

A STUDY ON QUALITY OF COMMUNICATION SYSTEM AND PROMOTIONAL ACTIVITIES OF TOURISM SERVICES IN BANGLADESH

SANTUS KUMAR DEB¹, SUMANA GUPTA² & BANKIM CHANDRA SARKER³

¹Assistant Professor, Department of Tourism and Hospitality Management, Faculty of Business Studies,
University of Dhaka, Dhaka, Bangladesh

²Lecturer, Department of English, Jahangir Nagar University, Savar, Dhaka, Bangladesh

³Lecturer, Department of Marketing, Bangladesh University of Business and Technology, Mirpur, Dhaka, Bangladesh

ABSTRACT

This paper attempts to uncover tourists' perception of current marketing mix of tourism services in Bangladesh. A total of 150 respondents were surveyed in two divisional cities of Bangladesh- Dhaka, Chittagong. The data gathered from the survey was analyzed using different statistical techniques namely Multiple Regression Analysis and Percentage Method etc. The study is based on both primary data and secondary data. Time period of the study is in between July 2012 –and October 2012. Through estimating a regression equation, it has been observed that in Bangladesh, service feature has the most influence on the tourists' perception of current marketing mix of tourism services. That is, customers are aware of better quality of tourism services. Actually, customers now-a-days are more habituated and dependent on the marketing mix towards tourism services. Service feature, company's people, location and promotion towards current marketing mix of tourism services compared to others are significant. In the percentage method analysis, most of the respondents have considered that Communication system of tourism services, Communication system and Promotional Activities (Advertising, Public Relation etc.) are not satisfactory. Besides, Customers are very much happy with the quality of products and location. It is suggested that tourism be acted as an important ingredient of economic development of Bangladesh for which synergy may be applied between tourism marketing plan and its implementation process. Integrated marketing communications channel is essential to develop tourism sector in Bangladesh.

KEYWORDS: Tourism Service, Perception, Marketing Mix

INTRODUCTION

Tourism, a leading industry of the 21st century, has gained global recognition and increasing interest. Bangladesh, the darling child of nature with much scenic beauty and tourist attractions, can attract tourists, can earn foreign exchange, create employment opportunities and make its culture have global recognition by the development of a viable and sustainable tourism marketing mix (Md. Alal, 2011).

Tourism has become a very important and dynamic sector both in the world economy and particularly in Bangladesh. The role of international tourism in generating economic benefits has long been recognized in many developing countries. Its growth affects not only the activities directly linked to tourism but also other sectors. The public sector may have been reluctant to the past to contribute to tourism development, but the situation has changed and, over the years, Governments' perspectives on tourism have not only evolved to include wider participation, but have also widened

from the narrow focus on economic benefits to encompass environmental and societal concerns. Although tourism development results in the provision of facilities and services, there are, however, instances when these facilities are not accessible to local residents, particularly if tourism development involves the creation of tourism enclaves.

Bangladesh is rich in both natural and cultural heritage. Its tradition of hospitality is a potential additional attraction for tourists and travelers. The pristine beauty of fauna and flora in the Sundarbans and hill sides of Bandarban, the world's longest beach in Cox's Bazaar, the majestic panorama of sky, sea and sun in St. Martin's (Island) and Kuakata and the lush green in Sylhet are but few of the numerous features that are sure to capture the imagination of the visitor and make a lasting impression on them. With mosques, temples, churches, pagodas and prayer houses of indigenous people galore. The country boasts for its homogeneity of multi-ethnic cultures - something that testifies to the nation's openness.

Shamim (2000) showed according to WTO forecast that the earnings from tourism would rise to US\$ 2 trillion a year by 2020. The public sector may have been reluctant in the past to contribute to tourism development, but the situation has changed and, over the years, governments' perspectives on tourism have not only evolved to include wider participation, but have also widened from the narrow focus on economic benefits to encompass environmental and societal concerns. According to the World Tourism Organization, 698 million people traveled to a foreign country in 2000, spending more than US\$478 billion. In terms of receipts, tourism earned US\$ 129.7 billion for developing countries in 1996 (excluding fares), which is 29.9% of the global total (WTO, 1998). International tourism receipts combined with passenger transport currently total more than US\$ 575 billion – making tourism as the world's most export earner (WTTC, 2005).

Although tourism development results in the provision of facilities and services, there are, however, instances when these facilities are not accessible to local residents, particularly if tourism development involves the creation of tourism enclaves. Tourism can be developed as a number one industry in Bangladesh like many other countries. This sector can be treated in many countries as one of the economic earnings sectors in terms of foreign exchange earnings as well as creation of employment generations. As a whole, tourism sector is an integrated sector depending on the cultural heritage, scenic beauty of spots, archeological and historical places, socio-political and infrastructural development of a country.

