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# A Study on the Factors Affecting Thai Tourist's Visit Intention to Travel to Bangladesh

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## Abstract

Bangladesh is only a two–hour flight from Thailand. Every year, lots of Bangladeshi people visit Thailand; on the contrary, very few Thai people travel to Bangladesh. So, this study intended to study Thai tourists' intentions to travel to Bangladesh and the effect of the factors (attitude, subjective norm, perceived behavioral control, and destination image) on their intentions to travel to Bangladesh. It also aimed to study the indirect effect of destination image on intention through attitudes toward visiting Bangladesh. "Theory of Planned Behavior (TPB)" was the basis of the theoretical framework. The conceptual model was adopted from the TPB model, which incorporates destination images. The focus group of this study was Thai University students who had never visited Bangladesh but were aware of Bangladesh. Data was collected through a structured, closed–ended survey questionnaire that was distributed online and offline. A sample of 411 Thai tourists (Thai University students) was drawn by the convenience sampling method. SPSS 23 statistics and structural equation modeling through SPSS AMOS 26 were applied to analyze the data. This study found a significant direct relationship between Thai tourists' attitudes, subjective norm, and perceived behavioral control with their travel intention and a significant indirect relationship between destination image and intention. Furthermore, this study indicated that 71% of the variance of Thai tourists' visit intention to travel to Bangladesh was explained by the extended TPB model, and almost 51% of the variance of Thai tourists' attitude was explained by the destination image of Bangladesh. Theoretical and managerial implications were derived.

**Keywords:** Intention, TPB, Extended Theory of Planned Behavior, Destination image, SEM.

## Introduction

It is found that tourism is an important industry of growth and a notable foundation of capital formation, income, and livelihoods in many countries (Merli et al., 2019). Tourism is also reported as the main industry contributing a good percentage of the GDP, especially in many small countries. Tourism accounted for over one–third of the total global service trade, and it encompasses a web of products and services linking different services for tourists including accommodation, food and beverage, transportation, entertainment, and travel services (Endo, 2006). Nowadays, due to globalization, tourists not only visited west popular destinations, but also visited distant, and tropical destinations in Asia. So, Asia is also appealing increasing number of tourists in each year. Moreover, south–south tourism is also increasing manifold.

Bangladesh is situated between south–east Asia and south Asia. It is a developing country holding high potential for tourism. Bangladesh shared her borders with Myanmar and India and the Bay of Bengal is situated to its south. Among its 160 million people, most of them practice Islam. Besides Islam, there are some other religions which include Buddhism, Hinduism, and Christianity, and the culture of all of them are also blended into their heritage. Bangladesh has moderate winter and a very warm summer. Though it is a small country considering its area, but in considering tourism products to offer the world, it is very rich. The country with its plentiful historical and archaeological sites has a distinct cultural heritage. The longest natural sea beach in the world is situated here. It has also five UNESCO world heritage sites (Islam, 2012). Among those, the most famous world heritage site is the eighty–one domed "Shat Gombuj Mosque" in Bagerhat, built in the 15th century by great Muslim saint Khan Jahan Ali. It also features "Sundarbans", the world's largest mangrove forest where the world–famous Royal Bengal tiger is found. Bangladesh has also many historical attractions like "Ruins of the Buddhist Vihara" situated at Paharpur which has been announced as the world cultural heritage of this country by UNESCO. It has many other Buddhist archeological heritage like Mahasthangarh in Bogra and many other historical temples, statues, and other attractions.

Though Bangladesh is famous for its natural beauty, greenery, archeological and historical sites, and hospitality. But the number of tourists visiting Bangladesh is not satisfactory.

