

Women Travelling Alone: A Tourism Perspective of Bangladesh

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***Abstract:** Women are the inseparable part of tourism market. For the development of tourism industry we should ensure the equal participation of women in travel activities. But this decision of travel in a women life involves many issues. Most of the women are not independent to take a travel decision. Besides, lots of issues prevent them to take decision to travel. In case of any destination, it lost its female target market for these constraints. But interestingly, women now-a-days prefer to travel alone rather than being in a large group (Chiang and Jogaratnam, 2005). This paper focuses on why and how women travel alone and further, what factors foster this solo travelling or what hinder their participation in tourism development of Bangladesh. Though the research on this distinctive market segment of the travel and tourism industry has emerged increasingly, it is limited and fully absent in the context of Bangladesh tourism. Starting with an In-depth interview and surveying the solo women travelers from major cities of Bangladesh reveals that some constraints do subsist and influence on their lives to make a trip and gather rich experiences in an innumerable of ways. Thus, this study put effort to highlight and facilitate with policies and guidelines to the stakeholders for such women travelers who travel single and thus will contribute in the future tourism sector of Bangladesh.*

***Keywords:** Women travelling alone, Solo women travel, Women in tourism of Bangladesh.*

Introduction

Exploring a new destination at one's own pace has been a greater appeal for many travelers. While this is the trend, many women travelers who travel alone are considered as the potential sub-market in the travel and tourism industry (Chiang and Jogaratnam, 2005). Moreover, recently solo women travel is becoming popular in western countries. In the era of 21st century women are now independent and much more active than previous ages (Tilley and Houston, 2016). More women are travelling to increasingly unsafe countries for business and leisure, prompting a greater need for in-depth knowledge and support (Bond, 1997). Women are increasingly and undoubtedly the potential segment because of their remarkable economic control (Chiang and Jogaratnam, 2005).

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Moreover, solo women travelers are in search of adventure, social interaction, education, and self-understanding (Swarbrooke, 2003). This is accounted for a number of factors like, changing and progressive attitude of society towards female education, better jobs, elevated status, growth of independent working women segment, late marriages, changing nature of 'Ethic of Care' and joint sharing of familial responsibilities between the spouses. While tracing such changes, they are facing many problems too. This paper identifies what are the constraints and how the BTB handle the challenges and issues of women travelling alone in Bangladesh. Also, this paper focuses on what factors are the most influential for motivating solo women travel of Bangladesh. This issue gains attractiveness as women are considered to be a good part of travel and tourism industry worldwide.

In Bangladesh solo women travel is not a familiar trend like other countries in the world, thus it is prevented by a number of factors that hinders the participation of the women in the travelling sector and development of tourism industry in Bangladesh as well. Destination marketing can play a vital role to change this phenomenon.

Literature Review

This section describes thoroughly about the solo women traveler literatures worldwide and also in Bangladesh. This study aims at highlighting the problems and in-depth focuses on the safety concerns, the constraints faced and the prospects of women traveling alone in Bangladesh. Based on the early literature, this study forms its methodological aspects and design of data collection which is discussed in the next sections.

Why Women Travel

From the beginning of Twenty first century the scenario has changed, women started to travel in much higher rate than before that served as an indication of women participation in the business (Wilson and Little, 2005). In the society women have increased opportunities and options to access the new era of tourism and leisure choices. But in some aspects women are always constrained in their leisure pursuits, especially when this kind of activities is arranged in the outdoors. Many researchers claimed women to be the significant person in a family decision process (Bond, 1997; Fodness, 1992; Zalatan, 1998; Smith 1979). According to Tunstall (1989), only 1% women contributed in the world business travel market. Whereas, other researchers has put forward that 50% of the business travelers will be women (Popcorn and Marigold, 2000). In terms of travel for pleasure, research in different years shows women are playing more important roles than men in their participation in adventure travel (Davidson and Mckercher, 1993; Swarbrook, 2003) and ecotourism (Weaver, 2001). Another remarkable side can be found in case of backpacker circuit where women are much more apparent than other

participants, with anecdotal estimates suggesting that females make up half of the backpacker market in regions like Southeast Asia (Westerhausen, 1997) and Australia (Hillman, 1999).

