

Determining Factors of Tourists Satisfaction: The Case of Leisure Tourism of Bangladesh

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Abstract: *The purpose of this study is to determine the major factors and its associated attributes of tourist satisfaction in the Bangladeshi leisure tourism by evaluating tourists' perception. A nationwide structured questionnaire survey of 317 Bangladeshi tourists in various leisure spots is carried out using a convenience sampling method. Based on this data, a demographic profile of the tourists is constructed before a ranking of attributes from most satisfied to least on a five-point Likert scale. An Exploratory Factor Analysis (EFA) has been conducted finally to identify the major factors from 16 selected attributes related to leisure tourism of Bangladesh. Ranking of the attributes indicates that respondents are satisfied with all given attributes of satisfaction measurement. Besides, four major factors are extracted by factor analysis namely, tourism infrastructure, qualifying determinants, transportation facilities and access to local lifestyle. Moreover, this study addressed the current need of addressing different field of tourism and the way of developing more tourist satisfaction in leisure tourism of Bangladesh by identifying specific policy measures for government body Bangladesh Tourism Board (BTB) and, tour operators and their associations like TOAB and ATAB.*

Keywords: *Bangladesh tourism, factor analysis, leisure tourism, tourist satisfaction*

1. Introduction

Tourism is the fastest growing sector of the world economy that generates substantial number of foreign earnings for many developing countries (Cucculelli and Goffi, 2015). Despite many extreme economic barriers like economic vulnerability, volatility in the wider market, the lowest oil prices in more than a decade, for the fifth successive year, the growth of the Travel & Tourism sector in 2015 (2.8%) outpaced that of the global economy (2.3%) and a number of other major sectors such as manufacturing and retail sectors (WTTC, 2016). Moreover, with a US\$ 774.6 billion or 4.3% of total investment of the world in 2015 (WTTC, 2016), tourism is the single fourth largest and fastest

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growing industry (Davenport and Davenport 2006; Hemmati and Koehler, 2000) of the world in terms of employment generation and contribution to national GDP (Hasan and Shahnewaz, 2014). Currently, travel and tourism share 9.8% of global GDP and have generated 9.5% of total employment of the world in 2015 (WTTC, 2016).

Therefore, the tourism industry generates substantial economic benefits to both host countries and tourist's home countries (Ahmed, Azam and Bose, 2010). According to Hasan and Shahnewaz (2014), the tourism industry may become a tool for developing and to combat poverty by generating income and employment (Tooman, 1997), as well as diversifying the economy (Emaad, 2007; Campbell, 1999; Johnston, 2000). Tourism is a catalyst of change in household economies, leading to new opportunities for employment, new sources of cash income, and new information about technologies (Liu, 2003). However, such economic benefits are likely to be achieved if a destination can attract more tourists with different attributes like natural attractions, mix of activities (festivals, entertainments, sports etc.), historical and cultural attractors, food and accommodation (Dwyer et. al, 2014). Tourists who have a positive experience and are satisfied with these attributes are also likely to re-visit the place or recommend others which in turn generate more economic return for the destination (Correia, Kozak and Ferradeira, 2013).

Consequently, developing and least developed countries need to determine in which attributes their destinations can offer more positive experiences to the tourists. An overall positive experience toward a destination comes from the tourist's satisfaction of individual components (attributes) of that destination (Chi and Qu, 2008). Besides, tourist also value the experience in the form of fulfilling expectation with range of services and activities (Alqurneh, Isa and Othman, 2010) which can also be defined as difference between expectation and perceived value (Kozak and Rimmington, 2000). In this regard, tourist satisfaction can be measured by taking tourists' consumption sense against expectation and the level of pleasure received in a destination (Kamal and Pramanik, 2016) which is not different from usual consumer satisfaction concept. However, there is no universal set of attributes generally applicable for all destinations to measure tourist satisfaction (Crouch, 2010; Dwyer et al., 2014; Enright and Newton, 2004). Thus, determining relative factors and attributes for measuring a satisfaction of a destination is also important and a priority task (Alqurneh et al., 2010).

Bangladesh is a destination of huge potentiality in tourism that are traditionally bestowed with natural attractions, pleasant temperature, tropical climates, sea beaches, hilly areas and valleys, historical and archaeological sites, mangrove forest and numerous rivers. Moreover, Bangladesh enjoys incredible natural and cultural resource for the development of tourism industries, specifically, the Sundarbans (world largest natural mangrove forest) and Cox's Bazaar sea beach, the world's longest unbroken sea beach (Islam, Hossain and Noor, 2017). Furthermore, a large number of resorts and hotels has

been developed in the country over last two decades that offers a good amount of tourism facility. People around the nation now are more interested to explore these places along with traditional natural attractions for relaxation and pleasure. Thus, there is a huge potentiality to develop a leisure based tourism in Bangladesh by taking a measurement of the current level of tourist satisfaction with existing facilities. Thus, determining the attributes of tourist satisfaction in the leisure tourism of Bangladesh would be top priority.

