

TOURISM BRANDING: A CASE STUDY ON COX'S BAZAR

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CHAPTER-1



CHAPTER-1

INTRODUCTION

1.1 Introduction

Tourism is the most important and largest industry on the earth, and it is considered one of the most important sectors to increase national income. It generates a substantial portion of the country's income as a major source of foreign currency, which is important for local growth. At present Tourism is a rising industry. So, a big job-creating industry with a variety of impacts on a variety of industries other sectors, including the conventional and food industries, as well as construction and infrastructure services Hotels, restaurants, cafes, highways, airports, and ports, as well as other fundamental elements infrastructure for tourism. Finally, the chapter finishes with a table of contents for the next chapters.

1.2 Background of the Study

The branding places is now become commonplace. Campaigns like Glasgow 'Smiles better' and 'New York's' and 'I love NY' those have attained huge success (Ward, 1998). Even, Sydney which is a more contemporary example for maintaining its brand image though a successful marketing in the Olympic Games event with considerable media coverage for its Eve of Happy New Year. It is now widely accepted theme that marketers can build branding significantly to the economic growth either as towns or cities. A study revealed by Hankinson (2001, p. 138) that "At one edge of the range, towns [have] advanced organizations devoted toward branding and marketing".

A rising critical study on about place branding, focusing about the political and socioeconomic aspects of urban planning, has escorted significant development in the usage of branding in places (Badley *et al.*, 2002). Marketing method and trade marketing have shown parallel growth.

It is probably that place branding has been most likely progressed under the field of tourism marketing (Walmsley and Young, 1998). The literature on tourist marketing focuses on places as destinations, or places to visit. In general, there are two sorts of tourists who visit destinations: leisure tourists and business tourists.

As will be explained later, the emphasis of this research is on business travelers, or individuals who travel to a region for meetings, incentive events, conferences, or exhibits. Destination brands, like product and service brands, create aspirations or pictures of a ground former to ingesting (Metelka, 1981). Indication implies which people choose their places based on how well they establish positive descriptions (Woodside and Lyonski, 1989). Thus, destination focus way through that potential assesses for tourists in place's satisfaction possible (Pearce, 1982). The supplementary positive a destination's image is, the more likely it is to be chosen (Goodrich, 2004). As a result, the brand image of a destination is critical to its marketing success (Leisen, 2001). In this framework, one of the most important roles of marketing has to establish the terminus and perceptual brand (Dall'Olmo Riley, 1998). With a view to develop more promising brand images and so boost destination basis appeal and economic progress in the rising competitive market, destination vendors must gain a better knowledge of the nature of descriptions held by individuals or organizations. If placement strategies are to be executed successfully and partial expenditures are to be cast-off efficiently, such information is needed not only for the mark base vendor's own destination, but also for competitor

destinations (Hankinson, 2001). However, the target marketing signaling field is not even properly detected.

In many places where marketing does not start its journey from the empty. It usually starts with a collection of unfavorable or positive traits that have developed over time as a result of communication procedures that are mostly outside of promotion's regulator. A great part of industrial failure, for example, container led to the establishment of a significant adverse image (Zelisky, 1994). On the other hand, a place through a long socio-political background or cultural heritage is likely undergo cultivated a significant image. Natural scenarios are the term used in this study to describe such visuals (Gunn, 1997). Living scenes, formed past period of time and carry the opening of the brand continuum, are trailed by terminus brands, those are produced ended a short dated of time and focus the end of the brand continuum "in general of what a person has already been attained or noticed on that mark via different mass-media like print version, online/electronic version, and radio broadcasting, documentaries, periodicals, cinema (movies), non-fictional records, novels, and academic activities on about stories with geography" (Gunn, 1997).

Such are substituted brands, those are incepted outputs of contact to the marketing program for destination, which is organized as complement or substitute present organic images. The construction of a complex picture as a result of the interplay of the real knowledge of staying the destination ground with formerly stored pictures is the final stage of the continuum. Despite their recognized importance to destination marketing, little emphasis seems to be paid to the implication of brands generated via natural processes, in spite of the fact that the place is a substantial part for the study into the production of persuaded and complicated destination place of the pictures (Hankinson, 2004).

Recently, there has been scholarly interest attained in the tourism destination loyalty studies in the facility marketing research (Vin & Long, 2013; Gallaza *et al.*, 2013; and Kim, 2013). Key result of the effective tourism package distribution and experience in a tourist location is the loyalty of destination. Although the association between quality service and client's-loyalty accomplished well in the literature, it has yet to be adequately examined in the target environment (Gupta & Chen, 1995; Voss *et al.*, 2003; and Yang *et al.*, 2014). The target or destination surroundings are always changing and overlapping, need further research and analysis (Najdic, 2011). The tourism marketing took a place a strong emphasis on the quality of tourism services, with a particular focus on various tourism contexts. As a result, the loyalty of the destination is a core notion and a vital fundamental outcomes of a tourism destination's effective delivery of service quality (Demir, 2013). In terms of empirical research, the focus has mostly been on tourist loyalty to a destination place (i.e., target hotels). Though, current research reveals, comprehending the event of the quality-oriented destination of the tourist service loyalty needs a full awareness about marketing concepts of tourist at both the domestic and international aspects, as well as different tourism issues. Additionally, research reveals that examining the association between the service quality of tourism and destination brand through destination focus is an important study field that can help scholars better understand the link (Gartner, 1993; Yoon & Uysal, 2005; Hartal, 2009; and Myagmarsuren & Chen, 2011; Upadhyaya, 2012; Farias *et al.*, 2013). There is limited literature about the service quality parameters in tourism are related to foreign traveler's destination of loyalty (Zanfardin *et al.*, 2011; Moutinho, 2012; Vinhand Long, 2013; Yusof *et al.*, 2012; and Said *et al.*, 2013). Besides, the relationship amid characteristics of the service quality in tourism and its target loyalty, and how such characteristics influence

the deployment of a destination brand as an arbitrator, has not been thoroughly investigated (Upadhyaya, 2012; and Myagmarsuren & Chen, 2011;). In tourism business settings of developing nations, previous research has not addressed international tourists' views of tourist's definition and the service quality loyalty (2011; Demir, 2013). Such types of literatures support the concept that a client's level of target or destination loyalty is proportional service quality levels offered (i.e. excellence of motels/hotels such as officials presentation, health services, spa facilities, restaurants, foods, transportation, and so on). As a result, international tourist's targeted loyalty is a purpose of the quality of travel services given at a tourism destination (i.e., the Dead Sea) and its touristic attractions, such as 5-star hotel at a global destination like Jordan's Dead Sea. Furthermore, the association between quality service of tourism and the destination loyalty is influenced by tourists' perceptions of the destination (Akroush et al, 2016). In fact, there has been little exploratory/empirical research on destination branding that takes into account the most important variables, particularly in the situation of the Cox's Bazar in Bangladesh. Consequently, the findings of the research can assist destination operators and policymakers in developing more competitive and long-term tourism destination plans.

Cox's Bazar is an important tourist and ecological attraction. According to the Bangladesh Bureau of Statistics' most recent official figures, this region has around 2.3 million population with the literacy rate of 39.3% in the year of 2011. Despite the potential of the seaside economy to provision the people's livelihoods, the district is poorest region of the Bangladesh., with about a third of the population living in poverty (BBS, 2013).

Since the economy is largely focused on agriculture, the area's tourism potential remains untapped. Farms harvest a different of yields and fruits,

including domestic and high crops varieties of paddy, wheat, spices, pulses, vegetables, betel leaves, guava, banana, jackfruit, and coconut, accounting for about 44 percent of the region's 335,825 households (EDIG, 2018).

Usually, the district of Cox's Bazar which is a pluralistic civilization made up of 5 religious/ethnic groups, these are Muslim, Hindu, Buddhist, Christian, and Rakhine (a minor tribal community that lives along the seaside of Patuakhali, Borguna, and Cox's Bazar districts, having shifted to Bangladesh from the Myanmar earlier to the formation of the two present-day conditions). Each civic has its own separate cultural identity-customs, as well as different capitals (both material and divine) that pay to their welfare and define their character in the development of maintainable tourism. Followers of each group, for example, own workshops selling mementos, nearby produced clothing, and household goods, and are active participants in United Nations-led ecotourism and communal projects that provide inhabitants with facilities to serve as travelers' guides and contribute to conservation efforts (Hossain, 2007). Bangladesh Parjatan Corporation (BPC), a statutory body charged with endorsing tourism under the Ministry of Civil Aviation and Tourism, has established some master plans aimed at ensuring sustainable tourism in the district of Cox's Bazar. As a result of these efforts, an Exclusive Tourist Zone has been established in Sabrung, Cox's Bazar, other community-based ecotourism events aimed at participating tourists' traditional celebrations such as the festival of Chakma community (Hosen et al., 2016). The importance is on comprehensive and sustainable seaside tourism projects which protect the usual environment as well as socio-cultural structure of the community's (IUCN, 2017; Saxena, et.al. 2020).

1.3 Statement of the Problem:

Bangladesh has a diverse range of natural attractions, including the sea, forest, and hills. In Cox's bazar, she owns the globe's longest steady sea-beach. It has everything to do with the great ways of getting there. The lodging facilities provide tourists with a variety of options for staying in this tourist attraction. Types of activities are additional components for visitors to be influenced to visit the beach (Hassan, Ullah, & Chowdhury, 2013). The United Nations (UN) coined the word "tourism" in 1939 and took the lead in creating the United Nations World Tourism Organization (UNWTO) in 1975. Tourism is characterized broadly as short-term travel for the purpose of leisure, religious reasons, family or business gatherings. Tourism is now viewed as a multi-sectoral industry with the primary goal of generating revenue in exchange for facilities that will satisfy visitors and enable them to return. With tourism components such as attraction, accessibility, and lodging, it piques the tourists' interest. The mental state of visitors is also influenced by the numerous facilities and activities available (Fahmida, 2015). The history of tourism and the hospitality industry can be traced all the way back to the late 1700s during the Colonial Period. Things have changed a lot since then; the tourism and hospitality industries have expanded dramatically as a result of World Wars, the Great Depression, and numerous social changes (Brotherton, 2012). It is also most rapidly rising sectors of the economy. This industry alone is worth billions of dollars. It offers a plethora of opportunities, thrills, and leisure activities. This industry is attracting a large number of jobs to its various departments and growth around the world. According to WTTC (2020), the tourism and hospitality industry sector contributed US\$8.9 trillion to world GDP in the year of 2019 and employed about 330 million manpower worldwide. However, today's increasingly competitive and changing era, recognizing the internal and external environments of companies is more relevant than ever in the industry of tourism and hospitality (WTTCa, 2020).

Tourism that is a significant driver of the socioeconomic growth and job creation around the world. It is crucial in fostering development and empowering female, youth generation, and others of the society. The opportunities of tourism and tourists extend well elsewhere their direct belongings on national GDP and employment as well; these also include unintended benefits from supply chain relations to supplementary industries, and induced effects. Domestic travel continued to account for the bulk of global Travel & Tourism spending in 2019, accounting aimed at 71.3% of the total global perspective, by foreign travelers accounting for the remaining 28.7%. While many countries attention on worldwide tourism because of the revenue generated, national tourism can be an influential instrument for generating jobs, economic development, poverty discount, and infrastructure upgrades. Domestic tourism, in particular, would almost certainly be a major control of the sector's early retrieval from COVID-19. In case of relaxation and trades tour spending, the leisure sector has a clear lead, accounting for 78.6 percent of overall spending in 2019 versus 21.4 percent for business travel. Nonetheless, countries that are overly dependent on leisure or professional travel, as well as local or foreign call, are additional vulnerable to monetary and geopolitical threats. As a consequence, it's significant to diversify and aim for a more balanced combination of segments. The continued rise of middle-income families, lower joblessness rates, and visa reduction in many nations globally helped Tour and Travel to develop at a rate of 3.5 percent in 2019, outpacing the global economy for the ninth year in a row. Asia-Pacific region, with a growth rate of 5.5 percent, was the quickest growing region, followed by the Middle-East area, which grew at a rate of 5.3 percent (WTTCa, 2020). In Bangladesh, Tourism sector contributes 3% of the total economy to the GDP which is USD 9113.2 million. Employment contribution of tourism sector was 2.9% of total employment which is 1858.9 thousand jobs in 2019 in Bangladesh (WTTC b, 2020).

The term "destination" refers to a tourist attraction that has certain facilities and services that the tourist may use. A destination is described as "a place or spot that is comprised of tourist attractions." The image is provided as a representation of the soul. The picture of a tourist attraction can be imprinted in the tourist's mind, and then used as a reminder in the future (Alnakhiyet *al.*,2019). The destination brand is linked to the brand's uniqueness and image (Fieger, Prayag, & Bruwer, 2019). For tourists to determine whether or not to visit a tourist attraction, the picture of the destination is crucial (Martinez-Ruiz, López-Ruiz, Huete-Alcocer, & Izquiedo-Yusta, 2019). The success of a tourist attraction visit can be promoted by tour operators (Hankinson, 2004). Without marketing, a tourist attraction will not become famous. To be deemed a noteworthy tourist attraction, it must meet certain requirements (Gunn, 1988). For all types of visitors, the destination zone area should be accessible by air, road, and water so that they can decide whether or not to visit the zone. The proper partnership between the public and private sectors must be a top priority for destination improvement in order to keep tourism-related functions running smoothly (Cetinski, 2005). According to Dodds and Holmes (2019), the beach with sand, water extends up to the deeper water of the sea, affecting the minds of visitors. (Ahmed et al., 2020). As a developing country tourism industry has been growing in Bangladesh. As previously said, it is a foreign currency earner and a market that is rapidly evolving. In this region, the tourism industry is a relatively new line of business, with most of its development left to local market forces. Both national and foreign tourist players are now vying for the current market, which is largely made up of a national tourism market and an international business market. (2020, BPC). When anyone looks at the tourism maps of South Asia, it can see that other countries are obviously ahead of Bangladesh at the moment, but it is true that Bangladesh has stronger infrastructure and capabilities than some of the other countries. Tourists are

increasingly interested in visiting Bangladesh when visiting other South Asian countries. (2020, BPC), (Rahman, 2014). Bangladesh's tourism industry has enormous potential to be a major driver of the country's rapid economic growth. It would be a prodigious chance for Bangladesh to boost its economical position through expanding its tourism segment that has been at small receding tide and cannot stay a major influential issue to the country's economic growth (Sofique&Parveen, 2009). Bangladesh's tourism industry has experienced modest growth over the last decade, but the industry's growth speed is revealing some flaws. This erratic growth necessitates planned development and proper planning on the part of the government in order to modernize the industry (Akter et al. 2019).

1.4 The Importance of Destination Branding

In the age of globalization, when fierce market rivalry forces nations to compete more intensely with one another, a country's reputation as a trustworthy member of the global community has become increasingly important, as it influences how other nations interpret and view one another. As a result, a nation's relationship with the global community and marketplace gains leverage, as well as its attractiveness as a desirable place to work, do business, and visit. "With a good national picture, attracting visitors, investors, and talent, growing exports, and gaining the support of other governments and foreign public opinion is relatively cheap and easy," according to Anholt (2010c), "but with a negative or poor image, all is a struggle" (Anholt, 2010c; Saenjai, 2013). Empirical study has shown that branding improves the image of a place among visitors and aids DMOs in gauging success. Marriott's Courtyard has been a branding triumph (Alford, 1998), Florida (The American Marketing Association 1997), and Forte Guesthouses (Connell 1994),

A number of destinations branding success stories were also revealed on the annual conference of Travel and Tourism Research Association in 1998. Tasmania, NY (New York), Canada, (AUS) Australia, Texas, Louisiana, New Orleans, and Oregon were among them. The achievement stories of twin sligher locations, Texas, Fredericksburg, and Branson, Missouri, showed in what way images become benefit municipalities. Branding success for hospitality companies has also been demonstrated (Higley, 1999; Salomon, 1998; Hodge, 1998; and Beirne, 1999;). Alford (1998) a Henry (1998) described that the Tourism Commission of Canada initiated different components of the branding notion in 2004. Hamilton (2000) saw Scotland as having exceptional honesty, originality, persistence, and spirit in terms of country branding. The need of strengthening a sole image or character, as well as distinguishing the destination from competitors, was emphasized in all of the research (Blain et al, 2005). Cox's Bazar of the Bangladesh that is currently known as fastest rising tourist spot in the world. It is currently ranked first in the race for the world's latest seven wonders. Government and private sector both interventions are expected to rise and update the Cox's Bazaar (the country's tourist principal) as well as other potential visitor destinations of Bangladesh.

The tourism Branding and management of tourist destinations to improve the tourism industry has a significant effect on economic development in developing countries. Tourism is the only industry in the world that is rapidly developing. Bangladesh, a south Asian nation crisscrossed by large flowing rivers, is a verdant and ecological wonderland. Despite its enormous potential, the country's tourism industry is growing at a snail's pace. Bangladesh's tourist business has been around for forty years, but in compared to its neighbors, it is still in its infancy. At the moment, Bangladesh is not well-known as a tourism destination on the worldwide market. Bangladesh has a low number of tourists

arriving, and tourism development is sluggish (Hossain, 2013). This research will use the most recent data available, as well as interviews and case studies, to achieve its goal. When this project is finished, the information will provide a tool for policymakers to use for future formulation of policies on tourism branding through the concept of tourism, based on a recent and credible analysis.

1.5 Objectives of the Research

Broad Objectives:

To explore the current status of service image of Cox's Bazar among the minds of the respondents.

Specific Objectives:

- (i) Identifying and selecting the most important factors that persuade and can be used to build brand image.
- (ii) Expressing strategies to create and establish national and international brand image of Cox's Bazar.

1.6 Research Justification

As the international's largest steady sea beach, such Cox's Bazar piques the attention of inbound visitors from all over the world. Because of its historical isolation, Cox's Bazar has a distinct culture and background from the rest of the world. There are many natural and cultural tourist attractions in Cox's Bazar, some of which are UNESCO World Heritage Sites (Akteret. al; 2019). Enhancement in travel expertise and big per capita throwaway earning, particularly in the advanced communities with increased attention to tour abroad, have led to vast development in global tourism (Busby, 1993). This shows that in developed nations, tourism has supported variation of the economy and aided to battle regional inequity, while in underdeveloped countries such as (Morocco, Tunisia, and Egypt), it has providing a spread and well job facilities, with larger value flexibility, self-determination than their outdated performs or skill (Wearing & Nail, 1999). Tourism is likewise a lucrative economic practice in countries with touristic and archaeological sites that are frequented by visitors and those involved in tourism-related issues and ventures. As a result, having purposeful plans focused on comprehensive marketing principles is the preliminary point for initiation and guaranteeing the achievement of any tourism plan aimed at fascinating visitors and revenue. As

a result, no initiative or action will be successful unless it was followed by effective marketing strategies. Reliable tourism branding planning, by all of the situation components, is the only way to safeguard that tourism succeeds as a humanoid function on the one side, and as a financial stimulus on the extra (Bizan, 2009).

The study's main focus is on the long-term sustainability of tourism stakeholders, which is critical for the development, successful destination operation, and long-term viability of a tourism destination in a country like Bangladesh. Support for the development of destination core attractions, as well as risk and sacrifice components, as well as other related components (services) and destination branding strategies by tourism destination operators, can increase the likelihood of effective tourism in the Cox's Bazar region of Bangladesh. It could be beneficial to increase destination attractiveness for a long-term destination. As a result, increased tourism destination attractiveness will provide social and economic benefits to tourism destination communities. If tourism destination services and attractions are correctly built and endorsed, tourists and visitors would gain more benefits from their trip experiences. The findings of this study are expected to assist concerned ministries, planners, the national tourism organization, policymakers, and other connected authorities in developing and implementing tourist sector plans.

1.7 Organization of the Dissertation

This section provides an outline of the dissertation's structure overall.

Chapter 1 This chapter introduces about the background of the research, problem statement, the importance of destination branding, the study's objectives and justification, and the dissertation's organization.

Chapter 2 presents a brief description of tourism about the Cox's Bazar where the study has been administered. The chapter provides natural attractions such

as sea beaches, archeological sites, parks, sea aquarium, different island nearby Cox's Bazar, and detail description of different festivals and events occurred in Cox's Bazar.

Chapter 3 reviews the literature relevant to tourism destination branding. Previous destination branding-related conceptual, model-based empirical research findings are discussed, as well as the theoretical foundation. This chapter also covers classical branding theory and the destination brand love model.

Chapter 4 presents about the research design and research methodology that were utilized as a guide for the entire study.

Chapter 5 presents a socio-economic profile of the local and foreign tourists as well as community people. For analyzing attitudes of both local and foreign tourists, Cronbach Alpha test and exploratory factor analysis have been adopted. For analyzing branding strategy suggested by community people, tour operators, and expert members, multiple response analysis have been adopted.

In Chapter 6 narrates the research's implications and results, as well as recommendations and future study.

1.8 Summary

In this chapter discusses the backdrop of the study, statement of the problem, the importance of destination branding, objectives and justification of the study and organization of dissertation.

The objectives of the study was to identify and selecting the most important factors that persuade and can be used to build brand image and formulate strategies to create and establish national and international brand image of Cox's Bazar.

CHAPTER-2



CHAPTER-2

COX'S BAZAR A BEAUTY OF DIVERSITY: DISCOVERING GREAT LIKELIHOOD

2.1 Introduction

Cox's Bazar is the world's longest sandy sea beach which has an area about 120 km. It is famous both nationally and internationally for its natural beauty. When a tourist makes a decision to visit Cox's Bazar, they want to enjoy the natural beauty. To attract tourists the beauty of Cox's Bazar should be branded to explore greatest possibilities in the tourism sector. The natural beauty of Cox's Bazar, various festivals of local community people, various cultural programs of local people, entertainment facilities, various tourist spots attract tourists a lot to visit Cox's Bazar again and again.

2.2 Overview of Cox's Bazar

This present chapter focuses on Cox's Bazar that is situated at the southern district of Bangladesh, as a longest sea shore in the world. In the name of Lieutenant Cox who passed away in 1798, the city of Cox's Bazar is named after his recognized a colony of Moth, who sought housing in this British terrain following the conquest of the Arakan by the present Myanmar. Till today, two-thirds population of this city are progenies refugees from the Arakan place. Concurrently a significant fishing harbor and the district HQ, around its 120 kilometers away beach oblique gently downstream to the blue waters in the Bay of Bengal area, Cox's Bazar it is certainly the most good-looking tourist

spot in the region. Huge golden sands, soaring cliffs, channel-surfing surfs, infrequent conch-shells, colorful temples, Buddhist structures and indigenous community, wonderful seafood combinations are called Cox's Bazar that is the tourist capital in Bangladesh too. The deep shark-free seawaters are good as bathing so swimming while the sandy sea-beach ground offer visitors of opportunities for sunbathing. "World's Longest Beach", Often called the Cox's Bazar still to become a main travel destination in Asia contingent supposedly due to absence of advertising.

Nevertheless, despite this issue, it obviously be noted that lots of tourists from domestic and different part of the world visit such coastal area in every year. A good number of guest hoses, motels, hotels, and cottages (tiny houses) have leapt up in the city area and sea-side region and the hospitality service is a key employer in the ground. Local communities are also engaged into fishing and collecting sea-products as their livelihood. Among these pearls, Oysters, snails, and jewelry goods and garment items by them are very widespread among visitors in the coastal location and city shops. Besides, many peoples are also engaged into the business for the tourist transportation.

It is noted that at presently Cox's Bazar stands a vial position in the competitive world as a globe's seven nature wonders (according www.new7wonders.com/nature). Due to poor infrastructure facilities and even improper situation (corruption and terrorism) of the country, the potential industry of tourism is still unexplored in Bangladesh. Although, the same industry is a key source of employment generation, revenue, and reduction of poverty in other countries (Sharma, 2011).

2.3 Tourist Attractions

Around year-long attractive places, the Himchari cinch spot about 8km away from Cox's Bazar city, Sonadia island with very petite human visitation, Buddhist's monastery AggmedaKhyang, Innani Beach, Teknaf peninsula that is 80 km distances from the city, and the island of picturesque St. Martin to the southern part which distance at about 13 km from the mainland respectively. Anyone can to access these places easily from the Cox's Bazar town by bus, jeep and water boats etc. Consequently, Cox's Bazar has become a tourism hub in the country.