In a study commissioned by the Pacific Asia Travel Association (PATA), Bond (1997) gave indication of a new “growth” travel market that she referred to as “solo women travelers.” These women travelled alone, without family, partners, or friends. Now a day women are more self-confident and curious to travel alone, they also want to go on adventure travel. Especially the Western women are traveling alone in increasing rate as well as solo female Japanese tourists are also noteworthy (Hashimoto, 2000). Chiang and Jogaratnam (2006) has identified in their study that most of the women travelling are conducting solo travel. Also, the authors Chiang and Jogaratnam (2006) highlighted the fact that in the US travel market where 47% travelers are women, women are considered as the vital sub-market in the industry. Moreover, women travelers constitute with different experiences than men and also, with distinguishable attributes. In a study Gebicki (2017), depicts that travel behaviors were seen as a group, but not as an individual; thus further it holds back the scope of researching on this field.

Solo Travel and Women Travel

A person travelling to a country completely alone is claimed as ‘Solo traveler’ (Foo, 1999). But, solo travelling does not mean the traveler remains alone in the entire travel. Whereas ‘Independent travelers’ are the persons travels for pleasure in an own directed way to the countries preferred (Hyde, 1997). Women being in the side of minority in the travel and tourism sector, surprisingly claimed by the tourism researchers and scholars as the key decision maker in case of any family decision (Birkett, 1989; Russell, 1986; Hodgson, 2002). Recently, women travelers are now recognized as a growing force within the tourism industry. According to an Australian travel agency ‘Interpid’ women have been traveling, and traveling solo, for centuries with more than 74% than that of men (Bond, 1997). Also, in Japan, women in increasing number prefer to travel alone (Hashimoto, 2000). Historically, however, travel and pioneering have been constructed as the sole preserve of men. From the beginning of the world women have significant contributions and achievements in the family and in different economic aspects. In case of every successful business or other social or political projects there is an intelligent woman who works hand in hand with the man. Based on this history, it is apparent that women are still travelling, and in ever-increasing numbers. But in the history of travel and exploration women are generally overlooked (Lagace, 2017). Also, Davies and Jansz (1993) has put forward the issue of researching the travel patterns of this market segment. The purpose of this paper is to identify with the factors why women in Bangladesh travel alone.

Constraints of Solo Women Travel

Constraints have been defined in many literatures as factors that, slow down or hold back any people's capability and/or skills to participate in any leisure time or vacation activities, to spend more time in a vacation, to acquire benefit of proposed leisure services, or to attain any preferred echelon of pleasure and enjoyment (Jackson, 1988).

There are some visible constraining factors that prevent people's effort to travel, (Raymore, 2002). Leisure constraint theorists have generally focused on attempts to classify constraints according to their type and nature (Jackson, 1988). Amongst them one of the most disseminating constraints classification model is that developed by Crawford and Godbey (1987), who offered that constraints to leisure participation could be classified into three categories: intrapersonal, interpersonal and structural constraints.

a) Intrapersonal Constraints

Intrapersonal constraints are related to the psychological states and attitudes of the travelers. Fear, anxiety, self-confidence, lack of perceived skill and knowledge, reference group attitudes are some of these. Hence, intrapersonal constraints are related to self-perspective and attitude (Crawford and Godbey, 1987). There are also some variables that directly and indirectly influence these intrapersonal constraints such as cultural belief and taboo. A woman from her childhood grew up with a belief that they are weaker than male and always holds a belief of any misfortune can happen to her any time that makes them less self-confident (Wilson and Little, 2005). As well as others' thoughts are the other big question on women's mind immediately before any activities. But that attitude is comparatively less founded in men (Swarbrooke, 2003).

b) Interpersonal Constraints

Interpersonal constraints are related to the social interaction of an individual. Social interaction with family and friends, colleagues in the work place emerges some constraints such as family commitment, male domination, culture, religious belief (Crawford and Godbey, 1987). As women are always looking down upon men, they have much more family and house hold responsibilities than a man (Wilson and Little, 2005). Moreover, male domination is a burning issue in the modern society that always holds back a woman, where even in some situation women has no freedom to take individual decision.

c) Structural Constraints

Sometime people have travel preference but they could not participate due to some factors influencing the travel decision. For instance, lack of time, insufficient funds, or limited access to transportation is such kind of factors (Crawford and Godbey, 1987). In a comparative study of genders it arrives at the finding that gender is the detrimental factor for women in participation in travel for leisure (Wilson and Little, 2005). And for men,

time limitation due to professional responsibilities is the major constraint preventing their desire to travel.