Bangladesh is only a two–hour air distance from Thailand and Thailand is a next–door neighbor to Myanmar. Every year a big number of Bangladeshi people used to visit Thailand for various purposes but on the contrary, very few Thai people used to visit Bangladesh. In 2019 which

is the last normal year in terms of traveling before the COVID–19 outbreak, a total of 1,39,622 Bangladeshi tourists visited Thailand, staying on average 8.32 days and per capita expenditure was 186.59 US$. On the other hand, only 9,078 Thai tourists visited Bangladesh in 2019 staying on average 7.20 days and per capita expenditure was 136.63 US$ (Ministry of Tourism & Sports, 2022). In 2019, total Thai outbound tourists reached 1,85,482 in South Asian countries and 10.45 million globally and it is estimated that they spent around 10.25 billion US$ globally (Ministry of Tourism & Sports, 2022). The volume and growth of Thai tourists may become an attractive market segment to attract more Thai tourists. So, to promote Thai tourists visiting to Bangladesh, this study tried to know Thai tourists' intentions and factors affecting their intention to travel to Bangladesh because the immediate determinant of the behavior is behavioral intention.

## Objective

Grounded on the above–mentioned information, the primary aims of this study are the following:

To study Thai tourists' intention to travel to Bangladesh.

To examine the effect of the factors including attitude, subjective norm, perceived behavioral control, and destination image on intention to travel to Bangladesh.

To study the effect of Destination image on attitude towards visiting Bangladesh.

## Scope of this study

This study focused on the intention and the factors affecting intention to travel to Bangladesh. It has chosen Thai university students who never visited Bangladesh as its population.

This study was conducted during the period of November 2021 to April 2022.

## Literature Reviews

The intention is an idea or determination to do a specified thing or to act in a specified manner. The construct of intention is the key concept in the Theory of Planned Behavior (TPB) model, and it encompasses all the preceding constructs' motivational aspects (Ajzen, 1991). So, in this sense, behavioral intention is a person's motivation to engage in a particular behavior. It is recognized as the initial determinant of action, according to Conner & Armitage (1998).

TPB is a cognitive model of human behavior that is widely used to predict and analyze clearly defined behaviors (Ajzen, 1991). Behavioral intention is thought to be an immediate precursor of likely behavior (Ajzen & Driver, 1992; Sparks & Guthrie, 1998). Many research have used the basic TPB model, which consists of three constructs: attitude, subjective norm, and perceived behavioral control, to predict and explain travel intentions (Song et al., 2012; Song et al., 2014).

In the TPB model, the first construct is "attitude" which refers to attitude toward behavior (Ajzen & Fishbein, 1980; Ajzen, 1991). It is simply said that attitude refers to a good or bad evaluation of one's performance in terms of real behavior. There are some studies that confirm the TPB's assumption that attitude toward vacationing at a destination is an essential factor in predicting their intentions to visit that place (Al Ziadat, 2014; Martin et al., 2011). The following hypothesis is derived from the preceding discussion.

H1: Attitude towards visiting Bangladesh positively affects the intention to travel.

According to Ajzen (1991 & 2008), subjective norms are one's perceptions of what others (people, family, friends, etc.) think of a particular behavior of him. Many studies indicated that subjective norms had a strong linkage with travel intention due to social influences (Lam & Hsu, 2006; Hsu & Huang, 2012; Martin et al., 2011; Sparks & Pan, 2009). As a result, the following hypothesis was formed:

H2: Subjective Norm positively affects the intention to travel.

Ajzen and Madden (1986) explained that Perceived behavioral control is the result of a person's perception of the availability (or lack thereof) of opportunities or resources to engage in a certain activity. Sparks and Pan (2009) observed that controlling such resources in terms of money and time showed to be a significant predictor of visiting a particular destination. As a result, the following hypothesis was formed:

H3: Perceived behavioral control positively affects the intention to travel.

**Application of extended TPB model: Destination image and its effect on Attitude and visiting Intention:**

There are some other studies also which try to add additional variables to examine whether additional variables can capture the unexplained variances in the TPB model (Ajzen, 1991). Perugini and Bagozzi (2001) found that the addition of more related variables increases its predicting power in the case of tourists' future travel intentions. These types of models are known as the extended TPB(ETPB) models. Pearce (2005) and Del Bosque and San Martin (2008) found that when choosing

a destination, the image of the destination is quite important, especially in the case of prospective and first–time travelers and generally it is admitted that it plays a significant role in the way travelers' make their decision.