In this regard, given the economic potential and other benefits from tourism industries, few studies have been initiated to investigate tourist satisfaction in Bangladesh (Hasan and Shahnewaz, 2014). Previous studies can be categorized into various themes like tourism prospects (Das and Chakraborty, 2012), economic potential and constraints (Sofique and Parveen, 2009), tourism site and destination management (Ahmed et al., 2010), tourism management and managerial problem, as well as various tourism promotional activities (Kamal and Pramanik, 2016). These studies are mostly descriptive and qualitative in nature and focused on specific tourist spots rather than specific field like nature, leisure, culinary, medical, sports, business, education, religious etc. Whereas current trend of tourism shifted toward ecotourism, sports tourism, leisure tourism, medical tourism and culinary tourism from traditional tourism which is developed on core amenities and ambience of destination, (Singh, Dash and Vashko, 2016). Thus, there is ample opportunity for Bangladesh to develop its tourism on other specific fields of tourism in addition to its nature based tourism.

Therefore, this study is planned to determine the factors important to tourist satisfaction of leisure tourism of Bangladesh by identifying attributes necessary to measure tourist satisfaction. To complete this aim, several objectives of the paper are, first, exploring current demographic and socio-economic status of tourists of leisure tourism of Bangladesh, second, ranking the selected relevant attributes of tourist satisfaction from most satisfied to least satisfied, third, identifying the most important factors in determining tourist satisfaction in leisure tourism of Bangladesh through Exploratory Factor Analysis (EFA) and fourth, suggesting policies to improve tourism services to ensure more tourist satisfaction in leisure tourism of Bangladesh.

Thus, as an exploratory research, this study is one of the first in its kind that addressed the scope of leisure tourism in Bangladesh. Using a questionnaire to the target respondents, this study addresses the tourist's perception on different attributes of tourism service which was previously developed in related studies. Consequently, this study ensures both theoretical contribution as well as practical implications to related stakeholders. The findings of this study will be significant for government bodies like BTB, tour operators and their association like TOAB, ATAB in designing more customer oriented leisure tourism service in Bangladesh. On the other hand, as a practical

contribution of this study, the findings will be helpful for tour operators and managers while they are developing their business strategies and service offerings.

The remainder of this paper is organized as follows. Section 2 reviews the literature on tourist satisfaction, tour destination selection, destination image, perception of tourist in selection of a destination and attributes significantly related to determining tourist satisfaction of leisure tourism. The methodology of the study is proposed and described in section 3. Section 4 provides the results and discussion on descriptive statistical analysis, ranking of the attributes and exploratory factor analysis from the collected data on different attributes. Finally, conclusions and decision implications are presented in section 5.

2. Literature Review

The idea of consumer satisfaction might be defined as the degree of positive feelings stimulated for the consumption experience (Çoban, 2012). Moreover, core of any competitive economy is a post-choice evaluation of overall purchasing and consumption experience of goods and services (Loureiro, Sardinha and Reijnders, 2012). In this competitive analysis, consumers' perceived value reflects their observations of quality with given price, costs, and benefits in comparison to its major competitors (Johnson, Herrmann and Huber, 2006). In this regard, few previous studies addressed the relationship between consumer satisfaction with their perceived value towards a product or service, (e.g., Anderson, Fornell and Mazvancheryl, 2004; Kotler, 1991; Lane and Potter, 2007; Webb, Mohr and Harris, 2008) among which some studies show a positive affiliation between these two. (e.g., Anderson et al., 2004; Luo and Bhattacharya, 2006).

In addition to these, specifically tourist satisfaction has been one of the key areas of tourism research for more than four decades (Rajesh, 2013). Tourist satisfaction affects the choice of destination, consumption of products and services, thus helps to develop sustainable competitive business in the tourism industry (Kozak and Rimmington, 2000). However, there is no universal set of attributes applicable for different destination to measure tourist's level of satisfaction (Dwyer et al., 2014). Thus, some previous studies in tourism field focused on determining a framework and associated attributes to measure tourists' satisfaction for different destinations. Among these, a good number of studies defined customer choice regarding a service or product and also adopted theoretical approaches while determining attributes of satisfaction (Chi, 2005). Among those approaches, one is taking all the comments by the tourists on each destination's quality (Kozak, 2003; Prayag, 2008).