LITERATURE REVIEW

Undoubtedly, the tourism services have dramatically transformed peoples' lives. Though there are sufficient amount of literatures highlighting the aspects of tourism, but the literature attempted to deal with marketing aspects of tourism is not available enough. In this study, the literature review includes the following:

A variety of definitions have emerged surrounding the concept and understanding of what perception means. One of the most widely accepted definitions was defined by Harold W. Berkman (2010): perception is the way in which an individual gathers, processes, and interprets information from the environment. Perceptions are defined as consumers' beliefs concerning the goods and services received (Gale, 1994). Also, "perception" refers to the individual's current feelings about, or appraisal of the object as experienced in the immediate situation (Fazio, Powell, & Williams, 1986). Osborne (1979) argued that feeling is essential to consumers' experience, or that it is primarily a sensory response. Therefore, the purchase of wine in a restaurant can be subjective to a person's emotion or situation that the person is encountering. An individual's opinion of the tangible costs of an action or behavior can be perceived barriers (Landis, 1977). Information integration theory provides that the information integrated with one's beliefs influence one's

attitude (Anderson, 1983). Customer satisfaction is a good indicator of whether customers will revisit a tourist spot. When actual performance is greater than or equal to expected performance, satisfaction occurs (Yuksel & Rimmington, 1998). Customer satisfaction can be defined as a post consumption evaluative judgment concerning a product or a service (Yuksel & Rimmington, 1998).

The marketing mix was developed throughout the 1950's and 1960's (Borden, 1964; Gronroos, 2002; McCarthy, 1960) as a method to optimize profit and act as guidelines in marketing decision. The intention of the marketing mix was to create ideas on how to solve marketing problems. However, it is no longer simply the product but the intangibles associated with the products that create additional revenue (Wise & Baumgartner, 1999). Current methods in service marketing research thus extended the marketing mix including people, process, and physical evidence with the original 4 Ps of product, price, place and promotion.

Hasan (1992) described the current situation of Bangladesh tourism industry and current marketing strategies in his research book "Problems and Prospect of Bangladesh Tourism Industry". He has blamed that Bangladesh tourism industry could not achieve the remarkable progress in comparison to other neighboring (South Asian) countries though the country is endowed with different tourism attractions. Kotler, Bowen and Maken (2004) described that some of the major psychological determinants of demand for tourism includes prestige, escape, sexual opportunity, education, social interaction, family bonding, relaxation, self –discovery. These determinants can be used in segmentation variables. Demographics and lifestyles are important segmentation variables used for tourism purpose.

Tourism researchers have long been advocating the importance of tourist receiving destinations to perform appropriate marketing mix strategies to promote the right tourism service (Ahmed and Krohn, 1992; Mill and Morrison, 1985 as cited in Law et. al, 2004). The authors commented by visiting the official destination marketing organizations' websites of Korea (<http://big5.chinese.tour2korea.com>) and Japan (<http://jnto.go.jp/eng>), two of the most visited destinations by Hong Kong travelers that both of these destinations have developed their Web sites in a way that promote Hong Kong travelers' favorite activities such as food, sightseeing and shopping. From the practical point of view, it is obvious for designing effective marketing mix strategies to target the appropriate market and plan product positioning and sales. Bangladesh Tourism industry is far behind from this.

Hossain and Hossain (2002) mentioned that tourism service has gained top priority in most of the destination countries and there exists increased competition among the countries to attract tourists. In the face of world-wide increased competition, Bangladesh stands far behind in attracting relatively larger number of tourists mainly due to inadequate and ineffective marketing mix strategies of the industry due to lack of sufficient funds, low quality of marketing mix materials and perceived negative image of potential tourists about Bangladesh etc.

The authors also emphasized to face the competition and to attract potential tourists. Bangladesh needs to give priority to use effective marketing mix in order to attract a significant number of foreign tourists to visit the country. In addition, tour operating firms need to give proper attention in developing the controllable marketing elements and careful attention is required to incorporate the factors affecting the choice of potential tourists.

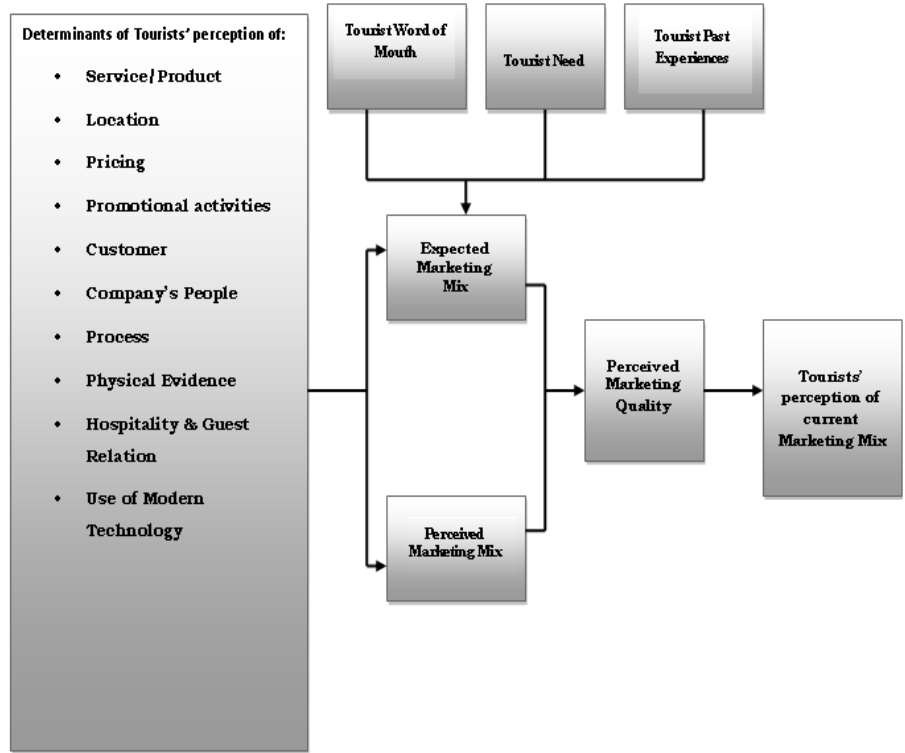
Without effective and sufficient marketing mix in public and private sector of the industry, there is no possibility or little possibility to emerge tourism as a major contributor to the national economy. Hossain and Nazmin (2005) commented that being tourism services are quite complex and heterogeneous in nature, the marketing of these services is