According to Crompton (1979), Individual's belief, thinking, ideas and impression regarding the destination make up the destination image. Baloglu and McCleary (1999) define it as " the individual's mental picture or mental imagery that preserves the individual's knowledge, affection, and overall impression of the destination."

Jalilvand and Samiei (2012) observed that tourists' attitudes were positively influenced by destination image when visiting Iran. The image of a destination influences tourism–related attitudes and behaviors in a variety of ways, including confirming/reinforcing current attitudes and behaviors, developing new ones, and modifying them (Kim & Richardson, 2003). Tourist attitudes toward tourist locations are influenced by the perceived image of a particular destination, according to Phillips and Jang (2008).

The antecedent of behavioral intentions has been recognized as the destination image (Chen & Tsai, 2007). It is also the starting point for determining tourists' travelling intentions (Kim, Kang, & Kim, 2014). A favorable image of a destination reinforces a traveler's desire for that destination (Lin et al., 2007). So, in our suggested model, we tried to capture the direct impact of destination image on travelling intentions as well as the indirect impact on travelling intentions through attitude (Jalilvand & Samiei, 2012).

So, the following hypotheses were developed:

H4: Destination image positively affects Attitude towards visiting Bangladesh.

H5: Destination image has a positive direct effect on visiting intention.

H6: Destination image has a positive indirect effect (through attitude) on visiting intention.

**Conceptual Framework**

In line with the above discussion, the conceptual framework is constructed as follows (figure 1):

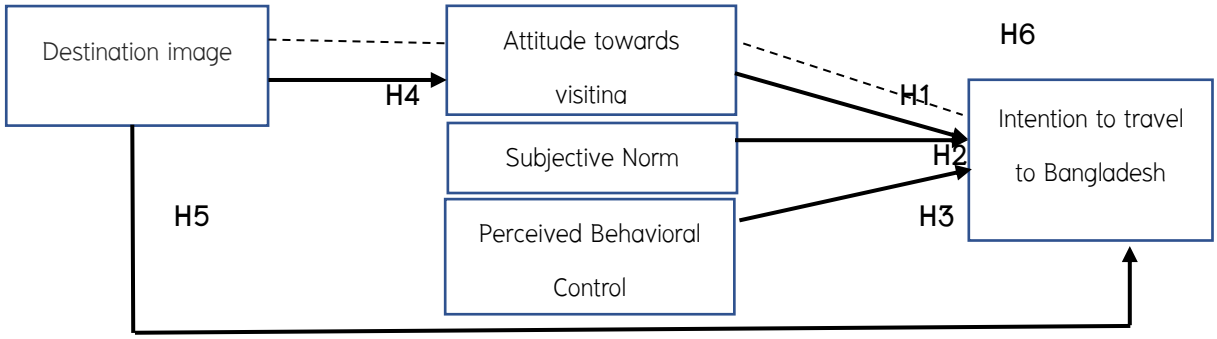


**Figure 1** Conceptual Framework

## Methodology

### Research Approach

This study tried to explore the potential tourists' visit intention and its determinants. Therefore, the proposed research employed a quantitative approach. The data of the study was collected by applying survey techniques. The survey was conducted through a structured close–ended questionnaire.

### Population and Sampling

The study targeted Thai University students who never visited Bangladesh and who were aware of Bangladesh as its population. So, the population size and proportion are unknown. A required sample of 385 Thai students studied in different universities, was drawn by convenience sampling method and it was calculated by using the Cochran formula (Cochran, 1977).

The formula is: $$n = \frac{Z^2}{4e^2}$$

Here, n = Sample size

Z = Z table value at 95% confidence level (Z= 1.96)

e = acceptable sampling error (e = .05).

University students had been chosen as the unit of analysis because they have many more years of active life, and they are potential future tourists in the international market. They have also current demand for a study tour.

### Questionnaire Development

The questionnaire consists of four parts. There are a few screening questions in the first part to find out the target population. The second part is about demographic information of the

respondents which includes age, gender, educational qualification, name of educational institution, etc.

