



Tourists' Behavioral Intention and Pleasure Tourism: Bangladesh Perspective

Md. Masud-Ul-Hasan

Assistant Professor

Department of Marketing

Begum Rokeya University, Rangpur, Bangladesh

Abstract:

Previous literature indicates, there is an increased focus on different dimensions of behavioral intention of tourists towards pleasure tourism. Literature on Theory of Planned Behavior (TPB) exhibit tourist attitude, perceived behavioral control (PBC), and social influence as significant factors in behavioral intention setting of tourists; attitude. Lacking of an exhaustive study on tourists' attitude that applies as TPB predictors is still ostensible in tourism literature. Therefore, considering the issue at hand, the present study shed focus on examining tourists' behavioral intention towards pleasure tourism in the context of tourism Bangladesh.

The main objective of the study was to know the behavioral intention of tourists towards pleasure tourism in Bangladesh with the reference of Bandarban. The present study was carried out at Bandarban called as one of the best scenic beauties and largely visited pleasure tourism destination in Bangladesh. A positivistic research paradigm, exploratory research design, empirical nature, quantitative research approach, deductive method with survey strategy applied to achieve the desired objectives. Data were collected through a personal-administered survey using a pre-tested questionnaire from the respondent who visited Bandarban at least once in the last five years. Sample size was 200 in total of both male and female.

The study reveals that tourists' behavioral intention is directly influenced by perceived social influence, perceived behavioral control, and attitudes. This study has implications for managerial practice and policy makers. The current findings provide a clear understanding of the factors that can be used as a source of reference when knowledge about consumer opinions, tourist attractions, promotion of pleasure destinations and resources investment need to make by the tourism industry. Finally, this study has implications for the local communities and tour operators and could be a source of information for tourists on the various aspects of pleasure tourism.

Received 25 August, 2022; Revised 07 Sep., 2022; Accepted 09 Sep., 2022 © The author(s) 2022.
Published with open access at www.questjournals.org

I. Background of the Study

Tourism as a multi-facet industry is playing a key role in the global as well as in the individual economic perspective for a country. Bangladesh has a great tourism potentiality for its large and attractive natural resources such as beaches, scenic beauty, tribal culture, special events, religious rituals, historical places, forests and wild life, hill resorts, and so on. Bandarban—'the roof of Bangladesh', as described by the Bangladesh Parjatan Corporation (the National Tourism Organization of Bangladesh), has become a hot cake to tourists for the last few years. It is a southeastern district of Bangladesh. It is a hidden paradise hiding some of the rarest beauties of Bangladesh. It is gifted with green serene hills, serpentine hilly rivers, unknown trekking trails leading to mysterious waterfalls and caves, mysterious lakes between valleys, wild animals and birds inhabiting in green hilly forests, varied ethnic communities and their unique cultural rituals etc. Its flora and fauna, hills and forests, craggy waterfalls and zigzag rivers, bamboo cottages of its ethnic people and their lifestyle have made this picturesque hill tract a popular pleasure tourism destination of tourists from home and abroad. Most of the highest peaks of Bangladesh are located in Bandarban district and almost all the renowned places of Bandarban including Tahjin dong hill, Keokra dong hill, mysterious Boga Lake, Rijuk waterfall, Zadiaphai waterfall, Tlubong waterfalls or Double falls, Jingsiam falls, Shrimp falls etc. are located at Ruma. It is the largest potential area to cash in tourism Bangladesh. Given the potential that prevailed in Bangladesh in terms of the country's possession of a diversified tourism product-base and also given the congenialities created

by the objective conditions, tourism industry of Bangladesh has not grown to the desired level.

Theory of Planned Behavior (TPB)

It has been considered as one of the most influential attitude and behavior theories to study human behavioral intention in various contexts including travel and tourism. The TPB (Ajzen 1991) contains three basic propositions of human behavior—attitude, subjective norm and perceived behavioral control. Although the efficacy of the model has been validated in predicting behavioral intentions in a wide range of contexts, its sufficiency in predicting tourist behavior in beach tourism is still being questioned. In addition, the empirical findings of prior studies also indicate that alongside the direct effect of perceived social influence and perceived behavioral control on tourist behavioral intention.

Attitudes to Visiting Destination (AD)

Allport (1935) defined attitude as a “learned predisposition to respond to an object or class of object in a consistently favorable or unfavorable way”. In the current study, attitude to visiting pleasure tourism destination has been conceptualized in the sense of behavioral aspects of tourists which have been organized consistently by the perceptions of tourism product and services.

