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A FIELD STUDY OF FACTORS AND VARIABLES REGARDING TOUR DESTINATION LOYALTY OF COX'S BAZAR IN BANGLADESH

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It is a generally held belief that a tourism destination gets maximum benefit from loyal visitors compared to nonloyal visitors. Although literature on loyalty covers different issues, it lacks a comprehensive study of factors and variables that influence destination loyalty. Therefore, this article aims to investigate the main factors affecting destination loyalty in adopting and applying it to the world's longest beach, Cox's Bazar in Bangladesh. Initially a conceptual destination loyalty framework was developed based on the literature. An exploratory field study utilizing a deductive methodological approach was undertaken by conducting field interviews with 10 experienced visitors from multiple disciplines. Then, we utilized a content analysis based on transcription of the interviews to extract the factors and variables and further developed a loyalty framework. The outcomes of the field interviews identify three new factors (Religious Belief, Seasonal Variation, and Level of Income) that play important roles in destination loyalty judgment. In addition, nine variables (natural beauty, longest beach, reputed place, adjacent attractions, nontraditional items, time, rational price of tourism products, recommendable place, and visit again) are also found to be common and of utmost importance. The article concludes by highlighting the methodological, theoretical, managerial implications, and future research directions.

Key words: Destination loyalty; Qualitative method; Content analysis

Introduction

Tourism is the largest industry in the world in terms of earnings and employment generation, and this is increasingly being seen as an important area of study in its own right with some debates as to whether it can be considered as a scientific discipline with its own

theoretical development and methodologies (Chu-Mei, 2000). Therefore, the tourism consumer choice behavior topic is frequently investigated by scholars (Ajzen & Driver, 1991; Uni & Crompton, 1990). Generally, visitors' revisit or recommendation of travel destinations to other potential visitors such as friends and/or relatives is called tourism destination loyalty

(Yoon & Uysal, 2005). In addition, visitors' extent of stay, frequency of revisit, and recommendation of tour destination to the visitors who seek information about destination are considered as destination loyalty (Hernández-Lobato, Solis-Radilla, Moliner-Tena, & Sánchez-García, 2006).

Loyalty behavior has generally been regarded as a desirable area of research because, among other things, it is thought that first, the marketing costs needed to attract loyal visitors are lower than those required for nonloyal visitors; second, a return (loyalty) is a positive indicator of one's satisfaction; third, positive attitude of high repeaters increases their likelihood to return (Alegre & Juaneda, 2006). Studies have also documented that a 5% increase in consumers' retention can generate a profit growth of 25–95% across a range of industries (Kim, Holland, & Han, 2012). Furthermore, loyal consumers are more likely to act as free word-of-mouth advertising agents that informally bring networks of friends, relatives, and other potential consumers, which account for up to 60% of sales to new consumers (Chi & Qu, 2008). With such exceptional returns, loyalty becomes a fundamental strategic component for business organizations. From the recent past, tourism researchers have incorporated the concept of loyalty into tourism products, destinations, or leisure/recreation activities (Campo & Yague, 2008; Chi & Qu, 2008; Lee, Graefe, & Burns, 2007; Osti, Marta, & Gabriel, 2012; Yoon & Uysal, 2005). However, it is observed that studies on tourism consumer choice have not been thoroughly investigated theoretically and empirically to explore the real mechanisms of tourism consumers' destination loyalty behavior especially for the world's longest beach, Cox's Bazar, Bangladesh.

Research Questions and Objectives of this Study

It is acknowledged that sustained destination loyalty depends on tourism consumers' satisfaction, and satisfaction depends on how the consumers perceive tourism attributes. These attributes can be classified as intrinsic and extrinsic cues (Olson & Jacoby, 1972). Meanwhile, a number of studies have examined the antecedents of repeat purchase intentions (Backman & Crompton, 1991; Cronin, Brady, & Hult, 2000). Results of these research studies have

shown that satisfaction, quality/performance, and various other variables are good predictors of consumers' intended loyalty. Therefore, solid knowledge and practical experiences of tourism consumers' choice behavior on existing tourism products of a destination are essential in effectively evaluating destination resources and their expectation.

