

The Study of Motivation Factors of Tourists in Visiting Cox's Bazar Sea Beach, Bangladesh

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Abstract

This research was conducted to identify push and pull factors that motivate tourists to visit Cox's Bazar. The 12 push motives and 12 pull motives were adopted from the literature review. The study was descriptive in nature and a self-administered questionnaire was the main tool to collect data from 400 domestic tourists at the destination. The study also compared and contrasted the push and pull motives between tourists who travelled on their own and those who travelled with tour groups. The result revealed that four push motivations found to be the most influential were (1) escape from the monotonous environment (2) physical rest and relax, (3) visit the dream destination and attractions, (4) enjoy the sea and the sea beach. Whereas pull motivations including (1) beautiful nature such as beach, sea, and forests, (2) active cultural and historical sites, (3) most famous beach destination in Bangladesh, and (4) good service quality were among the top four of these two groups of tourists.

In a comparison, there was a slight difference in terms of push motivations between these two groups of tourists. One factor that stood out from this study was "explore the new destination". This was on the top of the four among independent travelers while it was absent among the tourists who travelled in groups. This finding was similar to that of the previous studies which considered tourists who did not know their destinations relied more on travel agency to arrange their trips. On the other hand, those who self-organized theirs tended to explore the destinations more. For destination attributes, there was no significant difference between two groups due to the fact that they were both local tourists who were quite familiar with the destination.

Keyword: Bangladeshi Domestic Tourist, Motivation/Push and Pull Factors, Cox's Bazar

Introduction

Tourism—"the smokeless industry" is one of the most important multidimensional and multinational business activities in the world. Tourism industry has now emerged as one of the rapidly growing & single largest industry and trade sector in the world economy. This industry is flourishing every day in all respect. Tourism is playing an outstanding role in terms of foreign exchange earnings in many countries as well.

Bangladesh is a small deltaic riverine country located in South Asia which is bordered by India (West, North and north east), Myanmar (South East), and Bay of Bengal (on the South). Bangladesh offers tremendous natural resource for the development of tourism industries. In particular, the country has two undisputed heritages, the Sundarbans (Natural mangrove forest)

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and Cox's Bazaar sea beach, the world's longest unbroken sea beach. Both treasures are blessed by the Bay of Bengal and situated to the south along the blue water line of Bengal Bay.

The present study area is a unique scenic beauty spot on the southernmost tip of Bangladesh under the district of Cox's Bazar and which is claimed as the world's longest unbroken natural sandy sea beach (120 km.). Several millions of people visit the area every year & the number is increasing every year. It is the tourist capital of Bangladesh During the peak season (Oct-April) about 2 million tourists visit Cox's Bazar & expected to reach 15 million by the year (UDD, 2011).In spite of the satisfactory growth in terms of tourist's arrivals in cox's Bazar, the studies regarding travel market is very limited. Especially the motivation of tourists to visit particularly in Cox's Bazar is still unanswered. The knowledge of travel motivation for tourists to visit one particular destination is considered by various tourism scholars that it is one of essential issues which should not be disregarded.

Objective and Scope

The main objectives of the study are as follows

1. To determine the push and pull factors that motivate the tourists to visit Cox's Bazar
2. To compare the push and pull factors between independent travellers and tour group

It is important for business to find out and recognize the motivation factors that will help the destination seller to meet the desired needs of the individual tourists. This will help to predict the future travel patterns of the tourists which are always critical to handle. Determining and depending on the changes that occur in the motivation of the tourists, tourism organizer can outline consumer desires and predict useful aspects while preparing tourist's offer. The study also offers direct guidance to the plan of tourism picture and is a direct power added to tourism behaviour.

Literature Review

Tourism motivation has been an interesting and important part for many researchers around the world which covers different field of study as study as sociology, anthropology and psychology (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997). Various researchers have studied motivations for travelling and found it as a core determinant that affects tourist's behavior. Maslow's hierarchical theory of motivation is one of the most popular motivation theories and considered as the most important theories in psychology. It is considered as the most popular theory to explain motivation for other many areas including tourism industry. The view point of holiday operators' tourism is the response to felt needs of tourist's (Gnoth, 1997).

