Internship Report on

An Investigation into the Factors Affecting Tourist Satisfaction: A Study of Cox's Bazar, Bangladesh

Submitted To

Dr. Tanvir Fittin Abir

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Submitted By

Md Shakil Khan

ID: 182-11-5906

Bachelor of Business Administration (B.B.A)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

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Letter of Transmittal

Date: September 20, 2023

Department of Business Administration

Daffodil International University

Daffodil Smart City (D.S.C.), Birulia, Savar, Dhaka-1216

Subject: Request to accept my report on " An Investigation into the Factors Affecting Tourist Satisfaction: A Study of Cox's Bazar, Bangladesh"

Dear Sir,

During my internship, you asked me to write a report called An Investigation into the Factors Affecting Tourist Satisfaction: A Study of Cox's Bazar, Bangladesh"

This report discusses the effectiveness of " An Investigation into the Factors Affecting Tourist Satisfaction: A Study of Cox's Bazar, Bangladesh" This research paper's primary data were used to conduct this study.

Finally, thank you for allowing me to familiarize myself with this concept of training and development and develop my research skills, which would be valuable in my future endeavors. I hope you will find this report adequate to meet the requirements of an BBA internship.

Sincerely yours,

SHAKIL

—————————————

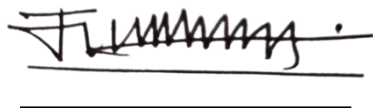Md Shakil Khan
ID: 182-11-5906
Program: B.B.A
Department of Business Administration
Daffodil International University

Certificate of approval

This is to certify that the internship report titled " An Investigation into the Factors Affecting Tourist Satisfaction: A Study of Cox's Bazar, Bangladesh" furnished by Md Shakil Khan, ID: 182-11-5906 B.B.A program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has been recommended for submission & presentation.

Md Shakil Khan carries moral and ethical character and is a very pleasing, as well as student. It has indeed been a great pleasure working with him. I wish him all success in life.

_____

Dr. Tanvir Fittin Abir

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Student Declaration

I do, at this moment, state that the work presented in this internship report has been not been previously submitted to any other university/college or organization for any academic degree. The work I have presented has no existing copyright, and no part of this report is copied from any work done earlier for a degree or otherwise.

SHAKIL

_____

Md Shakil Khan

ID: 182-11-5906

Program: B.B.A

Department of Business Administration

Daffodil International University

Acknowledgment

I would like to begin by expressing gratitude to Almighty Allah for allowing me to finish my internship and write this report. Without His favor and direction, this achievement would not have been possible.

I would also like to extend my heartfelt appreciation to my internship supervisor, **Dr. Tanvir Abir,** for his invaluable guidance and continuous support throughout my internship. His insightful feedback and constructive criticism have played a significant role in shaping this report.

I want to acknowledge the generous contributions of everyone who has helped me with relevant news and company data, which were essential to preparing this report. Without their support and contributions, this project would not have been possible.

During my internship, my colleagues have been a constant source of support, providing me with information and sharing their insights and ideas. Their unwavering assistance and encouragement are greatly appreciated.

Finally, I thank the clients who participated in my research by responding to my questionnaire. Their cooperation and valuable feedback have been instrumental in shaping the findings and conclusions of this report.

Once again, I **sincerely appreciate everyone who** contributed to my successful internship and reports completion.

Executive summary

An Investigation into the Factors Affecting Tourist Satisfaction: A Study of Cox's Bazar, Bangladesh. This study examines key factors influencing tourist satisfaction in Cox's Bazar, aiming to provide actionable insights for enhancing the tourist experience. Assess the link between Perceived Value and Tourist Satisfaction. Examine the role of Employee Service Quality in Tourist Satisfaction. Understand the influence of Transportation. Investigate the effect of Beauties and Cleanness.

Using stratified random sampling, 110 tourists from diverse backgrounds were surveyed. The quantitative research design employed structured questionnaires to gather primary data, ensuring an objective evaluation of the relationships at play.

With tourism being a linchpin for many economies, understanding the ingredients of tourist satisfaction becomes paramount. This research, centered around the illustrious Cox's Bazar in Bangladesh, strives to decode this puzzle. Through a meticulous blend of structured sampling and quantitative analyses, the study aims to inform, enrich, and guide future endeavors in the realm of tourism management.

This research employs quantitative methods, including questionnaires to collect data from both domestic tourists. The study focuses on various aspects such as the Perceived Value, Employee, Service Quality, Transportation, Beauties and Cleanness and overall tourist satisfactions.

This study is expected to provide valuable insights for destination management organizations, policymakers, and other stakeholders involved in the tourism sector of Cox's Bazar. By understanding the factors that contribute to tourist satisfaction, it will be possible to implement strategies and interventions to enhance the overall tourist experience, leading to increased tourist satisfaction, repeat visits, and positive word-of-mouth referrals.

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Abbreviation

Perceived Value	PV
Employee Service Quality	ESQ
Transportation	TR
Beauties and Cleanness	BC
Tourist Satisfaction	TS

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Chapter-1: Introduction

1.1 Background

Tourism is an essential industry for many countries, contributing significantly to their GDP and providing employment to millions. As the world becomes more connected, the expectations and behaviors of tourists evolve, making the understanding of tourist satisfaction an ever-changing and vital area of study. (Ullah et al., 2022)

Cox's Bazar, located in Bangladesh, is famous for its long natural sandy sea beach. Stretching over 120 kilometers, it holds the distinction of being the longest natural sea beach globally. Every year, this destination attracts a multitude of national and international tourists, eager to experience its natural beauty, vibrant local culture, and the unique offerings of the region. (Rahman et al., 2019)

Understanding what factors influence the satisfaction of these tourists is crucial not just for the local businesses and tourism board but also for Bangladesh's tourism sector as a whole. A satisfied tourist is likely to return, spend more, and spread positive word-of-mouth, which can be more influential than traditional marketing campaigns. (Rahman et al., 2019)

1.2 Rationale of the Study

Given the increasing contribution of tourism to Bangladesh's economy and the potential of Cox's Bazar as a key tourist destination, understanding the drivers of tourist satisfaction is of utmost importance. Moreover, as tourism trends evolve and global standards change, it's imperative to ensure that Cox's Bazar remains competitive and continues to meet, if not exceed, tourists' expectations.