In addition to this approach, there are four other major approaches adopted in the tourism literature to determine tourist satisfaction level named disconfirmation paradigm, equity theory, normative theory and performance-only model (Pizam et al., 1978; Yoon and

Uysal, 2005). However, among these theories, the expectation/disconfirmation theory and perceived performance theory are most frequently used (Hassan and Shahnewaz, 2014). The perceived-only performance approach measures tourist satisfaction with the actual performance of the products, regardless of the existence of any previous expectations (Um, Chon and Ro, 2006; Hui, Wan and Ho, 2007; Eusebio and Vieira, 2011).

Beside these established approaches to measure tourist satisfaction, traditionally research works were concentrated at the global level in comparison with attribute-level generalization of the qualifications. Recent studies have indicated that tourists' satisfaction with individual component of the destination leads to their satisfaction with the overall destination (Chi and Qu, 2008). However, satisfactions can also be measured through matching general satisfaction attributes (i.e., attractions, accommodation, accessibility, amenities and activities) and perceived expectations (Rajesh, 2013). Satisfaction attributes include lodging, shopping, dining, attractions, activities, accessibility, environment and events (Chi and Qu, 2008).

Moreover, few studies proposed attributes for tourist satisfactions include overall destination image (i.e. attractions, accommodation, accessibility, amenities, activities, local community and shopping), comfort, facilities, safety and infrastructure, cultural attractions and shopping, tourist attractions and ambience and variety and accessibility, perceived attractions, perceived quality, perceived risk and perceived value (Prayag, 2008; Prayag, 2009; Rajesh, 2013). Besides, attributes like travel environment, price or value, overall satisfaction, accessibility, natural attractions, destination image, personal involvement, and place attachment influence the satisfaction of the tourists (Prayag, 2012; Prayag and Ryan, 2011). Few more attributes are natural landscapes, service, recreational equipment, calmness and access possibilities, variety and economical services (Çoban, 2012; Lee, 2009).

Nevertheless, other than directly proposing attributes to satisfaction, few previous studies also suggest that attributes were analyzed by cognitive image of natural resources, cognitive image of service quality, cognitive image entertainment and affective image. According to Reiss (2004, p. 188), "we pay attention to stimuli that are relevant to the satisfaction of our desires, and tend to ignore stimuli that do not satisfy our desires". Moreover, Yoon and Uysal (2005) states that push motivations are related with the emotional and internal desires such as social interaction, leisure, rest or self-actualization and pull motivations are related with external and cognitive factors such as landscape, climate, hospitality or facilities. Thus, both push and pull factors of visiting a tourist spot are correlated and cumulatively generate travel satisfaction (Chi and Qu, 2008; Yoon & Uysal, 2005).

Therefore, in tourism determining tourists experience on individual attributes is central as satisfaction on specific attributes of a destination have significant effect on overall tourist

satisfaction (Seaton and Benett, 1996). Overall satisfaction with a hospitality experience is a function of satisfactions with the individual elements/attributes of all the products/services that make up the experience (Chi and Qu, 2008; Pizam and Ellis, 1999). Besides these approaches in determining tourist's satisfaction, previous studies adopted common theoretical, statistical, and mathematical analysis tools while analyzing data. Regression analysis, Factor analysis, Descriptive statistical analysis, probit-logic and cluster analysis are most common among those (Hassan and Shahnewaz, 2014).

Hassan and Shahnewaz (2014) measured tourist satisfaction in a single destination, Cox's Bazar, using a factor analysis used to extract factors from seventeen selected attributes. Moreover, there are other few similar studies that measured tourist satisfaction in Bangladesh like Ahmed et al., (2010) determined the nature of selecting a tour destination by tourist's level of satisfaction, Akter and Hamid (2013) cross-matched the level of expectation versus satisfaction of the tourists in Sylhet region, and Hani (2016) also explored the pull factors of travel motivation in the same Sylhet region. In addition to these, Das and Chakraborty (2012) evaluated the overall status of Bangladesh tourism, while Hasan, Mondal and Saha (2013) studied factors affecting tourist's choice of Cox's Bazaar sea beach and Hossain, Quaddus, Shanka and Hossain (2011) studied perceived quality, satisfaction, and loyalty of tourists toward Cox's Bazar.

However, these studies are typically focused on specific tourist spots of Bangladesh (e.g., Cox's Bazar, Sylhet, Kuwakata sea beach and Sundarban) rather than specific field of tourism like nature, leisure, culinary, medical, sports, business, education, religious etc. However, globally current trend of tourism shifted toward ecotourism, sports tourism, leisure tourism, medical tourism and culinary tourism from traditional tourism of a destination with its core amenities and ambience (Singh, Dash and Vashko, 2016). Thus, new research could be initiated to measure tourist's satisfaction on specific field of tourism in addition to aforementioned traditional approaches of studies which focused on specific tourist spots. However, based on the studied literature it is evident that there is ample opportunity to explore tourist satisfaction on specific field of tourism in Bangladesh especially the leisure tourism which is still untapped in previous tourism studies.

