaka. The questionnaire is designed to take opinion of the foreign visitors about Bangladesh as a tourism destination. The data provided by you will be used solely for academic purposes and will be kept confidential. I would appreciate your kind co-operation in completing the following questionnaire.

Section I: Tourism Brand Image of Bangladesh

Give your agreement/ disagreement in a scale of -2 (strongly disagree) to +2 (strongly agree) with respect to the following statements by ticking the corresponding boxes.

Item no.	Statements	Strongly Disagree (-2)	Disagree (-1)	Neutral (0)	Agree(+1)	Strongly Agree (+2)
	A. Cognitive Image					
	Tourism attractions					
1	Bangladesh is the home of Royal Bengal Tiger					
2	Bangladesh has beautiful sea beaches					
3	Bangladesh has a great variety of flora and fauna					
4	Bangladesh is rich in natural beauty					
5	Bangladesh is a land of beautiful rivers					
6	Bangladesh has available entertainment places					

Item no.	**Statements**	Strongly Disagree (-2)	Disagree (-1)	Neutral (0)	Agree(+1)	Strongly Agree (+2)
7	Bangladesh has unique folk cultural assets					
8	Bangladesh has a variety cultural festivals and fairs					
9	Bangladesh has distinctive lifestyle and culture					
10	Bangladesh has many historical heritages to visit					
11	Tribal people of Bangladesh has distinctive lifestyle and culture					
12	Attractive art and crafts are available in Bangladesh					
13	Bangladesh has a variety of local cuisine					
14	Bangladesh has good shopping opportunity for foreigners					
15	Bangladesh has a variety of outdoor activities for tourists					
16	Bangladesh has available adventure activities for tourists					
17	Bangladesh has a pleasant weather					
18	Bangladesh has many Buddhist religious sites to visit					
19	Bangladesh has many Hindu religious sites to visit					
20	Bangladesh has many Islamic religious sites to visit					
	Infrastructure					
21	There are available airline seats to travel to Bangladesh					
22	Bangladesh has good quality taxi service					
23	Bangladesh has available good quality accommodations					

Item no.	**Statements**	Strongly Disagree (-2)	Disagree (-1)	Neutral (0)	Agree(+1)	Strongly Agree (+2)
24	Bangladesh has available cheap accommodations					
25	Bangladesh has available good quality restaurants					
26	Bangladesh has international standard conference and exhibition centres					
27	Good internet connectivity is available in Bangladesh					
	Enabling conditions					
28	Getting around is fairly easy in Bangladesh					
29	Bangladesh is a safe place for tourists					
30	Bangladesh has quality healthcare facilities available to tourists					
31	Bangladesh has good emergency healthcare facilities available to tourists					
32	Bangladesh has acceptable hygiene in food and drinks					
33	Bangladesh has clean environment					
34	Good tour operator services are available in Bangladesh					
35	Bangladesh embassies in abroad have smooth visa processing systems					
36	Bangladesh has smooth immigration services at arrival ports					
37	There are available bars for tourists in Bangladesh					
38	There are good nightlife facilities for tourists in Bangladesh					
39	There are good tourist information centres in Bangladesh					
40	Bangladesh has a great deal of international openness					

Item no.	Statements	Strongly Disagree (-2)	Disagree (-1)	Neutral (0)	Agree(+1)	Strongly Agree (+2)
41	There is no language barrier in communication for tourists in Bangladesh					
42	Transaction of money is fairly easy for foreigners in Bangladesh					
43	Bangladesh is a low cost tourism destination					
	Hospitality					
44	Bangladeshis are caring					
45	Bangladeshis are very friendly and hospitable					
46	Bangladeshi hosts are very responsive to needs of guests.					
	B. Affective Image					
1	Bangladesh as a tourism destination is arousing					
2	Bangladesh as a tourism destination is exciting					
3	Bangladesh as a tourism destination is relaxing					
4	Bangladesh as a tourism destination is pleasant					
	C. Unique Image					
1	Royal Bengal Tiger of Sundarbans is a unique attraction for tourists in the region.					
2	Lifestyle and culture of Bangladesh is unique in the region					
3	Tribal lifestyle and culture of ethnic people of Bangladesh is unique in the region					
4	People of Bangladesh are exceptionally friendly and hospitable to foreign visitors					
5	Some historical heritages of Bangladesh are unique					
6	Bangladesh is one of the lowest cost tourist destinations in the region					

