

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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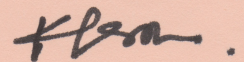
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ABSTRACT

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

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