

THE DIRECT INFLUENCE OF PSYCHOLOGICAL
FACTORS ON INTERNATIONAL TOURISTS'
COGNITIVE IMAGE OF BANGLADESH

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COGNITIVE IMAGE OF BANGLADESH

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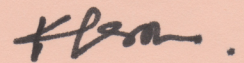
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ABSTRACT

Tourism is said to be potentially vital for the economic development of Bangladesh. However, its poor image could be the reason for its slow growth. Literatures on destination image tell very little about the relationship between the tourists' psychological factors and the cognitive image they have toward a destination that they visit. To fill this gap, this study examines the influence of tourists' lifestyle, motivation, personality, and attitude towards service quality on cognitive image they have toward a destination, namely Bangladesh. This study, which is based on image formation theories and models, was carried out to achieve the following objectives: to examine the influential role of lifestyle on the cognitive image; to examine the influence of motivation on the cognitive image; to investigate the influence of personality on the cognitive image; to investigate the influence of tourists' attitudes toward service quality on the cognitive image that tourists have toward Bangladesh; and to examine the variation of the cognitive image based on their socio-demographic factors such as gender, age, country of origin, education and income. To achieve the objectives of the study, data were collected from 600 international respondents in Bangladesh in 2012, yielding approximately 75% response rate. Exploratory factor analysis was initially used to assess the dimensionality of the various constructs in the theoretical model; thereafter correlation and multiple regression analysis were performed to investigate the relationship between lifestyle, motivation, personality, attitude towards service quality, and the cognitive image. In addition, the variation of the cognitive image based on socio-demographic variables was tested using ANOVA and t-test. The results indicated that the cognitive image held by tourists towards Bangladesh was influenced by their lifestyle, motivation, attitude towards service quality, and varied by country of origin and income. However, the study found no significant relationship between personality, gender, age, education and the cognitive image. Based on these findings, important practical and theoretical implications for destination image, product developments as well as destination marketing are highlighted.

Keywords: Bangladesh tourism, Cognitive image, Psychological factors

ABSTRAK

Pelancongan dikatakan mempunyai potensi untuk memainkan peranan amat penting dalam pembangunan ekonomi Bangladesh. Namun begitu, terdapat kemungkinan bahawa imejnya yang lemah menjadi penyebab kepada kelesuan dalam perkembangannya. Ulasan karya berkaitan imej destinasi belum dapat menjelaskan mengenai hubungan antara faktor-faktor psikologi pelancong dengan imej kognitif mereka mengenai sesebuah destinasi. Bagi memenuhi jurang ini, kajian ini meneliti pengaruh gaya hidup, motivasi, personaliti, dan sikap pelancong terhadap kualiti perkhidmatan ke atas imej kognitif mereka mengenai sebuah destinasi, iaitu Bangladesh. Kajian ini yang berdasarkan teori pembentukan imej dan model, dijalankan untuk mencapai objektif berikut: untuk mengkaji pengaruh gaya hidup ke atas imej kognitif; untuk mengkaji pengaruh motivasi ke atas imej kognitif; untuk mengenalpasti pengaruh personaliti ke atas imej kognitif; untuk mengenalpasti pengaruh sikap pelancong terhadap kualiti perkhidmatan ke atas imej kognitif mereka terhadap Bangladesh, dan untuk mengkaji perbezaan dalam imej kognitif pelancong terhadap Bangladesh berdasarkan faktor sosio-demografik termasuk jantina, umur, Negara asal, tahap pendidikan dan pendapatan. Berpanduan objektif kajian, data telah dikumpul daripada 600 responden antarabangsa di Bangladesh pada tahun 2012 yang menghasilkan kadar maklumbalas sebanyak kira-kira 75%. Di awal pengujian, analisis faktor penerokaan digunakan untuk menilai dimensi pelbagai konstruk yang membina model teori. Setelah itu, analisis korelasi dan regresi berganda dilakukan untuk mengkaji hubungan di antara gaya hidup, motivasi, personaliti, sikap ke atas kualiti perkhidmatan, dengan imej kognitif. Di samping itu, perbezaan dalam imej kognitif berdasarkan pembolehubah sosio-demografik telah diuji menggunakan ANOVA dan ujian-t. Hasil kajian menunjukkan bahawa imej kognitif pelancong terhadap Bangladesh dipengaruhi oleh gaya hidup, motivasi dan sikap mereka terhadap kualiti perkhidmatan serta berubah mengikut Negara asal dan pendapatan mereka. Walaubagaimanapun, kajian ini mendapati tiada hubungan yang signifikan di antara personaliti, jantina, umur, pendidikan dengan imej kognitif. Berdasarkan hasil kajian ini, implikasi dapatan dari segi praktikal dan teori berkaitan imej destinasi, pembangunan produk dan pemasaran destinasi dibincangkan.

Kata Kunci: Faktor psikologi, Imej Kognitif, Pelancongan Bangladesh

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter commences with a brief discussion of the background of the study. It then introduces the problem statement, research questions, and research objectives of the study. The chapter also highlights the significance of the research and scope of the study. Following these, operational definitions of the variables and an outline of the forthcoming chapters in this thesis have been shown.

1.2 Background of the Study

Since the inception in 1971, Bangladesh has been trying to develop its tourism industry by taking various measures but it could not achieve much (Zahra, 2012). Recently, a few studies (Arief et al., 2011; Das & Chakraborty, 2012; Hai & Chik, 2011; Rahman, 2012; Tuhin & Majumder, 2012; Zahra, 2012), government spokespersons including the prime minister of Bangladesh, and tourism stakeholders noticed the issue of lagging behind in tourism seriously. Even with its unique and diverse tourism resources, Bangladesh has not been able to attract tourists effectively (Bhuiyan, 2009). The failure of tourism industry in Bangladesh is reflected by the report of the World Travel and Tourism Council (WTTC) where it shows that in 2011, the Bangladesh travel and tourism economy obtained 130th position based on size worldwide and 155th position

in relative contribution to Gross Domestic Products (GDP) (WTTC, 2012). In 60 countries in the world, tourism is the number one foreign exchange earner and in over 150 countries, tourism is one of the five top foreign exchange earners; in 23 of the 49 Least Developed Countries, tourism is one of the top three foreign exchange earners, and for seven countries, it is the single largest revenue earner (UNWTO, 2012) but Bangladesh tourism showed a diplorable case as it was not in any category. In terms of tourist arrivals South Asia registered a positive growth in the year 2011 with 8% growth over 2010 where the growth rates of tourists' arrival in Maldives, Sri Lanka and Bhutan were very good (UNWTO, 2012) but Bangladesh could not attract tourists expectedly. Amongst the South Asian countries, the in-bound tourists share from 2005 to 2011 for Bangladesh was the lowest that is shown in the Table 1.1 below.

Table: 1.1

Tourists' arrival in South Asian countries

Country	2005	2007	2008	2009	2010	2011
Bangladesh	208,000	289,000	467,000	267,000	303,000	
India	4,000,000	5,082,000	5,283,000	5,168,000	5,776,000	6,309,000
Maldives	400,000	676,000	683,000	656,000	792,000	931,000
Nepal	400,000	527,000	500,000	510,000	603,000	736,000
Pakistan	800,000	840,000	823,000	855,000	907,000	
Sri Lanka	669,000	494,000	438,000	448,000	654,000	856,000

Source: World Bank report on inbound tourists (2012).

Per capita income from tourism is also very low for Bangladesh as compared to other South Asian countries that are shown in the Table 1.2 below.

Table: 1. 2

Per capita income from tourism in US dollar in 2010

Country	Per capita income
Maldives	2230.68
Bhutan	86.68
Sri Lanka	50.03
Nepal	12.40
Pakistan	5.65
India	11.81
Bangladesh	0.68

Source: World Bank (2012)

The Prime Minister of Bangladesh, Sheikh Hasina agreed with the lagging behind situation in tourism sector and urged for the preservation and promotion of hundreds of ancient mosques, temples, pagodas, and churches all over the country which bear outstanding archeological, cultural and historical values (Mahmood, 2009). Bhuiyan (2009) also agreed with the situation arguing that when the tourism industry is seen to be a key variable of the foreign currency earnings and GDP of many countries worldwide, Bangladesh shows a sorry case of untapped potential from tourism even it has many tourist attractions. Among the tourism products of Bangladesh are the rich traditions, beaches, natural beauty, lakes, forests, archaeological attractions, hills, monuments, handicrafts, sanctuaries, wild lives, cultural heritage, religious festivals, tribal culture and architecture, colorful tribal life, mighty rivers and attractive river cruises, incredible greenery, sunny beaches, and attractive cultural functions that need to be positioned for positive perceptions of tourists (Haque, 2005; Hossain & Nazmin, 2006). In October 2009, Bradt Travel Guide written by Mikey Leung and Belinda Miggit admits that Bangladesh is reputed as a poor and flood affected country, but those

willing to look beyond the headlines this 'republic of rivers' rewards them. On the other hand, Brick Lane and other international media portrayed Bangladesh as a country of disappointment (Lonely Planet, 2009). Both the potentiality and present distorted perception to Bangladesh can be understood by the work of Mikey Leung who started a project called the 'Positive Light' at Dhaka's Edward M. Kennedy Center in October, 2012, which, in his words, "will show the stunning beauty of Bangladesh to the world" (Kabir, 2012, para, 1). Answering the question why did he start this project, Mikey Leung commented "Because I really believe in the potential of Bangladesh; many people abroad think Bangladesh is not a good place to visit. I know that is not true, and I want to change that thought" (Kabir, 2012, para, 4).

The situation of Bangladesh tourism is frustrating although it has tremendous potentiality which reflects from WTTC report (2012) where the report predicts that in the period of 2012-2022 the country will obtain 17th position worldwide based on tourism's direct contribution to GDP and 11th position on the basis of tourism's total contribution to GDP. WTTC also predicts that the tourism industry of Bangladesh can contribute around 6.5 per cent or over USD 10 billion to the country's GDP by 2022 (WTTC, 2012) but the capitalization of these potentialities depends on exploring the root of problems of failure and taking appropriate initiatives to change the current scenario (Salehin, 2009). Arif, Islam, and Islam (2011) pointed out the probable causes for this condition by arguing that the tourism sector in Bangladesh is backward and underdeveloped for various reasons such as inefficient management, ineffective

marketing, low quality services, poor communication system, lack of infrastructure, and bad image. Euromonitor (2012) also recognized some problems for the backwardness of Bangladesh tourism including poor image. Ahmad (2009) pointed out that Bangladesh has not been successful in positioning its image with considering tourists' perceptions in the tourism world. Gunn (1972) also opined that a distorted image may deviate from optimum economic development even a region may possess a wide range and high quality of tourism resources. Hence, it seems that in the case of Bangladesh, destination (cognitive) image creation and position was not focused vigourously. Moreover, distortion of this image through foreign media has deteriorated the situation.

Hossain and Nazmin (2006) found that the world perceives Bangladesh as a poor, flood-affected, and more of a disaster region instead of a tourist destination. The image of Bangladesh to the world is disappointing as 73% respondents from 16 countries perceived Bangladesh as a poor, flood-affected and politically chaotic destination and 77% were not interested to visit it in a survey result that was conducted in Malaysia (Hai & Chik, 2011). In spite of possessing a wealth of natural resources, Bangladesh tourism suffers a negative image due to its political, environmental, economic and social reasons (Zahra, 2012). A previous image study of Bangladesh as a tourist destination revealed a negative image held by most European respondents due to a consistent circulation of negative information between the destination and tourists' home country (Zahra, 2012). Like many other problems, destination image is discussed from various corners of the society in Bangladesh as a serious barrier for tourism

industry. So far, no study attempted to examine the influential factors of tourists' destination image of the country at the time of their visit. This study might help to shed light on the problem of image faced by Bangladesh through examining the factors (psychological) influencing destination (cognitive) image by foreign visitors and offering a marketing strategy. Thus, from these issues a brief problem statement is formulated.

1.3 Statement of the Problem

Looking into the situation in Bangladesh, with its continuously small tourist arrivals and per capita income among the South Asian countries, it is clear that the country has not become successful in putting itself in the tourism map. Thus, before initiating a massive and costly marketing program to attract tourists to its shore, proper understanding and investigating of the destination image problem is needed. The discussion of the background of this study signals that destination image problem is a vital issue for Bangladesh and the National Tourism Authority (NTA) also emphasized in its 'vision 2020' to establish a positive image across the world (Morshed, 2004). Destination image consists of two interrelated components such as cognitive and affective (Hong, Kim, Jang, & Lee, 2006) and both components contribute to the formation of the tourists' overall image (Alcaniz, Garcia & Blas, 2009). Regarding the image components analyzed, it is observed a predominance of the study of the cognitive dimension of destination image and not until the late 1990s did studies begin to include the affective component (Alcaniz et al., 2009). However, cognitive image analysis

reveals a lack of homogeneity in the dimensions used by researchers (Lee, Lee, & Lee, 2005), and it is measured idiosyncratically in different studies (Alcaniz et al., 2009). Moreover, although some studies have been conducted on tourism from a Bangladeshi perspective (Akteruzzaman & Ishtiaque, 2001; Arief et al., 2011; Hasan, 2000; Hai & Chik, 2011; Husain & Moazzam, 1998; Hossain & Nazmin, 2006; Khan & Haque, 2007; Khan, 2001; Rahman, 2012; Siddique, 2006; Tuhin & Majumder, 2012) but past researchers have not detected the cognitive image dimensions; and factors that influence tourists to perceive Bangladesh as a tourism destination.

To date, no empirical study on factors influencing cognitive image of Bangladesh has been conducted. Research work is needed for examining the factors influencing tourists' cognition or perception which helps to segment markets suitably. Among the plethora of problems, understanding the market is the most acute, because success of total marketing program depends on proper segmentation of the market. Again, appropriate segmentation of the market depends on tourists' cognition /perception of destinations. Thus, the study on cognitive image clarifies its dimensions particularly in the context of Bangladesh which offers both scholarly and managerial contributions as the use of cognitive attributes provides more specific and easily-interpreted information to help destination managers develop positioning strategies (Chen, 2001).

Over the last three decades, in the world perspective, destination image has been the topic of passionate academic debate with some meta researches such as Beerli and Martin (2004), Govers, Go & Kumar (2007), Gallarza, Saura, and Garcia (2002), Pike

(2002), and Tasci and Gartner (2007) asserting that it influences the destination choice process, evaluation of on-site experiences and guides future travel behavior. Among the many studies of destination image, only a few studies have focused on the formation of image and its antecedents. As noted by Brokaw (1990:32) "before image can be used to influence behavior, it is important to understand what influences image". Knowing factors influencing cognitive image would help identify target markets allowing decisions to be made on which image needs to be promoted to which market segments (Goodall, 1990). As argued by Tsaur and Shu (2003) that since consumers' behavior has become complicated and it is shaped by their perception, psychographic variables are needed to gain an in-depth understanding of tourists' perceptions to segment them and to provide products accordingly. Cognitive image differs based on tourists' psychological and socio-demographic factors (Beerli & Martin, 2004; Gallarza et al., 2002; Ryan & Cave, 2005). Hence, such differences are of interest in this study as they influence cognitive image of a destination.

Pike (2002) reviewed 142 articles of destination image arena in the period from 1973 to 2000 and found only two studies considered influential factors of cognitive image of destinations. Some researchers commented that very few researches have been conducted to examine the factors that influence the formation of cognitive image (Ahmed, et al., 2006; Beerli & Martín, 2004; Baloglu & McCleary, 1999a; Mackay & Fesenmaier, 1997). Martin and Basque (2008) stated that unfortunately, there are very few theoretical and empirical research on the influence of psychological factors on destination (cognitive) image. The most comprehensive study up to date, Beerli and

Martin (2004) recommended further studies on lifestyle variable in the future as they could not include this psychological factor in their study. These variables are good indicators of tourists' needs, patterns, preferences, and may be of enormous utilization in segmenting the markets. Thus, more studies are still needed to fill the knowledge gap of the influence of lifestyle, motivation, personality and attitude towards service quality on cognitive image of specific destinations.

The literature (e. g., Ahmed, et al., 2006; Beerli & Martí'n, 2004; Baloglu & McCleary, 1999a) shows that to date, some influential factors of tourists' cognitive image of destinations have been studied but none of them examined the influence of lifestyle, personality (except Baloglu & McCleary, 1999) and attitudes toward service quality on cognitive image. The influence of lifestyle on consumer/tourist behavior, particularly in selecting destinations and tourism products was the interest of previous studies (Blackwell, Miniard, & Engel, 2001; Gonzalez & Bello, 2002; McKercher & Chan, 2005; Trauer, 2006; Trauer & Ryan, 2005; Tsaur & Shu, 2003; Yuan, Cai, Morrison, & Linton, 2005) but there is no available study investigating the influence of lifestyle on cognitive image in the literature. From the reviewed literature, it is also clear that psychological factors influence cognitive component of destination image and this image ultimately influences tourists' behavior. The present-day society is undergoing the deep and wide-ranging changes which lead to the conclusion that the evolution of society is the main reason of the need to include lifestyle as essential variable in detailed knowledge of tourists (Gonzalez & Bello, 2002). Thus, as a psychological

factor lifestyle arguably will influence cognitive image that is needed to examine which may help to understand and handle the target markets effectively.

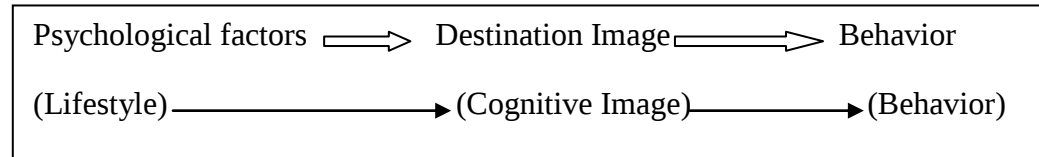


Figure 1.1
Factors influence behavior via image

Motivations are intrinsic reasons that push tourists to choose a particular trip (Weaver & Lawton, 2002) and these reasons are grouped by Swarbrooke and Horner (2007) such as physical, emotional, personal, personal development, status, and cultural. Some researchers found that motivations influence the formation of image (Baloglu & McCleary, 1999; Stabler, 1990) and influence cognitive image directly (Baloglu, 1997; Dann, 1996; Gartner, 1993). Beerli and Martin (2004) examined four motivation factors on affective image only. Ahmed et al. (2006) measured six motivation factors and found that different motivation factors influence the cognitive image differently. Motivation factors are significant for destination marketing because market segments need to be directed based on connected motivation factor(s) (Beerli & Martin, 2004). A few previous studies examined motivation on cognitive image and mostly they used pro-western sample and developed destinations. Moreover, literature (e. g., Baloglu, 1997; Dann, 1996; Gartner, 1993; Beerli & Martin, 2004) shows that different researchers found different dimensions of motivation and they tested these dimensions on either affective or cognitive components of destination image. Thus, motivation needs to be

researched further to investigate its influence on cognitive image for particular guidance for tourism in Bangladesh.

Many researchers focused on the relationship of personality and tourists' behavior (e. g., selection of destination to visit, product choice etc.) (Govers et al., 2007; Jackson, White, & White, 2001; Murphy, Moscardo, & Benckendorff, 2007; McCrae & Terracciano, 2005; Plog, 2002; Tsaur & Shu, 2003) but they did not examine the relationship between personality and cognitive image. The influence of personality needs to be examined as tourist's personality influences the selection of destination to visit (Govers et al., 2007), influences to distinguish among destinations (Murphy, Moscardo, & Benckendorff, 2007) and some authors also suggested to study personality for understanding tourists' perceptions to segment market and to provide products accordingly (Andereck & Galdwell, 1994; Tsaur & Shu, 2003; Zins, 1998).

At the time of visitation, tourists' perception is also influenced by their attitude to service quality. Destinations mostly deal with services marketing and it is quite natural that tourists possess perceptions about the quality of these services which ultimately influence cognitive image. Ahmed et al. (2006) recommended for future research in their study to investigate the influence of tourists' attitude toward service quality on cognitive image. Many studies are found of examining the relationship between attitude towards service quality and satisfaction as well as between perceived service quality and behavior in various fields (leisure, recreation and environmental psychology) including tourism sector (Andronikidis, 2009; Alhroot, 2007; Al Sukkar, 2005; Aydin &

Ozer, 2005; Boyer & Hult, 2005; Badri, Abdulla, & Al-Madani, 2005; Edvarsson, 2005; Han, Hsu, & Sheu, 2010; Ismail, Haron, Ibrahim, & Isa, 2006; Laforet & Li, 2005; Lam, Cho, & Qu, 2007; Mahmod, Dahlan, Ramayah, Karia, & Asaari, 2005; Narayan, Rajendran, & Sai, 2008; Peterson, Gregory, & Munch, 2005; Pe´rez Sa´nchez, Ga´zquez Abad, Mari´n Carrillo, & Sa´nchez Ferna´ndez, 2007; Quintal, Lee, & Soutar, 2009; Rodriguez, Burguete, Vaughan, & Edwards, 2009; Udo, Bagchi, & Kirs, 2008; Um, Chon, & Ro, 2006; Yoo & Park, 2007). These studies focused on the relationship between attitude towards service quality and generating satisfying, winning, retaining and loyal customers in other fields; in tourism fields some studies focused on the influence of attitude towards service quality on expanding market share, increasing competitive advantage, attaining revisit intention and making satisfied customers for hotels and restaurants but no study has focused on the influence of attitudes toward service quality on tourists' cognitive image of destinations. Thus, this study attempts to fill this knowledge gap.

At the same time, in understanding influential factors of cognitive image in the context of developing destinations, knowledge gaps exist. For example, the majority of literature on factors influencing cognitive image of destinations were conducted in the context of Western countries (Baloglu & McCleary, 1999; Beerli & Marti´n, 2004; Ahmed, et al., 2006; Yuksela & Akgu, 2007; Fan, 2008; Enrique, Isabel & Sanz, 2009). Findings from these studies do not clearly explain perceptions of visitors in any developing country like Bangladesh; because the attractions and infrastructures of these

developed countries are quite different from developing destinations. This is where the present study seeks to make additional contributions by studying the influence of psychological factors such as lifestyle, motivation, personality, and attitude toward service quality on cognitive image among tourists who visited Bangladesh.

In many cases, the previous researchers found very mixed results in the studies of the variations in cognitive image based on tourists' demographic variables. Thus, it can be concluded that the results of these variables may not be consistent across different destinations. The studies that have shown contrasting results are such as Ahmed et al. (2006), Beerli and Martí'n (2004), MacKay and Fesenmaier (1997), Hui and Wan (2003), Baloglu (1997), and McCartney (2008). Beerli and Martí'n (2004) stated in their study that several studies such as Baloglu and McCleary (1999a), Chen and Kerstetter (1999), Calantone, Di Benetton, Hakam and Bojanic (1989), Stern and Krakover (1993), and Walmsley and Jenkins (1993) explored some differences in the cognitive image based on level of education, gender, country of origin, age, and income, but Baloglu (1997) showed no such differences depending on level of education, income, and gender. Therefore, the inconsistent results in cognitive image based on tourists' country of origin, motivation, age, education and income raised the possibility of further investigation of these variables in different destination settings.

Therefore, this research is motivated by the following considerations:

1. The paucity of study that investigates the factors influencing cognitive images of destinations particularly some psychological factors.

2. The dearth of empirical research that investigates the factors influencing cognitive images of destinations in the context of developing economies like Bangladesh.
3. The inconsistent findings of the existing studies across different destinations.

Based on the above discussion, the current research seeks to investigate the influence of tourists' lifestyle, motivation, personality and attitudes toward service quality in the formation of cognitive image as well as to examine the variation of this cognitive image based on sociodemographic factors such as gender, age, country of origin, income, and education. In this regard, the theoretical framework of this research is proposed based on Gunn's (1997) adapted psychological theory which clarifies the cognitive image formation process and successive tourist experience through an order consisting of 'Hypothesis, Input and Check'; frameworks suggested by Beerli and Martin (2004) and Ahmed et al. (2006) that clarify the way psychological factors such as lifestyle, motivation, personality, and attitudes toward service quality influence cognitive image formation.

1.4 Research Objectives

The main objective of the study is to investigate the influence of psychological factors on tourists' cognitive image of Bangladesh as a tourism destination. This is divided into a few sub-objectives, which are as follows:

1. To examine the influential role of lifestyle on tourists' cognitive image of Bangladesh at the time of visit.
2. To examine the influential role of motivation on tourists' cognitive image of Bangladesh at the time of visit.
3. To examine the influential role of personality on tourists' cognitive image of Bangladesh at the time of visit.
4. To examine the influence of tourists' attitudes toward service quality on tourists' cognitive image of Bangladesh at the time of visit.
5. To examine the variations of tourists' cognitive image of Bangladesh based on their sociodemographic factors such as gender, age, country of origin, education and income.

1.5 Research Questions

Some research questions have been formulated as follows:

1. Does lifestyle influence the cognitive image of Bangladesh as tourist destination?
2. Does motivation influence the cognitive image of Bangladesh as tourist destination?
3. Does personality influence the cognitive image of Bangladesh as tourist destination?
4. Do tourists' attitudes toward service quality influence the cognitive image of Bangladesh as tourist destination?

5. Does tourists' cognitive image of Bangladesh vary based on their gender, age, country of origin, education and income?

1.6 Significance of the Study

The research problem is defined, as delineated above, in terms of the relationships and interrelationships among five constructs namely cognitive images, lifestyle, motivation, personality, and attitude toward service quality. In this competitive age, understanding the factors that affect cognitive (destination) image is vital to the tourism industry as it plays a key role in the success of marketing destinations (Kim, 2010). In particular, the cognitive image possessed by actual visitors is critical (Buhalis, 2000) and also it is needed for public managers (Grosspietsch, 2006). Indeed, the significance of (cognitive) destination image in tourists' tour decision (O'Leary & Deegan, 2003) has increased academic research in the field (Baloglu & Love, 2005). In tourism, cognitive (destination) image has been given special attention for recent decades as it influences tourists' behavior (Chen & Tsai, 2007; Tasci, Gartner, & Cavusgil, 2007). However, there is no consensus on the components of the cognitive image (Alcaniz et al., 2009) and factors that influence this image of a tourism destination. Hence, the study contributes in both theoretical and practical aspects with respect to causal relationships among the abovementioned constructs.

Theoretical contribution

In terms of its theoretical contributions to the literature of tourism marketing, this study seeks to provide an empirical assessment of the impact of independent variables on dependent variable identified above. It explicitly considers the influence of psychological factors on visitors' cognitive image of a destination. The research contributes to an increasing advance of the existing literature by evaluating psychological factors, which have been limited in tourism, (Martin & Bosque, 2008) as variables that influence tourists' cognitive image of a destination in which some of the variables like lifestyle and attitude towards service quality are newly tested and personality has been studied only by Baloglu and McCleary (1999). The results of this empirical study uncover new knowledge dimensions which may help researchers, students and academics significantly. The examination of lifestyle and attitude towards service quality is based on the suggestion given by Beerli and Martin (2004) and Ahmed et al. (2006).

Moreover, existing studies of factors influencing cognitive image of destinations could not offer consistent results. Thus, this study enriches the existing literature through investigating motivation, visit time, gender, age, education, income and country of origin in different destination. Furthermore, this study fills the knowledge gap by conducting it in a potential place for tourism and which is an appropriate context for understanding the influential role of abovementioned factors on cognitive image in developing economy perspective. Finally, the theoretical basis of this study is drawn from theories and models of Gunn (1997), Beerli and Martin (2004) and Ahmed et al.

(2006) for studying the topic at hand. Through exploratory factor analysis the cognitive image was factored into two and accordingly two theoretical models are developed that may help academics to realize the destination (cognitive) image formation process and to further investigate in this arena.

Practical contribution

At a practical level, the findings of the study may enable tourism authorities and destination marketers to realize the cognitive image of Bangladesh that can help in reshaping segmentation, positioning, advertising and promotion strategies. The findings may enlighten tourism stakeholders with an in-depth scenario of the perceived strong points and weak points of the cognitive image of the destination from the examined psychological factors context that can serve as an input in their positioning program. The study can offer a framework to the stakeholders for following up visitors' perceptions scenario which is currently nonexistent. It also might serve as a benchmark to identify changes in tourists' cognitive image of the destination from time to time with effectiveness of marketing campaigns in developing a favorable image for the destination. The study signals what lifestyle, motivation, personality and attitude towards service quality factor(s) influence what dimension(s) of cognitive image of Bangladesh that can guide tourism stakeholders to segment, target and position their tourists (market). Also, the findings provide service providers to track tourists' attitude toward service quality that can help to customize their existing products to conform the needs of their customers; the findings detect some major trend of future travel behavior of visitors based on their perceptions; and this study can also identify the most preferred

cognitive image dimensions that would potentially enhance tourist loyalty levels depending on nurturing them. Government, tour operators and other marketers can project an appropriate image to their markets through understanding the strength of the influential relationship between the psychological factors and the cognitive image.

1.7 Scope of the Study

This study was restricted to examine the influence of psychological factors such as lifestyle, motivation, personality and attitude towards service quality on cognitive image of Bangladesh. The sample included only international visitors who were in Bangladesh in the period of spring season (from February to April) in 2012. Data were gathered through structured questionnaires using multi-stage cluster probability sampling method. Questionnaires were distributed to visitors intercepted in beaches, shopping malls, streets, some hotels and in package tours in randomly selected three city areas like Dhaka, Chittagong and Khulna of three regions of the country.

1.8 Operational Definitions

Operationalizing, or operationally defining a conception to make it assessable, is conducted by looking at the behavioral aspects or properties indicated by the notion. These are then interpreted into recognizable and quantifiable components so as to build up an indicator of measurement of the conception (Sekaran, 2003:176). In this study, the influential factors that were indicated or suggested by previous studies like personal

factors that influence cognitive image dimensions were tested in Bangladesh context. The operational definitions of lifestyle, motivation, personality, attitude towards service quality and sociodemographic factors are shown below.

Psychological factors: These factors stimulate tourists from inside to travel like lifestyle, motivation, personality and attitudes toward service quality.

Lifestyle: Lifestyle means the way people live or love to live in their society and how those ways of living influence to perceive Bangladesh as a tourist destination. Lifestyle is measured by how people do or prefer to do their activities, how they show their interests and what they opine about the environment (Gonzalez & Bello, 2002). Lifestyle was measured in this study using adapted instrument developed by Gonzalez and Bello (2002) who measured lifestyle based on tourists' activities, interests and opinions.

Motivation: Motivation is the inherent reason for which people embark on a specific trip (Weaver & Lawton, 2002). In this study, motivation means driving force that encourages tourists to visit and perceive Bangladesh as a tourist destination. This motivation was measured through adapted instruments developed by Beerli and Martin (2004).

Personality: Personality refers to the traits within the tourists that may influence the way they perceive Bangladesh as a tourist destination. Personality was measured in this

study with using scales adapted from psychological and scientific investigations done by various past researchers (Anderson 1968; McCrae & Costa, 1989).

Attitude towards quality of service at destination: How visitors of Bangladesh see or perceive the quality of services provided in tourism sector; that is, they experience tour services and hospitality services during their stay in Bangladesh and perceptions grow in their mind. This study measured the quality of tourism services in Bangladesh based on scales developed and tested by Narayan et al. (2008) for assessing tourists' perceptions of service quality in India.

Socio-demographic factors: These factors are related to tourists' demographic and social characteristics. Based on these sociodemographic factors whether tourists' cognitive images of Bangladesh vary or not that was examined.

Cognitive image: Cognitive image means the knowledge and beliefs that international tourists have about attractions, infrastructures, people and economy of Bangladesh. Baloglu and Brinberg (1997:11) define image as “the sum of beliefs, ideas, and impressions that people have of a place or destination”. In this study, cognitive image of Bangladesh was examined using scales adapted from Beerli and Martin, (2004) and Alcaniz et al. (2009).

1.9 Organization of Research

This thesis is structured into five chapters. As described above, chapter one identifies the problems that were investigated as well as the theoretical and practical significance

of the study. This introductory chapter also identifies the research objectives, research questions, research hypotheses and the scope of the study. Chapter two begins with an overview of Bangladesh tourism. This is followed by a review of destination image literature. Thereafter, the theoretical model for this study is presented. Then it discusses about the variables such as lifestyle, motivation, personality, socio-demographics and attitude towards service quality. This chapter proceeds with the presentation of theoretical framework and concludes with a review of the major knowledge gaps in the literature.

Chapter three presents the research design and methodology. This chapter discusses about sampling design, target population, sampling technique, sample size data collection procedure, pilot study, measurement of variables, and data analysis process. The fourth chapter is devoted to the findings of the study. Profile of the respondents, descriptive statistics, data screening, goodness of data, factor analysis, and outcomes of hypotheses testing, correlation results, reliability test and multiple regression analysis are presented. Chapter five discusses further the findings presented in the fourth chapter in relation to research objectives, research context, the underlying theories and models as well as the existing literature. Implications in the respect of theoretical and managerial perspective and limitations of the present study are also presented. The chapter ends with recommendations, avenue for future research and concluding remarks.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This review of the literature consists of theoretical background, models and rationale for examining tourists' cognitive images of destinations and the factors influencing those images. The chapter is divided into eight sections. It begins with a short discussion of economic growth of world tourism today. Then the scenario of Bangladesh tourism is briefly described. In the next section, the significance of destination image is delineated. Then the conception of destination image, its components particularly cognitive image and dimensions of cognitive image are discussed. This is followed by a brief narration of destination image formation theories and models. The previous studies of personal factors that influence cognitive image and selected variables for the present research are stated in the next section. Before ending the chapter, the relationship between independent variables and cognitive image has been delineated and the chapter ends with a summary of the review which is highlighted by the knowledge gap and conceptual framework for the current study.

2.2 Current Growth of Tourism

Tourism indicates traveling from one country to another or moving within a specific country to visit destinations of interest. According to World Tourism Organization

(WTO, 2008), tourism encompasses the actions of individuals touring to and living in destinations outside their normal residence for less than one successive year for leisure, business and other reasons that are not associated to the earning from within the place visited. Recently, tourism has appeared as a major engine for fiscal growth and one of the world's largest industries (UNWTO, 2012). With international tourist arrivals growing consistently, from 25 million in 1950 to 980 million in 2011, and tourism receipts rising from \$2 billion to \$919 billion in 2010, the sector has attained momentous growth over the years (UNWTO, 2012). The arrival of international tourists are predicted to rise by 43 million per year from 2010 to 2030; the foreign tourist arrivals will exceed the 1 billion score by 2012 and is predicted to reach 1.8 billion mark by 2030 (UNWTO, 2012). By 2020 Europe will attract 717 million visitors, East Asia and the Pacific will attract 397 million and the Americas will 282 million (ALhroot, 2007). As one of the key economic sectors and social actions of this age, tourism has developed into a global trend which contributes directly to more than 5 percent of the world GDP; more than 8 percent jobs globally and is a major export industry for several countries (UNWTO, 2012).

Many businesses have grown in the contemporary world due to the development of tourism industry such as hotels and restaurants, airlines, shipping, financial institutions, travel agents, tour operators, caterers, retail establishments and car rental firms. Collectively they transpose to the overall growth of the economy of a country and to the diversification of its culture (Islam, 2009). Tourism involves traveling for pleasure, enjoy and education and many more. In many countries, including developing ones,

tourism brings in revenue and foreign exchange by attracting visitors and offering them accommodation and entertainment facilities (Hossain, 2007). Tourism also brings about other benefits for the society through eliminating poverty and empowering women, youth and migrant labors and creating new employment opportunities. As for example, women make up 70% of the labor force in the tourism sector where half of them are 25 years of age or below (UNWTO, 2012).

2.2.1 Destination marketing and growth

In the growing opportunities, under the tourism umbrella, more and more destinations are coming to promote and market themselves in the world seriously that has never been happened ever. In this global age, people know much more about different countries than ever due to the growing expansion of worldwide communications and immediate broadcast of incidents of public interest that occur in some distant country almost across the world. The development of living standards of some societies, uplifted with the blessings of worldwide transportation, have enabled people to travel to various different countries to experience different customs directly (WTO, 2003). Moreover, destinations try to provide distinctive combination of various services and experiences to visitors (Buhalis, 2000). Consequently, marketing of destinations like countries, states, cities, villages and purpose-built resort spots has been focused for decades that inspire visitors for both short-range and long-range stay (Pike & Ryan, 2004). In the recent global economic competition, destination authorities promote their destinations by

communicating distinctive attributes of destinations (Kotler, Asplund, Rein, & Haider, 1999).

2.2.2 Destination image, marketing and growth

By using the growing tourism opportunities, destinations are continuously trying to uphold their image to potential and real tourists through focusing distinguished attributes. The attributes that make a place unique and distinctive from other destinations of similar categories must be communicated to attract market segments in order to create positive cognitions. Kotler, Hamlin, Rein, and Haider (2000) show that Asia, for instance, has about 600,000 competing places that try to attract potential tourists through creating and offering impressive, unique and distinctive cognitions (Kotler, Haider, & Rein, 1994). Moreover, once images are developed, it is very difficult to improve or change (Kotler, Haider, & Rein, 1993) because mental frameworks function like stereotyping categories and new images need to be replaced on pre-existing ones. Even destinations go for establishing an advantage over competitors by achieving cost leadership, focus or differentiation in either case they must consider their existing and expecting image. In the words of Jack Trout, the originator of the positioning concept: “Competition is not a battle of products or services, it is a battle of perceptions in the customers’ mind” (Mulec, 2010 p-14). Unless a tourism destination is able to create the cognitive image in the hearts of tourists that it provides something different, better and more appealing than other destinations it may not be able to convince tourists to visit or revisit even though it may offer the best

products and experiences (Bozbay & Ozen, 2008). For destination branding, a recent phenomenon for successful destination marketing, investigating the existing image of a destination is the first important step of the process (Mulec, 2010) that has been done very little for Bangladesh.

2.3 Tourism in Bangladesh

With a population of 165 million, Bangladesh is a developing country in South Asia. It has border with India and Myanmar on the west, the north, and the east, and the Bay of Bengal to the south. With her huge natural beauty, heroic historical background and archaeological resources, tourism is one of the most promising sectors for Bangladesh (Das & Chakraborty, 2012). On the southwest of the Bay of Bengal, a large marshy mangrove forest named the Sundarbans is spread. To the south, along with the Sundarbans, there is a highly lopsided deltaic coastline of about 600 km.

2.3.1 Evolution of tourism marketing in Bangladesh

After independence in 1971, the country's prevailing socio-economic and political climate encouraged the government to promote tourism in Bangladesh (Talukder, 1984). Realizing the significance of tourism in the economy and society, the government determined to reorganize the tourism industry (Ministry of Civil Aviation and Tourism, 2004) and combined both the tourism department and the private organization into one corporation and started to coordinate, promote, develop and

market (Hossain & Nazmin, 2006). Declared in November 27, 1972, under Presidential Order No. 143, the government established the National Tourism Organization (NTO) known as “Bangladesh Parjatan Corporation” (BPC). With a little resource of the former “Pakistan Tourism Corporation” and Taka 10 million (USD 147, 059) endorsed by the government, BPC started its journey in January 1973. Entrusted with the dual responsibility, BPC started to develop infrastructures related to tourism and promote Bangladesh as a tourism destination. Thus, BPC became the NTO for Bangladesh (Ministry of Civil Aviation and Tourism, 2004). As such, the tourism industry in Bangladesh is primarily managed by the government.