The third part is about the Destination image. Variables which include natural landscapes were adopted from Chen and Tsai (2007). From Lee et al. (2005) historical and cultural heritage variables were used. Variety of food (Chen & Tsai, 2007), Suitable Accommodation, and Cultural activity (Martinez & Alvarez, 2010) variables were adopted in this model.

The fourth part includes four variables of the planned behavior scale which include attitude towards visiting, subjective norm, perceived behavioral control, and intention. Attitude & Subjective norms were taken from the scale proposed by Han et al. (2017). Perceived Behavioral control was derived from Kraft et al. (2005). Finally, there are some information regarding visit intention which was taken from Chaulagain et al. (2019).

All items included in parts, three and four were measured using a Likert five points scale representing the level of agreement from 1 (strongly disagree) to 5 (strongly agree).

**Data Collection Procedures**

A self–administered questionnaire was used in the survey. The questionnaire was distributed online and offline from 25 March to 28 April 2022. For online survey, the questionnaire and questionnaire link (https://forms.gle/jNchC5xBTU38hv3dA) were distributed to the students through email, line, Facebook. Professors of different faculties of Kasetsart University and Chulalongkorn University helped to share the link with their students and also shared the link with their network among professors, and researchers of other universities (like Mahidol, Chulalongkorn, Srinakharinwirot, Thammasat University, etc.) with a request to share the link with their students. One alumni of Assumption University helped the researcher to collect data from the students at that university. Bangladesh Embassy, Bangkok helped to get the contact of Bangladeshi students at different universities (such as Bangkok University, Thammasat University, NIDA, etc.) and with their help, the researcher got the responses of Thai students at those universities. In total, 421 respondents were collected. After elimination unqualified respondents according to the criteria and outliers through data filtering the sample size was 411.

**Data Analysis**

The collected data was examined by descriptive statistics including frequency, and percentage. The internal consistency of each construct was measured by applying Cronbach's Alpha. Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) were done in this

analysis by using SPSS statistics 23 and SPSS AMOS 26.

### Measurement of Model

The first step of measurement in CFA was to measure the "Goodness of Fit" of the model. Though the chi–square ($X^2$) fitness test is considered as one of the best tests, but it was not suitable here due to the sample size. So, other fit indices were used in this analysis such as Chi–Square (Discrepancy Chi–Square) from Wheaton et al. (1977); RMSEA (Root Mean Square of Error Approximation) from Meyers et al. (2005); GFI (Goodness of Fit) from Segars and Grover (1993); NFI (Normed Fit Index) from Bollen (1989); CFI (Comparative Fit Index) from Bentler (1990); TLI (Tucker–Lewis Index) from Bentler and Bonett (1980); IFI (Incremental Fit Index) from Meyers et al (2005); Chisq/df from Marsh and Hocevar (1985). Construct reliability and validity were also calculated.

### Construct Reliability

Construct reliability is a measure of a scale's internal consistency that is similar to Cronbach's Alpha (Netemeyer et al., 2003). But it is preferred in the CFA measurement model where the varying factor loading of the items is taken into consideration while Cronbach's Alpha assumes that factor loadings of all items are the same. Construct reliability is explained by The Composite Reliability (CR).

### Construct Validity

Construct validity reveals how well the measurement of the constructs. There are two measures: Convergent validity and Discriminant validity. **Convergent Validity** tells that the indicators in the same construct should be convergent. According to Fornell and Larcker (1981), Convergent Validity is recognized when AVE (Average Variance Extracted) exceeds 0.5. **Discriminant Validity** reveals that the indicators from different constructs should not be related. Discriminant Validity is recognized when the square root of AVE exceeds all the intercorrelation of each construct.