Perceived Social Influence (PSI)

According to Ajzen (1985) “social influence is a person’s perceived social pressure to perform or not to perform a behavior under certain consideration”. In this study, it is referred to perceived opinions of significant others such as friends, relatives, colleagues, and family members who influence a tourist’s decision-making.

Perceived Behavioral Control (PBC)

Perceived behavioral control refers to an individual’s belief concerning access to resources and opportunities needed to perform a behavior (Ajzen 1991). Ajzen (1991) argued that if people do not have enough opportunities or resources to perform a particular behavior, their intentions may not be strong enough to perform that behavior.

Therefore, it is contemporary to examine tourists’ behavioral intention to Bandarban as it is the most significant pleasure tourism destination in Bangladesh.

Statement of the Problem

Pleasure is defined as a feeling of happiness. Therefore, the pursuit of such feelings like happiness, satisfaction, or enjoyment through travel is referred to as pleasure tourism. Pleasure tourism is normally defined in opposition to business tourism which focuses on the purpose of a trip rather than its motivation such as holidays, leisure, and recreation (UNWTO, 2007). In the strictest sense, any typology of tourists implies some degree of pleasure seeking. For pleasure tourism to occur, some basic conditions are needed, including a personal need to experience a change by means of going on a trip, voluntariness of the choice, as well as leisure time and activities that are free from commitments (Smith, 1989).

Behavioral intention is defined as “the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior” (Warshaw & Davis, 1985). According to TPB, behavioral intention is determined by relative weights given to attitude toward behavior, subjective norm, and perceived behavioral control (Altawallbeh et al, 2015) Online Attitude refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. It represents a summary evaluation of a psychological object captured in attribute dimensions of good-bad, harmful-beneficial, pleasant-unpleasant, and likable-dislikable (Ajzen, 2001).

The social factor termed subjective norm refers to the perceived social pressure to perform or not to perform a particular behavior. According to Moutinho (1987), any person or group that serves as a reference group can exert a key influence on an individual’s beliefs, attitudes, and choices because the individual might conform to his/her referent group(s).

Perceived behavioral control refers to a person’s perception of the ease or difficulty of performing a particular behavior. It is assumed that perceived behavioral control reflects past experience as well as anticipated impediments and obstacles. According to Chiou (1998), perceived behavior control reflects an individual’s belief regarding access to resources and opportunities needed to perform a behavior. Therefore, the study tried to examine behavioral intention of tourists through TPB model to unfold the desired objective of the study.

Significance of the Study

The theoretical contribution of this study is the application of the extended TPB model to the tourism industry. The proposed model intends to link three components of traditional attitudinal theory e.g. subjective norm, attitude, and perceived behavioral control to predict the behavioral intention of choosing pleasure

destination as a travel destination recovering from COVID 19. The proposed model will add to existing knowledge about tourist behavior after the crisis. Till now, most of studies developed to test the applicability of the TPB model are based on non-crisis situations. Therefore, the development of the model to reflect recovery from a crisis will be of significant value in research on predicting the behavioral intention of choosing pleasure destination. The results of this study have practical significance to various parties: Stake holders at both the local and national levels are able to improve tourism products and services and thus increase the quality of tourist experiences in the future. Moreover, Operators and managers of tourism sector will be able to closely match the needs of diverse tourists and their differentiated travel motivations.

Objectives

General objective of the research project is to know the behavioral intention (BI) of tourists' towards pleasure tourism in Bangladesh. To achieve the general objective, following specific objectives are as follows:

1. To examine the relation between tourists' attitude and behavioral intention towards pleasure tourism.
2. To investigate the perceived social influence on tourists' behavioral intention in pleasure tourism.
3. To evaluate the tourist' perceived behavioralcontrol in assessing behavior intention for pleasure tourism.

II. Literature Review

Hasan, S. R. & Begum, J. A. (2019)in their research found a great prospect of tourism in Bandarban, a hilly part of Bangladesh. According to them Bandarban is popular specifically to young people who love to take adventurous travel. Those young adventure loving young tourists organize total tour plan by their own mainly in cooperation with their fellow tourist without taking help from tour agents. Thus the ultimate purpose of their travel to Bandarban is adventure, leisure and recreation.

