

Motivators for Selecting Domestic Tourist Destination: A Study on Employees of Private Organizations in Bangladesh

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***Abstract:** Now-a-days, enjoying holidays in local tourist place have become very popular in our culture. People from diversified age groups, genders, religions, professions and income levels are frequently spending their vacation within national boundary in Bangladesh. This study attempts to find the motivators for selecting domestic holiday destinations by Bangladeshi travellers. Data were collected from 200 respondents through using a closed-ended questionnaire. Respondents are employed in different private organizations of Dhaka city. Analysis has been done by using Pearson Correlation of SPSS 16. The study shows some mentionable features regarding the choice of domestic holiday destination. It indicates that senior citizens of Bangladesh visit our holiday destinations for enjoying natural beauty. On the other hand, young and middle aged travellers prefer Bangladeshi tourist spots for exploring cultural heritage.*

***Keywords:** Holiday, destination, motivator, cultural heritage, cost structure.*

Introduction

Tourism is an economic, social and cultural phenomenon having significant role in the overall development of a country. It is the motion of people to countries or destinations located outside their usual surroundings for business, professional or personal purposes. An increasing number of tourist destinations all over the world made tourism one of the necessary sectors for socio-economic improvement. Tourism is able to create and increase sources of job, enterprises, income and so on.

Recently, the tourism industry has experienced a rapid conceptual change. Previously, tourism only included the elite class of all the societies, but from the late 1990, the concept of “Mass Tourism” has been developed. Moreover, it has created a brand new phenomenon in the development of hotels, infrastructure, environment as well as other facilities. Today, some countries are economically developed only because of their

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tourism sector such as Singapore, Thailand, Malaysia, Nepal, Bhutan and so on. Every year, thousands of people visit and explore these countries which helps them to generate income.

In a broader scope, tourism can be classified into two groups: international tourism and domestic tourism. Domestic tourism involves travelling within home country in which no one needs passport or visa. In case of domestic tourism, it was thought that large countries gain more from domestic tourism because of different dimensions. For example, according to Indian Ministry of tourism, domestic tourism of India generated US \$2.278 billion in April, 2017. But now, small countries are also earning from domestic tourism such as Trinidad and Tobago. They have generated around Trinidad and Tobago Dollar 0.86 billion from domestic tourism in 2016, an increase of 35% compare to 2015 (www.tdc.co.tt).

Now-a-days, people have become very busy with their day to day life. So, whenever they get an opportunity to explore any place, they try to utilize it properly. Bangladeshi people are not an exception here. They also like to explore a new place whenever they could manage time. But, not all of them have same preferences regarding the selection of domestic holiday destination. Currently in Bangladesh, people of all age, income and profession prefer visiting not only foreign countries, but also domestic tourist places in Bangladesh. They like local holiday spots because of scenic beauty, sufficient infrastructural development, transport facilities and other facilities.

Earlier, people of Bangladesh knew Cox's Bazar is the only domestic destination for the tourism and they used to spend their holidays at Cox's Bazar. But, this scenario has been changed gradually because of the changing taste of tourists. Later on, Bangladeshi tourists started enjoying other places such as Rangamati, Bandarban, Sundarban, Srimangal, Jaflong, Kuakata and so on. Recently, a massive transformation has been noticed in the tourism industry of Bangladesh. A good number of new spots for travelling and enjoying vacation has been developed in the country. There are Ratargul Swamp Forest, Sajek Valley, Bisanakandi and many more destinations. Young generation as well as adults are attracted to these destinations to get new experiences. Moreover, a significant number of luxurious hotels and resorts are developed in our country to promote tourism.

Literature Review

Principally, the term “destination” has been collected from the word “*destinatio*,” “*onis*” which mean a place or “End of the Journey” (Vukonic, 1997). Traditionally, destinations means well-defined geographical areas (Buhalis, 2000; Hsu et al., 2009, Blasco et al., 2016). Tourist destination is uniquely a complex product or service or a portfolio of

products and services comprising an area's infrastructure, climate and super-structure as well as cultural and natural attributes (Hsu et al., 2009; Smallman and Moore, 2010; Blasco et al., 2016).