Government involvement in the tourism industry is channeled through BPC (Hossain & Nazmin, 2006) which enjoyed semi autonomy, including the power to own and manage assets; build and manage hotels, restaurants and other establishments; managed transportation, car rental and duty free shop (DFSs); establish training centres; and invest its money as it deemed suitable (Rahman, 2004). Bangladesh, as a developing country, focuses on tourism industry to gain economic development. Through the tourism industry Bangladesh tries to generate income and to create job for unemployed youth (Ahmad, 2009). Bangladesh's tourism sector is still in a growing stage as its direct contribution to GDP is only 2.2% and total contribution is 4.7% (WTTC, 2012). The three sectoral shares in GDP in the fiscal year 2010-11 were for agriculture 15.52 percent, for industry 30.33 percent, and for service 49.72 percent. Among the service sector contributors of GDP, the wholesale and retail trade sub-sector was the top (14.27%) in the fiscal year 2010-11. The second top contribution came from the transport, storage and communication (10.91%), the third from real estate, renting and

business activities (6.99%), and the fourth from community, social and personal services (6.70%) (Bangladesh Economic Review, 2012).

2.3.2 Bangladesh tourism products and tourist attractions

Bangladesh offers many interesting attractions, rich history, and strange beauty (Haque, 2005; Hossain & Nazmin, 2006). Ibn Batuta, a Moorish traveler, visited Bengal in the fourteenth century and narrated it as the wealthiest and cheapest land of the world through remarking ‘a hell full of bounties’ (Hossain, 1999: 85). Francois Bernier, a French traveler, visited Bengal in the seventeenth century and opined that Egypt is the most bountiful and finest land in the world for every age, and although modern authors don’t agree of having any other country of strangely favored by nature, but the experience gained through two visits of Bengal inclined him to judge that incomparability credited to Egypt is rather due to Bengal (Hossain, 1999).

The following section will present broad categories of tourism products as to illustrate the tourism resources and potentials in Bangladesh.

Ecotourism products

With huge natural wonders and untouched reserves such as beaches, forests, hills, valleys, lakes, rivers and a variety of unique and magnificent creatures, Bangladesh is an ideal land of ecotourism. Bangladesh is blessed with two of the world’s wonderful and delightful ecotourism sites of varied nature the Sundarbans and the Chittagong Hill Tracts (Wahidul, 2002). The UNESCO already declared the Sundarbans, the world’s

largest mangrove forest, as a world-heritage site and directed to preserve and protect its bio-diversity (Tuhin & Majumder, 2012). The Sundarbans is enriched by many large and small rivers, wild life, beaches, forest ecology, plants, mammals like the Royal Bengal Tiger and spotted Deer, Otter squirrel, Monkeys, Barking deer, wild Boar, Dolphin, reptiles, fish, and rare species of birds. The important points in the Sundarbans, that have high attraction to the nature lovers, are Hiron points, Katka, kochikhali, Dubla Island, Mandarbari, and Putency Island.

The natural 120 km unbroken sea beach in Cox's Bazar, covering full of golden sands, surfing waves, soaring cliffs, all of these blessings make Bangladesh bountiful (Arief et al., 2011). The tourists can get pleasure from the fascinating beauty of the sunset behind the waves of the sea that creates Cox's Bazar one of the desired tourism destinations in the world. Moreover, many other beaches are there like St. Martin Island (the only Coral Island), Parki beach, Kuakata beach, Patengha beach (Arief et al., 2011), the island of Maheskhali (famous for its Buddhist and Hindu temples and a dry fish industry), Teknaf (the southern-most point of Bangladesh), Ramu, Sonadia, and Himchhari are also attractive to foreign tourists (Tuhin & Majumder, 2012). The three Hilly Districts of Rangamati, Khagrachari and Bandarban are inhabited mostly by tribal people with their distinctive cultures, rituals and traditions. Ruma, Chimbuk, Rain-Khyoung valleys, Tazinsdang and Keocradang are bountiful spots in the hill tracts. Sylhet, the place of tea granary, is another aesthetic attraction of the country. Kuakata beach, where both sun rise and sunset are seen, is a virgin tourist landmark of the

country. Thus, Bangladesh is bountiful through innumerable flora and fauna, a biological diversity that makes the land unique in the world (Hasan, 2000).

Archaeological tourism products

Bangladesh is noticeably resourceful in archaeological resources from the unknown pre-historical age to the inception of modern era, although a majority of those are yet to be explored and known. Among the main archaeological destinations where tourists may find their mental peace and can uphold their knowledges in Bangladesh are as follows: Paharpur, located in Rajshahi district, the vital and mostly known monastery south of the Himalayas, is the archaeological attraction of 7th century with a quadrangular court of more than 900 ft., a rounded-wall of 16 ft. thick and from 12 ft. to 15 ft. high and with a total number of 177 rooms (Tuhin & Majumder, 2012). Mahasthangor, the oldest archaeological establishment of this region in Bogra district, the fabulous site is an outstanding landmark where an equipped square is situated which is measured 5000 ft. by 4500 ft. with an average height of 15 ft. from the adjoining land. Unique beauties, fine art, cultural aesthetic value of this monastery are key attractions for tourists. Mainamati-Lalmai range are isolated, low, and hollowed range of hills with more than 50 ancient Buddhist settlements of the 8th to 12th century AD situated in the district of Comilla. It consists of 115 cells built around a large square with temple look like that of the Paharpur Monastery (Tuhin & Majumder, 2012).

Khan Jahan Ali, an obscure saint-General, the earliest preacher of Islam in the south, founded the mosque in mid 15th century in the incompatible mangrove forest of the Sundarbans. It is close to the sea coast in the Bagherhat district in the time of Sultan Nasiruddin Mahmud. The stunning, roofed over with 77 squat domes, known as the Shatgombuj Masjid (160'x 108'), quiet and impressive, stands on the eastern bank of an extraordinarily vast sweet-water tank, the stately foundation of the monument, characteristic of a seacoast landscape, clustered around by the heavy flora of a low-lying countryside, and many more made the place key tourist site in the south (Arief et al., 2011). Kantanagar temple, the most figurative temple of Bangladesh in Dinajpur district, a 50' square three storied structure put its feet up on a faintly bent raised dais of sandstone blocks, rounded off with four richly ornamental corner towers on two floors and an intimate one over the third floor shows the best example of its category in brick and terra-cotta, made-up by Bengali artisans. The temple surface is the finest beautification reflecting flora, geometric images, with nice terra-cotta plates, fauna, fairy-tale panoramas and an amazing display of present-day social pictures and preferences of those times.

Historical tourism products

In Bangladesh, historical monuments stand for Hindu, Muslim, British era and liberation war spread countrywide. The Mughal Emperors festooned Dhaka with various decorous monuments in the form of glorious palaces, mosques, fortifications, tombs, and 'Khatras' frequently enclosed with excellently set out grounds during a couple hundred years of their rule. The finest landmark of this period is Lalbagh Fort which

resides in the south-west of Dhaka city, on the bank of Buriganga, and encloses an area of 1082' by 800' with graceful finer entrances on south-east and north-east turns. It includes in its equipped edge some magnificent memorials, encircled by eye-catching plot. Sonargaon, near Dhaka, was one of the oldest capitals of Bengal until the 13th century during Deva Dynasty and after then the Mughals Sultanate (Tuhin & Majumder, 2012). World War II Cemetery is in Chittagong, where over 700 soldiers who died in the Second World War were buried.

Gandhi Asram is in Noakhali district which was established in the memory of historic visit of the father of India Mahatma Gandhi and devoted to his ideology. In this Asram there are some historical Charka and other memorable things that were used by Mahatma. National Memorial, located at Savar near Dhaka, the national memorial is devoted to the holy remembrance of the unknown martyrs of the war of liberty in 1971. Mujibnagar Memorial, located in Meherpur district, the handsome monument devoted to the first government of Bangladesh that was declared here on 14 April 1971 in the period of independence war. Martyred Intellectual Memorial, situated at Mirpur, was made to remember the scholars killed in 1971 by the Pakistan's armed forces immediately two days in advance of the Victory Day. Central Shahid Minar, sign of Bengali patriotism, was constructed to honor the martyrs of the momentous language movement on 21st February, 1952 which is at present observed as International Mother Language Day all over the world. National Poet's Grave, adjacent to the Dhaka University Central Mosque, revolutionary poet Kazi Nazrul Islam was buried here. Old

High Court Building, originated as the house of the British Governor, exemplifies an excellent combine of European and Mughal structural design.

Religious tourism products

Major religious tourism products are: Hazrat Shah Jalal (R.A.), the great Muslim Saint, enlightened the region in the early 14th century with Islam and laid down in Sylhet. Dhaka has several hundred historic mosques that have archaeological and spiritual value. Famous are the Baitul Mukarram - National Mosque, Seven Domed Mosque (17th century), Chawkbazar Mosque, Star Mosque (18th century), and Huseni Dalan Mosque. Located in Chittagong, Bayazid Bostami Shrine magnetizes a huge number of tourists every year. Bishaw Ijtema Tongi, located near Dhaka, a yearly world gathering of Muslims where a few million devotees join from over hundred countries for a couple of days; participants listen advices, learn etiquettes and spread across the world for rectifying themselves and preaching Islamic teachings.

Cultural tourism products

Sonargaon is the oldest capital of Bengal and is a center of folk-art, craft museum, the ancient monuments like the tomb of Sultan Abdul Alla. Shilaidaha Kuthibari, located in Kushtia, fine-looking manor bears memory of poet Rabindranath Tagore (1861-1941) who was a Nobel laureate and he stayed here sometimes administering his Zamindari. Natore - Dighapatiya Rajbari (Palace), an old seat of the Maharajah of Dighapatiya, presently is used as the Uttara Ganabhaban (The Official northern residence of the President of the Republic).

Sagordari, situated in Jessore, is the birthplace of Micheal Modhusudan Dutta who is treated as the first modern poet of Bangla Literature where BPC constructed a rest-house and some other facilities for visitors. Trishal, situated near Mymensingh, is full of numerous boyhood recollections of rebel poet Kazi Nazrul Islam and there a cultural academy was established in memory. Ahsan Manzil Museum, located in Dhaka, is an archetype of the rich culture of the nation which was the residence of Nawab of Dhaka and a quiet viewer to various dealings. Present-day's Ahsan Manzil is a memorial of colossal past loveliness that has 23 galleries and 31 rooms with a gigantic dome atop that is watched from miles away.

Recreational tourism products

Bangladesh has many beaches along with world's longest unbroken sandy beach, thousand of rivers and rivulets, numerous lakes and canals that offer recreation facilities like angling, boating, swimming, fishing, classical dances, arts and music to both foreign and local tourists.

Adventure tourism products

The Sundarbans and the hill tracts in Chittagong provide distinctive and tricky chances for adventure tourism. Tourists may attain exciting experience through surfing, mountain climbing, watching Royal Bengal Tiger, Barking Deer, Spotted Deer, Crocodiles, Other reptiles and top of the mountains on the northern region of the country.

Introducing Slum Tourism

Bangladesh has a large number of slum dwellers that has high appeal to first world country people as they have high interest about these poor people's life style and culture. According to Bob (2010), Slum tourism is a recent category of tourism which includes touring indigent parts of a country. In every year many tourists come to visit slum dwellers in various countries like Brazil, India, Indonesia and Kenya (Bob, 2010).

Halal Tourism for Muslim Worlds

Bangladesh is the third largest Muslim populated country in the world which may be a place for halal tourism at large. Halal (Sharia compliant) is a term that creates extra appeal to the Muslim. For Muslim families who abide by Sharia rules, holiday destinations are provided by Halal tourism which is a new phenomenon in the tourism sector (Das & Chakraborty, 2012). The hotels provide detach swimming pools and spa amenities for male and female and they do not serve alcohol. The Halal tourism also provides flights without alcohol or pork products, with prayer time announcement and a broadcast of religious programs as part of entertainment offered on board. In Bangladesh, some hotels offer facilities to attract pious Muslim families, but they are mostly not under Sharia compliants.

2.3.3 Tourism marketing strategies adopted in Bangladesh

To make accessible the facilities and products described in the previous section for tourists, tourism authorities have worked a lot in the last two decades in Bangladesh.

Authorities tried to make easy communication among tourist destinations through developing and improving the infrastructure (Salehin, 2009). The government builds supporting infrastructures like access roads, utility services, in tourism potential areas together with new accommodation, recreation facilities and other things that tourists need (Bhuiyan, 2009). Nowadays, low budget tourist segment, holidaymakers, is the main source of big profit and consumers who require discount in accommodations, food and holiday activities (Salehin, 2009). The price of the services provided is affordable for most of the tourists. Although it is not enough but there are pricing criteria or standards for food, accommodation, transportation and other facilities in the sector and the authority tries to monitor and regulate all these items diligently (Salehin, 2009).

Bangladesh tries to promote its tourism industry vigorously. Tour operators, hoteliers, and BPC provide souvenir, brochure, arrange tourism fair once in a year and advertise in various media including international channels from time to time. The visa restrictions and complexity for the tourists are made easier. The tour operators struggle to overcome the lack of professionalism in providing services. The government attempts to maintain good law and order and continual power supply for all necessary support infrastructures. The private and public universities are focusing on producing the skilled manpower for the tourism sector for internal and overseas employment (Bhuiyan, 2009). The government of Bangladesh abolished BPC in 2008 and replaced it with a new board named the National Tourism Authority. The new board undertakes all the authoritarian and strategic resolutions and keenly promotes all of its business missions

for providing a smooth environment for incoming private investors (Euromonitor international, 2009). The tourism industry has been communicating the huge potentials in local and foreign tourists since the inception of the BPC. Bangladesh tried to promote its product to the world with recent branding of "Beautiful Bangladesh" (Ahmad, 2009).

Promoting tourism and dreaming of billions of dollars without identifying and considering the market is an imprudent idea (Salehin, 2009). Taking actions on the basis of whimsical assumption and ignoring the factors like psychological and socio-demographics that influence perceptions of tourists that may be the bases for market segmentation, will bring social damage rather economic benefit for the country. Criticizing the promotional program to enter into the global tourism industry with a theme "Beautiful Bangladesh", Salehin (2009) noted that without considering the social realities and context (without identification of market needs, natures and perceptions), promoting tourism in Bangladesh would be a blunder for the government.

BPC almost failed to attain the objectives for which it was established particularly to build up a positive image of Bangladesh to the world due to negligence of successive governments (Arief et al., 2011). The tourism industry in Bangladesh is lagging behind from realization of its goal to attract a noteworthy number of visitors. This may be for insufficient and futile promotional actions of the tourism industry that could develop a favorable image. Before promoting tourism abroad, the country did not segment the market based on genuine characteristics of markets. In addition, the below quality of

promotional measures, the tourists' perceived negative image due to an unfair and pessimistic coverage from global media badly affected the tourism industry. Ahmad (2009) observed that Bangladesh is far behind covering a niche area for promoting vigorously some of its natural resources. The negative image of Bangladesh, portrayed overseas for some time, needs to be corrected without further delay (Ahmad, 2009). Tuhin and Majumder (2012) found that tourists currently have wrong image of Bangladesh as a tourist destination and tourists see the country as a land of flood, poverty, political unrest and corruption.

Although, Bangladesh has all the minimum requirements, the tourism industry could not develop adequately. The country has tried to develop the industry by providing better amenities, smooth accessibilities, sufficient accommodations along with unique attractions but none has focused to the perceptions of its visitors at the time of experiencing the facilities provided. The roots of problems were not identified accurately because of paucity of sufficient amount of research and investigations in the country (Samsuddoha, 2004). Therefore, to investigate the nature of its tourism markets is a prerequisite for the development of the industry. This investigation could be done through vigorous research work. A few researches have been conducted in tourism field in Bangladesh such as, tourism management and development (Husain & Moazzam, 1998), problems and prospects of tourism industry (Siddique, 2006; Akteruzzaman & Ishtiaque, 2001; Hasan, 2000; WTTC, 2005) investment opportunities (Khan, 2001), role and contribution of tourism in the economy (Khan & Haque, 2007),

opportunities of tourism sector in Bangladesh (Arief et al., 2011), an appraisal of tourism industry development in Bangladesh (Tuhin & Majumder, 2012), exploring tourist's perception (Rahman, 2012) but the current cognitions of foreign tourists and its causes yet to be explored.

The study tourism 'vision 2020' identified that Bangladesh needs to establish a positive image, political stability and also should try to become a single destination like Maldives, Malaysia and Singapore (Morshed, 2004). Many parties and individuals including the prime minister in the country have raised the voice that the tourism sector should be developed but it is not possible without investigation the roots of problems particularly finding out what factors influence destination image. Until recently, the tourism sector of Bangladesh was vastly unexplored and underdeveloped in spite of having a diverse range of attraction for international tourists (Anik, 2012). This literature review now turns to describe destination image and its significance as narrated by several previous researchers.

2.4 Role of Destination Image in Tourism Marketing

In this competitive market environment, understanding the factors that affect destination image perception is important to the tourism industry since destination images play a major role in the success of tourist destinations (Kim, 2010). The existing stiff competition among tourism destinations has highlighted the critical role of the image

possessed by actual visitors (Buhalis, 2000) and also it is needed for public managers (Grosspietsch, 2006). Indeed, the importance of destination image in tourists' travel behavior (O'Leary & Deegan, 2003) has enhanced academic research in the area (Baloglu & Love, 2005; Beerli & Martí'n, 2004). In the service marketing literature, destination image has received increasing attention as it influences tourists' perception, satisfaction and consequent behavior (Castro, Armario, & Ruiz, 2007; Chen & Tsai, 2007; Hartman & Spiro, 2005; Tasci, Gartner, & Cavusgil, 2007).

Chon (1990) reviewed twenty-three frequently cited studies of destination image and found that the role and influence of destination image in tourists' buying behavior and satisfaction were the most studied themes. The authorities and marketers of destinations need to check whether their images are favorable, memorable and unique to their tourism markets. To have a competitive advantage, competing destinations need to differentiate their images (Crompton, Fakeye, & Lue, 1992; Javalgi, Thomas, & Rao, 1992; Kozak & Baloglu, 2011). Through creating a favorable image, destinations can distinguish themselves from challenging ones and can attain a positive place in the minds of tourists (Gnoth, Baloglu, Ekinici & Sirakaya-Turk, 2007). In 1970s, the studies of destination image begun through early researchers like Hunt, Mayo and Gunn and the topic has been an accepted studies field since then (Hosany, Ekinici, & Uysal, 2006; Pike, 2002).

An image of a potential tourism destination is crucial for marketing as image actually influences tourists' visit and revisit behavior. Images, based on the evaluation or selection process, connect between motivations and destination selection; and images are prerequisites for successful marketing strategy (O'Leary & Deegan 2002). According to Gartner (1993), the image of a place plays a vital role in the holiday tour selection process. Strong images, or brands, impact on people's views of specific places (Gartner, 1993). Gartner (1993) developed a model where he shows how the set of potential destinations is narrowed down from a large opportunity set, through the perceived opportunity set (destinations familiar to the potential tourist) to the final holiday selection. The potential destinations' images play critical roles at every level of the tourists' decision making process. Moreover, when the selection is first squeezed down from a large number of probabilities to just a few ones, then images play major role. Various destination image studies (Beerli & Martí'n, 2004; Gallarza et al., 2002; Morgan & Pritchard, 1998) have agreed on its significance for the success of marketing program, the tourists' destination choice, visit and repeat visit decisions.

The early image can be modified by the holiday visitation, and emotional attachment to the place may be stronger if the image of tourists of the destination continues to be favorable (Bigne', Sa'nchez, & Sa'nchez, 2001). In addition, earlier researches have established a significant and favorable relationship between image and satisfaction that eventually impact on tourists' behavior (Andreassen & Lindestad, 1998; Bigne et al., 2001; Ryu, Han, & Kim, 2007; Chen & Tsai, 2007; Chia & Qu, 2008; Xia, Jie, Chaolin,

& Feng, 2009). The image visitors have of destinations is an aspect of key importance here (Aaker, 1996, Buhalis, 2000; Chon, 1991; Echtner & Ritchie, 1991; Gartner, 1996; Kapferer, 1997; Laws, Scott & Parfitt, 2002; Tasci & Gartner, 2007) as it influences the ultimate preference or intention to purchase (Chen & Tsai, 2007).

As a result, the creation of an appropriate image for a destination may control its ability to impress and make repeat visitors (Ahmed, 1991). Selling a destination's image is the beginning of effective tourism marketing (Sonmez & Sirakaya, 2002) as the image of a place held by tourists play a crucial role for taking travel decision (Tapachai & Waryszak, 2000). For capturing tourists and maintaining the market competitiveness of a place, marketers need to create a competitive market position and favorable destination cognitions in the target market segments (Baloglu & McCleary, 1999; Chen & Uysal, 2002). In brief, for attaining effective marketing of destinations, tourism marketers must try to generate a meaningful and suitable image that would be believable, understandable, unique, valid, and impressive (Kotler, et al., 1993). Again for making a suitable image, destination management should go for the factors that influence to develop this image. In the next section, definitions of destination image are described in the light of previous researches.

2.4.1 Definition of destination image

Before it was initiated into tourism researches, the conception of “image” had been researched for many years in such areas as marketing, consumer behavior and social and environmental psychology. However, the conception of destination image has been narrated in a different way by several authors due to its complex, subjective, and elusive nature (Echtner & Ritchie, 1991; Gallarza et al., 2002; Tasci et al., 2007). Simply, destination image is treated as an overall impression by some tourism researchers. Hunt (1971) noted that state (a state of the USA) image is the impression of persons of a state where they do not dwell (cited in Gartner & Hunt, 1987). Dichter’s definition from the perspective of social psychology is cited by Reilly (1990) that the notion of ‘image’ depicts not individual traits or qualities but the overall impression an entity creates on the minds of others which can be applied to a product, a political candidate, or a country. However, image is developed in the mind of tourists based on measuring several attributes that a destination offers to a visitor’s experience (MacKay & Fesenmaier, 1997).

Destination image as a total impression is embedded in psychological practice and consumer behavior theory. Barich and Kotler (1991) argued that image stands for the sum of attitudes, beliefs, and impressions of an individual or cluster to an entity and that entity may be a place, product, company, brand, or person; and the images may be factual or fake, genuine or anticipated, but in any case, images direct and shape tourists’ behavior. Destination image is conceptualized as the total of beliefs, ideas, and impressions that an individual holds about a place (Kotler et al., 1993; Baloglu and

Brinberg, 1997). Typically, destination image is rooted on the knowledge and beliefs of the attributes of the destination (the cognitive dimensions). The mental ideas or conceptions held personally or jointly toward a destination form the images of that destination (Alhemoud & Armstrong, 1996). Individuals may have images of a destination whether or not they have traveled there (Alhemoud & Armstrong, 1996). Once images are shaped, it is tough to improve on or change them expectedly (Kotler et al., 1993). Due to the conception of the image of destination, people may judge the value of a specific place by the images which they hold without giving it more careful consideration.

Bigné et al. (2001) noted that tourists interpret destination image subjectively. Martín and Rodriguez (2008) supported the view and suggested that tourists' image which they have of a destination is mostly subjective as it happens on the basis of their perceptions. Its ambiguity, perceptive nature, and its many attributes compose it complex to delineate and yet to be on consensus (Aaker & Joachimsthaler, 2000). Kim and Richardson (2003) opined that destination image is the sum of beliefs, impressions, expectations, ideas, and feelings involving a destination over time.

The stated definitions include both objective and subjective components, repeating the fact that an image is the total of 'impression' (Hunt, 1971; Reilly, 1990), 'beliefs, attitudes, and impressions' (Barich & Kotler, 1991; Kotler et al., 1993; Baloglu and Brinberg, 1997), 'mental ideas or conceptions' (Alhemoud & Armstrong, 1996), 'subjective interpretation of reality' (Bigné et al., 2001) 'perceptions' (Martín & Bosque, 2008; Aaker, 1996, Aaker & Joachimsthaler, 2000). But Kim and Richardson

(2003) add a new phenomenon that is 'feeling' which indicates to the affective component of destination image. Thus, the definition given by Kim and Richardson (2003) is closer to the modern trend in this field. It can be mentioned that majority of the studies measured destination image using a few preselected attributes that were rated by respondents where it allowed a sense of tourists' overall image. Most vital for destination marketer is to know that this image exists in the mind of tourists either it is correct or not. However, the image of a tourist destination is developed on the basis of consumers' rationality and emotionality that has a few components.

2.4.2 Components of destination image

The preceding section discussed about the conception of destination image that were resulted from previous studies. Now it is logical to describe the various components of images of destinations that past researchers have identified in their studies. In an approach of unidimensional, Phelps (1986) considered cognitive or perceptive as the singular dimension of image and argued that it could be a stand-alone dimension because it is able to present objectivity and relevance. A two dimensional approach is mentioned by Baloglu and McCleary (1999) and they stated that cognitive image impacts on affective image and both ultimately shape an overall image. Destination image is the consequence of the amalgamation of two major components like cognitive and affective (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999a, 1999b; Dobni & Zinkhan, 1990; Gartner, 1993; Lin, Duarte, Kerstetter, & Hou, 2007; Walmsley & Young, 1998).

Image is an attitude-like construct consisting of cognitive and affective evaluations (Baloglu & McCleary, 1999b; Faullant, Kurt, & Johann, 2008). Echtner and Ritchie (1993) reviewed that previous researches of destination image in the tourism field have agreed that image has two clearly different components - cognitive and affective evaluations (Baloglu & McCleary 1999a; Beerli & Martin, 2004a; Dann, 1996; Lin et al., 2007). Eventually, both cognitive and affective assessments about a place form the total image (Baloglu & McCleary, 1999a, 1999b; Martin & Bosque, 2008). Baloglu and McCleary (1999a) and Martin and Bosque (2008) showed that cognitive and affective image evaluations form destination image which is a multidimensional concept.

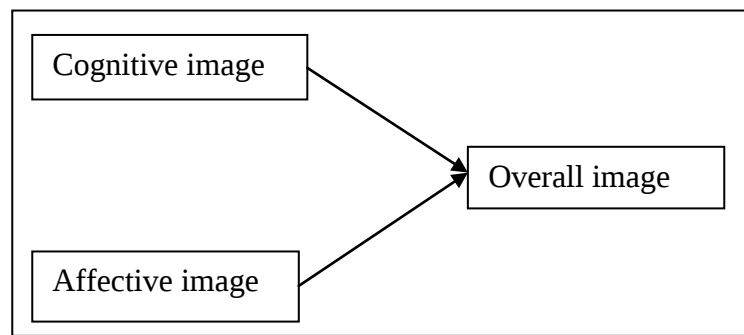


Figure 2.1

Components of destination image based on Baloglu and McCleary (1999) and Martin and Bosque (2008)

Theoretically, there is a consensus that the cognitive dimension is a predecessor of the affective dimension and that consumers' evaluative responses stem from their

knowledge of the entities (Anand, Holbrook & Stephens, 1988; Stern & Krakover, 1993). Therefore, the blend of these two dimensions generates a total or complex image involving to the favorable or unfavorable assessment of the object. Baloglu and McCleary (1999) and Stern and Krakover (1993) examine in the context of tourism and illustrate that these cognitive and affective evaluations influence the total image directly, and also that the cognitive, through the affective, influences overall image indirectly. In other words, the cognitive component of destination image greatly influences the affective component (Stern & Krakover, 1993, Lin et al., 2007; Ryan & Cave, 2007). Destination image is conceptualized by Baloglu and McCleary (1999) as the aggregate of cognitive and affective components that lead to overall image.

Several scholars explored a third – conative or behavioral, – aspect in destination image that is relevant to how tourists behave based on their cognition and affect that they have of the destination (Gartner, 1993; Pike & Ryan, 2004; White, 2004). Gartner (1993) noted that destination image is comprised from three elements encompassing cognitive, affective, and conative that have a hierarchical relation within themselves. Pike and Ryan (2004) stated that conation means a likelihood of destination choice, and can be explained as a predisposition of visiting a destination in a specific time. Both the cognitive and affective components influence the conative element of destination image.

The above discussion cleared that destination image has two components such as cognitive image which is related with attributes of destinations and affective image that is related with affection or feeling to destinations. For this study, the formation of cognitive image is selected as the dependent variable and the factors influencing this cognitive image of destination are chosen as independent variables. The next section discusses why only cognitive image was taken as the dependent variable in this study.

2.4.3 Definition of Cognitive image

As a set of related attributes, significant support for the cognitive explanation of image is given by Gensch (1978): “Products seldom are measured or evaluated as single lump sum entities; rather, it is the attributes of the alternatives that are measured, compared, and form the basis for choice” (cited in Gartner, 1986:636). This view is supported by Engel, Blackwell, and Miniard (1986) and they suggested that image is consumers’ subjective cognitions, which refers to how a substitute destination/object acts upon on significant evaluative decisive factors. Usually, tourists envision the image of a destination before visitation and experience makes it strengthen or weaken that prejudice/concept based on degree of conformity between expectation and reception. The perception of individual is shaped through external information as well as internal characteristics. Destination images may be obvious or fuzzy, realistic or whimsical, with various people possessing different images of the same destination. Thus, destination image is an individual’s perception of a place that may differ from person to

person (Kotler et al., 1993). This cognitive image may be right or wrong, close or far from the exact or desired image of the destination.

Crompton (1979) and Fakeye and Crompton (1991) meant destination image by explaining that a person's psychological depiction of perceptions, knowledge (beliefs), and total views of a certain destination which is established as cognitive image in the recent times. Kim (1998) supported this view and stated that destination image is the visual or mental impression of a destination perceived by the mass people. In other words, image may be defined as the visual or mental perception of a destination or an object experienced by the mass people (Milman & Pizam 1995). Many researchers measured destination image (later on which is treated as cognitive image) through the attributes of its attractions and resources (Stabler, 1995) that encourage tourists to visit and revisit that destination (Alhemoud & Armstrong, 1996; Beerli & Martín, 2004; Gallarza et al., 2002; Govers & Go, 2005; Schneider & Sönmez, 1999).

Why cognitive image: Between the two interrelated components such as cognitive and affective of destination image (Hong et al., 2006) cognitive image is observed predominance and after the late 1990s the inclusion of the affective component in studies is started (Alcaniz et al., 2009). Past researchers found heterogeneity in the dimensions used of the cognitive image analysis (Lee et al., 2005) and peculiarity in its measurement in different studies (Alcaniz et al., 2009). Cognitive image is normally related to the attributes of a destination which is judged by tourists first and if they find

it positive only then (emotional attachment) affective component comes. Cognitive component of destination image is highly important that may be guessed from the survey of Pike where he shows that more than 95% studies assess cognitive image, although almost all of them were for other than influential factors of its formation (Pike, 2002; Pike & Ryan, 2004). Moreover, the cognitive component of destination image is studied mostly in the developed destination context. Thus, in a developing country context like Bangladesh, cognitive image needs to be studied exclusively so that the specific dimensions and preferred perceptions of tourists could be obtained.

2.4.4 Dimensions of cognitive image

Several studies acknowledged variables that represent destination image of a specific place over the last three decades (Alcaniz et al., 2009; Aksu, Caber, & Albayrak, 2009; Baloglu & Bringer, 1997; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Chalip, Green, & Hill, 2003; Chen & Hsu, 2000; Chi & Qu, 2008; Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Hosany et al., 2006; Hui & Wan, 2003; Lee, Lee, & Lee, 2005; Martin & Bosque, 2008; Obenour, Lengfelder, & Groves, 2005; Phillips & Jang, 2008). Most of these destination image researchers examined cognitive image dimensions that were relevant to beliefs or perceptions that tourists hold about attributes associated to a destination (Aksu et al., 2009; Alcaniz et al., 2009; Chalip et al., 2003; Lee, 2009; Obenour et al., 2005).

Five cognitive image factors were examined by Fakeye and Crompton (1991) at Lower Rio Grande Valley among non-visitors, first-timers, and repeaters, including: (1) attractions, (2) amenities, (3) infrastructure, (4) friendly people, and (5) entertainment. Chalip et al. (2003) build up the destination image scale that involved 40 items under nine cognitive factors in measuring destination image toward Australian and New Zealand's cities: (1) developed environment; (2) natural environment; (3) value; (4) sightseeing opportunities; (5) risk; (6) novelty; (7) climate; (8) convenience; and (9) family environment. Hui and Wan (2003) identified eight cognitive image dimensions conducting a study in Singapore: (1) tourist amenities; (2) shopping facilities; (3) nightlife; (4) political stability; (5) weather; (6) culture; (7) cleanliness; and (8) personal safety.

Both professional and academic articles proposed some scales to find out the different attributes related to measuring cognitive image (Beerli & Martin, 2004). They found lack of homogeneity in connection with the attributes that define a tourist's cognition. Moreover, most researches could not ascertain the validity and reliability of the scales. Only three studies such as Echtner and Ritchie (1993) and Baloglu and McCleary (1999a, b) successfully determined reliability of their scales (Beerli & Martin, 2004). To fill this lack of unanimously received, valid, and reliable scale for measuring destination image, Beerli and Martin (2004) propose a framework including a more comprehensive theoretical model. They identified and tested five dimensions: (1) attractions, (2) infrastructure, (3) atmosphere, (4) social setting and environment, and (5) sun and sand.

Six dimensions of cognitive image with a total of 28 items were examined by Obenour et al. (2005) developing a destination image scale that included: (1) priority; (2) attractiveness for overnights; (3) resources; (4) facilities; (5) peripheral attractiveness; and (6) reputation. Ahmed et al. (2006) examined image dimensions to which many persons responded in earlier times and chose items on the basis of past authors like Hunt (1971) and Ahmed (1991). Seven significant dimensions were examined: (1) outdoor adventure and recreation, (2) clean and cozy environment, (3) historical and cultural amenities, (4) social opportunities and entertainment, (5) friendly and hospitable people, (6) price or value, and (7) sceneries and exclusivity. Similarly, Aksu et al. (2009) conducted a study at Antalya region of Turkey and identified five cognitive destination image factors including: (1) shopping; (2) health and hygiene; (3) information; (4) transportation; and (5) accommodation. Most of the previous studies used an exploratory factor analysis (EFA) as a major analytical method to recognize the dimensions of destination image (Aksu et al., 2009; Alcaniz et al., 2009; Chalip et al., 2003; Lee, 2009; Obenour et al., 2005).

Natural resources as a cognitive image dimension was measured by Beerli and Mertin (2004) that consisted temperature, weather, humidity, rainfall, beaches, sandy or rocky beaches, hours of sunshine, quality of seawater, protected nature reserves, wealth of countryside, deserts, mountains, lakes, variety of flora and fauna. Alhemoud and Armstrong (1996) tested four types of tourist attractions: 1 – natural attractions; 2 – historic attractions; 3 – cultural attractions; and 4 – artificial attractions. Gallarza et al.

(2002) offer reviewed attributes researched in destination image area and that can be classified as relating to the natural environment, consisting natural attractions, climate, scenery, and relating to the built environment (Echtner & Ritchie, 1993); culture (Baloglu & McCleary, 1999); modern society (Tapachi & Waryszak, 2000); and friendliness (Trauer & Ryan, 2005).

General infrastructure and tourist infrastructure as cognitive image dimensions were measured by Beerli and Mertin (2004). In general infrastructure, airports and ports, quality of roads, transport facilities, development of telecommunications, development of health services, extend of building development and development of commercial infrastructures were included. In tourist infrastructure, hotel and self catering accommodation, ease of access to destination, number of restaurants, excursions at the destination, bars, discotheques and clubs, tourist centers, and network of tourist information were included. Nadeau, Heslop, O'Reilly and Luk (2008) treated infrastructure as built environment that included the ease of getting around, sport facilities, nightlife/ entertainment, and shopping facilities. The indicators of infrastructure development are road index, accessibility of hygiene infrastructure, the quality of water planned for household use. Infrastructure development can be guessed by railroad network, the number of airlines, and the quality of telecommunication system.

People oriented items under the dimension of social environment like friendliness of the local people, under-privilege and poverty, quality of life, and language barriers were used by Beerli and Mertin (2004) in their study for image measurement. Nadeau et al. (2008) measured the characteristics and competencies of the people of Nepal by friendliness, likeability, helpfulness, and courteousness of the people. In the recent times, many researchers also evaluated knowledge about a country's people, such as, friendliness (Heslop, Papadopoulos, Dowdles, Wall & Compeau, 2004); pleasure in attaining high standards (Lee & Ganesh, 1999); credibility (Laroche, Papadopoulos, Heslop, & Mourali, (2005); and individuality (Heslop et al, 2004).

Political and economic factors as cognitive dimension were tested by Beerli and Mertin (2004) in their study. They took the items under this dimension such as, political propensities, political stability, safety, economic development, terrorist attacks, crime rate, and price of the tourist products. Nadeau et al. (2008) conducted a study in Nepal, a neighboring country of Bangladesh, where they measured the characteristics and competencies of a country by the level of education, lifestandard, role in world politics, alignment with own country, political stability, the local people's rights and freedoms, environmental /pollution controls, wealth, the economic stability and level of technology that made the country perspective beliefs. Some other researchers used political and economic factors for image measurement such as active and marvelous in world affairs (Heslop et al., 2004); degrees of environmental safety (Heslop et al., 2004) associated the home country in world matters (Lee & Ganesh, 1999); human rights and liberty (Heslop et al., 2004); political solidity (Orbaiz & Papadopoulos, 2003); and

living standard (Parameswaran & Pisharodi, 2002). There is no homogeneity of dimensions of cognitive image based on the attributes that determine a person's cognitions in the past studies as delineated by Beerli and Martin (2004).

Table: 2.1 Dimensions in the cognitive image used in the past studies

Year	Author(s)	Number of Dimensions	Dimensions
(1991)	Fakeye and Crompton	Five	(1) Attractions, (2) amenities, (3) infrastructure, (4) friendly people, and (5) entertainment.
(2003)	Chalip et al.	Nine	1) developed environment; (2) natural environment; (3) value; (4) sightseeing opportunities; (5) risk; (6) novelty; (7) climate; (8) convenience; and (9) family environment
2003)	Hui and Wan	Eight	(1) tourist amenities; (2) shopping facilities; (3) nightlife; (4) political stability; (5) weather; (6) culture; (7) cleanliness; and (8) personal safety.
(2004)	Beerli and Martin	Five	(1) Attractions, (2) infrastructure, (3) atmosphere, (4) social setting and environment, and (5) sun and sand.
(2005)	Obenour et al.	Six	(1) Priority; (2) attractiveness for overnights; (3) resources; (4) facilities; (5) peripheral attractiveness; and (6) reputation.
(2006)	Ahmed et al.	Seven	(1) outdoor adventure and recreation, (2) clean and cozy environment, (3) historical and cultural amenities, (4) social opportunities and entertainment, (5) friendly and hospitable people, (6) price or value, and (7) sceneries and exclusivity.
(2006)	Hosany et al.	Two	1) physical atmosphere and 2) accessibility
(2009)	Aksu et al.	Five	(1) Shopping; (2) health and hygiene; (3) information; (4) transportation; and (5) accommodation.
(2009)	Alcaniz et al.	Three	1) functional, 2) mixed, and 3) psychological

Two factors of cognitive image (physical atmosphere and accessibility) were examined by Hosany et al. (2006) in their study. Alcaniz et al. (2009) empirically tested a model of three-dimensional cognitive destination image involving the factors like functional,

mixed, and psychological those were resulted from a total of 24 items. In wetlands tourism context, Lee (2009) examined a destination image scale that was included of three cognitive dimensions like natural scenery, recreational activities, and social-cultural aspects. Thus, the literature review shows that different researchers take different number of items and get different number of factors as a destination image scale through factor analysis for ultimate examination. It is also needed to mention that the past researchers used the terms ‘dimension’ and ‘factor’ interchangeably for examining cognitive destination image (Aksu et al., 2009; Beerli & Martin, 2004; Chalip et al., 2003; Obenour et al., 2005). In this regard Beerli and Martin (2004) synthesize literature review and conclude that destination image factors are destination-specific (cited in Byon & Zhang, 2010 p-514). For the present study, 21 items are adapted from the past studies to examine cognitive image as these items and factors are destination specific (Beerli & Martin, 2004). This chapter now turns to review of studies that used measurement instruments and data analysis methods to examine cognitive images of destinations.