quite challenging. Besides, heterogeneous business group supplies a variety of services to the divergent tourist groups, which is required for the highest possible co-ordination and integrated efforts among different tourism firms in their service strategies. They opined that tourism marketers in Bangladesh should try to bring tourist dreams in reality and close the gaps between tourists’ needs and their achievements through proper marketing mix. Rita and Moutinho (1992) noted that National Tourism Organization (NTO) in any country is responsible for expanding a country’s incoming tourism and NTO’s main task is to promote the destination country in the global tourism markets.

In the literature review, it has been well described by different authors that tourism marketing is essential for economic development of a country. Nath (2007) observed that level of satisfaction with the overall tourism facilities and services is at a level of 51% .The tourists judged very poorly the level of night entertainment, tour information, advertisement, and traveling agency service.

Based on the literatures, a conceptual model has been developed that contains the factors affecting the tourists’ perception of current marketing mix of tourism services. Determinants of the customer perception influence the perceived marketing mix and expected marketing mix. Expected Marketing mix is the belief of the customers toward the marketing mix of a particular organization and certainly works as reference points. Perceived marketing mix is the result of customers’ subjective assessments regarding the actual marketing mix experiences (V. Zeithaml et al, 2008). Both expected and perceived marketing mix is the indicator of perceived services marketing quality. Finally, perceived service quality helps customer to form perception of current marketing mix.

Conceptual Model of the Study



Source: Authors’ Construct

Figure 1

OBJECTIVES OF THE STUDY

Broad Objective

The broad objective of the research is to identify and analyze the tourists' perception of current marketing mix of tourism services in Bangladesh.

Specific Components

Specifically objectives of the study are:

- To analyze issues in tourism marketing in Bangladesh.
- To analyze the marketing mix of both public and private tour operators in Bangladesh.
- To find the factors affecting tourists' perception of current marketing mix of tourism services in Bangladesh.
- To evaluate the effectiveness of tourism marketing mix strategies in Bangladesh.
- To identify potential strategies that can contribute to increasing the competitiveness of Bangladesh tourism.
- To prescribe necessary policies and managerial implications of the tour operating firms in Bangladesh in light of findings and current theory in the field.

METHODOLOGY

Methodology of the study consists of the following things:

- **Nature of the Study:** This paper is the output of both exploratory and descriptive research. In the first stage, an exploratory research has been conducted to identify the factors affecting to determine the marketing mix of tourism services. Then a descriptive research has been conducted for the purpose of understanding the current marketing mix of tourism industry in Bangladesh.
- **Information Needed:** I needed mainly primary information to conduct the research. To determine the selected factors, it was required to set importance consecutively. So I have surveyed through questionnaire on tourists (Local & Foreigners), tour operators, managers of restaurants and airlines executives etc.
- **Questionnaire Development:** The questionnaire was developed in a way that reveals the respondents' response related to each of the independent variables. A single statement is prepared for a single independent variable. The questionnaire was formed as a 5-point Likert Scale.
- **Sources of Data/ Data Type:** This study covered two types of Data which are
 - Primary Data
 - Secondary Data

Primary Data

- Depth Interview (Hotel Executives, High officials of tourism service agencies)
- Questionnaire (to the tourists)

Secondary Data

- Bangladesh Parjaton Corporation
- Websites, Magazines, of the Tourism Industry
- **Data Collection Method:** Data required for this study is to identify the current situation of the marketing mix of tourism service. Here the respondents are asked some questions from a preplanned questionnaire.
- **Scaling Technique:** 5 point likert scale has been used to collect the degree of agreement or disagreement with each of a series of statements. 15 statements have been included in the scale to know the opinions of the respondents. The scale has been used in the following way-1=strongly disagree, 2= disagree, 3=neither agree nor disagree, 4= agree, and 5= strongly agree

Sampling Process

Step 1: Define the Target Population

The target population for the questionnaire is defined as below:

Target Population	Elements: Tourists (both foreign & local), BPC Executives, Owners of Tour Operators. (age group of 18 to 70) Sample Size: 150 Sampling Unit: Tourism Industry Extent: Dhaka and Chittagong City Time: July 2012 – October 2012
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Eight categories of population will be included based on the objectives and scope of the study. These are: (i) executive of the BPC, (ii) owners of private tour operators (TOAB members), (iii) tourists visiting the country, (iv) executives of airlines, (v) owners of travel agencies, (vi) hotel receptionists, (vi) restaurants' managers, and (viii) experts.