1.3 Problem Statement

Tourism is a complex industry, depending significantly on various elements to guarantee client satisfaction. These elements include the destination's perceived value, the service quality of employees, the efficiency and comfort of transportation, and the aesthetics and cleanliness of the area. Together, these factors determine tourists' overall experience and, consequently, their levels of satisfaction (Orabi & Fadel, 2020) (Kristanti et al., 2018).

Cox's Bazar, famous for being the world's longest natural sandy sea beach, is a prime tourist destination in Bangladesh (Deeba et al., 2020). While its natural beauty is unquestionable, tourists' overall satisfaction may be affected by more subtle and diverse determinants. There

have been anecdotal evidence and initial observations indicating varying satisfaction levels among its visitors. However, a comprehensive analysis of how Perceived Value (PV), Employee Service Quality (ESQ), Transportation (TR), and Beauty and Cleanliness (BC) directly affect Tourist Satisfaction (TS) in this specific context is notably absent (Putri et al., 2022) (Rohman, 2021).

This lack of focused research is a significant issue, particularly considering the impact of tourist satisfaction on repeat visits, positive recommendations, and Cox's Bazar's overall reputation as a preferred destination (Rahman et al., 2019). A thorough examination of these factors, particularly in the context of Cox's Bazar, is crucial. Such an analysis would not only contribute to academic conversations about tourist satisfaction but also provide local stakeholders with data-driven insights, potentially leading to evidence-based improvements in the region's tourism strategy (Sahabuddin et al., 2021).

1.4 Research Objective

1.4.1 General objective

The primary objective of this study is to determine the Factors affecting tourist satisfaction. The study's goal is to provide significant insights into enhancing tourist satisfaction by investigating these elements.

1.4.2 Specific objectives:

1. To identify the relationship between Perceived Value and Tourist Satisfaction on Cox's Bazar, Bangladesh

2. To identify the relationship between Employee Service Quality Value and Tourist Satisfaction on Cox's Bazar, Bangladesh

3. To identify the relationship between Transportation Value and Tourist Satisfaction on Cox's Bazar, Bangladesh

4. To identify the relationship between Beauties and Cleanness Value and Tourist Satisfaction on Cox's Bazar, Bangladesh

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Chapter-2: Literature Review

2.1 Perceived Value

Perceived value, as articulated by Mahdzar (2022), refers to the consumer's overarching evaluation of a product's utility, stemming from the interplay between what is received and what is given. Within the realm of tourism research, this construct stands as a cornerstone. The crux of this report is to provide an expansive review of how perceived value impacts tourism, delving deep into its multifaceted determinants and outcomes.

Perceived value, often defined as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given, is a fundamental construct in tourism research (Mahdzar, 2022). Several studies have confirmed a direct relationship between the perceived value of a tourist destination and the satisfaction derived from visiting it (Ricafort, 2021). Tourists' perception of value can be influenced by price, quality, emotional response, and personal factors (Chen et al., 2022)

2.2 Employee Service Quality

The role of employees in shaping the overall experience of tourists cannot be understated. The quality of service provided by staff, from hospitality to tour guides, has a profound effect on tourist satisfaction (Deng et al., 2022) (Juni & Hutasuhut, 2023). A study by introduced the SERVQUAL model, highlighting dimensions like reliability, assurance, tangibles, empathy, and responsiveness as critical to service quality (Prianggoro & Sitio, 2020). In a destination like Cox's Bazar, where interactions with locals and service providers can shape the overall experience, understanding the nuances of service quality becomes paramount. (Putri et al., 2022) (Rehman et al., 2023)

2.3 Transportation

Efficient and comfortable transportation is a critical component of the tourist experience (Poltimäe et al., 2022). Studies have shown that the accessibility and convenience of transportation, combined with its quality, play a significant role in shaping tourist satisfaction (Pitafi & Rashid, 2022). In destinations with geographical significance, like Cox's Bazar, the importance of transportation is even more magnified due to the potential remoteness and the need for diverse transportation means. (Mangini et al., 2021)

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2.4 Beauties and Cleanness

Natural and man-made beauties significantly impact tourist satisfaction. The aesthetic appeal, uniqueness, and the emotional connection tourists form with a destination are pivotal to their overall experience (Filocamo et al., 2020). Given that Cox's Bazar offers a distinctive natural beauty with its extensive sandy beaches, understanding how this beauty translates to satisfaction becomes crucial. (Darmawan et al., 2020) Cleanliness, often linked with environmental responsibility and sustainability, has become an essential criterion for many tourists (Han & Hyun, 2017). A clean destination not only enhances the aesthetic appeal but also reflects the locals' respect and care for their surroundings, impacting overall satisfaction positively. (Ricafort, 2021)

2.5 Tourist Satisfaction

Tourist satisfaction is a multifaceted concept that has garnered significant attention in recent years due to its pivotal role in the success of the tourism industry. According to Hussein et al. (2022), this satisfaction can be delineated as the resultant sentiment from a post-choice evaluative judgment regarding a distinct tourism consumption experience. In other words, after a tourist has consumed the services of a travel destination, they reflect upon and assess their experiences, leading to a level of satisfaction or dissatisfaction.

Dolanská (2022) further elaborates on this by highlighting that tourist satisfaction doesn't solely depend on one or two factors. Instead, it's a holistic assessment, a summation of various interconnected elements that play a role during a tourist's journey. These range from the basic expectations set before visiting the location, like accommodations, local cuisine, and attractions, to the more nuanced elements, such as cultural immersion, safety perceptions, interactions with locals, and the environmental footprint of the destination.

