

# Investigating the Factors Affecting Tourists' Revisit Behavioral Intention: Evidence from Tourism Destinations in Bangladesh

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## Abstract

Tourism generates significant economic benefits for both the host country and the origin country of the travellers. The creation and development of local infrastructure are one of the major benefits of tourism, and it is one of the most important. Bangladesh has tremendous potential to attract both domestic and international tourists, which presents tremendous opportunities for the country. Tourism and destination marketers, on the other hand, should employ a variety of marketing strategies to keep and retain existing customers while also attracting new and prospective customers. As a result, the primary goal of this research is to determine the characteristics that influence visitors' revisit behavior intentions toward tourism locations in Bangladesh. The information is gathered from 200 respondents using a standardized questionnaire with five-point Likert scales, which was administered through a survey approach. The method of purposeful sampling is employed. The data is analyzed using descriptive statistics, reliability statistics, and regression analysis, among other methods. Almost all aspects affecting tourists' intentions to return to a particular tourism location in Bangladesh, including service quality, destination image, perceived value, and novelty, have a substantial impact on their intentions to return. This research may lead to the reexamination of issues related to tourism destinations. The findings of this study can be used by government and non-government organizations, public institutions, the Bangladesh Tourism Board and the Bangladesh Planning Commission, policymakers, and even researchers to motivate them to return to certain tourism locations in Bangladesh. This study, according to the researchers, will add significant value to the literature since it employs a conceptual framework to explain the elements that influence visitors' revisit behavioral intentions toward selected tourism destinations in Bangladesh.

**Keywords:** Tourism destinations, tourists, revisit behavioural intention, factors, Bangladesh

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## Introduction

In recent years, the number of tourist arrivals has increased at all beach destinations in Bangladesh. Every year large numbers of tourists visit Cox's Bazar, Kuakata, and Saint Martin's Beach. Most of them are Bangladeshi nationals who travel from different parts of the country, and a few are foreign tourists. Nearly five million tourists visit Cox's Bazar Beach in a year, and it could increase to 13 million by 2020 (Hossain, Quaddus and Shanka, 2013). Similarly, visitor figures at Saint Martin's beach has dramatically increased over the last five years. During the peak season of July to March, an average of five thousand tourists visit Saint Martin's beach daily, and all the facilities serving tourists are fully occupied at that time (Ahmmed, 2017, Khan, 2017) Kuakata beach is also teeming with a minimum ten thousand tourists every day during the peak seasons of the year (Sharif, 2016).

The significance of coastal-based tourism has been increasing in Southeast Asia over the last few years (Sangpikul, 2018, Smith, 2018). Each country in this region is trying to attract more tourists to their destinations to boost their respective country's economy. Bangladesh, with its immense tourist potential, too, is in line to capture a lion's share of the tourism windfall. Since tourist arrivals are on the rise, the contribution of this sector to the economy and employment creation has increased significantly in recent years. In summary, the total contribution of travel and tourism to the GDP was BDT 840.2bn in 2016 (4.3% of GDP) and it is forecast to rise 7.1% per annum, BDT 1783.0bn from 4.7% of GDP by 2027. Travel and tourism generated 2,187,000 jobs directly in 2016 and this grew by 2.7% to 2,247,000 in 2017. By 2027, it will account for 2,695,000 jobs directly, and an increase of 1.8% per annum over the next ten years (WTTC, 2017).

Bangladesh, a small country in Southern Asia having promising tourism potential, has been considered as context for this study. Indeed, Bangladesh has been an attractive travel destination because of its diversified natural attractions and hospitable culture. In addition, the country possesses significant coastal-based beach destinations which are the main tourist attractions of the country. Alongside some popular beach destinations, Bangladesh has the world's longest sea beach, Cox's Bazar, which spearheads the tourism industry of this country. Over the past couple of years, tourist arrivals to the beach destinations in this country have been significantly increasing, contributing significantly to the socio-economic development of the local community as well as the national economy. Thus, considering its representative role and socio-economic contribution, it is only fitting that a study in the context of beach destinations in Bangladesh is implemented.