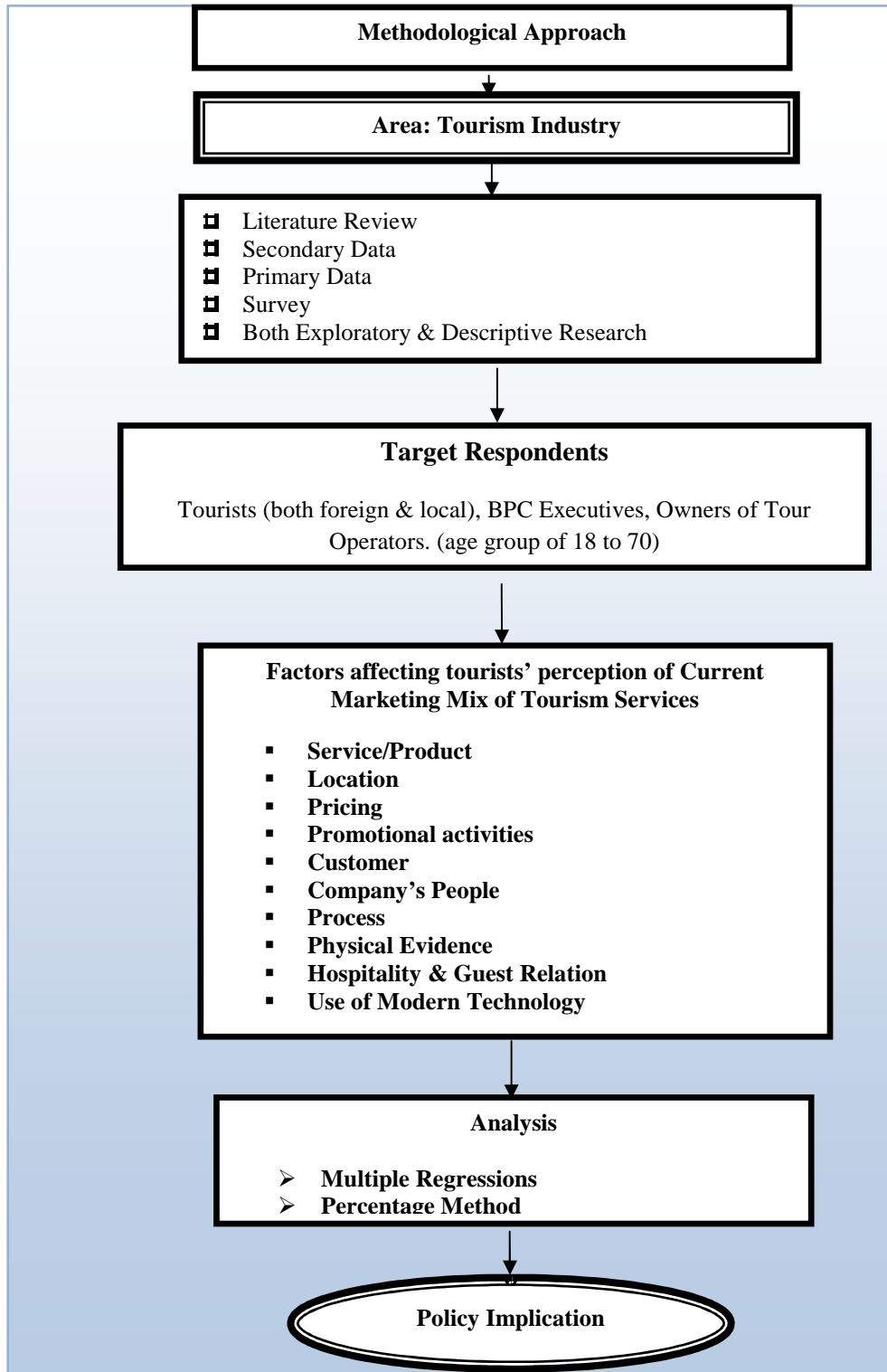
Step 2: Sampling Frame: To identify the target group, the secondary data from different sources e.g. BPC, Yellow pages and Owners of Tour Operators was collected.

Step 3: Sampling Technique: Convenience Sampling has been used to obtain data from the respondents. This technique is to obtain a sample of convenient elements by the selection of sampling by the interviewer which means that respondents are selected because they are coincidentally in the right place at the right time for the questionnaire.

Step 4: Sample Size: Determining the sample size is complex and involves various considerations. Sample size can be influenced by the average size of samples of similar studies. Considering the resource constraints, 150 respondents have been selected.