2.3.1 Natural Attractions

2.3.1.1 The Ocean

Natural beauty of theCox's Bazar based on its closeness to the sea beach. This sea lies laterally the entire western shore of Cox's Bazar near the extended north-south region. It has approximately 510000 sq. km of extended beach-land of thin depth by the large diversity of sea fish and bio-diversity as well. Besides, saline water enlivens the surrounding sea-land and likewise it also shaped a mangrove woodland in different places. Among the infinite aids of the marine are about 475 species of fishes, including crabs, snails,archaic fish, algae, and shellfish. The communities of the Cox's Bazar area live very near to the sea ground and it is associated the national and international waterwaysto the rest, for that, tourists from various parts visit it (Sharma, 2011).

2.3.1.2 Sea Beach

The Cox's Bazar beach which is a mild slope and consequently, in down tide, the marine does not spend as much as in long tide. Such beach area is very widespread with nearly bare land. In tall tide, it lines 200 to 300 meters towards into the sea. The beach is replete with beauty inhering in the sand dunes, colored stones, stone-chips, and pebbles which are found everywhere and is ringed by mountains and forest. Trees situated on sand dunes provide shade as well as an attractive feature and turtles lay their eggs in the dunes. The innate beauty of nature attracts both local and foreign tourists (Sharma, 2011).

2.3.1.2.1 Laboni Beach

Laboni beach is the most popular Sea beach to most of the tourists. It is known that Cox's Bazar Sea beach. This is the longest sea beach in the world and the length of this world's longest natural sea beach is about 125 kilometers. The Sea beach has been started by Laboni Point. So, this is one of the most attractive places out of all beaches. Thousands of people from home and abroad come here every day to enjoy the natural beauty of the sea.

As Laboni beach is the nearest beach of Cox's Bazar town, it is considered to be the main beach of Cox's Bazar. There is an oyster market for the tourists near the beach, where various types and size of oysters are sold. Anyone can buy these at low prices. This market has been developed with the various items coming from Myanmar, Thailand and China. Another interesting thing about the beach is the sunset. Thousands of tourists enjoy the sunset from this beach every day. There are also lots of beautiful things arranged in various shops and restaurants along this beach.

Here you will enjoy bathing in the ocean and the scenic beauty. You may start Cox's Bazar beach tour from Laboni Point. Walking along the Laboni Beach,

you can walk straight east to Himchori. As far as you can advance, the beach is so beautiful. It seems that there is no end of the beach.

All beaches of Cox's Bazar, especially Laboni beach are charming and beautiful. Every season like winter, monsoon, spring or summer, the appearance of the beach is always beautiful. That's why the beach has been the main attraction for the tourists.

Laboni Beach is a tourist attraction in the seaside resort town of Cox's Bazar in Bangladesh. It is the main beach of three beaches that are side by side in Cox's Bazar's beaches, that combine to form a stretch of sandy beaches of around 75 miles long. Laboni is also the closest of these to the town of Cox's Bazar. Getting to the beach from town is easy, with traveling by rickshaw or motorized rickshaw being among the most popular and memorable ways of doing so. The best time to visit is from November to March, when there is typically little if any rain at all.

At sunrise and sunset, Laboni Beach puts on a show for both tourists and residents. This includes seawater, which changes color depending on the time of day. The phosphorescent creatures in the coastal water sparkle at night. The beach area is safe at night because it is never fully empty, and the area is patrolled by the local tourist police as an added security measure. Tourists come to Laboni for its many beach activities, such as swimming, biking, jogging, and relaxing. The Bay of Bengal also provides breathtaking views to those who pay attention. This area also has access to two gorgeous islands. One has temples, while the other serves as a shelter for local fishermen during storms.

Laboni Beach is in the vicinity of the Himchari National Park. The Park is home to hundreds of bird species, with some being endemic to the area. The

animal population in the park is composed of elephants, tigers, fishing wildcats, wild dogs, leopards, boars, and a variety of reptiles, with amphibians also populating the beach areas. The Park has a tropical forest with hundreds of species of trees, shrubs, and wildflowers.

Tourists are generally safe on the beach, as there are usually a number of beach police personnel patrolling the area. However, swimming presents different hazards of its unto those who are careless or inept swimmers. There are undertows in the water currents close to the beach, and these can carry swimmers far out to sea. Conversely, humans may pose a danger to the environment by littering on the beach. When this litter is swept out to sea, the marine life that gets tangled up in the litter may have little or no chance at all of survival if they fail to break free. Meanwhile, environmental concerns from the government have changed the status of Himchari forest into that of a National Park(Tourist Places,2020; and World Atlas,2020).

2.3.1.2.2 Himchari

It is located about 18 km south of Cox's Bazar this picnic spot is famous for its waterfalls. The road to Himchari runs by the open sea on one side and hills on the other which makes the journey to Himchari very attractive(Sharma, 2011).

2.3.1.2.3 Kolatoli Beach

Kolatoli Beach is one of the most attractive beaches for the tourist in Cox's Bazar. Every year people of different ages come here to have the feelings of taking sea-bath. Visitors can bath in the sea, driving sea ski boat; can have various kind of sea foods. Walking beside the sea shore on moonlit night is always pleasant for tourist of any age. A slow-paced life – most work happens in the morning and evening, whereas midday is reserved for drying rice and

fish. During the day time, some villagers sells coconuts while others sitting in the shade and chewing paan (battle leaf)(Off Road Bangladesh, 2019).

2.3.1.2.4 Inani Beach

This is located 35 km south of Cox's Bazar within Ukhiya Thana. This beach is famous for its golden sand and clean shark free water which is ideal for sea bathing. Most tourists prefer to come down here for relaxing because it is free from the crowd of tourists that is usually seen at the Laboni beach (Sharma, 2011).

2.3.1.2.5 Marine Drive of Cox's Bazar–Tekhnaf

The Marine Drive which familiar in the name of Cox's Bazar–Tekhnaf Marine Drive is the world's longest marine drive, stretching 80 kilometers away from Cox's Bazar bounded Tekhnaf sideways the Bay of Bengal area. Prime Minister Sheikh Hasina officially opened it on May 6, 2017. It was built by the Bangladesh Army's 16th Engineer Construction Battalion while the Bangladesh Roads and Highways Department was the implementing authority. Its construction worth was about BDT currency TK.1,050 crore (Taka Ten Billion and Five hundred Million), equivalent to USD 120 million dollars (Wikipedia, 2020).

2.3.2 Archeological sites

2.3.2.1 AggamedaKhyang

The Monastery of AggamedaKhyang that is a beautiful place under Cox's Bazar location. It a large Buddhist monastery, and a place revered by around 400

thousand Buddhist people of Cox's Bazar; and the Chittagong Hill Tracts. Equally lucubrate in plan, elevation and decoration is the AggamedaKhyang near the entrance to the Cox's Bazar town, which nestles at the foot of a hill under heavy cover of a stand of large trees. The chief sanctuary-cum-monastery is carried on a series of round timber columns, which apart from accommodating the prayer chamber and an assembly hall, also is the repository of a large of small bronze Buddha images-mostly of Burmese origin- and some old manuscripts. Beyond the main khyang to the south, there is a promoted wooden pavilion and a smaller brick temple with a timber and corrugated metal roof. Apart from bearing an inscription in Burmese over its entrance, the temple contains some large stucco and bronze Buddha images(Cox's Bazar Tours,2018; Daily Asian Age, 2020).

2.3.2.2 Ramu Village

Ramu which consists with 11 wards or unions, 39 Mauzas/Mahallas, and 102 villages. Ramu, Cox's Bazar was named after the Arakan Ramu dynasty, according to legend. It fell under the Mughals after Chittagong was taken, and a thirteen-foot-high Buddha statue was discovered during that time.

Ramu Temple can be found in RamuUpazila, a traditional Buddhist village 16 kilometers from Cox's Bazar. It may be reached via the Chittagong-bound major highway. Monasteries, khyangs, and pagodas can be found in the village. Inside the pagodas are portraits of Buddha in gold and bronze metals, and other alloys inlaid by beautiful stones.

The Temple of Bagh Khali has artifacts as well as a 13-foot-high bronze statue of Buddha resting on a six-foot-high plinth. Wood carvings are rare and refined in this area. Weavers labor in open workshops throughout the village, and

craftspeople produce handcrafted cigars (Off Road Bangladesh,2019; Sharma, 2011).

2.4 Miscellaneous Tourist Attractions in Cox's Bazar area

2.4.1 Dulahazara Safari Park

The Park is situated in Chakaria Upazila of the Cox's Bazar district, with a total size of 2,224 acres (9 square kilometers), approximately 107 kilometers from Chittagong port city. Take a bus from Dhaka to Cox's Bazar and get out at the Chakaria Upazila in the Dulahazara Union. The Park is located next to the Dulahazara bus stop. You can also hire a Zeep or another suitable car to get to the course from Cox's Bazar.

At least 4,000 animals representing 165 species at Dulahazara Safari Park in home. Subsequently the new administration (government) gained power on January in 2007, combined armies freed several of the park's original occupants during raids on graft suspects' homes and businesses. During this time, several people also contributed many of the faunae to the place. Some 90 spotted deer, 3 sambar deer,42 barking deer, a freshwater crocodile, 9 black bears, a saltwater crocodile, 4 pythons, 17 peacocks, 19 Turkish pheasants, and 2 emus were among the confiscated and donated creatures recently sent to the park.

Another source of animals is the Dhaka Zoo. While the animal population in Dhaka Zoo has increased over the years due to their breeding, the Dhaka Zoo gifted few lions with tigers at the Dulahazara Safari Park ground.

The total number of domestic visitors was 774524, compared to 262 international tourists in the Dulahazara Safari Park from June 2007 to May

2008. (Table 2.4.1). The number of foreign eco-tourists was far lower than the number of domestic eco-tourists. The biggest number of eco-tourists visited in January and the lowest in August, and the number of eco-tourists gradually fell from January to May in 2008, mirroring the same trend seen June-September, 2007. (Table 2.4.1). In 2007 and 2008, the ratio of foreign eco-tourists increased from January to February compared to prior successive months. In comparison to six civic districts that stayed the park area from June 2007 to May 2008, the remarkable domestic eco-tourists were diverse. The district of Chittagong has the highest percentages (42%), while Khulna is at lowest percentage (4%). The districts of Dhaka and Sylhet (10%), Barisal district (9%), and Rajshahi district respectively have the second largest number (5%) (Tripadvisor, 2020).

Table 2.4.1 Monthly basis domestic and foreign eco-traveler's variation rate at the Dulahazara Safari Park

Year	Month	Domestic visitor	Foreign visitor	Total
2007	June	40,130	7	40,137
	July	35,405	15	35,420
	August	30,536	20	30,556
	September	16,335	14	16,349
	October	1,02,021	25	1,02,046
	November	75,847	18	75,865
	December	65,327	25	65,352
2008	January	1,11,878	30	1,11,908
	February	1,01,395	40	1,01,435
	March	1,05,452	35	1,05,487
	April	50,246	18	50,264
	May	39,952	15	39,967
	Total	7,74,524	262	7,74,786

Source: Hossen et al. 2014, p.191

2.4.2 Radiant Fish World

With the aim of showcasing the undiscovered world and marine bio-diversity under the sea surface to the people, the first world-class sea aquarium in Cox's Bazar Radiant Fish World has added a new dimension to the area's tourism. Not only it offers eco-tourism based entertainment but also marine education to the avid minds. Radiant Fish World has a collection of almost 200 live marine species. Among them are several kinds of octopuses, snails, sharks, crabs, prawns, jellyfishes and many other species. Every day, the aquarium is bringing in new species to educate and delight the visitors. The facility has even 150-year-old valuable species. "It has already garnered a huge response from foreign and local tourists, sea-lovers and students. People are coming in from various parts of the country to witness this first-of-a-kind facility," said Nazrul Islam, Director, Radiant Fish World. Upon entering through the mouth of a shark, visitors will find the map of Bangladesh's maritime province. Then one by one they will see the marine species all around them as they follow an eye-catching trail making them feel they are underwater. Also all sorts of information are provided about all the species showcased there. That makes this place perfect for students or kids to learn about marine biology.

Moreover, the multistoried facility has integrated many other services to offer tourists complete entertainment for an entire day. For instance, besides the sea aquarium, Radiant Fish World offers fish feeding facility that kids and families enjoy. Following the trail of species, visitors will soon come across a coffee shop and food corner. After a while, they will find a 3D movie theatre to their delight. The facility also provides photography services that visitors can avail. It prints out the photos from its own colour lab. There is also a souvenir shop for tourists to buy attractive gifts from. Achar is also available since it is a popular item in Cox's Bazar to tourists. For further delight to kids, there is a

games zone offering both physical (rides) and PS4 games at a reasonable price. The facility also has an enormous Live Fish Restaurant on the third floor just beside the game zone. All sorts of items are available there for visitors to dig in. Above it, is the huge convention hall on the fourth floor where meeting and programs take place. And on the rooftop on the fifth, the facility has arrangements for BBQ parties. The ticket price for visiting the fish world is BDT 300. Per rides at the game zone costs BDT 50. “Established in November 2017, Radiant Fish World has brought a new activity for visitors to do besides visiting the beach in Cox’s Bazar. This was long-awaited,” said the Director. He further mentioned that they are offering 40 per cent discount for study trips (min 20 students) arranged to visit the fish world. “We have recently launched free bus services for travel from different points of Cox’s Bazar to the fish world,” said Islam. Among further plans, the director claimed that they are looking for ways to expand and make Radiant Fish World even better. They will soon introduce 9D games and movies as well as a separate coffee shop at the premise, concluded Islam (Bangladesh Monitor, 2020).

2.4.3 Sonadia Island

Sonadia Island is a small crescent-shaped island of only nine square kilometres, is located seven km north-west of Cox's Bazar. The western side of the island is sandy and known for the variety of different kinds of shells which can be found on the beach. Sonadia Island supports the last remaining part of mangrove forest in southeast Bangladesh. Another attraction of this island is the sight of game birds migrating here in great numbers during the winter season(Sharma, 2011).

2.4.4 Maheshkhali

Maheshkhali is a small island (268 square kilometres) off Cox's Bazar's coast. The island offers panoramic views and is covered by a range of low hills about 300 feet high stretching through the centre of the island and along its eastern coastline. The coasts on the west and north form a low-lying tract that is fringed by mangrove forests. Adinath Shiva Temple and a Buddhist pagoda are also located on this island (Sharma, 2011; Parveen and Rajon,2008).

2.4.5 Teknaf

Teknafis, a place situated on the bank of the Naf river, is in the southernmost part of mainland

Bangladesh. This also marks the end of Cox's Bazar's beach. Tourists usually come here for a river cruise along the beautiful Naf river which flows between Bangladesh and Myanmar (Barma) countries (Wikipedia,2020).

2.4.6 St. Martin's Island

St. Martin's Island is a another small island (area only 36 km) in the northeastern part of the Bay of Bengal, about 9 km south of the tip of the Cox's Bazar-Teknaf peninsula, and forming the southernmost part of Bangladesh. There is a small adjoining island that is separated at high tide, called CheraDwip.It is located approximately 8 kilometers (5 miles) west of Myanmar's northwest coast, at the mouth of the Naf River.The island used to be an extension of the Teknaf peninsula, but section of this peninsula was submerged millennia ago, and the southernmost part of the aforementioned peninsula became an island, cutting itself off from the Bangladesh mainland.Arabian sailors dubbed the island 'Jazeera' when they first arrived

250 years ago. During the British era, the island was renamed St. Martin Island after the then-Deputy Commissioner of Chittagong, Mr. Martin. It is known locally as "Narikeljinjira," which translates to "Coconut Island," and "DaruchiniDwip," which translates to "Cinnamon Island." It is Bangladesh's sole coral island.

The Union Parishad of Saint Martin is made up of the island. In total there are nine areas/villages:

- PoschimPara (Western-Neighborhood)
- The Deil-Para
- Uttar- Para (Northern-Neighborhood)
- Majhir Para (Middle-Neighborhood)
- Dakhshin Para (Southern-Neighborhood)
- Purb Para (Eastern-Neighborhood)
- Konar-Para (Edge-Neighborhood)
- Nazruli Para (Neighborhood of Nazrul)
- Gulachipa (factually "narrow neck")

Most part of the island 3,700 inhabitants rely on fishing for their livelihood. Rice and coconut are two additional important crops. Algae are gathered, dried, and shipped to the Myanmar since they are abundant on the island. Fishermen from adjacent places transport their earned fishes toward the island's provisional extensive market in the period of October to April. Imports of poultry, pork, and other goods, on the other hand, originate from Bangladesh and Myanmar on the mainland. Because the south and center mostly farmhouse and temporary huts, the distant north has the most permanent structures.

As the perilous situations of the Bay of Bengal in the rainy season, the residents have no option but to stay on the mainland (Teknaf), and their lives can become endangered. Although the island contains a hospital but there has often been lack of doctors in the past. The Island of St. Martin is only accessible into water, with sea-transport (boats, ships etc.) departing from Cox Bazar, Teknaf, and others. Only mode of own transportation is non-motorized vehicle (Men-pulled) in the island area.

The streets are composed of concrete materials and remain in good shape. Hotels use originators till 11p.m. at night, after that they must switch to astral power, that is widely used on the island place. Since a hurricane in 1991, there has been no energy delivery from the national grid. Sea, sea, and palm plants abound island surroundings. This bears alive throughout the day by water and beach-sporting, while the evening skies are lit up with beach parties and bonfires.

Non-habitant Bangladeshi communities and immigrants remained the only persons allowed from 1989 until 2004 in the area of island; though, this takes altered, and presently only inhabited Bangladeshi peoples are authorized. The island of St. Martin which has develop a widespread tour place, with 5 cruise ships visiting the island every day. Tourists have the option of booking their tour from either Chittagong or Cox's Bazar area. CheraDwip, an outgrowth of the surrounding coral reef. The only thing that is green is a little bush. Because no one lives in this area, tourists should go early in the morning but afternoon return.

Number of initiatives planned for protecting this island rare turtle types, as well as the corals, some of which are only found on NarikelJinjira. Coral reef fragments are being taken and sold to tourists. [6] Turtles that are nesting are

occasionally grabbed aimed at nourishment, then their fledglings are frequently abstracted through the glittering decorations sideways the beach area. Angles are being overfished, according to a few newly discovered species. Every year, fisherman must go again obtainable to marine in order toward catch. Most of them utilize non-motorized vehicles. This is easy to move around by walk within a day as the island is just 8 km (3 sq mi) in size and shrinks to roughly 5km (2 square meters) when it is high tide. Because the island is based on coral that is only reason it exists, removing it risks beach erosion. It has misplaced around 25percent of its shape of coral reef since past seven years as a result of this(Wikipedia,2020; Wikitravel, 2020).

2.5 Festivals and Events of Cox's Bazar

2.5.1 National Kite Festival

The Hindu celebration of BasantPanchami, otherwise called Vasanta, is seen on the main day of spring every year, praising the recharging of life following the winter months. One of the highlights of the celebration is the antiquated field of kite flying and in Bangladesh, as somewhere else in Asia, the yearly Kite Flying Festival has crossed the limits of religion to turn into a common occasion appreciated by all. The two-day yearly celebration is sorted out by the National Kite Federation to advance natural protection of Cox's Bazar. The National Kite Festival'19 occurred indeed this year on February 1 with the trademark ' Chai NirmolShoikot o Shagorer Cox's Bazar.' Zhang Zuo, the Chinese minister to Bangladesh and ZahidAhsan Russell, administrator of the parliamentary standing board of trustees on youth and sports service introduced the occasion this year. A questionable part of kite flying which happens all year around is the game of kite battling. Two kites will go into battle, with the losing kite being removed free to float conveyed by the breeze. To make the

cutting of strings in flight potential, contenders produce a grating string called manja, where cotton strings are gummed, hued and covered with powdered glass or potentially aluminum oxide or potentially zirconia alumina – all of which have exceptionally rough properties. A progression of enthusiastic pulling and discharging of the flight strings brings about cutting the adversary's kite free, with the kite still joined being the champ. As happens every year, the sky was loaded with kites of different shapes and sizes till twilight all through the celebration. There was a fiery lion move execution by a gathering from Old Dhaka. As the sun sank into the ocean, the pleasing an interest group set off 'fanush' (sky lamps). Fire crackers was the work of art, the five minutes-in-length continuous terminating transformed the dim sky into an energetic scene.

2.5.2 PahelaBaishakh

Every year, Pahela Baishakh, the Bangla New Year, is celebrated with great zeal and enjoyment at Cox's Bazar's beach area. Thousands of individuals from varying backgrounds gathering the longest sandy ocean beach of the world to welcome the Bangla New Year. An assessed 50 thousand individuals assembled on the ocean beach every year. Not just nearby people, youths and young ladies went to the beach however individuals from various zones likewise came there to praise the Bangla Year. The New Year's festival begins when the sunrises at ShaheedMinar premises with having panta-elisha and the singing of Rabindranath Tagore's 'Esho he Baishakh Esho he Esho'. ShammilitoSangskritikJote (SSJ) sorted out the program. Throughout the day, young men and young ladies welcomed the New Year sprinkling hues on one another in each break and corner of the town. Adolescent Women, particularly the young ladies, embellished themselves with bangles, henna, blooms in their chignons and yellow saris with red outskirts moved around the town. The shoreline transformed into a meeting where individuals met their precious ones.

District organization and Cox's Bazar Sangskritik Kendra likewise masterminded separate projects on the occasion. A four-day conventional 'balikhela' (wrestling) got in progress in Ramu. Representative Commissioner initiated the program.

2.5.3 31st night open air event

A great many sightseers from home and abroad every year swarmed Cox's Bazar Ocean shoreline to praise the New Year Accommodation offices in the proper are of 100,000 which have officially crossed to 200,000, on account of winning good climate condition. Additionally, convenience for 100,000 additional travelers are accessible at Inani, Teknaf and Saint Martin which likewise traversed 150,000, sources educated. Due to settlement emergency, a few traveler can likewise set up temporary tents on the ocean shoreline. They are raising impermanent houses in various pieces of slopes between Cox's Bazar and Inani which pulls in tourists. Meanwhile, the three-day long Mega Beach Carnival which started at Laboni Point on December 30 and finished on Saturday. Some noticeable artists of the nation rendered tunes during the celebration. The principle saying of this jamboree is to pull in the voyagers. They have uncommon security game plans for the visitors in Cox's Bazar. Police fortified it observing at the places of interest.

In addition, tourist police have been dispatched to the ocean shoreline of Cox's Bazar with St. Martin to ensure the safeguards and well-being of travelers (Bindu,2020).

2.5.4 Shilpakala's Beach Cultural Festival

Shilpakala Academy of Bangladesh conducted a 2-day long cultural event at Laboni Point ground in the Cox's Bazar region with a view to develop a culturally rich country. The "Beach Cultural Festival 2020," as it was dubbed, took place over the weekend. The festival inaugurated by Mr. Liaquat Ali Lucky, Director General (DG) of Shilpakala at 4pm on Friday in the seashore of LaboniPoint. Mr. DG underscored: "This festival is part of our big plans of organizing cultural activities in every district and sub-districts of Bangladesh. Besides, if more festivals such as this one is organized in areas which draws tourists, then even the tourists will be able to enjoy them." He articulated his desire to hold such a celebration yearly.

The inaugural event was attended by Additional Superintendent of Police Md Adibul Islam, Mayor of Cox's Bazar Municipality Mr. Mujibur Rahman, SadarUpazilla Chairman KaisarulHaque Jewel, General Secretary of District Shilpakala Academy Biswajit Paul Bishu, and Sudipta Chakraborty Cultural Affairs Officer respectively. The program was presided over by Mohammad Ashraful Afsar, the Acting Deputy Commissioner of Cox's Bazar. Prior to the opening ceremony, a parade began at the Sugondha Beach while it ended at Laboni Point ground to commemorate the event.

The two-day festival featured music, dance, acrobatics, performances by indigenous people, and performance art. Over five-hundred cultural persons (including artists) from greater Chittagong regions including Cox's Bazar, Bandarban, and Shilpakala Academy of the Bangladesh participated in the festival. A 5 feet high portrayal of nation's founder Bangabandhu Sheikh Mujibur Rahman and Hon'ble Prime Minister of Bangladesh Sheikh Hasina were also erected at Cox's Bazar for seven days.

The Tripura community of Bandarban put on dance acts, the Bom society's welcome disco with bamboo dance, Marma's artists peacock and umbrella dances, Mro artists group presented new year celebration dance and dual-dance, and the Biju dance and jhum dances by the members of Chakma community (Dhaka Tribune, 2020).