Therefore, the goal of this research was to explore how tourists' revisit behavioral intention towards selected beach tourism destinations was affected by the service quality, destination image, perceived value, and novelty. Specific objectives are: first, to measure the factors in the contexts of beach tourism; second, to detect measurement items related to four factors of destination marketing and tourists' revisit behavioral intention; and finally, to evaluate the extent to which revisit intention of Bangladeshi tourists is influenced by service quality, destination image, perceived value, and novelty.

The research paper is allocated into several sections. Initially, the literature review is provided based on a past study. Secondly, the conceptual model and hypotheses development have been demonstrated. Thirdly, research methodologies which are applied to the current research are described. Fourthly, the paper is presented with the results and discussions. Fifthly, the conclusion section incorporates the consequences of present research and its linkups with the previous studies. At the end of the segment, the limitations and probable directions of the research are stated.

## **Literature Review**

### **Service Quality**

Perceived service quality is the "outcome of customer's viewpoint on the dimension of service package with regard to technical and operational dimensions" (Allameh et al. 2015; Ranjbarian and Pool, 2015). Service quality is a generic concept that has been discussed and investigated by researchers since the 1980s in various consumer behaviour studies (Priporas et al. 2017, Tosun, Dedeoğlu, and Fyall 2015, Silvestri, Aquilani and Ruggieri, 2017). It is the sum of the overall evaluation of service performance, or the overall evaluation of products and services as good or bad (Allameh et al. 2015, Tosun, Dedeoğlu and Fyall 2015, Ahrholdt, Gudergan and Ringle 2017). Tourists' perceived service quality has been revealed as one of the major determinants for both tourist satisfaction and future intentions (Ahrholdt, Gudergan and Ringle 2017). In the context of tourism, it is believed that service quality of a destination leads to tourist satisfaction, and a high level of satisfaction creates positive word-of-mouth transmission and enhances tourists' future intentions, which in turn, affects the financial performance of the host destinations (Ranjbarian and Pool 2015, Priporas et al. 2017).

### **Destination Image**

Destination image is the tourists' overall impression towards a destination which is formed based on both their perceptions and the total effect of a destination's tangible and intangible attributes (Tosun, Dedeoğlu and Fyall 2015). Generally, image is defined as the sum of beliefs, feelings, impressions, and expressions people hold or have of an object, or a place (Veasna, Wu and Huang 2013, Hallmann, Zehrer and Müller 2015). In the context of tourism, destination image is defined as tourists' overall impression towards a destination which is formed based on both their perceptions and the total effect of a destination's tangible and intangible attributes (Chiu, Zeng and Cheng 2016, Tosun, Dedeoğlu and Fyall 2015). In vacation decisions, tourists holding a favourable image of a destination are more

likely to revisit the destination in the future (Dolnicar and Grün 2013, Allameh et al. 2015). Destination image not only influences travellers' decision making when selecting a destination but also affects future decision making behaviour (Chen and Tsai 2007, Jalilvand et al. 2012). It is crucial for the product to have had a positive impact on the decision-making process of the visitors (Hossain and Khan, 2018).