Akhter, R. (2017)tried to identify the reason for choosing Bandarban as tourist destination as well as show a way to incorporate those reason (benefit) in term of tourism supply chain. She found that, people choose Bandarban as tourist destination for scenic beauty, adventure and proper accommodation. She suggested some ways for destination branding of Bandarban and related required supply chain elements to attract Bandarban as tourist destination.

Nedelea et al., (2017)tried to identify the factors which affect the tourist satisfaction of Bangladesh.Their research revealed that generally transportation, accommodation, level of expenditure, foods and security in the area are responsible factors of tourist satisfaction. Among those factors transport and accommodation facilities are mostly responsible for tourist satisfaction. Thus they urge improvement of transport and accommodation facilities for the sustainable development of tourism industry in Bangladesh.

Akhter, S. (2017)found that Bandarban is such a tourist destination which not only attract tourist who like to hike, trek for adventure but also attract the tourist who just like to look and enjoy scenic beauty. Her research found that, Although Bandarban as a tourist destination having capacity to attract tourism from different tourism need category but still the number of tourist and their expenditure on visiting Bandarban is not satisfactory. Research revealed that, creating some adventurous tour activity by ensuring high quality transportation, accommodation and safety with conserving ecosystem can be a way to change the scenario. Furthermore researcher suggests that, establishing certain experiential or adventurous activities facility can make the Bandarban an attractive tourist destination.

Hasan, S. R., & Islam, M. S. (2015)found that, a very little attempt has been taken to explore Bandarban as attractive tourist destination therefore no socioeconomic development has reaped for local community people. This study proposed some trekking hills to be established and involve local community people with those trekking activities with a view to their socioeconomic development.

Mawa, M. J. (2018)identified the association among tourist loyalty, tourist satisfaction and indigenous cultural factors in Bandarban as a tourist destination. Their research revealed that, host interaction, cultural diversity with ethnic beauty and memorable experiences from cultural attractions are correlated and influence tourist satisfaction which in turn establish loyalty at a great extent at Bandarban sadar.

Research Gap

Researchers in prior studies (e.g., Choo, Ahn, and F. Petrick, 2016, Kim, and Yunhi,2010) claimed thattouristattitudes,perceivedbehavioral control, and social influence significantly affect tourists' destination choice invarious tourism contexts. However, to the best of this researcher's knowledge, empiricalevidence incorporating these factors to investigate tourists' revisit intention has not beenfound in the context of pleasure

tourism. In addition, the integrated relationship between destination image, attitude, and satisfaction as well as between perceived behavioral control, perceived social influence, and attitude has rarely been investigated in tourism literature. Therefore, this is a substantial research gap where future research is needed to add new knowledge to the existing literature, in particular pleasure tourism.

Conceptual model

In travel and tourism literature, researchers (e.g., Choo, Ahn, and F. Petrick 2016, Kim, and Yunhi, 2010), Deng and Li 2014, Huang and Hsu 2009) used individual attitude, perceived social influence, and perceived behavioral control called inter-personal factors to examine tourist revisit intention in various contexts. The TPB model has attitudes, subjective norms, and perceived behavioral control as correlated exogenous constructs leading to intentions and behavior. As such, the theory does not specify the relationship among these variables and any other variables outside the model. Thus, the relationship between the variables of the proposed extended model must be specified. Therefore, the current study has developed an integrated conceptual model including both the aforementioned factors based on their prior theoretical relations in literature.