2.5.5 Ocean Dance Festival

The Ocean Dance Festival was held in Bangladesh's longest sea beach Cox's Bazar on November 22-25, 2019. While World Dance Alliance, in collaboration with Dhriti Nartanalaya presented the show "Dashavatar" in the district on November 24, 2019. Dashavatar refers to the Hindu God "Lord Krishna" in his ten various forms. When the world and mankind face impending calamity, Lord Krishna is said to arrive on earth in ten various incarnations or avatars. Matsya, Kurma, Varaha, Narasimha, Vamana, Parshurama, Rama, Balarama, Buddha, and Kalki are the ten distinct manifestations of Lord Krishna. Two notable Bangladeshi dance artists are Guru Srimoti Kalavati Devi and Dance Director Warda Rihab. These two artists composed the dance and music for Dashavatar. "Dhriti Nartanalaya" is a cultural organization dedicated to the promotion of Bangla culture, both traditional and contemporary. Warda Rihab, a renowned classical Manipuri dancer who, in addition to her own genre of classical dance, has also worked with a fusion of dance traditions, formed the organization (The Dhaka Tribune, 2019).

2.6 Summary

This chapter gives a brief overview of tourism in Cox's Bazar, where the research was carried out. It also provides natural attractions such as sea beaches, archeological sites, parks, sea aquarium, different island nearby Cox's Bazar, and detail description of different festivals and events occurred in Cox's Bazar. These natural beauty and archeological sites beauty of Cox's Bazar should be branded to both domestic and international tourist. Though the beauty of Cox's Bazar attract customer more it is a great opportunity for the stakeholders to invest here through branding.

CHAPTER-3



CHAPTER-3

LITERATURE REVIEW

3.1 Introduction

Literature review helps to get lots of idea to conduct a research. This chapter shows the verified concept about destination branding which impact the Cox's Bazar branding both nationally and internationally. Destination branding help tourism sector in to go far in a proper way. In this chapter we will get a overall idea about destination branding to improve tourism sector. The impact of brand elements, brand loyalty, brand equity, brand perceived value in tourist mind can be found with the help of various destination model. Tourist how much want to go to a destination, their frequency, their attitude about the place, their need, wants, demands about those places and many more factors can be found out by reading literature review. The literature review chapter will be discussed on 1) destination branding 2) present situation about Cox's Bazar 3) branding strategy.

3.2 Destination Branding

The planned use of marking methods for seats is envisioned to make characteristic tactics that enlarge their socioeconomic development (Kotler & Gertner 2002; Anholt, 2005) to reframe their brand and, at well, to adoptive a essence of cultural rebirth that can refresh a intelligence of arrogance and wired identity among their inhabitants (Gilmore 2002). Branding of destination in the tourism industry, identifies, distinguishes, and communicates a location's image as portion of the situation plea to travelers who want to knowledge the

elements then traits that form this a unique and appealing terminus (Blain, Levy, & Ritchie, 2005). Understanding the nature of an area's uniqueness and recognizing the essential elements which determine its atmosphere is one of the furthestmost difficult problems while building an idiosyncratic destination brand image. These are inextricably linked to the country's culture and essential beliefs (Marzano & Scott, 2009; and Cai, 2002;). The type of the customer service connections and connections are a fundamental and devoted component for the tourism knowledge must also be assessed in light of the place's culture and basic values (Daniel, 2007). Moreover, the branding in destination is a collection of facilities developed and provided into collaboration with native stakeholders (Hauglandet al., 2011; Beritell, 2011), all of these subsidize overall excellence of the involvement (Pitegoff&Perdue, 1990). Many authors have used the phrases that the destination oriented branding image and brandingplace interchangeably (Gnoth 2007; Hankinson 2007). Even though the discussion is about a specific destination, both phrases are used because it is impossible to distinguish between the destination and the area. The destination is a part of the location that has been strategically placed will be visited and disbursed (Hultman& Hall, 2012). Nonetheless, we dispute that the order is defined by the detail that terminuses are rooted in seats; the character of the ending site is dictated by the location, by all of its systems, associations, and distributed experiences. Unlike typical goods and service in marketing, when a brand image is manufactured a ruse to appear physical or imperceptible incorporate, places have already been their own brand core, although in unmanaged or broad form (Papadopoulos, 2002). The spirit of place for the branding of destination, needs careful selection and change in order to accurately portray the practical, observed, and emblematic characteristics of this feature (Hakala, Laetti, & Sandberg 2011; and Aaker, 2004). Destination managers can design a product plan which is representational of their customer and aware of their environment by identifying and comprehending the

ingredients of this sense of place's character, as well as recognizing the motivations of tourists. Identify the social traits for the location, realize the communities those live there, then understanding how can a shared idea of area is constructed and knowledge are all essential components of a destination branding approach. The uniqueness of place experience is founded on and produces a sense of location (Ryaan, 2002). In the view of standpoint, place sense serves the foundation for defining seats and articulating ending point brands. Sense of place encompasses more than just the mood of a location; it also includes local customs and collective behaviors which influence the tourism knowledge (Casey, 1996, 2001; and Hillier & Rooks, 2002). When place sense is used as a medium, it changes and becomes more purposeful, especially in economic exchange activities such as tourism (Campelo et al, 2014).

A destination-branding strategy that prioritized stakeholders' needs. It is then applied to a tourism end mark, Castila-la Mancho (CLM), to create a directory that gauge's destinations-branding performance based on likenesses and variances across various stakeholders. The Performance Index of Triple-Diamonds (SITD) is a metric that provides an objective assessment of the successes of destination-brand's and proves the existence of stakeholder disparities. The existing research provides helpful data for Destination Management Organizations (DMOs) in developing strategies, as well as exposing the dangers of a traditional approach focused solely on tourists, which averts the aspirations of native people and enterprises (Garicaet *al*, 2012).

Destination branding is an important topic of study and a potent technique for developing tourist destination branding. A bibliometric and fractional accounting network mapping investigation was conducted using the internet databases Web of Science and Scopus. The study identifies patterns in several

areas, including policy, experience, client-centered brand equity, location connection, destination loyalty, word-of-mouth, and social media. Although little research has been done on destination branding, no comprehensive study has been conducted to far to discuss the current state of destination branding. As a result, this study contributes to current research by describing the state-of-the-art in destination branding research, identifying trends, and suggesting research lines and subjects. (Ruiz-Real *et al*, 2012).

If integrated into the location branding plan, tourist/traveler-generated material is likely to provide brand value. The effect of social media material in shaping destination brands is poorly understood theoretically and empirically. The findings point to the tourist/traveler as an opinion maker with access to a wide range of information and communication technology (Oliveira & Panyik (2015).

The conceptual framework is created by combining proposals for the role and meaning of symbolic brand aspects for commercial brands with literature on destination and location branding, focusing on the contemporary identity-based approach to location brands in particular. The article describes field research that was conducted to operationalize the theoretical construct in order to examine visitor expectations in the area. Despite the fact that the name is clearly more influential, the symbolic aspects' overall contribution to the brand is shown to be small. This guarantees that destinations prioritize other components of the branding effort (Kladou, *et al*. 2017).

Tourism is a commitment and the credibility of that promise is demonstrated by destinations. By way of brands of destinations. Branding has been a crucial instrument for tourism destinations. Make clear the complexity of encounters that visitors visiting a destination can expect. This puts together a wide variety

of discussions in the conventional Marketing literature positions them next to the nuances of tourism and thus defines them. The particular challenges of branding in the sense of tourist destinations. Lastly, a USP case study Global tourism branding projects in the Caribbean are being launched (Almeyda-Ibáñez & George, 2017).

Researchers and industry continue to receive exposure to destination image, place brand, and branding. However, there is still a need for a detailed description and distinction of these concepts and further study. Online sources of knowledge include relevant image creation and branding agents, potentially impacting the image of travelers and serving as channels for the exchange of expectations. The data offers insights into brand identity messaging and the picture perceptions of travelers with ample online information on places open. The results show how to extract the identity and image of the destination brand by web content mining (Költringer&Dickinger, 2015).

There hasn't been any experiential research in the link amid destination-branding and ending-point keenness so far. Despite the fact that the brand destination is partly integrated hooked into two most often used theoretic models of terminus competitiveness, the role of destination marking in attaining destination keenness remains unknown. This study provides a theory-bound research method that includes the process of branding implementation context and client gratification as a measure of competitiveness for this aim. The proposed tool is being tested against the backdrop of Croatian beach resorts (Miličević, *et. al.* 2017).

The function of food and cuisine in the establishment of the destination brand's image is investigated in this study. The authors present a snapshot of the current state of food image research in the tourism industry. They examine the

several characteristics of food destination appeal using a dual-perspective food picture analysis(Lai, *et. al.* 2019).

3.3 Place Branding

Over the previous quarter-century, branding of place has used as the activity of strategic marketing significantly (Ward, 1998). Its use has expanded beyond inbound asset and recreational travel to added a broader measure in luring new inhabitants, stuffs, and business tourists to a place. This encompasses both temporary campaigns, like as who are linked in bids to swarm specific actions and long-term relocation initiatives such as Sydney's effective bid to local in the 'Olympic Games', Liverpool's new designation because of 'European city of culture' in 2008. Branding place, it applies in towns, locals, and countries, even it places lower on the spatial level, such as trading malls and recreation parks (Asworth&Voogt, 1994). Consequently, it encompasses a wide range of activities and locations, as well as a diverse group of public/secluded sector stakeholders. Later the research regarding place- branding encompasses a broad range of scholarly interests (Hankison, 2001). Such fascination extends to the fields of layout and town planning, look at the problem in a view point of political and economic standpoint (see Kearns &Philo, 1993; Ward and Gold, 1994; and Asworth&Voogt, 1990).Tactical marketing (Kotler et al., 1999), trade marketing (Warnby& Davies, 1997), and marketing in tourism are 3 other fields that look at the topic for the development of strategy viewpoint(see Witt &Moutinho, 1995; and Middleton, 1994).

Though, the field of tourism, namely, where the concept of a place brand is most defined (Walmsley & Young, 1998). Literature on destination for branding, on the other hand, is mostly concerned with leisure tourism.The literature on destination branding, on the other hand, is mostly concerned with

recreation tourism. Minimal scholarly research in the areas of branding as trading destinations of visiting related to meetings, conferences, exhibits, and incentive events. Tourism enterprise, is a one kind of business-to-business exaction, as opposed to freedom tourism, that is trading to client action. Later, models were created to assist leisure in tourism managers (example for, Etchner & Ritchie, 1991). From the content of tourism enterprise such theme to be important or not. Organizational feelings to be more professionally oriented, with a greater emphasis on price and the necessity for specialized facilities, for example.

Three examples are used to explain the links between branding and international politics in this article. It looks at the obstacles the European Union faces in strengthening its reputation as a global player. It says that place branding is part of a broader continuum of postmodern influence, which involves soft power and public diplomacy (Van Ham, P. 2008).

In terms of the application of the word "place" and its related terminology, seems to have a void in the research. While the word "destination" connoted only tourism, there is no agreed-upon terminology for the holistic or all-encompassing brand. According to the report, the focus of place branding has changed from tourism to branding and industry. The use of place brand terminology was analyzed in terms of discipline and geographical entities. The study's findings represent the usage of place brand terms in a standardized way, from which guidelines for the particular use of place terms can be obtained (Hanna & Rowley, 2008).

Nowadays, cities compete intensely for the attention of visitors, investors, entrepreneurs, and talent. As a result, position marketers work to develop the location as a brand, marketing it to a variety of audiences. However, those

potential 'customers' have different views of a place (brand), and a logical basis is still lacking. On the basis of review of the study on about branding architecture and client-emphasized marketing, a theoretical mechanism addressed the 'Place Brand Core' suggests a mark group-oriented sub-branding approach for place in the brand management. Finally, real-world inferences for position venders are discussed, as well as research needs for future research (Zenker, & Braun, 2010).

It is argued that a deeper understanding of place identification and place brands could help advance place branding theory. It suggests a more complex concept of place identity, one in which identity is perceived as a continuous dialogue between the internal and external worlds. The role of branding in the identity debate is then explained, leading to a better understanding of place brand dynamics as a whole (Kavaratzis& Hatch, 2013).

The terms "place promotion," "place marketing," and "place branding" are frequently used synonymously. They propose that recent advances in theory and practice offer a way to resolve this ambiguity. A unified understanding is progressively forming in academic debate, and a more holistic approach is gaining traction (Boisen, *et. al.* 2018).

Drawing on experiential evidence and difficulty the considerable study in branding place, the perspective of location-based branding as impolitically type of semi-rural policy that arises as socio-political device in an ecosystem of non-simple political exercise that can appear either adversely or constructively. Finally, it proposes a fresh approach to doing research and analyzing position branding politics. This strategy allows for a better understanding and theorization of the political implications of position branding (Lucarelli, A. 2018).

The audio-visual branding signing in building placing attachment is investigated among 3-categories of shareholders (domestics, expatriates, and tourists). It emphasizes the need of telling stories and collecting several brand interpretations to create a sense of location. The findings, according to the article, imply that more theory development is needed in this area. Organizations can utilize the perception mapping methodology to develop a specific position communication channel, according to the article (Kotsi, *et. al.* 2018).

A situation's global effect can thoroughly and tactically establish over strategies and the development of a sensibly designed state brand and lenient control policies. UAE takes worked hard to build a optimistic make image for the republic in order to improve its local and worldwide reputation as a rising inside power. As a result of its sturdy global brand image, the country has concerned positive outside investment, foreign visitors, and a status as example of a fantastic location to labor and living (Saber, *et.al.* 2018).

The factors that influence social network place branding (Instagram) Three domestic and four international tourism destinations were investigated. Factors like form, content, month, and day of posting have an effect on audience interaction and personal brand recognition, according to data mining and analysis. (Shojaee, *et.al.* 2021). Place branding practices are integrated into urban governance policies. The author looked at Tokyo and New York, two of the world's top ten most vertical cities. According to the author, skyscrapers not only serve as a visual and advertising tool, but also play a strategic role in shaping the urban skyline (Yuksel, Z. R. 2021). The Nordic region has established a distinct body of expertise and experience in the field of position branding. The paper sets out the foundations of a hybrid scholarly approach (the Nordic wave) that connects managerial and critical branding schools. It

ends with a review of the NordicWave's potential for future position branding efforts (Cassinger, *et. al.* 2020).

Heritage of culture Because tourism is considered as a tool for sustainable tourist creation and place branding, it may be a driving force for economic growth in cities and regions. It makes a tourism destination more appealing. Polycentricity is a multi-scalar word in spatial theory that describes how adjoining metropolitan centers communicate with one another. Cultural heritage and tourism, which are important integration variables in a polycentric spatial framework, could aid regional branding tactics. The ultimate goal is to build polycentric destination networks based on Silk Road properties in order to expand regional branding potential (Kostopoulou *et. al.* 2020).

According to a new paper, the marketization of places has resulted in negative externalities for people. The implementation of the public value (PV) method proposes a paradigm change in the position branding discourse. It recommends that market- and demand-driven approaches to position branding be replaced with practices focused on generating value for local residents. The authors propose that place branding can serve as a three-fold enabler of public value formation. (Hereźniak & Anders-Morawska, 2020).

Computational literary approaches can detect sentimental, emotive, and topic-based information in literary texts. Because it offers a lot of geographic and temporal details about the city, the novel 'A Memento for Istanbul' was chosen as the case. Sentiment and emotional evaluations revealed that information regarding modern-day Istanbul, as well as the city's distant and recent past, was received with varied degrees of positivity. Computational literacy approaches can be used to uncover certain city assets such as iconic structures or unique experiences that should be had in specific regions of the city, according to the

topic modeling. This information will reveal which branding strategies are most likely to succeed (OtayDemir, *et. al.* 2020).

3.4 Classical branding theory

Traditional branding theory was mostly established in the setting of customer belongings (Chernatony & SegalHorn, 2001). Products are observed as multifaceted objects in this framework (Gardner & Levy, 1955;). Because, such kind of complexity, models have been developed to assist marketing managers in managing brands by breaking them down into smaller components. Names, emblems, and logos (Aaker, 1992) are examples of such components that assistance identification and carefulness. Brand images transmit it a meaningful object through a collection of connections (Kaperer, 1992; Chernatony & Dall'Olmo, 1998) Brand associations/elements that form the foundation of a brand's status or identity in favor of clients (Louro & Cunha, 2001).

Royal Yacht Squadron, New Zealand will crowd more than two US's Cup regattas popular 2021, making it the first non-American sailing club to do so. New Zealand's economy will gain between \$600 million and \$1 billion in investment between 2018 and 2021, according to one pre-event impact survey. According to the survey, Auckland's hosting of the 2021 Americas Cup provides an opportunity to further solidify the city's reputation as a world-class tourist destination. Thematic analysis was used to extract primary themes and recurring elements from the interview transcripts. The study's findings, conclusions, and suggestions are centered on urban destination branding techniques that can be implemented prior to the staging of Mega Sport Events and/or exceptional international athletic events like the America's Cup in 2021. The findings of this research back up the notion that mega sporting events may be used to promote places and leave socioeconomic and tourism legacies (Barron, 2020).

For destination branding, social media has become a significant addition to conventional marketing platforms. YouTube is widely regarded as one of the most successful social media and video-sharing sites. Moving outside the traditional "collage" genre is potential guidance for practitioners of YouTube destination marketing. The findings indicate that the videos are remarkably similar, with the most common style being a "collage" of only loosely linked visuals with only scattered elements of narrative or comedy as the most common artistic approaches. Although attempting to express a destination's diversity, destination branding videos end up being a series of visually similar images (Alegro&Turnšek 2020).

The territoriality of aggregated travel patterns in two rural areas is investigated. Consumer-based destinations can help tourism actors better prepare and manage their destinations by providing data on how visitors use them. The study shows the value of certain attractions and lodging hubs in overlapping separate destination areas, as well as the challenges this creates for better destination planning (Paulino, *et.al.* 2021).

Brand relationships have been subdivided into different attribute groups. Examples of these classifications are shown in Table 3.4. Maximum replicas divide the connections between two types of purposeful qualities, those are the tangible characteristics of a product or service, and emotional or symbolic attributes, which are immaterial characteristics that satisfy customer demands for socio endorsement, private appearance, or creativity (Hankinson & Cowking, 1993). Scholar Keller (1993) added a new quality to the mix in brand appearance, that address a customer's details impression for a product. These refer to how it sensations to apply the product or service and how it satisfies internal stimuli and variety demands (Park et al., 1986). The importance of brand associations cannot be overstated. Aaker (1992) proposes, in particular,

that brand associations be organized into meaningful categories. This meaning should be used to express the product's aligning its fact of comparison with the contest. After that, a good position for brand will evoke a compelling into a set of positive connections.

Table 3.4 Models of Brand Image

Author(s)	Functional associations	Symbolic associations	Experiential associations	Brand attitudes
Hankinson and Cowking (1993)	Functional attributes	Symbolic values	–	–
de Chernatony and McWilliam (1989)	Functional dimensions	Representational dimensions	–	–
Park et al. (1986)	Functional needs satisfaction	Symbolic needs satisfaction	Experiential needs satisfaction	–
Keller (1993)	Functional benefits	Symbolic benefits	Experiential benefits	Brand attitudes: overall brand evaluation

Source: Hankinson, 2005, p.25

3.5 Place products and destination marketing

Place products are more sophisticated than consumer items, and hence pose a noteworthy trial for venders' destination (Moran et al., 2002). Firstly, positions happen as whole things or atomic items, assembling and contributing pieces facilities. In this way, city's whole image and reputation may be that of an ancient industrial city, yet particular (contributory) aspects, such as sporting services, galleries, retail malls, have to their own distinct images for quite different explanations. Destination dealers' task to be put together portfolio for these individual features to build a foundation for offering a certain destination. Secondly, each traveler canister assembles the location product in their own unique way based on their encounters with a specific collection of separate influential pieces (Asworth&Voogt, 1990). Then, the target traders regulating over the goods knowledge may be limited. Thirdly, locations serve several purposes. Historical structures, shopping malls, game amenities, and

entertaining sites can overall be found similar location. Such to be all spent by the similar client team, like those inhabitants or they may be eaten separately by distinct customers with different particular interests (Asworth&Voogt, 1990). As a result, various consumer segments can consume the same target product at the same time (Hankinson, 2005).The picture of the destination requires transportation. The expected transportation picture is one of modernity and creativity, with cutting-edge technology and rapidly changing infrastructure. Visitors' impressions of the city are of speed, quality, and comfort, with taxis serving as the primary mode of transportation (Qi, H., & Qi, N. 2021).

Destination marketing organizations (DMOs) and environmental advocates are collaborating to develop strategic initiatives (e.g., using emerging technologies) to encourage travelers to take more sustainable acts. Environmental responsiveness and its impact on sustainable destinations are becoming more important to businesses, academics, and organizations.However, no study has been conducted on user-generated content on sustainable locations on social media. This goal could be achieved by using social media to share stakeholder awareness, actions, and experiences (Sultan, et. al. 2021).

It is seen that geographical functionality of destinations for the geographical consumption of attractions and services dependent on destination travel patterns. It recommends consumer-focused destinations that are ideally suited to their needs. According to the report, providing tourism actors with knowledge on how visitors consume the destination could enhance destination planning and management (Paulino, *et. al.*2021).Long-stay tourism is a broad and lesser-known type of tourism that, despite its growing scale and influence, has only recently become the topic of research. Long-term tourism activity in rural areas of the United States is little understood. Long-term tourism is

increasingly being recognized as a viable option for rural towns looking for social and economic rejuvenation. Based on data obtained from residents of three Chinese first-tier cities (Beijing, Shanghai, and Guangzhou), the findings reveal five destination selection themes: familiarity, convenience, rurality, health, and publicity (Lyu, et. al. 2021).

3.6 Places as brands

Programs of the location branding have frequently generating consciousness or establishing variation via dissemination of logo, emblems, strap-lines as well, partially output of these problems in the public sector expenditures (Hankinson, 2001). Cities with higher expenditures, on the other hand, have succeeded in building favorable brand identities based on features such as legacy and history, local character, celebrity links, “capital” town position, and universal city rank. A successful transition in some post-enterprises’ towns, likewise New York city and Glasgow city, into dynamic relaxation and commercial tourism terminuses has been attributed to the establishment of favorable brand images such as these (Ward, 1998).

Despite the rising emphasis on brand reputation in contemporary trading study, some known regarding the trustworthiness of location varieties and their connection with buyer loyalty. Present research examines whether credible location brands influence customers' attachment development, future ‘Word of Mouth’ (WOM) and reoccurrence plans using brand signaling and attachment theory. Furthermore, reliable by variety signaling concept, sincere location makes have a predominantly high straight impact on the WOM of customers. However, they can only have a positive impact on their inclination to return if they are already tied to the place's name (Reitsamer, & Brunner-Sperdin, 2021).

Greek cities promote their traditional goods and artisanal crafts in order to decide their contemporary identity. Soufli, with its traditional silk production, and Ioannina, with its strong silversmithing tradition, were chosen as case studies. Modern craftsmanship is not only a source of pride for both cities, but it is also a vital part of the local economy. The two cities' future perspectives and sustainability of the process are compared, and the similar elements and disparities are objectively addressed. The results of the interviews and questionnaires indicated that traditional crafts are an important part of both cities' identities (Koumara-Tsitsou, & Karachalis, 2021).

City-marketing and urban-branding tactics are critical in the tourism business. Tourism proponents compete with one another to get more visitors to their attractions. Both physical and spiritual aspects of branding are relevant when promoting a tourist attraction. Developing tourism infrastructures, built heritage, iconic architecture, and reinforcing historical references are all important. According to Iranian researchers, some cities are attracting all of the assets and attention, while others are becoming more or less invisible. According to them, urban branding is important in attracting international visitors to Kerman (Anjomrouzet *et al.*, 2021).

3.7 Destination brand images

As a result, it's not unexpected that there's a lot of research on destination of brand images, especially under the field of recreational tourist trading (Walmley & Young, 1998). The properties that make up destination images have been the subject of research in this field. Several studies have attempted to uncover certain tourism destination brand image features (i.e., these studies see Ethner & Ritchie 1993). Some other have tried for searching the characteristics

that are universal to all termination point (Walmley&Jenkins, 1993; and Young, 1995). Destination branding characteristics recognized in eighteen research conveyed at the recreational tourism studies are summarized in Table 3.7. Etchner and Ritchie summarized the brandingreputation qualities recognized in fifteen of this research (1993).Table 3.7 summarizes the findings of this, three remains study (Embacher& Buttle, 1989; and Walmsley & Young, 1998). Five kinds of branding status were identified economical, physical atmosphere, facilities &activities, brand arrogances, and community (Hankinson, 2005).