2.5 Destination Image Formation Theories and Models

Destination promoters can develop appropriate destination images for selected target markets through understanding how touristic images are formed (Gartner, 1993). Without understanding the image formation process, destination promoters will find it ever more complicated to develop, maintain, or expand their sole share of the tourism

market (Gartner, 1993). Image formation studies have been begun through the study of Gunn (1972), who established that destination image grows at two levels, referred to as organic and induced/projected. The organic image is shaped based on what is known of a country from non-commercial sources, including word-of-mouth and actual visitation, whereas induced image is the consequence of promotional effort of that country as a tourist destination. Gunn (1988) later on extended his original model into seven phases of the travel experience, from pre-travel images to post-travel modification of images. At every phase, a diverse image of the destination may grow or exist.

Chon (1990) noted that a primary image of the destination is developed at the point when the push and pull factors co-exist. Tourists decide to tour to a destination on the basis of two elements: the attractiveness of the destination perceived by the tourists (pull factor) and the professed beliefs and probability of achieving tourist's needs and desires (push factor) (Chon, 1990). Through an extensive information search process by various information channels (e.g., travel literature, advertising, media, and word-of-mouth from friends) the accrued images of the destination of prospective tourists can be further modified. The prospective tourists' performance expectancy determination of the destination is influenced by this process. For example, positive performance expectancy is more likely to take the initial decision to have a trip to the destination than negative performance expectancy. The tourists' past image of the destination is reorganized at the memory stage through the process of evaluating their experience of the actual visitation to the destination. Tourists may reinforce their images about the

destination as positive or negative based on the level of satisfaction and dissatisfaction resulting from the evaluation process. At the time of touring, it is merely the consequence of a contrast amid his or her destination image that he or she already has previously and what he or she really sees, feels, and achieves at the spot and there is a confirmation or disconfirmation.

Fakeye and Crompton (1991) argued that from an organic image destination image grows and it proceeds in the midst of induced image to a complex image that was based on Gunn's (1972) seven phase of a travel experience. The model explored the relationships between organic, induced and complex images and their roles in destination selection. A prospect visitor develops organic images of potential destinations and he or she involves in an active information search if a desire to take a vacation emerges. Induced images are then created by active promotional measures that move the tourist on to the next stage of examining alternative destinations' merits and images before the final decision on selection of destinations. Resulting from actual visitation to the destination, a more complex image emerges. Past studies mentioned that the cognitive image goes before the affective image in the total image structure (Stern & Krakov, 1993).

Gartner (1993) suggested that the process of image formation is a continuum of individual agents which acts separately or together to develop a unique destination image to the tourist. The eight agents of image formation process were identified by

Gartner (1993) such as overt induced I, overt induced II, covert induced I, covert induced II, solicited organic, unsolicited organic, autonomous, and organic. The sources indirectly involved with a destination area such as TV/radio/print media advertising (overt induced I), tour operators/wholesalers (overt induced II), celebrity/spokesperson (covert induced I), articles/reports (covert induced II), and documentaries/movies/news articles (autonomous) form five agents that are considered as induced. The latter three agents, unsolicited/solicited organic and organic, are created from individual contact like dinner with friends or discussions during business meetings (unsolicited organic), word-of-mouth advertising (solicited organic), and information from tourists based on prior tour to the destination (organic). The purpose of induced images is to build or change current images in the minds of consumers so that they have a positive intuition of the destination (Deslandes, Goldsmith, Bonn, & Joseph, 2007).

Image formation is the development of a few impressions chosen from lots of information formed by Internet and media (Ahmed, 1996). Marketers have no control over these information that are adopted mostly from non-commercial (organic) tools and these create general knowledge about the destination. Usually, these images are either only positive or negative or strengthen conventional images of a destination. The changed or re-shaped image upon visiting the destination is more pragmatic, objective, distinguished, and constructs a complex image of the destination (MacKay & Fesenmaier, 1997; Chen & Hsu, 2000). However, divergences between organic and projected images may emerge from impractical inexperienced images apprehended by

tourists or from a partial disintegrate of the destination to fill up expectations. As a result, a gap between projected and perceived image exists (Andreu, Bigné, & Cooper, 2000) and the tourists' appraisal of that knowledge affects his/her overall image of the destination (Hu & Ritchie, 1993).

Baloglu and McCleary (1999) provided a framework where they conceptualized the factors that influence destination image formation through relationships among the cognitive, affective, and global structure. The framework showed influences of personal (psychological /social) and stimulus (information sources/previous experience/distribution) factors on destination image (perceptual/cognitive, affective, and global). The path analysis suggested that information sources, age and education impact on cognitive images and socio-psychological tourism motivations impact on affective evaluations. Ultimately, both cognitive and affective image constitutes the global image which tourists build up of a destination. The model provided by Baloglu and McCleary (1999) also was underpinned by the present study for personal (psychological/social) factors that influence destination image (perceptual/cognitive). Bonn et al. (2005) found the country of origin of the person as influential factor for the image that they build of tourist destinations. Sources of information, race, previous experience, age and level of education influence cognitive assessment (Tasci, 2007; Martín & Bosque, 2008).

Tocquer and Zins (2004) examined the cognition of tourists to a particular destination, and offered a four stage image formation theory: (1) Vague and unrealistic image – emerges from organic and induced information sources and that image is formed before the tourist travels a destination. (2) Image distortion stage: in this stage, individuals decide to make a tour, select the time frame for the tour, destination and kind of products and services related to tourism. In this period the pre-conceived image starts to be altered, simplified and prolonged. The image emerged turns out to be simpler once the tour program is fixed up. (3) Improved image - in this stage, tourists start to experience the tour itself. During this period tourists experience tourism products directly, the image is updated through giving up erroneous or vague elements and spiraling facets that attest to be right. (4) Resulting image – in this last stage, tourists use their fresh remembrance of the tour experience and direct to nostalgia, regret or fantasy. Then a set of fresh destination images emerge which influence future choices about those similar tourism products and revisit. Therefore, the Tocquer and Zins (2004)'s four stage image formation theory explains the influence of factors on tourists's cognitive image of destinations in the time of visitation.

Martin and Bosque (2008) examined the dimensions including natural environment, infrastructure /socioeconomic atmosphere, and cultural environment for cognitive component and affective component and the relationship of both of them with destination image. Alcaniz et al. (2009) conducted a study in Spain based on Echtner and Ritchie's (1993) work for examining thoroughly the composition of the cognitive image of a tourist place, analyzing both its dimensions and the impact which it exercises on the total image and on tourists' future behavior. Their work did not involve with

factors influencing cognitive image. Kim (2010) examined the relationships among demographics (gender, age, and income), experience, expertise, and cognitive/affective image evaluations in a ski resort context. Tavares (2010) investigated the influence that non- marketing, social factors such as heritage, culture, place identity, stakeholder involvement, politics and gender play in relation to destination image. As previously stated, although more than 95% destination image studies were found to be evaluating cognitive images but factors influencing this cognitive image studies were found very few.

2.5.1 Underpinning theory and models for the present study

The objective of the present study is to examine the influence of the psychological factors on the cognitive image of Bangladesh. Recently, the cognitive image of any destination has been the main focus of the academics and managers as the destinations compete within themselves for attracting more tourists through creating and offering impressive, unique and distinctive cognitions (Kotler et al. 1994) and Bangladesh is not an exceptional case. As the competition is not a battle of products or services rather it is a war of cognitions which positions in the mind of tourists (Mulec, 2010), the cognitive image formation can best be explained by psychological theory.

Gunn (1997), in his adapted psychological theory, clarified the destination image formation process and successive tourist experience through an order consisting of 'Hypothesis, Input and Check'. The potential tourists imagine themselves in the destination and think about their expected experience when selecting a destination. In

the 'hypothesis' stage, people imagine likely experience in the potential destination and if it is positive only then they consider visiting that destination (Howie, 2004). The images tourists or potential tourists have of specific destinations, are the mix of organic information and personal factors like education levels, occupation, personality, lifestyle and culture. For example, landscapes which are valued for tourism may once have been regarded as 'terrible', yet now are considered 'beautiful'.

Input stage is a multisensory/complex reaction, in contrast to the hypothesis stage of viewing a photograph of the destination as in a promotional brochure- a single sensory (visual) experience. The five familiar senses are involved like vision, hearing, touch, taste, and smell and there are also important interrelationships of the senses, giving the rise to kin-aesthetic, vestibular, and chemical sensations. Together, these form the totality of sensory experience. Thus, it is multisensory tourist experience, as for example, a sea view includes the smell of the salt water, the feel of the breeze, sounds of lapping waves, bird calls is experienced simultaneously. In destination area design and management, the visual sense cannot be considered alone. This is an established cardinal principle in the design of interpretive facilities within a destination if not yet for the actual destination as a whole (Howie, 2004: 106).

In check stage, input is checked against expectation. An alternative, or perhaps complementary, approach is to avoid creation of a situation where a state-of-art audio-visual presentation may induce a recreation greater than that produced by the reality.

Gunn (1997) is quite right when he comments that designers and developers must be careful to create attractions that will exceed all expectations and should be much cautious to present or induce a recreation situation related with the destination. The ‘check’ reveals the disappointment of the tourist when expectation outperforms reality.

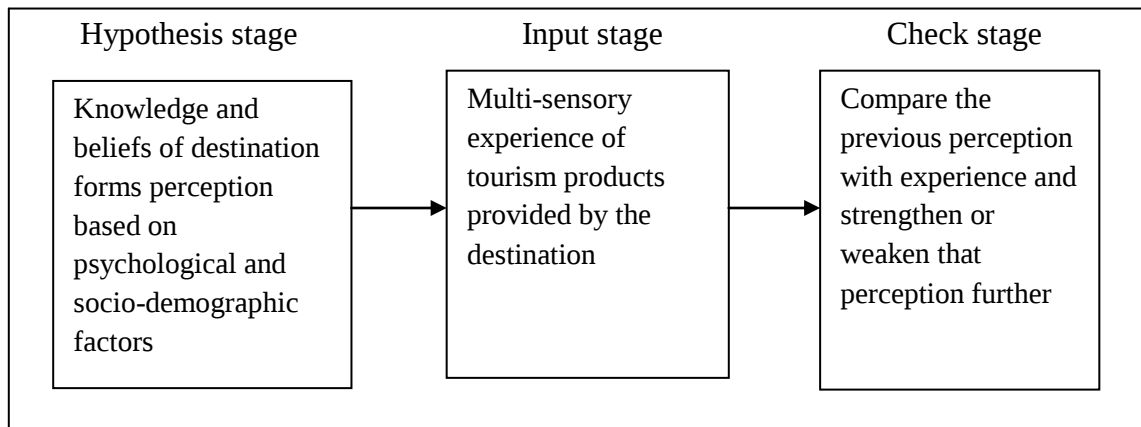


Figure: 2.2:

Formation of cognitive image

Based on Gunn’s Adapted Psychological Theory (Howie, 2004)

Tourists usually envision the likely experience in the potential destination based on knowledge and beliefs, motivation, and personality and try to get more information and to match with intrinsic needs, likings and preferences for comparing among alternative destinations. In the time of visitation, tourists experience various services provided by the destination and if they become satisfied their cognitions get stronger. Therefore, the Gunn’s adapted psychological theory explains the impact of psychological factors on tourists’ cognitive image of destinations in the time of visitation. As the present study

examines the cognition of tourists who visit Bangladesh, the Gunn's adapted psychological theory was underpinned by this study particularly for psychological factors because the theory explains post visit image of tourists.

Extending the idea proposed by Baloglu and McCleary (1999), Beerli and Martin (2004) empirically tested a conceptual model. In Beerli and Martin's (2004) model of the formation of destination image, the influential role of personal factors and information sources on destination image was examined. Personal factors including vacation experience, socio-demographics, and tourism motivations were used. They included only motivation from psychological factors.

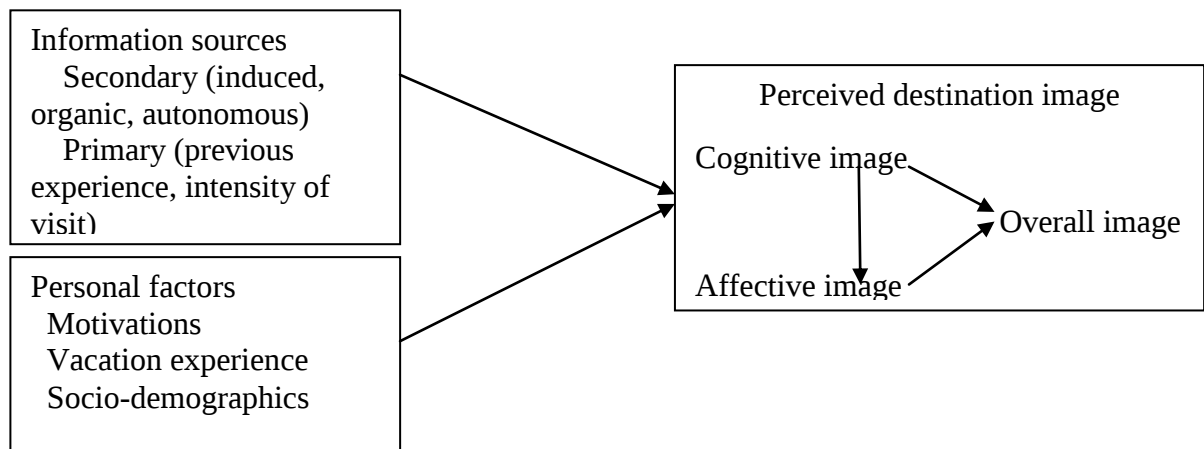


Figure 2.3

Model of the formation of destination image (Beerli & Martin, 2004)

This model indicates how psychological factors influence tourists' cognitive image at their visiting time in the destination. In this model, the possible influence of

sociodemographic characteristics on the cognitive image was analyzed using a t-test/ANOVA. As the study was conducted on visitors, it guided in formulating the model of the present study particularly in selecting some variables and preparing scales for cognitive image.

Ahmed et al. (2006) introduced a conceptual model where they investigated several variables such as touring experience, the region of origin, demographics, image components, and propensity to visit.

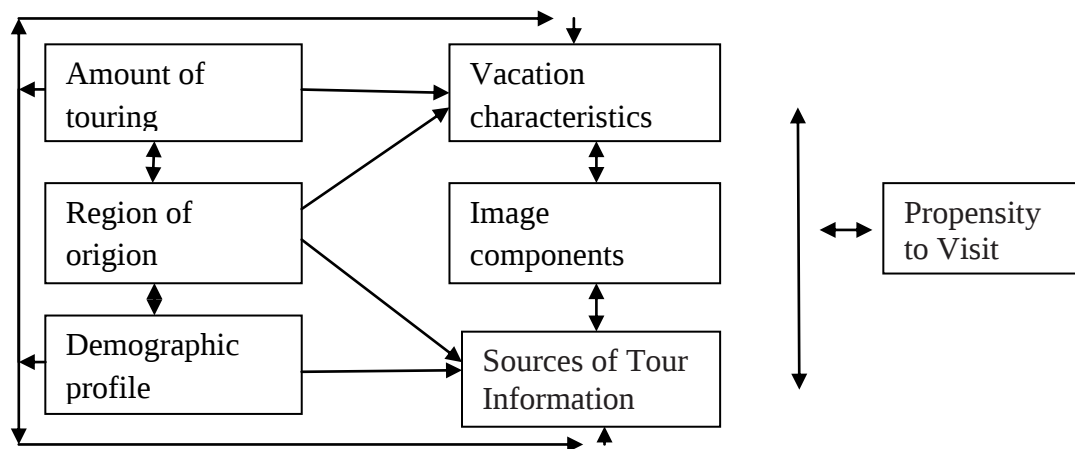


Figure 2.4

Model Depicting the Formation of Image (Ahmed et al., 2006)

Ahmed et al. (2006) did an exploratory study focusing on image variations on the basis of motivations, culture, vacation experience, and socio-demographic characteristics as influencing the present perceptions that tourists have of a destination. Ahmed et al. (2006) also noted that prior to the real tour, the potential tourists visualize the

experiences reasoned upon positive emotions that the place induced in their mind and in the tour period they compare their images of the place with what they really see, feel, and attain there. Therefore, the Ahmed et al.'s (2006) image formation model explains the influence of factors on visitors' cognitive image of destinations. As the present study examines the cognition/perception of tourists who visited Bangladesh, the Ahmed et al. (2006) image formation model was underpinned by this study partially for factors that included in the present study to examine because the theory explains visitors' cognitive image of tourists.

Moreover, almost all the studies were conducted in developed destinations context. For effective tourism development in a destination, the authorities should examine the current perceptions of visitors, especially foreign tourists for creating and delivering positive information regarding the place for improving tourists' cognitive images and persuading them to visit or revisit. Thus, it is needed to investigate cognitive image through various attributes or dimensions related to destinations. The next section is going to focus on factors particularly psychological that are included in the present study.

2.6 Personal Factors that Influence Cognitive Image

Destination marketers need to know their target markets' characteristics, particularly what psychological factors influence tourists' cognitions. Pre-visit cognition encourages

tourists to select a specific destination for tour and in the visitation that cognition changes through experience either positively or negatively. If the cognitive image goes favorable tourists tend to visit the place again and recommend to others. For effective positioning in a specific target market and in the minds of the consumers, a destination should be positively distinguished from its opposition, or favorably positioned (Echtner & Ritchie, 2003). Marketing organizations of a destination create and manage the views, or images of tourists of the destination in an expected differentiation and positioning level. To study factors influencing destination images helps to realize how to maintain current images, recover damage caused by negative incidents happening at a destination, and, finally, focuses desirable images in economically viable markets. Because, visitors' cognitive image of a destination tells what attributes are perceived how and what are gaps between stakeholders' expected image and the reality which brings a chance to repair and rebuild the image of that destination.

For capturing particular segments of markets, tourism products and services marketers need to build a favorable image of their destinations or products for stimulating demand to visit those destinations. Positive image of any destination encourages tourists to visit and revisit that destination; this is made possible through examining the present image of the destination possessed by visitors. The choices of destination where to tour depends more on images than on those events really came across. To decide where to travel, tourists first contrast the perceived pleasing attributes of several possible tourist destinations (Ahmed et al., 2006). The factors influencing these cognitive images are

great concern nowadays for tourism industry stakeholders as well as academics that are discussed in this section elaborately; specifically, the variables that are chosen for examining for this study.

A tourist's personal features or internal factors influence cognitive image formation process. As for example, the destination on the coastal area where the weather is generally fine, is significant for sun-and-sea holiday tourists, whereas the destination with full of historical and archeological sites, arts events, exhibitions, monuments, museums, festivals or folklore events is important for cultural or artistic motivated tourists. Through the image induced by the destination and tourists' personal characteristics, tourists develop their own mental representation of the place that ultimately generates their own cognitive images (Bramwell & Rawding, 1996; Gartner, 1993). From the viewpoint of consumer behavior, personal factors mean internal determinants, in other words, the psychological factors of the persons. These personal factors influence one's perceptions of a destination.

2.6.1 Psychological factors

Martin and Basque (2008) found that the studies of the influence of psychological factors on cognitive image of destinations have been limited. Based on past studies, perception is usually blended by actions of disclosure, attention and explanation of exterior stimuli. Naturally, these actions relied on stimuli features and the person's internal characteristics (Hawkins, Best, & Coney, 2003). The reflection of a destination in the tourist's mind is usually positioned based on stimuli dispensation that may be greatly affected by psychological factors of the tourist like values, motivations,

personality and lifestyle. Usually, image is envisioned as a subjective notion (Bigne´ et al., 2001; Gallarza et al., 2002; Leisen, 2001) and the actual image of a destination can be differed greatly from its perceived cognitive image (Gartner, 1993). The cognitive destination image is perceived by tourists that may differ based on various factors such as country of origin, motivation, lifestyle etc. even it may be wrong or false (Kotler et al., 1993). Thus, it is needed to understand the role of psychological factors in the formation of tourists’ cognitive destination images which may help to position tourist destinations in various segments of markets.

Although Beerli and Martin (2004, p-678) attempted to build up and validate various factors that impact on cognitive image, some psychological factors such as values, lifestyles and personality could not be included in the questionnaire ‘to avoid being discouragingly long’. Now, the theoretical and empirical perspective of the included psychographic variables such as lifestyles, motivation personality and attitudes toward service quality is discussed.

To date, the influential factors of tourists’ cognitive image of destinations that have been studied are shown in the Table 2.2 below.

Table 2.2 Influential factors of cognitive image that have been studied

Authors & Year	Factors have been studied
Gun, 1972	Information sources (commercial and noncommercial)
Hunt, 1975	Geographical location or distance
Pearce, 1982; Phelps, 1986	Actual and previous visitation (familiarity)
Chon, 1990 & 1992	Travel literature, advertising, media, word-of-mouth and visitation
Fake & Crompton, 1991	Organic image, induced image, complex image
Echtner & Ritchie, 1993	Attribute-holistic, functional-psychological, common-unique
Gartner, 1993	Information agents like induced, autonomous, and organic
Ahmed, 1996	Media and Internet

MacKay & Fesenmaier, 1997; Chen & Hsu, 2000	Visitation
Baloglu & McCleary, 1999	Personal (values, motivation, personality, age, education, marital status) and stimulus (information sources, previous experience, distribution) factors
Baloglu, 2001	familiarity
Beerli & Martin, 2004	Personal factors such as motivation, vacation experience, gender, age, education, social class, country of origin and information sources like secondary: induced, organic, autonomous; primary: past experience, intensity of visit
Hankinson, 2004	History, heritage and culture
Bonn, Joseph, & Dai, 2005	Country of origin
Chao, 2005	Promotion tools
Ahmed, Sohail, Myers, & San, 2006	The region of origin, touring experience, visit times
Tasci, 2007; Martín & Rodriguez, 2008	Sources of information, race, previous experience, age and level of education
McCartney, 2008	Cultural background
Martin & Bosque, 2008	Dimensions including natural environment, infrastructure, socioeconomic, atmosphere, and cultural environment for cognitive component and affective component
Alcaniz et al., 2009	The composition of the cognitive image and its influence
Kim, 2010	Demographics (gender, age, and income) and experience
Tavares, 2010)	Heritage, culture, place identity, stakeholder involvement, politics and gender

Although, a few researches have been conducted to examine the factors that influence cognitive image (Ahmed, et al., 2006; Beerli & Martí'n, 2004; Baloglu & McCleary, 1999a; Mackay & Fesenmaier, 1997), but none of these studies examined the influence of lifestyle, personality (except Baloglu & McCleary, 1999) and attitudes toward service quality on cognitive image.

2.6.1.1 Lifestyle

Lifestyle is defined as the person's "integrated way of life" and has both attitude and material possession ideas (Cholesterol Watch, 1991). In another way, 'lifestyle' can also

be defined by variables like activities, indicating to the way in which persons use their time and money; interests, which are those things in their close environment they deem more or less significant; and opinions, the perception they have of themselves and of the world around them (Unger, 1982; Tigert, 1971). Lifestyle refers to the consumers' life style (Kotler, 2000; Blackwell et al., 2001; Wu, 2001) including the procedure of practicing thoughts. After the transformation of values and attitudes, lifestyle is created by individuals' daily activities, their interests and opinions to the dealings with the fostering of social culture. Usually, individuals' feelings and attitudes in the direction of tourism echo on several activities in daily lives (Kuentzel, 2000).

The present-day society is undergoing the deep and wide-ranging changes that should be considered for knowing tourists, among them being the increase of buying power of families, the increasing number of single-person households, the access of female (better and better qualified) into the working force, and a decrease in the average number of members making up families (Gonzalez & Bello, 2002). "This leads to the conclusion that the evolution of society is the principal cause of the need to include further criteria (lifestyles) as essential variables in detailed knowledge of consumers" (Gonzalez & Bello, 2002 p-51). Some specific habits and performances of tourists may link to specific reimbursements and hopes that are appreciated and achieved from tour experiences and at the destination spot.

Gonzalez and Bello (2002) measured lifestyle depending on tourists' activities, their interests and their opinions because beliefs, opinions and preferences allow anticipating

their behavior. Contrary as a result of the situations arises; tourists' attitudes have impact on their behavior. People normally adopt a lifestyle according to dominant characteristics of the society where they live or desire to belong (Baudrillard, 1970) and different lifestyles shape the tourists' cognition on the attributes of destinations. As a consequence of activities and leisure practices and the universal view people themselves have, lifestyles emerge in a group of people that create cognition of them to the destination. These different groups' different cognitive images of destinations are vital because tourists are encouraged by these cognitions to behave. The studies of Trauer and Ryan (2005), Yuan et al. (2005), and McKercher and Chan (2005) found that tourist diet choice, desires of interpersonal relations, and perceptions to the tourism policy of the organization related with tourists' behavior. Tourists' normal lifestyle, or the activities, interests, or opinions involve more on their living facets which impact destination selection (Trauer, 2006).

Gonzalez and Bello (2002) tried to explore in-depth acquaintance with individuals' lifestyle for predicting their behavior through using some features like, novelty, liberalism, enterprising attitude, fashion, independence, self-realization, hedonism, solidarity, caution, materialism, conformism, safety on the streets, pragmatism, ambition, and conservatism. But, behavior is always followed by cognitive image which is very important for assessing tourists' propensity to revisit and recommendation even loyalty to the destination; thus, measuring cognition helps authorities to predict the preference, feelings and tendency of tourists.

Moreover, cognitive image is the determinant of behavior and that is well accepted in the tourism literature. Therefore, it is important to investigate cognitions of tourists based on lifestyle which will guide management to shape their marketing program suitably. However, the previous researchers explored the relationships between lifestyle and tourists behavior (Mayo, 1975; Gladwell, 1990; Gonzalez & Bello, 2002; Oppedijk et al., 1986) whereas cognitive image could portray tourists' real attitude to the attributes of destinations. Tsaur and Shu (2003) showed that tourists prefer trips, based on their lifestyle and specific lifestyle leads to choose specific products. The utilization of conventionally utilized variables in fragmenting the market for tourism was criticized because of their limited explanatory value and some researchers suggested measuring lifestyle of tourists and dividing up them accordingly (Fisher, 1990; Mitchman, 1991).

Cognition of tourist is deeper, lasting and more deterministic that is fostered in the core of his/her heart which was not explored by previous studies; thus, it can be said that the abovementioned studies portrayed partial scenario of consumers' lifestyles. The above discussion shows that lifestyle attracted many researchers' attention but almost all of them found the relationships between lifestyles and consumers/tourists behavior in different fields. The studies using lifestyle in tourism field also did not examine its influence on cognitive image of destinations although it is vital as a psychological factor and without which destination management authority cannot understand their markets accurately. Realizing this importance, Beerli and Martin (2004) recommended lifestyle for including studies in future of cognitive image research. Therefore, the researcher assumes that visitors' lifestyle may influence their cognitive image of

Bangladesh and if it is tested tourism marketing programs formulation may be accurate and easier. Thus, 'lifestyle' is the way in which individuals use their time and money, the matters they consider more or less important, and the view they have of themselves and of the world around them.

2.6.1.2 Motivations

In travel motivations, push and pull factors play an important role in people's travels as internal and external "forces" (Uysal & Hagan, 1993). Push factors are the psychological factors of tourists and their surroundings that interpret the visit intention (McGhee, Loker-Murphy, & Uysal, 1996). Why people tour various destinations, motivation covers the answer of this question mostly as motivation is a psychological factor which lays in the mind of tourists. But, whether different motives impact on tourists' perception differently that has been a critical topic for decades because motivation is a complex and tricky area to study in tourism research accurately (Pearce & Lee, 2005). Usually, tour by itself is treated as needs and wants satisfier (Mill & Morrison, 1992 cited Pike 2004). Mayo and Jarvis (1981) stated that motivation is an active driving force which subsists for reducing the state of tension. Motivation is the intrinsic reason for which the individual embarks on a specific trip (Weaver & Lawton, 2002). Motivation is an inner force which refers goal-arousal (Hoyer & MacInnis, 1997). Swarbrooke and Horner (2007) classified motivators in tourism into six groups such as physical, emotional, personal, personal development, status, and cultural.

Several researchers opine that motivations impact on the process of image formation and the selection of destination (Baloglu & McCleary, 1999; Stabler, 1990). Baloglu (1997), Dann (1996) and Gartner (1993) suggested that motivations directly affect cognitive image. Tourists with diverse motivations may evaluate a place similarly if its cognition fulfills their expectations. External stimuli develop cognitions about the attributes of a destination, but the pattern of those cognitions varies based on the internal variables of the tourists. Thus, the cognitive image is shaped through both the image projected/induced by the destination and the tourist's personal factors. In this way, people form their own mental picture of the destination that ultimately creates their own individual cognitive image (Gartner, 1993).

Push factors explain the way people are pressed to take a tour choice, on the other hand pull factors interpret the way tourists are attracted by the place image (Uysal & Hagan, 1993). Usually, push factors such as the desire to rest and relaxation, escape, health and fitness, prestige, social interaction, and adventure tend to be more of intrinsic nature (Uysal & Hagan, 1993). Through tourists' association in activities that meet their certain inner needs, leisures may be treated as a way to escape daily stress and to additional build up one's self-esteem and personality. Uysal and Hagan (1993) opined that understanding the factors which compress tourists to travel is vital which assists destinations to develop appropriate strategies of marketing and chances for mitigating a specific group's push factors. The significance of focusing motivation as push factor has emerged due to such theoretical justifications. In order to attract tourists, pull factors of destinations need to accommodate to the future tourist's push factors or

motivational factors. In another way, a place's attributes may "respond to, stimulate, and reinforce the inherent push factors motivations" (McHehee et al., 1996:46).

Mostly a pro-western sample and European destination (Spain) were used by Beerli and Martin where they examined motivation on affective image only. To measure motivations and performed a factor analysis, they used a 19-item, 7-point Likert scale. Beerli and Martin (2004) analyzed motivation through the following factors (1) knowledge, (2) relaxation, (3) entertainment, and (4) prestige. They found that motivations have influence on the affective dimension of image related to relaxation and knowledge motivated groups for first time tourists. But for repeat tourists, only knowledge group influence affective image and it is negatively. Ahmed et al. (2006) conducted a factor analysis on the basis of their respondents' motivations. For measuring motivations they used a 22-item, 7-point Likert scale. Ahmed et al. (2006) analyzed motivation by six factors (1) relaxation, (2) entertainment, (3) social and safety, (4) prestige, (5) knowledge and culture and (6) infrastructure. They studied in a very far Pacific destination and they used a sample from a country categorized as a rising market (Malaysia). The methodologies used by Ahmed et al. (2006) and Beerli and Marti'n (2004) are quite similar. Ahmed et al. (2006) examined motivation on destination image of Australia but from the factor analysis table it is clear that they only examined on cognitive image. They found that different motivation factors influence the cognitive image differently. Motivation factors are important for destination marketing because those market groups whose motivations are connected to the certain factor(s) should be directed by destinations (Beerli & Marti'n, 2004). Moreover,

motivation was not studied much in the past particularly for cognitive destination image. Thus, for specific guidance for tourism in Bangladesh motivation needs to be examined in different destination context. Thus, motivation is an active inner force or the intrinsic reason for which the people get on a particular tour.

2.6.1.3 Personality

Personality theories help to understand tourists' behavior (Jackson, White, & White, 2001). The influence of personality traits was explored by previous studies to comprehend why people prefer diverse roles and styles (Jackson, Schimerer, & White, 1999; Jackson et al., 2001; Madrigal, 1995; Plog, 2002). Personality is described as the personality traits generally associated with human being which influences to perceive destination images. Personality serves as an enduring basis for differentiation (Crask & Henry, 1990). Personality traits may be positive or negative that influence individual's cognitive image and behavior. Many researchers examined the relationship between personality and behavior. Govers et al. (2007) found that the tourist's personality influences the selection of destination to visit but they did not examine it for destination image whereas image directs behavior. Personality traits influence to distinguish among destinations (Murphy, Moscardo, & Benckendorff, 2007). Murphy et al. (2007) mean by saying distinguish among destinations that personality influences tourists' cognitive image and behavior but it is for whom, potential visitors or for visitors that is not clear. Kotler and Armstrong (1991) refer that the variables for market segmentation utilized by general researches can be normally fragmented into four types, consisting

geographic, demographic, psychographic, and behavioristic variables. As the behavior of consumers is becoming complex and behavior is shaped by their perception, psychographic variables are needed to study to explore thoroughly comprehension of their perceptions. Therefore, some authors suggested that psychographic variables, particularly personality characteristics should be studied for understanding tourists' perceptions to segment them and to provide products accordingly (Andereck & Galdwell, 1994; Tsaur & Shu, 2003; Zins, 1998).

Plog (2002) focused on incorporating personality dimensions into tourism research and portrayed eight different types of tourists. The venturesome seek to discover strange characteristics and prefer touring an emerging destination. The pleasure-seeker demand to have high quality lodging services, entertainment, and transportation. The impassive take tour decisions fast without pre-plan. The self-confident tend to select extraordinary places and activities. The plan-full plan in progress and purchase pre-packaged tours. The masculine are absorbed in camping, hunting, and fishing. The intellectual prefer destinations' famous and artistic features. Lastly, the people-orientated love to interact with neighbors when they tour. But the study is silent about the perception of tourists based on personality traits that ultimately affects behavior.

Anderson (1968) conducted a study in the USA and divided all the traits into three classes such as favorable, neutral and hesitant, and unfavorable (Cited by Matthews, Deary, & Whiteman, 2003). Although a person's behavior obviously differs a bit from time to time, but would sustain also that a core steadiness is there and it identifies the

person's 'true nature'. Traits are stable over time and these directly influence behavior (Matthews et al., 2003). Buss (1989) stated that traits are the unique and defining characteristic of personality.

Some studies that used trait concept and personality theory are shown in the table 2.3 below.

Table: 2. 3
The trait concept and personality theory

Study	Trait	Behavioral measure
Carmen, Miles and Cervin (1965)	Extraversion	More time spent talking
Edman, Levander and Schalling (1983)	Impulsivity	Faster reaction time
De Julio and Duffy (1977)	Neuroticism	Greater distance from experimenter chosen
Ganzer (1968)	Test anxiety	More time spent looking away from the task during testing
Newman, Patterson and Kosson (1987)	Psychopathy	More persistence in gambling when consistently losing

(Matthews et al., 2003:5)

In the present study, personality was measured through developing scales based on previous studies such as Anderson (1968) and McCrae & Costa (1997). In psychology, there are five factors that determine different personality types and these five factors are major types of personality traits. Although many researchers support this five-factor model of personality, several authors do not follow the literal tags for every dimension all the time. However, usually described five categories are including extraversion, agreeableness, conscientiousness, neuroticism, and openness (Goldberg, 1981; McCrae

& Costa, 1997). Psychologist Buss (1995) opined that personality traits shape our social interaction because behavior relates a communication between an individual's basic personality and environmental stimuli. However, in most cases, people response consistently with their fundamental personality traits (McCrae & Costa, 1997). These aspects stand for major fields of personality that clusters of features have a propensity to happen jointly in numerous persons. For example, people who are sociable have a propensity to be talkative. Everybody may show behaviors across many of these aspects because personality is a complex and varied phenomenon (McCrae & Terracciano, 2005).

The easiest method for measuring personality is just to ask the respondent to rate how well trait objectives apply to himself or herself. It can also be asked questions about behaviors that are thought to communicate personality. Investigating perception based on personality helps to understand tourists in better way as perceptions influence behavior. However, the previous researchers attempted to investigate personality for behavioral purposes and so far only Baloglu and McCleary (1999) investigated in tourism field for destination image. Therefore, there is ample opportunity to test this variable specially to find its influence on cognitive image formation.

2.6.1.4 Tourist's attitude towards service quality

Blankson and Kalafatis (1999) opined that marketing service is a group of activities or benefits provided for sale or have been related to specific products. This definition does not differentiate between commodity and service. Usually, service is a process of works that is interacted between consumers and service employees who offer physical products, facilities and counseling to solve the problems of customers. In this study, service for tourists begins from the time of tourists' arrival to Bangladesh until their exit from the country's airport or land port. Tourists' services include transports, accommodation (housing) and services of food, drinks and complementary services of telecommunications and banking services, business services, health services and treatment (Al Alak & Al Tae'e, 2002).

Attitude is the first significant determinant of behavioral intention that can be stated as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991, p. 188). On the other hand, Taylor and Todd (1995) stated that attitude refers to the personal behavior that can be positive or negative towards getting acquainted with new environment or innovations. Ajzen and Fishbein (1980) suggested that people have beliefs about an object by relating it with several factors, quality and attributes. Based on these beliefs, people obtain positive or negative attitudes to the object based on if they relate that object with favorable or unfavorable features. Attitudes are indicated as propensities in activity to the objects or experiences (Alcock, Carment, Sadava, Collins, & Green, 1997). Attitudes refer a cultured way individuals conduct with the environment surrounding them that is complex (Zanna &

Jamieson, 1989). The combination of cognitions (beliefs), affect (emotions), and conations (actions) are called attitudes (Alcock et al., 1997). While Ajzen and Fishbein (1980) conceptualized attitudes based on a sum of beliefs of an object; Fishbein and Middlestadt (1995) argued that attitudes can only be realized by testing an individual's beliefs and feelings jointly.

Therefore, definition given by Ajzen and Fishbein (1980) is used as operational definition in the present study. The beliefs can be achieved by straight observation, in some way by accommodating information from exterior sources, or produced by assumption process. Some beliefs endure, others are elapsed and new beliefs may be built. Tourists' attitude much influences their intentions and behaviors (Bagozzi & Dabholkar, 2000; Doll & Ajzen, 1992). Laforet and Li (2005) did a research to identify the linkage between clients' attitude and behavior intention to use the bank service. This study found out that the relationship between the attitude and the behavioral intention was significant and positive for a number of bank clients in China.

Nowadays to make sure that present customers/tourists are continually satisfied is more important than ever. Service firms focus on achieving a basic spring of competitive advantage e.g., customer satisfaction and loyalty through distributing greater value (Woodruff, 1997). Several authors noted that better quality of service generates happy customers (Sawmong & Omar, 2004; Szymanski & Henard, 2001). Various studies indicated that service quality is a vital weapon for attaining and retaining consumers (Danaher, 1997; Ghobadian, Speller & Jones, 1994; Headley & Miller, 1993; Magi &

Julander, 1996; Zeithaml, 2000). In fact, the quality of service appears to be more significant than price in distinguishing a service provider from its opponents and in nurturing regular customers (Kandampully & Suhartanto, 2003). Providing quality service is vital if organizations want to expand their market share and profitability (Andronikidis, 2009).

