

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

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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