Furthermore, most of the time destination loyalty studies borrowed constructs and their interrelationships from existing literature that was tested in Western and European cultures (e.g., see Chi & Qu, 2008; Lee et al., 2007). Some limited studies are available in some Asian countries (e.g., Chen & Tsai, 2007), but none could be found in the literature with respect to Bangladesh, which is the main thrust of this research. The constructs and antecedents of destination loyalty model might be different for a third world country like Bangladesh because of its cultural and economic diversifications. These gaps have provided an excellent opportunity for new research in developing a comprehensive destination loyalty framework, which we call "tour destination loyalty" framework. In this connection, the term "tour" simply means the intention to visit a specific destination.

Thus, the fundamental research question of this study is "What are the most important factors and variables involved in explaining the loyalty judgment process in this particular context?" The objectives of this study are twofold: (i) to identify the important factors and variables regarding tour destination loyalty judgment and (ii) to develop a loyalty framework based on existing literature and field study.

Background of Study

On entering the 21st century, the government and private sectors of Bangladesh adopted an economic strategy to create a suitable environment to make her a very attractive destination for the tourism industry in the South, as well as East Asia. The government of Bangladesh has set up "Vision 2020" for tourism as a thrust sector. According to the World Travel & Tourism Council (2012) report, the direct contribution of travel and tourism to GDP in 2011 was BDT182.5 billion (2.2% of GDP) (US\$1 = ~BDT80.2). This was forecast to rise by 7.3% to BDT195.9 billion in 2012. The direct contribution of travel and tourism to GDP was expected to grow by 6.1% per annum

to BDT353.7 billion (2.3% of GDP) by 2022. In 2011, travel and tourism directly supported 1,329,000 jobs (1.9% of total employment). This was expected to rise by 3.9% in 2012 to 2,991,500 jobs. The total contribution of travel and tourism to employment was 2,880,500 jobs in 2011. This was forecast to rise by 3.9% in 2012 to 2,991,500 jobs (4.1% of total employment). By 2022, travel and tourism was forecast to support 4,082,000 jobs (4.5% of total employment).

Bangladesh is expecting a greater opportunity based on the expectation of increased foreign visiting. For example, in 2011, Bangladesh generated BDT6.9 billion in visitor exports. In 2012, this is expected to grow by 7.3%, and the country is expected to attract 400,000 international tourist arrivals. By 2022, international tourist arrivals are forecast to total 531,000. Bangladesh is also expecting millions of domestic visitors to visit different destinations that will reduce the outflow of foreign currency for traveling to places other than Bangladesh.

The scope of this study is the tourism destination of Cox's Bazar, Bangladesh. It is the tourist capital of Bangladesh, having the world's longest (120 km) sandy beach. At present, there are 117 residential hotels, 62 guest houses, and 125 cottages in Cox's Bazar, with accommodation for 70,000 visitors, which is insufficient ("Crowded of visitors," 2010). The report also added that almost 5 million visitors (local and international) usually visit this destination, which could escalate to 13 million in 2020.

These statistics tell the importance of tourism and tourism-related study for this country.

A Brief Literature Review for Developing a Conceptual Loyalty Framework

In the literature, generally the perceived value or customer satisfaction is widely known as a means to improve behavioral intentions and actual behavior (Johnson, Herrman, & Huber, 2006). Empirically, however, perceived value and perceived satisfaction are closely related constructs, although a few researchers used these two constructs separately within the same research setting (Chen & Tsai, 2007; Lee et al., 2007). In the context of our research we have used perceived value and perceived satisfaction as synonyms for developing destination loyalty framework.