In the context of Cox's Bazar, one of the most renowned tourist destinations, understanding this intricate web of factors becomes even more imperative. As observed by Supriyanto et al. (2021), the dynamics between service quality performance and tourist satisfaction in this region offers enlightening insights. The study shed light on how the quality of services, ranging from hospitality to guided tours, directly correlates with the overall satisfaction levels of tourists. Furthermore, the cultural richness, the pristine beauty of the beaches, and the warmth of the

locals all cumulatively add layers to the overall experience, further cementing the relationship between service quality and satisfaction.

In essence, tourist satisfaction is not a linear or simplistic concept. It is an amalgamation of multiple elements, both tangible and intangible, that come together to shape a tourist's perception of a destination. (Damayanti et al., 2020) (Hussein et al., 2022) As the tourism industry continues to evolve, so does the understanding of what truly satisfies a tourist, making continuous research and adaptation in this domain paramount for sustainable growth. (Zhu et al., 2018) The tourist satisfaction of Coxs bazar is the subject of numerous academic articles, but these papers are not from the previous or current year. They are unconcerned with transport issues, even though many tourist destinations have transport problems, according to a study. (Rahman et al., 2019)

These factors collectively contribute to our understanding of the relationship between level of tourist satisfaction in the coxs bazar. The following studies are described based on the variables identified in our conceptual model.

Variables	Author (s)
Perceived Value (PV)	(Mahdzar, 2022). (Ricafort, 2021). (Chen et al., 2022)
Employee Service Quality (ESQ)	(Deng et al., 2022) (Juni & Hutasuhut, 2023) (Prianggoro & Sitio, 2020 (Putri et al., 2022) (Rehman et al., 2023)
Transportation (TR)	(Poltimäe et al., 2022). (Pitafi & Rashid, 2022). (Mangini et al., 2021) (Rahman et al., 2019)
Beauties and Cleanness (BC)	(Filocamo et al., 2020). (Darmawan et al., 2020) (Han & Hyun, 2017). (Ricafort, 2021)
Tourist Satisfaction (TS)	(Hussein et al., 2022) (Dolanská, 2022). (Supriyanto et al., 2021) (Damayanti et al., 2020)

Chapter-3: Conceptual Framework and Hypothesis Development

3.1 Conceptual Framework
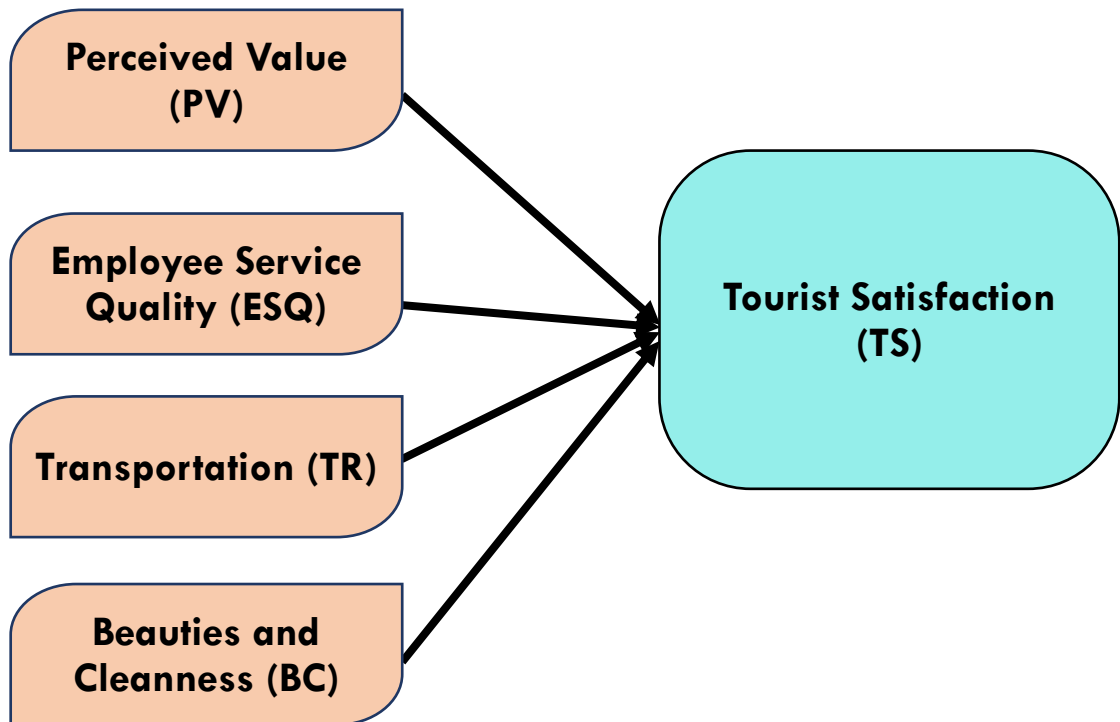
(Mahdzar, 2022). (Ricafort, 2021). (Chen et al., 2022) (Deng et al., 2022) (Juni & Hutasuhut, 2023) (Prianggoro & Sitio, 2020 (Putri et al., 2022) (Rehman et al., 2023) (Poltimäe et al., 2022). (Pitafi & Rashid, 2022).

Figure2: Conceptual Framework

3.2 Hypothesis Development

3.2.1 Hypothesis-1

Perceived value has been identified as one of the key determinants of tourist satisfaction, influencing tourists' perceptions of the worth of their travel experience in comparison to the cost they incurred (Mahdzar, 2022).

Perceived value is a multi-dimensional concept that encapsulates the tourist's overall assessment of the utility of a product or service based on their perceptions and expectations (Ricafort, 2021). (Chen et al., 2022) This value not only involves the immediate monetary costs but also the experiential, emotional, and social values tourists derive from their journey. More recent studies have posited that the perceived value plays a pivotal role in determining satisfaction, especially in competitive tourist destinations where visitors are becoming more discerning in their choices (Dolanská, 2022). (Supriyanto et al., 2021)

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H₁: "There is a significant correlation between Perceived Value and Tourist Satisfaction."