Table 3.7 Leisure-tourism linked with Branding-image attributes

Attribute category	Author(s)
<i>Economic</i>	
Commercialised/not commercialised	Walmsley and Jenkins (1993)
Expensive/inexpensive	Etchner and Ritchie (1993)
<i>Physical environment</i>	
Physical environment/economic development	Embacher and Buttle (1989)
Attractive/ unattractive	Walmsley and Jenkins (1993)
Busy/quiet	Walmsley and Jenkins (1993)
Relaxed/fast pace of life	Walmsley and Jenkins (1993)
Weather/climate	Embacher and Buttle (1989)
Resort atmosphere	Embacher and Buttle (1989)
Boring/interesting	Walmsley and Jenkins (1993)
Natural state	Etchner and Ritchie (1993)
Comfort/security	Etchner and Ritchie (1993)
<i>Activities and facilities</i>	
Food	Embacher and Buttle (1989)
Suitability for children	Embacher and Buttle (1989)
Suitability for different types of vacation	Embacher and Buttle (1989)
Tourist facilities and infrastructure	Embacher and Buttle (1989)
Accessibility	Embacher and Buttle (1989)
Interest/adventure	Etchner and Ritchie (1993)
<i>Brand attitudes</i>	
Overall appeal	Embacher and Buttle (1989)
<i>People</i>	
People	Embacher and Buttle (1989)
Culture	Embacher and Buttle (1989)
Trendy/not trendy	Walmsley and Jenkins (1993)
Lack of language barrier	Etchner and Ritchie (1993)
Cultural distance	Etchner and Ritchie (1993)

Source:Hankinson, 2005, p.26.

Marketing people are constantly looking for ways to boost their destination values in a highly competitive industry (unique place, services, and human resources, etc.). They do so by concentrating on key variables that can increase the value of their brand. Nonetheless, due to absence of available literature on the relationship between destination-oriented brand assessments and visitor satisfaction. This study looks at four facets of destination brand equity. According to the findings, brand equity is favorably related to travel inclinations. It has been discovered that familiarity improves understanding of a destination. (2020, Chi et al.)

The effect on sharing of social media, tourist branding destination recognition, natural and facilities superiority, as well as the controlling impacts of the origin in country's picture in destination mark of normal and services-quality are all investigated. Participant sharing, a component of sharing in social media, boosts destination brand awareness, but nonparticipant sharing has the opposite effect. Destination brand recognition inspirations visitors' expectations either service quality in destination or natural quality destination. The COI reputation moderates most correlations (Dedeoluet al. 2020).

On the basis of identification in social, add-on, and knowledge themes, a hypothetical model for destination in branding which will encompasses principles of branding knowledge for destination, recognition, meaning correspondence, and tourist interactive intents was examined. The results indicate that brand or image familiarity, worth resemblance, and targeted destination authenticity all have different consequences on branding destination recognition, in turn touches visitor's attachment in destination, support, and branding devotion. As a result, this research contributes to our understanding of

the role of destination branding, enabling us to draw useful conclusions (Ruiz-Real, et. al. 2020).

By 2026, Muslim tourists are predicted to be valued over US\$450 billion worldwide. It would be a squandered opportunity for any country's economy to ignore Muslim tourists. The goal of the study is to help non-Muslim tourism companies better understand the needs of Muslim guests. 291 Muslim travelers visiting New Zealand provided quantitative statistics (Wisker, et. al. 2020).

The favorable environment of the destination, the currency exchange rate, and the natural landscape/setting are all pictures that were positively viewed. Other aspects of destination branding, such as improved safety and more noticeable on-site branding, are based on public and private sector investment and leveraging strategies. The effect of destination brand partnerships on the sport tourism experience was explored using the destination branding theory. South Africa is a competitive destination for hosting sporting activities because it draws a large number of foreign sport tourists each year (Hemmonsbe& Tichaawa,2020).

A study focuses on emerging integrated resort destinations in South East Asia, Malaysia. Findings demonstrate that social, hedonic, and altruistic attributes are important elements in evaluating customers' loyalty towards integrated resort brands. This study provides implications for researchers, service providers, and policymakers with regard to successful destination marketing and management in developing countries (Ahn, & Thomas, 2020).

Tourism locations are increasingly offering experiential services to help them enhance their competitive advantage. The impact of visitors participating in experiential marketing activities were investigated, and a framework was developed and tested in this field. The findings show that different dimensions of consumer engagement have varying impact on customer experience and

identity, which influences behavioral intention toward destinations. The findings also show that, through experience and recognition, consumer engagement characteristics have an indirect impact on behavioral intentions (Rather,2020).

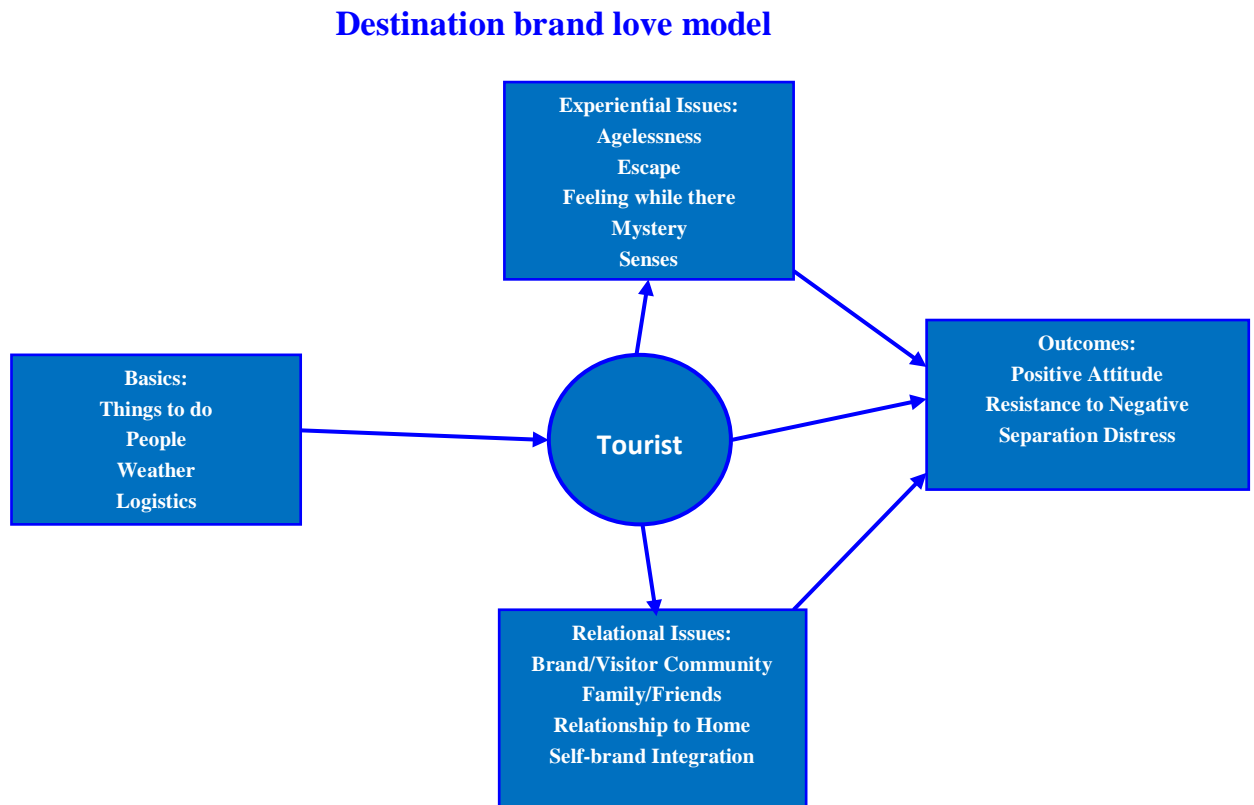
3.8 Toward a better understanding of tourist destination brand love

Swanson (2015) looked into 13 themes that participants used to express their affection, which has discovered over thematic investigation of visitor statistics. Backgrounds, significant matters, investigational issues, and consequences are four categories that these 13 topics are divided into. The antecedent's category, in particular, includes few "basics" good travel site, suppose a wide range of actions to participate pleasant friendly environment. Friends & family (e.g., chances for participants to linkage with the members of family and friends circle in the destinations of tourism); community for destination branding (e.g., aspiration to attention new travelers to a marking or destination); connection to home-grown (e.g., wish for distinguishing and similarity to home); and owned-brand addition (e.g., focusing brand had develop integrated). Senses (relating single or extra bodily involvements with a tourist landmark into destination); unknown (associating imaginary, astonishment or hesitation through a travel destination); timelessness (the ability to like the marks at various aged); leakage (the skill to outflow while at the landmarks or destinations); then realizations while nearby among the experiential issues (as like sensation joy, affecting, etc.). Expectancy/evasion of parting suffering (e.g., precepting sorrow whenever departing a location or destination then visitors caring themselves from this type of departure pain); confrontation to adverse info (e.g., existence hardy to undesirable remarks or explanations regarding the destination); and well attitude and inevitability of this appearance (e.g., participant shaving a significant and positive attitude).

The 13th blight has been condensed hooked on a paradigm of destination marking brand adoration (Figure-3.8). The visitor is important to establish of his/her branding choice regard to a location-based destination, as seen in Figure 3.8. The relational and experiencing aspects are facilitated by the fundamental

couch quality tourism destination. The visitor cooperates through the fundamentals (presented by a 2-2 arrow), which is important for the co-recreation of worth and output in empirical or interactive refrains. Once the visitor is uneven to the site, empirical and interactive materials are remains established. Suppose for some persons are reliably repeated of their affiliation through the target whereas at home side over matters they take bought while there or through the direct marketing activities of loyalty clubs linked to the desirable location in query. The advancement of experiencing and interpersonal refrains principals for establishing a visitor's affection into the location, which leads to the development of outcome themes. Though upper-level motifs underlying building of landmark brand choices are comparable over places, the theme refined or presented differently to each place, according to their research. Furthermore, travelers' affection for a destination is neither unique nor exclusive. In other words, tourists can enjoy more than one site without feeling as if these are "duplicitous" one by viewing another. These drawn to separate places for different excuses, later they have apartment in their emotions for extra than individual. According to the findings of this study, travelers derive distinct benefits from their interactions with various locations, resulting in the identification of various forms of lovers in destination brand. Individually investigated destination represents a distinct sort of destination brand love, with the 3 separate Grecian terms for "love" these are philia, stored, and eros serving as examples (Swanson, 2017).

Figure 3.8. Destination brand love model



Source: Swanson, 2017, p.92

3.9 Destination branding and destination brand equity

The usual of trading operations promote formation of identity, sign, emblem, word-mark, and landmark differentiation is known as destination branding (Ritchie, 1998). Additionally, communicates the hope for wonderful visit feelings to the destination, consolidates or reinforces the emotive bond amid the tourist and the location, and lowers customer find expense and apparent risk. The effort must be combined to create a brand mark for destination and good reputation definitely influences customer choices of destination. Furthermore, apparent image salience, professed status, and brand quality are used to reflect destination brand equity as perceptual equity, which implies destination-based brand skill one type of vital outputs of equity in perceptual (Boo et al., 2009; Lim, 2014). Certainly, extra enterprises given focused clients with happiness, higher their destination brand loyalty will be, enticing additional buyers in forthcoming over increased buy aspirations (Akrosh, 2012). Past research (Pike et al., 2010; and Pike, 2014) focused limitations about ideas in destination branding devotion, revealing absence of agreement on structures may improve clarify in destination branding loyalty. The concept of destination goodwill is a critical to grasping the tourist choosing process and determining target positioning plan (Son, 2011; Stepchenkova & Li, 2014). As a result, San Martn and Rodriguez (2008) define branding status bundle for customer insights from their own view point. A research disclosed (Bign et al., 2001) that tourist's particular representation of authenticity is destination image. Tourists' opinions of a place are mostly subjective because they are dependent on each tourist's perceptions of all the destinations they have visited or heard about. However, destination brand loyalty has been linked to apparent trade mark salience (Hankison, 2005), brand image, branding quality (Konecnik, 2010).

A study was conducted to create an explanatory model for CBDBE that took into account unintended impacts on visitors a nearby earthly ground have on CBDBE as a result of these closeness and distributed environment. Own-congruity, tourism motivation, as well as value making have been founded in antecedent variable quantity for CBDBE. A three-dimensional model used for the spatial spill-over result of topographical immediacy on CBDBE, as well as active and non-active consequences of the ancestor objects. Findings of the literature add the particular research works in the field of destination branding and Facility-Dominant Cognitive, as well as providing intriguing career implications (Cano, et. al. 2020).

By adopting and extending a multi-dimensional client basis branding equity measure in order to use in the tourism sector, a notion for destination branding fairness which goes outside reputation has been developed. The empirical findings reveal the interactive relations among four kind of key branding equity extents (recognition, image, connections, and loyalty) and complete consumer branding equity, which are rely on a client census in Malaysia (n = 326) that measured the branding magnitudes of Korea. The significance of branding status, collaborations, and consciousness is discussed, as well as the role of brand loyalty as a mediator in the growth of destination brand equity (Immetal., 2012). Links among branding equity, consumer devotion and cultural distance was explored for a tourism location. The mediating role of customer satisfaction and the moderating impact of cultural distance are assessed in these connections. Except for the influence of destination brand identification on destination brand loyalty, the findings show that the dimensions of brand equity and consumer pleasure are inextricably linked. Consumer loyalty appears to act as a mediating factor in the indirect links between the aspects of brand equity, according to this study. Cultural remoteness was shown to modify the relationships between the research themes (Tranet.al.2020).

3.9.1 Perceived destination brand loyalty

In many countries and tourism destinations, branding loyalty destination convert akey important strategic marketing in tourism factors those tied to structural output and destination goodwill. Theoretical and experimental research has recently focused on destination brand loyalty measurement, initially as loyalty considered stronger predictor in real behavior (Lopez et al., 2010;). Visitor intention to return to a destination and also to recommend this area or location reflects the degree of his or her brand loyalty to that destination (Opermann, 2000; and Faulant, et al., 2008). Brand loyalty (Pike et al., 2010), is the degree of involvement in a destination. That to be measured in order to visits, intentions of traveling, and recommendations to others. Many experts have identified customer loyalty as a crucial driver of an organization's next constancy and development (Kumar & Lim, 2008; and Vinh & Long, 2013). Furthermore, a destination's performance is highly dependent on a detailed research of visitor reasons, as well as customer happiness and trustworthiness (Yoon & Uysal, 2005).

Factual factors of client loyalty dependent on buyer happiness, which viewed a primary controller of allegiance in relative with destination image accessibility (Alexndris et al., 2008). Another factor is word-of-mouth, which is an key essential because forthcoming consumersto be drawn through others' references (Faulant et al., 2008). This provides insight into how a consumer experiences service delivery and, on occasion, contributes the service-making information exploration (Yang et al., 2014).

Whenever a client has satisfied by a service, he/ she will reiteration it, forming trustworthiness; because of the frequency of rebuy increases, likelihood of viewing for options lowers. Brand elicits strong sentiments is more probable for

influencing the buyer experience, leading to buy and, if predictions are met, branding loyalty. Besides, visitor fulfillment adds or increased spending, and length of stay (Toro et al., 2010). Because, number of visitors grows, so does travel revenue, and the attainment of organizational and government areas (Jraisat et al, 2015).

In terms of place affective image and emotional place connection, brand loyalty is important. The significance of affect, validity, and cultural distance in such relationships is theorized and empirically demonstrated. It is important in that it deepens our perception of brand–place relationships and defines essential boundary conditions. In order to reinforce place connection, tourism marketers must control perceptions of local brands' authenticity and recognize cultural distance when developing destination campaigns (Liu, et al , 2020).

In terms of place affective image and emotional place connection, brand loyalty is important. The significance of affect, validity, and cultural distance in such relationships is theorized and empirically demonstrated in this study. It is important in that it deepens our perception of brand–place relationships and defines essential boundary conditions. In order to reinforce place connection, tourism marketers must control perceptions of local brands' authenticity and recognize cultural distance when developing destination campaigns (Chen, et al, 2020).

The most closely linked celebrity trait to variety equity and attachment of destination was determined be expertise. Commemoration brand loyalty create to influence add-on the festival event, whereas centenary branding cognizance had a significant impact in the festive branding loyalty. The findings have suggestions in what way personality authorizations stimulus branding destination attachment or event group involvement in theory. Results of this

research have real suggestions for festival-focused organizers in terms of how to better assist visitor traffic to the host venue. The findings may also be useful in determining the effectiveness of endorsements (Kim, et al, 2018).

A research looked at preliminary interactions with destination brands on official online destination platforms. Consumers' expectations of authenticity are affected by their experiences with goods and services. A research discrepancy exists in the relationship between online destination perceptions and online destination authenticity. The results also indicate that both of these frameworks affect users' behavioral intentions toward the destination, both directly and indirectly (Jimenez-Barreto, et al, 2020).

Tourism that is environmentally friendly has been developed prominent theme in the research field of tourism. Though, little research about visitor experiences in the viewpoint of tourism sustainability. The goal of the study is growing and evaluate a loyalty program based on location that incorporates image of the final destination as sustainability pillars. At five different tourist locations in Shanghai, tourists were given questionnaires. According to the findings, satisfaction of tourists entirely mediated the influence situation in image of culture on destination loyalty and initially mediated the effects of socio-economic and conservational images on traveler loyalty (Say & Ke, 2020).

3.9.2 Perceived the brand salience

There have recently been requests for brand salience to be considered as a result of advertisement that works (Ehrenberg et al., 2000), and conversation of importance for branding salience in favor brand in management perspective (Romaniuk, 2002; and Keller & Davey, 2001). Ability of an item to “stand out” from its surroundings or background is the most popular definition of salience

(Guido, 1998). Saliency describes how not all of a person's views are equally prominent in his/her cognitive arena. From the viewpoint of cognitive, "prominence" usually translates to "accessibility" in long period memory (Guido, 1998). Importance of local attentions has not been researched in depth in the sense of branding destination. As per theory of branding, brand consciousness is a critical first step in making effective brand decisions (Kapferer, 2004). However, because brand images are vulnerable to sophisticated cerebral dispensation, the growth of an image favorability as a result of salience, as opposed to other preference criteria, must be investigated. The cornerstone of the hierarchy is brand salience, this is the strength of the destination's consciousness in the target's mind while a specific tour scenario is evaluated.

The brand's proclivity to be recalled through purchasers (i.e. "stand out" from the crowd) in trading scenarios has been defined as brand salience (Romaniuk, 2004), the goal of existence recalled for the desired purposes slightly than attaining broad cognizance (Aaker, 1996). The importance of a brand has increased by notions like brand arrogance, status and equity. This is also because salience is commonly defined "front of mind" mindfulness. Assumed that the product category cue is only way for buyers to reflect about the image when making purchases or watching media. However, research into how memories are accessible reveals that this implicit assumption is incorrect. Brand recall incepted reminiscence is just dependent on a cue, it's more than just recognizing a brand when you see it. (Tying the product category to the name). As a result, it looks appropriate to revisit what does the term "brand salience" signify in marketing setting, as well as the consequences for the purpose of measurement (Guido, 1998). This will enable academics to look into the impact of brand salience in predicting and understanding customer

behavior in international tourism in case of branding quality with image (Jraisat et al, 2015).

Customer-oriented branding equity elements, branding salience and branding image play a role when it comes to building brand loyalty for Arugaam Bay into tourist location among local visitors. The independent variables are brand salience and brand name, whereas the dependent variable is brand loyalty. In terms of the mediating role, word of mouth plays a significant role within the brand equity components. As a result, rather than making an attempt to generate for word-of-mouth in Arugum Bay, marketing marketers should concentrate on its brand salience and image (Hilal, 2017).

It used brand equity and product design based on user feedback to investigate important features business of the creative life. The material was gathered based on a single Taiwanese case study. Innovative life enterprises can enhance techniques of engaging additional If they choose to, they can travel to different realms present visitors by extensively as well as superior quality encounters. Next, distinctive herb gardens and herbal remedies are examples of touchpoints baths, food, rest rooms, and employees shaped travelers' expectations of experience and brand blocks. The following are some of the inferences that can be drawn: Touch points should be designed with a one-source, multiple-use strategy in mind, and peak experiences for tourist build-up should be found (Chang, & Lin, 2020).

3.9.3 Quality brand's perception

The value of a destination brand is determined by its quality which called as "customer perception of a product's total quality as compared to other possibilities" (Zeitaml, 1988). The term "perceived brand quality" is sometimes

used as "perception of a product's or service's overall quality or superiority in comparison to relevant alternatives and in relation to its intended purpose" (Keller, 2003, p. 238). Quality is an important factor to consider as highly particular phrase, like all the other brand equity aspects, may be operationalized through a variety of scale metrics (Konecnik, 2010). Branding quality is anxious with how peoples perceive the infrastructure of a destination, warmth service, and facilities like lodging, and it is a competitive necessity (Stepchenkova & Li, 2014). The perception of the excellence of the amenities and aspects of the destinations that are not physically present is referred to as destination brand quality. Because of their influence on destination selection, product feasting, and the choice to return to a particular location, customers' opinions of a brand's quality are critical to destination marketing success (Kim et al., 2013). According to previous study, components of quality as seen by others, such as infrastructure at the destination, have a significant effect on destination and brand performance allegiance to a brand (Buhallis, 2000). Consumer's value brand quality as perceived because it gives them a compelling incentive to purchase distinguishes the trademark of competitors into market. The question of destination brand quality has been the subject of a few previous studies (Murphy et al., 2000; Buhallis, 2000; Pike et al., 2010). This is significant since the total rating of a tourist location is based on a mixture of services, goods, and experiences, which is an important factor influencing consumer behavior (Jraisat et al., 2015).

While green practices have received a lot of attention in the tourist and hospitality industries in recent years, few research have looked at the elements that influence customers' positive behavior. According to the cognitive–affective–conative model, suggested paradigm investigates the link among reasoning appraisal (i.e. perceived expenditure and price), affective retorts (i.e. optimistic/adverse anticipated perception and appearance), and cognitive sense

(e.g. interactive purpose). The results sustain the idea that consumers' perceived value and rewards have a differential effect on positive and negative expected emotion. In addition, the findings help to explain significant antecedents (Ahn, & Kwon, 2020).

Despite the fact that halal affairs facilities or services have been explored previously in the literature on tourism opportunities, more research is needed, especially from the perspective of non-Muslim tourists. The findings indicate that prohibiting services that are not halal and introducing services for halal food products increases trip knowledge and value. Trip culture is positively correlated with halal facilities in general, but not with trip experience. In addition, the standard of the trip and the value of the trip have a huge effect on satisfaction. The findings also indicate that non-Muslim tourists' satisfaction is related to tourists' loyalty intentions (Rahman et al., 2020).

The term "brand loyalty" is frequently used in marketing research. Its relationship with brand equity is unstable and inconclusive. Brand equity was studied when it comes to branding recognition, brand practice, and brand quality. The connection between brand's equity and brand's loyalty, as well as position of online word of mouth and perceived value among the variables, was investigated. Brand equity was influenced significantly by brand quality, brand experience, and brand awareness. Consumer loyalty is heavily influenced by brand equity. The data also demonstrated that online word of mouth has significant effects of product equity on branding loyalty. Perceived value has no effect or link between these. Decision-makers should consider improving the brand's consistency by delivering additional services both online and offline (Algharaibah, 2020).

3.9.4 Perceived brand image

A person's entire view of a place, or a place's entire usual of imitations, is defined as a destination brand image (Hunt, 1975). According to the definition by Crompton (1979) image of a destination brand is a total of an individual's affective and cognitive beliefs, experiences about a particular location. The perceptions associated with the destination are represented by the brand image (Herstein et al., 2014).

Purchasers' outlooks are influenced by the image of an organization and/or a country, therefore organizations by a positive business status can inspire how buyers view their goods and services (Guercini & Ranfagni, 2013). The following characteristics can be used to identify a destination image by anyone, smooth if they have no intention of traveling to the destination, while Gunn (1988) stated, whereas tourists continue to conduct travel information to attain a particular image when they have a definite desire to visit a particular location. There are five existing areas of brand image like economic factors, brand sentiments, physical surroundings, activities and facilities, and individual attributes (Hankinson, 2005). Individuals have a strong attachment to a specific location in the tourism sector. Literatures (Gunn, 1988; and Fakeye, 1991) non-tourism information (i.e. geography references, TV broadcasting reports, and periodical articles), information unique to tourism (i.e. a vacation brochure or a website dedicated to vacations), as a result of firsthand knowledge of the location. Furthermore, another study by Baloglu & McCleary (1999, 1999b) scrutinized more attention to be paid to the representation of cognitive elements as they arrive at their final destination (the approximate mechanism for travel area determination), influencing factors (target destination's norms and insouciances), and conative factors (ultimate location choice). As a result, while many past research (Pritchard & Morgan's, 1998; Aaker, 1996; Balakrishnan, 2009; Konecnik & Go, 2008; McCartney et al., 2008; and Guercini & Ranfagni,

2013) have made a significant contribution, location branding is yet termed its formative periods. Many studies have shown that the pursuit of brand's loyalty is a tactical corporate area should be rethought (Reichheld, 1996; and Oliver, 1999). As a result, few empirical research exists that devoted for examining impact of location image on visitor's feelings of brand awareness, brand quality, brand image, and destination loyalty are all factors to consider; nevertheless, such research prefer to concentrate primarily in tourist demographic disparities (Jraisat et al , 2015).