### Perceived Value

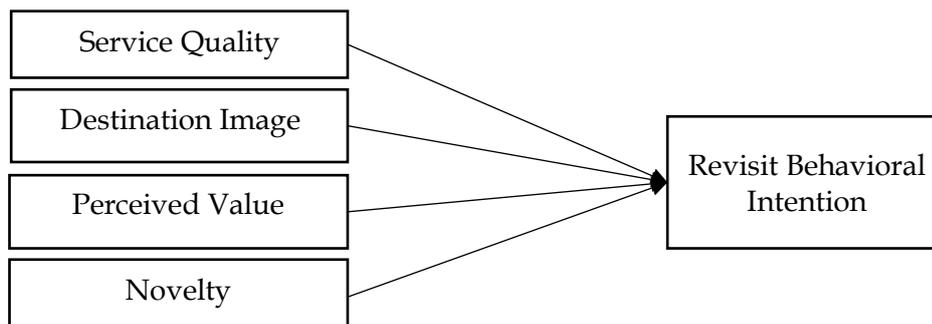
Zeithaml (1988) viewed value as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". Generally, perceived value is a comparative evaluation of customers' desirability for a product and service based on the perceived benefits and perceived costs (Ranjbarian and Pool 2015). In tourism marketing, perceived value of a destination's offerings gained by the firm could be the best predictor of competitive advantage (Pham et al. 2015). A number of studies (e.g., Pham et al. 2015, Ranjbarian and Pool 2015, Quintal and Polczynski 2010, Žabkar, Brenčič and Dmitrović 2010, Chen and Chen 2010) reveals perceived value of a destination's services influences tourist satisfaction, which in turn, affects tourists' future intentions to revisit that destination. Lee, Petrick and Crompton (2007) found that perceived value especially functional value, emotional value, overall value significantly affects travelers' satisfaction, recommendations, and revisit intentions. Perceived value is lodged in customers' minds and significantly affects their satisfaction and behavioural intention (Chen and Chen 2010, Pham et al. 2015).

### Novelty

Novelty, a fundamental trend in tourism, is a departure from the ordinary when experiencing something new and different; it also connotes the need for variety (Lee and Crompton, 1992; Mitas and Bastiaansen, 2018). Prior research reveals that travelers pick new and different experiences not because they are dissatisfied with their previous ones, but rather because they seek out differences (Crompton, 1979; Bigné et al., 2009; Niininen et al., 2004). Novelty in tourism experiences is "the feeling of experiencing something new and unusual from one's typical everyday routine" (Mitas and Bastiaansen, 2018). Unexpectedness and surprise are associated with novel tourism experiences, in which the encounter deviates from the tourist's expectations (Ma et al., 2013). Recent research indicates that fresh encounters might elicit powerful emotions and boost focus, hence enhancing the memorability of the event (Skavronskaya et al., 2020). In accordance with the transition from the experience economy to the transformation economy, novel experiences can be evaluated as peak experiences that elicit positive emotions and engagement, which are necessary for transformation of the self to occur (Neuhofer et al., 2020). Other academics have examined uniqueness in terms of visitor profiles and discovered that some tourists are more interested in novelty than others (Assaker and Hallak, 2013; Kim and Kim, 2015). According to a recent literature review on novelty, the idea is studied in personality, behavioral, cognitive, and neuropsychology (Skavronskaya et al., 2019). The present study applies perspectives from behavioral psychology to examine the behavioral responses to novel tourism experiences, assuming that tourists perceive the encounters to have varying levels of novelty.

### Conceptual Framework and Hypotheses

In this research, there are four independent variables (service quality, destination image, perceived value, novelty) and one dependent variable (tourists' revisit behavioral intention) have recognized. Based on the previous literatures and discussions, the conceptual model (Figure 1) and research hypotheses (from H1 to H4) have been developed.



**Figure 1.** Research model

H1: There is a positive relationship between service quality and revisit behavioral intention.

H2: There is a positive relationship between destination image and revisit behavioral intention.

H3: There is a positive relationship between perceived value and revisit behavioral intention.

H4: There is a positive relationship between novelty and revisit behavioral intention.

## **Research Methodology**

### **Research Types and Design**

The present study is quantitative nature. Quantitative research is the collection of data that includes larger, more respondent's samples and numerical calculation of results. The research designs used in the study are descriptive research design. With emphasis on descriptive type, in order to conduct primary data the study will have questionnaires on factors affecting tourists' revisit behavioral intention towards tourism destinations in Bangladesh.

### **Sources of Data**

Both primary and secondary sources are employed to acquire data. The primary data is gathered in the field by administering a standardized questionnaire and conducting personal interviews. The literature review for this topic was derived from secondary sources. Secondary data sources are those Textbooks, Different journals, Internet source, PhD dissertation and Annual report.