## Results

### Sample Demographic information

The research showed that 42.6% of respondents were male, and 57.4% of respondents were female. In terms of the respondents age, under 18 year 4.9%, 18–22 year 17%, 23–27 year

26.3%, 28–32 year 21.7%, 33–37 year 16.5%, 38–42 year 8.5% and over 42 year 5.1%. In the case of educational qualifications total of 53.6% of respondents were studying Bachelor, 35.3% studying Master, and 11.2% studying Ph.D. The result further showed that respondents from Kasetsart University were 25.5%, Chulalongkorn University 17.5%, Thammasat University 13.4%, Mahidol University 10.5%, Bangkok University 14.4%, Assumption University 13.1%, and other universities 5.6%.

### Analysis of Questionnaire

The questionnaire was distributed online and offline, and 421 responses were collected. After eliminating unqualified responses according to the criteria and outliers through data filtering the sample size was 411. The internal consistency of each construct was measured by applying Cronbach's Alpha. It is generally said that the threshold of Cronbach's Alpha coefficient greater than 0.70 is acceptable (Nunnally, 1978). The result in table 1 showed an acceptable level of internal consistency of all constructs.

**Table 1**

| Constructs | Cronbach's Alpha |
|---|---|
| Intention to travel to Bangladesh | 0.920 |
| Attitude towards visiting Bangladesh | 0.866 |
| Subjective Norm | 0.841 |
| Perceived Behavioral Control | 0.899 |
| Destination image of Bangladesh | 0.940 |

### Analysis of Measurement Model

It began with Confirmatory Factor Analysis (CFA) to check the overall fit of the measurement model among five constructs (Intention, Attitude, Subjective Norm, Perceived Behavioral Control, and Destination image). It was analyzed initially and later covariances among error terms were created to improve the model fit. Factor loadings of all items of each construct were checked and they all were above .50. The CFA model is shown in figure 2.

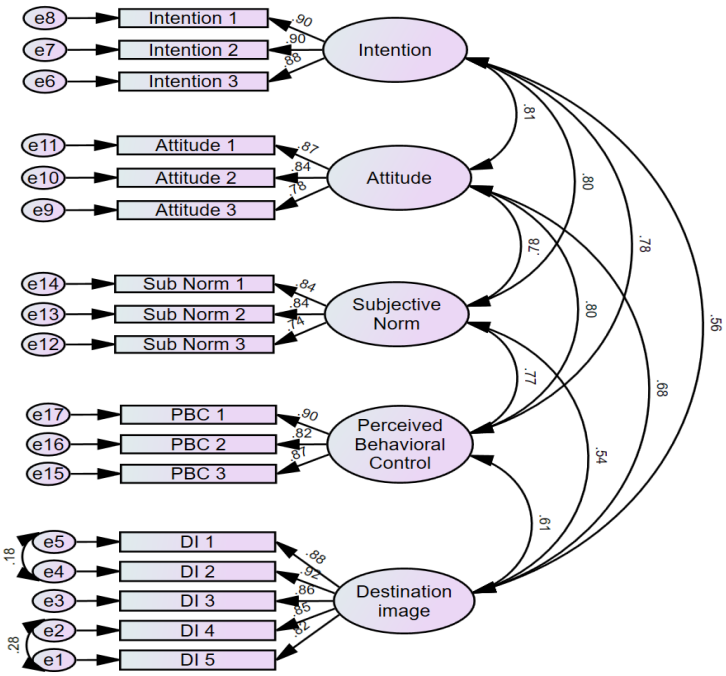


**Figure 2** The CFA Measurement Model

After that the value of different fit indices were checked. All of them were within the acceptable range and indicated the good fit of the model. In table 2 the results of different fit indices are shown.

**Table 2** Fit index

| Name of Category | Index | Level of Acceptance | Results | Remarks |
|---|---|---|---|---|
| Absolute Fit | Chi-Square | P value > .05 | N/A | N/A |
| | | *Not applicable if the sample size is greater than 200 | | |
| | RMSEA | RMSES < .08: good fit; .08 to .1: moderate fit | .044 | Acceptable |
| | GFI | GFI >.90 | .950 | Acceptable |
| Incremental Fit | NFI | NFI >.90 | .968 | Acceptable |
| | CFI | CFI >.90 | .986 | Acceptable |
| | TLI | TLI >.90 | .982 | Acceptable |
| | IFI | IFI > .90 | .986 | Acceptable |
| Parsimonious Fit | Chisq/df | $\chi^2$/df ratio<5 | 1.79 | Acceptable |

After goodness of fit, the construct reliability and validity were analyzed. According to Lin et al. (2020), Construct Reliability is established when Composite Reliability (CR) exceeds 0.70.