3. Methodology

To identify the relevant factors that are important to tourist satisfaction in Bangladeshi leisure tourism, this paper adopts a quantitative approach of study. A quantitative study tests the objective theories by scrutinizing the existing relationship among measured variables through a statistical procedure (Creswell, 2008). It provides the benefit of addressing a large number of samples within a relatively smaller period of time (Berg, 2001). Moreover, a quantitative approach offers more reliability, causality and ability to

generalize (Bryman, 2001; Islam, Hossain and Noor, 2017). However, this approach of study also poses few limitations. In addition to this approach of investigation, the current study is descriptive in nature, which explores the existing literature of the tourism field to determine the attributes of tourist satisfaction and extracts important factors by examining tourists' response on those attributes. Thus, the starting point to complete this study is deciding attributes of tourist satisfaction applicable to leisure tourism of Bangladesh.

As previous literatures support that, overall satisfaction of tourists is a function of satisfactions with the individual elements/attributes of all the products/services that make up the tourism experience (Chi and Qu, 2008; Pizam and Ellis, 1999), a list of tourism attributes is adopted from the previous similar studies to measure tourist's satisfaction. In this regard, in the development of questionnaire, Islam et al., (2017) is initially considered for selecting tourism attributes and then subsequently customized to match with the scope of the study. Few previous studies on Bangladesh tourism (e.g., Ahmed et al., 2010; Akter and Hamid, 2013; Hasan, Mondal and Saha, 2013; Hayat and Supinit 2016) also addressed such a perception based customer satisfaction by adopting attributes that best match with the scope of the study. This perception based method is an alternative of using well established models of customer satisfaction like SERVQUAL. Besides, the local language- Bangla is adopted along with the international standard language- English for more convenience of the respondents.

Moreover, the survey used a variety of Likert-scaled and multiple-choice questions. Structured questionnaire are used in almost all studies of destination image, satisfaction and loyalty and half of these analyses employ Likert scales (Echtner and Ritchie 1993; Crouch 2010). Tourist's satisfaction is represented by the individual attributes that constituted each of the scales. Respondents rated their overall satisfaction on the basis of a set of benefit-generating attributes. A five-point Likert-type scale from 1 = very dissatisfied to 5 = very satisfied) is integrated into a questionnaire. Questionnaires offer more reliability by providing standardizes stimuli to all respondents (Hossain, Siddique and Islam, 2015; Islam et al., 2017). Because of these advantages, this study adopts a questionnaire survey.

A convenience sampling method is used in this study to generate response. Such a sampling technique requires least expenses, fewer time and offers more flexibility and convenience though keep the potentiality of selection bias (Hossain et al., 2015; Sultana, Siddique and Islam, 2015). Questionnaires are distributed during the period of six research months from September 2016 to February 2017 to the potential tourists who have been gathered an experience in leisure tourism in Bangladesh. Data has been collected through a self-administrated structured questionnaire by trained surveyors. In

case of selecting respondents for survey, this study carefully considered respondents who only went for a leisure and recreation. Data has been collected from multiple tourist spots to avoid the possibility of single spot focus result. Around 350 questionnaires were circulated to potential respondent among which 317 returned as useable for the further analysis.

Finally, data has been analyzed using Exploratory Factor Analysis (EFA). EFA is the analysis technique that determine the underline relationships among measured variables (Hair, Black, Babin and Anderson, 2010). Before conducting the EFA, some descriptive statistics are determined for both demographic information and selected attributes. The study also adopts both the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy (MSA) and Bartlett’s test of sphericity to test the reliability of the measures. Furthermore, to test the reliability and internal consistency of the importance scores, the reliability of data also checked using Cronbach’s alpha value. Besides, a discriminant analysis is conducted to test the discriminant validity of the extracted factors using Fornell-Larcker criterion. In addition to all these, the 16 selected attributes tourist satisfaction are ranked in a descending order based on their mean value of satisfaction. This ranking would be useful for further decision making to determine which attribute is performing very well. For these statistical analyses, Statistical Package for the Social Science (SPSS) version 22.0 is used.