Service quality importantly is an effective differentiating factor for a service firm and it ensures to establish and maintain repeat customer (Leisen & Vance, 2001). Service quality echoes the degree to which a product or service match or exceeds consumer's desires. Consumers prefer service quality if the price and other cost factors are held stable (Boyer & Hult, 2005) and views of quality are created and maintained in their hearts (Crosby et al., 2003) that are traditionally evaluated immediately after the individual has used the service (Plamer & O'Neill, 2003). In today's business markets, the quality of service has appeared critical for attaining a competitive advantage (Edvarsson, 2005; Rust, Zahorik, & Keinigham, 1995). It is fact that quality needs investments which may seem expensive but low quality raises the worth of service as it also enhances the occurrence and passion of service needed. In addition, product and/or service malfunction encourage unfavorable word of mouth, under consumption, and substitution with an additional care service and litigation (Hartline & Jones, 1996). Organizations are more effective both in maintaining regular consumers and in cross selling products and services that consider constant upgrading the quality of service (Rao & Kelkar, 1997). That is why; evaluating customers' attitudes toward service quality is a mainstream to long-term sustain.

Delivering quality service is critical if organizations are to expand their target market share and profitability through making favorable image and eventually to make positive actual behavior because service quality is a crucial tactic for attaining and retaining customers (Zeithaml, 2000). Thus, tourists firms can make stronger competitive perimeter and enlarger market-share by making customers delighted and only quality service could become visible it (Mittal, Ross, & Baldasare, 1998). However, Lam et al. (2007) examined the relationship between attitude, subjective norm and revisit intention. The results showed that attitudes, subjective norms significantly impact on Taiwanese tourists' intentions to visit Hong Kong. Likewise, Choi and Chu (2000) conducted a study in Hong Kong hotels, noted that there is a significant and positive relation for travelers. Quintal et al. (2009) examined the relationship between international tourists' attitude, subjective norm, and perceived behavior control and behavior intention to visit Australia. The findings indicated that there is a significant and positive relationship. Han et al. (2010) investigated the formation of tourists' intentions to visit a green hotel pointed out that the relationship between tourist attitude, subjective norm, perceived behavior control and visit intention was significant and positive.

Continuous competitive pressures characterized the new business environment and the companies have become more customer-oriented for defending themselves and be successful. The key objective is the customer satisfaction which appears as a result of a set of service encounters (Rust et al., 1995). Satisfaction is the reflection of the

experience of customers with the service or product (Iacobucci, Grayson, & Omstrom, 1992) and it relies on preconceived or simultaneous attitudes about the quality of service (Bolton, Kannan, & Bramlet, 2000). As a result, prior literature shows that the foundation for customer satisfaction is service quality. In other words, customer satisfaction decides to a great degree the loyalty of customer (Anderson, Fornell, & Lehmann, 1994). Satisfied customers purchase repeatedly, make recommendations for the service, and are regular. At the same way, to make more repeat tourists tourism destinations have to satisfy their present visitors by providing better quality services. Before doing this destination marketers should know the attitude towards the quality of services and facilities provided and whether these attitudes influence their cognitive image or not.

In the recent competitive age, service quality and customer satisfaction appear the main concern of both producers and service firms to attract, retain and making tourists loyal. However, service quality and customer satisfaction studies are different and uneven (Wang, 2004), particularly for the complex correlations among them. Iglesias and Guillen (2004) carried out a study in Spain to examine the relationship between service quality and customer satisfaction in restaurant firms. The findings of the study showed that the perceived quality has a significant and favorable impact on the level of customer satisfaction. Wang et al. (2004) conducted a study in China's Telecommunication Industry to find the relationship between service quality and customer satisfaction. The research revealed that perceived quality significantly and positively influence the level of customer satisfaction.

Bigne et al. (2001) conducted a study in two Spanish tourist resorts on the coast of the Valencia region to examine the relationship between perceived service quality and tourist's satisfaction and they found significant relationships. Um et al. (2006) conducted a study in Hong Kong and examined service quality and tourist satisfaction and noted that the relationship between service quality and tourist satisfaction is significant. Another study was conducted in Jordan by Alhroot (2007) to examine the relationship between service quality and tourist satisfaction and suggested that the visitors were not satisfied with the services offered by Jordanian hotels. A study was carried out by Yoo and Park (2007) to examine the relationship between service quality and customer satisfaction and found out the relationship is significant. Udo et al. (2008) conducted a study in western USA and examined the aspects of web service quality on the basis of e-customer's desires and perceptions and found the service quality was significantly related with customer satisfaction. Rodriguez et al. (2009) investigated in Spain and found that the relationship between service quality and citizen satisfaction is significant.

Spreng, MacKenzie, and Olshavsky (1996) noted that the degree to which a service meets customers' expectations is critical to shape their feelings of satisfaction. Bramwell (1998) opined that the destination's products need to be deliberated to meet the expectation of the targeted tourists. "Tourism satisfaction" means the feelings of tourists after visitation (Baker & Crompton, 2000) and successful tourism marketing depends on the aptitude of tourism destinations to provide better quality products that

meets to the varying tastes, needs, desires and demands of the foreign visitors (Jayawardena, 2002). For developing strategies for marketing need destination management to evaluate the image tourists hold of the destination's tourism offerings (Jayawardena, 2002). Tribe and Snaith (1998) opined that the evaluation of satisfaction indicates some sign of the level of customer loyalty. Kozak (2001) Gyte and Phelps (1989) suggested that the relationship between total satisfaction and intention to repeat visit is significant. The above discussed studies emphasize on exploring the relationship between satisfaction and quality and repurchase or revisit but they ignore the impact of service quality on cognitive image which ultimately influences behavior.

As the conception of service quality is intrinsically elusive in nature and tricky to define, evaluating service quality is a complex job (Kandampully, 1997). Measuring the progress in service quality is even more difficult (Zeithaml, Parasuraman, & Berry, 1990). To evaluate service quality, frequently used techniques comprise customer service audits (Takuechi & Qelch, 1983), gap analysis (Zeithaml, Berry, & Parasuraman, 1988), SERVQUAL (Parasuraman, Zeithaml, & Berry, 1988), SERVPERF (Cronin & Taylor, 1992), the critical incident technique (Bitner, 1990), and the sequential incident technique (Stauss & Weinlich, 1997). Parasuraman et al. (1988) suggested five aspects for assessing service quality: tangibles, reliability, responsiveness, assurance, and empathy. The attitude to quality of these five aspects is evaluated either with SERVQUAL or SERVPERF. The applications of both SERVQUAL (Bryslan & Curry, 2001; Frost & Kumar, 2001; Newman, 2001; Zhu et

al., 2002) and SERVPERF (Hudson et al., 2004; Johns et al., 2004; Peterson et al., 2005; Pe´rez Sa´nchez et al., 2007) are many and in diverse contexts. However, the following researchers have raised conceptual, methodological, analytical, and practical issues (i.e. Angur, Natarajan, & Jahera, 1999; Newman, 2001; Teas, 1994). Particularly, in the tourism sector, researchers started to measure service quality with newly innovated and suited scales, as did Narayan et al. (2008) in India.

Although cognitive image of a destination is an antecedent of behavior, past researchers tend to investigate the relationship between attitude to service quality and intention or actual behavior. There are many studies that examined perceived service quality and satisfaction. Many researchers examined attitude toward service quality in fields other than tourism. Therefore, the service quality and visit behavior are interlinked through satisfaction. Attitude towards the quality of services and facilities provided triggers tourists to perceive a destination positively or negatively that ultimately influence to behave. Even some services tourists do not use but an attitude towards the quality of those services grow in the mind of tourists and then they have a cognitive image of the destination. Thus, there is a lack in previous studies of perceived service quality in tourism industry in finding the relationship with cognitive image. Ahmed et al. (2006) suggested that attitude towards service quality needs to be studied in factors influencing cognitive image of destination studies sector. The present study focused to reduce the gap of past studies for investigating the relationship between service quality and cognitive image of destinations in the context of Bangladesh.

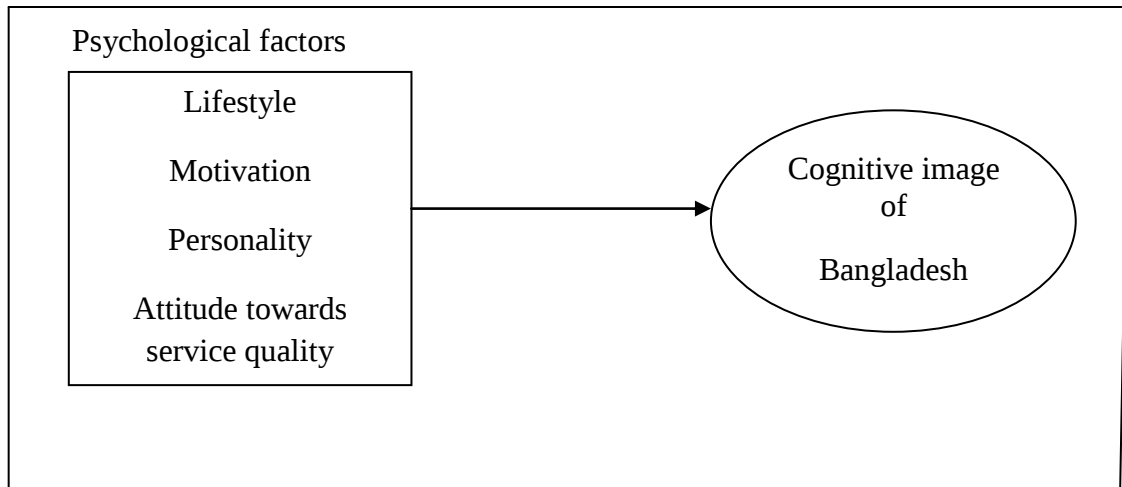


Figure: 2.5
Psychological factors influencing cognitive image of Bangladesh

The justification of testing psychological factors in the context of Bangladesh is that in the recent times, tourists prefer and select destinations and purchase services based on their lifestyle, personality, different motivations and perceived service quality more than ever. People's lifestyles are changing, their new motives are prevailing, their personality traits are becoming peculiar, perceptions of tourists on service qualities are getting diversified and they are more sub-culture adopted groups that were not seen in the past. As Bangladesh tourism grows steadily, it is needed for the concerned management authorities to identify customer groups, to segment tourists based on psychological factors, to communicate them with proper promotional tools, ultimately to position and create favorable destination image.

2.6.2 Socio-demographic characteristics

Tourists are supposed to vary importantly in their cognitions of a destination's image based on their several demographic characteristics such as gender, age, education, and income. Most of the models for decision process for destination selection (Stabler, 1990; Um & Crompton, 1990; Woodside & Lyonsky, 1989) found that based on sociodemographic features, such as gender, age, income, and education tourists' perceptions of destinations vary. Kim (2010) also found demographic variables like age, gender and income significant for images. Based on different demographic characteristics, tourists are different in their cognitions of a destination's image (Tasci & Gartner, 2007). For the present study, some variables have been chosen for investigating the variations of tourists' cognitions based on some sociodemographics as past studies were conducted mostly in developed destinations context that produced mixed results. Here, these selected socio-demographic factors such as gender, education, age, income, and country of origin are delineated based on the findings of previous studies that help to understand the theoretical and empirical perspectives of these variables to examine in a developing destination like Bangladesh.

2.6.2.1 Gender

Gender is described as the identity of a person based on sex for which tourists' perceptions of destinations vary. Gender serves as a continuing basis for differentiation

and the same attribute of a destination may evaluate differently by male tourist than female tourist. Baloglu and McCleary (1999) discussed in their study that the consumer behavior models of Fisk (1961±62) and Sheth (1983) accepted the gender of people as determinant of consumer image by counting it as antecedent to cognitive processes. Iso-Ahola (1982) includes gender as a determinant of cognitive image of travelers. Baloglu (1997) examined motivations of West German travelers to the United States in respect to socio-demographic and trip features and found that the cognitive image was varied significantly by travelers' socio-demographic and trip characteristics.

Heung, Qu, & Chu (2001) studied Japanese tourists' cognition to Hong Kong and found that tourists' cognitive image varies significantly based on gender. They also mentioned that female travelers are benefit seekers and this segment could be attracted through special tour packages tailor-made for them. Chao (2005) compared destination image between promotion tools users and non users and found that advertising media have positive influence on the perceived image of California but differently based on gender. In this digital age, the deep and multidimensional changes are undergoing that should be considered for understanding tourists' cognition; among those, the entry of women into the labor market, and their empowerment are noticeable (Gonzalez & Bello, 2002). Thus, it is critical to examine whether tourists' cognition to various attributes of a destination varies on the basis of gender or not to segment and serve the market appropriately.

2.6.2.2 Age

Majority of image formation and destination choice models included socio-demographic factors particularly age to examine traditional (other than tourists) consumers' cognitions of objects, including destinations (Stabler, 1990; Um & Crompton, 1990; Woodside & Lysonski, 1989). The Fisk (1961±62)'s and Sheth (1983)'s models of consumer behavior also accepted age as determinant of consumer image. They included age as antecedent of cognitive processes and among all other socio-demographics age was appeared to be major differentiator of image. Baloglu (1997) investigated image differences of the United States depending on socio-demographic factors of West German visitors and found little image variations because of age.

MacKay and Fesenmaier (1997) suggested that age had no impact on image but Beerli and Martí'n (2004) found age as a significant influential factor for cognitive image. Chao (2005) found that television, magazines or guidebooks, tourism brochure, the Internet, word-of-mouth, and movies have positive influence on the cognitive image of California but differently based on tourists' age. As a demographic factor age has importance on consumption, preferences and needs that is why it has been used as a base for market segmentation in marketing world for a long time. As for example, different age groups such as infant, baby, child, school going boys & girls, teenage, adults, newly married couple, couples with one child and so on perceive products/colors/objects differently. Recently, in the tourism field, it is studied for probable identifying segments to diversified and customized tourism products. The

literature shows that the previous studies produce contrasting results in this regard, thus, it is needed to examine whether perceptions of tourists are varied based on age in Bangladesh perspective which may help to formulate future marketing programs.

2.6.2.3 Country of origin

The previous studies in the field of tourism treated country of origin differently such as cultural variation, or distance or geographical proximity, or nationality. The country of origin is a socio-demographic factor that exercises the most impact on the cognitive dimensions, both in the case of first-time and repeat visitors (Beerli & Martí'n, 2004). Although in the case of the countries of origin, the variations in cognitive image happened based on cultural aspects, it needs to be accentuated that nationalities should not be treated identical with societies. Moreover, some researchers studied destination image related with tourists' distance, culture, sport events, perceived risk and degree of development of a country. Obenour et al. (2005) suggested that tourists touring shorter space would not desire to reside a shorter duration and the tourists' distance from the spot will not exclusively decide the perceived span of reside at the place. Distance from the place, calculated in genuine provisions like kilometers, time, and monetary cost, and depicted by the country of origins of the visitors, is understood all the time that it plays a role in the formation of image, even though a few studies really contrast samples from various country of origins (Gallarza et al., 2002). Ahmed et al. (2006) examined Malaysian tourists' cognitive image of Australia and found that there is no significant difference based on region of origin among the Malays versus non-Malays.

Most previous studies examined the impact of individual's country of origin on the cognitive image of a destination. Chen and Kerstetter (1999) noted that visitors from culturally heterogeneous countries, e.g. Africa, Canada, Europe or Asia perceived Pennsylvania in a dissimilar way. Similarly, Rittichainuwat, Qu, and Brown (2001) found that visitors from Asian, European and American countries had different perceptions to Thailand. Hui and Wan (2003) also found that Asian and other international tourists perceived Singapore differently. In tourism field, culture has been tested based on tourists' geographical origin. However, the previous studies found that country of origin is closely related with culture. Normally, countries are treated to reflect various cultural aspects, characterizing variations in peoples' responses to the distinctive cultural values (Crofts, 2004). Thus, it is recognized that visitors from various countries have different cultures, and as a result, a diverse cognitive image of the identical place.

Geographic market segmentation is founded on the concept that the wants and choices of visitors differ on where they reside (Fayeke & Crompton, 1991). Prior studies used geographic factors like distance or origin in the evaluation of the image of destination. Hunt (1975) found that tourists' overall image of a destination of closer region of origin is more distinguished and more pragmatic, and that of remote tourists is more identical. For some other researchers the total image was more positive the farther the visitors resided from the place (Ahmed, 1996). In the present study, country of origin is treated

as the combination of distance and culture that made respondents' nationality and heterogeneity among countries and homogeneity within the country. Although the variation of cognitive image based on country of origin has been studied by many but contrasting results have been shown in these studies. Majority of tourists visit Bangladesh from India, Pakistan, UK, USA, Japan, Nepal, Sri Lanka, and China, so, it is needed to know for handling them suitably whether the country of origin is a strong factor for perceiving the country differently. Thus, the researcher anticipates that tourists' cognitive image of Bangladesh will be varied based on their country of origin.

2.6.2.4 Income

Tourists may perceive a destination with higher living cost differently than a destination with cheaper living cost. Tsotsou (2006) found that skiers need higher incomes in order to visit ski resorts frequently as ski destinations are highly cost involved. Income is the prime determinant of demand; especially tour is influenced by income generation of the family. Income was found significant in the interpretation of two image dimensions: activity and holiday (MacKay & Fesenmaier, 1997). Some empirical works have examined the variation of cognitive image based on income and also presented contrasting results (Chen & Kerstetter, 1999; Walmsley & Jenkins, 1993) depending on income. The study of Baloglu (1997) has showed no such variations in cognitive image in the case of income.

Although a few studies investigated the variation of cognitive image based on income but they could not reach in a consensus. Thus, it is needed to investigate the variation of tourists' cognitive image of destinations based on income. Furthermore, a noticeable number of tourists visit Bangladesh from neighboring countries like India Nepal, Bhutan, and Sri Lanka, both by road and by air; they choose accommodation, mode of transport and other facilities in moderate cost. Their perceptions to attractions and tourism services provided by Bangladesh and the role of income on the building of their perception should be known properly before segmenting and communicating them. Therefore, the researcher anticipates that tourists' cognitive image of Bangladesh will be varied on the basis of their income levels.

2.6.2.5 Education

Education is an individual's personal characteristic for which tourists' perceived destination image varies (Um & Crompton, 1990). The cognitive image is usually shaped through the image induced by the place and the person's personal characteristics. Similarly, tourists develop their own mental depiction of the place that is treated their cognitive image (Bramwell & Rawding, 1996). A number of researchers in the tourism field examined the variation of cognitive image based on education as tourist sociodemographic characteristic and found it was significant (Baloglu, 2001; Chen & Kerstetter, 1999; MacKay & Fesenmaier, 1997). Tourists' cognitive image of destination varies based on level of education (Baloglu & McCleary, 1999a).

Tourist's cognitive image related with the environment varies based on education. Stabler (1990) showed in his decision process model for destination choice that tourists' perceptions of destinations are differed due to sociodemographic factors like gender, age, and education. Some empirical works have found variations in the cognitive image based on socio-demographic factors and such researches have offered different results. Various researchers (Baloglu, 1997; Baloglu & McCleary, 1999a; Chen & Kerstetter, 1999; Stern & Krakover, 1993) found some variations in the cognitive image based on education but Baloglu (1997) found no such variations depending on education (cited by Beerli & Martin, 2004). Stern and Krakover (1993) found that tourists' cognitive image of destinations varies depend on education. The literature shows that only a few studies examined the variation of tourists' cognitive image of destinations based on education. In brief, the variation of cognitive image based on education offered by previous studies are contrasting, thus, it is logical to investigate the variable in different destination settings like Bangladesh.

The following table shows the contrasting results that were found in various studies of tourists' cognitive image of a destination.

Table: 2.4

Inconsistent results shown by previous studies

Authors and years	Objectives of the study	Results have been found	Dependent and independent variables
Ahmed et al. (2006)	Specifically, this study aimed at finding the factors that influence the formation of perceived destination	i)They found that motivation factors significantly influence cognitive image.	Independent variables Touring experience Region of origin

	image. Survey with 7-point Likert scale, Factor analysis Structural Equation Modeling (SEM)	ii) Cognitive image is not varied based on region of origin.	Demographic profile Motivation, Dependent variable Image components
Beerli and Martin (2004)	analyzing the relationship between the different components of the perceived image and the factors which influence its formation Survey with 7-point Likert scale, Factor analysis Structural Equation Modeling (SEM)	i) They found that cognitive image is varied based on age. ii) motivation factors have influence on affective image iii) the cognitive image is varied based on country of origin except the natural environment	Independent variables Information sources Past experience Intensity of visit Personal factors Socio-demographics Motivation, Dependent variable cognitive image affective image
MacKay and Fesenmaier (1997)	Explored the three landscape perception factors like attractiveness, uniqueness, and texture are significant for perceived image dimensions: activity, familiarity, and atmosphere.	i) The authors explored that perceived image is not varied depending on age. ii) The perception of two image dimensions: activity and holiday is varied on the basis of income.	Independent variables Landscape: attractiveness, uniqueness, and texture demographics Dependent variable Destination image
Chao (2005)	Compared destination image between marketing tool users and non users t- test, ANOVA	found that advertising media have positive influence on the perceived image of California but differently based on tourists' gender, age, residential areas, educational levels, travel intentions, and travel expenditures	Independent variables Information sources Advertising media Word-of-mouth demographics Dependent variable cognitive image
Pearce (1982)	Compared perceived image after and before tour	He found that after a vacation, some visitors view their country of origin and countries having resemblance to the visited destinations, as somewhat differently as compared to their perceptions before the vacation	Independent variables Country of origin Vacation experience Dependent variable cognitive image
Hui and Wan (2003)	The present study seeks to examine the image of Singapore as a tourist destination Survey with Likert scale, factor analysis, t-test and ANOVA	They found that the perception of Singapore is varied based on country of origin.	Independent variables Factors influencing Singapore Dependent variable Image
Baloglu	This study attempts to	The author showed that	Independent

(1997)	delineate destination image variations of the USA, based on sociodemographic and trip characteristics of West German travellers	perceived image of destinations is not varied based on income and education.	variables Sociodemographics Trip characteristics Dependent variable Image
Glenn McCartney (2008)	The purpose of this paper is primarily to examine the impact of cultural background on image formation and the impact of travel behaviors, travel motives and sources of information on Macao's image was explored. Survey with 5-point Likert scale Multivariate analysis	The image was found to be varying based on culture (country of origin)	Independent variables Cultural background Travel behavior Travel motives Sources information Dependent variable Image

Based on the above delineation a theoretical framework has been proposed for investigating the influence of psychological factors on cognitive image in the context of Bangladesh.

2.7 Relationships between IVs (lifestyle, motivation, personality and attitude towards service quality) and DV (cognitive image of Bangladesh)

2.7.1 The relationship between lifestyle and cognitive image

Lifestyle refers to the tourists' life style (Blackwell et al., 2001) which is created by values and attitudes of individuals that are transformed through tourists' daily activities, their interests and opinions to the social culture. The great changes of the present world in various aspects should be considered for knowing tourists (Gonzalez & Bello, 2002) and the situation encourages studying lifestyle for investigating tourists' cognitions. The research of Gonzalez and Bello (2002) measured lifestyle depending on tourists'

activities, their interests and their opinions for predicting tourists' behavior and found significant relationship between lifestyle and their destination selection. Destination selection (Trauer, 2006), tourists' diet choice, desire of interpersonal relations, and perceptions to the tourism policy of the organization (Trauer & Ryan 2005; Yuan et al. 2005; McKercher & Chan 2005) are found related with tourists' behavior. Tourists' preference for trips (Tsaur & Shu (2003) and choice of specific products are

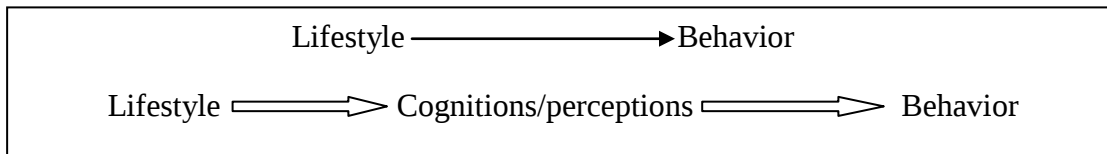


Figure 2.6

Lifestyle influences behavior via cognitions

significantly related with lifestyle. Mayo (1975), Gladwell (1990), Oppedijk et al. 1986 also found the relationships between lifestyle and tourists' behavior.

Tourists' cognitive images/perceptions/attitudes have impact on their destination selection and tourism product choice. Cognitive image is the antecedent of behavior and that is well accepted in the tourism literature. The abovementioned studies showed the relationships between lifestyle and consumers'/tourists' behavior in tourism but this partial picture does not show the influential relationship between lifestyle and cognitive image which is vital in destination marketing as it helps destination management authority to understand their markets accurately.

2.7.2 The relationship between motivation and cognitive image

Motivation is a driving force (Mayo & Jarvis, 1981) and intrinsic reason that exists to reduce tensions and to embark on a particular trip (Weaver & Lawton, 2002). Motivation is tested by various researchers and found heterogeneous dimensions such as six by Swarbrooke and Horner (2007), four by Beerli and Martin (2004), and six by Ahmed et al. (2006) for both/either cognitive and affective components of destination image. Some researchers found the relationships between motivation and selection of destination (behavior) (Baloglu & McCleary, 1999; Stabler, 1990; Uysal & Hagan, 1993) and others found the relationships between motivation and cognitive /affective image (Baloglu, 1997; Dann, 1996; Gartner, 1993; Beerli & Martin, 2004; Ahmed et al., 2006).

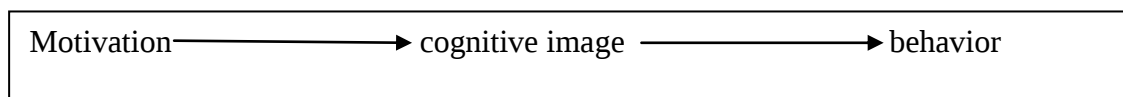


Figure 2.7

Motivation influences behavior via cognitions

The past researchers found different dimensions/factors for motivation and these factors of motivation influence the cognitive component of destination image differently. Beerli and Martín (2004) opined that motivation factors are vital for destination marketing as market segments are directed by destinations based on related factor(s) of tourists' motivation. Moreover, although it is found from the literature that motivation has influential relationship with cognitive component of destination image but there is no

consensus about the dimensions that it has, there is only a few studies that investigated motivation for cognitive image, and so far, all the studies have been conducted in the context of developed economy.

2.7.3 The relationship between personality and cognitive image

People prefer diverse roles and styles based on their personality traits that were explored by past studies (Jackson et al., 2001; Plog, 2002). Personality is described as the personality traits which serve as a long-term basis for differentiation (Crask & Henry, 1990). Many researchers examined the relationship between personality and behavior and found that tourists' personality influences the selection of destination (Govers et al., 2007), impacts to distinguish among destinations (Murphy et al., 2007), directly influences behavior (Matthews et al., 2003), it is a complex and varied phenomenon (McCrae & Terracciano, 2005), and different dimensions of personality also influence to choose destinations differently (Plog, 2002). Even traits of personality are stable over time (Matthews et al., 2003) and are the unique and defining characteristic of personality (Buss, 1989) but the previous researchers have different findings about the number of dimensions/categories of traits of personality.

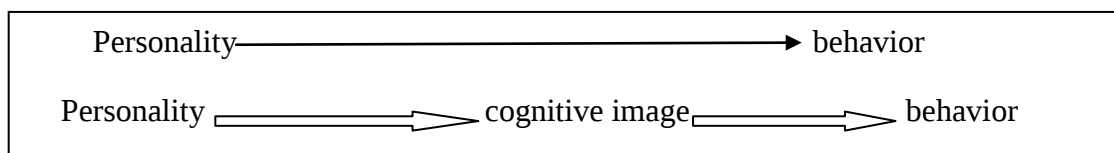


Figure 2.8

Personality influences behavior via cognitions

Investigating personality for influential relationship with cognitive image helps to understand tourists in better way because cognition impacts behavior. However, the past studies investigated personality for having relationship with behavior and so far only Baloglu and McCleary (1999) investigated it in tourism field for cognitive component of destination image.

2.7.4 The relationship between tourists' attitude towards service quality and cognitive image

Service is activities or benefits provided for sale (Blankson & Kalafatis, 1999), particularly, tourism services include transports, accommodation (housing) and services of food, drinks and complementary services of telecommunications and banking services, business services, health services and treatment (Al Alak & Al Tae'e, 2002). Attitudes to these services may be favorable or unfavorable (Ajzen, 1991) or positive or negative (Taylor & Todd, 1995) which influence tourists' behavior (Laforet & Li, 2005). Service quality generates happy customers (Sawmong & Omar, 2004), attains and retains consumers (Danaher, 1997; Zeithaml, 2000), and expands firms' market share and profitability (Andronikidis, 2009).

Service quality develops and retains repeat customer (Leisen & Vance, 2001) as it is created and maintained in the hearts of customers (Crosby et al., 2003). The quality of service attains a competitive advantage (Edvarsson, 2005), maintains regular consumers

(Rao & Kelkar, 1997), attains and retains customers (Zeithaml, 2000) for destination marketers. Service quality has relationship with revisit intention (Lam et al., 2007), behavior intention to visit destinations (Quintal et al., 2009), significant and positive visit intention (Han et al., 2010), and tourist satisfaction (Um et al., 2006; Alhroot, 2007; Yoo & Park, 2007; Udo et al., 2008; Rodriguez et al., 2009).

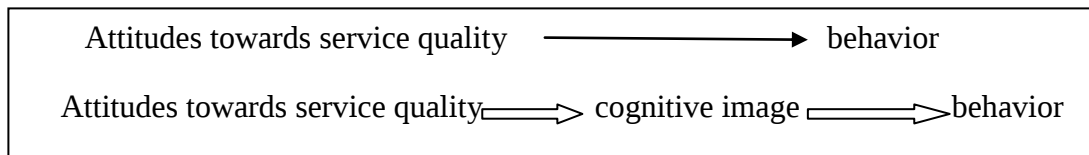


Figure 2.9

Attitude towards service quality influences behavior via cognitions

The previous studies explored the relationship between service quality and satisfaction and visit or revisit behavior but they ignore the impact of service quality on cognitive image which is an antecedent of behavior. Many researchers examined attitude toward service quality and found that the service quality and visit behavior are interlinked through satisfaction. An attitude towards the quality of services grows in the mind of tourists whether they use these services or not and then cognitive image of a destination grows and ultimately tourists behave according to their cognitive image which is a lack in previous studies.

2.8 Theoretical Framework

Based on the reviewed literature, a theoretical framework was proposed for testing empirically in the context of destinations that are trying to take off their economies (developing countries) particularly in Bangladesh context. Especially, a few theories like Gunn's (1997) adapted psychological theory and Tocquer and Zins's (2004) four stage image formation theory and models such as Beerli and Martin, 2004 and Ahmed et al., 2006 were used as the basis for the study. Ahmed et al. (2006) depicted in his model that intention to visit is the result of cognitive image and Al-Maula (2010) showed that cognitive image influences intention /behavior of tourists. These models indicate that positive attitude increases the chance of tourists' favorable cognitive image which ultimately impacts on destination choice and repeat visitation. Thus, attitude to the quality of services arguably hopes to influence cognitive image of a destination.

The proposed theoretical framework focused on personal factors, some of which were showed contrasting results in the past and some of them were ignored by the previous studies that have been discussed elaborately in the literature. The past models explored some important influencing factors of cognitive image such as information sources /stimulus factors (induced, organic and autonomous sources, previous experience) and personal factors (motivation, psychological and socio-demographic). The present research attempts to test a theoretical framework through which the influential role of different personal factors on cognitive image dimensions is explored. Here, it is specifically examined the factors parameters and associations such as psychological

factors like lifestyle, motivation, personality, attitude towards service quality, and image dimensions. From the viewpoint of consumer behavior, personal factors reflect to internal criteria, in other words, those of a psychological nature (lifestyle, motivations, personality, attitude towards service quality etc.).

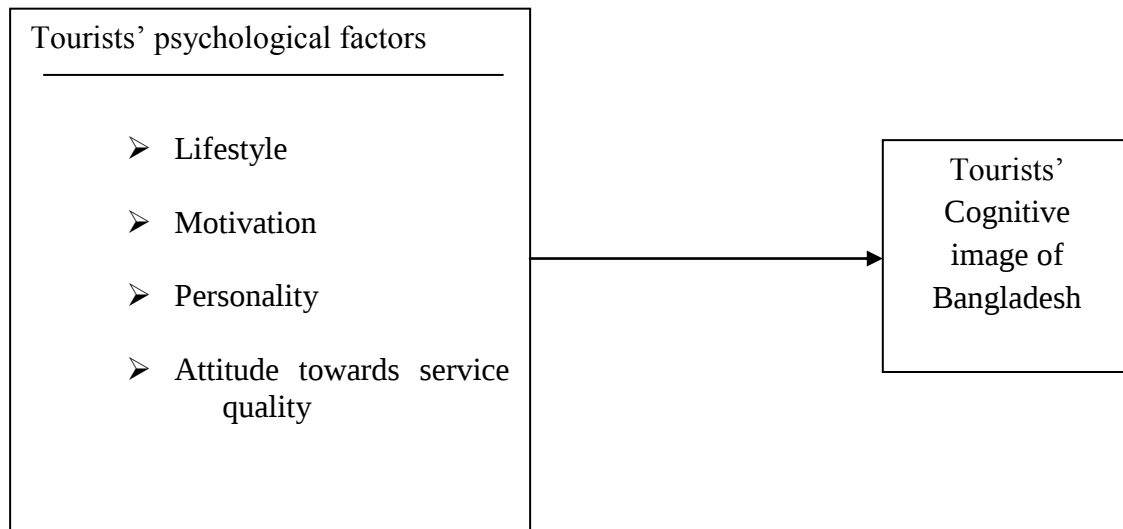


Figure: 2.10

Conceptual framework of the study

2.9 Summary

A favorable cognitive image makes destinations distinctive and can win the minds of tourists (Gnoth et al., 2007). Through creating and offering impressive, unique and distinctive cognitive image destinations are competing to attract tourists (Kotler et al., 1994). The previous researchers examined cognitive image and found (Aksu et al.,

2009; Alcaniz et al., 2009; Chalip et al., 2003; Lee, 2009; Obenour et al., 2005) different number of dimensions through factor analysis which enhances the need of further investigation to obtain suitable dimensions in newer settings. Bangladesh tourism sector contributes to GDP a little (directly only 2.2%) (WTTC, 2012) although it offers a huge range of attractions (Hossain & Nazmin, 2006); even with the declaration of the Sundarbans as the world-heritage site by the UNESCO (Tuhin & Majumder, 2012) the tourism sector of Bangladesh could not explore and develop for international tourists (Anik, 2012).

Destination promoters hardly can develop, maintain, or expand their market share without understanding the image formation process (Gartner, 1993). From Gunn (1972) the image formation studies have been begun who established organic and induced levels. Then Gunn (1988) modified his original model into seven phases of the travel experience. A primary image of destinations grows at the point when the push and pull factors co-exist (Chon, 1990); an organic image proceeds in the midst of induced image to a complex image (Fakeye & Crompton, 1991), and the process of image formation is a continuum of individual agents (Gartner, 1993). Personal and information factors influence destination image formation through relationships among the cognitive, affective, and global image (Baloglu & McCleary, 1999); cognitive image is formed through four stages (Tocquer & Zins, 2004), the destination image forms through an order consisting of 'Hypothesis, Input and Check' (Gunn (1997), psychological and

information factors influence cognitive image formation (Beerli & Martin, 2004; Ahmed et al., 2006) .

Several variables such as, lifestyle among psychological factors (were suggested for future research by Beerli & Martin, 2004), personality has been studied only by Baloglu and McCleary (1999) and tourists' attitude toward service quality (was suggested for future research by Ahmed et al. 2006) has not been studied in the past to examine their influential role on cognitive image. The recent changes in the society worldwide make tourists' life complicated and different that is the main cause to include lifestyle as essential variable in detailed knowledge of tourists (Gonzalez & Bello, 2002). Some particular life styles of tourists may connect to particular reimbursements and hopes that are pleased and attained from tour program. As tour by itself is considered as needs and wants satisfier (Mill & Morrison, 1992 cited Pike 2004) and motivation is a complex field to study in tourism research (Pearce & Lee, 2005) different motives may impact on tourists' perception differently that needs to be studied further.

Tourists' personality influences the selection of destination to visit (Govers et al., 2007) and personality traits influence to compare destinations (Murphy et al., 2007)) it arguably may influence tourists' cognitive image. Some studies found relationships between attitude towards service quality and satisfaction as well as between perceived service quality and behavior in tourism sector (Andronikidis, 2009; Alhroot, 2007; Han, Hsu, & Sheu, 2010; Narayan, Rajendran, & Sai, 2008; Quintal, Lee, & Soutar, 2009)

whereas tourists possess perceptions about the quality of these services which ultimately influence cognitive image and no study focused on the influence of attitudes toward service quality on tourists' cognitive image of destinations.

Moreover, some factors are studied but inconsistent results are found (Ahmed et al., 2006; Beerli & Martí'n, 2004; MacKay & Fesenmaier, 1997). Beerli and Martin (2004) in their literature review showed that various studies presented contrasting results such as Baloglu and McCleary 1999a, Calantone et al. 1989, Chen and Kerstetter 1999, Stern and Krakover 1993, Walmsley and Jenkins 1993, and Baloglu (1997). Furthermore, most of the studies have been conducted in the context of developed economies like Europe, America and Australia. Beerli and Martin (2004) admitted that their study's results could be generalized for the population of Lanzarote, Spain and advised both to replicate this study in different settings and to examine the factors that influence the cognitive image in different places. Ahmed et al. (2006) conducted an empirical research for Australia on Malaysian respondents, but could not identify segments to corresponding market actions in detail. Therefore, the present study hopes to fill the stated research gap and to enrich the literature of destination image study area through the knowledge resulted from empirically tested variables. Now, the discussion turns into the methodology of the study in brief to guide to complete it in an appropriate manner.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

The main purpose of the study is to examine the influence of psychological factors such as lifestyle, motivation, personality, and attitudes towards service quality on tourists' cognitive image of Bangladesh. This chapter discusses the research design and methodology applied for this study. Particularly, it addresses operational definitions of variables, the target population, sampling technique, sampling design, structure of questionnaire, pilot study, data collection procedure and data analysis process. Lastly, this chapter finishes with a description on the statistical tools utilized to analyze the data.

3.2 Research Design

The selection of a suitable research approach is critical to the success of a research work (Sekaran, 2003). An appropriate research design is vital to identify the kind of data, data collection technique, and sampling procedure. Moreover, these research designs are treated as significant issue to materialize the research objectives (Burns & Bush, 2002). This study is cross-sectional where data were collected once to answer the study's research questions. A cross-sectional study usually entails the measurement of factors within a short period so that the measurements may be observed as

contemporary. Thus, cross-sectional method was suitable for this study as the researcher was interested to examine the perceptions of foreign visitors in Bangladesh. Moreover, cross-sectional method can be conducted within a short period and it can be used for a large number of individuals.