Furthermore, employed women consider 'employment' causes time limitation as a constraint on the contrary non-working women view lack of finance due to unemployment as a constraint. Unemployment on the other hand, removes the time restrictions on one's life, as women who are not engaged in paid employment feel free to take time off for vacations whenever it suits them, their spouse and/or family (Khan, 2011).

Among these three types of constraints there is a hierarchy, the first constraint is very much unique and by overcoming these intrapersonal constraints women chooses travelling as a leisure preference (Crawford and Godbey, 1987). At that stage desire for solo travels take place in women mind and then interpersonal constraints creates a barrier between women's participation and preference. An interpersonal constraint limits a woman to live her desire of travel. If women can overcome these two, than she faces the third. But in most of the cases, structural constraints are not highly influential on the successful completion of the first two.

Impact of the Constraints on Woman Travel in Bangladesh

Due to several barriers and traditional ideologies women cannot manage to travel alone in Bangladesh. Marriage and the construction of a family with kids has always been a pressure. Surprisingly, local women are constrained by their family responsibilities and societal norms that never permit to travel alone in a conservative settings of Bangladesh (Alam, 2010). Though Bangladesh has always been a travel hub in Asia, conservativeness affects the travel patterns in various ways. Despite having opportunities and possibilities, women are considerably facing problems due to social structure and gender. In case of foreigner some unwanted issues come out such as it is difficult to have a hotel room in a budget hotel when a women is alone, sometime they could be harassed due to their dress code or loneliness. It's also difficult for a foreign woman to travel alone by a local bus in Bangladesh. Reviewing the literatures, some problems have been identified under these categories which are the most significant in Bangladeshi context. These are women unemployment, special facilities, lack of time, lack of proper knowledge, less self-confident, lack of safety, lack of companion, male domination, house hold responsibilities, family commitment, lack of freedom, societal norms and culture, religious view and beliefs (Cleary, 2018; Bloom, 2017; Teacake, 2017). Afterwards, a study was conducted to find the influence of these constraints on solo women travelling.

As solo women travel in Bangladesh is an emerging phenomenon so it's hard to find any study regarding this topic but there are few papers available in global perspective

(Wilson, 2005). Most of these studies uses qualitative paradigm to find the constraints (Zikmund, 2010; Wall and Norris, 2003; Reinharz, 1992).

On the contrary in perspective of Bangladesh, quantitative paradigm has been used to conduct this study. As this study aims to find the problems of solo women travel in Bangladesh and the overall conditions for women travelling alone, all the variable that are selected as constraints are highlighted in a 5 point Likert scale (Aiken et al., 2010). As constraints were being classified in three categories, quantitative analysis was the best way to analyze and identify most influenced one. Because qualitative research only describes the results on the basis of respondent experiences that they express (McIntosh, 1998; Ryan, 1995; Small, 1999; Swain, 1995). But in case of Bangladesh this is not suitable because women in Bangladesh might not be that much expressive to describe their problems that they can do with Likert scale. On the other hand, this study aims to find out a precise result that helps to achieve all the objectives for which this research has taken place. With quantitative analysis this is easy to find the numerical result that indicates the importance and influences of every variable (Guba, 1990; Walle, 1997).

Aim and Objectives

The aim of this unique research is to discover the problems and challenges faced by women of Bangladesh travelling alone. Many factors effectively put off the travel aptitudes of women here at Bangladesh and consequently from this research the author has tried to draw an insightful approach of the further prospects of solo women travel in Bangladesh. Following objectives are highlighted in this research with further suggestions to improve the hazards of women travelling alone and to increase their contribution in Bangladesh tourism industry.

1. To identify the solo women travelers experience and point out the constraints/problems of solo women travel in Bangladesh.
2. To uncover the frequency of solo women travel, and then gain insights about the percentage of national and international women travelers of Bangladesh.
3. To explore the role of National Tourism Organization (NTO) and other service industries to assist solo women travel in Bangladesh.
4. To design a mechanism format for National Tourism Organization's of Bangladesh which will be followed in future while developing strategies to enhance the contribution of the solo women traveling in Bangladesh.