Based on the result stated in Table 3, the Composite Reliability (CR) exceeds 0.70 and with this Construct Reliability was established.

For construct validity, calculations of Convergent Validity and Discriminant Validity need to be checked. As shown in Table 3, the Average Variance Extracted (AVE) exceeds 0.50 which is recognized Convergent Validity. In addition, the square root of AVE (Shown as bold on diagonal) went above all intercorrelation of each construct, representing high Discriminant Validity.

**Table 3** Construct Reliability and Validity

| | CR | AVE | MSV | MaxR(H) | Destination Image | Intention | Attitude | Subjective Norm | Perceived Behavioral Control |
|---|---|---|---|---|---|---|---|---|---|
| Destination Image | 0.937 | 0.749 | 0.459 | 0.942 | **0.865** | | | | |
| Intention | 0.921 | 0.795 | 0.658 | 0.921 | 0.561*** | **0.891** | | | |
| Attitude | 0.869 | 0.690 | 0.658 | 0.875 | 0.677*** | 0.811*** | **0.831** | | |
| Subjective Norm | 0.847 | 0.650 | 0.633 | 0.856 | 0.544*** | 0.796*** | 0.785*** | **0.806** | |
| Perceived Behavioral Control | 0.899 | 0.748 | 0.633 | 0.905 | 0.608*** | 0.780*** | 0.796*** | 0.769*** | **0.865** |

## Analysis of Structural Model

After the CFA model, the next step was Structural Equation Modeling (SEM). The proposed model is shown in figure 3