Item no.	Statements	Strongly Disagree (-2)	Disagree (-1)	Neutral (0)	Agree(+1)	Strongly Agree (+2)
	D. Conative Image					
1	I would revisit Bangladesh in next 2 years or so					
2	I would recommend Bangladesh to others as a favourable tourism destination					
3	Overall image of Bangladesh as a tourism destination is good					

Section II: Motivations for visiting a foreign destination

Give your agreement/ disagreement in a scale of -2 (strongly disagree) to +2 (strongly agree) with respect to the following statements by ticking the corresponding boxes.

Item no.	I visit a foreign destination to--	Strongly Disagree (-2)	Disagree (-1)	Neutral (0)	Agree (+1)	Strongly Agree (+2)
1	Learn new things					
2	Connecting with new cultures					
3	Experience nature					
4	Visit friends and relatives					
5	Social interaction					
6	Experience unfamiliar					
7	Visit new places					
8	Enjoy variety of tourism attractions					
9	Adventure					
10	Get away from daily busy life					
11	Relax mentally					

Section III: Classification Data

Please fill in the personal information, either tick or fill:

1. Country of Citizenship (other than Bangladesh) ----------------------------

2. Gender: Female □   Male □

3. Age (No. of years): -------------------

4. Education: ------------------------

5. Profession/Occupation: ---------------------------------

6. Purpose of visit to Bangladesh (last visit as a foreign citizen): ----------------------

7. Number of previous visits to Bangladesh (as a foreign citizen): ----------------

8. Monthly Personal Income (in US$): --------------------------------

THANK YOU VERY MUCH FOR YOUR COOPERATION

質問紙調査

バングラデシュの観光ブランドの現状の改善

氏名　　　　：

ご住所：

電話番号　　：

日付と時間　：

本調査はダッカ大学経営管理研究所（IBA）で「バングラデシュの観光ブランドの現状の改善」というテーマで博士論文を執筆するための実施するものです。本調査は外国人観光客に観光地としてバングラデシュについてご意見を聞けるようにデザインされています。皆さんから収集するデータは研究のみに使用し、すべての情報を秘密にしておきます。質問紙調査へのご協力よろしくお願いいたします。

セクションⅠ： バングラデシュの観光ブランドのイメージ

以下に記述したものについて、尺度－2（強く反対）から尺度＋2（強く賛成）の間からあなたが思う尺度に✔をしてください。

番号	ステートメント（項目）	強く反対 (-2)	反対 (-1)	どちらともいえない (0)	賛成(+1)	強く賛成(+2)
	B. 認知イメージ					
	観光名所					
1	バングラデシュはロイヤルベンガル・タイガーの居地である					
2	バングラデシュには美しい海岸がある					
3	バングラデシュには様々な動植物がある					
4	バングラデシュは美しい自然に恵まれている					
5	バングラデシュは美しい川の土地である					
6	バングラデシュには娯楽場が十分ある					
7	バングラデシュには独自の民俗文化がある					
8	バングラデシュには様々な文化祭やフェアがある					