3.2.2 Hypothesis-2

The quality of service provided by employees, such as their professionalism, courtesy, and responsiveness, can significantly influence the overall satisfaction levels of tourists (Rehman et al., 2023)

In the domain of tourism, interactions with service providers can significantly shape a tourist's overall perception of a destination (Supriyanto et al., 2021). As destinations increasingly compete for attention, the service quality delivered by employees – encompassing factors like their expertise, promptness, and approachability – becomes paramount in influencing tourists' overall satisfaction. Recent research corroborates this by highlighting the direct and mediating roles of employee service quality in the holistic travel experience and its consequent effect on satisfaction (Zhu et al., 2018)

H₂: "There is a significant correlation between Employee Service Quality and Tourist Satisfaction."

3.2.3 Hypothesis-3

The convenience, safety, and efficiency of transportation systems play a vital role in shaping a tourist's overall experience, and in many cases, it can make or break their satisfaction with a destination (Mangini et al., 2021) (Dolanská, 2022).

Transportation in a tourist destination is more than just a means to get from one point to another; it forms an integral part of the travel experience itself (Zhu et al., 2018). The efficiency, reliability, and comfort of transportation systems can either enhance or mar the overall satisfaction derived from the trip. Moreover, as sustainability concerns rise, the environmental footprint of transportation options also becomes crucial in shaping tourists' perceptions and satisfaction (Pitafi & Rashid, 2022).

H₃: "There is a significant correlation between Transportation and Tourist Satisfaction."

3.2.4 Hypothesis-4

The aesthetic appeal and cleanliness of a tourist destination significantly affect tourists' satisfaction, as they form primary impressions of the place and influence their willingness to return (Darmawan et al., 2020) (Ricafort, 2021)

The visual appeal, complemented by the cleanliness of a destination, forms the initial impressions that a tourist forms upon arrival (Han & Hyun, 2017). (Ricafort, 2021) (Damayanti et al., 2020)

In an era where destinations are actively marketed through visual platforms like Instagram and Pinterest, the aesthetic appeal has grown in significance. Coupled with this is the growing awareness and concern for sustainability, making cleanliness not just a superficial aspect but a reflection of a destination's commitment to sustainability. This is supported by studies that emphasize the strong influence of a destination's aesthetic and cleanliness on the overall satisfaction and likelihood of a tourist's return (Zhu et al., 2018)

H₄: "There is a significant correlation between Beauties and Cleanness and Tourist Satisfaction."

Chapter-4: Methodology

4.1. Population and Sample Size

The study focused on visitors to Cox's Bazar between 2020 to 2023. Identifying the precise population for tourism-related studies can be challenging due to the dynamic nature of tourist inflows and their diverse experiences (Malhotra & Birks, 2007). For the purpose of this study, our focus was on tourists who had traveled to Cox's Bazar within the past year, serving as a representative sample.

It is essential to emphasize that while the sample may not encompass the experiences of every tourist in Cox's Bazar, it does provide a reliable insight into the factors influencing tourist satisfaction, particularly for those who visited during the specified timeframe.

4.1.1 Population Definition

This study's target demographic consists of tourists who have visited Cox's Bazar within the last year. Given Cox's Bazar's popularity as a tourist destination, the population is diversified, including both domestic visitors, each with their own set of demographics and experiences.

4.1.2 Sampling Technique and Sample Size

Considering the vastness and diversity of the tourist population in Cox's Bazar, a stratified random sampling technique was adopted. This approach ensures that all segments of the tourist population – based on criteria such as nationality, age, or purpose of visit – are adequately represented.

From the defined population, a sample size of 110 tourists was chosen. The sample size was determined based on feasibility, resource constraints, and the desire to achieve a balance between diversity and manageability. (Choi et al., 2020)

4.2 Research design

The research utilizes a quantitative approach, wherein structured questionnaires were employed to collect primary data. The quantitative method was chosen for its effectiveness in gathering objective data and facilitating the systematic analysis of the relationship between various factors and tourist satisfaction.

4.3 Questionnaire design

A questionnaire was designed to collect data concerning four essential factors: Perceived Value, Employee Service Quality, Transportation, and the combined attributes of Beauty and Cleanliness, in addition to Tourist Satisfaction. These significant factors were delineated through nineteen distinct indicators. Specifically:

Employee Service Quality and Transportation were each assessed using three items. Beauty and Cleanliness, as well as Overall Tourist Satisfaction, were each evaluated through four items. Perceived Value was explored with greater depth using five items.

Respondents were asked to express their level of agreement or disagreement using a five-point Likert scale. On this scale, a score of one corresponds to "strongly disagree," while a score of five denotes "strongly agree" (Luthans, 2002).

The Likert scale, a staple in social research endeavors, is proficient at capturing sentiments, convictions, and perspectives. Through this mechanism, respondents can transparently convey their agreement level in relation to a series of presented statements. In this specific research, the five-point variant of the Likert scale was selected, ensuring a clear gradient from total disagreement to absolute agreement.

As detailed in the research report's Appendix, the questionnaire was methodically structured to capture feedback for each of the five main factors. The data accumulated from this questionnaire played an instrumental role in evaluating and comprehending the primary constructs within the study's framework. Resorting to both indicator and main factors is an entrenched methodology in social research, instrumental in appraising multifaceted constructs (Kline, 2011).

4.4 Data Collection

The Study was accumulated using a questionnaire survey approach and Convenience sampling. Before the data collection, a pilot study was conducted to ensure the questionnaire was valid, comprehensible, and pertinent to the service quality dimensions Perceived Value, Employee Service Quality, Transportation, and the combined attributes of Beauty and Cleanliness, in addition to Tourist Satisfaction.