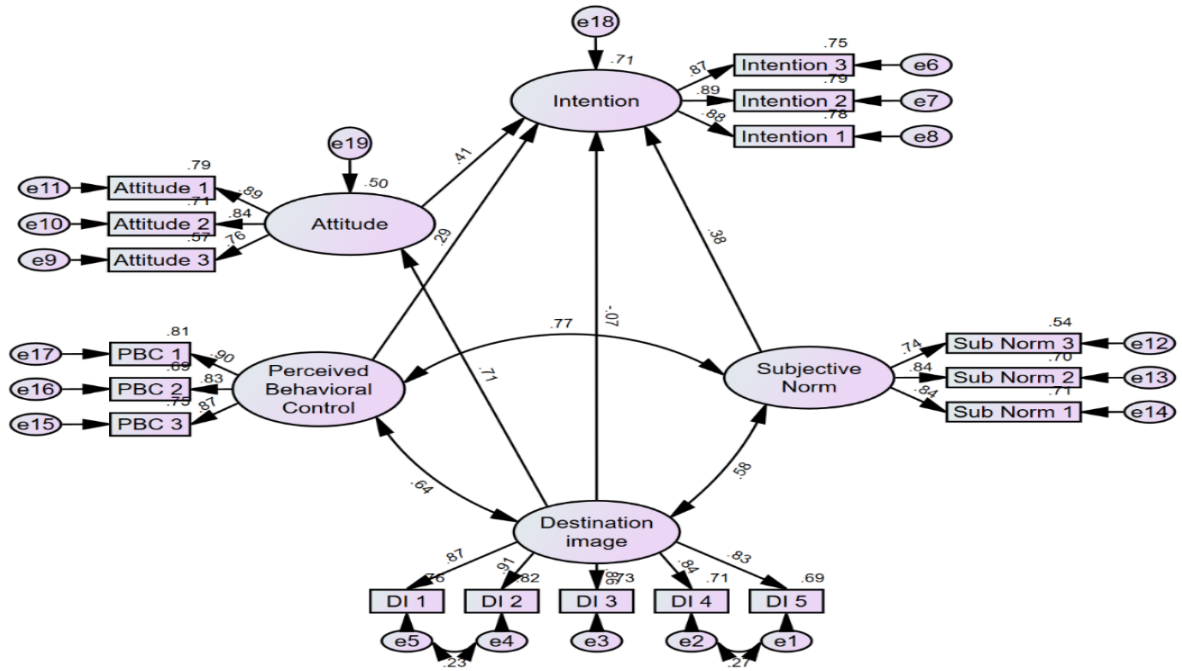


**Figure 3** The Structural Model

The results of different fit indices for this model are as follows GFI=.912; NFI=.939; CFI=.955; TLI=.944; IFI=.956; RMSEA=.077; $\chi^2$/df=3.4. All fit indexes indicate good fit.

### Hypothesis Testing

Based on the proposed conceptual model, hypotheses were tested. The results suggested p–value of hypotheses H1, H2, H3, and H4 is less than .001 and the p–value of H6 is less than .01 which are all statistically significant but the p–value of H5 is .307 which is not statistically significant. So, hypotheses H1, H2, H3, H4, and H6 were supported but hypothesis H5 was not supported (Table 4).

**Table 4** Hypotheses test result

| Hypotheses | Structural paths | Estimate | P | Hypotheses Supported (Yes/No) |
|---|---|---|---|---|
| H1: | AT → Intention | 0.453 | *** | Yes |
| H2: | SN → Intention | 0.398 | *** | Yes |
| H3: | PBC → Intention | 0.256 | *** | Yes |
| H4: | DI → AT | 0.660 | *** | Yes |
| H5: | DI → Intention | –0.067 | .307 | No |
| H6: | DI ⌒ Intention | 0.299 | .004 | Yes |

Notes: DI= Destination image; AT= Attitude; SN= Subjective Norm; PBC= Perceived Behavioral Control; ⌒ = indirect effect; ***p–value < 0.001.

## Discussion

This study intended to know the visit intention of Thai tourists' (Thai University students) who never visited Bangladesh and were aware of Bangladesh and the factors affecting their visit intention to travel to Bangladesh. TPB, a widely used theory to explain tourists' intentions was adopted and expanded in this study through added destination image with TPB. Based on the conceptual model there were 6 hypotheses among them H1, H2, H3, H4, and H6 were supported and H5 was not supported. The results of the hypotheses showed that Attitude toward visiting Bangladesh (H1) (path coefficient .453), Subjective Norm (H2) (path coefficient .398), and Perceived Behavioral Control (H3) (path coefficient .256) positively affected Thai tourists' visit intention to travel to Bangladesh. It explained that Thai University students' attitude toward visiting Bangladesh had a significant positive effect on their intention to travel to Bangladesh which was in harmony with Lam and Hsu (2006), and Park et al. (2017). It also revealed that subjective norm had a positive impact

on Thai University students' intention to travel, it was in harmony with AL Ziadat (2015). The effect of perceived control behavior on intention was also significantly positive which is also found by Lam and Hsu (2006), and Park et al. (2017).

Moreover, it showed that Destination image had a positive effect on the Attitude toward visiting Bangladesh (H4) (path coefficient .660) of Thai tourists which is also found by Park et al. (2017); Jalilvand and Samiei (2012). It revealed that a 50.5% variance in attitude was explained by the destination image.

Though some previous research showed that Destination image had a direct impact on travel intention (H5), but this was not supported by our data which was also in line with some other research that found that destination image did not affect visit intention directly. A study conducted by Wang and Hsu (2010) in China found that there was no correlation between the image of a destination and tourists' intent to recommend it. Endah et al. (2017) also found no significant direct influence of destination image on behavioral intention in a study conducted in Yogyakarta, Indonesia. It may be happened because of distinct tourists' samples. It may also be happened due to the fact that Bangladesh is not so familiar as a tourist's destination to Thai tourists; or may be because of a lack of information regarding the tourist's attractions of Bangladesh among Thai tourists; or may be because of lack of marketing campaigns, Bangladesh normally does not remain in the choice list of Thai tourists to visit. Furthermore, this study found that destination image had a significant indirect effect (H6) (estimate .299) through attitude on the visit intention of Thai University students to travel to Bangladesh which was in line with Song et al. (2013). The result further revealed that 71% variance of Intention was explained by this model which is very high compared to previous studies as Yuzhanin and Fisher (2016) found that in general, three basic constructs of TPB (attitude, subjective norm and perceived behavior control) have explained between 11–45 percent of the variation in the dependent variable (intention) in the major peer–reviewed research papers.