A survey technique was utilized because the present research strongly believed that the survey method was best modified to attain personal and social facts, beliefs, and attitudes (Kerlinger, 1973). The study intended to use quantitative research design to investigate the factors that influence the tourists' perceived cognitive image of Bangladesh. Quantitative research design was used as it permitted the researcher to anticipate only via evaluating opinion of respondents about the targeted phenomenon, and to grasp a certain perspective of human perceptions. Neuman (2006) notices that the objective of quantitative research is to test the cause-effect relationship and to generalize it for the population. As the findings of this study would be generalized for Bangladesh, the basic research design for this study was a survey quantitative design and through a self-administered questionnaire the data were collected. Usually, a survey can be conducted with a large sample size which helps to generalize the result. According to Sukamolson (2005), the main reasons of using quantitative approach are as follows:

Quantitative research

1. Offers inferences about the characteristics of populations at large.
2. Specifies the richness of attitudes held by people.
3. Offers results that can be reduced to statistics.

4. Permits for statistical contrast between different clusters.
5. Have accuracy and consistency.
6. Assesses level of events, dealings, tendencies, etc.
7. Can answer such questions as "What extent?" and "How often?"

The objective of a quantitative research is to investigate the relationship between one factor (dependent variable) and another (independent variable) in a population designed for either descriptive or experimental (Alhrooth, 2007). Thus, quantitative research tries to quantify relationships between variables featured in the present study such as lifestyle, motivation, personality, attitude to service quality, socio-demographics and cognitive image.

3.2.1 Nature of research

Usually, research is categorized into three major types based on the character and purpose of the study. First one is the exploratory research that is conducted if there is inadequate knowledge of a specific issue to examine new conceptions or phenomena (Sekaran, 2006). Usually, exploratory study more often uses qualitative approach than quantitative techniques (Hair, Money, Page & Samouel, 2007). Researchers normally use one of four methods for collecting data namely secondary sources, piloting, case studies and experience survey to get primary concept of a phenomenon (Zikmund, 2006).

The second category of research is the descriptive study that describes answers of queries about present circumstances (Sekaran, 2006). Descriptive study may be cross-sectional or longitudinal. In cross-sectional approach, data are collected only once in a certain time whereas in longitudinal approach data are collected more than once over a period of span (Hair et al., 2007). Usually, data are collected through interview, observation or questionnaire and central tendency, variance and correlations are the statistical tools for data analysis (Leedy & Ormrod, 2001). Lastly, research can be categorized as causal research that engaged a measurable method to investigate the relationships between two or more factors (Saunders, Lewis & Thornhill, 2007). Mainly this type of research explains the variance on the dependent variable or predicts the result of this relationship between independent and dependent variable (Sekaran, 2006).

The present research can be treated as descriptive and causal research in nature as the major aim of this study is to examine relationships between variables. In general, descriptive statistics identify the major features of study that can offer a better realizing of the characteristic of that population. Moreover, descriptive statistics determine the characteristics of the research variables to respond the research questions. The relationships between the dependent and independent variables are examined by hypotheses testing. The main objective of this study was to examine the influence of lifestyle, motivation, personality, and perceived service quality as independent variables on tourists' cognitive image of Bangladesh. The purpose was also to determine correlations among variables and therefore, this study is considered as both descriptive and causal in nature.

3.3 Research Population

The target population of this study was international tourists who visited Bangladesh between February and April (spring) season (2012) which was the late peak period for inbound tourists. Tourists' perceptions are important, because how they perceive Bangladesh as a tourist destination and what factors impact on their perceptions that should be understood by tourism stakeholders. The previous studies also used international tourists as respondents in other destinations in the world. This research chose international tourists for some reasons. Firstly, the global tourism industry is becoming increasingly competitive and destination image studies addressed the marketing strategies and actions required to attract more tourists by individual country destinations (Alegre & Cladera, 2009; Henderson, 2009). Secondly, the international tourists can give appropriate information about cognitive image of Bangladesh. Thirdly, international tourists who visit Bangladesh at the time of data collection they have fresh memories and they can give current perceptions of Bangladesh (Al-Muala, 2010). Therefore, the international tourists were respondents irrespective of gender, race and religion through which the influence of personal factors could be examined.

Population is the list of elements from which the sample is drawn (Sekaran, 2003). In other words, a population is the entire number of people, events, or things of interests that the researcher wants to examine (Sekaran, 2006). However, international tourists were selected for unit of analyzing for several reasons. First, this approach offered

adequate data for statistical analysis. Second, the variables of interest for this research were evaluated better at the individual level and data were anticipated to be obtainable and lastly, the major concern of this study was to understand the opinion of individuals.

3. 4 Sampling Method

The sampling technique applied in this study was multistage cluster sampling. Multistage cluster sampling refers to a group or chunk of elements that are heterogeneous within each group but homogeneous cluster to cluster (Sekaran, 2003). It was difficult to have a ready list of tourists in Bangladesh because the country did not maintain current tourists' statistical record centrally and as a developing country Bangladesh is poor in digitalization (Bairagi, Rajon & Roy, 2011) and update information is scarce. The probability sampling techniques like random sampling, systematic random sampling or stratified random sampling need accurate and current list of tourists that is not possible to find in this case. Moreover, according to Sekaran, (2003: pp, 275-276) "The area sampling design constitutes geographical clusters. That is, when the research pertains to populations within identifiable geographical areas such as counties, city blocks, or particular boundaries within a locality, area sampling can be done. Thus, area sampling is a form of cluster sampling within an area. Area sampling is less expensive than most other probability sampling designs, and it is not dependent on a population frame. The cluster sampling design is used when no list of the population elements is available".

There are 23 major tourism destinations recognized by the Bangladesh Parjaton Corporation. Thus, this research was conducted using multistage cluster/area sampling where the country was divided into three regions the east, the middle, and the west. The eastern region is divided into seven destinations, the middle region into seven, and the western region into nine. Then three cities like Chittagong from the east, Dhaka from the middle and Khulna from the west were selected randomly for the study. At the next stage, particular wards/blocks in these cities were chosen randomly. Then, foreign tourists were intercepted in the streets/beaches/ shopping malls within selected wards/blocks (from the east 100 tourists, from the middle 250 tourists, and from the west 95 tourists). In this study, the sample was comprised 445 international tourists from the selected areas.

Table 3.1

Number of Destinations in Bangladesh

East	Middle	West
Sylhet	Mymenshing	Dinajpur
Comilla	Tangail	Naogon
Chittagong	Gazipur	Rajshahi
Khagrachari	Narsingdi	Natore
Rangamati	Dhaka	Bagora
Bandarban	Narayngang	Kushtia
Cox's Bazar	Patuakhali	Jessore
		Khulna
		Bagerhat

Source: Bangladesh Paraton Corporation



Figure 3.1:

Bangladesh tourist map (<http://mappery.com/Bangladesh-Tourist-Map>)

The respondents from the selected clusters (wards) from three city areas of three regions were chosen after getting certainty of being foreign nationals by asking questions for south Asians and seeing appearance for other than south Asians in the case of field survey. In the case of distributing questionnaires in hotels, supports were received from the hoteliers. In addition, respondents were selected irrespective of nationalities (any national other than Bangladeshies) and psychographic characteristics. The number of tourists from regions was specified based on tourist distribution.

Table 3.2

Number of respondents intercepted

Region	City areas	Number of respondents
East	Chittagong	100
Middle	Dhaka	250
West	Khulna	95

Respondents have been selected differently from three city areas of three regions because tourists are distributed differently. Dhaka is the capital and near the largest international airport that attracts most of the tourists. Considering the star and standard hotels only, Dhaka has about 60, Chittagong has about 28 and Khulna has about 13 of them (tourtobangladesh.com, 2013). It is assumed that, distribution of star and standard hotels indicates the difference of tourists' arrival in these cities. Thus, most of the respondents are taken from Dhaka. Additionally, the nature of tourism in Khulna has its own typical way of river cruising inside the Sundarbans that starts from Dhaka and ends by returning Dhaka without the necessity of staying at hotels in Khulna. As the

Sundarbans is declared as the world heritage by UNESCO, and Japanese and Chinese tourists increasingly come to visit this mangrove forest availing of the opportunity of river cruises, apparently the number of tourists in Khulna is in no way less than the number of tourists in Chittagong despite the difference in number of hotels. Thus, the number of respondents taken from this area is similar to that of Chittagong.

3. 5 Sample Size and Sampling Design

Coakes, Steed, and Dzidic (2006) suggested that a sample of 100 subjects is acceptable for factor analysis but sample sizes of 200 or more are better and preferable. Sekaran (2003) says that it is suitable for a quantitative research to have a sample size that is larger than 30. In 2008, the total number of foreign tourists in Bangladesh was 0.46 million (World Bank, 2012) which is the population for this study. Krejcie and Morgan (1970) suggested a sample size of 384 for a population over one hundred thousand. By using 384 as the target sample size, the true percentage in the whole population could fall within a positive or negative 5% range of the percentage obtained from the sample (Riddick & Russell, 1999). The sample size could also be determined using confidence level. Based on this assumption, 384 sample size is suggested at 95% confidence level and 5% margin of error. To obtain 384 usable questionnaires, the number of questionnaires were ascertained based on the samples used in the previous studies' response rate of more than 60% (Boo, Busser, & Baloglu (2009) 65%, Al-Tarawneh (2007) 80%, Ahmed et al. (2006) 52%). Hence, 600 questionnaires were distributed for obtaining 445 usable questionnaires.

Table 3.3
Determining Sample Size of a Given Population

Population	Sample size
20000	377
30000	379
40000	380
50000	381
75000	382
>100000	384

Source: Sekaran (2003)

3.6 Research Hypotheses

Several hypotheses relating to the influence of psychological factors on the cognitive image are tested in the study survey:

- H1: Lifestyle significantly influences the cognitive image of Bangladesh as tourist destination.
- H1-1 Home-loving (L1) significantly influences the cognitive image of Bangladesh as tourist destination.
- H1-2 Conservative (L2) significantly influences the cognitive image of Bangladesh as tourist destination.
- H1-3 Autonomous (L3) significantly influences the cognitive image of Bangladesh as tourist destination.

- H1-4 Hedonistic (L4) significantly influences the cognitive image of Bangladesh as tourist destination.
- H2: Motivation significantly influences the cognitive image of Bangladesh as tourist destination.
- H2-1: Entertainment (M1) significantly influences the cognitive image of Bangladesh as tourist destination.
- H2-2: Knowledge (M2) significantly influences the cognitive image of Bangladesh as tourist destination.
- H2-3: Relaxation (M3) significantly influences the cognitive image of Bangladesh as tourist destination.
- H3: Personality significantly influences the cognitive image of Bangladesh as tourist destination.
- H3-1: Realistic (P1) significantly influences the cognitive image of Bangladesh as tourist destination.
- H3-2: Social (P2) significantly influences the cognitive image of Bangladesh as tourist destination.

H3-3: Conventional (P3) significantly influences the cognitive image of Bangladesh as tourist destination.

H3-4: Enterprising (P4) significantly influences the cognitive image of Bangladesh as tourist destination.

H4: Tourists' attitude toward service quality significantly influences the cognitive image of Bangladesh as tourist destination.

H4-1: Tour service (SQ1) significantly influences the cognitive image of Bangladesh as tourist destination.

H4-2: Hospitality service (SQ2) significantly influences the cognitive image of Bangladesh as tourist destination.

3. 7 Questionnaire Design

According to Sekaran (2003: p, 236), a structured questionnaire is an appropriate method for data collection when “the researcher knows exactly what is required and how to measure the variables of interest”. Moreover, questionnaires can be easily analyzed, managed cheaply, liked by majority of people, and biasness can be reduced as researcher cannot influence on respondents' answer (Sekaran, 2000). The questionnaire (Appendix A) applied in this study was prepared based on objectives, problem and

hypotheses of the study to examine the influence of personal factors on cognitive image. The questionnaire had six parts: part one, cognitive image; part two, lifestyle; part three, motivation; part four, personality; part five, perceived service quality; and part six, demographic profile of the respondent. There was close-ended type of questions in the questionnaire. The content and wording of the questions were designed to be short, simple, understandable; free of ambiguity and double-barreled condition (Kassim, 2001). The questions were adapted mostly from the past studies of Beerli and Martin (2004), Alcaniz et al. (2009), Gonzalez and Bello (2002), McCrae and Costa, (1997), Narayan et al. (2008) and Ahmed et al (2006).

3.8 Questionnaire Scale

For the present research, Likert scale was utilized to evaluate responses since this scale is widely used in the sector of destination marketing study and has been extensively tested in both marketing and social science (Burns & Bush, 2002). However, there is no hard and fast rule for fixing up the appropriate categories that should be used (one to five-point Likert scales or one to seven-point Likert scales). Some researchers opined that a seven-point scale is just as good as any other (Fornell, 1992; Solnet, 2006) where it may minimize confusion with offering more options to the respondents. Thus, for ensuring steadiness among variables and for avoiding confusion among respondents, total items were assessed utilizing one to seven point Likert type scale.

The research used seven-point Likert scales for measuring all variables from (1) strongly disagree; to (7) strongly agree. Many researchers used these seven point Likert scales for data collection of their studies (Morgan & Hunt, 1994; Luck & Rubin, 1987; Ryu et al., 2007). Moreover, differences in foreign tourists' culture demands more options to answer than give them only 5 numerical scales as presented in Table 3.1.

Table 3.4
Seven Point Numerical Scale

Scales	Strongly Disagree	Disagree	Disagree somewhat	Undecided	Agree Somewhat	Agree	Strongly Agree
Code	SDA	DA	DSW	UND	ASW	A	SA
Items	1	2	3	4	5	6	7

The seven -point Likert scale is appropriate because it has ability to detect smaller differences from tourists and respondents find smooth to respond as they get more freedom to choose from the options.

3. 9 Conducting Data Collection

The respondents of the survey were visiting tourists in Bangladesh. This study chose a multistage cluster sampling in which 600 questionnaires were handed over to respondents for filling up and 445 questionnaires were returned. To accord with cluster sampling principle, the blocks/wards were selected at random as cluster and tourists at beaches/streets/shopping mall/hotels/tour operators in the selected wards were intercepted. The researcher personally supervised the total data collection procedure.

Especially, for 250 questionnaires that were distributed in hotels of selected wards, the researcher continuously kept contact with the managers over telephone and visited hotels every now and then and collected completed ones. The respondents were chosen irrespective of country of origin and they were asked to fill out the questionnaire written in English as Bangladesh tourism providers use and prefer English for attracting tourists. The ascertained language was English because most of the foreign tourists visit Bangladesh from English zone like the USA, the UK, Canada, Australia and Singapore and from those countries whose have English as second language such as India, Pakistan, Sri Lanka, China, Korea, Malaysia, Thailand and Japan. Thus, respondents filled out the questionnaire written in English properly. The researcher along with two assistants intercepted 350 respondents outside hotel environment and 250 from hotels and tour packages. Based on the samples used in the past researches' response rate of more than 60%, these numbers of questionnaires were specified.

3.10 Validity Test

Validity is the ability of measuring instrument for measuring accurately what it claims to infer (Sedlack & Stanely, 1992). For establishing both face validity and content validity for this research, the questionnaire was chalked out based on the previous studies. Moreover, a panel of bilingual professors from universities in Malaysia and Bangladesh reviewed the questionnaire to investigate the total list of attributes to remove redundancies and insert any omitted attributes as well as to ensure that the intent and spirit of the English text was maintained. For this study, the concept of

destination's perceived image was compiled of dimensions of cognitive image, which were based on the paradigm of Beerli and Martin (2004) and of Alcaniz et al. (2009).

3. 11 Pilot Study

A pilot study is helpful to carry out before data collection (Bryman, 2004; Saunders et al., 2003). A pilot study is done to explore the weaknesses in design and instrumentation and provides proxy data for effectiveness of sample (Cooper & Schindler, 2006). Sekaran (2003) comments that a pilot study is conducted to rectify if there is any inadequacy in the instrument before data collection. Usually, this is conducted by testing and verifying the questionnaire on a small sample of the population. It brings out the flaw and stream in constructing and revising the questionnaires and the researcher can take all the necessary modifications. Ultimately, the objective of the pilot research is to verify the reliability, validity and feasibility of the study instrument and to grasp the time required for completing the key research. Pilot study gives time to the researcher to modify before doing the major research by which errors and mistakes of the questionnaire items can be avoided.

Before applying the actual instrument in the present research, a pilot study was done using a small sample of 93. To make the data collection process easier, the researcher sat and discussed with the respondents to identify difficulties in wording. In this context, the researcher piloted the main study in February 2012. The questionnaires were disseminated to a sample of foreign tourists consisting of 110 respondents in

Dhaka and 93 usable questionnaires were returned. After that, the questionnaire was checked and revised for any inadequacies that were emerged during the respondents' answer on the items. Then, the data were analyzed and the questionnaire was ready for launching the main study. The reliability test for every item was measured utilizing the pilot research data. The reliability coefficient (Cronbach's Alpha) for multiple used items in the pilot study was verified. In the process, 12 items were deleted that had values lower than 0.60 (Hair, Black, Babin, Anderson & Tatham, 2006).

Table 3.5
Reliability Coefficient for Multiple Items in Pilot Study (n=93)

Variable	Number of Item	Cronbach's Alpha
Cognitive image	23	.934
Lifestyle	21	.746
Motivation	11	.817
Personality	18	.601
Service quality	27	.926

3.12 Measurement of Variables

A survey questionnaire, that included all the variables of interest, was used to measure lifestyle, motivation, personality, service quality, socio-demographics and cognitive image. Most of the variables were adopted and modified from previous studies. The framework of this study comprises independent variables such as lifestyle, motivation, personality and attitudes toward service quality, and one dependent variable namely cognitive image. Based on this theoretical framework, related measurements of the variables are identified as follows.

3.12.1 Cognitive Image

In the present study, cognitive image was conceptualized as the sum of beliefs, ideas, and impressions that people have of a destination's attributes (Baloglu & Brinberg, 1997; Konecnik & Gartner, 2007). In this study, cognitive image of Bangladesh was examined using scales adapted from Beerli and Martin, (2004) and Alcaniz et al. (2009). The items were chosen that are important and relevant to Bangladesh tourism products such as culture, people, attractions and infrastructures. Therefore, this study included 21 items on seven-point scale format, ranging from (1) strongly disagree to (7) strongly agree. The items utilized to evaluate cognitive image are shown below in Table 3. 6.

Table 3. 6
The items of cognitive image of Bangladesh

Sl. No.	Items
1	Bangladesh has attractive natural attractions and scenery
2	It has high quality beaches
3	It is a destination with hospitable and friendly people
4	It has high quality accommodations
5	It has rich and attractive landscapes
6	The climate of Bangladesh is pleasant
7	It is generally a destination that has a high standard of cleanliness and hygiene.
8	It is a destination with crowded tourist spots.
9	It is a destination that has residents with unusual ways of life and customs
10	It is a destination that offers many cultural activities
11	It is a destination that offers excellent gastronomical experience
12	It is a destination that has excellent historic sites/museums
13	It is a destination that has excellent shopping facilities
14	It is a destination with easily accessible tourist spots
15	It is a destination with good sport facilities
16	It is a destination that has good tourism infrastructures
17	It is a destination with good night life/entertainment
18	Bangladesh is a destination that offers value for money
19	Bangladesh is a safe destination.
20	Bangladesh is a beautiful destination
21	Overall, Bangladesh is a worthwhile place to visit.

Source: Beerli and Martin, (2004) and Alcaniz et al. (2009)

3.12.2 Lifestyle

The measure for lifestyle proposed in the present study was adopted from the suggestions given for future research by Beerli and Martin (2004). In the present study, lifestyle was conceptualized as the pattern of living used or loves to use by foreign visitors in Bangladesh at the period of February-April in 2012. Lifestyle was measured by Gonzalez and Bello (2002) in their study where they examined its influential role on tourist behavior through people's preferences, their interests and opinions about the environment. The items were chosen carefully so that these can best be explained in the context of Bangladesh. Therefore, this study adapted 18 items on seven-point scale format, ranging from (1) strongly disagree to (7) strongly agree. The items utilized to assess lifestyle are shown below in Table 3. 7.

Table 3.7
Items for lifestyle

Sl. No.	Items
1	I prefer working at home than working away from home
2	Society has developed too quickly and lost all the good aspects of traditions
3	When people give me a present, I like it to be something useful
4	I like to save regularly
5	In a product, quality is more important than price to me
6	I like trying new, different things.
7	Success means having a happy, peaceful private life
8	Success means being free and independent
9	Success means fighting against injustice
10	Success means having a lot of fun
11	Success means rising in society through my job
12	Success means having a lot of money and material wealth
13	I do handicrafts
14	I do exercise
15	I go to the cinema
16	I visit exhibitions, monuments, etc. regularly
17	I go to concerts, dances, and the theatre
18	I go for visiting places of natural beauty

Source: Gonzalez and Bello (2002)

3.12.3 Motivation

The measure for motivation proposed in the present study was adapted from the study of Beerli and Martin (2004) and Ahmed et al. (2006). In the present study, motivation was conceptualized as the inherent reason for which people go for a specific trip (Weaver & Lawton, 2002). In other words, motivation means inner encouragements of tourists that push them to visit and perceive a tourist destination. The chosen items were relevant with their motives for Bangladesh tourism products such as culture, people, attractions and infrastructures. Therefore, this study included 11 items on seven-point scale format, ranging from (1) strongly disagree to (7) strongly agree. The items used to assess motivation are given below in Table 3. 8.

Table 3.8
Items for Motivation

Sl. No.	Items
1	To discover new cultures/ways of life
2	To discover different new places
3	To attend cultural events
4	To alleviate stress and tension
5	To escape daily routine
6	To seek adventure and pleasure
7	To seek recreation and entertainment
8	To do exciting things
9	To go to places that friends have not visited
10	To be able to tell friends about vacation experiences
11	To go to fashionable places

Source: Beerli and Martin (2004) and Ahmed et al. (2006)

3.12.4 Personality

The measure for personality proposed in the present study was adapted from the study of McCrae and Costa (1997) and Anderson (1968). Personality was conceptualized as

the traits within the tourists that may influence the way they perceive a tourist destination. The items were chosen that seem to be more appropriate in the context of Bangladesh. Therefore, this study included 16 items on seven-point scale format, ranging from (1) strongly disagree to (7) strongly agree. The items used to evaluate motivation are given below in Table 3. 9.

Table 3.9
Items for Personality

Sl. No.	Items
1	I am a person who is talkative
2	does a thorough job
3	is original, comes up with new ideas
4	is reserved
5	is helpful and unselfish with others
6	is relaxed, handles stress well
7	can be tense
8	...is ingenious, a deep thinker
9	...tends to be quiet
10	is emotionally stable, not easily upset
11	is inventive
12	...values artistic, aesthetic experiences
13	...is sometimes shy, inhibited
14	...prefers work that is routine
15	...makes plans and follows through with them
16	...is sophisticated in art, music or literature

Source: (Adapted from Anderson 1968; McCrae & Costa, 1997)

3.12.5 Attitude towards Quality of Service

The measure for attitude towards service quality proposed in the present study was adopted from the suggestions given for future research by Ahmed et al (2006). In this study, attitude towards service quality was conceptualized as how visitors of Bangladesh see or perceive the quality of services offered in tourism sector. In short, perceived quality of services provided in the tourism sector and its influence on tourists'

cognitive image of Bangladesh was investigated. This study measured the quality of tourism services in Bangladesh based on scales developed and tested by Narayan et al. (2008) for assessing tourists' perceptions of service quality in India. The items were selected that are linked with the services offered by Bangladesh tourism stakeholders. Therefore, this study included 22 items on seven-point scale format, ranging from (1) strongly disagree to (7) strongly agree. The items utilized to evaluate attitude towards service quality are given below in Table 3.10.

Table 3.10

Items for Attitudes towards Service Quality

Sl. No.	Items
1	Immigration and custom staffs are polite, patient and attentive
2	Transport into city centre is smooth
3	Tourist information centers give sufficient services
4	Restaurants are hygiene/clean
5	Restaurants have good selection and quality of foods/dishes
6	Restaurants have good selection and quality of local foods
7	Convenient payment methods (credit cards) are available
8	Clear descriptions of dishes and prices on menus are available
9	Food prices and value are reasonable
10	Hotels are safe and secured
11	Accommodations have value for money
12	Clear and accurate signs and route information are available
13	Attitude and communication skills of drivers are good
14	It has disturbances by traffic congestion
15	Shopping environment is pleasant
16	Shopping centers' staffs are polite, patient and attentive
17	Shopping centers' staffs have good communication skills
18	Tour operators' staffs have good appearance and tidiness
19	Coaches are well maintained and clean
20	It is a destination that has clean beaches
21	It is a place that has clean toilets
22	Attendance of complaint is efficient

Source: Narayan et al. (2008)

3.12.6 Socio-demographic Variables

Respondents' socio-demographic information collected in this study was about their gender, age, country of origin, education level and income. Respondents were asked to tick on any appropriate answer of two categories of male or female. They were required to indicate their age level by ticking the appropriate answer from four categories. For country of origin, respondents were asked to specify their country of origin. They were required to indicate their educational level by mentioning the appropriate one from five different levels. Household income had five categories ranging from under USD25000 to USD100000 and above. The reason for using USD was that this currency is widely used in the world's transaction and assessment of economic gains of a country.

3. 13 Data Analysis Procedure

A few steps such as coding the responses, screening the data and selecting the appropriate data analysis strategy are necessary for data analysis (Churchill & Iacobucci, 2004; Sekaran, 2000). Data were screened out to check data entry errors and examined how accurately data meet the statistical assumptions that relate with descriptive statistics of variables, missing data, and treatment of outlier response bias, normality, homoscedasticity, multicollinearity, and reliability. To describe the relation between the variables, correlation analysis was used. For analyzing the data and testing the hypotheses, different statistical tools and methods were used from SPSS software 17.0 version. Finally, the data were analyzed by multiple regression models through SPSS software.

3.14 Measurement of Destination (cognitive) Image

Different components of destination image such as cognitive, affective, and conative, are measured using different instruments because the measurement of a phenomenon is highly dependent on how it is conceptualized. The advancement of data managing methodology and use of such methods as factor analysis, multidimensional scaling, discriminant analysis, perceptual maps, correspondence analysis, conjoint analysis, etc. for image measurement greatly benefited image studies (Mazanec, 1994). Multivariate techniques of information reduction such as factor analysis techniques prevail, because they permit detecting latent dimensions of the destination image construct (Gallarza et al., 2002). The most of researches preferred to use the Likert scale for measuring the cognitive image, and to use factor analysis technique for lessening the data (Pike, 2002). Only a few studies measured affective image using semantic differential scales like Baloglu and Brinberg (1997), and even fewer studies assessed both components in one research like Pike and Ryan (2004). One of the causes for such discrepancy may be that cognitive, affective, and conative necessitate different measurement scales (Baloglu & McCleary, 1999), and studying all three components in the same study can be troublesome for respondents.

Destination image researchers preferred structured methodologies over qualitative ones that were explored by prior reviews (Gallarza et al., 2002). The pervasiveness of quantitative studies over qualitative ones resulted in the cognitive destination image getting more attention as qualitative studies are more time consuming and costly.

Echtner and Ritchie (1993) used qualitative research design as part of evaluating holistic aspects of destination image that made it a popular image measurement approach (O’Leary & Deegan, 2003; Rezende-Parker, Morrison, & Ismail 2003). As qualitative approaches (focus groups, expert panels) are mostly used for developing instruments or as a part of the framework of Echtner and Ritchie, few studies employed qualitative analysis as the main technique. Thus, for measuring destination image, the most commonly used structured techniques are either a Likert-scale (Echtner & Ritchie, 1993; Javalgi et al., 1992; Milam & Pizam, 1995) or a semantic differential scale (Ahmed, 1991; Baloglu & Brinberg, 1997; Crompton, 1979; Driscoll, Lawson, & Niven, 1994).

In summary, structured measurement techniques are simple to manage, easy to code, and results can be easily analyzed by complicated statistical methods; that is why they are frequently used. The drawback of structured measurement techniques is that they do not include holistic facets of image and they tend to force the respondent for thinking of the image in respect of the attributes selected as they focus on attribute dimensions image (Jenkins, 1999). The review now turns to discuss the image formation theories and models that were used by past studies that were underpinned by the present study.

3. 15 Data Editing and Coding

After gathering the data, coding is essential so that it can be accumulated systematically (Zikmund, 2003). The completed questionnaires were checked and edited before entry. A data entry format was prepared using Microsoft Access 2000. The entered data were

checked and edited using the logical arguments in the computer software. After checking and editing, the cleaned data were analyzed by using SPSS 17.0 version.

3. 16 Data Screening

Data screening is used to make sure that the nature of data may not negatively affect the result of the analysis. It involves some steps such as missing data, detecting outlier, linearity, normality, homoscedasticity and multicollinearity test. These are shown in the following steps.

3. 16.1 Missing data

In the past studies, missing data were treated in many ways such as by deleting them, distributing them, and replacing them (Kline, 1998; Tsikriktsis, 2005). In data screening process, detecting missing data is the first important step. Usually, missing data occur as respondents may not be willing to answer personal questions relating to their income, age or other confidential matters or they do not know a specific topic. This study found 15 missing data and those were deleted as there was enough number of data to analyze.

3. 16.2 Treatment of outlier

To detect outlier is the next step after the missing data are treated. Normally, outlier occurs due to incorrect data entry or missing values or if observations in the population

are acute in their mixture of values across the factors (Hair et al., 2006). Some outliers were found in this study and their dealing is going to be described in the coming section.

3. 16.3 Linearity, normality and homoscedasticity

Regression analysis significantly checks if the fundamental assumption of linearity, normality and homoscedasticity are met (Hair et al., 2007). By analysis of residuals and partial regression plots, linearity was tested and it was found that there is no nonlinear pattern in the current data. The scatter plot diagrams indicate the variance of dependent variable was the same for all values of independent variables and no different model in the data was noticed. Thus, the data have met the linearity and homoscedasticity criteria for regression analysis. Skewness and kurtosis values were applied for normality test. Normality occurs if the standard error for skewness and kurtosis ratios is between plus or minus 2 at the significance level of .05 (Hair, Anderson, Tatham, & Black, 1998). A histogram of the distribution of the residuals showed the data normality assumption of the regression model.

3. 16.4 Multicollinearity

For testing multicollinearity level, the variance inflation factors (VIF) and the tolerance values of entire variables were examined. Before conducting regression analysis the predictor variables were verified for the existence of multicollinearity. Usually, multicollinearity presence if the independent variables are greatly correlated with each

other (Hair et al., 2007). The variance inflation factor (VIF) approach identify the severity of multicollinearity and ensures whether or not there is any severe error that may weaken the correctness and stability of the model's parameter estimation. Normally, there is little or no multicollinearity if the tolerance value is greater than .1 or the VIFs value is lower than 10.00. When VIF value exceeds 10.00, this is a signal of having multicollinearity which affects the least squares estimates. The large VIF value and small tolerance value indicate a serious problem in the correlation items and it seems that the items are redundant.

3. 17 Descriptive Statistics

Descriptive statistics provides a precise scenario of the main summary statistics which was used to determine attributes of foreign tourists in Bangladesh. Descriptive analysis transforms raw data into a shape that provides information to narrate a set of variables in a condition that makes them simple to realize and explain (Sekaran, 2000). For a comprehensible meaning of data this study did frequency distribution, mean, and standard deviation that enabled the study to detect variations among clusters, for all the factors of interest. The main descriptive statistics for international tourists was included mean, and standard deviation.

3.18 Correlation

Pallant (2011) noted that analysis of correlation, a statistical technique, is utilized to interpret the potency and trend of the linear relationship between two factors. The correlation's degree infers the strength and significance of a relationship among factors. The ideal correlation of 1 or -1 refers that the value of one factor can be assessed correctly by getting the value of other factor. The correlation value 0 refers no relationship between two factors. Cohen (1988) suggests a rule to interpret the potency of the relationship between two factors. This study used Pearson correlation to portray the potency and trend of the relationship between two variables. The positive correlation among factors indicates that as one factor rises the other factor also rises simultaneously. Whereas a negative correlation indicates that as one variable increases the other decreases.

3.19 Factor Analysis

There are two main categories of factor analysis: a) exploratory factor analysis and b) confirmatory factor analysis. Coakes et al. (2006) and Hair et al. (2006) said that exploratory factor analysis is usually utilized when a researcher wants to summarize the structure of a set of factors or to identify the underlying dimensions of a variable. Confirmatory factor analysis, on the other hand, is appropriate when there is an intention to test and confirm a theory about the structure of a particular domain (Coakes et al., 2006; Hair et al., 2006). This study wanted to get a summary of the structure for total factors utilized and to detect the essential aspects among the factors in the analysis.

Thus, exploratory factor analysis was considered as appropriate and justifiable. In other words, factor analysis is done to detect the structure of interrelationship (correlation) among many items. This is conducted by determining general basic dimensions, known as factors (Hair et al., 1998).

Hair et al. (2006) noted that as a common imperative, the lowest is to have at least five times as many respondents as there are factors to be analyzed. The more suitable size would have a ten-to-one ratio. Another test to decide the suitability of factor analysis is the Barlett test of sphericity that investigates the attendance of adequate number of significant correlations among the factors. It offers the statistical probability that the correlation matrix has significant correlations among at least a few of the factors (Hair et al., 1998). The factor analysis examines the factors of sample proportions by lessening a huge number of variables to a meaningful, explainable and usable number of factors (Sekaran, 2000). Factor analysis is also utilized to test construct validity (Hair et al., 2007). The KMO/MSA quantifies the degree of inter-correlation among the variables and to determine the suitability of factor analysis. In this study the KMO values were found acceptable in addition to test of Sphericity value and total variance was explained.

The Factor Analysis Model

While in multiple regression model, one variable is explicitly as dependent variable and all the other variables as the predictors; in factor analysis all the variables are treated as dependent variables simultaneously. In other words, every observed variable is treated as

a dependent variable which is a result of a few basic, latent, and hypothetical set of factors. On the contrary, one can look at each factor as a dependent variable that is a function of observed variables.

If $\{X_1, X_2, \dots, X_n\}$ is a set of n observed variables and $\{F_1, F_2, \dots, F_m\}$ is a set of unobservable variables then the factor analysis model can be expressed as

$$X - \mu = LF + \varepsilon$$

Where $L_{n \times m}$ is the matrix of factor loadings (coefficient of l_{ij} is the loading of i -th variable on the j -th factor) and is a vector of the means of X_i .

Assumptions of the Factor Analysis Model

Factor analysis depends on some important assumptions that need to be satisfied. It is assumed that the data come from a multivariate normal distribution and observations are independent. The factor analysis model denotes that variables are determined by general factors (the factors estimated by the model) and distinctive factors (which do not overlap between observed variables); the calculated estimations are based on the supposition that total distinctive factors are uncorrelated with each other and with the general factors.

$$E(F) = 0, \quad \text{Cov}(F) = 1, \text{ and } E(\varepsilon) = 0.$$

Several methods are available in the literature to anticipate factor loadings and factor scores. The study considered principal component method to guess the factor loadings and communalities $[h_i^2 = \sum_{j=1}^m l_{ij}^2]$, a measure of the variation of observed variables through factors. Several factor rotation methods like ‘Varimax’, ‘Equamax’, ‘Quartimax’ are adopted to find better estimates of factor loadings. Once the factors are identified and factor loading matrix is estimated, then the estimated values of factors and factor scores are calculated for each individual.

The main assumptions of factor analysis (Manly, 2005) are (i) it is planned for interval data, even though it can be utilized for ordinal data (e.g. scores assigned to Likert scales); (ii) the variables utilized in factor analysis need to be linearly associated to each other; (iii) the variables need to be at least moderately correlated to each other; (iv) a researcher has multiple dependent variables. Lastly, to obtain a summary of the format for all variables used in the study and to prove the underlying facets among the variables in the analysis, factor analysis is conducted. Thus, exploratory factor analysis was considered as suitable and justifiable for this study and it established a goodness of measurement for the scales as they were adapted from past studies.

3.20 Reliability Test

Reliability is the variability of the individual evaluations around the true value (McTavish & Loether, 2002). A scale's reliability is measured by internal consistency (Rubin & Babbie, 2005). Rubin and Babbie (2005) state that coefficient alpha is the most powerful approach for calculating internal consistency reliability that can be easily done by using accessible computer software. This study used 7-point Likert-type scales and implemented SPSS version 17.0 windows software to examine the coefficient alpha of each question. Usually, the nearer the reliability coefficient gets to 1.0, the better it would be. Sekaran (2000) suggested that reliability lower than .60 is treated to be poor, that in the .70 range is satisfactory, and those upper .80 are good. However, for the objectives of this research, a minimum reliability (Cronbach's Alpha) value was .60, which is the acceptable level to previous researchers.

3.21 Multiple Regressions

Multiple regressions are more complicated annexe of correlation and are utilized to investigate the predictive aptitude of a group of independent variables on one dependent variable (Pallant, 2011). For testing the hypotheses developed in this research, multiple regression analyses were done. Before going on with the analysis, fundamental suppositions of the linearity (reflects the level to which the alteration in the dependent variable is related with the independent variable), normality of the error terms distribution and homoscedasticity (constant variance of the error terms) were checked

up. In the present research, the hypotheses were examined using the multiple regression analysis (standard regression) to determine influential role of independent variables on a dependent variable.

Multiple Regression Analysis Model

A mathematical form of multiple regression analysis model can be expressed as follows

$$Y_i = \alpha + \beta X_i + \varepsilon_i$$

where Y_i represents dependent variable of i -th tourists, X_i represents as a vector of independent variable of i -th tourists, α and β are the unknown parameters of the population to be estimated; and ε_i are the error or disturbance, which is the difference between the observed value Y_i and the expected value of Y_i .

The model is assumed to have the following properties:

- The possible values of the independent variable X are fixed in advance. They are arbitrarily chosen constants and thus have no observation errors associated with them.
- The values of the dependent variable Y are dependent on the values of X . The variable Y possesses a random property.
- It is assumed that the true relationship between X and Y can be described by the model.
- The ε_i 's are normally distributed independent random variables with a mean zero and constant variance.

ANOVA and T-test: T-test was utilized to verify if there is a statistically significant variation in the mean scores for two groups of factors in terms of their socio-demographic dimensions like gender. One way analysis of variance (ANOVA) was utilized to investigate if there subsist any variations in the level of perceptions by demographic factors like age, education level, country of origin and income.

3.22 Summary

The chapter discussed the research design of quantitative approach using a structured and close ended questionnaire. There was a brief description about multistage cluster sampling technique where 600 respondents were selected to intercept for this survey. The chapter also discussed the population, sampling process, questionnaire formation and data collection procedure. It also focused about pilot study, statistical tools (e.g. correlation, factor analysis model and multiple regression analysis models) employed for data analyzing. The following chapter presents the results of the analysis of this research.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter presents the results of the study. Statistical Package for the Social Sciences (SPSS) 17.0 was used to analyze the data. This chapter gives an overview of the findings of the research in accordance to the aims formulated in the first chapter. It starts with description of data collection and response rate, followed by the profile of the respondents. Then descriptive statistics and data screening, which describe the missing data, outliers, normality, linearity and homoscedasticity, multicollinearity, and inter correlations among variables are reported. Analysis on goodness of measures to test the validity, internal consistency based on the results of the factor analysis and reliability of the variables are described next. Finally, the results of the hypotheses testing using multiple regression analysis are presented.