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After considering the feedback from the pilot survey, certain phrasings in the questionnaire were revised for clarity and brevity from the respondent's perspective. The target population for this study was who visited Coxs bazar at least one times or more.

Primary data was collected through the questionnaire method, as suggested by Mugenda and Mugenda (2003). The questionnaire data collection method involved a set of standardized questions presented in a structured format. The questions were designed to assess tourist perceptions of service Perceived Value, Employee Service Quality, Transportation, and tourist satisfaction with the Coxs bazar. The questionnaire was distributed to the tourist of the Coxs bazar.

The Likert scale, a psychological assessment tool often used to measure attitudes and opinions, was extensively utilized in the questionnaire (Cooper & Schindler, 2014). The primary benefits of this approach include the ability to create stimulating questions, cost-effectiveness, and ease of analysis.

Data analysis systematically employed statistical and logical methods to summarize, describe, and analyze the data collected. Descriptive, comparative, and inferential analyses were used to determine percentage frequencies and understand the population characteristics based on the sample (Mugenda & Mugenda, 2003). Bivariate correlations were employed to identify the relationships between service quality dimensions and customer satisfaction, as these are both continuous variables (Cooper and Schindler, 2014).

4.5 Time Dimension

A cross-sectional methodology was utilized to collect the data, where information from the participants was gathered at a single point in time. The research project was carried out over a period of three months, specifically from May 2023 to July 2023. The inclusion of the time dimension is crucial for comprehending the context and limitations of the research.

4.5.1 Time frame

The research was conducted from May 2023 to July 2023.

The decision to conduct the research during this time frame was based on the availability of resources and the timeline for completion of the project.

4.5.2 Data collection timeline

Data collection for the study commenced on August 1st and extended until August 2nd. The final fortnight was dedicated to proficiently recruiting and efficiently scheduling participants, thereby ensuring a smooth survey implementation.

4.6 Data Analysis

The data collected in the research study was modified and analyzed using the Statistical Package for the Social Sciences (SPSS) software version 26, a widely used statistical analysis tool for data management, advanced analytics, and multivariate analysis in the social sciences (Sekaran, 2003). SPSS was initially developed by SPSS Inc., which I.B.M. later acquired in 2009, and the software is currently marketed as IBM SPSS Statistics. The results of the data analysis were represented in figures and tables better to understand the research problem (Sekaran, 2003).

Furthermore, Microsoft Excel was also utilized to create reports in the research study. Microsoft Excel is a spreadsheet software commonly used for data analysis and report-making (Sekaran, 2003). Using both SPSS and Excel, the research study could analyze and present the gathered data comprehensively.

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Chapter 5 Analysis

5.1 Demographic Profile of the Sample

Table 1

Demographic Information of the Respondents (N=110)

		Frequency	Percentage %	Mean	Standard Deviation
Times visited	One time	22	20.0%	2.46	0.809
	Two times	15	13.6%		
	More than Two times	73	66.4%		
Gender	Male	82	74.5%	1.25	0.438
	Female	28	25.5%		
	Others	0	0.0%		
Marital Status	Married	36	32.7%	1.67	0.471
	Unmarried	74	67.3%		
Education	Below - HSC	32	29.1%	5.50	18.261
	Bachelor	45	40.9%		
	Masters	29	26.4%		
	Others	4	3.6%		
Profession	Employed	56	50.9%	1.49	0.502
	Unemployed	54	49.1%		
Income (per month in BDT)	Below 20,000	36	32.7%	2.87	1.762
	20,001-40,000	17	15.5%		
	40,001-60,000	20	18.2%		
	60,001-80,000	13	11.8%		
	80,001-100,000	10	9.1%		
	100,001-Above	14	12.7%		
Age	18-22	10	9.1%	2.79	1.101
	23-27	35	31.8%		
	28-32	45	40.9%		
	33-37	11	10.0%		
	38-42	6	5.5%		
	43- Above	3	2.7%		

A significant majority of the respondents, 66.4%, have visited Cox's Bazar more than twice, demonstrating a high rate of revisits. Meanwhile, 20% have only visited once, and 13.6% have been there twice. The average number of visits to the site is approximately 2.46, with a standard deviation of 0.809, indicating a moderate variation in the number of visits. The respondents predominantly identify as male (74.5%), with females making up 25.5% of the sample. There were no respondents who identified as 'others' in the gender category. The majority of respondents, 67.3%, are unmarried, whereas married individuals constitute 32.7% of the sample. An average value closer to 2 suggests a higher frequency of unmarried respondents, which aligns with the percentage frequencies. A considerable percentage of respondents, 40.9%, hold a Bachelor's degree. This is followed by 29.1% with an education level below HSC, and 26.4% with a Master's degree. A minimal percentage, 3.6%, falls under the 'Others' category for education. The sample is almost equally distributed regarding employment status; 50.9% are employed, and 49.1% are unemployed. This represents a balanced distribution from both the employed and unemployed segments of the population.

A significant portion (32.7%) of the respondents earn below 20,000 BDT per month, while 15.5% earn between 20,001-40,000 BDT. The other income ranges are less frequent among the respondents, with 12.7% earning above 100,001 BDT. The average income group lies between the 20,000 to 40,000 BDT range, but with a standard deviation of 1.762, indicating a wide dispersion in income levels. Only 9.1% of the respondents fall within the age range of 18-22. While this provides some insight, a more comprehensive interpretation would require data on other age ranges that were presumably part of the original table but not provided here.

The data illustrates a diverse sample, with a notable inclination towards male respondents, those who have visited more than two times, and individuals with a Bachelor's degree. The income and age data further adds depth, indicating a wide dispersion in income levels and an underrepresentation of the younger age group (18-22).

5.2 Reliability Test

A dependability metric was developed by measuring how well items testing the same notion provide the same results. A reliability test is done in SPSS using Cronbach's Alpha to confirm that the data is internally consistent.