Sample of Categories		Size of Samples
1.	For Questionnaire Survey	
	a. BPC Executives	05
	b. Owners of Private Tour Operators	05
	c. Tourists (25 foreign and 50 domestics)	75
2.	For Informal Conversation	
	a. Airlines' Sales Executives (Biman-8 & GMG-2)	20
	b. Owners of Agencies	15
	c. Receptionists of Hotels	10
	d. Managers of Restaurants	10
	e. Experts (2 academicians, 3 travel writers, 2 professional guides, and 3 executives).	10

Methodological Approach of the Study



Overview of Present Marketing Mix of Tourism Service in Bangladesh (Private and Public Tour Operators)

- Public Tour Operators in Bangladesh:** Government involvement in the tourism sector is channeled through Bangladesh Parjatan Corporation (BPC), the National Tourism Organization (NTO). Though it was established in the year 1972 with the dual responsibility of development and promotion of tourism in the country, the development of the sector is low. All the governments showed negligence and fewer initiatives have been taken to

create a favorable environment. While the other tourists countries like SARRC and ASEAN countries attracted both domestic and foreign tourists enormously by taking public private partnership (PPP) ventures and implementing policy and guideline since the decades, Bangladesh recently adopted PPP approach to encourage the private sectors for tourist facilities to promote domestic and international tourism in the country.

Objectives of National Tourism Organization (NTO)

- To introduce Bangladesh globally as a top tourist destination and develop its tourism prospects and facilities.
- To establish tourism infrastructures in Bangladesh.
- To develop, expand and promote tourism business.
- To create tourism awareness among the people.
- To establish institutes for instruction and training of potential tourism personnel.
- To publish tourism publications.

Functions of National Tourism Organization (NTO)

- To promote and develop tourism.
- To establish tourism infrastructures in Bangladesh.
- To provide facilities to undertake measures and carry out all kinds of activities connected with tourism.
- To acquire, establish, construct, arrange, provide and run hotels, restaurants, rest houses, picnic spots, camping sites, theatres, amusement parks and facilities for water skiing and entertainment.
- To establish institutes for instruction and training of potential tourism personnel.
- To bring out tourism publication.

Marketing Mix of Public Tour Operators in Bangladesh: The existing marketing mix of Bangladesh Parjaton Corporation is as follows;

Service Product: Bangladesh Parjaton Corporation usually provides the following services;

Service: National tourism organization (NTO) operates 24 Commercial Units as the main tourist spots of the country. Its tourist services include:

Hospitality: Hotels/Motels/Restaurants (Hotels/Motels=15, Restaurants=19), Duty Free Shops , and Picnic Spots

Tours: NTO conducts both readymade and tailor-made package and sightseeing tours, besides organizing river cruises:

- Educational tours for school students in and outside Dhaka.
- Dhaka city sightseeing tours and Mainamati tours.
- Nature and wildlife tours to Sundarbans.

- Beach tours to Cox's Bazar.
- Archaeological tours to Mahasthangarh, Paharpur Buddhist Monastery and Rajshahi
- Varendra Research Museum.
- River cruise to Chandpur and Jamdani village, Rupshi.

Pricing: The pricing strategy of BPC is somewhat different from the private entrepreneurs. The authority basically charges lower than the others who compete in this market. Consumer perception toward the public operators pricing rate is quite satisfactory.

Promotion: Promotion is very important element of marketing mix of tourism industry. BPC has lack in using modern and effective vehicles of promotional tools to promote their services toward the ultimate consumers. They basically promote their service through website and printed brochures. They advertise in local magazines and channels.

People: Ordinance and Manpower: The Board of Bangladesh Parjatan Corporation, established in the year 1973 consists of a Chairman and 3 whole- time Directors.

- **Manpower:** The National Tourism Organization has a total manpower of 871 personnel. Category-wise position of the manpower is: (head office-203, Commercial units-652 and others-22)
- **Human Resource Development Program of NTO:** Tourism is an income generating activity of the highest importance in the current world and holds great economic promise for the developing countries. Recognizing the need for training in all areas involved with tourism development, the National Hotel & Tourism Training Institute (NHTTI) was established in 1974 under Bangladesh Parjatan Corporation).The efficient management of Tourism Products depends upon professional training. In order to develop professionalism and provide a cadre of skilled and trained manpower to meet the increasing demands of the trained personnel for Hotel & Tourism Industry both at home and abroad, this Institute offers various courses of different duration. Besides offering regular courses, NHTTI in 1994 as a test case for the first time started a two year long diploma in Hotel Management Course. With the expansion of tourism in the country, need for skilled manpower in the supervisory level is felt every now and then. Hence, Diploma certificate in Hotel Management Course has been re-introduced on a regular basis. The institute also provides in-service and on the job training for BPC personnel and arrange special seminar and workshop related to tourism development.

Process: The process of executing and providing the required services to the tourist both local and foreign is determined by the tourism policy. However the services provided by Bangladesh Parjatan Corporation are not properly customer oriented. And these should be redesigned according to tourist's perception.

Physical Evidence: BPC prepares brochure and annual report of Bangladesh tourism in every year to inform about the service it offered for the ultimate customers.