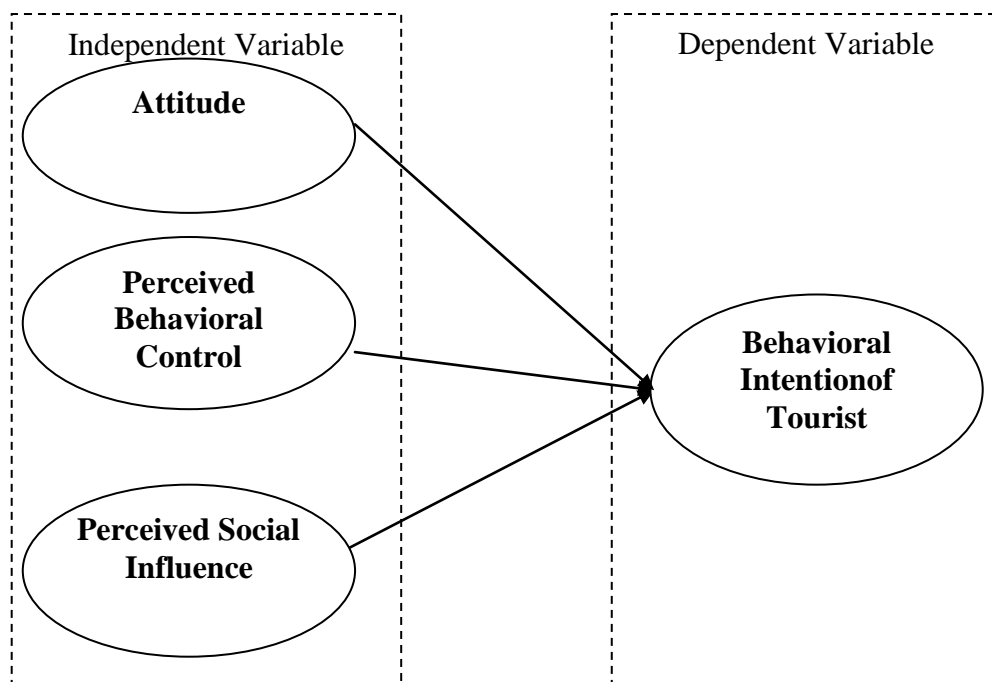


Figure 1: Conceptual Model; Source: Nam et al. (2017), modified by the researcher using literature review.

Taking the prior empirically established relationships into account, it is believed that once perceived behavioral control, perceived social influence, and attitudes become more positive, the behavior intention to revisit destinations of tourism would be positive too (Lam and Hsu 2006).

Hypotheses Development

Several studies have shown that attitudes, perceived social influence, and perceived behavioral control have direct correlations with behavioral intentions (Ajzen, 1991). To estimate these, Bagozzi (1981) found that attitude has a direct effect on behavioral intentions. Similarly, Liao et al. (2007) found that perceived social influence and perceived behavioral control positively influence on behavioral intentions. Therefore, it was postulated that:

- H1: Attitudes have a significant effect on tourist behavioral intention;
- H2: Perceived social influence have a significant effect on tourist behavioral intention;
- H3: Perceived behavioral control have a significant effect on tourist behavioral intention.

Research Methodology

The study followed positivist research philosophy. It followed exploratory research design with empirical and quantitative nature. It also followed deductive approach to the desired outcome. For this study, the required data were collected through a personal-administered questionnaire survey as this method is easy to administer, the obtained data are reliable, and coding, analysis and interpretation of data are relatively less

difficult. The target population of this study was tourists who had visited Bandarban in Bangladesh at least once in the last five years. A convenience sampling technique was applied to select the sample respondents for this study. Bandarban from Bangladesh was purposively taken as study area with believe that collected data from these destinations would represent the overall tourism scenario in the country. Sample size of the study was 200 which are sufficient to use inferential statistics at hand. The required data were collected from the sample destinations of Bandarban from 11.30 AM to 8.00 PM during the study period of March; 2022. After sorting out the questionnaires, the collected data were coded, computed, and analyzed. Quantitative methods such as both univariate and multivariate techniques were applied to analyze the data and test the proposed hypotheses of the study.

III. Data Analysis, Findings, and Discussion

Respondents' Demographic Characteristics

According to survey result, a total of 200 questionnaires were considered as valid responses for subsequent analyses. In summary, out of the 200 respondents, 74.80% were male and rest 25.20% was female. Most of the respondents (62%) were aged between 18 and30, followed by about one-quarter (23%) who were 30-42 years old, and rest above 42 years of age. Additionally, 47.7% respondents were married and rest 52.30% was unmarried. In terms of

education level, over half of the respondents (52.20%) were graduates (Bachelor, Masters and others). About 31% of the respondents were from the service sectors, followed by students (32.1%), self-employed (18.1%), and other professionals. Around 32% of the respondents had a monthly income (BDT) below 30,000, while 21.40% had income between above 30,000 and below 50000, and 11% had income of above 40,000 to below 80000, and rest above 80000. The respondents' demographic profile indicates that the survey participants were represented by male, young, married, educated, and moderately white-collared service participants. Additionally, respondents belonging to the lower income group were also found representative.