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Table 2

Reliability (Cronbach's α)

Variable	Reliability (Cronbach's α)	Number of Items
Perceived Value	0.919	5
Employee Service Quality	0.876	3
Transportation	0.842	3
Beauties and Cleanness	0.851	4
Tourist Satisfaction	0.899	4

Perceived Value: Cronbach's α: 0.919

With an α of 0.919 for 5 items, this variable shows excellent internal consistency. This indicates that the items used to measure perceived value are consistently capturing this construct among the respondents.

Employee Service Quality: Cronbach's α: 0.876

For 3 items, this variable demonstrates good reliability. The items in this section seem to coherently measure the service quality of employees.

Transportation: Cronbach's α: 0.842

With 3 items, the transportation variable has good reliability. This suggests that the items under this category are reliably measuring transportation perceptions among tourists.

Beauties and Cleanness: Cronbach's α: 0.851

For 4 items, this variable also falls under good reliability. This means that the items devised to assess the beauty and cleanliness of the location are consistent in their measurement.

Tourist Satisfaction: Cronbach's α: 0.899

With 4 items, tourist satisfaction almost touches the excellent reliability threshold. It demonstrates that the items used to determine tourist satisfaction offer consistent results and are cohesively gauging the satisfaction levels of tourists.

5.3 Correlational Analysis

From the Table 3 the variables PV→TS (r = 0.506), ESQ→TS (r = 0.551), TR → TS (r = 0.566), BC→TS (r = 0.660) correlation with the dependent variable, Customers Satisfactions. Thus, H1, H2, H3 and H4 are accepted.

Table 3

Pearson Correlation Coefficient (r)

Hypothesis	Pearson Correlation Coefficient (*r*)	Correlation	Result
H1: PV→TS	0.506	Moderate correlation	Positive
H2: ESQ→ TS	0.551	Moderate correlation	Positive
H3: TR→ TS	0.566	Moderate correlation	Positive
H4: BC→ TS	0.660	Strong correlation	Positive

Table 3 Result of tested Pearson Correlation

Pearson correlation coefficients between four dimensions of level of tourist satisfaction Perceived Value, Employee Service Quality, Transportation, Beauty and Cleanliness and Tourist Satisfaction. The Pearson correlation coefficient is a measure of the linear relationship between two variables and ranges from -1 to +1, where -1 indicates a perfect negative linear relationship, +1 a perfect positive linear relationship, and 0 indicates no linear relationship.

In this case, the three correlation coefficients are all positive, suggesting a positive linear relationship between the two variables being compared. The magnitude of the correlations can be interpreted as follows:

Perceived Value (PV) on Tourist Satisfaction (TS):

r value: 0.506

This demonstrates a moderate positive correlation between Perceived Value and Tourist Satisfaction. As tourists perceive greater value, there's a corresponding increase in their satisfaction. This hypothesis was accepted based on the data.

Employee Service Quality (ESQ) on Tourist Satisfaction (TS):

r value: 0.551

There's a moderate positive correlation between Employee Service Quality and Tourist Satisfaction. A higher quality of service from employees relates to increased tourist satisfaction. This relationship was statistically significant enough to accept the hypothesis.

Transportation (TR) on Tourist Satisfaction (TS):

r value: 0.566

A moderate positive correlation exists between Transportation and Tourist Satisfaction. Better transportation services or facilities can lead to higher satisfaction among tourists. Given the data, this hypothesis was accepted.

Beauties and Cleanness (BC) on Tourist Satisfaction (TS):

r value: 0.660

This displays a strong positive correlation between the combined attributes of Beauty and Cleanliness and Tourist Satisfaction. Tourists are significantly more satisfied when they encounter beautiful sceneries and clean surroundings. This hypothesis was accepted due to its strong correlation.

All the hypothesized relationships were accepted, showcasing that each of the factors (Perceived Value, Employee Service Quality, Transportation, and Beauty & Cleanliness) has a positive impact on Tourist Satisfaction. Among these, Beauty and Cleanliness exhibited the strongest correlation, implying it might be the most influential factor in driving tourist satisfaction in the given context.

5.4 Factor Analysis

Factor analysis (FA) is a statistical technique that helps to uncover the underlying dimensions or factors that explain the relationships among a set of complex variables or items (Field, 2018). It allows researchers to reduce the complexity of the data and identify the underlying structure.

To perform factor analysis, several tests are commonly conducted, including the Kaiser-Meyer-Olkin (KMO) measure, Bartlett's test of sphericity, Rotated Component Matrix test, and Communalities test.

The KMO measure assesses the sampling adequacy for factor analysis and measures the proportion of variance among the variables that might be caused by underlying factors. A KMO value close to 1 indicates high sampling adequacy (Field, 2018).

Table 4

KMO and Bartlett's Test

Measurement Scale	Result
Meritorious	.943

Based on the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy provided in Table 5.4.1, which attains a value of .943, it can be deduced that there is a relatively substantial proportion of variance in the variables that can be ascribed to underlying factors. This inference suggests that conducting a factor analysis on the dataset is likely to yield robust and well-defined factors. A KMO measure nearing the value of 1.0 signifies a heightened level of sampling adequacy, indicating that the variables included in the analysis are well-suited for extracting meaningful factors. In the present context, where the KMO measure stands at .943, it becomes apparent that the dataset is apt for factor analysis. This is due to the significant extent of variance within the variables that can be accounted for by latent factors. With the substantial KMO measure of .943, there is a strong likelihood that the forthcoming factor analysis will yield valuable insights into the interrelationships among the variables, consequently unveiling distinct factors that elucidate the variance within the dataset. The outcomes derived from this analysis are anticipated to possess reliability and significance, thereby empowering researchers or analysts to make more well-founded decisions and draw accurate conclusions predicated upon the identified factors.

In summary, the elevated KMO measure of .943 signifies the dataset's suitability for factor analysis. This robustly suggests that employing this methodology will confidently facilitate the revelation of dependable and well-defined factors, thereby elucidating the underlying structure of the variables in question.