The research of Chi and Qu (2008) presents satisfaction as an antecedent of destination loyalty on the back of destination image and attribute satisfaction. Lee et al. (2007), in their research work, show that quality is the antecedent of satisfaction, and satisfaction is the antecedent of destination loyalty. Campo and Yague (2008) present price as the antecedent of quality, and quality is the antecedent of satisfaction; moreover, satisfaction is the antecedent of loyalty. This research also shows the direct relationship between quality and loyalty. Chen and Tsai's (2007) research shows that perceived quality is the antecedent of perceived value, and perceived value is the antecedent of satisfaction, which leads to destination loyalty. Hernández-Lobato et al. (2006) represent cognitive effect and affective image as antecedents of satisfaction that is the result of behavioral loyalty. The research of Yoon and Uysal (2005) shows that travel satisfaction is the result of pull and push motivation, which is considered as an antecedent of destination loyalty. Baker and Crompton (2000) show the different features as opportunities that are used as antecedents of quality, and the quality of the opportunity as a direct antecedent of behavioral loyalty. Yuksel and Yuksel (2007) in their research show that pleasure and arousal are antecedents of satisfaction, and satisfaction is the antecedent of loyalty. They also show that lesser perceived risk is associated with greater purchase intention and recommendation. Petrick's (2004a) research is highly related to the research work of Zeithaml (1988). Here, intrinsic attribute cues and extrinsic attribute cues have been presented as antecedents of perceived quality. Price and reputation are considered as extrinsic attribute cues. This research presents that reputation, monetary price, and emotional response are antecedents of quality that lead the consumer to perceived value. This value is a direct antecedent of actual behavior, that is, loyalty. In the research of Yuan and Jang (2008), it has been shown that perceived quality is an antecedent of perceived satisfaction, and satisfaction is an antecedent of perceived actual behavior. The empirical research of Petrick (2004b) presents that quality is the antecedent of both satisfaction and value that is the antecedent of destination loyalty. Lee et al. (2007) and Lee and Beeler (2009) in their research show that a direct relationship with service quality and behavioral intention, and service quality is an antecedent of satisfaction. Besides, satisfaction is considered as an antecedent of actual behavior.

Thus, a number of studies (more than 30) including nine model-based empirical studies on loyalty have been critically reviewed (Baker & Crompton, 2000, p. 791; Bigne, Sanchez, & Sanchez, 2001, p. 612; Campo & Yague, 2008, p. 320; Cbi & Qu, 2008, p. 631; Lee et al., 2007, p. 473; Petrick, 2004a, p. 36; Yoon & Uysal, 2005, p. 46; Yuksel & Yuksel, 2007, p. 706; Zabkar, Brenic, & Dmitrovic, 2010, p. 540). Nevertheless, one common problem existing in the literature is that the studies focused on the formation of destination loyalty without considering intrinsic or extrinsic cues separately; on the contrary, these studies considered these two cues as an accumulated form or include some variables while excluding others when considering tourism destination's products. Regardless of these problems, most studies concur with the importance of variables that capture the domain of loyalty. But the main problem is using too many variables in different contexts. From a literature review, more than 35 variables (e.g., destination image, attributes satisfaction, overall satisfaction, service quality, satisfaction, perceived price, price promotion, motivation, behavioral intention, external risk, internal risk, pleasure, arousal, reputation, price, monetary price, behavioral price, value, price fairness, tangibility, interaction, empathy, etc.) were identified in

different research settings. Although these variables provide excellent opportunities to select important variables for developing a parsimonious but comprehensive destination loyalty model, difficulties arise over how many would be chosen from these large numbers of variables for Cox's Bazar in Bangladesh.

In fact, a framework of this type may need to incorporate additional necessary variables like warranty and risk, which have been widely used in consumer research and are important for service-related organizations.

Behavioral Theories Followed for Developing Conceptual Loyalty Framework

For theorization of different constructs we considered three prominent behavioral theories—information processing theory (IPT), theory of reasoned action (TRA), and theory of planned behavior (TPB)—as a basis to develop an initial conceptual loyalty framework as shown in Figure 1. We considered a maximum of nine constructs for this study based on principle of "chunking" of IPT (Miller, 1956), which suggests that the processing capacity of short-term memory is approximately seven chunks (seven plus or minus two) of information (Sirakaya & Woodside, 2005). The core of the