Push and pull motivations

Dann (1977) utilized the push and pull approach to prove tourist's travel motivation and attitude to be a popular theory. Another researcher Leiper (1979) also agreed with Dann motivation into two categories namely internal and external factors. Crompton (1997) stated that "It is recognized that motivation is only one of many factors which could contribute to explaining tourist behavior", and claimed that many arguments of tourism motivation tries to focus on push and pull factor. Here push factors are related to socio-psychological motivation and the pull factors are related to the destination attributes.

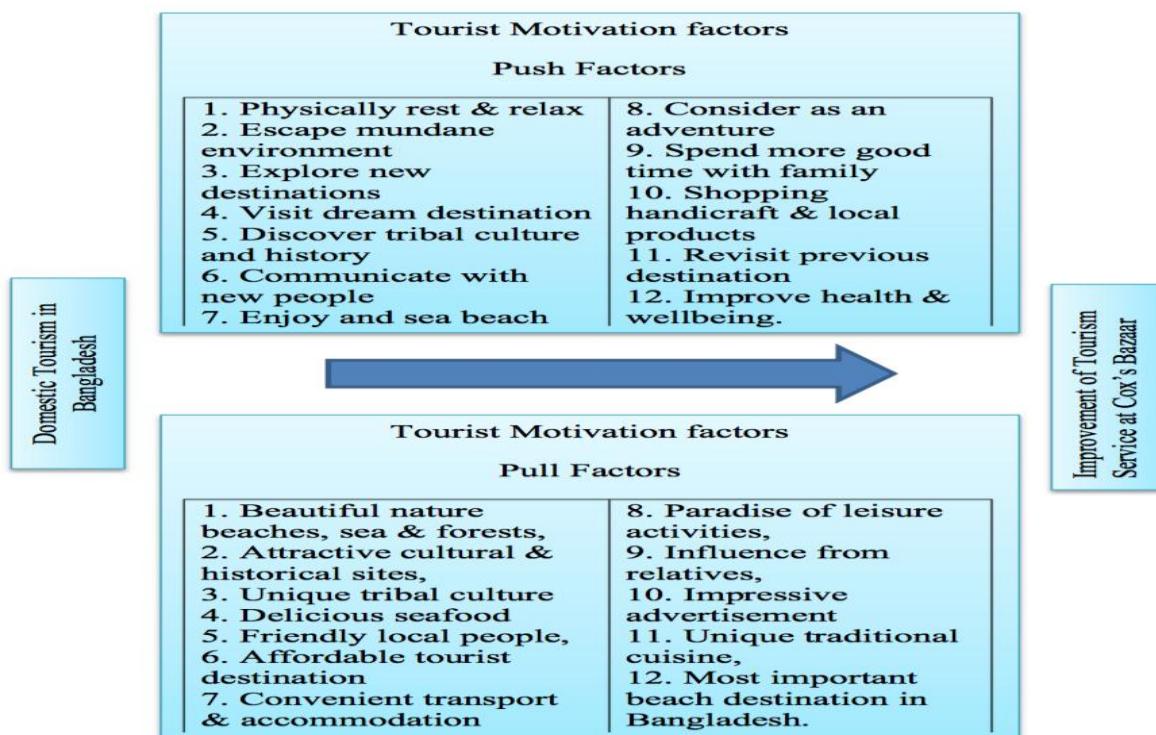
The past literature review on tourist motivation tells that motivation analysis is based on two major dimensions, Push and Pull factors (Yuan & McDonald, 1990; Uysal & Hagan, 1993). The general concept of the push and pull factor is the reason they are pushed behind people's travelling is they are pushed by internal factors and at the same time pulled by the external factors of destination attributes. Among the Push factors those are origin related are intangible or intrinsic desires of the tourists. On the other hand, pull factors are more of tangible resources or the attractiveness of a destination as well as the tourists' perception, expectations & the image of destination (Balonglu & Uysal, 1996).

Empirical evidence of push and pull motivations

Kim et al (2003) worked with varieties of push factors that affect tourists to visit national park in South Korea. Jang & Wu (2006) investigated motivation of Taiwanese senior tourists and found frequently seen push and pull factors that motivate this tourist market. Correia et al (2007) proposed model of motivations and perceptions of Portuguese tourists where it relies on the identification of relationship between two constructs of motivations. Lu (2011) worked on push and pull motivation factors to find out reasons behind Chinese tourists to visit Canada. Youseri & Marzuki (2012), tried to identify the underlying motivational dimensions of international tourists to Penang, Malaysia.