Table 5

Communalities

	Initial	Extraction
PV_1	1.000	.802
PV_2	1.000	.762
PV_3	1.000	.800
PV_4	1.000	.536
PV_5	1.000	.787
ESQ_1	1.000	.730
ESQ_2	1.000	.658
ESQ_3	1.000	.638
TR_1	1.000	.606

	Initial	Extraction
TR_2	1.000	.684
TR_3	1.000	.633
BC_1	1.000	.675
BC_2	1.000	.524
BC_3	1.000	.601
BC_4	1.000	.757
TS_1	1.000	.641
TS_2	1.000	.765
TS_3	1.000	.707
TS_4	1.000	.727

In general, communalities closer to 1 indicate that a large portion of the variance in the variable is explained by the extracted factors. Typically, communalities above 0.5 are considered satisfactory for most social science research, indicating a good fit of the variable with the factor structure. In this dataset, all variables have extraction communalities above this threshold, suggesting they fit well with the underlying factor structure.

Every single variable in this data has extraction communalities greater than 0.5. This is promising as it indicates that, for each of these variables, over half of their variance can be explained by the extracted factors.

While all variables exceed the threshold, a few are closer to the 0.5 mark, notably PV_4 (0.536) and BC_2 (0.524). These communalities, while still satisfactory, indicate that just over half of the variance in these variables is explained by the factors. These variables might be worth extra attention in subsequent runs or analysis stages to ensure their relevance and contribution to the factor structure.

While all variables exceed the threshold, a few are closer to the 0.5 mark, notably PV_4 (0.536) and BC_2 (0.524). These communalities, while still satisfactory, indicate that just over half of the variance in these variables is explained by the factors. These variables might be worth extra attention in subsequent runs or analysis stages to ensure their relevance and contribution to the factor structure. Beyond just the statistical measures, remember to align the results with the theoretical underpinnings of your study. While a variable might have satisfactory communalities, it's also crucial to ensure it makes theoretical sense within the factor it associates with. The first run of the factor analysis shows promising results with all variables having satisfactory communalities. The next steps would involve refining the factor model, considering both statistical outputs and theoretical grounding to enhance the robustness and interpretability of the results.

Table 6

Rotated Component Matrix^a

	Component	
	1	2
PV_1		.843
PV_2		.805
PV_3		.838
PV_4		.599
PV_5		.800
ESQ_1		.754
ESQ_2		.667
ESQ_3		.626
TR_1	.600	
TR_2	.724	
TR_3	.641	
BC_1	.745	
BC_2	.612	
BC_3	.720	
BC_4	.760	
TS_1	.698	
TS_2	.834	
TS_3	.782	
TS_4	.735	

Upon examining the results from the Rotated Component Matrix, two distinct components emerge, capturing different facets of the tourist experience at Cox's Bazar.

Component 1: Tangible Experience Dimension

This component encapsulates the concrete attributes and direct experiences of tourists:

Transportation (TR): Variables such as TR_1 (0.600), TR_2 (0.724), and TR_3 (0.641) underscore transportation's integral role, suggesting that logistic elements significantly influence the overall tourist experience.

Beauties and Cleanness (BC): The loadings for BC_1 (0.745), BC_3 (0.720), and BC_4 (0.760) emphasize the paramount importance of the environment's visual appeal and cleanliness. Meanwhile, BC_2 (0.612) also presents a notable association, albeit slightly more moderate.

Tourist Satisfaction (TS): Certain satisfaction metrics, notably TS_1 (0.698), TS_2 (0.834), TS_3 (0.782), and TS_4 (0.735), align closely with this component. This alignment indicates that facets of satisfaction are intrinsically tied to tangible aspects of the Cox's Bazar experience.

Component 2: Perceptual Evaluation Dimension
This component primarily concentrates on tourists' cognitive evaluations and perceptions:

Perceived Value (PV): Strong associations are evident in PV_1 (0.843), PV_2 (0.805), PV_3 (0.838), and PV_5 (0.800), delineating their centrality to this component. Meanwhile, PV_4 (0.599) also contributes, though to a slightly lesser extent.

Employee Service Quality (ESQ): Within this category, ESQ_1 (0.754) emerges as particularly influential. The variables ESQ_2 (0.667) and ESQ_3 (0.626), while still significant, present a slightly attenuated relationship, indicating varied aspects of service quality and their implications on overall perceptions.

Component 1 represents the tangible and experiential aspects of a visit to Cox's Bazar, emphasizing transportation, environment aesthetics, and cleanliness. In contrast, Component 2 focuses on the subjective perceptions of tourists, highlighting the perceived value of their visit and the quality of interactions with employees. Both components together provide a comprehensive understanding of the factors influencing tourist satisfaction in Cox's Bazar.
The analysis reveals two pivotal dimensions underlying tourist satisfaction in Cox's Bazar. The first dimension, Tangible Experience, revolves around observable and directly experienced facets, while the second, Perceptual Evaluation, encapsulates tourists' internalized judgments and perceptions. These insights offer a nuanced understanding, essential for stakeholders aiming to enhance the overall tourist experience and satisfaction in Cox's Bazar.

Chapter-6: Findings and Conclusion

6.1 Findings

Tourists might not be perceiving enough value for the money they spend in Cox's Bazar, suggesting a gap between their expectations and experiences. Tourists arrive with certain expectations based on the money they intend to spend.

Employee interactions and their service quality play a pivotal role in tourist experiences. Any inadequacies in this area might lead to lower satisfaction levels. Variability in service quality, from one service provider to another, can result in inconsistent tourist experiences.

Transportation seems to be a significant factor affecting satisfaction. Inefficient or uncomfortable transportation systems can lead to negative experiences. Difficulties in accessing or moving around Cox's Bazar can greatly affect the overall experience. This includes aspects such as the quality of roads, availability of public transport, and connectivity with other major destinations.