The brand tourism effect has been noticed in premium hotels. According to the researchers, how loyal consumers of luxury hotels view two sorts of non-loyal clients can impact their behavioral intentions. Furthermore, two emotions (anger and pride) can act as mediators between perceptions and behavioral intent. Infringement has a positive effect on switching purpose when loyal customers see brand visitors, and likability has a positive effect on brand loyalty. Brand immigrants are viewed negatively by loyal customers, while brand visitors are viewed favorably by loyal customers (Lee, & Kim, 2020).

A customer who has brand loyalty believes in his or her brand and still chooses the same one. Furthermore, these consumers recommend their brand to others and are immune to derogatory details about it. In this sense, building consumer brand loyalty helps businesses to achieve a long-term competitive advantage. Because brand loyalty is so important, researchers looked into the impact of brand image and brand trust, which are thought to be the cornerstones of brand loyalty. According to the findings, brand image and brand trust have a significant and favorable impact on brand loyalty (Çelikkol, 2020).

In today's extremely competitive industry, hotels are looking for more innovative branding techniques to strengthen their strategic advantages. In the

hotel business, the use of brand experience in marketing has recently garnered a lot of attention. Understanding brand experience is important for designing service items, according to marketing management. While studies have looked into the link between brand loyalty and brand experience, this is yet uncertain how guests at hotel product image influences this connection. The findings revealed that the existing perception of the role of brand experience in the hotel industry has been broadened and deepened, as well as managerial recommendations. The findings extend and deepen current awareness of the role of brand experience in the hotel industry, and include managerial guidelines for hotel brands to consider in enhancing brand loyalty by considering the brand experience of their guests (Liu, et al, 2020).

3.10 Summary

This chapter reviews the literature relevant to tourism destination branding. The theoretical background and previous destination branding related concept, model based empirical research findings are discussed here. In addition, this chapter also presents classical branding theory, and destination brand love model. Though brand elements are consisting of some elements which have a affect on tourists mind. These elements emphasis tourists mind to take decision to visit on long term or short time basis. Literature review shows previous studies result and findings that gives us a guideline to conduct research. Preparing a literature review gives a clear-cut idea which help a researcher to conduct research properly.

CHAPTER-4



CHAPTER-4

METHODOLOGY

4.1 Introduction

Chapter four is designed to justify and describe the research methodology and used to test the concept which is derived from the literature. which types of research means qualitative or quantitative, descriptive or analytical, questionnaire pattern means open-ended or close-ended, structured or unstructured, questionnaire type, data collection type, data collection method, data analysis method like factor analysis, multiple regression analysis, multiple response analysis or many more are described here. Though the main purpose of this study is to identify the most important factors which affect tourists to visit Cox's Bazar again and again and create a branding strategy to promote Cox's Bazar internationally. Thus for this chapter presents from the objectives which method should be more eligible to identify factors, factors load. By analyzing those factors and factors load most loadful factors would be caught and applying in tourism destination branding sector for better branding strategy and attract domestic and international tourist equally.

4.2 Research Design

There are numerous definitions of research design, but none of them encompasses all of the crucial features.

- Research design establishes with data gathering, dimension, and investigation

- Research plan assists investigator in allocating by posing a problem with limited resources important approach choices.
- Research designing like a plot and formation for conducting research in order to find results to specific study queries. The strategy is the plan study's general structure or program. It outlines everything the investigator will undertake, from hypothesis drafting to operational implications to data analysis.
- The structure for the research formulation has been designed as framework, arrangement, or shape of interactions between variables in the research—as well as the plan of investigation used to acquire empirical data on those relationships—are both expressed by research design.

These definitions differ in detail, yet they all cover the same ground when it comes to research design:

- A schedule that is based on activities and time.
- A strategy that is constantly centered in relation to the study subject.
- An outline to deciding which information sources and forms to use.
- A structure to describe the relationships between the variables in the study.
- Every research effort has a procedural outline (Cooper and Schindler, 2014).

Table 4.2: Descriptors of Research Design

Category	Options
The degree to which the research question has been crystallized	<ul style="list-style-type: none"> • Exploratory study • Formal study
The method of data collection	<ul style="list-style-type: none"> • Monitoring • Communication study
The power of the researcher to produce effects in the variables under study	<ul style="list-style-type: none"> • Experimental • Ex post facto
The purpose of the study	<ul style="list-style-type: none"> • Reporting • Descriptive • Causal <ul style="list-style-type: none"> • Explanatory • Predictive
The time dimension	<ul style="list-style-type: none"> • Cross-sectional • Longitudinal
The topical scope—breadth and depth—of the study	<ul style="list-style-type: none"> • Case • Statistical study
The research environment	<ul style="list-style-type: none"> • Field setting • Laboratory research • Simulation
The participants' perceptions of research activity	<ul style="list-style-type: none"> • Actual routine • Modified routine

Source: Cooper and Schindler, 2014

4.3 Classification of Designs

Choosing a specific design to use early on in any research study is a difficult challenge. There are several various plan extents, but there is no single sorting method that encompasses entirely of differences those must be taken into account. The nature and contribution of these descriptors are illustrated in a brief overview.

4.3.1 Degree of Research Question Crystallization

A research might be investigative or recognized. Degree of the structure and the study's immediate goal are the key differences between these two approaches. The goal of exploratory studies is to find future research tasks; hence they tend to have informal structures. The initial goal of exploration is usually to generate ideas or research issues that can be pursued further. The usual research picks up where the investigation ends, with the help of a hypothesis or a study topic as the starting point, as well as detailed processes and data source criteria. Testing the hypothesis or respond the possible queries are the key objective of a formal research design.

4.3.2 Method of Data Collection

Communication and monitoring procedures separated from this grouping. The study will use the theme of communication aiming to difference through monitoring since obtaining databank via inquisitive involves above the investigation approach. Monitoring lessons are those wherein a scholar observes a subject's behaviors or the properties of a material without making an attempt to generate replies. The State Farm Dangerous Intersection Study, at a junction, trafficking circulation counts are taken, plates de permits collected in the parking lot of a restaurant, a look around the library's collection, a perception of the behaviors by the members to a decision-making body all these instances for monitoring.

Suppose as researchers take records and information from data gathered base on their observations. Mind Writer monitoring performance could entail "tracking" by a computer during the process of repair and recording each encounter or activity between 'Care' and calling station staff as well as the

broken laptop. Researcher queries individuals then receives responses from them through personally or impersonally techniques in the communication study. Information gathered could come from (1) interviews or phone calls, (2) instruments of self-collecting or self-recorded forwarded via the email, ignoring suitable places, or conveyed automatically or by way of other helps, or (3) tools used prior and post in an experiment, a treatment or stimulus condition. Sara & Jason suggest a review of proprietors of PC based on online backed after from 'Complete Care' repairing as part a communication research.

4.3.3 Researcher Control of Variables

Researcher distinguish between ex-post facto and trial plans in terms of investigator's ability formodifying variables. An experiment is a study in which investigator seeks to keep &control and alter the materials (variables). Sufficiently if cause variables become modified or kept the same inorder to achieve study goals. When determining if some variables have an effect on other variables, an experimental design is useful. Experimentation gives the strongest potential support for a causality hypothesis. Investigators have no command of the variables in an after-the-fact design because they can't modify these. These can just provide information neither on what occurred or is currently occurring. This critical which investigator employing such strategy does not alter the materials; else, bias will be introduced. The researcher is constrained to keeping parameters constant through cautious subject selection and statistical manipulation of data according to stringent sampling protocols. Mind Writer is working on an after-the-fact design.

4.3.4 Study Purpose

Primary distinction among the researches under the category—reportage, explorative, and causal-descriptive or causal-analytical—is aim. A reportage training summarizes data and, in some cases, recasts it to gain a better understanding or provide statistics for comparison. For example, in a crime study, a reporting study would count the amount of staff thefts super malls against free-upright stores. Descriptive study which the goal is to figure out who, what, where, when, and how much something costs. Employee theft descriptive research would quantify the sorts of robbery devoted (clothes vs. microchip technology vs. homewares), how frequently, once (seasonally), wherever (getting berth, storehouse, trades floor). It's causal-explanatory research if the goal to figure out wherefore that is, in what way variable causes alter in added. Causal-explanatory research, we try to explain why one variable is higher than another, such as why mall A has a higher crime rate than shopping mall or why male stuffs bargain higher than women salesman. An attempt is made in a causal-extrapolative research to anticipate an outcome on a tool through changing another one tool though keeping remaining unchanged other variables. Researchers conducting a causal-predictive study on employee theft in mall retailers could be curious about installing visual photographic camera on the dock that has been used for receiving and storehouses would minimize theft by stuffs. The Mind Writer project is descriptive at first, but following investigations could be causative (Cooper and Schindler, 2014).

4.3.5 The Dimension of Time

A research of cross-sectional has conducted to provide hint for specific period once. On the other hand, longitudinal research method which is frequent done a

long dated of time. A longitudinal research has the advantage of being able to path alter over period. Jason & Sara designates through their proposal about a longitudinal based research method in which fulfillment dimensions are during the course of some months and stated on month-basis. The scholar may investigate similar respondent over period in longitudinal studies of the panel kind. Panels are used in marketing to take occupy data attain from wide range of areas. Statistics gathered after nationwide trials, form the significant database in market segment, customer reaction, as well as innovative marketing methods. Different participants are used for each sequenced assessment in other longitudinal research, such as cohort groups. Service oriented industry have sampled age group 40-45years in 1990 while the age group for 50-55 years took in 2000 to assess the demands of aging baby boomers. Although each sample would be unique, the population of survivors from the 1945 to 1950 cohort would remain the same.

4.3.6 The Topical Scope

In various aspects, usually a study that based on statistics must be differ from a case study. Because of statistical research is more concerned about extent than with profundity. These seek to get the features of respondent by anticipating source of features in a sample. Hypotheses are quantitatively tested. The bearer of sampling and also cogency of the plan are used to make generalizations about the findings. Think about it. A statistical investigation is being planned by the writer. Case studies provide a greater emphasis on a comprehensive contextual examination of a smaller number of events or conditions, as well as their interrelationships. Although, hypothesis is used frequently, confidence on categorical data formulates it extra problematic to justify or reject them. Detail-oriented problem solving, appraisal, and strategy are all aided by attention to detail. This information was gathered from a variety of sources. It enables for

the verification of evidence and the avoidance of missing data. Remember the Mind Writer monitoring research that was proposed? This might be used as a case study for the Complete Care program if Mind Writer tracked one or more laptops.

4.3.7 Environment for Research

Different designs are also available depending on whether or not they happen in natural settings (field conditions) or in staged or modified settings (laboratory conditions). Simulating a system or process entails reproducing its essence. Simulations are becoming more prevalent in research, particularly in operations research. Mathematical models are frequently used to depict the major aspects of diverse conditions and connections in real-life scenarios. Simulations might include role-playing and other behavioral exercises. A Mind Writer simulation may include a randomly laptop that has been damaged being followed through the call center and the Complete Care application, with results monitored at each workstation. The retail service study with "mystery shoppers" is another common simulation.

4.3.8 Participants' Awareness of Perception

Once persons perceive that distinguish research is being done in a cloaked study, the utility of a design may be harmed as a result of their perceptual awareness. It is learnt from the seminal Hawthorne's investigations late in the 1920s, participants' perceptual awareness effects the research's conclusions in subtle or dramatic ways. While little evidence found about the respondents' participation attempting satisfy scholars over effective prediction about hypothesis or impervious the sabotage, while respondents sense somewhat

unusual is going on, may act fewer obviously. Perception is divided into three levels in below:

1. Non-noticeable changes in the participants' daily habits.
2. Participants see deviations, but they don't think they have anything to do with the researcher.
3. Participants believe that variations are caused by the researcher.

The situation of the "mystery shopper" perfectly exemplifies perceptive awareness in the last level mentioned for preceding within list. If a salesperson who involved in retail service aware about that he/she is being monitored and assessed, she is more inclined to alter her performance, which could have implications for future income, scheduling, or work assignment. Researchers must be aware of influences that could change their conclusions in all study environments and control circumstances. The impressions of participants attend as a constant reminder for classifying one's research by kind, analyze validation positive and negative, and ready to justify outcomes as needed (Cooper and Schindler, 2014).

The study mainly focused on problem solving/conclusive research design.

4.4 Methods for Collecting Primary Data

Because commerce is a social event essentially, mostly knowledge required to form business choices must originate to the people likely staffs, buyers, directors, vendors, or suppliers. As a result, meetings, observations, and queries to be used frequently in the area of business research.; above approaches enable the investigator acquire a extensive range of data from possible interviewers.

4.4.1 Interviews

A directed, deliberate talk between two or more persons is referred to as an interview. Interviews come in a variety of shapes and sizes. Individual or group queries will be performed door to door, by phone call, or online, and can be unstructured or structured.

Structural and Non-structural Interviews

Unstructured interviews

Non-structured interviews, is a popular method, because interviewer no need to take entry within the setting of interview, prepared to ask the responder a series of questions. An unstructured interview may have the goal of bringing some early difficulties to the surface so that the researcher may evaluate which elements require more in-depth inquiry.

Assume that a manager is interested in resolving a workplace issue. The researcher may interview personnel at various levels thorough a comprehension of the situation. In the starting point only comprehensive and open-ended queries would be enquired, and the responses should tell the researcher about the participants' perceptions. The number and types of queries inquired of respondents may differ depending on their job level and type of employment. Top and intermediate managers, for example, may be questioned more directly related their assessments for the problematic and atmosphere. Lower-level staffs require a different approach. During unstructured interviews, other staffs those engaged at the 3rd and 4th grade levels of the organization to be interrogation, questionnaire of open-ended regarding these occupants. Team-leaders will be questioned about their department, the individuals they supervise, and the corporation as a whole. During the unstructured interview, for example, you could ask them the following question:

Express what you know about your departmental unit, whole organization, regarding jobs & duties, staffs, and other relevant issues about duties.

Some people may respond with a lengthy response, while others may simply reply that includes everything is OK. After that lead of outspoken individuals simple, particularly if investigator pays close attention about significant information which may express with cordially when answering interview broad, generic topic. We should train ourselves as managers and researchers to improve our listening abilities and discover the essential themes that are spoken. When some respondents react with a monosyllabic, crisp, brief response that isn't helpful, during the interview session the interviewer will be required to ask questions that require more information and can't be responded within single or short words. These inquiries could be couched the following manner:

I would like to know more about yourself please. Could you describe in full about your normal duties in a day like at morning 8.00am to afternoon 4.00pm.

Structured interviews

Structured interviews are ones in which the information needed is known from the start. A structured interview's content can be planned ahead of time and generally includes the following:

- Introductory level in which the questioner will express about himself/herself, aims of interview, confidentiality pledges, and requests approval to keep or record the whole interview;
- In order to logical subjects (typically queries): firstly, "warm-up" queries (reply easily and non-pressuring), after that key interview asking;

- The usage of follow-up type inquiries during the initial answer indistinct or imperfect, the interviewer isn't completely honest with you comprehend reply or when the interviewer seeks additional precise or in-depth information in any other situation (Sekaran and Bougie,2016).

Table 4.4.1 Mechanism of Probing

● Calm.
● Repetition of the response.
● “So what I hear you saying is . . .”
● “I ’ m not quite sure I understood . . . Could you . . .”
● “Could you please tell me more about . . .”
● “Could you give an example?”
● “Could you go over that again?”
● “Anything else?”

Source: Sekaran and Bougie, 2016

Analysis of structural and non-structural interviews

The basic goal of the non-structured (unstructured) interview pattern is to elicit information about the various aspects of the atmosphere that could be dominant the whole problem. In the time of procedure, this may be clear buyer’s difficulty is really an indication of a deeper and more serious problematic situation. Administering non-structural (unstructured) pattern interviews by a large number of people could lead to the discovery of various key aspects. It will be followed further via structural form interviews in order to extract more detailed information. This aids in identifying the essential issue as well as potential solutions. In applied research, the evidence gathered from non-structured and organized interviews is frequently used to express a speculative understanding a factor in the problem.

The study mainly conducted both unstructured and structured interviews. For conducting survey both local and domestic tourists, the investigator followed structured interviews. For conducting survey among tour operators, community people and experts, the investigator followed unstructured interviews.

Training interviewers

This is frequently not possible by an individual to administer of all the queries when extensive huge and extensive interviews are required. The use of a team of professional interviewers is thus required. Interviewers must be methodically briefing regarding research and instructed about initial formation of interview, proceed to the next question, inspire respondents to respond, interpret responses, and close an interview. They should also be taught how to take notes and code interview responses. The interviewing tips suggested Later on, they should make it a point to become a part of their interviewing range. Well-organized preparation, adequate exercise, providing strong rules to questioners, as well as overseeing team effort all contribute to make the interviewing approach a profitable data collecting tool. When respondents spontaneously contribute information during personal interviews, their responses sometimes come under a constrained area, because team do survey. Personal interviews, on the other hand, are costly in terms of time, training, and resource use.

Establishing credibility as capable researchers is critical to the study project's success. Researchers must create relationship with population then drive with them to provide answers that are fairly devoid of actual by assuaging their doubts, worries, concerns, and worries regarding the study related implications. This will be achieved through genuine, nice, as well as non-judgmental. During the question asking, the investigator must enquire full-form of questions first, later narrate respondent's specification of the areas, asking them questions objectively, provide explanation when necessary, and assist respondents in thinking through tough subjects. The responses should be recorded as soon as possible rather than relying on memory.

During the interview's session, it's critical for investigator takes notes instantly or as soon as it's finished. Because information retrieved from memory is imperfect and often erroneous, the interviewer should not rely on it. Furthermore, if multiple interviews are arranged on that day, volume of information obtained rises, do the potential resources of mistake when recalling who said what type of memory. The use of only recall-based data introduces bias into the study. If the respondent does not object, the interviews can be taped. Taped interviews, on the other hand, may prejudice respondents' responses since they are aware about their voices are being stored, even their secrecy is not conserved fully. As a result, the targeted population do not thing to saved, their responses will be biased. Before filming or visual talks, interviewer must be sensibly applied such a technique to attain relevant data that these will not be skew the outputs. Any type of audio or video footage should continuously do with consent of the respondents (Sekaran and Bougie, 2016).

4.5 Secondary Data

Second-hand data consists with both numerical (numeric) and categorical (non-numeric) information and is commonly utilized in expressive and instructive studies. This type of data investigate further could be raw data with little or no processing, or assembled data with some type of selection or summarization. Such data is widely used in business and management research as portion of the survey type research or case study method.

Secondary data from documents is frequently employed that simultaneously collect first-hand data (primary data) in research. We will also use utilize these or in conjunction to other secondary data bases, such as corporate antiquity study as part of an archive research plan. Text resources such as signs,

communications (particularly emailing), meeting minutes', reporting to stakeholders, journals, speaking records, and discussions, organizational and civic archives, and web page text are examples of documentary secondary data. Books keeping, published journals, magazines, and articles, and dailies are examples of text data. Although they are typically used to store compiled data, they can also be valuable first data bases in their own right. Such documents could be used to give qualitative data, such as managers' stated motivations make a choice. These will also be utilized to construct measurement in statistically from firm records, such as statistics on absenteeism and profitability (Bryman 1989).

Non-text elements, like that speech and video footage, photos, portraits, film-documents and TV broadcasting programs (Robson, 2011), DVD disks and CD-ROMs, and web pages, are included in documentary secondary data. These data can be analyzed numerically and qualitatively, with spoken words being transcribed and analyzed as text. The second-hand data will also be utilized to make triangulate results on the basis other sources of information, examples text form first-hand data obtained through surveys, dept.-interviews, and observations.

As documentary secondary data, scholars are increasingly turning to web-based resources created by online communities. Thus, most of the websites including internet user groups and blogs created by social media websites to be utilized for supplying second-hand data due to research initiatives. However, some challenges for using these data particularly for finding and evaluating connection with present research topic, aims, and dealing ethical concerns (Saunders et al, 2012). When looking at secondary data, the study mostly looked at books, journal articles, websites, theses, and government documents.

4.6 Scale

Usually, scale has used as a research tool or system for distinguishing based on the basis of how they differ from one another in terms of the variable under consideration. The process of scaling entails the establishment of a continuous surface on which our things can be found.

4.6.1 Four Types of Scales

Nominal scale

Generally, nominal scale permits academician to categorize or group the individuals. When it comes on gender variable, for example respondents categorized as men and women. Code number to be assigned for these two categories like male is 1 while women is 2. They serve most convenient and core category labels inherent significance in addition to categorize answerer into a of two non-overlapping either mutually exclusive groups. It's worth noting that the categories are all inclusive. In other words, responders would not generally fall into a third category. Individuals or objects are thus classified using nominal scales into mutually exclusive and collectively exhaustive categories. Estimated percentage (for frequency calculation) of gender data men and women in the study from respondents sampling can be obtained using nominal scaling.

Ordinal scale

Ordinal scaling classifies variables into various categories, it does also rank the variables. The ordinal scale would be used in any research variable where categories have to ranked as per preference. Preferences will be sorted and

numbered 1, 2, and so on (examples design them according best to worst formation). Respondents might be asked to rank the relevance of five various features that the scholar is intended for examining, for example. Query of this nature could fill out the form indicated in below with example. Ordinal scaling aids the investigator in determining percentage figure of answerer which value interpersonal contact. those value use of a variety of abilities the most, and so on. Such knowledge could aid in the creation of employment that the majority of employees consider to be the most enriching.

Interval scale

The mathematically equivalent distances on an interval scale, also known as an equal interval scaling, signify equivalent values in the qualities assessed. Interval scale permits comparison, nominal scaling permits to simply and identify qualitative groups by dividing They're divided into sets that are mutually exclusive and collectively exhaustive, while ordinal scaling also allows to rankorder of the variables preferably. Difference between two closer values in the scale. Clinical thermometer to be a sample for the scale type of interval; Its origin is arbitrary, like difference between 98.6 degrees and 99.6 degrees (called as usual temperature of the human body) is similar with the difference in temperature between 104 and 105 degrees.

However, a temperature increase from 98.6 to 99.6 degrees may not cause major worry, a temperature increase from 104 to 105 degrees is likely to do so! Interval-scale measures size differences of the variable, as well as their differences, order, and equality. As a result, this type of scaling is stronger than two others scaling including ordinal scale and nominal scale respectively, it uses AM (Arithmetic Mean) for measuring of central tendency. By dispersion measurement it finds out range, SD (standard deviation), and variance of the variable.

Ratio scale

Ratio scaling addresses drawback of interval scale's which originated from arbitrary point by having an absolute (rather than the arbitrary) null fact that telling measuring idea. As a result, ratio scale assesses not simply in terms of scale of disparities between the scale's points, it also their sizes. It is most powerful out of four scaling since a single zero origin is another character of this (rather than an arbitrary one) and encompasses all of the other three scales' qualities. A nice example of a ratio scale is a weighing balance. It is calibrated using an absolute (rather than arbitrary) zero origin, allowing us to determine the weight ratio between two variables. Like an individual who is 250 pounds weighted, another someone is weighing 125 pounds. Mentionable that dividing these two figures we can get ratio of them 2:1. Arithmetic or geometric mean can be used as the ratio scale's measure of central tendency, and the standard deviation, variance, or coefficient of variation can be used as the measure of dispersion (Sekaran and Bougie, 2016).

Table 4.6.1: Properties of the four scales

Scale	Highlights						Some tests of significance
	Difference	Order	Distance	Unique origin	Measures of central tendency	Measures of dispersion	
Nominal	Yes	No	No	No	Mode	—	χ^2
Ordinal	Yes	Yes	No	No	Median	Semi-interquartile range	Rank-order correlations
Interval	Yes	Yes	Yes	No	Arithmetic mean	Standard deviation, variance, coefficient of variation	t, F
Ratio	Yes	Yes	Yes	Yes	Arithmetic or geometric mean	Standard deviation or variance or coefficient of variation	t, F

Source: Sekaran and Bougie, 2016

The study mainly emphasizes on nominal, ordinal and interval scales.

4.6.2 Rating Scales

Dichotomous scale

As seen in the example below, the dichotomous scale is used to elicit a Yes or No response. It's worth noting that the response is elicited using a nominal scale.