From the review of literature above we can conclude that there are a variety of reasons which push and pull tourists to visit a destination. In the study the researcher tried to find out the push and pull factors that motivate Bangladeshi tourists on the light on reviewed literatures.

Conceptual Framework



Research Methodology

The study carried out by using a descriptive and explanatory research method. In the present study primarily relies on the collection and analysis of primary data collected through questionnaire surveys. The data for the study were collected by means of a questionnaire survey using self-administrated questionnaires distributed to over 400 Bangladeshi tourists at the tourist location in Cox's Bazar during April to May, 2015. The questionnaire used here consisted of 2 parts focusing general respondent information (demographic variables) and "push and pull" motivational items that will focus tourist's needs when travelling Cox's Bazar.

This research used statistical program for the Social Science version 16.0 (SPSS) as the main software for data analysis. The findings were to answer the research's objective and research questions in which what the most and least significant push and pull motive were. Additionally, the comparison between independent travelers and tour group was also discussed. Hence, the future tourism service improvement can be adapted according to the finding from this study.

Research Results

Among the 400 respondents there were 142 who chose tour group and 258 respondents chose to travel on their own which occupied 35.5% and 64.5% respectively. In term of marital status, the percentage of single tourists chose to travel on their own a bit higher than package tour group; on the other hand, married tourists preferred independent tours almost 4 times higher. To be more specific, 52.4% and 80.8% respectively is the percentage of single independent tourists and married tour group tourists. The highest proportion of the tourists was at the age group of 18 to 23 (37.75%), second largest group was age group 24 to 39(36%). The point to note here is the proportion of people coming from the capital city is extremely higher (80.75%) than that of other places. People coming from the other part of the country are quite low (17.5%) and from other country is very low only 0.75%. If we consider the type of trip we see the percentage of travel on the own group is almost double than that of tour group. In term of education qualification, bachelor degree is the qualification that occupied the highest proportion with 56.25% and the lowest is the doctorate degree with 2.75%. Most of the respondents are students and office staff which accounted together more than half (52%) of the total population, 30.25% and 21.75% respectively followed by service with (18.5%). For monthly income, over the half of the respondents (66.5%) belongs to first two income groups (less than TK 10000 and TK 10000-30000). It results depicts that the richer group of respondents tends to choose to travel on their own. For instance, income group of 50000-70000 select independent tour is 83.3% which is quite higher than that of income group of less than TK 10000 which is 54.3%.

Most of the tourists have been to Cox's Bazar at least 3 times (35.75%), among them tourists chose to travel on their own accounted for 69.23%. Point to be noticed that only 15.5% were the first time visitor. Among them it was obvious to see that 45% of the tourists spend at least 3 days at the destination. Those who travel on their own tend to stay longer compared to those who travel in group with 69.44% and 30.56% respectively. The majority of the respondents visited Cox's Bazar with their relatives/spouse/family members (45.75%).

When they are with their family or relatives, 77% chose to travel on their own and only 23% chose to travel with tour group. The point to note here is that respondents who travel with relatives prefers to travel independently (77%). On the other hand, 52.5% of the tourists

travelling alone prefer to travel with tour group. It is also important to note that there is no significant difference among tourists who travel alone. They prefer both group and independent tours. The half of the respondents arranged their sources of fund by themselves (51.25%), second highest source of fund came from their relatives/family (37.5%).

Push factors

The top five push factors include: (1) Escape from monotonous environment ($\bar{x} = 6.13$), (2) Physically rest and relax ($\bar{x} = 6.05$), (3) Enjoy the sea & sea beach ($\bar{x} = 5.88$), (4) Explore new destination ($\bar{x} = 5.80$), and (5) Visit the dream destination ($\bar{x} = 5.62$). It found only “Escape from monotonous environment” factor is extremely influence ($6.06 < \bar{x} < 7.00$) in decision making of domestic tourists of Bangladesh to visit Cox’s Bazar. The other seven factors fall upon strongly influential ($5.21 < \bar{x} < 6.05$) in their decision making (as shown in Table 1).