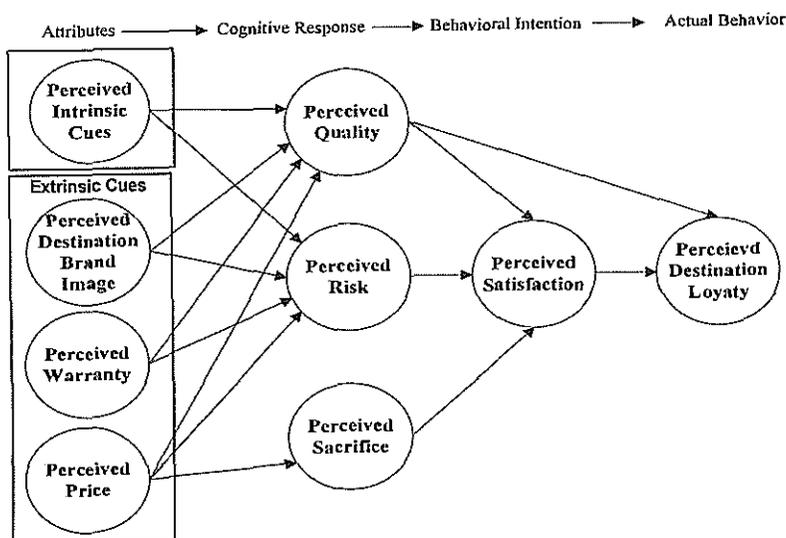


Figure 1. Proposed initial destination loyalty framework.

TRA is an individual's behavioral intention to perform a specific act with respect to a given object, in a given situation. This intention is a function of an individual's "attitude toward the behavior" and his or her "subjective norm" (Ajzen & Fishbein, 1980). Therefore, perceived quality (PQ) and perceived sacrifice (PSR) of the current study (Fig. 1) have been developed from the concept of attitudinal behavior and subjective norm of TRA. TRA was developed explicitly to deal with purely volitional behavior (Ajzen, 1991), which is not enough to explain behavioral intention (satisfaction) and actual behavior (loyalty). Therefore, TPB was proposed (an extension of the TRA), which postulates three conceptually independent constructs to determine behavioral intention. The first two are the same as TRA, but the third one is the degree of perceived behavioral control (Ajzen, 1991), which refers to the perceived difficulty/risks of performing the behavior (Ajzen & Driver, 1992). Thus, the perceived risk (PR) construct has been considered as a behavioral control for this study. In current research, the visitors' perceived satisfaction (PS) refers to behavioral intention, as it is the result of attitudinal behavior on PQ, subjective norm of PSR, and behavioral control, that is, PR of TRA and TPB. PIC and PEC (see Figure 1 for definition) are considered as environmental belief of TRA and TPB.

Research Method

Although the conceptual framework developed for embracing loyalty is derived from generalizability of IPT, TRA, and TPB, one must be mindful of the uniqueness of the tourism business in Bangladesh. First, loyalty in the tourism sector has not been well investigated in Bangladesh. Second, understanding the social construction and meaning of loyalty in Bangladesh may differ from those in the West and European countries, thereby requiring preliminary "emic" analysis. An emic research describes the unique values of a particular society, that is, Bangladesh (Brislin, 1976). Hence, to fine-tune and contextualize the initial proposed conceptual destination loyalty framework (Fig. 1), which had been based on the literature, this research utilized an inductive and deductive methodology involving a multiple interviews approach (Jennings, 2001; Quaddus & Xu, 2005). In developing a comprehensive destination

loyalty model for future survey, we conducted an exploratory field study to explore why and how the tourism business would adopt and apply loyalty factors and variables for particular destination. This researcher has chosen an in-depth interview method to collect the required data (Quaddus & Xu, 2005). Such interviews, with a small but roughly representative sample of the population, provided an indispensable way to learn about the nature of variation and how to operationalize it.

Sample Selection

According to Malhotra, Hall, Shaw, and Oppenheim (2004), in designing exploratory research such as qualitative research, a small sample size is required. The sample of this study relied on available subjects who were close at hand or easily accessible (Berg, 2004). A random sampling procedure was undertaken to select visitors from the destination (Malhotra et al., 2004). The main selection criterion was that the visitors must be on the spot during interview time and have travel experience to the destination at least twice. It was found that after 10 interviews no significant new issues came up. Hence, the current study has interviewed 10 visitors in-depth. One of the authors visited Cox's Bazar in Bangladesh and helped the trained researchers in selecting the visitors for interviews. All participants took part in the study voluntarily. It is to be noted that the 10 participants are all local Bangladeshi visitors.