Category scale

Multiple elements are used in the category scale to elicit a single response.

Semantic differential scale

At the extremities of the scale, several bipolar traits are selected, and answerer asked to identify them arrogances near a specific human, item, or happening on a piece of the characteristics on a semantic ground. Good–Bad; Strong–Weak; Hot–Cold are just a few examples of bipolar adjectives. The semantic differential scale is used to gauge how people feel about a certain product, announcement, thing, or person. Their responses will be plotted to get better understanding how they feel. The ordinal nature of a semantic differential scale. It is, nevertheless, frequently used as an interval scale.

Numerical scale

Numerical scale and semantic differential scale both are similar, except it uses figures in the scale of five or seven-point scaling, on each end. Although it is officially ordinal in nature, this scale is frequently handled as an interval scale.

Itemized rating scale

Five-point or seven-point data scaling needed to provide statistics for each variable and answerer responses the suitable figure on the opposite side of each item and vice versa. Responses are then summed uses an interval scaling. The

itemized rating scale allows use much points of scale as need (3,5,7, 8 or whatsoever), as well as multiple anchor men (example Very Insignificant to Very Significant; Extreme Low to Extreme High). It's a stable scoring scale after there's an impartial point, and instable scoring scale when there isn't. According to research, a 5-point scale is as much as better just than others, increasing the number of points on a rating scale from five to seven or nine not recover ratings' dependability (Elore&Beggs, 1975). This listed rating scaling is commonly utilized in enterprise-research since changes to the researcher's total number of points wants and nomenclature anchor men, needed to meet academic's objectives for dummy variable.

Likert scale

On a five-point Likert scale is used see on that way strongly people expressed their agree and disagree with research statements. The responses to series of items focusing on a single topic and tool/variable will be studied step by step, such summing across items can also yield a total or summated score for each responder. Because the summated methodology is so popular, it sometimes known as totaled scale. whether this is ordinal or interval such question hotly debated. Individual who considers either as a ordinal or nominal to Likert scale claim all pairs of adjacent levels cannot be assumed to be equidistant. Despite this, Likert scales are commonly referred to as interval scales.

Constant sum scale

Respondents are requested to distribute their findings. Set figure of facts crossways a number of substances. By naturally this is ordinal scale form.

Staple scale

It assesses to instruction and the strength of an individual's feelings toward the items under investigation. The study's focus characteristic is in the centre,

numerical figure $+3/3$ on either side. In contrast, this indicates how much close or far a person's response to a stimulus is. Because there is no absolute zero point in this equation.

Graphic rating scale

A graphical representation aids respondents in indicating their responses to a specific question on this scale by inserting a mark to the relevant position in line. Scale that is based on ordinal numbers. It resembles an interval scale at times. This scale is simple to use and respond to. Rather of reflecting separate categories, the transitory images point supposed to help on the scale in rating placement. The faces scale, which portrays amused as sad appearances a graphic rating applied to get comments about respondent's perceptions about something, such in what about their feel regarding own profession.

Consensus scale

A Scale which may be created through surveys, in which expert board chooses things that, in their opinion, assess the necessary notion. These things were select mostly for applicability and connectivity with the theme. After the validity and reliability of the selected items have been studied and evaluated, a compromise level is created. TEAIS (Thurston Equal Appearing Interval Scale) is a kind of example for consensus scale, in which an idea is quantified via a sophisticated process overseen by a group of judges. Expert panel uses a mound of postcards comprising numerous similes of the theme to provide inputs on how similar or not the assertions are to the notion under investigation. Following that, the scale is created depending on the agreement made. However, because of the effort required to design it, this scale is rarely used to assess organizational concepts.

4.6.3 Ranking Scales

A ranking scale is a tool for determining priorities amid two or multiple things options (in ordinal nature). Though, a rating would not provide conclusive answers of the questions. Let's imagine is that 4 product lines exists there, then manager is looking for statistics to assist him choose exact which one to be receive. It assumed that about 35 percent of answerers prioritize on the first one of product, secondly, 25% prioritize the second, and 20% prioritize goods three and four. Because 65 percent of the respondents did not choose the first product, the manager cannot deduce that it is the most desired! Comparisons between two forced choices, then comparative the scale is some of the other approaches employed.

Paired comparison

When asked answerers to pick two objects similar time from a little number of options, the paired comparison scale is utilized. This aids in the evaluation of preferences. If, as in the previous example, respondents consistently favor creationabove products two, three, and four throughout paired comparisons, the manager can be confident in determining which product line is deficient. The number of paired comparisons increases the volume of variables will be associated produces. For n objects, the number of paired options will equal (n) , $(n - 1/2)$. Larger number of the variables or incentives offered to respondents, more paired differences are provided, and greater response exhaustion. As a result, comparison of paired is an effective strategy when number of incentives are limited.

Forced choice

Answerers are able to rating items in relation one to another using forced choice option. More convenient for the answerers, especially when volume of options for rank is minimal.

Comparative scale

The comparison scale serves as a reference point for evaluating appearances toward the present item, event, and circumstance underneath investigation.

Eventually, nominal data lends dichotomous or categorical scale itself; but ordinal data paired comparison of any rating scales like involuntary choice or relative scales; then interval data disclosed to the other ranking scales. The semantic differential and numerical scales are not interval scales in the strictest sense, though they are frequently used as such in data analysis. Most behavioral concepts are measured using rating scales. With a view to form a companionate or ranking variables that selected under nominal data scale, ranking scales are utilized (Sekaran and Bougie,2016).

The study mainly emphasizes on ordinal, Likert and Semantic differential scales.

4.7 Assessing validity

Inner cogency in the context of surveys mentions to a questionnaire's capacity to assess what you want it to measure. It's also known as measurement validity, and it refers to concerns about whether the results of your questionnaire accurately reflect the reality of what you're measuring. This is a difficulty because nearby will be neither sense constructing survey and utilizing to gather data if you actually understood what you were assessing! Academicians attain around difficulty and seeking for another necessary documents to back up

responses provided questionnaire, with significance decided the study according nature of the question and their own judgment.

Researchers frequently use the terms gratified cogency, criteria-based validity, and opposite validity when addressing cogency of a questionnaire (Bloomberg et al. 2008). The amount to the dimension instrument, the case of the measurement queries in survey documents, serves acceptable the investigation's inquiries were coveredis referred to as content validity. There are several techniques to determine what constitutes "sufficient coverage." One method is to carefully define the study with proper literature review and, where relevant, prior conversation with others. Another option is to have a panel of people evaluate each measurement item in the questionnaire to see if it is "important," "helpful but not vital," or "not necessary." Skill of measurement (questions) for forming the prediction accurately is referred the validity for criterion-connected, or predictive validity. That means utilization of questions measurement in queries to forecast buyers next purchasing habits, the amount genuinely forecast such buyers buying tendency will be a test of their validity in the criterion-based. Comparison of data questionnaire with the criterion in some way when analyzing criterion-related validity. Statistical analysis, such as correlation, is frequently used to do this. The degree of measuring questions genuinely measures presentation the constructs meant to check that referred to as construct validity. This phrase is most commonly applied to constructs like egotism scale, ability and disposition testing, like, then it can be thought of as a solution to the question, "How well can you generalize from your measurement questions to your construct?" Other methods are utilized since validating such constructions against current data is difficult. A variety of texts, including Bloomberg et al., go into greater detail on these topics (2008).

The study mainly focused on content and construct validity.

4.8 Testing for reliability

As previously said, consistency is synonymous with reliability. Although reliability is required for a questionnaire to be legitimate, it is not sufficient in and of itself. Respondents may constantly perceive a query in the survey way when approximately quite another! Later, even if query is valid, this no use because it lacks internal validity and hence cannot be used to address your research topic. As a result, consistency is anxious by the sturdiness of survey materials, specifically whether it may produce or not results consistent at various period under different situations, like that different models or questionnaire an interviewer achieved in the case of questionnaire session, to other interviewers. Three types of popular theories have been provided by Mitchell (1996) to determine consistency, as well as comparison acquired data from various sources. While these analyzed following the data attained, these must measure throughout in the stage of questionnaire design. These are in below:

- Check and re-check;
- inner constancy;
- substitute formation.

Check and re-check reliability forecasts data generated by comparing from similar queries collected from identical matters as close as possible situations. As a result, respondents must receive and complete the questionnaire twice. This could cause issues because it's tough to persuade people to complete the same questionnaire twice. Furthermore, the larger the gap between the two questionnaires, the less likely answerers will react in similar way. As a result, we can recommend that one will utilize this system in conjunction with other procedures.

Internal consistency entails comparing and contrasting the responses to the questionnaire's questions. As a result, it assesses the steadiness of answers over a subset of question sheet. Internal consistency can be calculated using a variety of approaches, with Cronbach's alpha being one of the most popular. This measurement used typically to assess the reliability of responses for collection of questions (scale object) which used to create a level (explained under the section later on) assess a notion certainty. An alpha coefficient range is 0 to 1. Values of 0.7 or higher imply that the scale's questions are measuring the same thing.

Mitchell (1996) proposes the 'alternative form' technique to testing for reliability. By comparing replies to alternate formulations of the same topic or groups of questions, you can get a sense of the dependability of your questionnaire. When questions are included for this reason, they are sometimes referred to as "check questions" in lengthy questionnaires. However, ensuring that these questions are essentially equal is frequently difficult. Respondents may become tired as a result of the necessity to lengthen the survey, then these will notice a similar question and simply return in prior response! As a result, it's best to use check questions sparingly (Saunders et al, 2012).

For measuring reliability, the study emphasizes on Cronbach's alpha test.

4.9 Designing individual questions

The data you need to collect should determine the design of each inquiry. Researchers do one of three things when creating individual questions (Borque&Clark 1994):

- incorporate queries from surveys;
- modify queries from supplementary questionnaires;
- create questions

If need to replicate or compare results to another research, you may need to adopt or change questions. This allows for the evaluation of reliability. It's also faster than coming up with your own questions, as long as data collection and answer questions of the research and achieve goals. You can use questions that included with some survey design software. Alternatively, present queries, scientific articles published in journal, and online oriented queries banks, like Question Bank for Survey (2011) provided by the Survey Resource Network, may contain asking and enciphering systems will satisfy. Since the mid-1990s, this has provided access to fully searchable questionnaires in pdf format of UK and surveys cross-culture. It also contains a question search feature that allows users to access over 200,000 questions from over 50 surveys and can be found at <http://surveynet.ac.uk/sqb/about/introduction.asp>. But, before you start asking questions, be cautious! Because there are so many bad questions floating around, you should always evaluate each one carefully. You should also check if they are protected by copyright. If they are, you must get permission from the author before using these. No official copyright is not available there, it should ask the writer and ask for allow if possible. You should thank the creator of the questions and explain where you got them in the projected report.

Firstly, thinking is need regarding type and formation of questions, not be sequence these may appear. The validity for a questionnaire can be improved by clearly framing questions in ways that respondents are likely to be familiar with and understand. The majority of questionnaires contain a mix of exposed and closed items. Open mined questions, often known as open-edged queries, permit answerers for responding unique way (Fink, 2009). Closed-ended questions are termed as closed queries while forced-select queries (Vaus, 2002), present a set of potential replies from choose of respondent. Because they involve little writing, the latter form of inquiry is frequently quicker and easier to answer. Because the responses have been preset, they are also easy to compare. However, if these answers are difficult to interpret, the benefits are, to put it mildly, minimal (Foddy 1994). We'll go through six different sorts of closed questions later:

- list, in which the responder is given a list of items from which to choose;
- category, in which just an answer to be chosen from different range of the categories;
- ranking, in which answerers asked something about rank;
- rating, when replies are recorded using a rating device;
- quantity, where answer is a number and indicating of an amount;
- matrix, which allows the recording of responses based on two or multiple questions on the same grid.

Open questions

Both interviews in-depth and semi-structured often use open questions. They are important in questionnaires when unclear answers, like exploratory research need thorough response, when desire to know about respondent's feelings. The length and breadth of a response to open questions is partially determined by

the question's particular language and the quantity of space available. However, if you leave too much gap between the questions, they become obnoxious.

Listed queries

This provides answer with some options to choose. When you need to be sure that the respondent has evaluated all options, such questions are useful. The list of responses, on the other hand, should be clearly defined and expressively for the respondent. During the operation of a structured queries session, provide cue card to the answerers a usual phenomenon. You can utilize a variety of response categories, including 'yes or no,' 'agree or disagree,' and 'applies or not apply,' as well as 'don't idea' or 'not certain.' To use a comprehensive list, researcher might include a category of "catch-all" or "other."

Category questions

Category questions, on the other hand, each respondent's response can created only fit into the categories. These types of queries are very beneficial to attain information of someone's behavior and characteristics. Number of classes include within questionnaire without influencing its determined specifying questionnaire. In most cases, own accomplished questions via telephone include below five categories response (Fink, 2009).

Ranking questions

Ranking inquiry tells the answerers about rank items for importance. It implies figure out how important they are to the respondent.

Rating questions

When gathering opinion data, rating questions are frequently utilized. They are not to be confused with scales, that is collection of queries things used to assess

a construct or concept (Corbetta 2003). A likert-style rating asked respondent in what way he/she agrees or disagrees strongly with a research statement or order of statements on four-to-seven-point ranking scale, is most commonly used in rating inquiries. Because of how answerers most likely to data evaluation, possible questionnaire should be served to get answer in a straight line (as within question ten) rather than few lines or columns (in question 10). (Dillman 2009). If you're going to employ a sequence of statements, keep the response categories in the same sequence to prevent unclear respondents. Both positive or negative remarks by the respondent carefully reads and check.

Quantity questions

A number is given as a response to a quantitative query, indicating the amount of a characteristic. As a result, such inquiries are frequently employed to gather behavior or attribute data. Because the information gathered through the question entered in the computer without ciphering, it is known as a self-supported coding question, every respondent codes it for himself or herself (Saunders et al, 2012).

Matrix questions

Matrix of questions using record responses two or more comparable questions. Questions recorded at the left-hand of the paper, and answers are present on the upon side, as seen in question 15 made in SurveyMonkey™. Each question's proper response is record according row and column interconnect. Despite of that a matrix less consumed space while Dillman (2009) claimed that answerers may struggle to understand about designs to overcome a barrier to response. The study focused on open, rating and ranking questions.

4.10 Sampling Design

Sample

A subset of the population that was chosen for participation in the study.

Sampling unit

At some point during the sample process sampling unit is a group containing all elementfor selection.

Sample framing

Population ingredient represented the target. This forms a set of instructions or list that placement in the targeted respondents.

Sampling size in research

The figure or elements in a research must be included. (1) the significance of choice, (2) type of the study, (3) the sum of research variables, (4) kind of assess, (5) sampling size utilized in the same research, (6) events ratings, (7) accomplishment rank, and (8) source limitations are all vital qualitative things consider when fixed the sampling size.

Polling included 100 domestic tourists, 100 international tourists, 70 members of the local community, 20 tour operators, and ten experts.

4.10.1 A Classification of Sampling Techniques

4.10.1.1 Probabilistic sample

Sampling method where each member has equal probability of being select.

Simple Random Sampling

Simple random sampling (SRS) is an event where each individual in the population known as equal chance of selecting probability. Additionally, each sample size (n) given conceivable an equal and possible chance that is actually chosen sample. Every element is chosen individually than others. A random process is used to select the sample from a framing of sampling. Such approach similar a lottery method that names take place under a container, this container is surprised, the winners' list taken unbiasedly.

Systematic Sample Method

Sample taken systematically by choosing random opening point and every i th material. Population size (N) divided by the sampling size (n) closest integer of the interval sample calculated. For example, if the population contains 100,000 items, a sample of 1,000 is required. Interval sampling, in this case 100. A number chosen randomly between numbers of 1 & 100. Suppose number 23, then sample contains the elements 23, 121, 213, 223, 323, 323, and so on.

Sampling in Stratified

This followed a 2-step procedure that divides the populace with strata and subpopulations. Every populace material should be allocated only a stratum, without population items excluded. Then, using a random technique, such as SRS, elements are chosen from each stratum. In terms of technique, only SRS should be used to choose components from each stratum. Systematic sampling and other probability sampling approaches are sometimes used in practice. In contrast to quota sampling, stratified sampling selects sample elements based on probability rather than convenience or judgment.

Cluster Sampling

Targeted population partitioned collectively exhaustive with mutually exclusive sub-populations, bunches, in cluster sampling. Using sampling probability sampling technique like SRS, random sampling cluster has chosen. Sample elements for each selected cluster or a probabilistic sample of elements are taken. One-stage cluster sampling is when all of the items every cluster is selecting

Of the sample. A 2-stage sampling cluster is drawn from every selected cluster probabilistically.

Sampling region

Sample cluster include geographic locations likely counties, homesteads tracts, chunks, and other descriptive typical method.

4.10.1.2 Non probability sampling

Sampling techniques do not depend chances of selection mechanisms. These rely on individual judgment of the researcher.

Sampling for Convenience

It aims collect items that accessible easily. The interviewer is in charge of choosing the sampling units. Respondents are frequently chosen because they are at the exact ground at the appropriate moment. Some examples for convenience in sampling includes (1) students, social-institutions members, and church groups used, (2) interviews answerers without qualification, (3) charging account tilts used in departmental stores, (4) included questionnaire tear-out in a magazine, and (5) “street-people” queries.

Judgmental Sampling

It is one kind of convenience sampling that researcher select the population materials founded on his or her own judgment. The items to be included in the sample are chosen by the researcher, using judgment or expertise, as academicians believe these population representative acceptable otherwise. (1) market testing determines chosen new service potential, (2) industrial marketing chosen by buying engineers as these considered representative, (3) precincts bellwether chosen in polling behavioral research, (4) Court uses expert witnesses, and (5) a new merchandise select by departmental store.

Quota for Sampling

Quota sampling a 2-edges limited technique for sampling in judgmental. Firstly, entails creating population element switch groups, or rations. These quotas create a list of key control characteristics and determines how these qualities are distributed in the target population. On the basis of judgment, essential characteristics for control that include identified gender, year, and race.

Quotas are frequently control characteristics and elements with matches in a sample set proportion of population. On contrast, this ensures representative sample in terms of traits in interest. Sample elements are chosen in the second stage founded on suitability or ruling. After quotas assigned elements to be included a lot of leeway in the sample. The sole stipulation is that the elements chosen be appropriate for the control characteristics.

Sampling in Snowball

Usually, responders chosen randomly is called snowball sampling. Following the interview, these individuals requested to detect members of population. The referrals used for choosing subsequent responses. By acquiring transfers from sources, such process can carry out surfs, resulting in a snowball effect. Despite of the fact, probability sampling was employed to choose the initial respondents. The referrals will share more demographic and psychographic features with the people who referred them than would happen by chance (Malhotra and Das, 2016).

The study used a stratified random sample approach for the most part. Domestic visitors, overseas visitors, local community members, tour operators, and expert members were the first five strata to be chosen. For the purpose of picking domestic and foreign tourists, the researcher gathered information from several hotels and guest houses in Cox's Bazar, then created a random table and chose them at random from the table. For the purpose of selecting local community members, the researcher gathered information from various municipalities in Cox's Bazar, created a random table, and chose them at random from the table. For the purpose of picking tour operators and expert members, the researcher gathered data from TOAB (Tour Operators Association of Bangladesh), created a random table, and chose them at random from the table.

4.11 Data Processing and Analysis

4.11.1 Coding & Editing

After fieldwork completion, information transformed into a format that will answer the manager's inquiries. This is a part of the data analysis and processing stage. The information content will be extracted from raw data. Coding & editing data is usually the first step in data processing. Editing includes looking over the data gathering forms for omissions, legibility, and classification consistency. Before the data is uploaded to the computer, the editing procedure corrects flaws like examiner mistakes (answers logged wrong section of queries). For groups of responses, meaningful categories and character symbols must be developed before data can be tallied. Codes define the regularities for understanding, classifying, recording, and shifting information to data storage format. Such coding method makes it easier to tabulate data on a computer or by hand. The data is entered into the computer and validated if computer analysis is to be employed. The impact of technological progress on the research process can be seen in computer-assisted (online) interviewing. Telephone interviewers read survey questions shown on a monitor while seated at computer terminals. The interviewer poses the questions and then types in the responses from the participants. As a result, replies are gathered and processed into the computer at the same moment, obviating the need for intermediate procedures that may bring errors (Zikmund et al, 2009).

After collecting questionnaire, the researcher assigned codes of each question and found any inconsistencies then edit that type of errors.

4.11.2 Data analyzing

The process of data analysis using logic to decipher the information met. Most basic form for identifying reliable system is summarizing the pertinent information uncovered throughout the study. The information requirements of management, the features of the study design and type of information acquired will decide the best analytical approach for data analysis. Arithmetical examination can variety depicting a basic incidence distribution much complicated multivariate studies like multiple regression (Zikmund et al ,2009).

Frequency distribution

Mathematical distribution goal is to total the amount of answers linked with various values of a single object and explore such counts in terms of percentage.

Mean

Average is the result of adding all the materials divided by the sum of elements (Malhotra and Das,2016).

Cronbach's Coefficient Alpha

Two types of reliability in coefficients there who's on the basis of longitudinal data (such as examination & re-examination of reliability in coefficient), and these also rely on cross-sectional informational data (e.g. inner consistency of coefficients of reliability & equivalence re-liability in coefficients). Alpha coefficient that is an estimate of consistency internally far the often used reliability in coefficient (Peterson,1994). Cronbach (1951) established coefficient alpha as a generalized measure of a multi-item scale's internal consistency. It's written like this:

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \sum_{i=1}^k \sigma_i^2 / \sigma^2 \right)$$

$$\frac{k\bar{r}}{1 + \bar{r}(k-1)}$$

where k is the scale's item count, σ_i^2 is the item's variance, σ^2 is the scale's variance, and r is the average interitem correlation.

Table 4.11.2 :Selected Recommended Reliability Levels

Author	Situation	Recommended level
Davis (1964, p. 24)	Prediction for individual	Above .75
	Prediction for group of 25–50	.5
Kaplan and Saccuzzo (1982, p. 106)	Prediction for group over 50	Below .5
	Basic research	.7–.8
Murphy and Davidshofer (1988, p. 89)	Applied research	.95
	Unacceptable level	Below .6
	Low level	.7
	Moderate to high level	.8–.9
Nunnally (1967, p. 226)	High level	.9
	Preliminary research	.5–.6
	Basic research	.8
Nunnally (1978, pp. 245–246)	Applied research	.9–.95
	Preliminary research	.7
	Basic research	.8
	Applied research	.9–.95

Source: Peterson, 1994

Factor Analysis

Factor analysis, in general, provides materials for examining the framework of correlated (correlations) among a great figure of variables (like testing scores, responses in questionnaire, social media usage patterns, digital tracking) by defining sets of extremely interrelated variables called either components or factors. In this clusters of variables (factors), which are heavily interconnected

by definition, thought reflect data sizes. When all we care about is lowering the number of variables, the dimensions can help us come up with new composite measures. The dimensions, on the other hand, may have value for what they collectively represent if a theoretical comprehensive relation with variables. These magnitudes may correlate the notions those not fully expressed in the latter situation. A factor analysis that is exploratory type offers numerous representations for these sets of variables that can be used in other multivariate techniques. It's worth noting at this point that factor-analytic approaches can be used to accomplish exploratory or confirmatory goals. Several academicians consider this one just an investigative strategy, for searching the structure few groups of data or variables by tool, which has sparked a discussion about its proper purpose. Exploratory factor analytic techniques, in this view, "take what the data gives you" or 'not' impose any limits for component and estimate or number of materials to be retrieved. Researcher expects a confirmatory approach for factor analysis, evaluating level of data match hypothetically and theoretical structures (Hair et al, 2019; Malhotra and Das, 2016).

Factor Analysis Associated with Statistics

Key statistics that linked with the factor analysis given as below:

The Bartlett's test

It is one kind of test statistic that used to check the variables from the population are not correlated. In contrast, the correlation matrix is an identity matrix, meaning that each variable has a perfect correlation with itself but no association with the others.

Correlation in matrix.

Simple statistical correlation matrix consists of all possible variables in the analysis. Diagonal elements are frequently deleted because they are all one.

Eigenvalue.

Total variance is represented eigenvalue by each factor.

Loadings of Factor

Factoring loadings show a straightforward relationship between data variables and factors.

Factor loading plot

Factor plot for loading case uses the factor loadings as coordinates to plot the original variables.

Factor matrix.

All of the variables' factor loadings on all of the retrieved factors are contained in a factor matrix.

Factoring score

This derived estimated factor merged scores for each answerer.