Methodology

This research is specifically done to identify the problems of solo women travel in Bangladesh and also to portray a picture of current situations of women travelling alone. Therefore, a descriptive research has been conducted.

As this study area is a new one for Bangladesh, there are not enough secondary sources of data for analysis in the context of Bangladesh. Such as statistical report regarding women traveler in Bangladesh, annual percentage of solo women traveler among all tourist, frequency of national and international solo women traveler and so journal, article of this topic based on Bangladesh is not readily available. For this reason, parameters taken from literatures based on other developing countries have been used for further advancements of this study. Many authors namely Wilson and Little (2005) although used primary data to identify the problems of solo travel, but secondary data are similarly important for this kind of new and emerging segment of tourism industry. In-depth interviews with the solo women travelers of major cities (Dhaka, Sylhet, Chittagong, and Khulna) of Bangladesh reveals that constraints do subsist and have influence on their lives and decisions to make a trip experiences in an innumerable of ways.

A primary source provides direct or firsthand evidence about an event, object, person, or work of art. Also, primary sources provide the original materials on which other research is based and enable students and other researchers to get as close as possible to what actually happened during a particular event or time period (Malhotra, 2010). This primary research is based on a survey of a simple random sampling of the solo women travellers of Bangladesh.

In the questionnaire, there were two sections where demographic profile and travel experiences of the women travellers are being covered as far as possible. In the demographic profile, attitudes of the respondents are measured through category scale. Moreover, this part analyses the attitudes measured through Likert scale where the respondent's nature will be on '5 Point Likert Scale' (Malhotra, 2010). After collecting the data via survey questionnaire from the solo woman travelers all over the Bangladesh, several statistical analyses are conducted such as frequency analysis of demographic variables and descriptive statistics of independent variables. Furthermore, Regression analysis (Zikmund, 2010; Kulcsar, 2009) has been used to identify the main economic indicators in tourism through which how solo women travelling has been hampered by the other independent variables can be measured (Malhotra, 2010). Many authors such as Aiken et al. (2010) and Popcorn and Marigold (2000) also used regression analysis for their research in many fields of tourism which has articulated a strong base for this study.

Analysis and Results

After the literature review, following variables are all included for further analysis in the context of Bangladesh tourism industry for solo women travelling to find out the problems and prospects of their travel in Bangladesh. In figure 1, all the possible constraints are listed down for the further study.