Destination could be termed as a safe area where a tourist can take rest, walk and spend his time in natural environment, observe historical monuments, enjoy festivals, programs, taste local food (Blasco et al., 2016). Tourist destination is a critical combination in the tourism concept which includes resources, services, facilities, infrastructure, and experience (Hall, 2008). Tourist destination refers to a package of "Tourism Facilities and Services", combined with features to identify the impacts of tourist in a tourism destination (Kim, 1998).

M. Jansen-Verbeke (1986) classifies the elements of tourist destination into primary (physical, activities, settings and society), secondary (shopping and catering) and additional (touristic information and right to access). According to R. C. Mill and A. M. Morrison (1992), tourist destinations are combined of many elements: attractions, infrastructure, transportation, facilities and hospitality. D. Buhalis (2000) argues, important features of a holiday spot include accessibilities, attractions, amenities, activities, available packages and ancillary services.

Domestic tourism concerned with visiting and exploring within the country (Chand, 2016). From the geographical perspective, domestic tourism involves local trip, regional travels to national travels (Chand, 2016). Domestic tourism is an important factor in contributing the expansion of tourism related activities (Pierret, 2001). Domestic tourism helps in different areas of industry such as seasonality, regional dispersal and domestic spending (www.tourism2025.org.nz). It increases economic transactions as well as employment opportunities (Zamit, 2015).

The motivation is one of the contributing and critical factors that describes tourist behavior (Crompton, 1979). "Psychological depletion" is the major motives for holiday maker (Hill, 1965). Travellers also find it a chance that allows them "to replenish and restore." The motive of spending holidays is to take a break from the routine life (Crompton, 1979). Travelling in different areas gives a sense of "ego-enhancement and self-recognition" that allows one to feel refreshing (Dann, 1977). Travelling can help a person to avoid "the suppressing feeling of isolation" and to increase social network (Dann, 1977).

There are "9 push factors" (utility, culture, society, knowledge, family, economy, relaxation, interest and convenience) that influence domestic tourism of Saudi Arabia (Bogari et al., 2004). Moreover, domestic tourism of Saudi Arabia expands for "9 pull factors" which are safety, beach sports, activity, nature, history, religion, budget, leisure and culture (Bogari et al., 2004). Affordability, easy access, history, culture and variety

seeking are top motivators to increase domestic tourism in Nepal (Baniya, 2016). Disposal income, family togetherness, relaxation facilities, weather conditions, promotional efforts, employer sponsorship are some of the motivators for Vietnam's expanding domestic tourism (Bui et al., 2011).

Natural beauty, closeness, relaxation and rest are the major motivators for developing domestic tourism of Azerbaijan (Seyidov and Adomaitiene, 2016). Tourists of Kerala love to visit domestic places for “9 Push Motivators” which are experience/learning, escape, achievement and prestige, family, rejuvenation, romance, challenge, cuisine and life, freedom and for “6 Pull Motivators” that involves relaxation, activities, adventure, water activities, yoga, heritage and history (Kanagaraj and Bindu, 2013). Local tourists of Kenya emphasize more on “trait factors and personal experience” than “environmental factors” for selecting domestic holiday spot (Mutinda and Mayaka, 2012).

The literature review showed that the selection of a domestic holiday destination depends on multiple variables. A number of research have been conducted in different countries on the motivators for choosing a holiday destination within national boundary. But, an insignificant number of studies have been found on this field in Bangladesh. Thus, the study is an attempt to find out the motivators that influence the people of Bangladesh to prefer a holiday spot in their home country.

Objectives of the Study

The main objective of the study is to analyze the motivators for picking out a local holiday destination at different age in Bangladesh. Under this objective, there are some specific objectives. They are:

1. To determine the connection between natural beauty and tourist's age to select a local tourist spot.
2. To explore the relation of cultural heritage with tourists of heterogeneous age groups for preferring a domestic holiday destination.
3. To investigate the link between cost structure and age of tourists in choosing a place for travelling within home country.

Methodology

The study was descriptive in nature in which data were collected from the primary source by developing and using a self-administered questionnaire. The sample size (n) was 200 to conduct an unbiased survey where 50% were male and 50% were female respondents. Purposive sampling technique had been used to prepare the study. All the respondents are living in Dhaka city (aged from 27 years to 65 years); employed in reputed private organizations such as Unilever, Nestle, United Group, Grameenphone and so on. The

reasons behind selecting them are their financial condition and physical strength which are essential for travelling. Three dependent variables (natural beauty, cultural heritage and cost structure) and one independent variable (age) was selected to prepare the study. Pearson correlation of SPSS 16 has been used to examine the impact of each motivator in different age on selecting a local tourist place.