Matrix of Factoring scores in coefficient

Factoring score for weighting coefficients used for combining the standardized data variables to create a matrix of factor scores.

KMO (Kaiser-Meyer-Olkin) measurement for sampling tolerability.

KMO tool used for determining index for sampling adequacy (SA) 1 if factor analysis is acceptable. If factor analysis (FA) indicated by high level values like in the range of 0.5 to 1.0. FA will nit be acceptable when value goes to below 0.5.

Percentage variance

This tool can find out the percentage and total variance of each factor.

Residual's value

Any disparities between factor matrix and correlation matrix in the observed correlations known as residuals.

Scree plot.

The eigenvalues are plotted for extraction against the number of variables in a scree plot (Hair et al ,2019; Malhotra and Das,2016).

Multiple Response Sets

Various response sets of questions recorded where the answerer may give multiple response using extra variables. Many response groups are regarded similarly to qualitative (categorical) variables, almost everything you can with categorical variables with multiple response sets as well. Various answer sets are created from the data file's multiple variables. (SPSS User's Guide, 2005).

The research uses a variety of statistical tools to analyze data, including descriptive statistics, multiple response analysis, Cronbach Alpha test, and exploratory factor analysis.

4.12 Summary

This chapter reports research methodology and research design that will be used as guide for the whole study. The chapter provides a clear description about my study of primary and secondary data collection procedure, different types of scaling techniques adopted in the study, validity and reliability, sample size and sampling technique, data analysis tools and techniques adopted in the study.

CHAPTER-5



CHAPTER 5

Findings and Discussion

5.1 Introduction:

This chapter presents the total analysis and also discussion. In my study total population was 300 where domestic tourist is 100, foreign tourist is 100, local community people are 70, tour operator is 20, expert members opinion 10. This study is both qualitative and quantitative research based. Here I turned qualitative data into quantitative mode. Though my study contains tourism branding in Cox's Bazar in my whole study I have to pay more attention which factors are more effective in which level in Cox's Bazar branding. By identifying those factors by various method like reliability test, validity test, factors load, rotated component matrix, mean value, eigen value, factors analysis I have tried to understand which factor is more affective. Later than I will suggest those factors to apply in branding Cox's Bazar totally.

5.2 Domestic Tourists

Table-5.2.1: Times visited Cox's Bazar

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	8	8.0	8.0	8.0
1 st time	30	30.0	30.0	38.0
2nd time	18	18.0	18.0	56.0
Valid 3-5 times	38	38.0	38.0	94.0
6 or more times	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Table No 5.2.1 exhibits 38% respondents visited Cox's bazar 3-5 times and only 6 percent respondents visited Cox's bazar 6 or more times.

Table-5.2.2: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	65	65.0	65.0	65.0
Valid Female	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Table 5.2.2 depicts that 65% answers come from male, and 35% female respondents.

Table-5.2.3: Age

	Frequency	%	Valid Percent	Cumulative Percent
Valid 25-34 years	69	69.0	69.0	69.0
35-44 years	20	20.0	20.0	89.0
45-54 years	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Table 5.2.3 demonstrates that 69% percent respondents belong to 25-34 years age group and 11 percent respondents belong to 45-54 years age group.

Table-5.2.4: Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	30	30.0	30.0	30.0
Married	70	70.0	70.0	100.0
Total	100	100.0	100.0	

Table 5.2.4 displays that 70 percent respondents were married and 30 percent respondents were single.

Table-5.2.5: Level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Graduation	20	20.0	20.0	20.0
Valid Post Graduation	80	80.0	80.0	100.0
Total	100	100.0	100.0	

Table 5.2.5 depicts that 80% respondents completed post graduate and 20% respondents got graduate degree.

Table-5.2.6: Expenditure for Cox's Bazar Trip

	Frequency	Percent	Valid Percent	Cumulative Percent
5000-10,000Tk	47	47.0	47.0	47.0
10001-20,000Tk.	30	30.0	30.0	77.0
Valid 20001-40,000Tk.	12	12.0	12.0	89.0
Over 40,000Tk	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Table 5.2.6 demonstrates that 47% respondents spend 5000 to 10,000 Tk. and 11 percent respondents spend more than 40,000 Tk.

Table-5.2.7: Duration of Stay at Cox's Bazar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 day	8	8.0	8.0	8.0
2 Days	16	16.0	16.0	24.0
3 Days	76	76.0	76.0	100.0
Total	100	100.0	100.0	

Table 5.2.7 shows that 76 percent respondents stay at Cox's bazar up to 3 days and only 8 percent respondents stay at Cox's bazaar up to 1 day.

Table-5.2.8: Sources of Information about Cox's Bazar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Personal communications (relatives, friends, colleagues, and classmates)	77	77.0	77.0	77.0
Internet	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Table 5.2.8 displays that 77% respondents get information about Cox's bazaar through personal communication and 23 percent respondents get information about Cox's bazaar through internet.

Table-5.2.9: Duration of visit Cox’s Bazar last 3-4 years

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	18	18.0	18.0	18.0
1st time	17	17.0	17.0	35.0
Valid 2nd time	29	29.0	29.0	64.0
3rd time	36	36.0	36.0	100.0
Sum	100	100.0	100.0	

Table 5.2.9 exhibits, last 3-4 years, 36 percent respondents visited Cox’s bazaar 3rd times and 17 percent respondents visited Cox’s bazaar 1st time.

Table-5.2.10: Statistics in Reliability

Cronbach's Alpha	N of Items
.789	23

Table 5.2.10 shows that overall scale reliability is 0.789.

Table-5.2.11: Scale reliability of independent variables

Statement	Cronbach's Alpha
I have heard of Cox's Bazar	.784
I have difficulty imagining Cox's Bazar in my mind	.836
Some characteristics about Cox's Bazar come quickly to my mind	.779
There is beautiful nature at Cox's Bazar	.781
There are good opportunities for recreational activities and events at Cox's Bazar	.780
There is pleasant weather at Cox's Bazar	.772
Cox's Bazar protects and maintains historical and cultural attractions very well	.758
There is a high level of cleanliness at Cox's Bazar	.751
There is a high level of personal safety at Cox's Bazar	.767
There is high quality of accommodation at Cox's Bazar	.754
There is high quality of infrastructure at Cox's Bazar	.782
There are appealing local food at Cox's Bazar	.773
There is good value for money at Cox's Bazar	.758
There is high quality of tourism services at Cox's Bazar	.746
There are few problems with communication at Cox's Bazar	.830
There are low prices of tourism services at Cox's Bazar	.824
I would like to visit Cox's Bazar again in the future	.780
I intend to recommend Cox's Bazar to my friends	.764
Cox's Bazar provides more benefits than other similar Bangladeshi tourism destinations	.774
Cox's Bazar is a preferable tourism destinations I want to visit	.781
Plan for visit Cox's Bazar next 3-4 years	.784
Cox's Bazar as tourism destination	.785
Visited Cox's Bazar again	.787

Table 5.2.11 shows that independent variables scale reliability ranges from 0.7 to 0.8.

Table-5.2.12: Communalities

Statement	Initial	Extraction
I have heard of Cox's Bazar	1.000	.927
I have difficulty imagining Cox's Bazar in my mind	1.000	.956
Some characteristics about Cox's Bazar come quickly to my mind	1.000	.892
There is beautiful nature at Cox's Bazar	1.000	.936
There are good opportunities for recreational activities and events at Cox's Bazar	1.000	.723
There is pleasant weather at Cox's Bazar area	1.000	.887
Cox's Bazar protects and maintains historical and cultural attractions very well	1.000	.912
There is a high level of cleanliness at Cox's Bazar	1.000	.910
There is a high level of personal safety at Cox's Bazar	1.000	.810
There is high quality of accommodation at Cox's Bazar	1.000	.940
There is high quality of infrastructure at Cox's Bazar	1.000	.842
There are appealing local food at Cox's Bazar	1.000	.914
There is high quality of tourism services at Cox's Bazar	1.000	.871
There are few problems with communication at Cox's Bazar	1.000	.941
There are low prices of tourism services at Cox's Bazar	1.000	.963
I would like to visit Cox's Bazar again in the future	1.000	.987
I intend to recommend Cox's Bazar to my friends	1.000	.934
The Cox's Bazar provides more benefits than other similar Bangladeshi tourism destinations	1.000	.701
Cox's Bazar is one of the preferred tourism destinations I want to visit	1.000	.932
Plan for visit Cox's Bazar next 3-4 years	1.000	.831
Cox's Bazar as tourism destination	1.000	.923
Visit Cox's Bazar again	1.000	.909

Higher communalities indicate higher importance of the independent variables.

Table 5.2.12 shows that the communalities of independent variables range from 0.7 to 0.9.

Table-5.2.13: Factors

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	7.389	32.127	32.127
2	3.992	17.358	49.485
3	3.426	14.894	64.379
4	2.539	11.039	75.418
5	1.884	8.189	83.607
6	1.375	5.977	89.584

Table 5.2.13 shows that the model identified six factors and their eigen values more than 1.

Figure depicts that the scree plot identified six factors and their eigen values more than 1.

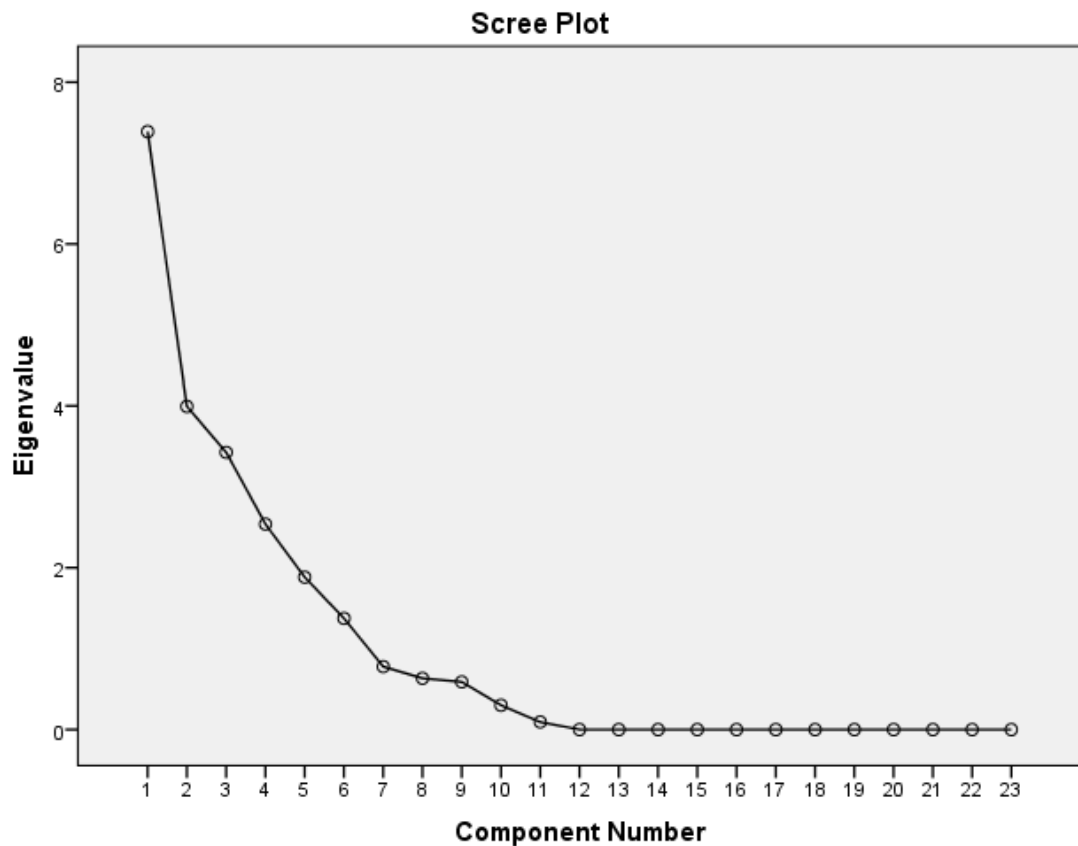


Table-5.2.14: Rotated Component Matrix^a

Statement	Component					
	1	2	3	4	5	6
There is beautiful nature at Cox's Bazar	.906					
I intend to recommend Cox's Bazar to my friends	.899					
There are appealing local food at Cox's Bazar	.827					
Cox's Bazar protects and maintains historical and cultural attractions very well	.739					
There is pleasant weather at Cox's Bazar	.667					
There is high quality of tourism services at Cox's Bazar	.646					
There is high quality of infrastructure at Cox's Bazar		.906				
I have heard of Cox's Bazar		.856				
Some characteristics about Cox's Bazar come quickly to my mind		.762				
There is high quality of accommodation at Cox's Bazar		.655				
There are good opportunities for recreational activities and events at Cox's-Bazar		.581				
Cox's Bazar are revisited			.863			
As tourism destination Cox's Bazar			.843			
There is a high level of cleanliness at Cox's Bazar			.759			
There is good value for money at Cox's Bazar			.718			
Plan for visit Cox's Bazar next 3-4 years			.639			
I have difficulty imagining Cox's Bazar in my mind				.904		
I would like to visit Cox's Bazar again in the future				.865		
Cox's Bazar is one of the preferred tourism destinations I want to visit					.956	
There is a high level of personal safety at Cox's Bazar					.604	
Cox's Bazar provides more benefits than other similar Bangladeshi tourism destinations					.585	
There are low prices of tourism services at Cox's Bazar						.910
There are few problems with communication at Cox's Bazar						.628

Each independent variable should have a loading value of 0.5. The rotated component matrix identified six variables, as shown in Table 5.2.14. Six independent variables make up the first factor. The second factor is made up of five independent variables. Five independent variables make up the third factor. Two independent variables make up the fourth factor. Three independent variables make up the fifth factor. Two independent variables make up the sixth factor.

Table-5.2.15: Mean values of independent variables

	Mean
Plan for visit Cox's Bazar next 3-4 years	6.77
Visit Cox's Bazar again	6.73
Cox's Bazar as tourism destination	6.40
I have heard of Cox's Bazar	4.82
There is beautiful nature at Cox's Bazar	4.82
I would like to visit Cox's Bazar again in the future	4.71
Some characteristics about Cox's Bazar come quickly to my mind	4.53
Cox's Bazar is one of the preferred tourism destinations I want to visit	4.52
There are good opportunities for recreational activities and events at Cox's Bazar	4.49
I intend to recommend Cox's Bazar to my friends	4.33
Cox's Bazar provides more benefits than other similar Bangladeshi tourism destinations	4.25
Cox's Bazar protects and maintains historical and cultural attractions very well	4.08
There is high quality of accommodation at Cox's Bazar	3.96
There is pleasant weather at Cox's Bazar	3.90
There are appealing local food at Cox's Bazar	3.89
There is high quality of infrastructure at Cox's Bazar	3.81
There is high quality of tourism services at Cox's Bazar	3.69
There are few problems with communication at Cox's Bazar	3.54
There is good value for money at Cox's Bazar	3.47
There is a high level of personal safety at Cox's Bazar	3.28
There are low prices of tourism services at Cox's Bazar	2.65
There is a high level of cleanliness at Cox's Bazar	2.59
I have difficulty imagining Cox's Bazar in my mind	1.85

Table 5.2.15 shows the mean value of independent variables. Higher mean value shows higher importance of that independent variables.

5.3 Foreign Tourists

Table-5.3.1: Times visited Cox's Bazar

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	25	25.0	25.0	25.0
1 st time	15	15.0	15.0	40.0
2nd time	20	20.0	20.0	60.0
3-5 times	13	13.0	13.0	73.0
6 or more times	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Above table 5.3.1 tell us that 27% of answerers visited Cox's Bazar 6 or more times, whereas 13% visited Cox's Bazar 3-5 times.

Table-5.3.2: Country

	Frequency	Percent	Valid Percent	Cumulative Percent
Uganda	13	13.0	13.0	13.0
Ghana	13	13.0	13.0	26.0
China	15	15.0	15.0	41.0
Kenya	15	15.0	15.0	56.0
Jordan	14	14.0	14.0	70.0
Myanmar	13	13.0	13.0	83.0
Zimbabwe	5	5.0	5.0	88.0
Turkey	5	5.0	5.0	93.0
Canada	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Table 5.3.2 demonstrations that most of the answerers from African countries.

Table-5.3.3: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	85	85.0	85.0	85.0
Valid Female	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Table 5.3.3 shows that male respondent is 85%, only 15% is female respondent.

Table-5.3.4: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
35-44 years	76	76.0	76.0	76.0
Valid 45-54 years	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Table 5.3.4 shows that 76 percent respondents belong to age group 35-44 years and 24 percent respondents belong to age group 45-54 years.

Table-5.3.5: Level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
College/university graduate	60	60.0	60.0	60.0
Valid Graduate school graduate	40	40.0	40.0	100.0
Total	100	100.0	100.0	

Table 5.3.5 shows that 60 percent respondents completed master's degree and 40 percent respondents completed bachelor degree.

Table-5.3.6: Expenditure for Cox's Bazar Trip

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 1000 USD	22	22.0	25.9	25.9
Valid 1001-2000 USD	63	63.0	74.1	100.0
Total	85	85.0	100.0	
Missing System	15	15.0		
Total	100	100.0		

Table 5.3.6 shows that 63 percent respondents spend 1001-2000 USD and 22 percent respondents spend below 1000 USD.

Table-5.3.7: Sources of Information about Cox's Bazar

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Personal communications (relatives, friends, colleagues, and classmates)	20	20.0	20.0	20.0
	Internet	47	47.0	47.0	67.0
	Electronic media (television and radio)	15	15.0	15.0	82.0
	Print media (books, newspaper, and magazines)	5	5.0	5.0	87.0
	Travel agencies	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Table 5.3.7 demonstrates that 47 percent of respondents acquire their information via the internet, whereas only 5% acquire it from print media.

Table-5.3.8: Duration of visit Cox's Bazar last 3-4 years

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	25	25.0	43.1	43.1
2nd time	13	13.0	22.4	65.5
Valid 4th time	7	7.0	12.1	77.6
6th or more times	13	13.0	22.4	100.0
Total	58	58.0	100.0	
Missing System	42	42.0		
Total	100	100.0		

Table 5.3.8 shows that last 3-4 years, 13 percent respondents visited Cox's Bazar 6th or more times and only 7 percent respondents visited Cox's Bazar 4th times.

Table-5.3.9: Reliability Statistics

Cronbach's Alpha	N of Items
.686	18

Table 5.3.9 depicts that overall scale reliability 0.686.

Table 5.3.10: Scale reliability of independent variables

Statement	Cronbach's Alpha
I have heard of Cox's Bazar	.721
I have difficulty imagining Cox's Bazar in my mind	.641
Some characteristics about Cox's Bazar come quickly to my mind	.629
There is beautiful nature at Cox's Bazar	.614
There are good opportunities for recreational activities and events at Cox's Bazar	.658
There is pleasant weather at Cox's Bazar	.676
Cox's Bazar protects and maintains historical and cultural attractions very well	.676
There are good opportunities for adventures	.660
There are friendly people at Cox's Bazar	.630
There is a high level of cleanliness at Cox's Bazar	.626
There is an unpolluted environment at Cox's Bazar	.654
There is a high level of personal safety at Cox's Bazar	.710
There is high quality of infrastructure at Cox's Bazar	.667
There is high quality of tourism services at Cox's Bazar	.699
There are few problems with communication at Cox's Bazar	.724
There are low prices of tourism services at Cox's Bazar	.702
I would like to visit Cox's Bazar again in the future	.693
I intend to recommend Cox's Bazar to my friends	.697

Table 5.3.10 shows that independent variables scale reliability ranges from 0.6 to 0.7.

Table 5.3.11: Communalities of independent variables

Statement	Communalities
I have heard of Cox's Bazar	.865
I have difficulty imagining Cox's Bazar in my mind	.800
Some characteristics about Cox's Bazar come quickly to my mind	.656
There is beautiful nature at Cox's Bazar	.766
There are good opportunities for recreational activities and events at Cox's Bazar	.891
There is pleasant weather at Cox's Bazar	.776
Cox's Bazar protects and maintains historical and cultural attractions very well	.699
There are good opportunities for adventures	.658
There are friendly people at Cox's Bazar	.724
There is a high level of cleanliness at Cox's Bazar	.745
There is an unpolluted environment at Cox's Bazar	.935
There is a high level of personal safety at Cox's Bazar	.824
There is high quality of infrastructure at Cox's Bazar	.812
There is high quality of tourism services at Cox's Bazar	.760
There are few problems with communication at Cox's Bazar	.880
There are low prices of tourism services at Cox's Bazar	.888
I would like to visit Cox's Bazar again in the future	.913
I intend to recommend Cox's Bazar to my friends	.900

Higher communalities indicate higher importance of the independent variables. Table 5.3.11 shows that the communalities of independent variables range from 0.6 to 0.9.

Figure 5.2.12 Scree Plot of Unobserved Factors

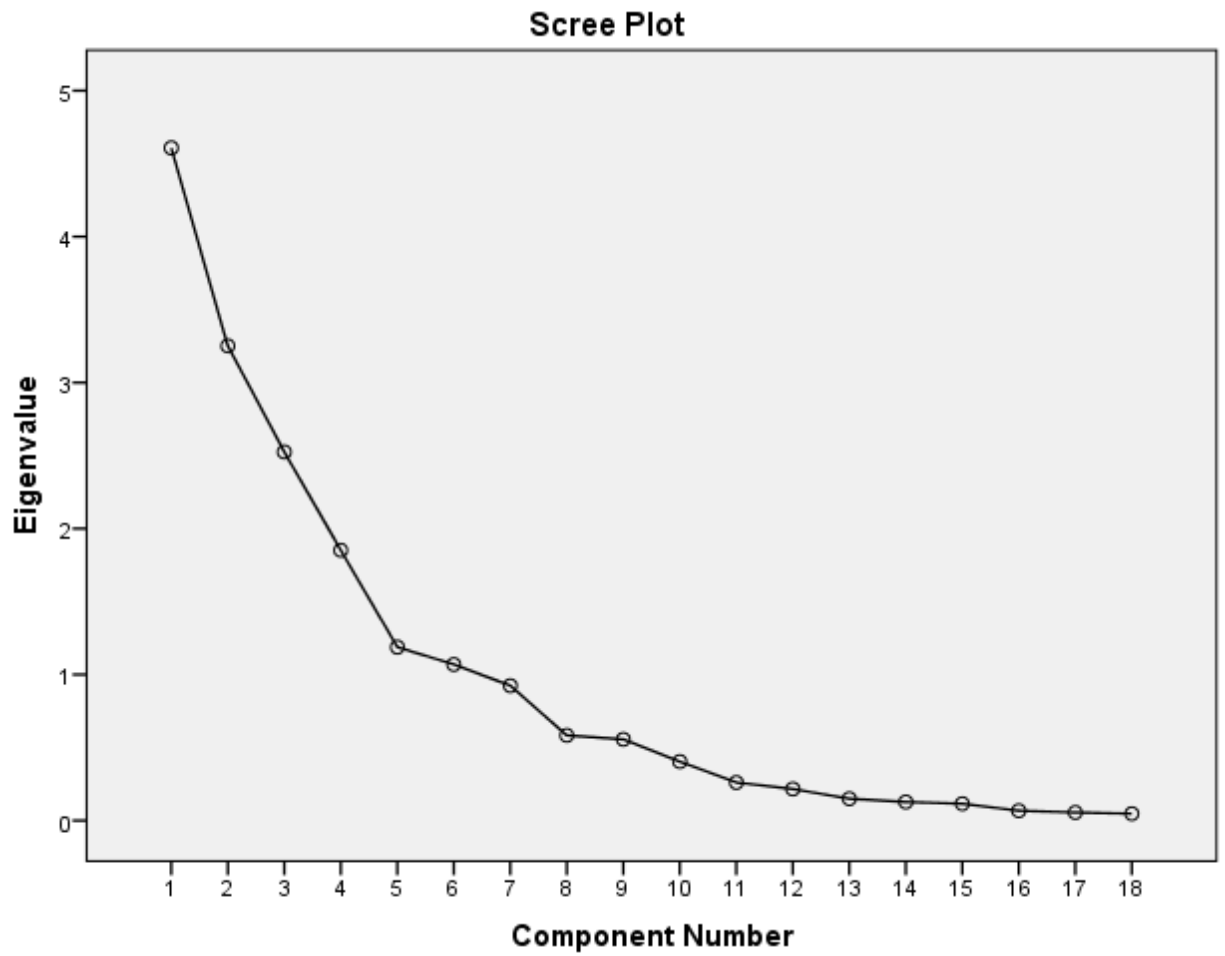


Figure 5.2.12 depicts that the scree plot identified six factors and their eigen values more than 1.