番号	ステートメント（項目）	強く反対 (-2)	反対 (-1)	どちらともいえない (0)	賛成(+1)	強く賛成(+2)
9	バングラデシュは独特のライフスタイルと文化を持っている					
10	バングラデシュには多くの歴史的遺産がある					
11	バングラデシュの少数民族の人々は、独特のライフスタイルと文化を持っている					
12	バングラデシュには魅力的な芸術品や工芸品がたくさんある					
13	バングラデシュには様々な郷土料理がある					
14	バングラデシュには外国人が買い物できるショッピングモールがある					
15	バングラデシュには観光客のための様々な野外活動の機会がある					
16	バングラデシュには観光客のための冒険活動の機会がある					
17	バングラデシュの天気は良い					
18	バングラデシュには多くの仏教宗教施設がある					
19	バングラデシュには多くのヒンドゥー教宗教施設がある					
20	バングラデシュには多くのイスラム教宗教施設がある					
	インフラ					
21	バングラデシュへの旅行に利用できる航空便が十分ある					
22	バングラデシュには良質のタクシーサービスがある					
23	バングラデシュには質の高い宿泊施設がある					
24	バングラデシュには安価な宿泊施設がある					
25	バングラデシュには良質のレストランがある					

番号	ステートメント（項目）	強く反対 (-2)	反対 (-1)	どちらともいえない (0)	賛成(+1)	強く賛成(+2)
26	バングラデシュには国際標準の会議や展示会場がある					
27	バングラデシュには良質のインターネット接続がある					
	可能な状況					
28	バングラデシュでは移動はかなり簡単である					
29	バングラデシュは観光客にとって安全な場所である					
30	バングラデシュには観光客が利用できる良質の医療サービスがある					
31	バングラデシュには観光客が利用できる良質の緊急医療施設がある					
32	バングラデシュの食べ物や飲み物に許容される衛生状態がある					
33	バングラデシュの環境は清潔なものである					
34	バングラデシュでは、良質のツアー会社がある					
35	海外のバングラデシュ大使館ではビザ取得プロセスがスムーズである					
36	バングラデシュに入国審査がスムーズである					
37	バングラデシュには観光客のためのバーが十分ある					
38	バングラデシュには観光客のためのナイトライフ・エンタテインメントの施設がある					
39	バングラデシュには良い観光情報センターがある					
40	バングラデシュは国際的な開放性が非常に高い					
41	バングラデシュの観光客のスムーズなコミュニケーションには言語の壁がない					

番号	ステートメント（項目）	強く反対 (-2)	反対 (-1)	どちらともいえない (0)	賛成(+1)	強く賛成(+2)
42	バングラデシュ在住外国人にとってお金の取引はかなり簡単である					
43	バングラデシュは低コストの観光地である					
	おもてなし					
44	バングラデシュは思いやりがある国である					
45	バングラデシュはとてもフレンドリーで、もてなしの良い国である					
46	バングラデシュのホストはお客様のニーズに敏感に反応する					
	B. 感情的なイメージ					
1	バングラデシュは観光地として喚起している					
2	バングラデシュは観光地として魅力的である					
3	バングラデシュは観光地としてリラックスできる所である					
4	バングラデシュは観光地として楽しい所である					
	C. ユニークなイメージ					
1	スンダルバンのロイヤルベンガル・タイガーは、この地域の観光客にとってユニークなアトラクションである					
2	バングラデシュのライフスタイルと文化はこの地域ではユニークである					
3	バングラデシュの少数民族・部族の生活文化はこの地域ではユニークである					
4	バングラデシュの人々は非常に友好的で、外国人観光客に親切である					
5	バングラデシュのいくつかの歴史的遺産はユニークである					
6	バングラデシュは、この地域で最も低コストの観光地の一つである					

番号	ステートメント（項目）	強く反対 (-2)	反対 (-1)	どちらともいえない (0)	賛成(+1)	強く賛成(+2)
	D. 理想的なイメージ					
1	私は今後2年間でバングラデシュを再訪する					
2	私はバングラデシュを好都合な観光地として他人に推薦する					
3	バングラデシュの観光地としての全体像は良い					