4. Result and Discussion

The intention to visit a leisure tourism spot greatly depends on tourist demographic and socio-economic conditions, especially those of a developing country like Bangladesh. In this regard, the survey findings on respondents’ demographic and socioeconomic factors are described in the table 5 (in appendix). Majority of the respondents are male (70.80%) compare to female (29.20%) where average age of the tourists belongs to the age group of 21 to 30 years (52.62%). Moreover, majority of the respondents are students in nature (38.5%) followed by respondents involved in service (26.5%). Furthermore, most of them has a bachelors/honors degree (28.4%) closely followed by Higher Secondary School Certificate degree (28.0%) which indicates that tourist on average are educated and may apply their knowledge and expertise when select leisure tourism spots and services.

Besides, around 50% of the tourists have monthly average income below twenty thousand followed by income between twenty thousands to fifty thousands (38.98%). Visiting friends/Relatives (30.65%) is the main motivation behind experiencing a leisure tourism followed by Vacation/Holiday (25.65%). In addition to these, around 66.20% respondents made 3 travels or less in last three years, whereas 33.80% respondents made four travels or more than that. Moreover, in the travel, majority of the tourists are not interested to stay more than 4 days (73.1%). Friends/ relatives/ business associates

(67.13%) is the main sources of information to know about any tourist destination followed by media- Travel booklet, magazine, TV, Radio, Internet (23.8%).

In addition to demographic information, respondents are asked to rate their level of satisfaction on 16 attributes mostly related to the leisure tourism of Bangladesh. The satisfaction of the respondents is measured on a five-point Likert scale where mid value is considered as 3, indicating 'Average'. Any attributes with an average value more than 3 to upper indicates respondents are satisfied on that criterion. Hence, a ranking of the attributes based on their average mean value will help policy makers and industry participants to identify the current status of leisure tourism on important attributes. Besides, this assessment will also help to design further tourism services and products that will keep current satisfaction level where they doing well and where they need more improvement. A constructive ranking of the attributes on the basis of their average satisfaction value are given below in table 1 with respective standard deviation.

Table 1: Average Satisfaction Value of Selected Attributes

SL.	Observed Variables/attributes	Mean	Std. Deviation
1	Variety natural attractions (places, hills, beach, sea, forest)	3.87	0.924
2	Climate and temperature of the place	3.77	0.864
3	Family oriented visiting facilities	3.58	0.968
4	Overall tourism ambience and amenities	3.52	0.785
5	Friendliness and hospitality nature of locals	3.50	0.774
6	Access to information and easy communication with locals	3.43	0.913
7	Accessibility to transportation and communications	3.42	0.873
8	Quality of tourism infrastructure, markets, roads and highways	3.41	0.944
9	Good accommodation	3.39	0.976
10	Availability and quality of transportation services	3.38	0.928
11	Similarity of food, culture, life style with locals	3.37	0.868
12	Shopping and entertainment experience	3.30	0.997
13	Convenient and fewer time to travel the place	3.27	0.884
14	Availability of telecommunications, internet and ATM	3.18	1.01
15	Reasonable price of different products and services	3.12	0.95
16	Accessibility to healthcare and medical treatment	3.03	1.033

Source: Survey Calculation, 2018

Among these 16 attributes measured in this study, all have received a mean satisfaction value more than 'average' that is 3 in a scale of 1 to 5. It indicates that, respondents are satisfied with all the attributes of their satisfaction measurement. In this connection, the highest average satisfaction is evident in natural attractions (places, hills, beach, sea, forest) (3.87), and lowest average satisfaction is evident in accessibility to healthcare and medical treatment (3.03).

Along with this ranking of attributes on a satisfaction value from highest to lowest, to determine the factors important to tourist satisfaction in leisure tourism of Bangladesh, this study adopts an Exploratory Factor Analysis (EFA). This is a statistical method used to observe the existing relationship among a large number of variables and relating these variables with their common underlying dimension (factors) (Islam et al., 2017; Sultana et al., 2015). Hence, a Principal Component Analysis (PCA) for selected 16 attributes is performed to determine the important factors of tourist satisfaction of Bangladeshi leisure tourism. PCA is a dimensionality reduction or data compression method which reduces attribute space from a larger number of variables to a smaller number of factors and as such is a "non-dependent" procedure. To select a subset of variables from a larger set based on which original variables have the highest correlations with the principal component (Hair et al., 2010). Thus, PCA is used in this study as there are number of explanatory attributes of leisure tourism of Bangladesh are correlated with one another. Thus, instead of doing a multiple regression model with all these potentially interconnected variables, a PCA of selected explanatory variables is more appropriate.