4.2 Overview of the Data Collected and Response Rate

For this research, data were collected from 15 February till 25 April 2012 on inbound foreign tourists in Bangladesh using cluster sampling survey method. The questionnaires were distributed directly and indirectly to the foreign tourists to three destinations in Bangladesh, in English language, located at the East, Chittagong; the Middle, Dhaka; and the West, Khulna. A total of 600 respondents were approached in three cities of

which 350 directly and 250 through hoteliers and tour operators. Out of first 350, 300 agreed to participate and filled out; other 250 questionnaires were distributed in the package tour by guides and in hotel rooms by hotel staffs and from where 160 were returned after filling out. Thus, a total number of 445 observations were usable and utilized for subsequent analysis after deleting 15 questionnaires as missing data, giving the study response rate of 74.2%. According to Sekaran (2003), 445 responses are considered as an acceptable number for researcher to proceed with data analysis. The response rate obtained in this study is comparable to that in numerous studies in the same field. For example, Boo et al. (2009) obtained 65%, Al-Tarawneh (2007) 80%, Ahmed et al. (2006) 52%, Alfendi (2011) 44.2%.

4.3 Profile of Respondents

In this section, the background information of the participants of the survey is presented. Particularly, it provides respondents' socio-demographic information at a glance such as age groups, gender distribution, education levels, country of origin and their annual income.

The results of the descriptive analysis of socio-demographics are shown in Table 4.1

Table 4.1

Profile of respondents

Variables	Descriptions	Frequencies	Percentages
Gender	male	326	74.8
	female	110	25.2
	Total	436	100.0
Age	under 25	53	12.2
	26-45	261	59.9
	46-60	109	25.0
	61-75	13	3.0
	Total	436	100.0
Country	Neighboring countries (India, Nepal, Pakistan, Bhutan, Sri Lanka)	102	23.4
	Other Asian Countries (China, Indonesia, Japan, Korea, Thailand, Malaysia ,Iran, Philippines)	142	32.6
	Australian countries (New Zeland, Australia,	32	7.3
	African countries Nigeria, Morocco, Others)	20	4.6
	European countries (France, Sweden, UK, Germany, Ireland, Russia, Denmark, Holland, Italy, Spain .Austria)	90	20.6
	American countries Canada, USA,	50	11.5
	Total	436	100.0
Education	High school	4	.9
	College degree	42	9.6
	Bachelor's degree	209	47.9
	Masters degree	164	37.6
	PhD	17	3.9
	Total	436	100.0
Income	under USD 25000	186	42.7
	USD26000-49999	159	36.5
	USD50000-74999	66	15.1
	USD75000-99999	17	3.9
	USD100000 and above	8	1.8
	Total	436	100.0

This table shows that most of the respondents were male as they represented 74.8% of the sample and the rest were female who represented 25.2% of the sample. This result is consistent with that confirmed by past study (Alfendi, 2011). In terms of age, Table 4.1 indicated that the most of the respondents were comparatively young between age of 26 to 45 as they represented 60%. This is followed by the age group of 46-60 years which represented 25% of the respondents and the age group of under 25 as they represented 12.2%. while respondents in the age group of 61-75 represented only by 3% of the total respondents.

As for respondents' country of origin, 23.4% were from (1st block) neighboring South Asian countries like India, Sri Lanka, Nepal, Bhutan and Pakistan. From other Asian (2nd block) countries like China, Japan, South Korea, Thailand, Philipines, Malaysia, Indonesia and Iran were 32.6%; from the third block countries such as Australia and New Zeland were only 7.3%; from the fourth block countries like Nigeria, Morocco and some other African countries were 4.6%; from the fifth block countries such as the UK, France, Germany, Holland, Spain, Sweden, Russia, Ireland, Denmark, Italy and Austria were 20.6%; and from the sixth block countries like the USA and Canada were 11.5%.

With respect to academic qualification, the largest group was graduates who were represented 47.9% and which was followed by master's level as they were represented 37.6% of the total respondents. Only 3.9% respondents had PhD and less than 1% had high school degree. The distribution of respondents' annual income across the sample is

also demonstrated in the above table. Of the respondents, 42.7% earned an income below 25000 USD, 36.5% earned an income of between 26000-49999 USD, 15% earned between 50000- 74999USD, 4% earned between 75000-99999 and only 1.8% earned an income above 100000USD.

The demographic profile of the respondents of this study indicates that majority of them are male, relatively young, Asian, graduates and low income holders that must be considered at the time of adopting any marketing strategy for attracting and retaining them. In sum, the socio-demographic profile of the respondents in this study is also seen in various studies (Beerli and Maetin, 2004; Ahmed et al.,2006, Alfendi, 2011).

4.4 Goodness of Data

The validity and reliability tests were done to measure the goodness of data. This section discusses the tests elaborately.

4.4.1 Construct Validity

As mentioned earlier, majority of the items utilized to evaluate the factors have been adapted from the literature that confirmed the discriminant and convergent validity of these items (Bianchi & Pike, 2009). Majority of the literature on assessing cognitive image focuses on researches carried out in western countries, specifically, Spain, Australia, UK, Canada, and Turkey where the atmosphere and culture are totally

dissimilar from Bangladesh. Moreover, the population of these studies were also dissimilar i. e. focused more on European and American tourists. The past researches vary from the present research in the context of investigation region (Bangladesh) and in respect to the respondents (South, East and Southeast Asian), it was needed to re-examine the validity of these scales. To do so, an exploratory factor analysis was done for entire items utilized in the present research to confirm that these items can evaluate what they have to evaluate and are appropriate for the objectives of the study. Factor analysis was described by Zikmund (2003) as a tool of data lessening method engaged to distinguish the basic aspects from the original factors. For measuring the construct validity of this study, exploratory factor analysis was conducted for all items measuring the constructs such as cognitive image, lifestyle, motivation, personality, and attitudes toward service quality.

4.4.2 Content Validity

If a measure or scale is adequately sampled from the targeted universe or domain of content then it become valid content (Pallant, 2001). When the selected items are unanimous and the items cover all variables then the data is considered to have content validity (Sekaran, 2003). For this study, the content validity was measured for the variables like cognitive image, lifestyle, motivation, personality and attitudes toward service quality. Sekaran (2003) opined that content validity of scales can be measured by three ways such as the judgment of the instrument developers or other area experts, conceptualizing the domain or universe of interest, and high internal consistent

reliability. For this study, the content validity of the instruments was conducted by obtaining experts opinions. The experts of destination image studies were included from marketing and tourism management departments of Malaysian and Bangladeshi universities and that was mentioned earlier.

4.5 Data Screening

After examining descriptive statistics and frequency distribution data were screened. Values of out of ranged and improperly coded were identified and deleted (Hair et al., 2006; Kassim, 2001).

4.5.1 Missing Data

Missing data is a common event that frequently occurs as respondents do not answer one or more questions in a questionnaire (Sekaran, 2006). Missing data means where valid values of one or more variables are missing for data analysis, particularly for multivariate analysis (Hair et al., 2006). Sekaran (2006) noted that normally respondents leave the items blank when they fail to answer some items in the questionnaire. Mostly, this happens as the respondents do not understand the question, do not know the answer, or not intend to answer etc. The main concern is to detect the nature and relationships underlying the occurrence of missing data for handling those (Hair et al., 2006).

Sekaran (2006) suggests that the problem can be solved by omitting the case especially when the sample size is large. Hair et al. (2006) suggest a four step process to identify and solve this problem: detect the nature of missing data; identify the scope of missing data; diagnose the randomness of the process; and fix up the imputation method. Moreover, Hair et al. (2006) suggest a common rule of thumb that if missing data is less than 10 percent for an individual case or observation it can be avoided but that number must be adjust with the chosen analysis technique. Variables with less than 15 percent missing data can be deleted, but greater level of missing data for example, 20 percent to 30 percent need to be remedied. A frequency test was conducted for all variables to detect any missing data in the study and 15 incomplete questionnaires were found. After deletion (Sekaran, 2006; Hair et al., 2006) these missing data, 445 usable questionnaires were found for analysis. The missing data were handled by case-wise deletion and this technique is preferred to other methods of mitigating missing problem (Malhotra, 1998).

4.5.2 Outliers

In the data screening process, the treatment of outliers is an important matter. Outlier happens for four reasons such as incorrect data entry, the inclusion of missing data, the outcome of sampling error and outliers from within the desired population that has extreme values across the variables (Hamid, 2006). To detect univariate outliers, an examination was conducted for the observations of each variable (Hair et al., 1998). Nine univariate outliers were detected as extreme cases- either it strongly agree or disagree on the interval scaled statements. As this study investigates factors influencing

tourists' perception to image of Bangladesh, it is natural to happen outlier that a tourist has high emotional attachment to the chosen variables and feels elsewhere which can satisfy his/her need (Al-Moula, 2010). That is why, it is usual for outliers to occur and with these cases generalizability of the total population of this study will be biased (Hair et al., 1998; Tabachnick & Fidell, 2001). Finally, 9 (nine) cases (case number: 108, 125, 143, 149, 154, 275, 284, 361 and 438) were deleted from data sheet for further analysis and the net number of sample size was 436 observations (445-9).

4.5.3 Normality

For most of the analyses to show proper results, normal distribution of data is essential. Even where it is not needed, normality provides a stronger assessment (Hair et al., 2006). For the present study, normal distribution of data is vital because the result is needed to generalize for whole international tourists of Bangladesh. A test was done to check normality of the data of the regression model. A histogram and a normal probability plot of the distribution of the data show that the distribution was symmetric with a normal curve, indicating the normality assumption. To verify the data normality, skewness and kurtosis were calculated. Skewness refers to how data are distributed and kurtosis relates to how their peakedness is. Usually, a distribution is meant to be normal when the value of skewness and kurtosis are close to zero (Tabachnick & Fidell, 2001). When standard error for skewness and kurtosis ratios fall within ± 2 at the significance level of .05, normality is there (Hair et al., 2006). In the present study, all of the skewness and kurtosis ratios fall between the normal distribution ± 2 that met the

normality assumption. In addition to these initial verification on multivariate normality, a test of the normal probability plots was conducted in this study to assess normality to support the results (p-p plots).

4.5.4 Linearity and Homoscedasticity

A simple linear regression analysis was conducted to evaluate the fundamental assumption of linearity and homoscedasticity (Hair et al., 2006). The first assumption, linearity, was evaluated by an analysis of residuals and partial regression plots that expresses no nonlinear relation in the present data. In the same way, homoscedasticity tests through scatter plot diagram of standardized residuals indicate the variance of dependent variable is the same for all values of the independent variables as normal pattern in the data point was found. Therefore, homoscedasticity and linearity for the regression analysis were obtained for the data. The results of the homoscedasticity tests show that homoscedasticity exists in the set of independent variables and the variance of dependent variable. In addition, a visual verification of the distribution of residuals provided an absence of heteroscedasticity. Lastly, linearity, homoscedasticity, and normality only for dependent variable were tested.

4.5.5 Multicollinearity

For testing the hypothesized conceptual model empirically it is necessary to test multicollinearity among variables (Hair et al., 2006). When independent variables are

closely correlated with each other and its value exceeds .90 then multicollinearity is happened (Hair et al., 2006; Mayer, 1999). Multicollinearity makes difficult to assess independent regression coefficients for the correlated variables which is a frequent hindrance in the marketing research (Hair et al., 2006). Two popular tests are conducted for estimating both correlation matrix between dependent variable and different independent variables: tolerance (R^2) value and the variance inflation factor (VIF) value (Hair et al., 2006). Usually, the tolerance value ranges from 0 to 1 where 1 means that the variable has no correlation with other variables, and a value of 0 indicates that it is completely correlated. Hair et al. (2006) opined that tolerance expresses the amount of variability of a specific independent variable not interpreted by other independent variables.

Table 4.2

Testing Multicollinearity through Tolerance and VIF values

Variables	Tolerance	VIF
Home-loving (L1)	.203	4.922
Conservative (L2)	.440	2.275
Autonomous (L3)	.442	2.264
Hedonistic (L4)	.900	1.111
Entertainment (M1)	.383	2.608
Knowledge (M2)	.457	2.187
Relaxation (M3)	.823	1.215
Realistic (P1)	.868	1.152
Social (P2)	.790	1.266
Conventional (P3)	.882	1.133
Enterprising (P4)	.867	1.154
Tour service (SQ1)	.248	4.028
Hospitality service (SQ2)	.328	3.051

Dependent variable: Built environment (cognitive image 1) and Natural environment (cognitive image 2)

VIF is the opposite of tolerance value. The rule of thumb for tolerance value is .10 and VIF is 10. The VIF which is close to 1.00 means a little or no multicollinearity. Thus, multicollinearity happens when the model portrays small tolerance and a large VIF (more than 10). The results of the present study (Table 4.2) indicated that the tolerance values were from .203 to .900 and variance inflation factor (VIF) value were in the range of 1.062 to 4.922 (Table 4.2) indicating that multicollinearity among the variables was not a problem.

4.6. Satisfying Factor Analysis Assumptions

For this research, exploratory factor analysis was performed to unite the huge number of items into a lesser set of factors to characterize the cognitive image of Bangladesh and factors influencing it such as lifestyle, motivation, personality and attitudes towards service quality. There are some requirements that need to be considered before factor analysis can be applied. Firstly, Hair et al. (2006) mentioned that as a common rule, the minimum sample size should be at least ten times as many responses as there are factors to be analyzed. The present research has 15 factors, and thus, the minimum sample size needed was 150 responses. This research consists of 445 respondents and the ratio between the variables used in factor analysis and sample size is 1: 30. So, the first assumption for factor analysis was met.

The second examination to identify the suitability of factor analysis is the kind of data utilized for analysis. Hair et al. (2006) mentioned that the data should be metric measurement for factor analysis. All the variables in this study except socio-demographics had adopted metric scale for factor analysis; hence, factor analysis can be carried out. The last assumption is the factorability of the correlation matrix. The data matrix need to have sufficient correlations for justifying the applications for factor analysis (Hair et al., 1998). Two common tests are used to measure the correlations among the variables like Bartlett Test of Sphericity (BTS) and Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) that generate an index which range from 0 to 1 (Hair et al., 2006).

Kinnear and Gray (1994) suggested that the KMO value requires to be more than 0.50 for doing factor analysis. Hair et al. (2006) noted that the KMO values in the .90 or above are marvelous; .80 or above are meritorious; .70 or above are middling; .60 or above are mediocre; .50 or above are acceptable; and less than .50 is not acceptable. When the Bartlett test value is significant (that is, its associated probability is less than .05) then it is very good to consider the correlation matrix as an identity matrix (where the diagonal elements are 1 and the off diagonal elements are 0) and is thus appropriate for factor analysis. The meaning is that when the sphericity value is larger and the associated significance is smaller (less than .05) then further analysis is appropriate.

The factor analysis was conducted based on the following procedure, as recommended by various researchers (Coakes & Steed, 2003; Hair et al., 2006; Pallant, 2007; Sekaran, 2006).

- Based on the measure of sampling adequacy (MSA), items having less than .500 in the anti-image matrix were deleted as they possess the negatives of the partial correlation coefficients and the negatives of the partial covariences. In a good factor model, most of the off diagonal elements are small and which is portrayed on the diagonal of the anti-image correlation matrix where acceptable level is above .50.
- Items that did not load with a particular factor were deleted based on the factor matrix of loadings or correlation between the items. Items which had loadings less than .50 on a single factor were also removed.
- Double loaded items were deleted as they make explanation of the result tough. Usually, double loading happens when the factor score shows more or equal to .50 for a single item on various factors.
- In the present study, the Bartlett test of sphericity was found significant and the Kaiser-Meyer-Olkin measure of sampling adequacy was higher than .6. The KMO measure of sampling adequacy test is appropriate when the partial correlations among variables are small. Whereas, BTS test is suitable when the correlation matrix is an identity matrix.

The above mentioned process was repeatedly used each time and lastly the final data were found after several iterations of item analysis and evaluation. The initial construct and discriminant validities were supported by principal component factor analysis with varimax rotated matrix. Hair et al. (2006) opined that the minimum requirements for factor loading range from .30 to .40, and loadings of .50 or greater are treated more significant. In the process of selecting the items for each factor, only items having loading of .50 and above were included.

4.6.1 Factor Analysis on Cognitive Image

Exploratory factor analysis for cognitive image is shown in table 4.3.

Table 4.3

Factor Analysis for Cognitive Image

SL. No	Items	Factor loading	
		Im1	Im2
1	Nightlife	.795	
2	Infrastructure	.775	
3	Cleanliness	.756	
4	Accessible	.689	
5	Sports	.664	
6	Crowded	.636	
7	Shopping	.559	
8	Attractions		.760
9	People		.754
10	Landscapes		.731
11	Beaches		.718
12	Beautiful		.694
13	Culture		.597
14	Accommodation		.559
Eigen values			6.175
			1.584
Percentage of variance explained (%)			55.425
Kaiser-Meyer-Olkin			.936
Bartlett's Test of Sphericity Approx. Chi-Square			2514.072
df			91
Sig.			.000

Extraction Method: Principal Component Analysis. 2 components extracted

Im1 = Business Environment, Im2 = Natural Environment

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for cognitive image items show the value .936 (in Table 4.3) which is adequately ‘marvelous’ and suitable for factor analysis (Coakes & Steed, 2003; Pallant, 2007). The Bartlett’s sphericity value is also large (2514.072) and its level of significance is low (.000). Therefore, both of the KMO and BTS results show the appropriateness of the factor analysis.

Using principal component analysis (PCA) and varimax rotated matrix with Kaiser Normalization the factor analysis was conducted (Hair et al., 2006). The principal component analysis with Eigen value of more than 1.0 means the data is significant and can be used for extracting factors (Hair et al., 2007). Two factors like built environment (cognitive image -1) and natural environment (cognitive image-2) loading with Eigen value more than 1 were found in this study as shown by the Scree plot in Figure 4.1, where the plot slopes steeply downward second factor to third factor before slowly getting approximately horizontal.

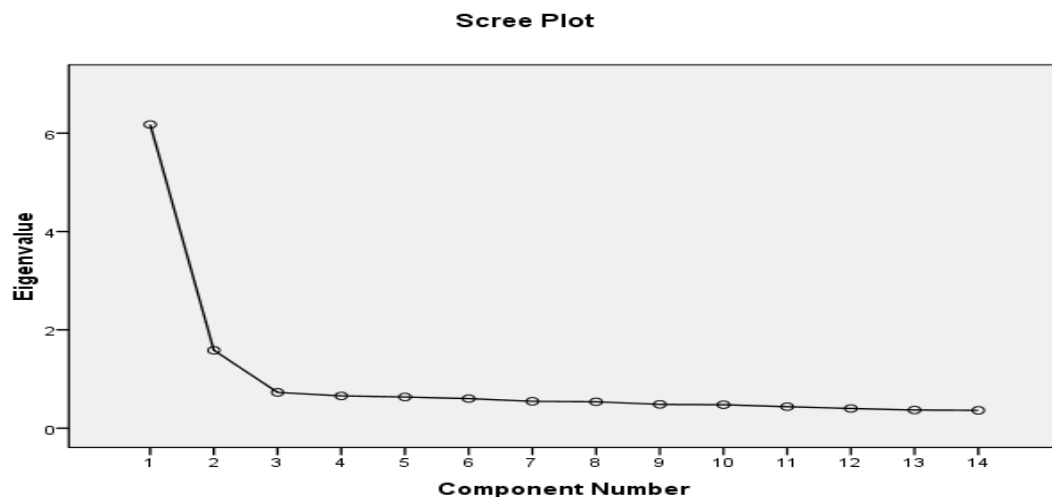


Figure 4.1

Scree plot of cognitive image

The results in Table 4.3 indicates that, after deleting seven items, all fourteen items of cognitive image show large two factor loadings. Hair et al. (2006) suggested that factor loadings with value $+0.50$ or greater are meant highly significant; factor loadings of $+0.40$ are considered more important; and factor loadings of $+0.30$ are considered significant. Table 4.4 portrays the dimensions of cognitive image before and after the items deleted at a glance.

Table 4.4

Summary of the dimensions of Cognitive Image before and after Items Deleted

Variable	No. of items before deleted	Items deleted	No. of items after deleted	Reason for deletion
Cognitive Image	21	7	14	Double loaded

Note: Items with factor loading less than 0.50 or double loaded were deleted.

The factor analysis results for cognitive image are supported by Hosany et al. (2006) but contradict with Beerli & Martin, (2004) and others.

4.6.2 Factor Analysis on Lifestyle

Exploratory Factor Analysis (EFA) was conducted on lifestyle that had 18 items. The result of factor analysis on lifestyle is presented in Table 4.5. Three items that had small

factor loading ($<.50$) and did not match with any factor were excluded. Items that loaded from .676 to .879 were retained as shown in the Table 4.5.

Table 4.5

Factor Analysis for Lifestyle

Sl. No	Items	Factor loading			
		L1	L2	L3	L4
1	Present	.808			
2	Homework	.710			
3	Happy life	.701			
4	Rising	.686			
5	Fun	.676			
6	Exhibitions		.879		
7	Beauty		.742		
8	Exercise		.720		
9	Cinema			.873	
10	Concerts			.823	
11	New things				.774
12	Being free				.741
13	Savings				.719
Eigen Value					2.890
					2.308
					1.949
					1.732
					1.194
Percentage of variance explained (%)					67.152
Kaiser-Meyer-Olkin					.802
Bartlett's Test of Sphericity Approx. Chi-Square					2108.943
df					105
Sig.					.000

Extraction Method: Principal Component Analysis. 4 components extracted

L1 = Homeloving Lifestyle, L2 = Conservative Lifestyle, L3 = Autonomous Lifestyle, L4 = Hedonistic Lifestyle

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for lifestyle items show the value of .802 (in Table 4.5), which is adequately 'meritorious' and suitable for factor analysis (Hair et al., 2006; Pallant, 2007). The Bartlett's sphericity

value is also large (2108.943) and its level of significance is low (.000). Therefore, both of the KMO and BTS results signal the appropriateness of the factor analysis. Four factors loading with Eigen value more than 1 were found in this analysis as shown by the Scree plot in Figure 4.2, where the plot slopes steeply downward from fourth factor to fifth factor before slowly getting approximately horizontal.

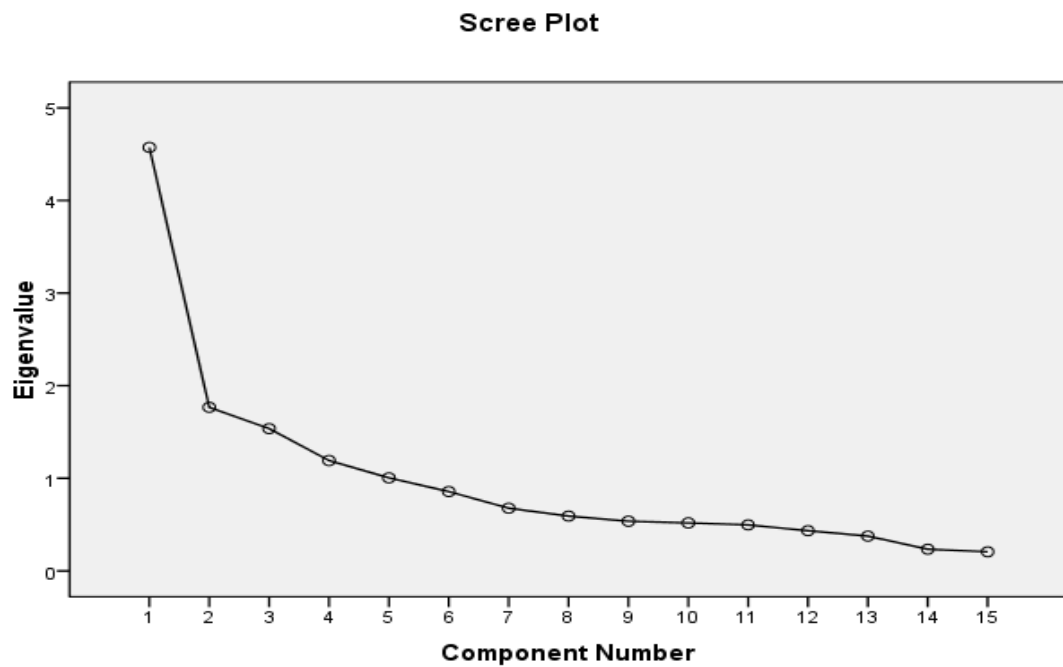


Figure 4.2

Scree plot of lifestyle

The results in Table 4.5 demonstrate that, after deleting five items, all thirteen items of lifestyle show four factor loadings of greater than .50, indicating that they correlate highly significantly. Table 4.6 shows the dimensions of lifestyle before and after the items deleted at a glance.

Table 4.6

Summary of the dimensions of Lifestyle before and after Items Deleted

Variable	No. of items before deleted	Items deleted	No. of items after deleted	Reason for deletion
Lifestyle	18	5	13	Double loaded

Note: Items with factor loading less than .50 or double loaded were deleted.

The results of the exploratory factor analysis for lifestyle variable are contradicted with Gonzalez & Bello, (2002) as they found five factors.

4.6.3 Factor Analysis on Motivation

Exploratory Factor Analysis (EFA) was conducted on motivation that had 11 items. The result of factor analysis on motivation is presented in Table 4.7. Two items that had double factor loading were excluded as shown in the Table 4.7.

Table 4.7

Factor Analysis for Motivation

Sl. No	Items	Factor loading		
		M1	M2	M3
1	Friend not visit	.868		
2	Tell friends	.772		
3	Do exciting	.681		
4	Seek pleasure	.641		
5	Attend event		.848	
6	Discover life		.831	
7	Discover place		.782	
8	Tension			.905
9	Escape			.844
Eigen Value				2.496
				2.338
				1.623
Percentage of variance explained (%)				71.738

Kaiser-Meyer-Olkin		.789
Bartlett's Test of Sphericity	Approx. Chi-Square	1641.749
df		36
Sig.		.000

Extraction Method: Principal Component Analysis. 3 components extracted

M1 = Entertainment Motivation, M2 = Knowledge Motivation, M3 = Relaxation Motivation

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for motivation items show the value of .789 (in Table 4.7), which is adequately ‘meritorious’ and appropriate for factor analysis (Coakes & Steed, 2003; Hair et al., 2006). The Bartlett’s sphericity value is also large (1641.749) and its level of significance is low (.000). Therefore, both of the KMO and BTS results signal the appropriateness of the factor analysis. Three factors loading with Eigen value more than 1 were found in this analysis as shown by the scree plot in Figure 4.3.

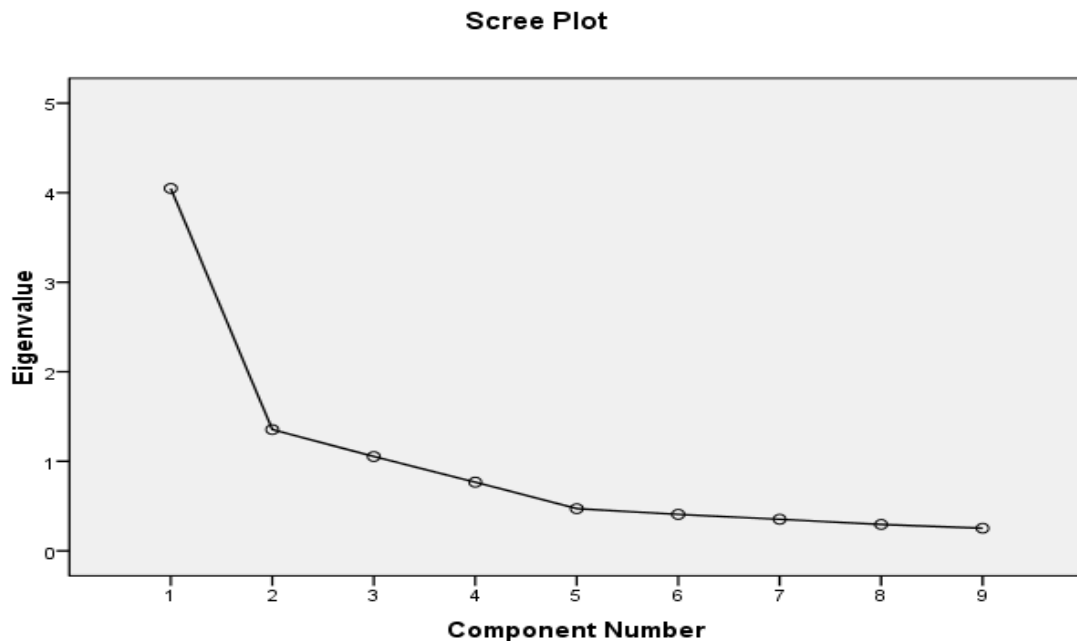


Figure 4.3

Scree plot of motivation

The results in Table 4.7 demonstrate that, after deleting two items, all nine items of motivation show three factor loadings of greater than .50, indicating that they correlate highly significantly. Table 4.8 shows the dimensions of motivation before and after the items deleted at a glance.

Table 4.8

Summary of the dimensions of Motivation before and after Items Deleted

Variable	No. of items before deleted	Items deleted	No. of items after deleted	Reason for deletion
Motivation	11	2	9	Double loaded

Note: Items with factor loading less than .50 were deleted.

The motivation factors like entertainment, knowledge, and relaxation are similar with Beerli & Martin, (2004) except prestige factor.

4.6.4 Factor Analysis on Personality

Exploratory Factor Analysis (EFA) was conducted on personality that had 16 items. The result of factor analysis on personality is presented in Table 4.9. Four items that had small factor loading ($<.50$) or did not match with any factor were excluded. Items that loaded from .558 to .897 were retained as shown in the Table 4.9.

Table 4.9

Factor Analysis for Personality

Sl. No	Items	Factor loading			
		P1	P2	P3	P4
1	Ingenious	.857			
2	Quiet	.855			
3	Inventive	.806			
4	Not upset	.558			
5	New ideas		.824		
6	Relaxed		.807		
7	Helpful		.790		
8	Routine			.875	
9	Shy			.820	
10	Plan			.789	
11	Talkative				.897
12	Job				.889
Eigen Value					2.508
					2.195
					2.130
					1.663
					1.287
Percentage of variance explained (%)					69.880
Kaiser-Meyer-Olkin					.725
Bartlett's Test of Sphericity Approx. Chi-Square					1820.088
df					91
Sig.					.000

Extraction Method: Principal Component Analysis. 4 components extracted

P1 = Realistic Personality, P2 = Social Personality, P3 = Conventional Personality, P4 = Enterprising Personality

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for personality items show the value of .725 (in Table 4.9), which is adequately ‘meritorious’ and suitable for factor analysis (Hair et al., 2006; Pallant, 2007). The Bartlett’s sphericity value is also large (1820.088) and its level of significance is low (.000). Therefore, both of the KMO and BTS results signal the appropriateness of the factor analysis. Four factors loading with Eigen value more than 1 were found in this analysis as shown by

the scree plot in Figure 4.4, where the plot slopes steeply downward from fourth factor to fifth factor before slowly getting approximately horizontal.

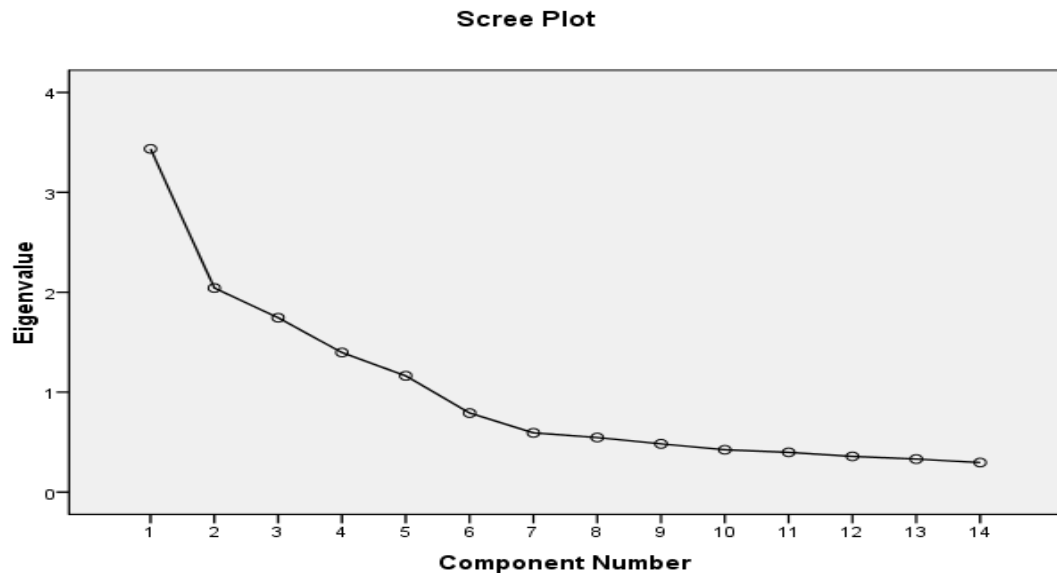


Figure 4.4

Scree plot of personality

The results in Table 4.9 demonstrate that, after deleting four items, all twelve items of personality show four factor loadings of greater than .50, indicating that they correlate highly significantly. Table 4.10 shows the dimensions of personality before and after the items deleted at a glance.

Table 4.10

Summary of the dimensions of personality before and after Items Deleted

Variable	No. of items before deleted	Items deleted	No. of items after deleted	Reason for deletion
personality	16	4	12	Double loaded

Note: Items with factor loading less than .50 or double loaded were deleted.

Most of the past authors found five categories or more for personality variable, but this study found four factors only.

4.6.5 Factor Analysis on Attitudes towards Service Quality

Exploratory factor analysis for Attitudes towards service quality is shown in Table 4.11.

Table 4.11

Factor Analysis for Attitudes towards Service Quality

SL. No	Items	Factor loading	
		SQ1	SQ2
1	Information	.778	
2	Complaint	.775	
3	Transport	.750	
4	Toilets	.745	
5	Signs	.688	
6	Hotel safe		.813
7	Reasonable		.746
8	Manu		.637
9	Appearance		.626
10	Payment		.618
11	Staffs		.615
Eigen values			3.379
			3.114
Percentage of variance explained (%)			59.025
Kaiser-Meyer-Olkin			.911
Bartlett's Test of Sphericity Approx. Chi-Square			1907.009
df			55
Sig.			.000

Extraction Method: Principal Component Analysis. 2 components extracted

SQ1 = Tour Service, SQ2 = Hospitality Service

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MAS) for attitudes towards service quality items show the value .911 (in Table 4.11) which is adequately ‘marvelous’ and suitable for factor analysis (Coakes & Steed, 2003; Hair et al., 2006). The Bartlett’s sphericity value is also large (1907.009) and its level of significance is low (.000). Therefore, both of the KMO and BTS results show the appropriateness of the factor analysis. Two factors loading with Eigen value more than 1 were found in this study as shown by the scree plot in Figure 4.5, where the plot slopes steeply downward second factor to third factor before slowly getting approximately horizontal.

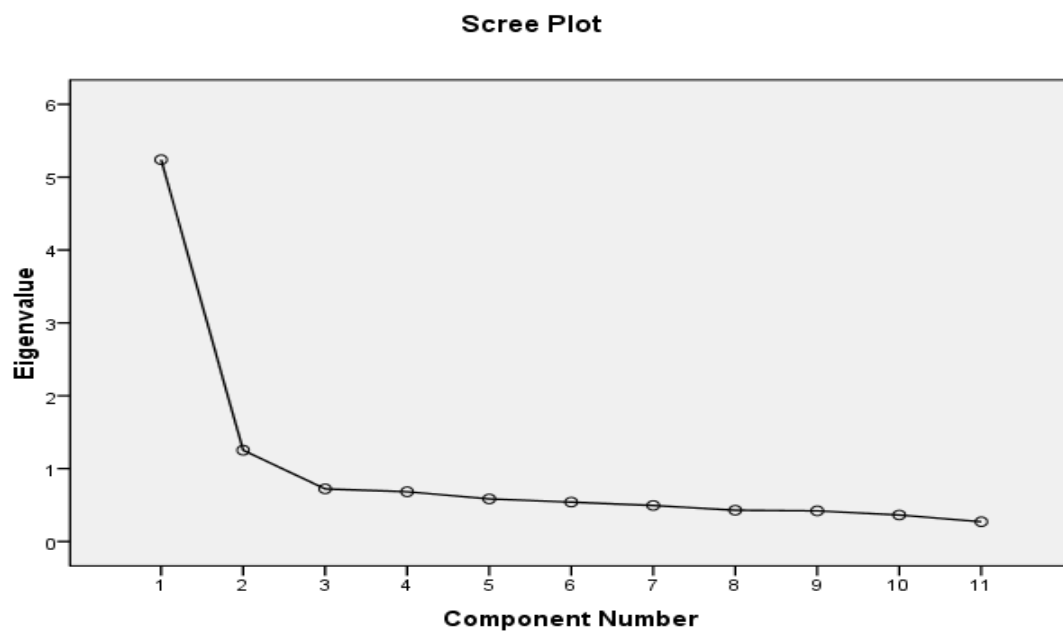


Figure 4.5

Scree plot of Attitude towards Service Quality

The results in Table 4.11 indicate that, after deleting eleven items, all eleven items of attitude towards service quality show large two factor loadings. Table 4.12 portrays the dimensions of attitude towards service quality before and after the items deleted at a glance.

Table 4.12

Summary of the dimensions of Attitude towards Service Quality before and after Items Deleted

Variable	No. of items before deleted	Items deleted	No. of items after deleted	Reason for deletion
Attitude towards service quality	22	11	11	Double loaded

Note: Items with factor loading less than .50 or double loaded were deleted.

The factor analysis results of the ‘attitude towards service quality’ is supported by Narayan et al. (2008) as they found two major categories of all the tourism services.

4.7. Reliability Test

Instruments’ stability and consistency are expressed by reliability test that help to assess the goodness of measurement (Sekaran, 2003). Internal consistency is measured in this study to test the level of inter-correlation among items (Sekaran, 2003). The Cronbach’s alpha coefficient is the most common way of measuring internal consistency that expresses the average correlation among all items of the scale (Pallant, 2003). Several researchers (Hair et al., 2006; Nunnally, 1978; Pallant, 2003) opined that a research should have Cronbach’s alpha coefficients above .70 of scale. Sekaran suggests that a

Cronbach's alpha slightly lower than .60 is acceptable. The present study followed the recommendations noted by the scholars.

Table 4.13

Reliability Analysis

Factors	No. of items	Cronbach's Alpha
Built Environment (Cognitive Image1)	7	.862
Natural Environment (Cognitive Image2)	7	.855
Home-loving (Lifestyle1)	5	.801
Conservative (Lifestyle2)	3	.795
Autonomous (Lifestyle3)	2	.870
Hedonistic (Lifestyle4)	3	.605
Entertainment & Prestige (Motivation1)	4	.807
Knowledge (Motivation2)	3	.833
Relaxation (Motivation3)	2	.743
Realistic & Artistic (Personality1)	4	.798
Social & Investigative (Personality2)	3	.770
Conventional (Personality3)	3	.783
Enterprising (Personality4)	2	.774
Tour services (Service Quality1)	5	.851
Hospitality services (Service Quality2)	6	.831

The above Table 4.13 summarized the reliability tests of the scales after excluding the dropped items. The Cronbach's alphas shown in the table for all factors range from .605 to .862 have acceptable internal consistency.