セクションⅡ：海外に訪問する動機

以下に記述したものについて、尺度－2（強く反対）から尺度＋2（強く賛成）の間からあなたが思う尺度に✔をしてください。

番号	私は海外に行く理由は…	強く反対 (-2)	反対 (-1)	どちらともいえない (0)	賛成(+1)	強く賛成(+2)
1	新しいことを習う					
2	新しい文化と繋ぐ					
3	自然を楽しめる					
4	友人や親戚を訪問する					
5	社会的な交流をする					
6	未知を経験する					
7	新しい所を訪問する					
8	様々な観光地を楽しめる					
9	冒険できる					
10	毎日の忙しい生活から離れる					
11	精神的にリラックスできる					

セクションⅢ: データ分類

以下の個人情報を教えてください。✔か記入してください。

1. 国籍 ----------------------------

2. 性別:　　　　女性 □　　　　　　　男性 □

3. 年齢:　　　　　-------------------

4. 教育（最終学位）: -------------------------

5. 職業: --------------------------------

6. 訪問の目的: ----------------------------

7. 以前、何回バングラデシュを訪問しましたか: ----------------

8. 月給（収入）(米ドルで): --------------------------------

<div align="center">ご協力ありがとうございました</div>

问卷调查为

孟加拉国旅游品牌发展的地位

名字:

地址 :

手机号码:

日期和时间:_____-

_____

调查是作为博士论文的一部分进行的"**孟加拉国旅游品牌发展的地位**" 隶属于达卡大学工商管理研究学院.调查问卷旨在将外国游客的意见作为旅游目的地.调查为将仅用于学术目的和并将予以保密.我希望你们会完成下面调查问卷中的合作.

第一部分：孟加拉国的旅游品牌形象

请表达出来将您的同意/不同意以-2（非常不同意）和+2（非常同意）**通过勾选相应的方框**.

编号	陈述	非常不同意(-2)	不同意(-1)	中性(0)	同意(+1)	非常同意(+2)
	A. 认知图像					
	旅游景点					
1	孟加拉国是孟加拉虎的家乡					
2	孟加拉国有美丽的海滩					
3	孟加拉国拥有各种各样的动植物					
4	孟加拉国拥有丰富的自然美景					
5	孟加拉国是一个美丽的河流的土地					
6	孟加拉国有娱乐场所					

编号	陈述	非常不同意(-2)	不同意(-1)	中性(0)	同意(+1)	非常同意(+2)
7	孟加拉国有独特的民间文化资产					
8	孟加拉国有各种文化节日和展会					
9	**孟加拉国有独特的生活方式和文化**					
10	**孟加拉国有许多**历史遗产参观					
11	**孟加拉国的部落民族有独特的生活方式和文化**					
12	有吸引力的艺术和手工艺可在孟加拉国					
13	**孟加拉国有各种当地美食**					
14	**孟加拉国**对**外国人**有很好的**购物机会**					
15	孟加拉国为游客提供各种户外活动					
16	孟加拉国有可用的游客冒险活动					
17	**孟加拉国气候愉快**					
18	**孟加拉国有许多佛教宗教参观**					
19	**孟加拉国有许多印度宗教参观**					
20	**孟加拉国有许多伊斯兰宗教参观**					
	基础设施					
21	**有可用的航空公司前往孟加拉国**					
22	孟加拉国有优质的出租车服务					
23	孟加拉国提供优质的住宿					
24	孟加拉国提供便宜的住宿					
25	**孟加拉国有可用的优质餐**馆					
26	**孟加拉国有国**际标**准的会议和展**览中心					
27	**孟加拉国提供良好的互**联网连**接**					