Table 2: Data Suitability and Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.821
Bartlett's Test of Sphericity	Approx. Chi-Square	855.052
	df	120
	Sig.	0.000

Source: Survey Calculation, 2018

Moreover, to ensure the data suitability for a EFA, all the variables are tested using both the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy (MSA) and Bartlett's test of sphericity (Bartlett, 1954). In this regard, the results of these tests are presented in the table 2. The KMO measures the sampling adequacy should be greater than 0.60 (Kaiser, 1970; Kaiser & Rice, 1974) for a satisfactory factor analysis to proceed and if any pair of variables has a value less than this, one of them should be consider dropping from the analysis (Islam et al., 2017; Sultana et al., 2015). In this study, the KMO score is 0.821, which shows a very good score of sampling adequacy. Bartlett's test is another

indication of the strength of the relationship among variables. From the table 2, it can be observed that the Bartlett's test of sphericity is statistically significant at 0.00 levels, i.e., its associated probability is less than 0.05, which indicates that a PCA (principal component analysis) can be performed efficiently with the dataset. Hence, KMO and Bartlett's Test confirms that the dataset is perfect for factor analysis (Hair et al., 2010).

The Principal Components Analysis with Varimax rotation of the 16 attributes has generated four factors explaining 54.87% of the total variance. In this case, a loading is considered significant if it has an absolute value higher than 0.40. In this study, as all the variables in the factor solution has at least one significant loading on a factor, most important factors are derived. Based on the factor loading, the four factors have been selected shown in the table 3 with their respective alpha value and variance level.

Table 3: Factor Analysis and Reliability Testing Results

Factors	Loading	Attributes
<i>Factor 1: Tourism Infrastructure</i>		
Percentage of Variance Explained = 24.42% Alpha = 0.770 Eigen Value = 3.907	0.812	Availability of telecommunications, internet and ATM
	0.660	Good accommodation
	0.564	Accessibility to healthcare and medical treatment
	0.527	Shopping and entertainment experience
<i>Factor 2: Qualifying Determinants</i>		
Percentage of Variance Explained = 13.48% Alpha = 0.673 Eigen Value = 2.157	0.798	Variety natural attractions (places, hills, beach, sea, forest)
	0.757	Reasonable price of different products and services
	0.698	Climate and temperature of the place
	0.635	Overall tourism ambience and amenities
	0.583	Convenient and fewer time to travel the place
<i>Factor 3: Transportation Facilities</i>		
Percentage of Variance Explained = 8.75% Alpha = 0.773 Eigen Value = 1.399	0.803	Availability and quality of transportation services
	0.764	Quality of tourism infrastructure, markets, roads and highways
	0.566	Accessibility to transportation and communications
<i>Factor 4: Access to Local Lifestyle</i>		
Percentage of Variance Explained = 8.22% Alpha = 0.703 Eigen Value = 1.315	0.752	Access to information and easy communication with locals
	0.648	Similarity of food, culture, life style with locals
	0.609	Friendliness and hospitality nature of locals
	0.536	Family oriented visiting facilities

Source: Survey Calculation, 2018

As the table 3 shows, the reliability coefficient range of Cronbach's alpha is from 0.770 to 0.673 indicating variables are internally consistent and a good correlation between retained factors and variables. Although a Cronbach's α value of 0.70 and higher is often considered the criterion for internally consistent established factors (Hair et al., 2010), Nunnally (1978) suggests that α value of 0.50 and 0.60 is acceptable in the early stages of research. While exploring nature based tourism of Bangladesh, Islam et al., (2017) in their study also shown that, in exploratory research which usually diagnosis a problem first in its kind, Cronbach's α value more than .050 is usual and acceptable. Few other studies also find similar value in their studies and suggest that at initial stage of research a problem, Cronbach's α value is acceptable if it is more than 0.50 (Cucculelli and Goffi, 2015; Dwyer, 2014; Sultana et al., 2015). Since, Cronbach's α value for each factor is above 0.50; all four factors are accepted as being reliable for the research. Moreover, the Cronbach's α value of all the attributes altogether is 0.815 which indicates a strong consistency and reliability to conduct further statistical analysis.

Moreover, in the process of discriminant analysis of the extracted factors the Discriminant validity of the constructs is evaluated using Fornell-Larcker criterion. The Fornell-Larcker criterion indicates that the square root of AVE should be greater than all correlations between each pair of constructs (Chin, 1998). As seen in Table 4, all diagonal values (square root of AVE) are greater than off-diagonal values (correlations between the construct). Thus, Fornell-Larcker criterion is satisfied providing evidence of discriminant validity of the scales.