### **Sampling Method, Sample Size and Area**

The study is used nonprobability sampling technique (purposive sampling). For the study it is pertinent to be able to obtain a sample of around 200 tourists. Sample area is selected tourism destinations in Bangladesh.

### **Questionnaire Types and Design**

All the questions used are closed ended. The first part is the introduction which includes the aim and the topic of the research survey. Structural questions have prepared consists of 37 items for data collections. The first section tourism destinations are consisting of 3 selected tourism destinations such as Cox's Bazar, Kuakata, and Saint Martin's Beach. The second section, the demographic variables are consisting of 3 items such as age, educational, income. The third section, 33 questions are regarding the Investigating the factors affecting tourists' revisit behavioral intention in the perspectives of tourism destinations in Bangladesh. Therefore, all variables are measured by using five point Likert scales (from 1 = 'Strongly disagree' to 5 = 'Strongly agree'), there is first question with seven propositions which are linked to the service quality (cleanliness of the destinations, accommodation service quality, food and beverage service quality, available public transportations (Quintal and Polczynky, 2010); service employees are courteous and respectful, service employees are neat and clean (Kim et al., 2013; Gallarza & Saura, 2006); transportation service quality is good (Tosun et al., 2015), the second question with six propositions which are linked to the destination image (Bangladesh has beautiful scenery and natural attractions, Bangladesh has a pleasant climate and weather, Bangladesh offers exciting and interesting places to visit (Allameh et al., 2015; Jalilvand et al., 2012; Lee and Lockshin, 2011), local people are hospitable and friendly to tourists, this destination offers good outdoor sports activities (Lin et al., 2007), tourists think that Bangladesh has a good image and reputation among tourists (Bigne et al., 2009), the third question with eight propositions which are linked to the perceived value (visiting the festival was affordable, visiting the festival was pleasurable, the festival offered a better value for the money, visiting the festival made tourists feel better (Lee et al., 2011), quality per dollar tourists spent more than what they expected (Kim et al., 2013), the value of the services tourists received is excellent, Compared to expenses, tourists got high quality services, the trip will create a good impression among friends and other persons (Quintal and Polczynky, 2010), the fourth question with five propositions which are linked to the novelty (this activity makes tourists feel like an adventurer, this activity satisfies tourists curiosity, this activity provides authentic experiences, this activity is unique, this activity is a once-in-a-lifetime experience (Kim et al., 2012), the fifth question with seven propositions which are linked to the tourists' intention behavioral (tourists have intention to revisit the destinations, tourists are willing to revisit the destinations, tourists will make an effort to revisit the destinations in the near future, tourists are willing to spend time and money to revisit the destinations (Song et al., 2012), tourists will recommend the destinations to my friends and neighbours, tourists will spread positive word of mouth about the destinations, tourists will prioritize others when deciding whether to attend (Lee et al., 2011).

### **Data Collection**

The study is collected data from two hundred respondents in personal interview through survey method in Bangladeshi tourists who have already visited in selected tourism destinations (Cox bazar, Santmartin, Kuakata beach) in Bangladesh.

### **Data Analysis**

Data are collected from tourists and encoded in SPSS 25.0 software for analysis. It is analyzed using descriptive statistics analysis (mean & standard deviation), reliability analysis and regression analysis (Model Summary, ANOVA, Coefficients).

## **Results and Discussions**

### **Descriptive Statistics Analysis**

The mean and standard deviation scores were used to analyze all of the aspects. The factors were ranked according to their calculated mean values. As shown in Table 1, novelty generates the highest mean score ( $M = 3.8732$ ), while perceived value generates the lowest mean score ( $M = 3.3171$ ). All aspects generated moderate mean scores. It was recommended that among the all aspects had no larger variation.