编号	陈述	非常不同意(-2)	不同意(-1)	中性(0)	同意(+1)	非常同意(+2)
	启用条件					
28	孟加拉国的交通相当容易					
29	孟加拉国是游客安全的地方					
30	孟加拉国为游客提供优质的医疗设施					
31	孟加拉国为游客提供了良好的紧急医疗设施					
32	孟加拉国的食品和饮料卫生条件尚可					
33	孟加拉国的环境清洁					
34	孟加拉国提供良好的旅行社服务					
35	孟加拉国驻外国使馆的签证处理系统平稳					
36	孟加拉国在抵达港口有顺利的移民服务					
37	孟加拉国有为游客提供的酒吧					
38	孟加拉国的游客有很好的夜生活设施					
39	孟加拉国有很好的旅游信息中心					
40	孟加拉国有很大的国际开放性					
41	孟加拉国游客沟通没有语言障碍					
42	孟加拉国的外国人交易金钱相当容易					
43	孟加拉国是一个低成本旅游目的地					
	招待费					
44	孟加拉国人很关心					
45	孟加拉人非常友好和好客					
46	孟加拉国的主机是非常响应客人的需求					

编号	陈述	非常不同意(-2)	不同意(-1)	中性(0)	同意(+1)	非常同意(+2)
	B. 情感形象					
1	孟加拉国作为一个旅游目的地正在兴起					
2	孟加拉国作为旅游目的地是令人兴奋					
3	孟加拉国作为旅游目的地是放松的					
4	孟加拉国作为旅游目的地是愉快的					
	C. 独特的形象					
1	Sundarban的皇家孟加拉虎是该地区游客的独特景点					
2	孟加拉的生活方式和文化在该地区是独一无二的					
3	孟加拉民族的生活方式和文化在该地区是独一无二的					
4	孟加拉国人民对外国游客特别友善和好客					
5	孟加拉国的一些历史遗产是独一无二的					
6	孟加拉国是该地区成本最低的旅游目的地之一					
	D. 可靠的形象					
1	我将在未来2年左右重访孟加拉国					
2	我会把孟加拉国推荐给其他人作为有利的旅游目的地					
3	孟加拉国作为旅游目的地的整体形象是好的					

第二部分：访问外国目的地的动机

请表达出来将您的同意/不同意以-2（非常不同意）和 +2（非常同意）通过勾选相应的方框.

编号	我访问国外目的是----	非常不同意(-2)	不同意(-1)	中性(0)	同意(+1)	非常同意(+2)
1	学习新的东西					
2	连接新的文化					
3	体验大自然					
4	拜访朋友和亲戚					
5	社交联系					
6	体验不熟悉					
7	访问新的地方					
8	享受各种旅游景点					
9	冒险					
10	摆脱日常忙碌的生活					
11	放松精神					

第三部分：分类数据

请填写个人信息，勾选或填写：

1. **国籍**----------------------------

2. **性别：** 　　**女** □ 　　　　**男** □

3. **年龄：** 　　　-------------------

4. 教育: ------------------------

5. **行业/职业:** -------------------------------

6. **参观的目的:** ----------------------------

7. **以前访问孟加拉国的次数:** ----------------

8. 每月个人收入（美元）: --------------------------------

<center>非常感谢为您的合作</center>

Questionnaire d'enquête pour l'étude sur

DÉVELOPPER UNE POSITION POUR LA MARQUE TOURISTIQUE DU BANGLADESH

Nom:

Adresse:

Numéro de téléphone:

Date et heure:

L'étude a été réalisée dans le cadre de la thèse intitulée "DÉVELOPPER UNE POSITION POUR LA MARQUE TOURISTIQUE DU BANGLADESH" sous la supervision de l'Institut d'Administration des Affaires, Université de Dhaka. Le questionnaire a été conçu afin de recueillir l'opinion des touristes étrangers sur le Bangladesh en tant qu'une destination touristique. Les données fournies par vous seront utilisées exclusivement à des fins académiques et resteront confidentielles. J'apprécierais votre collaboration pour remplir le questionnaire suivant.

Section I: L'image de marque touristique du Bangladesh

Donnez votre accord / désaccord sur une échelle de -2 (Pas du tout d'accord) à +2 (Tout a fait d'accord) en ce qui concerne les énoncés suivants en cochant les cases correspondantes.