Analysis of the Study

Table 1

Correlation			
		Age	Natural Beauty
Age	Pearson Correlation	1	.861
	Sig. (2-tailed)		.000
	N	200	200
Natural Beauty	Pearson Correlation	.861	1
	Sig. (2-tailed)	.000	
	N	200	200

Table 1 depicts the correlation between age of respondents (independent variable) and natural beauty of domestic tourist spots (dependent variable). Here, the correlation is $r = .861$, based on 200 observations with non-missing values. The value of correlation shows a positive result and the variables are strongly correlated. As the Sig. (2-tailed) value shows less than 0.05, it can be concluded that the correlation is statistically significant.

Table 2

Correlation			
		Age	Cultural Heritage
Age	Pearson Correlation	1	-.718
	Sig. (2-tailed)		.047
	N	200	200
Cultural Heritage	Pearson Correlation	-.718	1
	Sig. (2-tailed)	.047	
	N	200	200

Table 2 illustrates the correlation between age of respondents (independent variable) and cultural heritage of domestic tourist spots (dependent variable). The correlation shows a negative result which is $r = -.718$. Total number of observant is 200 with 0 missing value. The correlation is statistically significant as the Sig. (2-tailed) value is 0.047 (less than 0.05).

Table 3

Correlation			
		Age	Cost Structure
Age	Pearson Correlation	1	.197
	Sig. (2-tailed)		.005
	N	200	200
Cost Structure	Pearson Correlation	.197	1
	Sig. (2-tailed)	.005	
	N	200	200

Table 3 portrays the correlation between age of respondents (independent variable) and cost structure of domestic tourist spots (dependent variable). The correlation is $r = .197$ which is positive but not very strong. Here, total number of observant is 200 and there is no missing value. The table also shows that the correlation is statistically significant because the p value is .005.

Findings of the study

Among the three dependent variables, only cultural heritage has portrayed a negative relation with the age of respondents. That means, our young and middle aged people like to visit local tourist place for enjoying cultural heritage. On the other hand, natural beauty and cost structure have showed positive relations with the age of tourists. Among them, correlation between natural beauty and age has illustrated a stronger relation. It expresses that senior citizens of Bangladesh prefer domestic holiday destinations for natural beauty.

Policy Implications for Tourism Sector of Bangladesh

In 1992, Government of Bangladesh took some effective policies to establish a better tourism sector in Bangladesh (Karim, 2014). Then it has been reformulated with few necessary changes known as “National Tourism Act 2010” (Karim, 2014). The main purpose of the act was to develop rural economy through creating employment opportunities (Karim, 2014). This new comprehensive plan have targeted “Eleven

Specific Areas” to improve including historical and archaeological spots, Sundarbans mangrove forests, local tourism and riverine, cultural tourism, religious spots, young professionalism, local tourism, heritage and sports, region and community based tourism (Karim, 2014).

Government of Bangladesh is trying to coordinate 15 ministries so that they could work jointly for achieving the target (Karim, 2014). This target can be fulfilled by providing site development, food variety, infrastructure and cultural functions (Karim, 2014). Our government also have initiated a plan to divide the country into “seven regions” to upgrade our tourism sector (Karim, 2014). Recently, our government have focused on “Eco-tourism” by saving natural resources and preserving cultural values (Karim, 2014). Moreover, to attract our tourists, government have taken a strategy to build “Protected Areas of Tourism and Special Tourism Zone” (Karim, 2014).

Limitations of the study

The study has some limitations that could not be avoided. First of all, the study is based on the employees of private organizations living in Dhaka city. Thus, the sample size used in this study is very small. Moreover, only three motivators are used for the analysis. Selecting more indicators could have provided more accurate output. At last, the study only uses the age of tourists as independent variable. Including their income level, saving tendency and family structure should have included to get a better result.

Conclusion

Domestic tourism can play a significant role in generating revenue. That is why, Bangladesh should take appropriate measures to improve this sector. The study could help local tourist agencies to take promotional strategies for local tourists. It could also assist our government for initiating short-term and long-term plans to create Bangladesh a tourist friendly destination.

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