Private Tour Operators in Bangladesh: Over the years Bangladesh has significantly developed its Tourism sector where the private sector is now playing an increasingly vital role. These are excellent accommodation and other facilities in a range of hotels and motels run by BPC and the private operators. A list of some of the hotels and the facilities on offer in given below:

Functions or Services Offered by the Private Tour Operators

- Media research, Filming and Logistics.
- Study Tours.
- Corporate Meetings, Seminars, and Annual Picnics.
- Language guide/ Interpreter.
- International and Domestic Tickets.
- Steamer and Train tickets.
- Hotel Reservations.
- Transport Rentals.
- Event management for national and international business expositions, Sports, etc.
- Home stay service.

A Snapshot of Marketing Mix of Private Tour Operators in Bangladesh

- **Service:** The service product of Bangladesh travel homes are as follows:
 - Inbound outbound tour package
 - Corporate Meetings, Seminars, and Annual Picnics.
 - International and Domestic Tickets.
 - Event management for national and international business expositions, Sports, etc.
 - Home stay service.
 - Cheap Group Study Tours, Economy student group tour, Language guide, Interpreter and International and Domestic air tickets
 - Other services includes
 - Hotel Booking in Bangladesh
 - Picnic & Sport Reservation
 - Conference Room Reservation
 - River Cruise
 - Indian Train Ticket

Pricing: Pricing is very important for every business organization to survive in the business arena. The Heaven tourism ltd. usually sets their prices of the services based on competitor's pricing strategy and as well as customer demands.

Promotion: The promotion strategy is very important for any business especially for service oriented firm. This firm promotes their service through.

- The firm advertises their service in local and international magazines and also in print media.
- They apply different sales promotion techniques in different season to meet up their target sales.
- Through advertising in different media vehicle like print and electronic media.
- Sales promotion is another tool to promote.
- They further use online advertising to promote their products.
- Personal selling is another medium to attract tourists.

People: Their management is done by well equipped trained personnel in tourism field to provide better and prompt service to the ultimate customers.

Process: The process of executing the service is well modernized and simple and also customer oriented.

Physical Evidence: For physical evidence perspective the firm prepares a well planned brochures contained with different itineraries of their tour packages.

ANALYSIS AND FINDINGS

Data has been analyzed by using Multiple Regression, and percentage method. Tables and bar charts will help to understand the responses at a glance and take further decision

RESULTS OF MULTIPLE REGRESSIONS

Main Purpose: Multiple regressions have been used to measure the influence of each of the factor (independent variable) on tourists' perception of current marketing mix (dependent variable).

In regression, both dependent and independent variables are metric scaled. The relative significance of each of the independent variable on the dependent variable can be measured from the associated coefficient. Hypotheses test is also possible from these equations. Here null and alternative hypothesis are:

Null Hypothesis, H₀: $\beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = \beta_7 = \beta_8 = \beta_9 = \beta_{10} = 0$

Alternative Hypothesis, H₁: $\beta_1 \neq \beta_2 \neq \beta_3 \neq \beta_4 \neq \beta_5 \neq \beta_6 \neq \beta_7 \neq \beta_8 \neq \beta_9 \neq \beta_{10} \neq 0$

Suppose the null hypothesis that there is no difference among the group parameters and the alternative hypothesis is that there are some differences among the group parameters. The β values of each independent variable are considered as group parameter. If the β of all independent variable is same, it means the independent variables have no effect on the dependent variable (tourists' perception of current marketing mix) which means, the null hypothesis is accepted. But if the β of all the independent variables are not same then it can be said that the null hypothesis is rejected and automatically the alternative hypothesis would be accepted. We can also use the R^2 Value to test hypothesis. If this value is 0, then it can be said that there is no relationship among the dependent and independent variables. If not, then there are some relationships among the variables, which mean we can reject the null hypothesis and accept alternative hypothesis.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681(a)	.464	.326	.669

- **Predictors:** (Constant), Service, Location, Promotion, Customer, Price of the service, Company’s People, Physical Evidence, Process, Hospitality & Guest Relation, Use of Modern Technology
- **Dependent Variables:** Tourists’ perception

Here, R = 0.681, R² value = 0.464 and Adjusted R² = 0.326, Standard error of the estimate = 0.669

Table 2: ANOVA (b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.069	10	1.507	3.372	.003(a)
	Residual	17.431	39	.447		
	Total	32.500	49			

- **Predictors:** (Constant), Service, Location, Promotion, Customer, Price of the service, Company’s People, Physical Evidence, Process, Hospitality & Guest Relation, Use of Modern Technology
- **Dependent Variable:** Tourists’ Perception