Table 4: Fornell-Lacker Criterion: Matrix of correlation constructs and the square root of AVE (in bold)

Factors	TI	QD	TF	AL
Tourism Infrastructure (TI)	0.83			
Qualifying Determinants (QD)	0.68	0.73		
Transportation Facilities (TF)	0.61	0.66	0.74	
Access to Local Lifestyle (AL)	0.59	0.68	0.58	0.77

Source: Survey Calculation, 2018

Factor 1 named as 'Tourism Infrastructure' which indicates various infrastructure need to ensure a good experience of tourism services and products. This factor captures four attributes accounted for 24.42% of the total variance, namely availability of telecommunications, internet and ATM, good accommodation, accessibility to healthcare and medical treatment, shopping and entertainment experience. Moreover, factor 2 named as 'Qualifying Determinants' which indicates attributes that qualify the core

tourism services and products more amenable and worthwhile. This factor captures four attributes accounted for 13.48% of the total variance namely variety natural attractions (places, hills, beach, sea, forest), reasonable price of different products and services, climate and temperature of the place, overall tourism ambience and amenities and convenient and fewer time to travel the place.

In addition to these, factor 3 named as 'Transportation Facilities' indicates the different dimension of transportation dimensions that are important for facilitating tourism services. This factor captures three attributes accounted for 8.75% of the total variance namely availability and quality of transportation services, quality of tourism infrastructure, markets, roads and highways, accessibility to transportation and communications. Finally, the last factor, factor 4 named as 'Access to Local Lifestyle' which indicates the various dimensions of access to local people and similarities with their lifestyle. This attribute captures four attributes accounted for 8.22% of the total variance namely access to information and easy communication with locals, similarity of food, culture, life style with locals, friendliness and hospitality nature of locals and family oriented visiting facilities.

5. Conclusion

This study is aimed to determine the major factors of tourist satisfaction on leisure tourism of Bangladesh along with a rank of the attributes from most satisfied to least that elucidate tourist satisfaction. In this regard, this study is the first in its nature that address the tourist perception of measuring satisfaction of leisure tourism of Bangladesh. Though few previous studies in Bangladesh addressed the tourist satisfaction of a specific tourist spots, this current study addressed solely an untapped sector of Bangladesh tourism- the leisure tourism. In the determination of the attributes appropriate to measure tourist satisfaction this study explores a good number of previous studies of the same field. Based on these studies twenty one attributes appropriate to leisure tourism of Bangladesh is adopted for measuring tourist's satisfaction.

Subsequently, all these are attributes are first ranked from highest to lowest on the basis of their average satisfaction value. Findings shows that currently in leisure tourism of Bangladesh, tourist are most satisfied with various natural attractions in tourist spots like places, hills, beach, sea, forest. They are also highly satisfied with climate and temperature of the places, cleanliness and beauty of the atmosphere. Bangladesh traditionally bestowed with abundant natural resources and attractions which needs to be protected and nurtured while designing tourism services. On the other hand, policy makers and industry participants should work on the issues like, accessibility to local healthcare and medical treatment while needed, unreasonable higher price of different products and services and limited availability of telecommunications, internet and ATM service as tourist are less satisfied on these attributes. Such policy measures should

initiated from both government priority in tourism development and service providers who ultimately fulfill consumers demand.

Moreover, all these sixteen attributes are then reduced to four factors that best represent these variables with their common underlying dimension (factors). Through the factor analysis extracted four factors are 'Tourism Infrastructure', 'Qualifying Determinants', 'Transportation Facilities' and 'Access to Local Lifestyle'. Besides, this study also developed an overview of demographic profile of the tourists. Such demographic profile along with other insights from this study is expected to help policy makers and industry participants to design and develop leisure tourism products and services in Bangladesh. Thus, these four factors and its associated variables should be carefully considered while developing more tourist friendly leisure tourism in Bangladesh.

The outcome of this study is thus important to at least four important groups, first, the government bodies like Bangladesh Tourism Board (BTB), second, tour operators, suppliers and their associations like TOAB and ATAB, third, the tourists who are actual or potential consumers of leisure tourism of Bangladesh and finally, fourth, Bangladesh as a destination and its government in turn. Government has already initiated its effort to prepare a master plan through Bangladesh Tourism Board (BTB) for its tourism industry in 2016 which is yet to be declared. As, leisure tourism would be a diversified area from traditional tourism and likely to generate more tourism revenue and contribution to national economy, the findings of this study will be helpful and contribute to the development of this master plan.

Moreover, while designing their tourism services, tour operators, suppliers and their associations like TOAB and ATAB can be benefited by identified four factors. These factors and associated attributes are the criterion upon which tourists evaluate their satisfaction in leisure tourism of Bangladesh. To generate more satisfaction, operators are required to develop tourism infrastructure, ensure qualifying determinants and access to local lifestyle, while protect various natural attractors. Moreover, tourists can also evaluate the current status of leisure tourism in Bangladesh through this framework and also can to judge their satisfaction on identified attributes. Finally, Bangladesh as a destination and its government in turn will be benefited if policy measures can be taken to ensure more satisfaction of tourist on identified attributes of leisure tourism.