4.8 Descriptive Statistice of Major Variables

In the next phase, descriptive analysis was conducted for all major variables that are shown in Table 4.14

Table 4.14

Descriptive Statistics of Major Variables (n=445)

Variables	Total items	Minimum	Maximum	Mean	Std. deviation
Built Environment (Cognitive Image1)	7	1.00	7.00	4.2801	1.12353
Natural Environment (Cognitive Image2)	7	1.00	7.00	5.0256	1.02593
Home-loving (Lifestyle1)	5	1.00	7.00	5.0373	1.15222
Conservative (Lifestyle2)	3	1.00	7.00	5.0818	1.10134
Autonomous (Lifestyle3)	2	1.00	7.00	4.2829	1.25823
Hedonistic (Lifestyle4)	3	1.00	7.00	5.7041	.85553
Entertainment & Prestige (Motivation1)	4	1.00	7.00	4.4214	1.17064
Knowledge (Motivation2)	3	1.00	7.00	4.9702	1.19037
Relaxation (Motivation3)	2	1.00	7.00	4.2420	1.27146
Realistic & Artistic (Personality1)	4	1.00	7.00	4.8194	1.01224
Social & Investigative (Personality2)	3	1.00	7.00	5.3647	1.10162
Conventional (Personality3)	3	1.00	7.00	5.0145	1.07712
Enterprising (Personality4)	2	1.00	7.00	4.4427	1.29105
Tour services (Service Quality1)	5	1.00	7.00	4.5076	1.33162
Hospitality services (Service Quality2)	6	1.00	7.00	4.9576	1.12135

On the basis of the above Table, 445 valid data were analyzed. Mean value for each variable was calculated. The mean scores less than 3.5 are treated low; mean scores between 3.50 and 4.90 are treated moderate, and mean scores greater than 4.90 are considered high (Hair et al., 2006). Among all variables, natural environment (cognitive image2), home-loving (lifestyle1), conservative (lifestyle2), hedonistic (lifestyle4), knowledge (motivation2), social (personality2), conventional (personality3) and hospitality services (service quality2) have high mean values and rest of the variables have moderate mean values and there is no variable which has low mean.

4.9 Correlation Analysis

The strength and direction of the linear relationship between two variables is described by correlation (Pallant, 2001). Similarly, the degree of correlation expresses the strength and significance of relationship among variables. For obtaining this, the bivariate association was done which computes Pearson's correlation coefficient with significance levels. Pearson correlation takes only one value in between -1 to 1. Ignoring the sign, the magnitude of the absolute value means the strength of the relationship between two variables. Cohen (1988) and Pallant (2007) suggested a guideline to explain the strength and weakness of the relationship between two variables (r) as shown in Table 4.15.

Table 4.15

Cohen and Pallant's Guidelines of Correlation Strength

r value	Strength of relationship
$r = +.10$ to $.29$ or $r = -.10$ to $-.29$	Small
$r = +.30$ to $.49$ or $r = -.30$ to $-.49$	Medium
$r = +.5$ to 1.0 or $r = -.5$ to -1.0	Large

From Table 4.16 to 4.25 show a brief of the correlation analysis results where the Pearson correlation coefficient was conducted to grasp the relationship among the variables in the present study. The correlation coefficients shown in the following tables indicate the strength of the relationship among the variables and the correlation coefficient for all latent variables were got under the threshold of .90 (Hair et al., 2006).

Pearson's (r) Correlation Coefficient among dependent variable built environment (cognitive image 1) and independent variables

Table 4.16

Correlation between built environment and psychological factors

	Im1	P1	P2	P3	P4	SQ1	SQ2	L1	L2	L3	L4	M1	M2	M3
Im1	1													
P1	.027	1												
P2	.104*	.280**	1											
P3	.127**	.124**	.168**	1										
P4	.006	.182**	.203**	.008	1									
SQ1	.635**	-.036	.054	.145**	-.127**	1								
SQ2	.494**	-.039	.012	-.027	-.064	.620**	1							
L1	.519**	-.015	.081	.139**	-.046	.828**	.748**	1						
L2	.571**	.006	.041	-.014	.020	.355**	.538**	.409**	1					
L3	.821**	.076	.140**	.081	.047	.501**	.465**	.440**	.528**	1				
L4	.091	.112*	.133**	.031	.194**	-.012	.082	.052	.087	.070	1			
M1	.899**	.019	.137**	.119*	.025	.574**	.512**	.516**	.579**	.675**	.141**	1		
M2	.560**	-.027	.010	.047	.058	.351**	.540**	.417**	.661**	.523**	.092	.568**	1	
M3	.450**	-.031	-.008	.021	-.025	.215**	.217**	.203**	.261**	.381**	.055	.329**	.256**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Im1= Built environment, P1= Realistic, P2= Social, P3= Conventional, P4= Enterprising, SQ1= Tour service, SQ2= Hospitality service L1= Home-loving, L2= Conservative, L3= Autonomous, L4= Hedonistic, M1= Entertainment, M2= Knowledge, M3= Relaxation

From the results (Table no: 4.16), it is observed that home-loving, conservative and autonomous factors of lifestyle have highly significant relationship with built environment component of cognitive image, but hedonistic lifestyle factor has no significant relationship. Among the motivation factors, entertainment and knowledge seeking factors have highly significant relationship with built environment component of cognitive image, but relaxation factor has medium significant relationship. Among the personality factors, social and conventional factors have small significant relationship with built environment component of cognitive image, but no other factor has significant relationship. From the results (Table no: 4.16), it is observed that tour services factor of service quality has highly significant relationship with built environment component of cognitive image, but hospitality services factor has medium significant relationship.

Table 4.17

Correlation between built environment and socio-demographic factors

	BE	Gender	Age	Country	Education	Income
BE	1.000					
Gender	-.072	1.000				
Age	.016	.088	1.000			
Country	-.070	.074	.111 [*]	1.000		
Education	-.013	-.022	.391 ^{**}	.118 [*]	1.000	
Income	.145 ^{**}	.064	.204 ^{**}	.190 ^{**}	-.010	1.000

^{**}. Correlation is significant at the 0.01 level (2-tailed).

^{*}. Correlation is significant at the 0.05 level (2-tailed).

From the results of Spearman's rho (Table no: 4.20), it is observed that income factor of socio-demographics has small significant relationship with built environment component of cognitive image but no other variables have significant relationship.

**Pearson correlation coefficient among dependent variable natural environment
(cognitive image 2) and independent variables**

Table 4.18

Correlation between natural environment and psychological factors

	Im2	P1	P2	P3	P4	SQ1	SQ2	L1	L2	L3	L4	M1	M2	M3
Im2	1													
P1	-.014	1												
P2	.018	.280**	1											
P3	-.007	.124**	.168**	1										
P4	.040	.182**	.203**	.008	1									
SQ1	.357**	-.036	.054	.145**	-.127**	1								
SQ2	.598**	-.039	.012	-.027	-.064	.620**	1							
L1	.443**	-.015	.081	.139**	-.046	.828**	.748**	1						
L2	.873**	.006	.041	-.014	.020	.355**	.538**	.409**	1					
L3	.556**	.076	.140**	.081	.047	.501**	.465**	.440**	.528**	1				
L4	.113*	.112*	.133**	.031	.194**	-.012	.082	.052	.087	.070	1			
M1	.613**	.019	.137**	.119*	.025	.574**	.512**	.516**	.579**	.675**	.141**	1		
M2	.783**	-.027	.010	.047	.058	.351**	.540**	.417**	.661**	.523**	.092	.568**	1	
M3	.295**	-.031	-.008	.021	-.025	.215**	.217**	.203**	.261**	.381**	.055	.329**	.256**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Im2= Built environment, P1= Realistic, P2= Social, P3= Conventional, P4= Enterprising, SQ1= Tour service, SQ2= Hospitality service L1= Home-loving, L2= Conservative, L3= Autonomous, L4= Hedonistic, M1= Entertainment, M2= Knowledge, M3= Relaxation

From the results (Table no: 4.18), it is observed that conservative and autonomous factors of lifestyle have highly significant relationship with natural environment component of cognitive image and home-loving factor has medium relationship, but hedonistic lifestyle factor has small significant relationship. From the results (Table no: 4.18), it is observed that entertainment and knowledge seeking factors of motivation have high significant relationship with natural environment component of cognitive image, but relaxation factor has small significant relationship. From the results (Table no: 4.18), it is observed that personality has no significant relationship with natural environment component of cognitive image. It is also observed that hospitality service factor of service quality has high significant relationship with natural environment component of cognitive image, but tour service factor has medium significant relationship.

Table 4.19

Correlation between natural environment and socio-demographic factors

	NE	Gender	Age	Country	Education	Income
NE	1.000					
Gender	.010	1.000				
Age	-.037	.088	1.000			
Country	.082	.074	.111*	1.000		
Education	-.061	-.022	.391**	.118*	1.000	
Income	.244**	.064	.204**	.190**	-.010	1.000

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

From the results of Spearman's rho (Table no: 4.19), it is observed that income factor of socio-demographics has small significant relationship with natural environment component of cognitive image but no other variables have significant relationship.

4.10 t- Test Results

To evaluate the differences in the level of cognitive images in terms of gender an independent t-test was used.

Table 4. 20

Cognitive image based on gender

Independent variable	Mean	Std. deviation	t- value	P-value
Built environment (cognitive image 1)				
Male	4.3309	1.08509	1.625	.086
Female	4.1299	1.22334		
Natural environment (cognitive image 2)				
Male	5.0271	1.03908	.052	.775
Female	5.0212	.99055		

A summary of the test of differences is tabulated in Table 4. 20. Based on gender, there were no statistical differences in the mean scores of built environment dimension of cognitive image and natural environment dimension of cognitive image between male

and female. But for built environment of cognitive image gender has impact on 8.6% significance level.

4.11 ANOVA Results

The differences in the cognitive image of Bangladesh among the tourists were explored in terms of age, country of origin, education and income using ANOVA test. Table 4.27 below summarizes the results of the test for built environment of cognitive image. As Cohen (1988:284-7) classifies .01 as a small effect, .06 as a medium effect and .14 as a large effect.

Table 4. 21

Cognitive Image and Socio-demographics (ANOVA)

Built environment (cognitive image 1)				
Independent variable	Mean	Std. deviation	F- value	P- value
Age				
under 25	4.2749	.99048	.077	.972
26-45	4.2687	1.10619		
46-60	4.3198	1.25355		
61-75	4.1978	.91014		
Country of origin				
India,Nepal,Pakistan,Bhutan,SriLanka	4.2157	1.11905	3.219	.007
China,Indonasia,Japan,Korea,Thailand,Malaysia,Iran,Philippines	4.5121	.96340		
NewZiland,Australia	4.5134	1.20884		
African countries (Nigeria, Morrocco, others)	4.4143	.91988		
France,Sweden, UK, Germany,Ireland,Russia,Denmark,Holland,Italy,Spain.Austria	3.9968	1.15045		
Canada, USA	4.0600	1.37603		
Education				
High school	2.6429	.85317	2.896	.022

College degree	4.2109	1.06355		
Bachelor's degree	4.3855	1.05621		
Masters degree	4.1986	1.18751		
PhD	4.3277	1.23177		
Income				
under USD 25000	4.1628	1.10269	2.752	.028
USD26000-49999	4.2498	1.11528		
USD50000-74999	4.4740	1.06762		
USD75000-99999	4.9580	1.13924		
USD100000 and above	4.5714	1.65193		

Table 4.21 shows that cognitive image (for built environment) was not differed based on age significantly.

The results show that country of origin has significant impact on cognitive image related to its built environment in Bangladesh. Tourists were divided into six groups according to their country of origin (Group 1: South Asian countries; Group 2: other Asian countries; Group 3: Australian countries; Group 4: African countries; Group 5: European countries and Group 6: American countries). There were statistically significant differences at the $p < .05$ level in cognitive image (for built environment) for six country-of-origin groups: $F = 3.219$, $P = .007$. Despite reaching statistical significance, the actual difference in mean scores between the groups was quite small. The effect sizes, calculated using eta squared, were .03 (built environment). Post-hoc test indicated that for built environment, only the second group and the third group ($M = 4.5121$, $SD = .96340$; and $M = 4.5134$, $SD = 1.20884$) were significantly different from the fifth and the sixth group ($M = 3.9968$, $SD = 1.15045$; and $M = 4.0600$, $SD = 1.37603$).

The result shows that education has significant impact on built environment dimension of cognitive image of Bangladesh. There was statistically significant difference at the $p < .05$ level in cognitive image (for built environment) for education: $F = 2.896$, $P = .022$. Despite reaching statistical significance, the actual difference in mean scores between the groups was quite small. The effect sizes, calculated using eta squared, were .02. Post-hoc test indicated that for built environment only high school group ($M = 2.6429$, $SD = .85317$) was significantly different from bachelor's degree group ($M = 4.3855$, $SD = 1.05621$) and master's degree ($M = 4.1986$, $SD = 1.18751$).

Table 4.21 shows that income has significant impact on cognitive image (for built environment) of Bangladesh. Tourists were divided into five groups according to their income. There were statistically significant differences at the $p < .05$ level in cognitive image (for built environment) for five income groups: $F = 2.752$, $P = .028$. Despite reaching statistical significance, the actual difference in mean scores between the groups for built environment was quite small. The effect sizes, calculated using eta squared, were .02. Post-hoc test indicated that for built environment only under 25000 USD group ($M = 4.1628$, $SD = 1.10269$) was significantly different from 75000USD-99999USD group ($M = 4.9580$, $SD = 1.13924$).

Table 4. 22

Cognitive Image and Socio-demographics (ANOVA)

Natural environment (cognitive image 2)				
Independent variable	Mean	Std. deviation	F- value	P- value
Age				
under 25	5.0975	.90312	.318	.812
26-45	5.0447	1.01122		
46-60	4.9511	1.13704		
61-75	4.9744	.86294		
Country of origin				
India,Nepal,Pakistan,Bhutan,SriLanka	4.7729	1.10524	1.958	.084
China,Indonasia,Japan,Korea,Thailand,Malaysia,Iran,Philippines	5.1385	.82656		
NewZiland,Australia	5.2604	1.06419		
African countries (Nigeria, Morrocco, others)	4.9917	.74824		
France,Sweden, UK, Germany,Ireland,Russia,Denmark,Holland,Italy,Spain.Austria	5.0556	1.09903		
Canada, USA	5.0300	1.23474		
Education				
High school	5.2917	.79786	.717	.581
College degree	5.2579	.88514		
Bachelor's degree	5.0175	.99314		
Masters degree	4.9756	1.10897		
PhD	4.9706	.97403		
Income				
under USD 25000	4.8396	1.05272	7.289	.000
USD26000-49999	4.9696	1.04502		
USD50000-74999	5.4369	.74637		
USD75000-99999	5.6176	.80959		
USD100000 and above	5.8125	.80887		

Table 4.22 shows that cognitive image (for natural environment) was not differed based on age significantly. The results show that country of origin does not have significant impact on cognitive image (for natural environment) of Bangladesh. There were statistically significant differences at the $p < .084$ level in cognitive image (for natural environment) for six-country of origin groups: $F = 1.958$, $P = .084$. Despite reaching

statistical 8.4% significance, the actual difference in mean scores between the groups was very little. The result shows that education has no significant impact on natural environment of cognitive image of Bangladesh.

Table 4.22 shows that income has significant impact on cognitive image (for natural environment) of Bangladesh. There were statistically significant differences at the $p < .05$ level in cognitive image (for natural environment) for five income groups: $F = 7.289$, $P = .000$. The effect size is medium as it was calculated using eta squared and found .06. Post-hoc test indicated that under 25000 USD group for natural environment ($M = 4.8396$, $SD = 1.05272$) was significantly different from USD50000-74999 group ($M = 5.4369$, $SD = .74637$) and USD75000-99999 ($M = 5.6176$, $SD = .80959$) group; and 26000USD-49999USD group ($M = 4.9696$, $SD = 1.04502$) was significantly different from USD50000-74999 group ($M = 5.4369$, $SD = .74637$).

4.12 Multiple Regression Analysis

For getting the answers of the research questions (How do psychological factors influence the cognitive image of Bangladesh as tourist destination?) of this study, multiple regressions analysis was conducted. Usually, multiple regression analyses are performed to interpret the relationship between one dependent variable (outcome) and various independent variables (predictor). Multiple regression analysis can be done in

three ways such as standard regression, hierarchical or sequential, and stepwise regression (Pallant, 2007). All independent variables are used at a time in the equation in standard multiple regression (Pallant, 2007). For this study, a standard multiple regression was conducted to test the relationship between cognitive image and independent variables like lifestyle, personality, motivation, and attitude towards service quality as all independent variables are assumed of equal significance.

4.13: Empirical Analysis of Multiple Regression Model (Cognitive Image 1)

For finding out the answers of the research questions and to verify the research hypotheses multiple regression was conducted. Between a set of variables multiple regressions detect every individual variable's contribution and identify the best predictor variable. For instance, R^2 shows how well a set of variables (lifestyle factors like home-loving, conservative, autonomous, hedonistic; motivation factors such as entertainment, knowledge, relaxation; personality factors like realistic, social, conventional, enterprising; service quality factors such as tour services and hospitality services) are able to predict a specific outcome (built environment or natural environment). The value for $R^2 = 1$ indicates that the continuous dependent variable and a set of independent variables have a perfect linear relationship whereas the value $R^2 = 0$ expresses zero linear relationship between them.

As cognitive images factor analysis provided two factors such as built environment and natural environment, the multiple regression analysis was run two times. The first time

of regression analysis showed R^2 value of .919 (Table 4.23) which means that the factors (lifestyle factors like home-loving, conservative, autonomous, hedonistic; motivation factors such as entertainment, knowledge, relaxation; personality factors like realistic, social, conventional, enterprising; service quality factors such as tour services and hospitality services) interpret 91.9% variance of built environment (cognitive image1). The second time of regression analysis showed R^2 value of .851 (Table 4.24) which means that the factors (lifestyle factors like home-loving, conservative, autonomous, hedonistic; motivation factors such as entertainment, knowledge, relaxation; personality factors like realistic, social, conventional, enterprising; service quality factors such as tour services and hospitality services) interpret 85.1% variance of natural environment (cognitive image2). Standard multiple regression also shows an adjusted R^2 value which 'corrects' R^2 value to provide a better assumption of the true populations value (Pallant, 2007).

4.14 Evaluating Independent Variables

The levels of influences the independent variables have on the dependent variable are going to be discussed in this section. In brief, this study wants to identify which variables in the model have the most significant influence on the dependent variable through Beta value. That is why the contributions of every independent variable in the model 1 and model 2 have been compared.

Table 4.23

Ordinary Least Square Estimation of Multiple Regression Model (Cognitive image 1,Built environment)

		Un standardized coefficient		Standardized coefficient			
Model		B	Std. error	Beta	t	Sig.	Durbin-Watson
	(Constant)	.027	.168		.163	.871	2.120
Lifestyle	Home-loving (L1)	-.096	.029	-.098*	-3.265	.001	
	Conservative (L2)	.020	.021	.020	.970	.333	
	Autonomous (L3)	.302	.018	.338*	16.375	.000	
	Hedonistic (L4)	-.011	.019	-.008	-.553	.581	
Motivation	Entertainment (M1)	.552	.021	.575*	25.779	.000	
	Knowledge (M2)	.011	.019	.012	.581	.561	
	Relaxation (M3)	.097	.013	.110*	7.235	.000	
Service quality	Tour service (SQ1)	.185	.023	.219*	7.968	.000	
	Hospitality service (SQ2)	-.059	.024	-.059**	-2.490	.013	
Personality	Realistic (P1)	.006	.016	.005	.338	.735	
	Social (P2)	-.029	.015	-.028	-1.855	.064	
	Conventional (P3)	.013	.015	.013	.869	.385	
	Enterprising (P4)	.003	.013	.003	.226	.821	
R= .958							
Adjusted R Square= .916							
R Square= .919							
df= 435							
F statistics= 366.642							
Sig= .000							

Note: Dependent variable: Built environment (cognitive image 1)

* indicates highly significant, ** indicates 1% level of significance, *** indicates 5% level of significance.

The results in Table 4.23 show that majority of the variables contributed significantly to the cognitive image (built environment). Entertainment (M1) has the highest contribution to built environment (cognitive image 1) among the independent variables (Beta = .575). There are some other variables that contributed significantly to built environment component of cognitive image such as autonomous of lifestyle (Beta = .338), tour services of service quality (Beta = .219), home-loving of lifestyle (Beta = -.098), relaxation of motivation (Beta = .111), hospitality services of service quality (Beta = -.059).

As shown in Table 4.23, the R^2 was statistically significant with $F = 366.642$ and $p < .05$. The regression equation can be described as follows: Built environment (cognitive image 1) = $.027 + (-.096) \text{ home-loving} + .020 \text{ conservative} + .302 \text{ autonomous} + (-.011) \text{ hedonistic} + .552 \text{ entertainment} + .011 \text{ knowledge} + .097 \text{ relaxation} + .006 \text{ realistic} + (-.029) \text{ social} + .013 \text{ conventional} + .003 \text{ enterprising} + .185 \text{ tour services} + (-.059) \text{ hospitality services}$. The computed R^2 of .919 indicates that the variables interpret 91.9% of the variance in the built environment component of cognitive image.

Table 4.24

Ordinary Least Square Estimation of Multiple Regression Model (Cognitive image 2, Natural environment)

		Unstandardized coefficient		Standardized coefficient			
Model		B	Std. error	Beta	t	Sig.	Durbin-Watson
	(Constant)	.322	.208		1.547	.123	2.137
	Home-loving (L1)	.038	.036	.042	1.042	.298	
Lifestyle	Conservative (L2)	.534	.026	.574*	20.784	.000	
	Autonomous (L3)	.022	.023	.027	.957	.339	
	Hedonistic (L4)	.014	.024	.012	.604	.546	
Motivation	Entertainment (M1)	.062	.026	.071**	2.334	.020	
	Knowledge (M2)	.264	.024	.306*	11.080	.000	
	Relaxation (M3)	.020	.017	.025	1.227	.221	
Personality	Realistic (P1)	-.007	.020	-.007	-.341	.733	
	Social (P2)	-.018	.019	-.020	-.962	.336	
	Conventional (P3)	-.007	.019	-.007	-.372	.710	
	Enterprising (P4)	.005	.016	.006	.310	.756	
Service quality	Tour service (SQ1)	-.087	.029	-.113*	-3.023	.003	
	Hospitality service (SQ2)	.098	.029	.108*	3.341	.001	
R= .922							
Adjusted R Square= .846							
R Square= .851							
df= 435							
F statistics= 184.769							
Sig= .000							

Note: Dependent variable: Natural environment (cognitive image 2)

* indicates highly significant, ** indicates 1% level of significance, *** indicates 5% level of significance.

The results in Table 4.24 show that some of the variables contributed significantly to the cognitive image (natural environment). Conservative of lifestyle has the highest contribution to natural environment (cognitive image 2) among the independent variables (Beta = .574). There are some other variables that contributed significantly to natural environment component of cognitive image such as knowledge of motivation (Beta = .306), hospitality services of service quality (Beta = .108), tour services of service quality (Beta = -.113), entertainment of motivation (Beta = .071).

As shown in Table 4.24, the R^2 was statistically significant with $F = 184.769$ and $p < .05$. The regression equation can be described as follows: Natural environment (cognitive image 2) = $.322 + .038 \text{ home-loving} + .534 \text{ conservative} + .022 \text{ autonomous} + .014 \text{ hedonistic} + .062 \text{ entertainment} + .264 \text{ knowledge} + .020 \text{ relaxation} + (-.007) \text{ realistic} + (-.018) \text{ social} + (-.007) \text{ conventional} + .005 \text{ enterprising} + (-.087) \text{ tour services} + .98 \text{ hospitality services}$. The computed R^2 of .851 indicates that the variables interpret 85.1% of the variance in the natural environment component of cognitive image.

4.15 Results of Hypotheses Testing

To recapitulate, the following research questions are to be answered in the present study.

1. Do lifestyle factors influence the cognitive image of Bangladesh as tourist destination?
2. Do motivation factors influence the cognitive image of Bangladesh as tourist destination?
3. Do personality factors influence the cognitive image of Bangladesh as tourist destination?
4. Do tourists' attitudes towards service quality influence the cognitive image of Bangladesh as tourist destination?

Cognitive image related to built environment model (cognitive image-1)

Based on above research questions four hypotheses were prepared and examined for built environment model (cognitive image-1).

Hypothesis H1: Lifestyle significantly influences the cognitive image of Bangladesh as tourist destination.

After factor analysis four factors were emerged for lifestyle variable such as (1) home-loving, (2) conservative, (3) autonomous, and (4) hedonistic; similarly four sub-hypotheses were prepared to test.

H1-1 Home-loving (L1) significantly influences the cognitive image of Bangladesh as tourist destination.

- | | |
|------|--|
| H1-2 | Conservative (L2) significantly influences the cognitive image of Bangladesh as tourist destination. |
| H1-3 | Autonomous (L3) significantly influences the cognitive image of Bangladesh as tourist destination. |
| H1-4 | Hedonistic (L4) significantly influences the cognitive image of Bangladesh as tourist destination. |

The results in Table 4.23 show that autonomous and home-loving factors of lifestyle have significant influence on built environment of cognitive image but hedonistic and conservative have no significant impact. Thus, autonomous and home-loving factors of lifestyle influence on built environment of cognitive image. The result indicates that for each unit increase of autonomous lifestyle, there is an expected enhance of .338 in cognitive image (built environment); similarly, for every unit increase of home-loving lifestyle, there is an expected decrease of (-.098) in cognitive image (built environment). Thus, two sub-hypotheses out of four are accepted and other two are not.

Hypothesis H2 Motivation significantly influences the cognitive image of Bangladesh as tourist destination.

The factor analysis provided three factors for motivation variable such as (1) entertainment, (2) knowledge, and (3) relaxation; similarly three sub-hypotheses were prepared to test.

- H2-1: Entertainment (M1) significantly influences the cognitive image of Bangladesh as tourist destination.
- H2-2: Knowledge (M2) significantly influences the cognitive image of Bangladesh as tourist destination.
- H2-3: Relaxation (M3) significantly influences the cognitive image of Bangladesh as tourist destination

The results in Table 4.23 show that entertainment and relaxation factors of motivation have significant influence on built environment of cognitive image but knowledge has no significant impact. Thus, two sub-hypotheses out of three have influence on built environment of cognitive image. The result suggests that for each unit increase of entertainment motivation, there is an expected enhance of .575 in cognitive image (built environment); similarly, for every unit increase of relaxation motivation, there is an expected increase of .111 in cognitive image (built environment). Thus, two sub-hypotheses out of three are accepted and other one is not.

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Hypothesis H3: Personality significantly influences the cognitive image of Bangladesh as tourist destination.

Personality got four factors such as realistic, social, conventional and enterprising; similarly four sub-hypotheses were prepared to test.

- H3-1: Realistic (P1) significantly influences the cognitive image of Bangladesh as tourist destination.

H3-2: Social (P2) significantly influences the cognitive image of Bangladesh as tourist destination.

H3-3: Conventional (P3) significantly influences the cognitive image of Bangladesh as tourist destination.

H3-4: Enterprising (P4) significantly influences the cognitive image of Bangladesh as tourist destination.

The results in Table 4.23 show that no factors of personality has significant influence on built environment of cognitive image but social factor of personality has influence at 6.4% significance level (-.028). The result indicates that for each unit increase of social personality, there is an expected decrease of .028 in cognitive image (built environment). Thus, the hypothesis H3 is not accepted.

H4: Tourists' attitudes towards service quality significantly influence the cognitive image of Bangladesh as tourist destination.

The factor analysis provided two factors for attitudes towards service quality variable such as tour services (SQ1) and hospitality services (SQ2); similarly two sub-hypotheses were prepared to test.

H4-1: Tour service (SQ1) significantly influences the cognitive image of Bangladesh as tourist destination.

H4-2: Hospitality service (SQ2) significantly influences the cognitive image of Bangladesh as tourist destination.

The result in Table 4.23 shows that tour services (SQ1) and hospitality services (SQ2) have significant influence on built environment of cognitive image. The results indicate that for each unit increase of tour services, there is an expected increase of .219 in cognitive image (built environment); whereas, for each unit increase of hospitality services, there is an expected decrease of (-.059) in cognitive image (built environment). Thus, the hypothesis H4 is accepted.

Cognitive image related to natural environment model (cognitive image-2)

Based on above research questions four hypotheses were prepared and examined for natural environment model (cognitive image-2).

Hypothesis H1: Lifestyle significantly influences the cognitive image of Bangladesh as tourist destination.

After factor analysis four factors were emerged for lifestyle variable such as (1) home-loving, (2) conservative, (3) autonomous, and (4) hedonistic; similarly four sub-hypotheses were prepared to test.

H1-1 Home-loving (L1) significantly influences the cognitive image of Bangladesh as tourist destination.

H1-2 Conservative (L2) significantly influences the cognitive image of Bangladesh as tourist destination.

H1-3 Autonomous (L3) significantly influences the cognitive image of Bangladesh as tourist destination.

H1-4 Hedonistic (L4) significantly influences the cognitive image of Bangladesh as tourist destination.

The results in Table 4.24 show that only conservative factor of lifestyle has significant influence on natural environment of cognitive image but other three factors have no significant impact. Thus, only conservative factor of lifestyle has influence on natural environment of cognitive image. The result indicates that for each unit increase of conservative lifestyle, there is an expected enhance of .574 in cognitive image (natural environment).

Hypothesis H2 Motivation significantly influences the cognitive image of Bangladesh as tourist destination.

The factor analysis provided three factors for motivation variable such as (1) entertainment, (2) knowledge, and (3) relaxation; similarly three sub-hypotheses were prepared to test.

H2-1: Entertainment (M1) significantly influences the cognitive image of Bangladesh as tourist destination.

H2-2: Knowledge (M2) significantly influences the cognitive image of Bangladesh as tourist destination.

H2-3: Relaxation (M3) significantly influences the cognitive image of Bangladesh as tourist destination

The results in Table 4.24 show that knowledge and entertainment factors of motivation have significant influence on natural environment of cognitive image but relaxation has no significant impact. Thus, as a whole motivation variable has partial influence on natural environment of cognitive image. The result suggests that for each unit increase of knowledge motivation, there is an expected enhance of .306 in cognitive image (natural environment); similarly, for every unit increase of entertainment motivation, there is an expected increase of .071 in cognitive image (natural environment). Thus, two sub-hypotheses out of three of motivation are accepted.

Hypothesis H3: Personality significantly influences the cognitive image of Bangladesh as tourist destination.

Personality got four factors such as realistic, social, conventional and enterprising; similarly four sub-hypotheses were prepared to test.

H3-1: Realistic (P1) significantly influences the cognitive image of Bangladesh as tourist destination.

H3-2: Social (P2) significantly influences the cognitive image of Bangladesh as tourist destination.

H3-3: Conventional (P3) significantly influences the cognitive image of Bangladesh as tourist destination.

H3-4: Enterprising (P4) significantly influences the cognitive image of Bangladesh as tourist destination.

The results in Table 4.24 show that no factors of personality variable have significant influence on natural environment of cognitive. Thus, the hypothesis H3 is not accepted.

H4: Tourists' attitudes towards service quality significantly influence the cognitive image of Bangladesh as tourist destination.

The factor analysis provided two factors for attitudes towards service quality variable such as tour services (SQ1) and hospitality services (SQ2); similarly two sub-hypotheses were prepared to test..

H4-1: Tour service (SQ1) significantly influences the cognitive image of Bangladesh as tourist destination.

H4-2: Hospitality service (SQ2) significantly influences the cognitive image of Bangladesh as tourist destination.

The result in Table 4.24 shows that hospitality services (SQ2 and tour services (SQ1) have significant influence on natural environment of cognitive image. The results indicate that for each unit increase of hospitality services, there is an expected increase of .108 in cognitive image (natural environment); whereas, for each unit increase of tour services, there is an expected decrease of (-.113) in cognitive image (natural environment). Thus, the hypothesis H4 is accepted.

Table 4. 25

Summary of Hypotheses Tested by Using Regression Analysis for Cognitive Image-1 Model

Hypothesis		Significant	Findings
Lifestyle H1	Home-loving H1-1	Yes	Supported
	Conservative H1-2	Yes	Supported
	Autonomous H1-3	Yes	Supported
	Hedonistic H1-4	No	Not supported
Motivation H2	Entertainment H2-1	Yes	Supported
	Knowledge H2-2	No	Not supported
	Relaxation H2-3	Yes	Supported
Personality H3	Realistic H3-1	No	Not supported
	Social H3-2	No	Not supported
	Conventional H3-3	No	Not supported
	Enterprising H3-4	No	Not supported
Service quality H4	Tour service H4-1	Yes	Supported
	Hospitality service H4-2	Yes	Supported

Table 4. 26

Summary of Hypotheses Tested by Using Regression Analysis for Cognitive Image- 2 Model

Hypothesis		Significant	Findings
Lifestyle H1	Home-loving H1-1	No	Not supported
	Conservative H1-2	Yes	Supported
	Autonomous H1-3	No	Not supported
	Hedonistic H1-4	No	Not supported
Motivation H2	Entertainment H2-1	Yes	Supported
	Knowledge H2-2	Yes	Supported
	Relaxation H2-3	No	Not supported
Personality H3	Realistic H3-1	No	Not supported
	Social H3-2	No	Not supported
	Conventional H3-3	No	Not supported
	Enterprising H3-4	No	Not supported
Service quality H4	Tour service H4-1	Yes	Supported
	Hospitality service H4-2	Yes	Supported

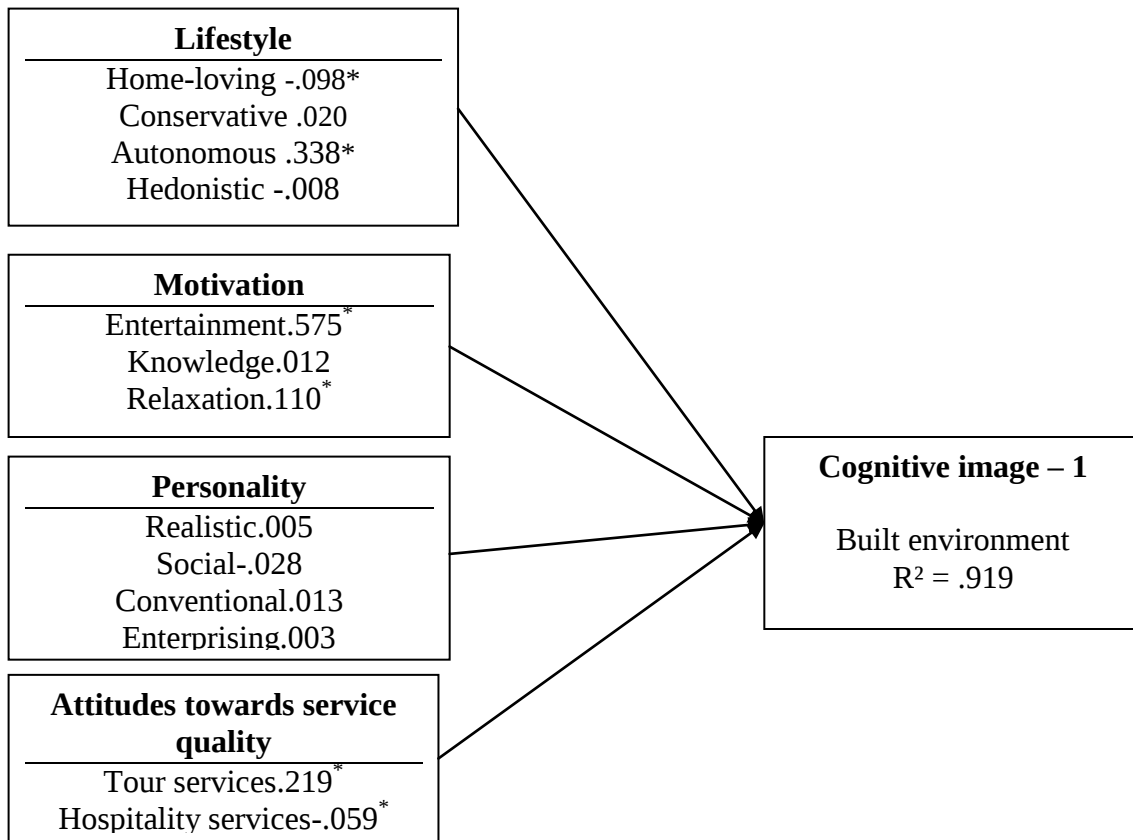


Figure 4.6

Cognitive Image -1 Model: Research Framework after Data Analysis

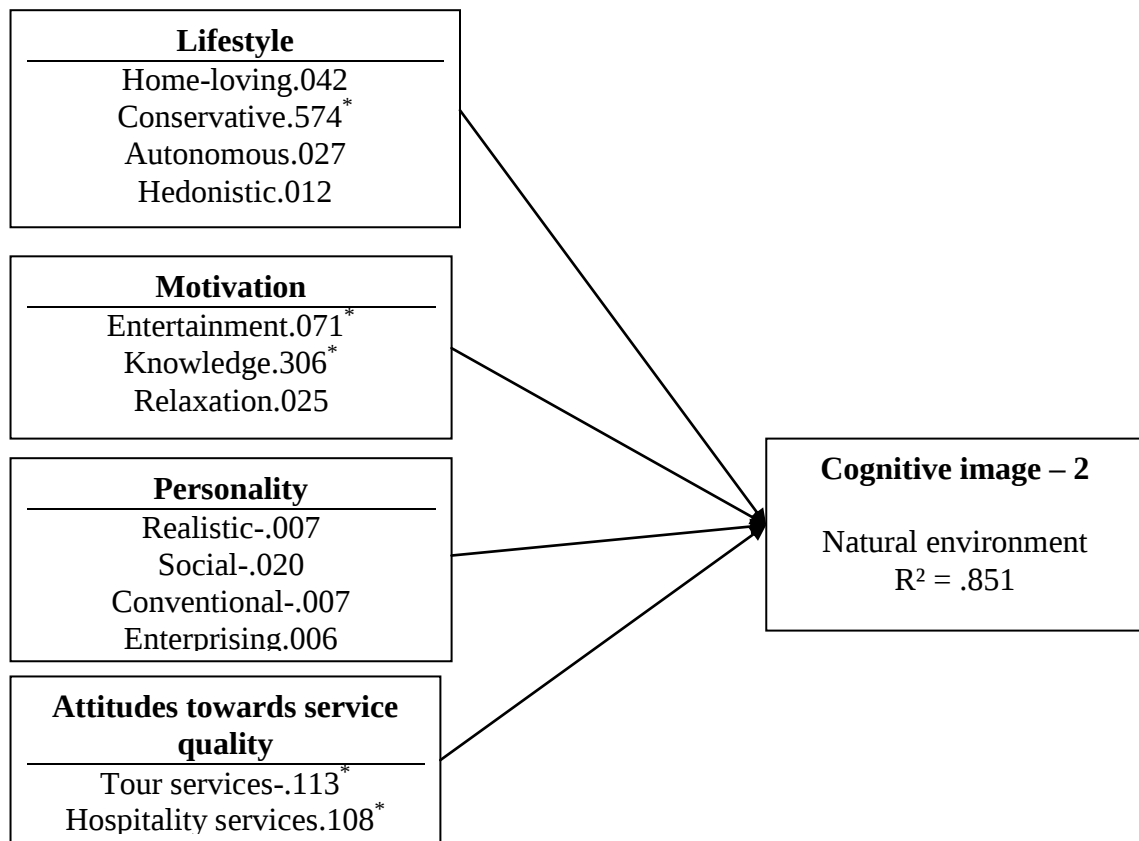


Figure 4.7

Cognitive Image- 2 Model: Research Framework after Data Analysis

4.16 Summary

Data analysis and findings have been presented in this chapter, particularly response rate, profile of respondents, descriptive statistics, data screening (missing data, outlier), multiple regression analysis (normality, linearity, multicollinearity, correlation of analysis), goodness of data (content validity, construct validity), factor analysis, reliability, and hypotheses testing. For model 1 out of 13 sub-hypotheses, 6 were found statistically significant and for model 2, out of 13 sub-hypotheses 5 were found statistically significant. In the next chapter the findings are going to be discussed in detail.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter describes the findings portrayed in the prior chapter of the influences of some contingency variables on cognitive image. The chapter also provides academic and practical connotations of the findings which can be considered as a contribution to the research arena. Finally, the limitations, and the recommendations for future research, and the overall conclusions are narrated.