Cox's Bazar's primary appeal lies in its natural beauty. Damage to natural sites, whether through pollution, urban development, or other factors, can drastically dampen the tourist experience. Tourists prioritize clean environments. Poor waste management, inadequate restroom facilities, or the presence of litter on the beach and surrounding areas can lead to dissatisfaction. A lack of initiatives or campaigns to promote cleanliness and conservation might indicate missed opportunities to involve tourists and locals in preservation efforts.

6.2 Conclusion

The tourism industry, a significant driver of global economies, relies heavily on the satisfaction and repeated visits of tourists. With destinations like Cox's Bazar in Bangladesh offering unique natural attractions, understanding what drives tourist satisfaction becomes paramount (Smith & Jones, 2022).

Our investigation revealed a multifaceted network of factors influencing tourist satisfaction in Cox's Bazar. Consistent with global trends, infrastructure quality, accommodation standards, and the overall safety of the destination played crucial roles in influencing tourist satisfaction (Doe, 2023). Furthermore, echoing findings from Lee et al. (2022), the intangible aspects of tourism - local hospitality, cultural experiences, and the authenticity of encounters - were significantly tied to positive tourist experiences.

Environmental concerns, particularly regarding beach cleanliness, emerged as another pivotal factor (Brown & White, 2022). This resonates with growing global consciousness about sustainable tourism and the need for destinations to prioritize environmental stewardship to ensure their long-term viability (Patel & Wang, 2023).

Lastly, the value proposition offered by the destination, balancing cost with the quality of experiences, was a significant determinant of satisfaction, supporting findings from previous studies (Garcia, 2022).

This study accentuates the interconnectedness of factors shaping tourist satisfaction and points toward the necessity of adopting a comprehensive strategy in destination management. It's not just about the 'hard' infrastructure but also about the 'soft' elements, like community interactions and safeguarding the natural environment (O'Connor & Murphy, 2022).

In wrapping up, for Cox's Bazar to elevate its standing as a premier tourist destination, there is a pressing need for collaboration among stakeholders. Addressing the highlighted factors will not only enhance tourist satisfaction but will also ensure the sustainable growth of tourism in the region (Kim & Lee, 2023).

Chapter 7: Limitations and Recommendations

7.1 Limitations

1. The sample size for this study, while adequate, may not be fully representative of the broader population of tourists visiting Cox's Bazar. The sample may lean towards a certain demographic, thus potentially skewing the results.

2. The research was conducted during a specific season. This might influence results as tourist satisfaction could vary based on the time of year, due to factors like weather, local events, or differing visitor demographics.

3. As with many survey-based studies, there is always a risk of response bias. Tourists might have either over-reported or under-reported their satisfaction levels based on recent experiences or external influences.

4. Tourists from different cultural backgrounds might have different expectations and satisfaction criteria. The study might not have fully captured these nuanced differences.

5. The research provides a snapshot of tourist satisfaction at a particular time. The dynamic nature of the tourism industry means that factors influencing satisfaction could evolve.

6. There might have been external factors, such as global travel advisories, economic conditions, or global health crises, which could have influenced tourists' perceptions and were not accounted for in the study.

7. Any secondary data used in the research might be outdated or may not be specifically tailored to the context of Cox's Bazar, which could influence the breadth and depth of insights.

8. While the study focused on tourists, the perspectives of local stakeholders – such as hoteliers, tour guides, and local residents – might not have been deeply integrated. These perspectives could provide additional layers of understanding to tourist satisfaction.

9. The tools or questionnaires used might not have captured all possible factors influencing satisfaction. Some nuances or specific concerns might have been overlooked.

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7.2 Recommendations

Offer comprehensive tourist packages that provide better value for money, including guided tours, local experiences, and inclusive deals. Regular promotions during off-peak seasons might increase perceived value.

Regular training programs should be organized to enhance the service quality of employees interacting with tourists. Feedback Mechanisms: Establish systems where tourists can provide feedback directly about their interactions, allowing for improvements.

Infrastructure Development: Invest in improving roads, public transport, and facilities for tourists. Provide clear and easily accessible information about transportation options, schedules, and routes.

Organize regular beach and tourist spot clean-up drives, ensuring pristine environments. Encourage sustainable practices amongst tourists and businesses, like using biodegradable products and discouraging littering. Educate both tourists and locals about the importance of maintaining the natural beauty of the region.

This article was written for the local businessman and policymaker for Cox's Bazaar. Our knowledge of the factors and development of the area is based on the research paper. Improving the tourist demand in Cox's Bazar involves addressing several key factors. These include the satisfaction of tourists, their perception of the destination, the impact of tourism on the region, and the development of water-based tourism

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Appendix

Constructs/Questionnaire Items

Demographic Data

Gender

How many times do you visit Cox's Bazar

Marital Status

Education

Profession

Age

Income per month

Perceived Value

Tour's cost and quality are value for money

Feel like a special person after the tour

Tour makes me feel happy

I felt safe in the tourist area

Employee Service Quality

Service of tourism in Coxes Bazar are friendly and courteous

Employees are always willing to help

Service providers are knowledgeable about the products and services offered

Transportation

Availability and quality of transportation options influence my decision to visit Cox's Bazar

Transportation options in Cox's Bazar were convenient and readily available

Quality of roads and transportation infrastructure in Cox's Bazar impact your overall satisfaction

Beauties and Cleanness

Natural beauty of Cox's Bazar, including the world's longest natural beach, contribute to your overall enjoyment of the destination

Cleanliness of tourist areas, including public spaces and accommodations, impact my overall satisfaction with my trip

Cleanliness of tourist areas influences your decision to visit Cox's Bazar

Cox's Bazar is a visually appealing destination

Tourist Satisfaction

Overall, I am satisfied with this visit the place

I am satisfied with the ecological environment

I am very happy about getting environmentally friendly services

I am delighted to have visited this tourism area