Data Collection Process

A semistructured interview technique was employed as the primary tool to collect data, which mainly focused on the areas of information needed to satisfy the objectives of this research. Initially the researcher made clear to the respondents the area they wished to explore in the interview. An interview protocol was intended based on the conceptual framework. The respondents were asked different questions, and necessary probing was made to get maximum explanatory factors and variables and to enhance the primary model. The researcher focused on main areas of the interviews such as (i) perceived intrinsic cues (core attractions), which they considered directly in visiting the destination;

(ii) other factors that are not considered directly but are taken into serious consideration as indirect factors; (iii) the main variables that they think there should be for the destination brand image; (iv) the main variables that can be considered as warranty quality for the visitors and promised by the service providers; (v) different price variables dividing monetary and nonmonetary issues that they considered when visiting the destination; (vi) the quality variables where intrinsic and extrinsic attributes work as antecedents for decision making; (vii) variables that visitors would think as a risk when visiting the destination; (viii) required resources and efforts that they sacrificed before visiting the destination; (ix) various satisfaction measures that lead them to behavioral intention; and finally, (x) their views about the future behavior toward the destination that create a sense of loyalty. It is noted that the interview schedule was developed based on the schedule proposed by Berg (2004) and that demographic information was collected through structured questionnaires.

In total, we conducted 10 interviews intensively in 4 days. Each of the interviews lasted for 30 to 45 min that depended on the knowledge of the interviewee (Malhotra et al., 2004). These interviews were recorded in two ways, that is, audio recording and in written form on pretested questionnaires. There were two associates (MBA final year students) with the researcher during the field interviews.

Transcribing Interviews

One of the most important tasks in qualitative research is systematic transcribing because the final outcome will be used for data analysis and interpretation. As most of the interviews were conducted in Bengali language, the following two phases were followed in order to transcribe the field interviews.

Phase 1

The following steps were followed by research associates:

1. They were asked (associates) to listen to the audio recording for each interview at least three times and to pinpoint the similarity and dissimilarity with their written sheets.

2. Permission was given to make Bengali transcripts individually that should include body language and other indicative responses that happened during the interview and were still fresh in their minds.
3. They were asked to sit together and find out the consistency and inconsistency based on their individual transcripts.
4. They were told that if any gaps remained between both of their records, to come together to the best level of their understanding, and they were asked to identify any further differences.
5. Finally they were asked to submit all transcripts to the researchers including raw written questionnaires.

Phase 2

The following steps were followed by the researcher:

1. All Bengali transcripts were checked manually to find out any inconsistency between the transcripts of both research associates.
2. The researcher listened to all audio recordings that were transcribed in Bengali to find out whether the associates had included all information from the interview scripts that the respondents mentioned.
3. Further necessary information was included that the research associates left out in the Bengali transcripts to bring it up to the mark. At this level, researchers also considered body language and other cues fresh from their memory.
4. Information was checked and rechecked to see whether new factors and variables could be extracted from the subsequent interviews and relevant transcripts. It was found that no new variables and factors came from the 10th interview onward.
5. Finally, researchers translated all Bengali transcripts into English for data analysis and further use.

Data Analysis via Content Analysis

Because this research is more exploratory than confirmatory in nature, we have chosen "content analysis" in analyzing interview transcripts (Berg, 2004; Huang, Quaddus, Rowe, & Lai, 2011). Content

analyses were carried out in two stages. Step 1 dealt with single-interview transcripts, whereas Step 2 dealt with cross-interview transcripts (Berg, 2004). A combination of inductive and deductive approaches was used to categorize the factors and variables and their causal links (Quaddus & Xu, 2005). It is noted that no text analysis computer program was used to do the content analysis. The analysis was done manually by the researchers. The following steps were followed by the researchers in this phase.

Step 1

The following procedures were followed for the single interview:

- i. The transcripts were gone through individually, line by line and sentence by sentence, to uncover real themes and produce suitable key words/phrases (inductive process) in relation to the research objective.
- ii. The important sentences were identified where interviews produced sense to link a causal relationship to behavior.
- iii. Labels/categories of these key words/phrases and sentences identifying high-level factors and corresponding variables as per requirement of the study were produced.
- iv. The causal relationships among the factors were proposed based on each interview transcript.
- v. Raw tables of factors, variables based on individual interviews, and causal links for each interview were developed.
- vi. These factors and variables were matched with those considered from the literature in developing the initial loyalty framework. Without sacrificing any factors and variables obtained from the interview (deductive process), revision was done.
- vii. Factors and variables that are similar to the existing literature and field interviews were separated.

Step 2

The preliminary aim of this step of content analysis was to integrate all the individual factors, variables, and their relationships to come up with a final list of factors and variables and their links.