**Table 1.** Descriptive Statistics Analysis

Factors	Mini.	Maxi.	Mean	Std. Deviation	Rank
Service quality	1.00	5.00	3.5610	.99629	3
Destination image	1.00	5.00	3.7171	1.36409	2
Perceived value	1.00	5.00	3.3171	1.18071	4
Novelty	1.00	5.00	3.8732	.97695	1

### **Reliability Statistics Analysis**

Construct reliability denotes the dependability of each latent construct's internal consistency. Cronbach's alpha is one of the most common approaches for determining the construct's reliability. The recommended reliability value scores are equal to or greater than 0.70. Table 2 demonstrated that all of the Cronbach's alpha values are within acceptable limits, indicating that the constructs are reliable for further analysis.

**Table 2.** Reliability Statistics Analysis

Factors	Items	Cronbach's Alpha
Service quality	7	.758
Destination image	6	.784
Perceived value	8	.773
Novelty	5	.744
Tourists revisit behavioral intention	7	.882

### **Model Summary**

As illustrated in Table 3, it is presented that correlation coefficient value (R) is equal to 0.596 which suggests that there is a moderate positive relationship between tourists revisit behavioral intention towards selected tourism destinations and service quality, destination image, perceived value, novelty. However, only 35.5% (R-square values of 0.355) variation in tourists revisit behavioral intention towards selected tourism destinations is accounted due to service quality, destination image, perceived value, and novelty. The adjusted (R<sup>2</sup>) is 0.342 indicating that the aspects can significantly account for 34.2% variance in between tourists revisit behavioral intention towards selected tourism destinations.

**Table 3.** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596	.355	.342	.69153

### **ANOVA (Model Fitness)**

As illustrated in Table 4, regression analysis is accomplished to recognise the relationship between service quality, destination image, perceived value, and novelty with their tourists revisit behavioral

intention towards selected tourism destinations. Four hypotheses are anticipated, and results are computed in Table 4 and demonstrated in Figure 2. F-value is 27.529 with a significant level 0.000 which is less than 0.01 and it assures model fitness for regression analysis.

**Table 4.** ANOVA Model Fitness

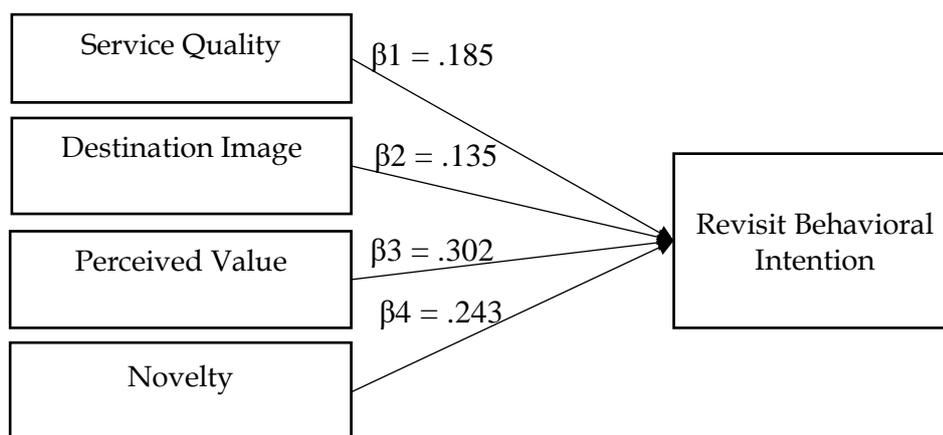
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.658	4	13.165	27.529	.000
	Residual	95.642	200	.478		
	Total	148.300	204			

### Factors Affecting Tourists' Revisit Behavioral Intention

The outcomes of regression analysis for H1 as presents in Table 5 and Figure 2 indicate that service quality as the critical factor, which significantly affects tourists revisit behavioral intention towards selected tourism destinations ( $\beta_1 = 0.185$ ; t-value = 2.947;  $p < 0.05$ ). Therefore, service quality has positively and significantly impacts on tourists revisit behavioral intention towards selected tourism destinations. The results for H2 as shown in Table 5 and Figure 2 indicate that destination image as the critical factor, which significantly affects tourists revisit behavioral intention towards selected tourism destinations ( $\beta_2 = .135$ ; t-value = 2.275;  $p < 0.05$ ). Thus, there is a significant relation between destination image and tourists revisit behavioral intention towards selected tourism destinations. Next, perceived value as another critical factor, which significantly tourists revisit behavioral intention towards selected tourism destinations ( $\beta_3 = .302$ ; t-value = 4.780;  $p < 0.05$ ). Therefore, perceived value has significantly impacts on tourists revisit behavioral intention towards selected tourism destinations. Last one, novelty as critical factor, which significantly affects tourists revisit behavioral intention towards selected tourism destinations ( $\beta_4 = .243$ ; t-value = 3.498;  $p < 0.05$ ). Thus, there is a significant relation between novelty and tourists revisit behavioral intention towards selected tourism destinations.