Numéro de série	**Déclarations**	Pas du tout d'accord (-2)	Pas d'accord (-1)	Neutre (0)	D'accord(+1)	Tout a fait d'accord (+2)
	A. Image cognitive					
	Attractions touristiques					
1	Le Bangladesh est la patrie de tigre royal du Bengale (Royal Bengal Tiger)					
2	Il y a de belles plages de la mer au Bangladesh.					

Numéro de série	Déclarations	Pas du tout d'accord (-2)	Pas d'accord (-1)	Neutre (0)	D'accord	Tout a fait d'accord (+2)
3	Il y a une grande variété de flore et de faune au Bangladesh					
4	Le Bangladesh est très riche en beauté naturelle					
5	Le Bangladesh est une terre de belles rivières					
6	Bangladesh a des lieux de divertissement disponibles					
7	On se trouve des ressources culturelles folkloriques uniques au Bangladesh.					
8	Il y a une variété de festivals culturels et de foires au Bangladesh.					
9	On se trouve un mode de vie et une culture distinctifs au Bangladesh.					
10	Il y a de nombreux patrimoines historiques à visiter au Bangladesh.					
11	Les peuples tribaux du Bangladesh ont un mode de vie et une culture distinctifs					
12	L'art et l'artisanat attrayants sont disponibles au Bangladesh.					
13	Il y a une variété de cuisine locale au Bangladesh.					
14	Il y a de bonnes opportunités pour faire des cours pour les étrangers au Bangladesh.					

Numéro de série	Déclarations	Pas du tout d'accord (-2)	Pas d'accord (-1)	Neutre (0)	D'accord (+1)	Tout a fait d'accord (+2)
15	Il y a une variété d'activités de plein air pour les touristes au Bangladesh					
16	Le Bangladesh a des activités d'aventure disponibles pour les touristes					
17	Le climat au Bangladesh est agréable					
18	Il y a de nombreux sites religieux bouddhistes à visiter au Bangladesh.					
19	Le Bangladesh a de nombreux sites religieux hindous à visiter					
20	Le Bangladesh a de nombreux sites religieux islamiques à visiter					
	Infrastructure					
21	Il existe des sièges aériens disponibles pour voyager au Bangladesh					
22	Le service de taxi au Bangladesh est de bonne qualité.					
23	Il existe des logements de bonne qualité au Bangladesh.					
24	Les hébergements sont moins chers au Bangladesh.					
25	Il existe des restaurants de bonne qualité au Bangladesh.					
26	Il y a des centres internationaux de conférence et d'exposition au					
27	Une bonne connectivité d'internet est disponible au Bangladesh					

Numéro de série	Déclarations	Pas du tout d'accord (-2)	Pas d'accord (-1)	Neutre (0)	D'accord (+1)	Tout a fait d'accord (+2)
	Conditions Favorables					
28	Le déplacement est assez facile au Bangladesh					
29	Il y a la sécurité pour les touristes au Bangladesh.					
30	L'installation de soins est de bonne qualité pour les touristes.					
31	Au Bangladesh, il y a de bonnes installations de soins de santé d'urgence à la disposition des touristes					
32	On se trouve une hygiène acceptable dans les aliments et les boissons au Bangladesh.					
33	Il y a un environnement propre au Bangladesh.					
34	Il y a de bons services d'organisateur de voyages disponibles au Bangladesh					
35	Les ambassades du Bangladesh à l'étranger offrent des systèmes de traitement des visas agréable.					
36	Les services d'immigration sont agréables dans les ports d'arrivée					
37	Il y a des bars disponibles pour les touristes au Bangladesh					
38	Il y a de bonnes installations de vie nocturne pour les touristes au Bangladesh					