Reliability and Validity of Measurement Model:

A questionnaire consists of seven-point likert scale was used to collect data for the different construct of the proposed research model. To examine the appropriateness of research constructs, reliability, and construct validity were examined before testing the hypotheses. Therefore, the results of internal reliability and convergent validity are shown in the following table:

Table 1: Internal reliability and convergent validity

Latent variables	Cronbach's Alpha	Composite Reliability
Attitudes	0.848	0.922
Subjective Norms	0.823	0.894
Perceived Behavioral Control	0.817	0.874
Tourists' Behavioral Intention	0.785	0.851

Cronbach's Alpha and Composite Reliability

Internal reliability can be tested by Cronbach's Alpha. In the study alpha value of the latent variables was in between 0.785 to 0.848 which are higher than the prescribed value 0.70 postulated by Nunnally and Berstein (1994). Composite reliability is an instrument to measure the convergent validity. Convergent reliability is the extent to which multiple attempt are employ to see how each item is representing of intended latent construct and associated with other measures of same latent construct (Hair, Black, Babin, Anderson, & Tatham, 1998, 2006). Composite reliability value which shows the extent to which constructs indicators indicate latent construct was from 0.851 to 0.922 shown. Composite reliability of every latent construct is higher than the recommended value of 0.70 (Hair et al., 1998). Therefore, the results of discriminant validity of construct are shown below:

Table 2: Discriminant Validity of Construct

Constructs	(1)	(2)	(3)	(4)	AVE
(1) Attitudes	0.867				0.898
(2) Tourists' Behavioral Intention	0.467	0.776			0.812
(3) Perceived Behavioral Control	0.046	0.178	0.818		0.866
(4) perceived social influence	0.402	0.484	0.276	0.813	0.843

Square correlations and AVE for each constructs variables used in the study

Discriminant validity was also tested in the research. Discriminant validity refers the degree to which a specific latent construct is different from other latent construct (Duarte & Raposo, 2010). In the study, AVE was used to determine the discriminant validity as prescribed by Fornell and Larcker (1981). This was calculated by finding the difference between square correlation of each construct and AVE by indicators which measure the construct. In the study it was seen that AVE of each latent construct is greater than square correlation of each construct, which mean that

the measure possess adequate discriminant validity. Average variances extracted describe the total amount of variances in the indicators responsible for by latent construct, was in between 0.812 to 0.898 which are higher than the prescribed level of 0.5 (Hair et al., 1998). In a nutshell, the measurement model has adequate reliability, convergent validity and discriminant validity. Therefore, the results of the hypotheses are shown below which were tested for the study purpose:

Table 3: Resultsofthe hypotheses through structural modelofthestudy

SL.No	Relationships	Effect	tStatistics	P-Value	Findings
1.	Attitude->CustomerBehavioralIntention	0.215	3.613	0.000***	Supported
2.	PerceivedBehavioralControl->CustomerBehavioralIntention	0.231	3.586	0.001**	Supported
3.	perceived social influence ->CustomerBehavioralIntention	0.247	4.254	0.000***	Supported

Note: $p \leq 0.01$ ***; $p \leq 0.05$ **

The result shown in Table 3 indicates that the entire three hypotheses developed for this study are significant. The first and third hypotheses (H1 and H3) were supported at .001 significance level and the second hypotheses (H2) were supported at .05 significance level. The β value, t Statistics, and P-value for each of the hypotheses are illustrated in Table 3.

IV. Conclusion

Over the decades, the study of tourists' behavioral intention towards pleasure tourism has received a significant focus in research for academics and practitioners. Despite the importance on it, there exists a lack of research knowledge of tourists' behavioral intention towards pleasure tourism in the context Bangladesh. The study may be useful to academic researchers, practitioners, tourist operators, policy makers and future tourists to extend knowledge on pleasure tourism and tourists' behavioral intention.