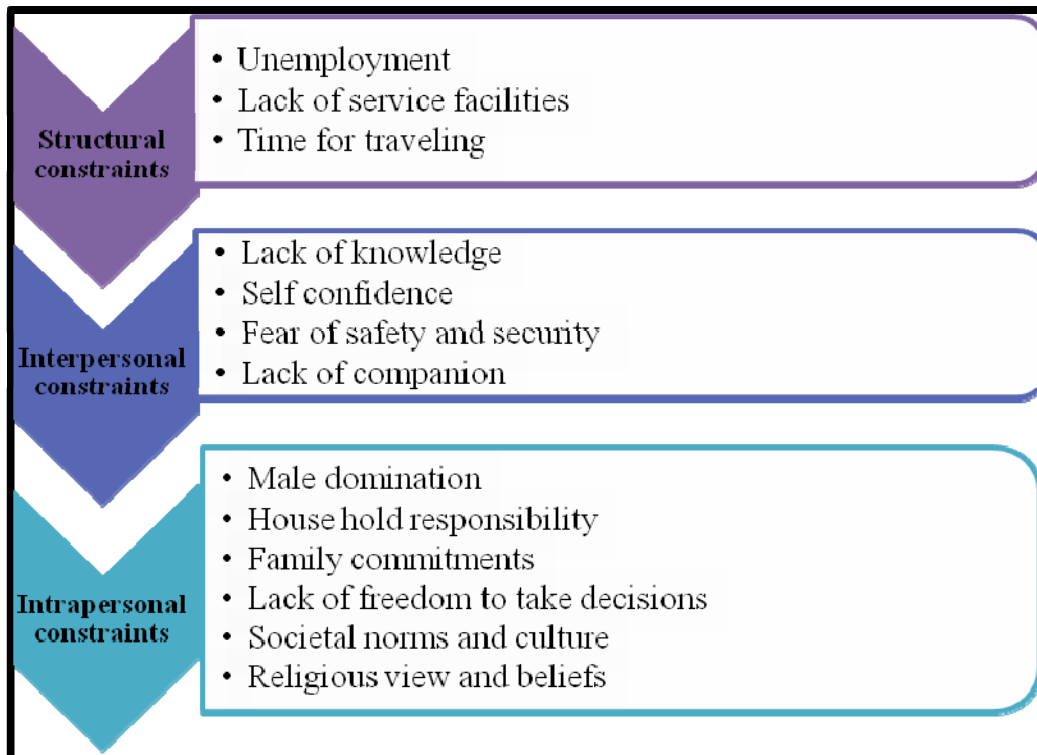


Figure 1: Problems or Constraints of women travelling alone

In the regression equation given below, dependent variable (Y) stands on the left side of the equation and all the independent variables (X_i) on the right side. For the study ahead, the model specification of the regression analysis is as below:

$$Y = -\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + \beta_{13} X_{13} + e$$

Where,

Y = Problems of solo women travel	β_0 = Constant
X_1 = Women unemployment	X_8 = Male domination
X_2 = Special facilities	X_9 = House hold responsibilities
X_3 = Lack of time	X_{10} = Family commitment
X_4 = Lack of proper knowledge	X_{11} = Lack of freedom
X_5 = Less self-confident	X_{12} = Societal norms and culture
X_6 = Lack of safety	X_{13} = Religious view and beliefs
X_7 = Lack of companion	e = Error

Here, the descriptive table shows the mean, standard deviation and variance of the independent variables of this study. It is clearly evident that the data collected from the respondents of this study, varies widely from one another.

Table 1: Descriptive Statistics

Variables	N	Mean	Std. Deviation
Problems of solo women travel	140	2.92	1.138
Women unemployment	140	3.58	1.241
Special facilities	140	3.36	1.342
Lack of time	140	3.85	1.351
Lack of proper knowledge	140	3.52	1.153
Less self-confident	140	3.66	1.117
Fear of safety	140	3.61	1.344
Lack of companion	140	3.29	1.574
Male domination	140	3.40	1.388
House hold responsibilities	140	3.69	1.060
Family commitment	140	3.85	1.099
Lack of freedom	140	3.96	1.193
Societal norms and culture	140	3.89	1.084
Religious view and beliefs	140	3.69	1.223
Valid N (list wise)	140		

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.832	14

From the analysis (table 2), it can be said that, alpha coefficient for the 14 (13 independent variables and 1 dependent variable) items is .832 or 83% which shows that the strength of the relationship between the dependent variable and independent variables. Here, it is visible that the variables on this study have relatively high internal consistency (Aiken et al., 2010).

This part analyses (table 3) the model and equation which has been developed in the methodological part and then to discuss the findings that are discovered from the statistical analysis to fulfil the said objectives of the study.

Table 3: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.083	13	8.391	14.880	.000^b
	Residual	71.053	126	.564		
	Total	180.136	139			

Here, Level of Significance is .05 and p value (probability value) is less than .050. (.000 > .050) and the overall significance that is shown by the ANOVA table is that, the significance level p value is 0.000 which is less than .05. Hence, the relationship between the Problems/Constraints of the solo women travel in Bangladesh and other 13 independent variables are statistically significant.

Table 4: Coefficient SDT Error**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778^a	.606	.565	.751

Here, $R = 0.778$ which is close to +1 denotes that the dependent variable (Problems of solo women travel) and the independent variables (other variables like: Women unemployment and lack of time etc.) are strongly positively correlated. Furthermore, the value of R^2 is .606 means, 60.6% of the dependent variable's (Problems of solo women travel) variability can be explained by the independent variables. Furthermore, it can be concluded from the table below (Coefficients), that solo women travellers face many problems like unemployment, lack of companion; absence of special facilities and fear of safety.

Below is the table 5 (Coefficient SDT Error) which highlights the most significant variables of the solo women travel in Bangladesh and by identifying these variables, the destination management organizations and National Tourism Organization can further design effective strategies to enhance the number of solo women travellers.