Table 1 Summaries of push factors

Push Factors	Mean	Std.	Cronbach's Alpha
Escape from monotonous environment	6.13	0.928	0.843
Physically rest & relax	6.05	1.042	0.844
Enjoy the sea and sea beach	5.88	1.018	0.848
Explore new destinations	5.83	1.097	0.833
Visit the dream destinations and attractions	5.8	1.149	0.835
Consider it as an adventure	5.62	1.1	0.845
Have good time with family & friends	5.57	1.353	0.839
Improve my health and well-being	5.29	1.331	0.844
Discover Tribal culture and history	5.01	1.277	0.828
Revisit the previous destination where I lived or visited	4.88	1.291	0.839
Communicate with new people	4.79	1.474	0.831
Shopping handicrafts & local products	4.74	1.438	0.83

Pull factors

The top five pull factors include: (1) Beautiful nature such as beaches, sea and forests ($\bar{x} = 6.34$), (2) Most famous beach destination in Bangladesh ($\bar{x} = 6.05$), (3) Attractive cultural and historical sites ($\bar{x} = 5.99$), (4) Good service quality ($\bar{x} = 5.65$), and (5) Unique cultural traditional culture ($\bar{x} = 5.36$).

There is one pull motivation that is considered the extremely influential ($6.06 < \bar{x} < 7.00$), “beautiful nature such as beach’s, sea, and forests” ($\bar{x} = 6.34$). Other five factors are considered strongly influential ($5.21 < \bar{x} = 6.05$) (as shown in Table 2).

Table 2 Summaries of pull factors

Pull Factors	Mean	Std.	Cronbach's Alpha
Beautiful nature such as beaches, sea and forests	6.34	0.907	0.855
Most famous beach destination in Bangladesh	6.05	0.977	0.851
Attractive cultural and historical sites	5.99	1.17	0.852
Good Service Quality	5.65	1.116	0.857

Table 2 (Con.)

Pull Factors	Mean	Std.	Cronbach's Alpha
Unique Tribal traditional culture	5.36	1.416	0.851
Paradise of leisure activities	5.34	1.249	0.855
Unique & Delicious traditional sea food	5.11	1.475	0.84
Friendly local people	5.09	1.236	0.861
Impressive advertisement and special offers	4.99	1.342	0.849
Convenient transportation and accommodation	4.88	1.432	0.845
Affordable tourist destination	4.86	1.591	0.847
Ease of travel arrangement	4.78	1.504	0.84

Group tour

The most important factor among the push motivations for the tour group are “enjoy the sea and sea beach” ($\bar{x} = 6.11$, $SD=954$), “escape from monotonous environment” ($\bar{x} = 6.08$, $SD=.884$), “visit the dream destination” ($\bar{x} = 5.99$, 1.200), physically rest and relax ($\bar{x} = 5.94$, $SD=1.064$) and Consider it as an adventure ($\bar{x} = 5.92$, $SD=1.048$). The most important motives in group tour are,” Beautiful nature such as beaches, sea and forests”($\bar{x} = 6.49$), Attractive cultural and historical sites($\bar{x} = 6.18$), most famous beach destination in Bangladesh($\bar{x} = 6.17$) and good service quality($\bar{x} = 5.79$).

Independent travelers

The most important factor among the push motives for the Independent tourists are “escape from monotonous environment” ($\bar{x} = 6.16$, $SD=.952$), “physically rest and relax” ($\bar{x} = 6.10$, $SD= 1.028$),”explore new destination” ($\bar{x} = 5.79$, $SD=1.070$), enjoy the sea and sea beach ($\bar{x} = 5.74$, $SD=1.031$) and visit the dream destinations and attractions ($\bar{x} = 5.69$, $SD=1.107$). The most important pull motives for the Independent tourists are “Beautiful nature such as beaches, sea and forests” ($\bar{x} = 6.26$), most famous beach destination in Bangladesh ($\bar{x} = 6.17$), Attractive cultural and historical sites $\bar{x} = 5.88$.