References

- [1]. Ajzen, Icek. 1985. "From intentions to actions: A theory of planned behavior." In *Action control*, 11-39. Springer, Verlag Berlin Heidelberg.
- [2]. Ajzen, Icek. 1991. "The theory of planned behavior." *Organizational behavior and human decision processes* 50(2):179-211.
- [3]. Ajzen, Icek. 2001. "Nature and operation of attitudes." *Annual review of psychology* 52(1): 27-58.
- [4]. Akhter, R. (2017). An empirical study on Bandarban, Bangladesh: integrating destination branding and supply chain management opportunities. *International Journal of Supply Chain Management*, 6(4), 191-198.
- [5]. Akther, S. (2017). Branding Bandarban: Limitations and Opportunities. *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 10. Ver. I. (October. 2017), PP 01-07
- [6]. Alegre, Joaquín, and Catalina Juaneda. 2006. "Destination loyalty: Consumers' economic behavior." *Annals of tourism research* 33 (3): 684-706.
- [7]. Allport, G.W. (1935). Attitudes In: Murchison, C., Ed., *Handbook of Social Psychology*, Clark University Press, Worcester, MA, 798-844.
- [8]. Altawallbeh, M., Thiam, W., Alshourah, S., and Fong, S. F. (2015). The Role of Age and Gender in the Relationship between (Attitude, Subjective Norm and Perceived Behavioural Control) and Adoption of E-Learning at Jordanian Universities. *Journal of Education and Practice*, Vol.6, No.15, page: 44-54, www.iiste.org.
- [9]. Bagozzi, R. P. (1981). Attitudes, intentions, and behavior: A test of some key hypotheses. *Journal of personality and social psychology*, 41(4), 607.
- [10]. Chiou, J.S. (1998). The Effects of Attitude, Subjective Norm, and Perceived Behavioral Control on Consumers' Purchase Intentions: The Moderating Effects of Product Knowledge and Attention to Social Comparison Information. *Proc. Natl. Sci. Council.*, 9, 298-308.
- [11]. Choo, Hyungsuk ; Ahn, Kwangho ; Petrick, James F. (2016). An integrated model of festival revisit intentions : theory of planned behavior and festival quality/satisfaction. *International journal of contemporary hospitality management*, Vol. 28.2016, 4, page: 818-838.
- [12]. Deng, Qian, and Mimi Li. 2014. "A model of event destination image transfer." *Journal of Travel Research* 53(1): 69-82.
- [13]. Duarte, P. A. O., & Raposo, M. L. B. (2010). A PLS model to study brand preference: An application to the mobile phone market. In *Handbook of partial least squares* (pp. 449-485). Springer, Berlin, Heidelberg.
- [14]. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
- [15]. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* 6th Edition. Pearson Prentice Hall. New Jersey. Humans: Critique and reformulation. *Journal of Abnormal Psychology*, 87, 49-74.
- [16]. Hair, J.F., R.L. Anderson and W.C. Tatham, 1998. *Multivariate data analysis with reading*. Prentice-Hall, Upper Saddle River, NJ.
- [17]. Han, Heesup, Li-Tzang Jane Hsu, and Chwen Sheu. 2010. "Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities." *Tourism management* 31(3):325-334.
- [18]. Hasan, S. R., & Begum, J. A. (2019). Tourism Value Chain Analysis of Bandarban: An Alternative Socio.
- [19]. Hasan, S. R., & Islam, M. S. (2015). Exploring Bandarban through Trekking Trails: A New Horizon for Community-based Tourism Development. *European Scientific Journal*, 11(5).
- [20]. Huang, Songshan, and Cathy HC Hsu. 2009. "Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention." *Journal of Travel Research* 48(1):29-44.
- [21]. Kim, and Yunhi, (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, volume 29, page: 659-668. doi: 10.1016/j.ijhm.2010.01.001.
- [22]. Lam, Terry, and Cathy HC Hsu. 2004. "Theory of planned behavior: Potential travelers from China." *Journal of Hospitality & Tourism Research* 28(4):463-482.

- [23]. Liao, C., Chen J., and Yen D.C. (2007). Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model. *Computers in Human Behavior*, Volume 23, Issue 6, Page: 2804-2822.
- [24]. Mawa, M. J. (2018). Impact of indigenous culture on tourists satisfaction and loyalty: studying bandarabansadar as potential destination. *International Journal of Business and Technopreneurship*, 8(2), 177-192.
- [25]. Moutinho, L. (1987) Consumer Behaviour in Tourism. *European Journal of Marketing*, 21, 5-44. <http://dx.doi.org/10.1108/EUM000000004718>.
- [26]. Nam, C., Dong, H. & Lee, YA. Factors influencing consumers' purchase intention of green sportswear. *Fash Text* 4, 2 (2017). <https://doi.org/10.1186/s40691-017-0091-3>.
- [27]. Nedelea, A. M., Ali, M. B., & Alamgir, M. (2017). Factors behind destination loyalty-a study on tourism destination. *Revista de turism-studiisicercetari in turism*, (23).
- [28]. Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* McGraw-hill series. Psychology, 3.
- [29]. Smith, V. (1989). *Host and Guest: The Anthropology of Tourism*. Philadelphia: The University of Pennsylvania Press.
- [30]. UNWTO, (2007). *International Recommendations on Tourism Statistics*. Madrid: World Tourism Organization.
- [31]. Warshaw P.R., and Davis, F.D (1985). *Journal of Experimental Social Psychology*, Volume 21, Issue 3, Pages 213-228.