The following sequential course of action was followed under this step:

- i. The specific interview transcripts with the developed factors, variables, and their links from Step 1 to find out whether there was anything left over for consideration were revisited.
- ii. A table considering factors and variables from the interviews under individually developed factors from the literature as well as extracted new factors was produced.
- iii. The new factors and the identified new variables for each factor were separated.
- iv. New variables for initial factors and groups with similar meaning were identified.
- v. Similar variables based on meaning were given a common name focusing on examples in the literature.
- vi. The final tables of factors, variables, and their links were developed.
- vii. The combined framework for destination loyalty judgment was finally developed.

Findings of the Study

Profiles of Respondents

The respondents comprised eight males and two females, and the average age was 35 years. Among the total respondents, six were servicemen and three were university students, and the remaining one was a business person. Eight respondents had university degrees, one had high school level qualification, and the remaining one had postgraduate qualification. It is important to note that all 10 visitors consider Cox's Bazar as their prime choice of destination. Income level showed that three of the respondents had incomes between BDT15,000 to BDT20,000, and six had incomes less than BDT15,000. The remaining respondent had an income of BDT40,000+.

Factors and Variables of Loyalty Adoption and Practice

Twelve factors and 91 variables were identified from this field study through extensive content analysis procedures. A comprehensive list of these factors and variables was obtained from the list of individual interviews as shown in Table 1. Three new factors,

Table 1
Factors and Corresponding Variables Regarding PDL

Factors and Variables	Respondents									
	1	2	3	4	5	6	7	8	9	10
PIC (Perceived Intrinsic Chns)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Natural beauty</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Entertainment facilities					✓		✓			
Historical heritage					✓			✓		
Accommodation facilities	✓	✓			✓	✓		✓	✓	
Favorable sea bathing			✓					✓	✓	
Exciting tribal life					✓	✓	✓	✓	✓	✓
<i>Adjacent attractions (places)</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Nontraditional items</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Multi sea foods	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Longest sandy beach</i>	✓			✓	✓	✓	✓	✓	✓	✓
Sound of water/waves of sea	✓			✓				✓		
Moon at night					✓			✓		
PDBI (Perceived Destination Brand Image)	1	2	3	4	5	6	7	8	9	10
<i>Reputed place</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Risk free place	✓				✓		✓			✓
Better place/attractive service		✓	✓			✓		✓		✓
Amazing/distinct	✓				✓			✓		✓
Shark-free beach		✓	✓	✓	✓					
Natural wonder of the world		✓	✓	✓						✓
The pride of Bangladesh		✓	✓	✓						✓
Favorable weather	1	2	3	4	5	6	7	8	9	10
PW (Perceived Warranty)		✓	✓		✓			✓	✓	
Service warranty		✓	✓		✓			✓	✓	
Risk-free movement		✓			✓					
Internal transportation facilities	✓	✓						✓	✓	
Warranty for guide		✓			✓			✓	✓	
Hygienic foods and accommodation		✓						✓	✓	
Viewing adjacent places			✓						✓	
Commission for students									✓	
PP (Perceived Price)	1	2	3	4	5	6	7	8	9	10
Monetary price	✓	✓	✓	✓	✓	✓			✓	
Accommodation	✓	✓	✓	✓	✓	✓			✓	
Enjoying events	✓	✓				✓	✓		✓	
Transportation	✓								✓	
Foods and drinks			✓						✓	
Travel adjacent places					✓		✓			
Shopping		✓			✓		✓			
<i>Nonmonetary price</i>	1	2	3	4	5	6	7	8	9	10
<i>Time</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mental effort	✓	✓	✓	✓		✓	✓	✓	✓	✓
Energy	✓	✓	✓	✓		✓	✓	✓	✓	✓
Physical labor		✓						✓	✓	✓
Opportunity cost	✓	✓		✓				✓		
Technical effort									✓	✓
PQ (Perceived Quality)	1	2	3	4	5	6	7	8	9	10
Reliable service		✓	✓			✓	✓	✓	✓	✓
Timely service		✓	✓			✓	✓	✓	✓	✓
<i>Rational price of product</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Neat and clean place	✓				✓				✓	
Good warranty facilities	✓				✓					✓
Cordial behavior					✓					✓
Right location of hotel and restaurant					✓					✓