Here, the table shows the value of correlation coefficient, r = 0.681; which implies that there exists a high degree of positive relationship between dependent variable (tourists’ perception towards current marketing mix) and independent variables (Service, Location, Promotion, Customer, Price of the service, Company’s People, Physical Evidence, Process, Hospitality & Guest Relation, Use of Modern Technology). Moreover, F- value = 0.01 < 0.05, so we may reject the null hypothesis at 5% significant level. Here, R² = .464; which implies that 46.4% of the total variation of tourists’ perception towards current marketing mix can be explained by the regression model (by the variation in factors influencing tourists’ perception). Adjusted R-square is computed using the formula $1 - ((1 - R_{sq}) * (N - 1) / (N - k - 1))$ where k is the number of predictors. Here, the number of observations (N=150) is small and the number of predictors (k=10) is large, that’s why the value of adjusted R² is positive (.326) as there is not much greater difference between R-Square and adjusted R-Square. Here the result of adjusted R² is 0.326.that means any new independent variable cannot bring any importance to the dependent variable. Residual value means the difference of observed and predicted value of dependent variables. Here the result of residual value is 17.43 which indicate the difference of the observed and predicted value. The F-test is used to test for differences among sample variance. So, if the variances are equal, the ratio of the variances will be 1. The formula for F is simply

$$F = (S_1)^2 / (S_2)^2, \text{ the variance are arranged so that } F > 1. \text{ That is; } s_1^2 > s_2^2.$$

The larger the F statistic, the more useful the model. Here the result of F test is 3.372 in the research. So, it can be concluded that the model is very useful as the result is significant.

Table 3: Impact of Independent Variables on Tourist’s Perception of Current Marketing Mix Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.237	.786		5.395	.000
	Service/Product Feature	.291	.105	.396	3.777	.003
	Location	-.331	.117	-.416	-2.836	.004
	Promotion	.213	.093	.337	3.294	.005
	Customer	-.067	.082	-.113	-.817	.419
	Price of Services	-.120	.097	-.196	-1.235	.224
	Company’s People	.183	.093	.353	3.961	.002
	Physical Evidence	-.239	.097	-.335	-2.470	.008
	Process	.035	.142	.053	.244	.809
	Hospitality & Guest Relation	-.016	.101	-.024	-.159	.874
	Use of Technology	.037	.136	.058	.269	.790

From the table, it can be seen that, product/ service feature has the most influence (40.2%) on the tourists’ perception towards current marketing mix of tourism services. That is, customers are aware of better quality of tourism product/services. Actually, customers now-a-days are more habituated and dependent on the marketing mix towards tourism product/service. Here, P-values for product/ service feature, company’s people, location and promotion towards current marketing mix of tourism product/services compared to others are significant at 5% significance level, i.e., we can reject the null hypothesis and conclude that the intercept coefficient is not equal to zero. So, these variables have significant influence on tourists’ perception towards current marketing mix of tourism services.

RESULTS OF PERCENTAGE METHOD

Existing Tourism Services are Excellent

Table 4: Tourism Service Facilities

Opinions	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
Percentage	4%	12%	32%	26%	26%

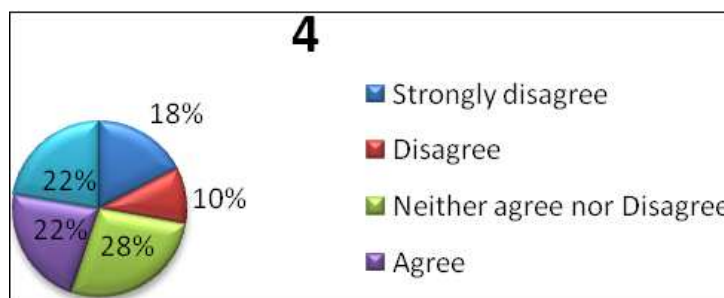


Chart 1: Tourism Service Facilities

About 32% of the respondents have neither disagreed nor agreed with the statement. The next large percentage 26% respondents agreed and strongly agreed that the existing tourism services are excellent. On the other hand, the lowest percentage about 4% of respondents strongly disagreed.

The Communication System for Tourism Service Access is not Satisfactory

Table 5: Communication Systems

Opinions	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
Percentage	0%	14%	20%	36%	30%

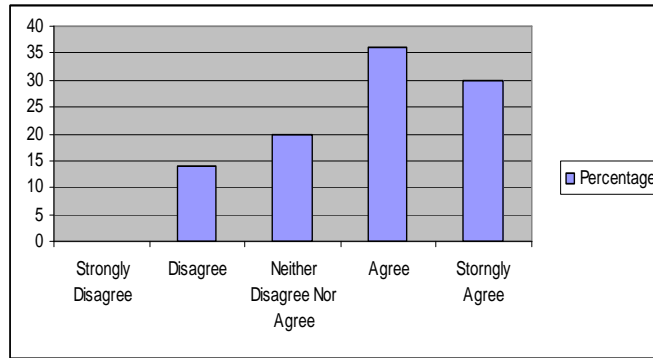


Chart 2: Communication Systems

Most of the respondents, about 36% do agree with the statement and the second largest percentage of respondents, 30% respondents strongly agree with the statement. About 14% respondents disagree.