## Conclusion

This study investigated the effects of constructs of the TPB model and destination image of Bangladesh (as an extension of the TPB model) on Thai tourists' (Thai University students') travel intention to visit Bangladesh. This study found that Thai tourists' visit intention to travel to Bangladesh was directly affected by attitude toward visiting Bangladesh, subjective norms, perceived behavioral control, and indirectly (through attitude) by destination image. Moreover, it found significant direct

effect of destination image on attitude of Thai tourists.

This study's investigation of the prospect of the tourism industry of Bangladesh from the viewpoint of Thailand's market provides a distinct outlook on a country that is yet to be explored though these two countries are next–door neighbors each other. The present good relationship between these two countries and the travel of lots of Bangladeshi to Thailand provided a stimulating area to explore the basic factors affecting intention of Thai tourists and how the impression of destination image influences their attitude and intention of traveling to Bangladesh. So, the findings provided both theoretical and empirical evidence which have real–world implications in this service sector.

Finally, we can say, this research proposal will be meaningful for both tour operators of both the countries, Bangladesh, and Thailand. When both countries will design any policy to increase more people–to–people contact, Govt.'s need to understand the intention and factors affecting visit intention. As university students will remain as an active economic agent for a long time, so, any long–term perspective plan must get input from this type of study. In the case of tour operators or destination managers or related businesses, also need to be aware of the factors behind the visit intention of future prospective Thai travelers. The findings of this study might offer businesses as well as governments of both countries much–needed insights to increase people–to–people contact and travels between two countries and help them design their plan and program accordingly.

## Suggestion

The result of this study suggests several implications for the government agencies, academia, traveler marketers, hospitality industries, and other stakeholders.

**Theoretical**:

This study predicted Thai tourists' visit intentions to travel to Bangladesh under the extended TPB model which was empirically supported. So, the unique contribution of this study is that the extended TPB can be suited to understanding tourists' visit intentions, especially in the case of developing countries.

The study hypothesized both direct and indirect influence of destination image on visit intention and found significant indirect effect through attitude, which gives new insights and can be explained that where the destination image is not that much prominent, may show this kind of structural relationship.

**Managerial:**

To enhance attitude and subjective norm of Thai tourists, tour operators of Bangladesh and Thailand should take initiative to inform them with the rest of the Thai society about the tourists' attractions of Bangladesh and their attributes as attitude and subjective norm of Thai tourists positively influence visiting intention to travel to Bangladesh. They should also focus on the cost, transportation and other facilities which will encourage Thai tourists to travel to Bangladesh easily as perceived behavioral control had positive effect on visiting intention.

This study further showed the positive strong effect of destination image on attitude, so, different elements of destination image need to communicate in an effective way so that Thai university students who are prospective tourists, can be more prone to visit Bangladesh. So, the tour operator as well as government agencies of Bangladesh (Bangladesh Parjatan Corporation (BPC) need to focus proper marketing campaign to increase the available information on tourist' attractions as well as other support facilities for tourists to boost the image of Bangladesh as a tourist destination. As destination image of Bangladesh had indirect effect on Thai tourist's visiting intention so destination marketer should focus on destination image factors through creating a more visual image or pictorial creations of Bangladesh (Hasan, 2021).

## New Knowledge

There has been a lot of research on behavioral intention based on the Theory of Planned Behavior (TPB) but none has added destination image construct in the extended TPB model and empirically tested its effect on the visit intention of Thai tourists to travel to Bangladesh. This study added this knowledge to the existing literature.

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