Table 1
Factors and Corresponding Variables Regarding PDL (Continued)

Factors and Variables	Respondents									
	1	2	3	4	5	6	7	8	9	10
Good medical facilities					✓					✓
Proper security		✓			✓					✓
PR (Perceived Risk)	1	2	3	4	5	6	7	8	9	10
Improper services		✓	✓	✓			✓			✓
Fearred to be killed/injured	✓	✓		✓						✓
Not fit with personal status										✓
Takes time			✓							✓
Expensive product										✓
Dishonest behavior	✓			✓	✓		✓	✓	✓	✓
Less right of privacy		✓			✓	✓		✓	✓	✓
Unknown uncertainty		✓			✓	✓		✓	✓	✓
PSR (Perceived Sacrifice)	1	2	3	4	5	6	7	8	9	10
<i>Buying tourism product/money</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Higher price services make distinguished			✓			✓				
More spent more notice			✓			✓				
Business opportunity		✓							✓	
<i>Sacrifice time</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Employ physical labor		✓								✓
Required effort for tourism product							✓	✓		
Carefulness about this place (technique)						✓		✓		
Family and friends (opportunity)			✓			✓		✓		✓
PS (Perceived Satisfaction)										
Very enjoyable visit		✓	✓					✓		✓
Worthy visit	✓	✓	✓			✓		✓		✓
Wise decision		✓					✓			
Wise choice		✓								✓
Required experience			✓						✓	✓
PDL (Perceived Destination Loyalty)	1	2	3	4	5	6	7	8	9	10
<i>Recommend the place</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Express positive things	✓	✓				✓	✓			✓
Ask friends and relatives vesting the place							✓	✓	✓	✓
<i>Visit again</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Wish to extend visit								✓		
Miss nless visit	✓					✓				
Ask the place is best for education							✓			✓
RB (Religious Belief)	1	2	3	4	5	6	7	8	9	10
Religious belief does not support wine		✓	✓							✓
Natural diversity increases the beliefs in natnre		✓	✓							✓
Religious belief makes to sacrifice free sex		✓	✓							✓
Religious faith supports clean beach environment		✓	✓							✓
IL (Income Level)	1	2	3	4	5	6	7	8	9	10
Price is less considerable for high-income group		✓				✓	✓			
Quality and price is important for middle-income group		✓								✓
Lower income level visits occasionally		✓						✓	✓	✓
Quality is very important for high-income group		✓						✓	✓	✓
Lower income level is very price sensitive		✓				✓	✓			
SV (Seasonal Variation)	1	2	3	4	5	6	7	8	9	10
Demand increase in the peak season			✓	✓		✓		✓		✓
Price increase in the peak season	✓	✓	✓	✓		✓	✓	✓		
Risk increase in the off season	✓	✓				✓	✓			
Favorable weather in the peak scason		✓	✓						✓	
Different facilities offered in the off season	✓	✓					✓	✓		

Note: Items in italics were mentioned by all respondents.

Seasonal Variation, Level of Income, and Religious Belief came up from the field study. The factors and variables have been labeled, where possible, in line with the literature (e.g., Agarwal & Teas, 2004; Bearden & Shimp, 1982; Campo & Yague, 2008; Chen & Tsai, 2007; Chi & Qu, 2008; Dodds, Monroe, & Grewal, 1991; Lee et al., 2007; Hernández-Lobato et al., 2006; Petrick, 2004a, 2004b; Yuan & Jang, 2008; Zabkar et al., 2010). However, the variables within each factor and their meanings are different from those of earlier studies and are more specific to the tourism destination loyalty judgment process in this particular context. It is interesting to note that out of 91 variables, nine variables (natural beauty, longest beach, reputed place, adjacent attractions, nontraditional items, time, rational price of tourism products, recommendable place, and visit again) are mentioned by all respondents (see Table 1). Variables under new factors are taken from all the interviews except

Interview 5. These new factors have been included in the revised destination framework (Fig. 2).