The Promotional Activities (Advertising, Public Relation Etc.) of Tourism Service Product is Adequate

Table 6: Tourism Promotional Activities

Opinions	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
Percentage	10%	16%	26%	24%	24%

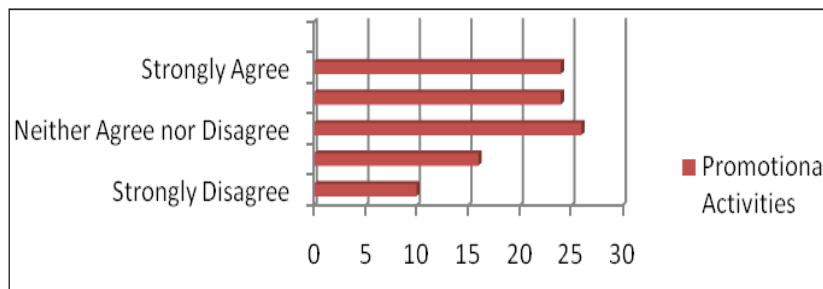


Chart 3: Tourism Promotional Activities

About 26% respondents did not have any comment and 24% respondents agree with the respondents and the same percentage of people strongly agrees that Bangladesh lacks tourism marketing efforts. About 10% of people strongly disagreed with the statement.

Whereas customer’s service of tourism product experience is satisfactory; 28%, have strongly agreed with the statement. The next large percentage 22% respondents agreed as well as disagreed hat Bangladesh has obstacle to developing tourism while the lowest percentage about 10% of respondents strongly disagreed. The pricing of existing service product in the tourism industry is good; 26% respondents disagree and 24% of people agree with the statement

whereas 12% strongly disagreed with the statement. The Cooperation & Courtesy of Public & private staff is satisfactory; 26% of the respondents agree as well as strongly with the statement and the same percentage of people has not given any comment while about 6% people strongly disagree. The existing physical evidence regarding tourism service is very poor of our tourism industry; 30% agree with the respondents and the second large same percentage of people strongly agrees that the existing physical evidence of is very poor. The existing process of tourism service/product is satisfactory; 30% respondents agree and 28% of people strongly agree with the statement. The hospitality and guest relations service regarding tourism sector is very poor, 28% respondents agree with the statement and the same percentage of people strongly agrees that the hospitality and guest relation service is unsatisfactory. The use of technology is properly used to promote tourism in the current competitive tourism industry; 30% do agree with the statement and the second largest percentage of respondents, 26% respondents strongly agree with the statement while 8% people strongly disagree with the statement. Finally the consumer perception regarding the current marketing strategy of tourism product is average; 38.6% respondents agree with the respondents and the same percentage of people strongly agrees that Bangladesh lacks tourism marketing efforts. Nobody disagrees with the statement.

RECOMMENDATIONS

After reviewing the entire tourism industry and talking with (i) executive of the BPC, (ii) owners of private tour operators (TOAB members), (iii) tourists visiting the country, (iv) executives of airlines, (v) owners of travel agencies, (vi) hotel receptionists, (vi) restaurants' managers, and (viii) experts, it is found that, there are some marketing mix strategies that are essential for the tour operator (public sector and private sector) to follow in near future.

For Public Operator

- BPC should be more customers oriented rather than more organization oriented to serve the tourists.
- The price of the public operator's service package is much more in according to the consumer expectations; that's why the rate must have to be reduced. Special discount may be given who will tour in a group.
- The operator should use more of modern technology to promote country's tourism sector rather depend on traditional one. Involvement of electronic and print media should be arranged by the Bangladesh Parjatan Corporation within the country and the target groups abroad. Bangladesh Embassies at abroad may be encouraged to participate in the promotional campaign at abroad. Websites can be prepared to encourage tourism.

For Private Operators

- Tourism market should be segmented on the basis of income level. This is not only applicable for foreigners but also domestic tourists.
- The operator must have to train and motivate their employees with the modern technology to provide expected services needed for competing in tourism industry.
- The private operators should launch more and more initiatives to identify and display attractive tourist's spots in a structured manner. Arrangements should be made in a such a way that both foreign and local tourists might feel ease and comfortable and also understand lifestyle of tribal and non-tribal life.

CONCLUSIONS

From the whole analysis, we can say that tourists' perception of current marketing mix of tourism in Bangladesh is not up to the mark. Actually, tourists now-a-days are more habituated and dependent on the marketing mix towards tourism product. Result of regression (P-values) for service feature, company's people, location and promotion towards current marketing mix of tourism services compared to others are significant at 5% significance level, i.e., we can reject the null hypothesis and conclude that the intercept coefficient is not equal to zero. So, these variables have significant influence on tourists' perception towards current marketing mix of tourism services. With proper marketing analysis, marketing mix and marketing strategy, a tour operator would be able to increase its dominance in the whole country.

ABBREVIATIONS

BPC: Bangladesh Parjatan Corporation

GDP: Gross Domestic Product

NTO: National Tourism Organization

NHTTI: National Hotel & Tourism Training Institute

OECD: Organization for Economic Cooperation and Development

PPP: Public Private Partnership

SAARC: South Asian Association for Regional Cooperation.

TOAB: Tour Operators' Association of Bangladesh

UNSC: United Nations Statistical Commission

UNWTO: United Nations World Tourism Organization

WTTC: World Travel and Tourism Council

WTO: World Trade Organization.

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