Numéro de série	Déclarations	Pas du tout d'accord (-2)	Pas d'accord (-1)	Neutre (0)	D'accord (+1)	Tout a fait d'accord (+2)
39	Il y a de bons centres d'information touristique au Bangladesh					
40	Le Bangladesh a beaucoup d'ouverture internationale					
41	Il n'y a pas de barrière linguistique dans la communication pour les touristes au Bangladesh					
42	La transaction d'argent est assez facile pour les étrangers au Bangladesh					
43	Le Bangladesh est une destination touristique à bas prix					
	Hospitalité					
44	Les Bangladais sont soignants					
45	Les Bangladais sont très amicaux et hospitaliers					
46	Les hôtes bangladais sont très sensibles aux besoins des clients.					
	B. Image Affective					
1	Le Bangladesh en tant que destination touristique suscite					
2	Le Bangladesh en tant que destination touristique est excitant					
3	Le Bangladesh en tant que destination touristique est relaxant					

Numéro de série	Déclarations	Pas du tout d'accord (-2)	Pas d'accord (-1)	Neutre (0)	D'accord (+1)	Tout a fait d'accord (+2)
4	Le Bangladesh en tant que destination touristique est agréable					
	C. Image Unique					
1	Le Tigre Royal du Bengale des Sundarbans est une attraction unique pour les touristes de la région.					
2	Le style de vie et la culture du Bangladesh sont uniques dans la région					
3	Le mode de vie tribal et la culture des ethnies du Bangladesh sont uniques dans la région					
4	Les Bangladais sont exceptionnellement amicaux et hospitaliers aux visiteurs étrangers					
5	Certains patrimoines historiques du Bangladesh sont uniques					
6	Le Bangladesh est l'une des destinations touristiques les moins chères de la région					
	D. Image Conative					
1	Je reviendrai au Bangladesh dans les deux prochaines années					
2	Je recommanderais le Bangladesh à d'autres en tant que destination touristique favorable					
3	L'image globale du Bangladesh en tant que destination touristique est bonne					

Section II: Motivations pour visiter une destination étrangère

Donnez votre accord / désaccord sur une échelle de -2 (Pas du tout d'accord) à +2 (Tout a fait d'accord) en ce qui concerne les énoncés suivants en cochant les boites correspondantes

Numéro de série	Je visite une destination étagère afín de--	Pas du tout d'accord (-2)	Pas d'accord	Neutre (0)	D'accord (+1)	Tout a fait d'accord (+2)
1	Apprendre de nouvelles choses					
2	Faire connexion avec de nouvelles cultures					
3	Découvrir la nature					
4	Visiter des amis et des parents					
5	Faire interaction sociale					
6	Avoir expérience peu familière					
7	Visiter de nouveaux endroits					
8	Profiter de la variété des attractions touristiques					
9	Faire d'aventure					
10	Évader de la vie quotidienne occupée					
11	Détendre mentalement					

Section III: Données de classification

Remplissez les informations personnelles, s'il vous plaît. Soit cochez ou remplissez:

1. Pays de nationalité : ----------------------------

2. Sexe: Féminin □ Masculin □

3. Âge (Nombre d'années): -------------------

4. Éducation: ------------------------

5. Profession / Occupation: --------------------------------

6. But de la visite: ----------------------------

7. Nombre de visites précédentes au Bangladesh: ----------------

8. Revenu personnel mensuel (en $): --------------------------------

<div align="center">MERCI BEAUCOUP POUR VOTRE COLLABORATION</div>

APPENDIX 15

Relative Strengths of Images

Mean Index	Relative Strength of Image	Favourability of Image
0.80 to above	Strong	Positive or favourable image
0.65 to 0.79	Moderate	Positive or favourable image
0.50 to 0.64	Weak	Positive or favourable image
0.00 to 0.49	Very weak	Positive or favourable image
-0.01 to - 0.30	Weak	Negative or unfavourable image
-0.31 to - 0.49	Moderate	Negative or unfavourable image
-0.50 to Less	Strong	Negative or unfavourable image

AUTHOR INDEX

SUBJECT INDEX