Similarities and differences between two groups

“Escape from monotonous environment” is the most influential push factor between these two groups. However, in terms of influential level, group tour rated it higher ($\bar{x} = 6.08$), whereas independent tour rated it ($\bar{x} = 6.16$).

Table 3 Mean score of various push factors among respondents from different travel arrangements

Group Tour			Push Factors	Independent Tour		
Mean	S.D	Rank		Mean	S.D	Rank
5.94	1.064	4	Physically rest & relax	6.10	1.028	2
6.08	.884	2	Escape from monotonous environment	6.16	.952	1
5.90	1.144	6	Explore new destinations	5.79	1.070	3
5.99	1.200	3	Visit the dream destinations and attractions	5.69	1.107	5
5.32	1.258	8	Discover Tribal culture and history	4.84	1.258	9
6.11	.954	1	Enjoy the sea and sea beach	5.74	1.031	4

Table 3 (Con.)

Group Tour			Push Factors	Independent Tour		
Mean	S.D	Rank		Mean	S.D	Rank
5.92	1.048	5	Consider it as an adventure	5.45	1.094	6
5.84	1.241	7	Have good time with family & friends	5.43	1.391	7
5.18	1.253	9	Improve my health and well-being	5.35	1.371	8

The most important pull factors that attract the tourists to visit Cox's Bazar is "Beautiful nature such as beaches, sea and forests" both groups rate it as number 1. "Beautiful nature such as beaches, sea, and forests" is the most influential factors between these two groups. However, in terms of influential level, group tour rated it higher ($\bar{x} = .760$), whereas independent tour rated it ($\bar{x} = 6.26$).

Both groups expected "Good Service Quality" in the destination. This factor was rated among top five. Additionally, "Attractive cultural and historical sites" and "Most famous beach destination in Bangladesh" factors are rated 2 and 3 interchangeably for the above mentioned both groups. That means both the groups finds the destination as attractive in term of culturally and historically (as shown in Table 4-1).

Table 4 Mean score of various pull factors among respondents from different travel arrangements

Group Tour			Pull Factors	Independent Tour		
Mean	S.D	Rank		Mean	S.D	Rank
6.49	.760	1	Beautiful nature such as beaches, sea and forests	6.26	.970	1
6.18	.994	2	Attractive cultural and historical sites	5.88	1.244	3
5.48	1.356	6	Unique Tribal traditional culture	5.29	1.446	6
5.79	1.009	4	Good Service Quality	5.57	1.165	4
5.42	1.359	7	Unique & Delicious traditional sea food.	4.93	1.510	9
4.98	1.386	9	Friendly local people	5.15	1.144	8
5.51	1.207	5	Paradise of leisure activities	5.25	1.264	7
6.17	.867	3	Most famous beach destination	6.17	.867	2
5.18	1.253	8	Improve my health and well-being	5.35	1.371	5

Discussion

Push motivations between two groups

The most significant factor that motivate domestic tourist is "escape from the monotonous environment". Both groups rated it as the main intrinsic motives for their reason to travel. It is similar to previous research which confirms that "seeking a new experience/environment" is the most influential (Chaipinit & Phetvaroon, 2011; Kim et al., 2003). Another important motivation is "physical rest and relax". Independent traveler group rates it the second most influential and the fourth most influential among tour in group. It is similar to previous researches (Ushal & Hagan, 1993). These two groups choose to travel due to their physical need which is also similar to Chinese motivations studied by Qiao et al. (2008). Regarding to this, Mohammad & Som (2010) also concluded that "fulfilling spiritual needs" is the factor that has strong influence to motivation of foreign tourists to Jordan.

In spite of the similar push factors, there are some different push motivations between two types of visit. The quantitative method points out that independent tourist would like to travel to Cox's Bazar to (1) escape from monotonous environment, (2) physical rest and relax, (3) explore new destinations, (4) enjoy the sea and sea beach. Whereas independent tourists are motivated to travel to Cox's Bazar by (1) enjoy the sea and sea beach, (2) escape from monotonous environment, (3) visit the dream destinations and attractions, and (4) physically rest and relax.

One of the stand out factor is "explore the new destination" which is the top four among independent travelers while it is absent among tour in group. This finding shows somewhat similar to previous studies that tourists who do not know the destinations rely more on travel agency to arrange their trip whereas those who self-organize they tend to explore the destination more. This finding confirmed other researcher's findings.