Table 5: Coefficient SDT Error

No.	Model	T	Sig
1.	Problems of solo women travel	-1.719	.088
2.	Women unemployment	4.782	.000
3.	Special facilities	1.506	.135
4.	Lack of time	1.177	.242
5.	Lack of proper knowledge	-0.017	.986
6.	Less self-confident	0.746	.457
7.	Fear of safety	1.332	.185
8.	Lack of companion	2.845	.005
9.	Male domination	0.729	.467
10.	House hold responsibilities	-0.204	.839
11.	Family commitment	1.335	.184
12.	Lack of freedom	-1.047	.297
13.	Societal norms and culture	0.601	.549
14.	Religious view and beliefs	1.21	.228

Source: SPSS regression analysis output

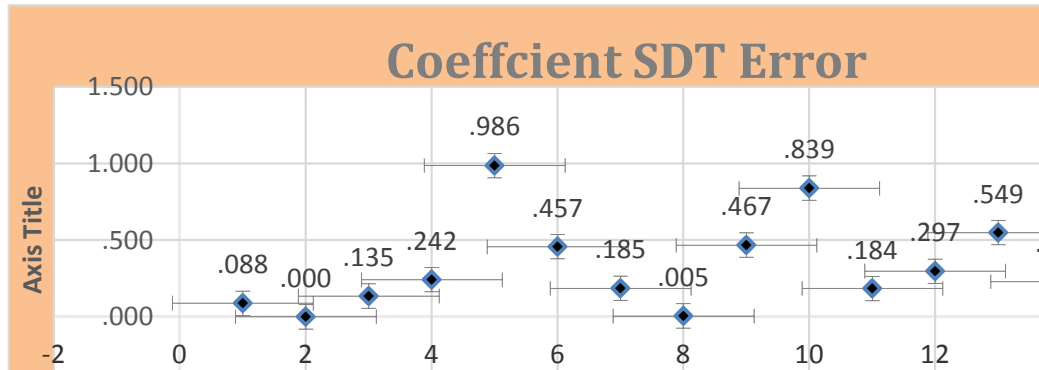


Figure 2: Coefficient SDT Error

The coefficient standard error result shows further in the regression analysis, that the beta coefficients can be used to explain the relative importance of each of the 13 variables (independent variables). However, to identify the problems of solo women travel in Bangladesh, the relative importance of the 13 variables are listed here:

Table 6: Significant variables

Variable 2: Women unemployment	=Sig .000
Variable 3: Special facilities	=Sig .135
Variable 7: Fear of safety	=Sig.185
Variable 8: Lack of companion	=Sig.005
Variable 11: Family commitment	=Sig.184

These five variables are the most significant factors mentioned in this study while taking decision for the women travelling alone in Bangladesh.

Major Findings

From our analysis we have found that all constraints are highly influential to the travel decision. It is found from the age of travellers that, women in young ages are much more curious about travel and as the age increases, they become involved in several responsibilities and so sacrifice travel habit (McNeil, 1970). The income level of the women traveller shows that most of the women do not earn sufficient for travel. Solo women travel problems are highly dependent on women unemployment problem. As because an unemployed women is not independent thus, for the travel decision and time management, she has to depend on others. But, a women who is employed can bear her financial need to face the problems of solo travel. Also, Lack of companion is another constraint of solo women travel. Women wants a companion with them for travel. They have the curiosity to know the unknown but as well as fear of safety.

Lack of special facilities for women is another big problem that prevent solo women travel. Because in general for the travel women has to literally fight with others such as have a sit on local buses, ticketing or withdrawing money from Stations or Bank or ATM booths along with big line. At that time women are harassed. Again, Family commitment is a big issue that makes women helpless to deny solo women travel decision. A women can be a successful entrepreneur, service holder, doctor, social worker but after all that she is a responsible homemaker and so she has family commitments to look after the babies. To maintain the household activities, to prepare food and so it becomes quite impossible for her to travel solo. And fear of safety prevents women to travel in Bangladesh. Other factors like societal norm, religious view is also preventing solo women travel. In spite of all these some women are really brave and courageous and successful to do solo travel in home and abroad. But there is a fact behind that. They are either financially solvent and highly educated. And so if women are well educated and employed that makes her independent and then she could prevent all other constraints except the family commitment and societal norms and view.

From the analysis we have found that all constraints are highly influential to the travel decision. And so to develop the situation we should develop our mechanism according to the types of constraints (McNeil, 1970). Here, the authors have developed three mechanisms to solve these problems.