In the policy measure, following initiatives can be taken from both government level through BTB and private tour operators and their association like TOAB and ATAB. First of all, as Bangladesh traditionally has abundant natural resources and attractions, these attractions have to be protected. Carrying capacity of the place, development of artificial amenities and social awareness to protect natural beauty, all these have to be carefully designed and monitored. In the second place, new investment and concentration is needed in the development of tourism infrastructure like, accommodation, healthcare

and medical facilities, telecommunications, internet and ATM, local and international transportation services, roads and highways, markets for shopping and entertainment with reasonable price and good quality product. In the third place, safety and security of tourist need to be ensured. Though government already covered many tourist spots under CCTV surveillance and employed tourist's police, more scrutiny and care is required as safety and security become a prime concern all over the world.

Moreover, in the fourth place, to make leisure experience more remarkable, additional outdoor recreational activities like theme park, music, fair, festivals can be organized. Overall tourism ambience and experience can also be protected and improved in this connection. In the fifth place, access to local lifestyle and foods should be facilitated. Tourists usually have a positive experience toward a place and are interested to re-visit that if they find an atmosphere very much similar to their own environment, lifestyle, language and food. Last but not the list, government should include leisure tourism in their priority list as worldwide current trend of tourism shifted toward different field of tourism like ecotourism, sports tourism, leisure tourism, medical tourism and culinary tourism from traditional tourism which is usually developed on core amenities and ambience of a destination.

Thus, these are the major findings and policy implications suggested by this study, which are expected to help designing a more affordable, amenable, comfortable and worthwhile leisure tourism services in Bangladesh. Moreover, this study also offers theoretical contribution to the related field. The current period tourism, as an emerging sector contributes directly to the national economy by generating more employment direct revenues. Moreover, people all over the world are now more concerned about different field of tourism rather than the traditional one. Besides, sustainable tourism development is the core issue in the upcoming tourism policy of the Bangladesh government. Thus, this study, first in its kind, proposes few insights in the leisure tourism of Bangladesh which will contribute to the sustainable development of Bangladesh tourism. Besides this framework of tourists satisfaction will be helpful for related tour operators to develop tourism services for more tourist satisfaction.

However, this study is not beyond its limitations. As this study is an exploratory research and one of the first in its kind that addressed the scope of leisure tourism in Bangladesh, it is limited to small a small sample size and has no advance statistical measures to draw more robust conclusion. However, a more rigorous study might be adopted where more samples would be surveyed and more time and money would be invested. A classification of the leisure activities and concentration of the leisure spots might be also identified in this current study to explore a more comprehensive picture of Bangladeshi leisure tourism.

Furthermore, this study opens the scope for exploring further interest in the same and similar field. Further research of the same kind might be initiated in the other field of tourism like determining attributes of tourist satisfaction in the nature, education, medical, religious, sports etc. Besides, using the same framework of identifies factors and associated variables proposed in this study, a comparison of the tourist satisfaction may be also initiated between any of the abovementioned two fields of Bangladesh tourism. Moreover, the findings of the tourist satisfaction of this study can be used to cross check the tourist level of satisfaction and intention to re-visit the place. Last but not the least; similar analysis can be adapted to other potential developing countries and/or specific sectors of the tourism services.

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Appendix

Table 5: The Demographic and Socioeconomic Profile of Respondents

Particulars	Percentage
Gender	
Male	70.8%
Female	29.2%
Age	
11 to 20	17.54%
21 to 30	52.62%
31 to 40	16.92%
41 to 50	6.77%
50+	6.15%
Occupation	
Service	26.5%
Business	14.7%
Housewife	10.8%
Student	38.5%
Others	9.5%
Educational Qualification	
SSC	13.5%
HSC	28.0%
Bachelors/Honors	28.4%
Masters	20.6%
Others	9.5%
Monthly average family Income	
Less than 20000	49.26%
20000 to 50000	38.98%
More than 50000	11.76%

Particulars	Percentage
Motivation for Visit	
Visiting friends/Relatives	30.65%
Sightseeing	19.35%
Vacation/Holiday	25.65%
Business/Convention	6.94%
Learning/Investigation	13.86%
Others	3.55%
Number of travels last 3 years	
≤ 3 times	66.2%
≥ 4 times	33.8%
Average length of stay during a visit	
≤ 4 days	74.8 %
≥ 5 days	25.2%
Sources of Information for choosing the place	
Travel agencies	5.75%
Media (Travel booklet, TV, Radio, Internet)	23.68%
Friends/relatives/business associates	67.13%
National tourist organizations	3.45%