5.2 Recapitulation of the Study's Findings

The present study aimed to examine the influence of psychological factors such as lifestyle, motivation, personality, and attitudes towards service quality on cognitive image. Based on principal component analysis performed on the measurement items, the internal consistency of each variable was evaluated through Cronbach's alpha values. Each variable showed a reliability coefficient higher than .605. Multiple regressions were conducted to test 4 hypotheses.

5.3 Discussion of Findings

This chapter focuses the study in its totality and the direction of future research. The main objectives of this study were: (1) to examine the influences of lifestyle factors on

tourists' cognitive image; (2) to examine the influences of motivation factors on tourists' cognitive image, (3) to examine the influences of personality factors on tourists' cognitive image, (4) to examine the influence of tourists' attitudes toward service quality on cognitive image and (5) to examine the variation of tourists' cognitive image based on their sociodemographic factors such as gender, age, country of origin, education and income. Before focusing on the detail findings based on objectives of the study, a brief overview of the Bangladesh image among the international visitors is portrayed.

5.3.1 Bangladesh image

In this study, cognitive destination image for Bangladesh as a tourism destination consists of two major dimensions built environment and natural environment. Both dimensions have been evaluated to understand the totality of cognitive image from tourists' point of view. Usually, these dimensions are destination specific (Beerli & Martin, 2004) conceptions that vary from destination to destination. Perceived cognitive image related to its built environment has been found to be mean score of 4.28 which is close to the "undecided" rating on seven point scale. Among the built environment items "Good night life/entertainment" had the lowest mean score of 3.99 which is close to the "undecided" rating and "Excellent shopping facilities" got the highest mean score of 4.61 which is close to the "agree somewhat" rating . According to the findings of this study, the items of "Good tourism infrastructures" (4.36), "Good sport facilities" (4.17), "Easily accessible tourist spots" (4.24), "Crowded tourist spots"

(4.54), “High standard of cleanliness and hygiene” (4.06) were not highly recognized by international tourists that influence their perceptions toward Bangladesh. Such findings were logical as Bangladesh could not reach to an acceptable standard in its built environment attributes that are considered important factors for contributing to develop a positive cognitive destination image of Bangladesh from foreign tourists’ point of view.

In comparison to built environment, perceived cognitive image related to its natural environment has been found to be mean score of 5.03 which is the “agree somewhat” rating on seven point scale. In general, most of the natural environment items fell upper the summated mean score (5.03). In particular, research results show Bangladesh image as tourism destination found to be positioned on natural dimensions perceived to be the most crucial from the international tourists’ viewpoint. These were “Attractive natural attractions and scenery” which is noted as having the highest significance amongst other attributes with a mean score of (5.44), “Hospitable and friendly people”(5.26), “Beautiful destination” (5.19), “Rich and attractive landscapes” (4.94), “Many cultural activities” (4.88), “High quality beaches” (4.45) where 1 for strongly disagree and 7 for strongly agree. Above all, it can be summarized that the study respondents portray Bangladesh as a destination that has attractive natural attractions and scenery, rich and attractive landscapes, hospitable and friendly people, beaches, cultural activities that make the destination beautiful and bountiful.

Although, generally cognitive image of Bangladesh as a tourism destination from the international tourists' point of view is found to be favorable (with an average mean score of 4.61) and most of its natural attributes fall in the high mean score which is around the agree rating, nonetheless, it is manifest that there is still a chance to improve these highly perceived attributes as their present assessment can still be considered as above the moderate average but did not reach or get close to the strongly agree rating. Thus, it is vital for Bangladesh marketing as tourism destination to focus on these attributes particularly making accessible the natural sites in order to enhance the perception of international tourists. The following sections explain in detail the findings of each hypothesis tested and hence the accomplishment of the research objectives.

5.3.2 First objective

The first objective of the present study was to examine the significant influences of lifestyle factors on tourists' cognitive image. For obtaining this objective, one hypothesis was tested as follows.

H1 Lifestyle significantly influences the cognitive image of Bangladesh as tourist destination.

As shown in Table 4.23, home-loving and autonomous factors of lifestyle have highly significant influence on built environment of cognitive image; conservative and hedonistic lifestyle factors have no significant influence. The results indicate that tourists' different lifestyles have different impact on their perception to destinations. Homeloving people basically focus on family life, enjoy a quiet and happy private life,

take care of their children seriously and love to work at home. They are conservative in their views on life, are religious and they take precautions to protect themselves from future uncertainties. They are the most demanding segment for items for the family and consider that quality is more important than price. They visit exhibitions, monuments or places of outstanding natural beauty regularly. They prefer to read books, local newspapers, and magazines on home, fashion, gossip and health. They watch news, sports news, documentaries, current affairs, debates and travel programs on television.

They are interested in enjoying holiday arrangements for meeting their family need as a whole. Tourists want to select destinations permitting parents to relax as well as encouraging activities for children. Usually, they return to the same destinations year after year as children establish friendships there with people of the same age and interests. Tourism packages are usually availed of during summer with all members of the family together in destinations of seaside with a mild and pleasant climate. Tourists love to use apartments that give some degree of comfort and quality that allow them to live together in homely affairs within their expectations of prices. They try to organize activities by themselves, try out local foods and enjoy cultural programs available in the destination. They prefer to organize their own trips because they know the places they visit very well. Tour operators can use direct marketing campaigns through mailings as well as advertising in mass media around the time of news program. Local newspapers and magazines on home and fashion for young-stars, as well as for adults can simultaneously be used for communication purposes.

Home-loving lifestyle factor has negative impact on built environment of cognitive image that means that firstly, the built environment of Bangladesh has not developed noticeably which make tourists annoyed; secondly, home-loving tourists prefer to visit exhibitions, monuments, places of outstanding natural beauty with family members and they face traffic jam, bad road conditions and mismanagement; moreover, they do not give emphasis on built environment, for example they are not interested in night life, shopping, sports, concerts etc.

People of autonomous lifestyle see success in personal freedom and independence. They enjoy life greatly and work for a better living by enhancing social mobility. They are usually liberal in politics, religion and social views. They accept current social reality and welcome future improvement. This group frequently visits cinema, enjoy nightlife, enjoy pop, rock, disco and ballads, but they do not prefer exhibitions or touring monuments. They read sports and car magazines and watch films, sports and current affairs. Autonomous lifestyle factor positively significantly influence built environment which means that Bangladesh can attract this type of tourists by improving built environment as they prefer concerts, dances, nightlife, music, sports, smooth accessibility to tourist spots, good infrastructures and nice accommodations.

Tour operators and hoteliers should focus on weekend and public holiday trips to attract them. They need to be matched the cities to be visited with their independence and freedom loving nature with accommodations in hotels offering special prices, so that they can improve their social image and personality. Destinations need to offer different

options, seaside resorts that have a lot of atmosphere and nightlife with lower prices. As they travel with friends, travel agencies should arrange special group transport. Direct marketing or sports media advertising with the image of cheerful people having drinks or eating out in a relaxed mood may be used for communication.

On the other hand, as shown in Table 4.24, conservative lifestyle factor is the most significant influential group of tourists for natural environment of cognitive image. People of conservative lifestyle, similar to home-loving segment, focus on the well-being of their family and adjust day-to-day life. They see success in doing their jobs efficiently, earn a decent living and love to live with family. They want to be managers that allow upward social mobility and they are the most materialistic group. They are, in general, pessimistic about modern society and emphasize on practicing religion and also strict on law and order situation. They visit and enjoy areas of outstanding beauty, but they dislike nightlife, music and cinema. They watch local news, reality-shows, game shows and gossip programs.

This conventional group has very traditional habits with tolerance. They are not keen to vary the type of resort used and usually prefer sun and sea for one or two weeks. They need not to be sold weekend breaks and choose mostly seaside well known places, including smaller rural resorts. They usually travel with their family and friends during holidays, with a low budget, preferring cheap accommodation. They prefer modestly serviced flats or a whole house to enjoy principally the beach without complementary choices. It seems that they seek value for money. They arrange their tours themselves

or with a travel agent, and they can be reached with mass media, television and radio through sponsored programs like reality shows, quizzes or gossip shows. The result indicates that if Bangladesh put enough effort to make its natural resources enjoyable and accessible, this group of tourists can be attracted largely as conservative lifestyle holders love to enjoy natural attractions through visiting areas of outstanding beauty. Home-loving, autonomous and hedonistic factors have no influence on natural environment of cognitive image.

The present study results are consistent with the result of (indirectly) Gonzalez and Bello (2002) for home-loving, conservative and autonomous but contradict for hedonistic. Although past researchers explored only relationship between lifestyle and behavior but lifestyle obviously influences cognitive image because perceived image is the determinant of behavior which is well accepted in the tourism literature. Tourists who visit Bangladesh acknowledge that the offered built environment facilities and present status of natural resources in the tourist sites are moderately attractive that encourage them for repeat visit but many things yet to be done for the improvement of the situation, particularly in the built environment field.

5.3.3 Second objective

The second objective of the present study was to examine the significant influences of motivation factors on tourists' cognitive image. For obtaining this objective, one hypothesis was tested as follows.

H2 Motivation significantly influences the cognitive image of Bangladesh as tourist destination.

As shown in Table 4.23, entertainment factor of motivation has the highest contribution to built environment (cognitive image 1) among the independent variables; relaxation factor of motivation has also significant influence but knowledge factor of motivation has no significant influence. Knowledge factor of motivation (as shown in Table 4.24) contributed significantly to natural environment of cognitive image. Entertainment factor of motivation has also significant influence on natural environment of cognitive image.

The results indicate that tourists' different motives have different impact on their perception to destinations; entertainment motivated tourists perceive both built and natural environment of cognitive image positively but influences built environment mostly, whereas relaxation factor influences only built environment and knowledge factor influences only natural environment. This means that entertainment motivated tourists are attracted by built environment of cognitive image more than natural environment and relaxation motivated tourists emphasize on built environment; on the other hand, knowledge seekers have high perception on natural environment. Thus, Bangladesh needs to attract relaxation and entertainment motivated tourists by updating its built environment and can attract knowledge seekers through developing and communicating its natural resources. The present study result is supported by Ahmed et

al. (2006) but it contradicts with Beerli and Martí'n (2004) as knowledge seekers have influences on natural environment where culture is included.

Ahmed et al. (2006) got tourists of relax motives perceived entertainment, and social and safety (cognitive dimension) negatively; prestige motivated tourists see hotel/restaurant (cognitive dimension) positively. On the other hand, Beerli and Martí'n (2004) found tourists who like to escape from routine work, want to alleviate of stress and to like to relax have positive perception to the destination. The result of this study conforms to Beerli and Martí'n (2004) as relaxation positively influences built environment of cognitive image but contradicts with Ahmed et al. (2006). Bangladesh has potentiality to attract almost all kinds of motivated tourists in its land but in different degrees and in different dimensions. Tourists of Bangladesh acknowledge the present status of both built and natural environment but there are ample of opportunities for improving the scenario for both sectors.

5.3.4 Third objective

The third objective of the present study was to examine the significant influences of personality factors on tourists' cognitive image. For obtaining this objective, one hypothesis was tested as follows.

H1-3 Personality significantly influences the cognitive image of Bangladesh as tourist destination.

As shown in Table 4.23, social factor of personality has contribution to built environment (cognitive image 1) at 6.4% significant level; other factors like realistic, conventional and enterprising have no significant influence. Similarly, personality factors (as shown in Table 4.24) have no statistically significant impact on natural environment of cognitive image. The result shows that personality factors have little influence on cognitive image; social factor of personality has negative influence on built environment which means that Bangladesh built environment has much lacking to attract this social (extrovert) type of tourists. The present study results contradict with (indirectly) the results of Govers et al. (2007) and Murphy et al. (2007).

A few reasons may cause for this result, firstly, Bangladesh may not offer much diversified tourist products that match with personality traits of tourists; secondly, the respondents may not much aware of their personality characteristics; and thirdly, personality items (16 items) may not enough to reflect their traits adequately.

5.3.5 Fourth objective

The fourth objective of the present study was to examine the significant influences of attitudes towards service quality on tourists' cognitive image. For obtaining this objective, one hypothesis was tested that is described as follows.

H2 Attitudes towards service quality significantly influences the cognitive image of Bangladesh as tourist destination.

As shown in Table 4.23, tour services factor and hospitality services factor of attitudes towards service quality have the significant influence on built environment (cognitive image 1). Similarly, tour services factor and hospitality services factor of attitudes towards service quality have the significant influence on (as shown in Table 4.24) natural environment of cognitive image. The results indicate that service quality factors have great influence on cognitive image but in different degrees and different dimensions. Tour services factor of service quality is positively significant for built environment of cognitive image and hospitality services factor of service quality is negatively significant. Thus, both tour service quality and hospitality service quality factors have influence on cognitive image of a destination. Tourists who prefer tour services much, they perceive the built environment of Bangladesh positively whereas tourists who consider hospitality services more important, they perceive built environment of the destination negatively; may be the quality of general and tourist infrastructures (built environment) are boring, underdeveloped and painful in Bangladesh to them. On the other hand, hospitality service factor of service quality is positively significant for natural environment whereas tour services factor of service quality is negatively significant which means that tourists who consider hospitality services importantly they perceive natural environment more favorable as they prefer nature mostly and the quality of hospitality services have a great positive impact on the

natural resources that the country has. Tour services factor of service quality is negatively significant for natural environment because these tourists love built environment aspects like night life, sports, shoppings and they do not prefer natural environment of Bangladesh.

Although perceived image of a destination is an antecedent of behavior, most researchers tend to examine the relationship between attitude to service quality and intention to behavior or actual behavior. Many researchers used attitude to service quality in fields other than tourism. It is well established that before intention or actual behavior, consumers/customers/tourists must have either positive or negative cognition of a product/service/destination. Thus, the findings of this study are supported by (indirectly) Quintal et al. (2009), Han et al. (2010), Al-Mualala (2010), and Andronikidis (2009) researches. The high service quality increases the possibility to enhance cognitive image and ultimately actual visit behavior to Bangladesh. Therefore, the findings of this objective have shown that the nature of service quality to the tourists in Bangladesh plays a major role for both built and natural environment of cognitive image as image is a predictor of actual behavior. The findings have confirmed that the relationship between employees and tourists has a vital role that could be bringing about competitive and fancy tourism improvements which influences cognitive image.

5.3.6 Fifth objective

To examine the variation of cognitive image based on sociodemographic factors:

The variations of cognitive image factors (built environment and natural environment) were evaluated through t-test for gender and analysis of variance (ANOVA) for other sociodemographic factors such as age, country of origin, education and income.

Gender

To evaluate the differences in the level of cognitive images in terms of gender an independent T-test was applied as shown in Table 4. 20. Based on gender, there were no statistical differences in the mean scores of built environment and natural environment of cognitive image. The previous researchers Stabler (1990) and Beerli and Marti'n (2004) got statistically significant relationship between gender and the factors of the cognitive image related to the general and touristic infrastructures, and to natural and cultural resources, but this study found no variation of cognitive image based on gender. In this study, female respondent were only 26% of the total sample and obviously there is no scope to make a comparison genuinely based on gender. Most probably some respondents visit Bangladesh for business purposes or for monitoring non government organizations (NGOs) whom are mostly male. Moreover, the data were collected in the late peak period which is another potential drawback for this result.

Age

MacKay and Fesenmaier (1997) noted that image was not varied based on age levels but Beerli and Marti'n (2004) found age as a significant factor for only natural environment of cognitive image. Chao (2005) noted that the cognitive image of California was differed based on tourists' age. The ANOVA results show that (Table 4.21) built environment of cognitive image was not differed based on age significantly and similarly, (Table 4.22) natural environment of cognitive image was not differed based on age significantly. The age distribution of the tourists of Bangladesh shows that 60% of sampled tourists are from 26-45 age group and 46-60 age group has 25% of tourists and other two groups belong only 15% of respondents. And this result is happened because there may lack of age diversity in the sample or majority of them are young or the tourist products and services offered by Bangladesh are known to all age group tourists as most of them are repeat visitors.

Country of origin

Tourists were divided into six groups according to their distance of country of origin (Group 1: most closed neighboring countries; Group 2: other closer Asian countries; Group 3: Australian countries; Group 4: African countries; Group 5: European countries; and Group 6: American countries). ANOVA test result shows (as shown in Table 4.21) that there are statistically significant differences at the $p < .05$ level in cognitive image (for built environment) for six-country of origin groups, but it was quite small and only the second (Asian) and the third (Australian) group countries mean

values are greater than the most distant countries like the fifth (European) and the sixth (American) group countries mean values. The European and American tourists do not have positive cognitions to built environment of cognitive image as a whole, whereas Asian tourists have some sort of soft corner to these tourism attributes of Bangladesh. Thus, with the present status of the built environment of Bangladesh, tourism stakeholders need to focus on Asian and Australian tourists. At the same time, it requires focusing on improving the built environment attributes noticeably to attract European and American tourists.

ANOVA results also show (Table 4.22) that there is statistical difference at the $p < .084$ level in cognitive image (for natural environment) for six-country of origin groups, but actual difference was quite small. Only the first (Asian 1st block) group countries mean value for natural environment was significantly different from the third (Australian) group countries' mean value. The result indicates that, more or less, tourists of all countries have positive cognitions to natural environment attributes of Bangladesh as a whole, since their mean values are closer and nearer to 'agree' rating level. Even though there is no significant differences among mean values of these six-country of origin groups, marketers of natural attractions of Bangladesh should give more focus on Asian 2nd block, Australian, European and American tourists for making them repeat tourists.

Some researchers found destination image related with tourists' distance, culture, sport events, perceived risk and degree of development of a country. Ahmed et al. (2006) did

not find any significant difference based on country of origin. But, Pearce (1982), Chen and Kerstetter (1999), Rittichainuwat et al. (2001), Hui and Wan (2003), Beerli and Martí'n (2004), Hunt (1975), and Ahmed (1996) found difference based on country of origin. The cognitive image of Asian countries tourists for built environment is better than the far European and American countries tourists. The built environment components like infrastructures, accommodation, sports, shopping, nightlife, spas etc. are not sufficiently developed in Bangladesh which could not help to build strong cognition of tourists noticeably particularly of European and American tourists.

Education

The ANOVA result shows that there is statistically significant difference at the $p < .05$ level in cognitive image (for built environment) for education but it was quite small and only high school group was significantly different from bachelor's degree group and master's degree. Many researchers in the tourism field found that cognitive image is varied based on education (Baloglu, 2001; Chen & Kerstetter, 1999; MacKay & Fesenmaier, 1997; Baloglu & McCleary, 1999a; Stern & Krakover, 1993) but Baloglu (1997) found no such variations. Out of five groups of tourists based on education only two groups (bachelors + masters) possess 85% of the total sampled respondents in this study which is one of the potential causes of not perceiving attributes of image differently. Another thing is that most probably, natural environment of Bangladesh is known prior to visit by tourists and more or less they have close feelings through enjoying natural sites.

Income

Tourists were divided into five groups based on their annual income. The ANOVA test result (Table 4.21) shows that there was statistically significant difference at the $p < .05$ level in cognitive image (for built environment) for five income groups but the actual difference was quite small and only under 25000 USD group was significantly different from 75000USD- 99999USD group for built environment. Whereas Table 4.22 shows that income is highly significant for cognitive image (for natural environment) of Bangladesh for five income groups, but the effect size was medium and under 25000 USD group was significantly different from USD50000-74999 group and USD75000-99999 group; and 26000USD-49999USD group was significantly different from USD50000-74999 group. The results indicate that tourists' various levels of income have different impact on their perception to destinations; higher income group has higher positive cognition on natural environment and they prefer to visit more natural tourist spots than less income holder groups. Most of the cases, nature lover tourists travel with family and friends, they spend time and money for their children and they select destinations depending on their motives, lifestyle and income.

As Bangladesh offers most of the tourism related products and services comparatively cheaper than any other countries in the region and the qualities also good that is why richer tourists become happier and satisfied. The lower income group see these attributes inferior than higher income group because most of the lower income group

tourists come from neighboring countries like India Nepal, Sri Lanka, and Pakistan both by road and by air and expect more cheaper rates or majority of them avail cheaper services that are not up to the mark in terms of quality and mode of delivery.

5.4 Research Implications

The findings of this study indicated that all factors that were examined in this research are critical in predicting tourists' perception. Eventually, by using these findings, marketers and government can develop necessary strategies and policies. This study has various important implications that are discussed in the following sections.

5.4.1 Theoretical Implications

This study further develops the literature of tourism from a universal point of view. Using factor analysis, new variables and new factors, past studies' theoretical perspectives are built focusing on a developing destination like Bangladesh. The cognitive image component provided two dimensions built environment and natural environment. The personal factors such as lifestyle, personality and attitude toward service quality are newly investigated. This new variable included in the theoretical model is useful, given the current global and evolving marketplace and the changing profile of tourists. The influences of the following factors were examined: lifestyle, motivation, personality, attitudes toward service quality and socio-demographics.

This is the first academic investigation of general international tourists' cognitive image in Bangladesh. Destination image formation and its influential factors have been studied in developed countries but there has not been enough study conducted in developing countries. This study adds to the literature on international tourists' cognitive image. Additionally, utilizing the Gunn's adapted psychological theory and models of Ahmed et al. (2006) and Beerli and Martin (2004) the study generated two new models (as factor analysis provided two components for cognitive image) that can create a much better understanding of influencing factors of cognitive image formation among international tourists in Bangladesh.

The present study contributes to academic body of knowledge by examining important theories and some models of impacting on cognition among international tourists in Bangladesh. In this study Gunn's adapted psychological theory and models of Ahmed et al. (2006) and Beerli and Martin (2004) are considered appropriate to interpret international tourists' perception. It will also improve education in universities of Bangladesh through their bachelors and masters degrees. This study is designed to address the destination marketing of Bangladesh by offering a new marketing guideline that may help the ministry of tourism for developing suitable academic plans and marketing strategies to boost up tourism industry. Thus, using these research models can help the ongoing efforts of theory building in this field. Also, this approach should be used in further research.

The method chosen to collect data from international tourists (60% questionnaires distributed directly in the streets, restaurants and shopping centers particularly at Banga-bazar in Dhaka and 40% through hoteliers and tour operators) between 9 am to 6pm will be helpful for future researchers who are interested in using surveys to select the right and convenient time. Lifestyle and attitude toward service quality could be two main variable contributions in this study which have not been examined before, specifically in tourism in Bangladesh. Also, cognitive image, lifestyle, personality and attitude toward service quality have not been examined together in previous researches. Finally, this finding extends the realization of cognitive image in Bangladesh relevant to tour decisions that has been rarely studied within the context of destination selections. In addition, the results obtained from the hypotheses of this study will be the basis for future research and literature review.

5.4.2 Practical Implications

This study hopes to recommend in two ways which are government and managerial and that are discussed in the next sections.

5.4.2.1 Government Implications

The study findings will help others from a practical viewpoint. The understanding of image formation and the strength of the relationship between factors influencing the forming of the image and that of the destination itself may assist government, tour operators and other marketers responsible for sales management to position an appropriate image to their markets through the best

communication mix. A few recommendations for ministry of Bangladesh tourism and for decisions makers are as follows:

1. Offering more focus on the interest of natural tourism (eco-tourism) to exploit areas such as the Sunderbans, Sylhet tea gardens and water fall, Bandarban and Rangamati hill tracts, through establishing hotels cheaper than five-star hotels, and making accessible for all the tourists of various income groups as the findings of this study reveal that natural attractions and scenery of Bangladesh has the highest mean score (5.44), beautiful destination (5.19) and rich and attractive landscapes (4.94) that are in agree rating level. Kuakata sea beach and Cox's bazaar sea beach need to be maintained properly, promoted abroad vigorously and arranged safe and cheap accommodation, although the mean value of high quality beaches is 4.45 in a 7 point scale, which is close to neutral rating indicating the frustrating condition of beaches.
2. The mean value of 'hospitable and friendly people' is 5.26 which is a good sign, but it is far from strongly agreeing rating level. That is why seminars need to be arranged frequently for social leaders, particularly religious leaders, to educate them about the importance and merits of dealing friendly with international tourists for developing positive image of Bangladesh. This type of programs for social leaders will ultimately have positive impact on mass people.

3. Facilitating the actions of tourists in the remote natural beautiful sites through improving infrastructure and safety measures. The weak infrastructure (mean value 4.36) and safety measures (mean value 4.71) in Bangladesh need to be improved because conservative and homeloving lifestyle tourists and knowledge motivated tourists love to visit distant beautiful natural attractions. The mean value of beautiful destination is 5.19 which is in agree rating level, but steps need to be taken to make it to strongly agree rating level.
4. Reducing traffic jam and providing convenient and safe transports to tourists, particularly the public transport system should be of world class standard and affordable. The study found that there are severe traffic jam in the cities of Bangladesh (mean value 5.57) and transport facilities are very poor (mean value 4.01). Government should come forward with rigorous development projects so that smooth transportation system can be developed.
5. It is important to focus on training programs for workers in the tourism sector to make them more skilled in all aspects, specifically to make them fluent in English language. The mean value of staffs' communication skill is only 4.55 which is close to indifferent stage in a 7 point scale. It signals the low level of communication skill of staffs in tourism sector in Bangladesh.
6. Arranging exhibitions for promoting Bangladesh tourism in foreign countries particularly in China, Japan, South Korea, Thailand and Malaysia. From ANOVA test results, it is found that this group possesses the highest share (2nd block of Asia) of 32.6%. The mean value of this group is 4.51 for built

environment and 5.14 for natural environment that are higher than other groups of tourists.

7. The execution of the findings will bring many benefits for the government sector and simultaneously for the marketing and business sectors (private sectors) in Bangladesh. An understanding of cognition/perception of international tourists leads to a better grasping of tourists' visit behavior.
8. Both private and public sectors should take initiatives by investing in research and development processes. Tourist perception and behavior studies are the most active marketing processes in any smart tour organization. The global and regional competitive environment compels a destination/country to distinguish its tourism products and services to cater to tourist needs and wants. Government should play the role of initiator, monitor, and supporter in this regard.
9. Therefore, it is the responsibility for the Ministry of Tourism to uphold Bangladesh's image in tourists' mind through providing better services and facilities at airports and land ports and offer them with the necessary helps and assistances at any time and place in the country. In addition, there should be an importance of the vigilance in tourist sites. In other words, enough care should be taken to ensure tourist satisfactions through the regular inspection tours.

Hopefully, all the above suggestions will help to improve the performance of tourism industry in Bangladesh and tourism companies as well. This will yield favorable results for the national economy and local business sectors. In addition that it may enhance inbound international tourists in Bangladesh.

5.4.2 .2 Managerial Implications

The focal points of the managerial implications are promotional improvements such as appropriate image enhancement, market segmentation and product positioning.

1. The study results indicate that a tourist destination's cognitive image has different dimensions. These dimensions may be extended or constricted due to various factors such as the peculiarities of location, the region of the world, and the profile of visitors to that destination. Several prior researches have shown, the dimensions of cognitive image are perceived differently by different groups and they may deserve special attention. It is suggested to managers and responsible authorities that they need to concentrate on the image dimensions most relevant to their target markets. In the findings of the study, natural environment dimension has higher mean value than built environment dimension which indicates that tourism stakeholders can promote natural attractions vigorously and should take care of improving built environment attributes.
2. For marketing Bangladesh to foreign visitors, it is vital to highlight lifestyle factors such as (1) home-loving, (2) conservative, (3) autonomous. Destinations

such as Chittagong, Khulna and Cox's bazaar need to provide attractions for homeloving lifestyle people to meet their family need as a whole, specifically some encouraging activities for children. Serviced apartments, local foods and cultural programs may be offered within tourists' expectations of prices to enjoy together in homely affairs. Tour operators can promote tourism products using direct marketing campaigns, advertising in mass media around the time of news program, and in local newspapers and magazines for youngsters as well as for adults.

Destinations like the Sundarbans, Saint Martin, Kuakata, Cox's bazaar, and other hill tracts need to offer natural environment attributes stunningly for conservative people as this group has significant influence on natural environment dimension of cognitive image of Bangladesh. Resorts in sun and sea areas, modestly serviced flats or a whole house including smaller rural resorts may be provided for them as they seek value for money and as they usually travel with their family and friends during holidays, with a low budget, preferring cheap accommodation. Tour operators may reach them with mass media, television and radio through sponsored programs like reality shows, quizzes or gossip shows.

Tour operators and hoteliers may arrange trips on weekend and public holidays for autonomous lifestyle people. Destinations need to offer accommodations with special prices considering their independence and freedom loving nature, particularly seaside resorts that have a lot of atmosphere and nightlife with lower

prices. Travel agencies can arrange special group transport as they travel with friends, and this group can be reached through direct marketing or sports media advertising.

3. For marketing Bangladesh to foreign visitors, it is vital to highlight motivation factors such as (1) entertainment, (2) knowledge, and (3) relaxation. Destination marketers, particularly for Dhaka, Chittagong, Khulna, Rajshahi, Sylhet and Cox's bazaar, need to focus on improving infrastructures in general and tourism infrastructures in particular for attracting and retaining the entertainment motivated tourists who have high positive influence (0.575 beta value) on built environment of cognitive image. In addition, tour operators need to offer such activities in the destination so that this group of people can have excitement, pleasure and experience of some extraordinary events of which they can tell about to their friends that their friends have not experienced.

Destinations should initiate some vibrant programs related with natural environment attributes as knowledge seeking motivated people want to discover life and place; and who have high (0.306 beta value) influence on natural environment of cognitive image. Like entertainment motivated people, destination should let relaxation motivated people to enjoy their life, experience nightlife, participate local programs along with upgrading the built environment

of cognitive image as this group has also high influence (0.110 beta value) on cognitive image of Bangladesh.

4. Although some tourists have preconceived ideas and images, still it may be crucial for managers to segment and develop specific communication and promotional messages which will appeal to each segment and thereby the most suitable image components may be conveyed.
5. In the area of product positioning, managerial implications are highly important. The concerned parties should not only emphasize to project the current image but also focus a new and refreshing image for new target markets. The findings of this study can be used to identify the effectiveness of positioning attempts for present and new markets.
6. The process should involve an assessment of what merits the destination possesses in the perspective of current and new target market segments. Then it is needed to detect destination's strengths and weaknesses relevant to the particular market segment. Obviously, the strength of the destination should be matched with the strength of the target market. For example, Chinese and Japanese visitors may appreciate natural beauty of the world's largest mangrove forest the Sunderbans in Bangladesh as appealing, even if such appreciation may be lacking in the target market segment's home area. Particular areas in Bangladesh can be matched with the visitors' preferences for scenic beauty

which would improve the appeal and future perceptions for example among Chinese and Japanese visitors to Bangladesh.

7. For marketing Bangladesh to foreign visitors, it is vital to highlight service quality factors such as (1) tour services (2) hospitality services. Destinations need to offer nightlife, shopping, sports facilities along with reliable information, pleasant complaint handling, safe and comfortable transport, clean and hygienic toilets and available route sign services in city areas for attracting and retaining tour services group people as this group has high influence (0.219 beta value) on cognitive image of Bangladesh. The condition of hospitality services are in agree rating level (mean values are from 5.07 to 4.8), but continually hospitality services such as safety measures, reasonable prices for food stuffs, clear list of menus, easy payment system and well behaved staffs with good appearance should be revised and updated for attracting this group of tourists. There must be a transformation from a mindset of selling to tourist orientation and tourists should be considered as master of the marketplace. For making tourism products based on tourists design, purchase behavior of tourists must be thoroughly studied. This will help hoteliers to detect tourists' preferences and consumption patterns which ultimately will enable them to produce and offer most suitable and profitable products and services.

8. Marketers can develop strong strategic policies to create positive cognitive image and increase the intention to actual visit and revisit behavior among international tourists. Tour operators and hoteliers especially need to prepare the strategic plans for developing the sector which reflect their vision and mission and at the same time to pressurize the government to implement these plans in time.
9. However, tour services and hospitality services could be attractive for tourists through offering excellent services and competitive prices. Likewise, a service which is offered by hotels and tourist sites is a significant factor for building the image of destination which will inspire tourists to visit Bangladesh again. A favorable experiential image enhances the number of foreign tourists desiring to revisit Bangladesh.
10. Built environment, especially infrastructures, must be focused on as these attributes attract international tourists through satisfying them during their stay in Bangladesh. This research found that the cognition on built environment attributes are significantly influenced by the international tourists' lifestyle, motivation and service quality. These attributes are mainly associated with the satisfaction of the tourist during his/her stay in Bangladesh and the intention to visit again. Safety measures are also needed to be visible and effective in Bangladesh in order to attract tourists. The image of Bangladesh should be positively upheld through taking care in terms of the easy access to tourist

facilities, specifically long-distance attraction sites for which building new infrastructure could help tourists gain access all natural, religious and historical sites in Bangladesh.

This research emphasizes on paying more attention to services offered to international tourists in Bangladesh. The chance is full open to decision-makers in the Ministry of Tourism, tour operators and hospitality managers to improve Bangladesh's image in the minds of tourists by customizing services offered to them in all the tourist spots in Bangladesh.

11. Service quality is critical for Bangladesh as a tourism destination. To satisfy the foreign tourists, the quality of service in accommodation outfits, restaurants and access to natural areas, tour guides, and airports and communications institutions must be of a high standard. Increasing speed of service delivery and service quality of tourism Bangladesh are the factors to please the tourists and dignify the image in their mind.

5.5 Problems and Hindrances

The study assumed some problems and hindrances prior to data collection. However, unwanted problems and hindrances were also faced during and after the data collection and these are stated as follows:

1. The data collection method was costly as questionnaires were distributed in three different distant areas in Bangladesh for this survey. Researcher distributed 250 questionnaires to 15 hotels and 10 tour operators in different areas in eastern, middle and western of Bangladesh and other 350 questionnaires were administered in the streets, restaurants and shopping centers that took a long time and high costs.
2. A few hotels and tour operators (including some multinational five-star hotels) did not cooperate due to security concern and lack of practicing corporate social responsibility.
3. Many tourists did not pay attention and were reluctant to fill out the questionnaire even though they were not so busy. Even some tourists threatened to call police and showed signs of arrogance.

5.6 Limitations of the Study

This study has some limitations that are acknowledged as follows:

1. There were certain limitations relating to a relatively small sample. The findings do not reflect full international tourist diversity. Moreover, this study only targeted international tourists and data were collected in February April which is late peak season for inbound tourists in Bangladesh.
2. This study tries to investigate the factors influencing cognitive image only not affective image and only personal factors were considered. It ignores other aspects such as information sources that have strong influence on image

formation. This study examined service quality and its impact on image but did not consider weakness in strategy and policies by the Ministry of Bangladesh tourism, weakness in the qualifications of hotel managers and tourist sites that may affect the quality of services provided by employees in tourist sites.

3. The selected attributes were not comprehensive enough; some ignored attributes could have influence on tourists' perception and their emotional attachment.
4. The difficulty was in finding enough literature that covers all the variables. Some variable such as lifestyle and service quality have not been studied so far as an influential factor for image formation hence the results could not be compared.

5.7 Recommendations for Future Research

Additional studies can be carried out to further investigate these areas:

1. As mentioned earlier, this study was conducted to examine only cognitive image of Bangladesh. Therefore, future studies can be conducted for affective image of Bangladesh. Moreover, this study was conducted in only three regions in Bangladesh, thus, future research can be conducted in other regions and destinations in the country which may be generalized properly.

2. Additional variables are still recommended to be investigated on a larger scale by future research in Bangladesh with specific attention be given to image formation and influential factors. These additional variables could be included as primary and secondary information sources and past experiences. Past researchers found information sources as influential factors in the developed countries' contexts, therefore, it is suggested for future research in the developing country context like Bangladesh.
3. The researcher suggests that enough focus should be given to local and expatriate tourists to visit tourist sites in Bangladesh. Local and expatriate tourists are major part of total tourists in Bangladesh. Therefore, they obviously have important perceptions in this regard that can be explored by future research.
4. As indicated earlier, research on visitors in Bangladesh was conducted on-site only. Image formation and influential factors should be studied on potential tourists also.
5. This study was conducted in late peak season and further research may be done in the winter which is the peak period for inbound tourists in Bangladesh.

6. The researcher used only one instrument that is questionnaire survey. Thus, the researcher suggests that, the qualitative method particularly in-depth interview is more suitable to measure tourists' cognition/perception amongst international tourists. This can be better attained when the researcher develops close relationships with them and speaks intimately.

5.8 Conclusions

Starting from the premise that developing destinations are trying to sell themselves through various strategies among which include image strategies, the cognitive image of Bangladesh was researched and the influential relationship that this image has with other constructs such as lifestyle, motivation, personality, and attitude towards service quality were investigated. The research examined the variables influencing cognitive image among international tourists and the findings provided useful insights into the relationships among constructs. In particular, the following are noteworthy: Factor analysis produced two dimensions for cognitive image, four factors for lifestyle, three factors for motivation, four factors for personality, and two factors for attitude toward service quality. Correlation analysis showed that lifestyle, motivation, attitude towards service quality had high correlation with both built environment and natural environment dimensions of cognitive image but personality had no correlation and income among socio-demographics had small correlation.

Multiple regression analysis provided that three predictors (three out of four factors of Lifestyle, motivation, attitude towards service quality) significantly influenced cognitive image but personality had no impact on cognitive image. The study also found that cognitive image did not vary based on gender, education and age of socio-demographics. The study establishes some significant influential relationships among constructs not previously examined simultaneously in the literature such as lifestyle, attitude towards service quality and tourist's cognitive image. The theoretical models like cognitive image 1(built environment) and cognitive image 2 (natural environment) have some validity given that 6 of the 13 sub-hypotheses developed were proved for model 1 and 5 of the 13 sub-hypotheses developed were proved for model 2 using multiple regression analysis. Conducted in a developing destination context, the study models are unique creations with three new variables that have not been tested before in tourism destination image field and will signal to the light for future researchers and will play a critical role as a billions dollar earner for fortune seekers in the tourism sector.

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