Further Recommendations

In our country, Bangladesh tourism board (BTB) promotes solo women travel by different seminars, quiz program, Events in Women’s day specially. Also, National Tourism Organization (NTO’s) affiliation with the tour operators for promoting and focusing on solo women travel in several ways discussed further. Here are some recommendations for further advancement.

- Firstly, developing policies to prevent various problems regarding tourism in any particular area of a country or in general. Because without NTOs direction different stakeholders of tourism industry fails to address women as an important part of tourism industry. However, policy to give employed women a holiday facility as an incentive will motivate them to travel. Also, group travels can be planned and designed for Bangladeshi female tourists (Mehtab, 2012).
- Secondly, NTO should give importance to the infrastructural development of the destination. Many Destination Management Organizations should also figure out the specific needs and directly monitor what problems women are facing travelling alone, such as Toilets, Safety, Attire, Menstruation issues etc (Ng, 2016).
- Finally, NTO’s can offer different facilities to the tour operators and travel agencies of Bangladesh such as arranging seminar, workshops, training programs to make exciting package for women travelling alone in a country like Bangladesh.

Mechanism for further development of Solo Women Travel in Bangladesh :

Table 5: Mechanism to solve the problem of solo women travel in Bangladesh (Compiled by author)

Strategies	Mechanism	Organizations
Women should be <i>educated and employed equally</i> as man.	-Seminars can be arranged to show the Importance of women participation to our society and so solo travel	<ul style="list-style-type: none"> • Bangladesh Parjatan Corporation (BPC), • Travel agencies,
Families and society should think more broadly about <i>freedom</i> towards girls.	-Awareness activities to eradicate taboos -Counseling to the family member can help to change this Trend.	<ul style="list-style-type: none"> • Family planning division of Bangladesh

The travel agencies or the tourism service providers should provide some <i>special facilities</i> for the women traveler.	-Such as sits allocated for women, Separate female line at the time of ticketing or checking.	<ul style="list-style-type: none"> • Travel agencies • Airlines • Hotel service provider • BPC
<i>Societal norms</i> should be changed toward women travel solo female tourist should be treated well.	-Proper knowledge about its importance should be given to the community people through seminar, workshops, training.	<ul style="list-style-type: none"> • Travel agencies • Airlines • Hotel service provider • BPC
Proper management of the <i>safety and security issues</i> for women travelers.	<p>-More tourist police should be enforced and trained up to ensure the safety and security of women</p> <p>-To prevent crime regarding solo women travel law should be enforced with strict punishment</p>	<ul style="list-style-type: none"> • Ministry of Civil Aviation and Tourism • Government • BPC
<i>Increase awareness</i> of social people about solo women travel in Bangladesh. Women should be <i>inspired</i> about solo travel	<p>-Motivational conferences should be conducted to increase participation of women in travel phenomenon.</p> <p>-Travel agencies and service provider should offer package services for the solo traveler</p>	<ul style="list-style-type: none"> • Travel agencies • Airlines • Hotel service provider • BPC
Proper <i>promotion of the solo women travel services</i> is needed to break the taboo that women can't travel alone in Bangladesh.	<p>-Arranging seminar</p> <p>-Social media Marketing</p> <p>-Blog writing</p> <p>-Sharing personnel experience and videos of travel</p>	<ul style="list-style-type: none"> • BTB • Travel agencies • Airlines • Hotel service provider

Conclusion

It is possible to design a destination for women travel but its effectiveness depends on the future strategic marketing activities and its application along with many important factors highlighted in this paper. However, there are many constraints; practicing some effective strategic destination marketing designs particularly for Bangladesh is essential if we want to develop solo women travel in this country. As women now are quite a new and big portion of the target market of Bangladesh tourism industry, this paper further possess importance to focus on strategic destination marketing practices and overcoming the constraints and challenges for solo women travel. In any potential further research based on solo women travelers, it will also be essential to appreciate and comprehend not only what constrains or what are the problems for solo women travelers, but also how women overcome and negotiate their constraints (Jackson et al., 1993; Little, 2000). Many women opened up strategies and managed with the methods and systems they employed to deal with their limitations and problems; nevertheless the debate of these compromise and conciliation techniques was outside the capacity of the present article leaving it to the scope for further research.

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