Pull motivations between two groups

The most significant factor that attracted domestic tourists "Beautiful nature such as beach, sea, and forests" is found to be the most influential one. Both groups rated it as the top attribute in Cox's Bazar. It is the major tourist hub of Bangladesh having 120 km natural sea beach.

The quantitative method points out that tourist with tour group would like to travel to Cox's Bazar: (1) beautiful nature such as beaches, sea, and forest, (2) attractive cultural and historical sites, (3) most famous beach destination in Bangladesh, and (4) good service quality. Whereas independent tourists are motivated to travel to Cox's Bazar by (1) beautiful nature such as beaches, sea, and forest, (2) most famous beach destination in Bangladesh (3) Attractive cultural and historical sites, and (4) Good Service Quality. These four factors are among the top four for both groups.

Since both groups are local tourists, the type of visit seem not to have a significant effect on the destination attributes. They have the same perception about the attributes offered by Cox's Bazar. These findings are somewhat different from previous researches that give more significant towards "shopping paradise" among international tourists. This factor is found in the conclusion of Lu (2011) about motivation of Chinese tourists who were attracted by shopping opportunities in Canada. Correia et al (2007) also approved that "shopping facilities" is one of nineteen principal components of pull motives which Portuguese perceived when travelling. However, "service quality" seems to be the most important factor across types of visit and types of tourists.

Managerial implications

First, based on the push motivations this study suggests that Cox's Bazar should position itself as a destination for "Cox's Bazar's experiences" which include nature, beach, forests, cultural and historical sites and also promote itself as a nature and cultural based destination to enhance the prestige of Cox's Bazar as a tourist destination. The result can help planner to improve Cox's Bazar's destination competitiveness. Destination managers need to improve both quantity and quality of tourist attractions and infrastructure such as conserving and protecting natural, historical, and cultural attractions. Additionally, they should organize more festivals and special events, and upgrading the physical amenities.

Second, these results can help in creating travel options for niche groups or improve tourism products for tourists as well. An effective marketing team can use this information to

design travel packages for Bangladesh tourists that will best meet their needs and will ultimately provide the highest level of satisfaction possible. By capitalizing on this, tour companies will better serve their clients and thus increase profit while at the same time the clients will have more value in their experiences and have higher levels of satisfaction. These results should benefit both suppliers and tourists who would like to travel to Cox's Bazar and help them to avoid the risk of dissatisfaction in their travels. Last but not least, government also plays a significant role in the development of the tourism industry. Bangladesh government should fund the destinations' infrastructure development to attract both domestic and foreign tourists and simultaneously increase the employment at the destination.

Conclusion

As conclusion, the four push motivations found to be the most influential are (1) escape from the monotonous environment (2) physical rest and relax, (3) visit the dream destination and attractions, (4) enjoy the sea and the sea beach. Whereas pull motivations including (1) beautiful nature such as beach, sea, and forests, (2) active cultural and historical sites, (3) most famous beach destination in Bangladesh, and (4) good service quality are among the top four of these two groups of tourists. Additionally, there is slightly different in terms of push motivations between these two groups of tourists. One factor that stands out from this study is "explore the new destination" which is the top four among independent travelers while it is absent among tour in group. This finding shows somewhat similar to previous studies that tourists who do not know the destinations rely more on travel agency to arrange their trip whereas those who self-organize they tend to explore the destination more. For destination attributes, there is no significant difference between two groups due to the fact that they are both local tourists who are quite familiar with the destination.

Suggestions for future research

Future studies should build on this research effort by folding in additional vacation travel decisions such as whether to travel, when to travel, and duration of stay within a larger population of domestic tourists. The shifting of socio-demographic changes can impact on traveler's perceptions and preference. Thus, the study of this socio-demographic impact on their motives can build a complete picture of their travel behavior and decision-making process. Additionally, using a country as unit of destination choice can provide benefits of country-level actions to improve tourism industry. Thus, future research can also include international tourists in their study to compare and contrast the motivations. By doing so, specific marketing strategies can be utilized to specific market segmentation and as a result, Bangladesh can regenerate tourism revenues to further develop the country.

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