Table 5.3.13: Eigen standards of unobserved factors

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	4.608	25.598	25.598
2	3.251	18.062	43.660
3	2.525	14.027	57.687
4	1.851	10.286	67.973
5	1.188	6.599	74.572
6	1.069	5.941	80.512

Table 5.3.13 shows that the model identified six factors and their eigen values more than 1.

Table 5.3.14: Rotated Component Matrix of Independent variables

Statement	Component					
	1	2	3	4	5	6
There is an unpolluted environment at Cox's Bazar	.853					
I have difficulty imagining Cox's Bazar in my mind	.851					
Some characteristics about Cox's Bazar come quickly to my mind	.757					
There are good opportunities for adventures	.627					
I intend to recommend Cox's Bazar to my friends		.945				
There are few problems with communication at Cox's Bazar		.889				
There is high quality of tourism services at Cox's Bazar		.828				
There are good opportunities for recreational activities and events at Cox's Bazar			.929			
There is a high level of cleanliness at Cox's Bazar			.761			
There are friendly people at Cox's Bazar			.663			
There is beautiful nature at Cox's Bazar			.610			
There is a high level of personal safety at Cox's Bazar				.849		
There is pleasant weather at Cox's Bazar				.791		
There is high quality of infrastructure at Cox's Bazar				.759		
I have heard of Cox's Bazar					-.927	
Cox's Bazar protects and maintains historical and cultural attractions very well					.724	
There are low prices of tourism services at Cox's Bazar						.924
I would like to visit Cox's Bazar again in the future						.728

Each independent variable should have a loading value of 0.5. The rotated component matrix identified six elements, as shown in Table 5.3.14. The first factor is made up of four independent variables. Three independent variables make up the second factor. The third factor is made up of four independent variables. Three independent variables make up the fourth factor. Two independent variables make up the fifth factor. Two independent variables make up the sixth factor.

5.4: Community People

Table-5.4.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	18	25.7	25.7	25.7
Valid Male	52	74.3	74.3	100.0
Total	70	100.0	100.0	

Table 5.4.1 shows that 74 percent respondents were male and 26 percent respondents were female.

Table-5.4.2:Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	27	38.6	44.3	44.3
Valid Single	34	48.6	55.7	100.0
Total	61	87.1	100.0	
Missing System	9	12.9		
Total	70	100.0		

Table 5.4.2 shows that 49 percent respondents were single and 39 percent respondents were married.

Table-5.4.3: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-34 years	52	74.3	74.3	74.3
35-44 years	9	12.9	12.9	87.1
45-54 years	9	12.9	12.9	100.0
Total	70	100.0	100.0	

Table 5.4.3 shows that 74% of respondents are between the ages of 25 and 34, whereas 13% are between the ages of 45 and 54.

Table-5.4.4: Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid HSC	9	12.9	12.9	12.9
Graduate	25	35.7	35.7	48.6
Post Graduate	36	51.4	51.4	100.0
Total	70	100.0	100.0	

Table 5.4.4 shows that 51 percent respondents completed masters degree and 36 percent respondents completed bachelor degree.

Table-5.4.5:Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	17	24.3	27.9	27.9
Tourism Businessman	18	25.7	29.5	57.4
Employer	26	37.1	42.6	100.0
Total	61	87.1	100.0	
Missing System	9	12.9		
Total	70	100.0		

Table 5.4.5 shows that 37 percent respondents were employer 26 percent respondents were tourism businessmen.

Table-5.4.6: Length of residence

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 10 years	35	50.0	66.0	66.0
11-20 years	9	12.9	17.0	83.0
21-30 years	9	12.9	17.0	100.0
Total	53	75.7	100.0	
Missing System	17	24.3		
Total	70	100.0		

Table 5.4.6 shows that 50 percent respondents stay there less than 10 years and 9 percent respondents stay there 11 to 20 years.

Table-5.4.7: People of Cox's Bazar is very much friendly to domestic tourist

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	9	12.9	12.9	12.9
Agree	44	62.9	62.9	75.7
Valid Strongly Agree	17	24.3	24.3	100.0
Total	70	100.0	100.0	

Table 5.4.7 shows that 63 percent respondents agreed that local residents are very much friendly to domestic tourists.

Table-5.4.8: People of Cox's Bazar is very much friendly to foreign tourist

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	26	37.1	37.1	37.1
Disagree	17	24.3	24.3	61.4
Valid Neutral	18	25.7	25.7	87.1
Agree	9	12.9	12.9	100.0
Total	70	100.0	100.0	

Table 5.4.8 shows that 37 percent respondents strongly disagreed that local residents are very much friendly to foreign tourists.

Table-5.4.9: You are very much negative about foreign tourist for cultural differences.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	16	22.9	22.9	22.9
Disagree	36	51.4	51.4	74.3
Valid Neutral	9	12.9	12.9	87.1
Strongly Agree	9	12.9	12.9	100.0
Total	70	100.0	100.0	

Table 5.4.9 shows that 54 percent respondents' disagreed that local residents are a very much negative about foreign tourists due to cultural differences.

Table-5.4.10: Problems identified by community people

	Responses		Percent of Cases
	N	Percent	
No separate beach for foreigners for maintaining privacy	18	13.6%	34.6%
Local hawkers harass tourists	26	19.7%	50.0%
No separate tourist zone	43	32.6%	82.7%
Cox's Bazar airport not up to mark	9	6.8%	17.3%
At night limited pick and drop services for tourists	9	6.8%	17.3%
Negative mentality of local people	9	6.8%	17.3%
Security	9	6.8%	17.3%
Drug dealing	9	6.8%	17.3%
Total	132	100.0%	253.8%

Table 5.4.10 shows that 83 percent respondents mentioned there is no separate tourist zone for foreign tourists and 50 percent respondents mentioned local hawkers harass tourists.

Table-5.4.11: Performance of community people

	Responses		Percent of Cases
	N	Percent	
Participate Clemon beach clean festival	9	14.8%	20.5%
Good behavior with foreign tourist	26	42.6%	59.1%
Positive message to foreign tourist about Bangladesh	9	14.8%	20.5%
Reduce communication gap between foreign tourists and local people	9	14.8%	20.5%
Tourist guide	8	13.1%	18.2%
Total	61	100.0%	138.6%

Table 5.4.11 shows that 59 percent local people maintain good behavior with foreign tourists.

Table-5.4.12: Promotional activities of community people

	Responses		Percent of Cases
	N	Percent	
Establish language club to minimize communication gap	9	20.0%	20.0%
Different types of campaign program	9	20.0%	20.0%
Participate different types of seminar and research activities	9	20.0%	20.0%
Write up different blogs and social media regarding Cox's Bazar	18	40.0%	40.0%
Total	45	100.0%	100.0%

Table 5.4.12 shows that 40 percent local people write up different blogs and social media regarding Cox's Bazar as a part of promotional activities.

5.5 Tour Operators

Table-5.5.1: Target Market

	Responses		Percent of Cases
	N	Percent	
European	3	10.0%	21.4%
East Asian Countries	12	40.0%	85.7%
Southeast Asian Countries	10	33.3%	71.4%
Japan	3	10.0%	21.4%
Middle East	2	6.7%	14.3%
Total	30	100.0%	214.3%

Table 5.5.1 shows that 86 percent tour operators try to attract East Asian tourists.

Table-5.5.2: Attracts

	Responses		Percent of Cases
	N	Percent	
Natural beauty, culture and beach environment	2	66.7%	66.7%
Safety	1	33.3%	33.3%
Total	3	100.0%	100.0%

Table 5.5.2 shows that 67 percent tour operators attract foreign tourists by disseminating positive message about natural beauty, culture and beach environment.

Table-5.5.3: Advertisement

	Responses		Percent of Cases
	N	Percent	
Social media	7	77.8%	100.0%
Newspaper	2	22.2%	28.6%
Total	9	100.0%	128.6%

Table 5.5.3 shows that 100 percent tour operators focused on social media.

Table-5.5.4: Feedback

	Responses		Percent of Cases
	N	Percent	
Questionnaire	9	60.0%	69.2%
E-mail	4	26.7%	30.8%
Telephone/Cell Phone	2	13.3%	15.4%
Total	15	100.0%	115.4%

Table 5.5.4 shows that 69 percent tour operators get feedback through questionnaire.

5.6 Expert Opinion

Table-5.6.1 Problems

	Responses		Percent of Cases
	N	Percent	
No govt policy and strategy for international tourist	7	9.1%	70.0%
No monitoring for national tourist	10	13.0%	100.0%
No advertisement in internationally and nationally	10	13.0%	100.0%
Poor infrastructure for tourism	7	9.1%	70.0%
No specific foreign tourist zone	7	9.1%	70.0%
Limited scope of entertainment facilities	3	3.9%	30.0%
Beach is not clean	6	7.8%	60.0%
Crowdy beach	3	3.9%	30.0%
Non cooperation of local people/ Local people of Cox's Bazar are not friendly	6	7.8%	60.0%
No international airport in Cox's Bazar	6	7.8%	60.0%
Unable to ensure safety	6	7.8%	60.0%
No master plan for tourism sector	6	7.8%	60.0%
Total	77	100.0%	770.0%

Table 5.6.1 shows that most of the experts opined that the concerned authority didn't go for advertisement in internationally and nationally. Seventy percent experts opined that there is no specific foreign tourist zone.

Table-5.6.2: Promote/Branding Strategy

	Responses		Percent of Cases
	N	Percent	
Advertisement in foreign channel	4	5.3%	40.0%
Develop infrastructure/ Good infrastructure	4	5.3%	40.0%
Separate foreign tourist zone	7	9.3%	70.0%
Ensure safety	10	13.3%	100.0%
Cooperation of local people/Welcoming tendency of local people	6	8.0%	60.0%
More entertainment facility	10	13.3%	100.0%
Making and watching of short film of Cox's Bazar in different channels	10	13.3%	100.0%
Sun bath facilities in beach areas	10	13.3%	100.0%
Beach football and Volleyball	7	9.3%	70.0%
Clean water in Sea	7	9.3%	70.0%
Total	75	100.0%	750.0%

Table 5.6.2 shows that experts opined that the concerned authority should ensure safety.

Seventy percent experts opined that they should establish separate foreign tourist zone.

5.7 Summary

The chapter presents a socio-economic profile of the domestic and foreign tourists as well as community people. For analyzing attitudes of both local and foreign tourists, Cronbach Alpha test and exploratory factor analysis have been adopted. For analyzing branding strategy suggested by community people, tour operators, and expert members, multiple response analysis have been adopted. Outcomes from my analysis presents the present situation of Cox's Bazar in both domestic and foreign tourist inner mind. Most influencing factors which load show high impact in tourism branding or destination branding also come out. By proper utilizing of these identified factors branding of Cox's Bazar should be easy by expert and policy makers.

CHAPTER-6



CHAPTER-6

Recommendation and Conclusion

6.1 Introduction:

This is the end chapter of my study. This chapter begins with a list of recommendations before moving on to proposals for further study. This chapter contains recommendation, implication of the theoretical and practical implications for future research directions with conclusion. According to my study objectives I made questionnaire for respondents after that collect 300 data from five respondents (Domestic Tourist, Foreign Tourist, Local Community People, Tour operators, Expert Members), then data input, that outcome result, after that analysis of data some findings have come out which highlighted the most important factors which is helpful for Cox's branding nationally and internationally. After findings some important factors some most valuable recommendations are find out which is very much important for our government and policy makers for practical and empirical knowledge and future research direction. And also for the tourism sector development. The overarching conclusion is reached at the end of this chapter.

6.2 Recommendations:

By identifying various factors which affect tourism branding more and depend on the original findings of this research, this part guidelines authentic recommendations to the involved authorities to create a appropriate development of this tourism sector. Also formulating a proper strategy and policy that is very much helpful both for our government and policy maker. For destination branding, several stakeholders' initiatives are important in this case.

They should play a vital role. The recommendations are described below chronologically.

- Main mechanism of branding of Cox's Bazar is to attract tourists to visit Cox's Bazar more and more or again and again through proper branding. In Bangladesh many attractive tourist spots are available. Among them if we want to stand for Cox's Bazar in the first position, we should follow some tricks. Firstly, for domestic tourist and specially for foreign tourist we should ensure and spread proper information about Cox's Bazar in internet, in print media and other ways. Also here tour operator plays a vital role to give update information about Cox's Bazar with proper branding strategy. Now a days tour operators have direct links with transport agencies. Thus for tour operators plays a vital role in destination branding. Various transportations (bus, train, air) ticket price, availability of ticket always be highlighted with update information should present in electronic media. Many domestic tourist now prefer to visit Cox's Bazar by their own vehicles like private car, jip. This vehicles keeping system with accommodation should be available. Among identified factors to image branding it should be aware that tourists have always claimed that unavailable accommodation in peak season and their accommodation price is too much high. For that recommendation is easy availability for accommodation, transportation with at least price is helpful for Cox's Bazar branding. It should be recommended in my study that sea food price should be decreased and also hygienic should maintain for tourists. Also the clean and clear beach is also required from tourists. Another factors which is important for branding is increase more and more entertainment facilities like various game like football, volleyball in beach site, various baby game like running, architect ring by sand and many more. Because in my study I have found from domestic tourist married people visit Cox's Bazar more than unmarried. Tough tourist wants to visit Cox's Bazar more and more

and stay more than four days than various attractions should be included like international Cineplex should be made to show various shortfilms, short movie about Cox's Bazar related. Local community people of Cox's Bazar should pay attention to attract tourist in more welcoming mood and they should spread positive WOM (Word of Mouth) regarding Cox's Bazar.

- Domestic tourist can recommend to other tourists to visit Cox's Bazar to their relatives, their close friends, relatives who stay outside Bangladesh to visit Cox's Bazar during their vacation. They should collect leaflets, brochure, DVDs, souvenir from Cox's Bazar for their friends, associates and relatives who stay in different foreign country to visit Cox's Bazar. Tourist police's honest activities is recommended by expert members. Because sometimes tourists feel unsecure specially the tourist when they visit various beaches from one place to another and these roads are very quiet and feel unsecure to them for any occurrence. It is highly recommended for safety and security issue, drug dealing should be monitored and stopped by local administration and also tourist police.
- In tourism branding foreign tourists play a vital role. Because it is very much challenging to attract them through branding. For foreign tourists several recommendations have find out. Firstly, in Cox's Bazar a separate foreign tourist zone where all kind of facilities like sun bathing, bar, bears, kasino, beach game(football,volleyball,many more),spa, clean sea water and quite seabeach should be introduced. Local hawkers should be totally far away from foreign tourists. Because foreign tourists feel unsecure from them. Than Safety and security issue for foreign tourist is highly recommended in my study. Like domestic tourist it is recommended for foreign tourist more and more security from local administration,tourist police,local tourist guide,accommodation center, and from transport center. Entertainment facilities should be increased to stay Cox's Bazar long time.

Various cultural attractions should introduce to them by various shortfilm, cultural program arranged by local administration also from local community people. Also recommended a smooth transportation system with an international level airport specially for foreign tourists. to visit

- For Local Community people- They should show positive welcoming attitude and warmly mood to both domestic and foreign tourists. They should treat tourists as family members. They have to share their culture and traditions to the tourists by various shortfilms,cultural programmers.They should spread positive WOM (Word of Mouth) regarding Cox's Bazar. Local community people play a vital role to attract tourist by guiding as a tourist guide with a good behavior also present positive message about Cox's Bazar. Tough travelling time tourists not only travel but also shopping for their family, friends, relatives, colleagues. So here local people and local administration should be aware about local product price, food price, transportation price. Thus here create a scope to brand this specialty product like pearl made ornaments. vanity bag, various shoes, local bed sheets, local dresses internationally. In main local municipal area there is a lack of fast-food shop, quality restaurants. So, the quality fast-food shop and international level food shop or restaurant should be introduced. This will be helpful for branding Cox's Bazar to tourist.
- Now a days tour Operators play direct role in branding Cox's Bazar. They should focus on quality of service and also ensure safety and security of tourists. Tour operators can create attractive advertisement through their fair,campaign programme, both nationally and internationally.Quality advertisement through various media in internationally is highly recommended by expert members. They should focus on natural beauty of Cox's Bazar, Safety issues. If advertisement, transportation,accommodation

provides better quality of services specially to the foreign tourist they will encouraged more to visit Cox's Bazar that is the ultimate goal of my study.

- Destination Marketing Organization (DMO) should be established in tourist city that has an important role for tourism branding. They should establish tourist information center in different places. Thus, for tourist get all type of information in the easiest way. They should maintain cleanliness of the sea beach. Domestic Management Organization has to monitor strictly tourist related activities. Specially tourist harassment by hawkers. Role of tourist police should also be monitored by them.
- In my study I have found very special outcomes from many expert members. Their opinion is very much helpful to make a guideline for Cox's Bazar branding both nationally and internationally. They highly recommended about Various tourism services like information, accommodation, transportation, advertisement in national specially in foreign channel, better infrastructure guided by expert members from tourism industry, zone separation for foreign tourist with all kind of facilities (beach ball, volleyball, open sunbathing, international level convention hall, bar), ensure security from all kind of tourist, local community people welcoming tendency.
- Place branding inform us about a place its nature, environment, its beauty. So the expert opinion is that making different short films about Cox's Bazar is most important factors to attract customer. This short films should cover all the natural beauty of Cox's Bazar like various beautiful sandy beach, marine drive roads beauty, natural beauty, coral island and coral stone ,culture many historical places, transportation system of that area, accommodation system, fresh foods, more entertainment facilities.

- Hotel Owners role is also important in Cox's Bazar branding. Because of peoples travelling good mood with all kind of good facilities, tourist want to stay a five star or seven star hotel with good value of money. So, hotel owners should focus on quality of service. Availability of accommodations in peck hour recommended here.
- Tour Guide should spread positive WOM (Word of Mouth) regarding Cox's Bazar. It is mandatory for foreign tourist. So a tour guide will be trained up properly with proper language, good manner, helping mind. It should be recommended that, tour guide should be trained up by language, seminar, research articles, campaign programme.
- Social media may be a vast area of branding. If different attractive blogs about to Visit Cox's Bazar in Social media should spread than it will be a positive sign of Cox's Bazar branding.
- Tourist Police plays a vital role in branding. If tourist are ensured about tourists safety and security then they will be interested to visit Cox's Bazar specially foreign tourist. They should ensure security of the tourists and introduce toll free no. for tourists.
- In tourism sector government role is the king role. Government should ensure infrastructure development with all kind of facilities and ensure effective promotional programs. They should take necessary steps to language programme for local people and for tourist guide, campaign programme, various seminar and research activities, various advertisement in national television and specially in international channels national television for foreign tourist. An international airport should be opened early. Various fair in home country and abroad country should arranged by tour operators by the help of government. Lastly a tourism masterplan should be planned for the betterment of tourism sector by government.

6.3 Research Implications

The current research looked on the impact of perceived service quality, perceived value, destination image, and satisfaction on tourist behavior and branding. The current findings offer significant research implications to spread the knowledge of the destination branding process, exactly focused on tourism destinations. Bangladesh is currently not well-known as a tourism destination in the international market. The number of visitors arriving in Bangladesh is low, and tourism growth is slow.

6.4 Theoretical Implications

The study provides a number of vital theoretical implications for tourist behavior research especially in destination branding. First, the results of this study investigate destination branding in tourism contexts. There has been limited empirical research examining the different stakeholders' opinion on destination branding in this context. Second, the results also reveal that perceived service quality significantly affect stakeholders' attitudes to promote destination branding. Most of the research conducted on problems and prospects, destination loyalty but not destination branding. The present study can add a new contribution in this field.

6.5 Practical Implications

Nowadays, most tourist destinations have been competing against each other, locally and globally to capture market share. Therefore, the findings of this study would provide additional knowledge and have practical implications for policy makers and destination marketers in Bangladesh as well as similar destinations in other countries. The findings indicate stakeholders' perceptions and opinions are of utmost importance in improving destination image in the context of destination branding. Furthermore, destination image in this study

was also found to be a powerful predictor of tourists' attitudes to behavior, satisfaction, and loyalty to destination branding. Destination branding in Bangladesh and its overall images as travel destinations are still deficient in establishing international tourists' intention to visit. Thus, destination marketer should strategize how to improve destination image by highlighting the unique beauty of destinations, nearby islands, site tour attractions, and reputation as one of the world's longest beaches. This would, in turn, enhance tourists' satisfaction, positive attitude, and destination branding. As tourist satisfaction had significant influence on tourists' attitudes to behavior and loyalty, destination managers should bear in mind the role of satisfaction as a priority when offering tourism products or services. Tourists' needs and expectations of various services offered at the destination should be respected and given attention. Destination marketers should make the effort to meet tourists' expectations in order to create a high level of satisfaction that would lead to tourists' favorable attitudes and loyalty. Thus, destination marketers should focus on both the tangible and intangible aspects of service attributes in their delivery process to enhance tourists' value perceptions. Likewise, destination image and tourist satisfaction have a significant influence on tourist attitude as well as loyalty. Therefore, improving favorable attitudes to visit destinations through improving destination image and satisfaction can be an effective way to enhance visitors' loyalty.

6.6 Future research directions

Additional research may be done to go deeper into the following topics:

- This study mainly examines the domestic tourist and foreign tourist attitude which affect tourism branding. Also, the important identified factors of branding there should be a great scope to pick up the individual factors for research. Because each factors load create a branding strategy for Cox's Bazar branding.
- Also, this dissertation presents different stakeholders' opinion regarding destination branding of Cox's Bazar. So, stakeholders can pick one factor for branding for further research.
- Only tourist demand related study should be conducted.
- Though tour operators have a positive and strong impact on tourism branding. So, tour operators' promotional activities should be a big part of research.
- Therefore, more research is encouraged including more measure items related to personal values, social value, economic value for perceived value, and cognitive, affective, and cognitive image for destination image in different cultural contexts.
- The immediate future research plan is to examine the data empirically using mediating and moderating variables in another destination branding model in this same context.

6.7 Conclusions

According to the findings of this study, By identifying various factors which affect tourism branding more and depend on the original findings of this research, this part guidelines authentic recommendations to the involved authorities to create a appropriate development of this tourism sector. Also formulating a proper strategy and policy that is very much helpful both for our government and policy maker. For destination branding, several stakeholders' initiatives are important in this case. According tourist appraisal of destination features remains the most important determinant of total visitor satisfaction. Opinions on destination branding selected for tourism branding in this study. Prevalence of short duration of staying of tourists at the spot indicated that staying was costly and somewhat exorbitant. As a result, mass tourism attractions such as artificial recreational facilities and a variety of destinations with various attractions should be constructed so that visitors remain for at least a week. Although the resort area has seen the development of various multi-story hotel projects, it appears that tourism development requires not only the development of hotels or tourist accommodations, but also the total development of the region as well as the enhancement of the competitiveness of those sectors that are directly or indirectly involved in tourism. As global competition in the tourist industry grows and new problems emerge in the next years, destination managers and other market participants should focus on improving existing services and expanding other amenities. Given the government's resource limits, investors, market actors, and beneficiaries from the tourist industry should step up to help promote the industry's overall growth, particularly in the area and across the country.

6.8 Summary

The chapter presents recommendations, the theoretical and practical implications and conclusions of the research including and future research directions. Tourism is a difficult business. The branding and management of tourist attractions in order to boost the tourism sector has a substantial impact on developing countries' economic growth. In addition, Bangladesh is not yet well-known as a tourism destination in the worldwide market. Bangladesh has a low number of tourists arriving, and tourism development is sluggish. Soby the help with these recommendations we can get a framework to do proper work in this sector. A clear-cut idea about domestic tourist as well as foreign tourist's attitude and demand about Cox's Bazar to visit again and again will be helpful for future research. In my study though I have found domestic tourists visit to Cox's Bazar frequently but they have suggested many factors for development for better quality service,so it can be recommended that domestic tourists are already satisfied. But in case of foreign tourist it is recommended for better development for many factors for foreign tourists satisfaction. Because if we able to bring foreign tourist frequently it will be helpful for tourism sector as well as our economy will be healthy. We have to apply proper strategy in this sector. After found the important factors we have to work out lot in this area.For destination branding, several stakeholders' initiatives are important in this case. According tourist appraisal of destination features remains the most important determinant of total visitor satisfaction. Also formulating a proper strategy and policy that is very much helpful both for our government and policy maker.In tourism sector government role is the king role. Government should ensure infrastructure development with all kind of facilities and ensure effective promotional programs. They should take necessary step to language programme, campaign programme, various seminar and research activities,various advertisement in national television and especially international channels national television. An international airport should early open. lastly a tourism master plan should be planned for the betterment of tourism sector.