**Table 5.** Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.380	.243		5.677	.000
	Service quality	.158	.054	.185	2.947	.004
	Destination image	.084	.037	.135	2.275	.024
	Perceived value	.218	.046	.302	4.780	.000
	Novelty	.212	.061	.243	3.498	.001



**Figure 2.** The Results of the Full Model

### Conclusion

Bangladesh is a South Asian nation with a high potential for tourism. For many years, it has been an attractive destination for tourists because of its scenic beauty, diverse tribal cultures, historical sites, hill resorts, plentiful evergreen forests and wildlife, and hospitable heritage. In addition, the country also possesses a sizable coastline (Islam 2009, Hasan and Rabbani 2016). As a riverine country, a number of world famous rivers and seas crisscross the country. The world's longest unbroken sandy

beach named Cox's Bazar Beach, located in the southern part of Bangladesh, is one of them (Hossain 2013, Hasan, Mamun, and Islam 2015).

In recent years, the travel and tourism industry has become one of the fastest growing sectors in world economy and is now considered one of the fundamental pillars of economic and social development in many countries in terms of foreign exchange earnings, revenue generation, income and employment creation (Williams et al. 2016). As a result, many countries around the world are participating in this industry, showcasing their diversified tourism products such as natural beauty, flora and fauna, forests and wildlife, beaches and islands, archaeological sites, culture and customs, fair and festivals, and various sports events. Coastal-based beach tourism is one of the most popular holiday attractions on this list (Williams et al. 2016, Birdir et al. 2013).

The study has been conducted with an objective to explore the factors affecting tourists' revisit behavioral intention towards selected tourism destinations in Bangladesh. Different aspect is important tools to guide the tourists revisit towards selected tourism destination in the context of Bangladesh. This research examines service quality, destination image, perceived value, and novelty influence on tourists' revisit behavioral intention towards selected tourism destinations. From the results of regression analysis, the research is found that all factors such as service quality, destination image, perceived value, and novelty significantly tourists' revisit behavioral intention towards selected tourism destinations in Bangladesh. This study could contribute to the reconsideration of these tourism destination challenges. The findings of this study can be utilized by government and non-government organizations, public institutions, BTB, BPC, as well as policymakers and researchers, to encourage a return to specific Bangladeshi tourist locations. The researchers are certain that this study will contribute to the body of knowledge since it employs a conceptual framework to explain the elements that influence tourists' intention to revisit selected tourism areas in Bangladesh.

### **Limitations and Direction for the Further Study**

The research was conducted with the aim of examining the factors affecting tourists' revisit behavioral intention towards selected tourism destinations in Bangladesh. The outcomes demonstrated that all (four) determinants, including service quality, destination image, perceived value, and novelty had a positively impact on tourists' revisit behavioral intention towards selected tourism destinations. However, every research has its limitations, and this study has no exception. First, the result is difficult to generalize due to the use of purposive sampling technique. A representative sample should be used. Second, the data may not be the actual representative of overall Bangladeshi tourists' judgment due to sample areas. Third, the current study considers the tourists' revisit behavioral intention towards selected tourism destinations in the case of Bangladesh. The results may vary across the country tourists. Fourth, a small group of 200 tourists were considered visiting tourism destinations in Bangladesh. A larger sample size, including all geographical areas in the country, should be considered in an extended version of this study. Future research can include diverse consumers segment to get comprehensive results.

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