Causal Links Among the Factors

Information on various perceived causal links among the different factors was sought during the interview process and was extracted from the interview scripts. It is noted that during the field interview probing was made in line with the developed conceptual framework where causal links were clearly described. Table 2 presents the causal links among the factors of destination loyalty adoption and practice. The link between perceived intrinsic cues and perceived satisfaction is identified from interviews 2, 3, 4, 6, and 7 based on the statement during the field interview. For example, most of the respondents mentioned that they are satisfied with core attractions of the destination as well as the ancillary services.

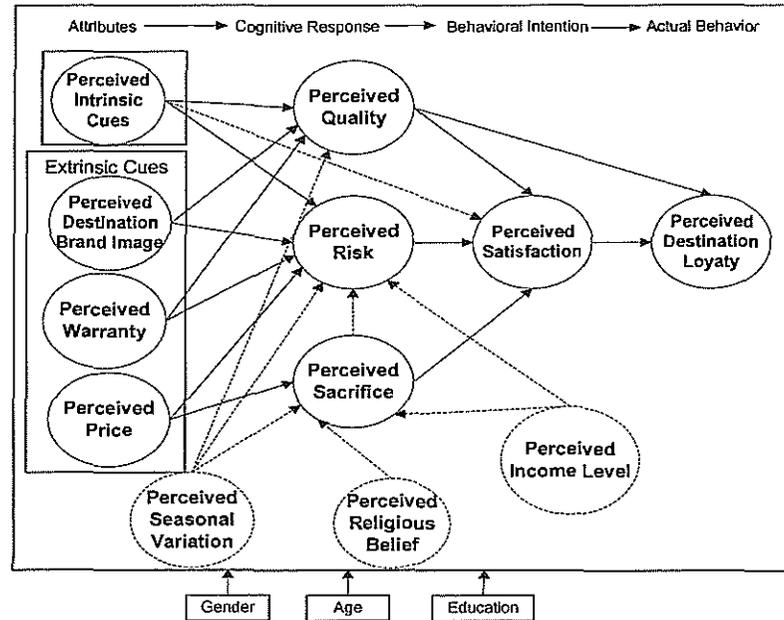


Figure 2. Comprehensive destination loyalty model based on field interviews and literature. Dotted lines indicate new factors and new relationships among the factors.

Table 2
Links Mentioned in Individual Interviews

Links	1	2	3	4	5	6	7	8	9	10
PIC → PQ	✓	✓	✓		✓	✓	✓	✓	✓	✓
PIC → PR	✓	✓			✓	✓	✓	✓	✓	
PIC → PS		✓	✓			✓	✓			
PDBI → PQ	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PDBI → PR	✓		✓				✓		✓	✓
PW → PQ	✓	✓			✓	✓		✓	✓	
PW → PR			✓				✓		✓	
PP → PQ	✓	✓	✓		✓	✓	✓			✓
PP → PR	✓	✓	✓	✓		✓	✓	✓	✓	✓
PP → PSR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PQ → PDL	✓	✓	✓							
PQ → PS	✓	✓	✓		✓	✓	✓	✓	✓	✓
PR → PS	✓	✓	✓	✓		✓	✓	✓	✓	✓
PSR → PS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PSR → PR			✓	✓	✓	✓	✓	✓	✓	✓
PS → PDL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PSV → PQ	✓	✓	✓				✓			
PSV → PR	✓	✓	✓		✓		✓			
PSV → PSR			✓	✓				✓		
PRB → PSR		✓	✓							✓
PIL → PR	✓	✓								
PIL → PSR		✓								✓

PIC = Perceived Intrinsic Attribute; PDBI = Perceived Destination Brand Image; PW = Perceived Warranty; PP = Perceived Price; PQ = Perceived Quality; PR = Perceived Risk; PSR = Perceived Sacrifice; PS = Perceived Satisfaction; PDL = Perceived Destination Loyalty; PSV = Perceived Seasonal Variation; PRB = Perceived Religions Belief; PIL = Perceived Income Level.

Table 2 shows similarities or dissimilarities of the causal relationship among the initial factors that were taken from the existing literature. It also indicates the individual relationship based on individual interviews. Column 1 of Table 2 presents the pairs of factors and corresponding direction of links. For example, "PIC and PQ" in row 2 of Table 2 represents that Perceived Intrinsic Cues (PIC) impacts Perceived Quality factor (PQ), and this link has been mentioned by respondents 1, 2, 3, 5, 6, 7, 8, and 10. It is noted that links between Perceived Quality (PQ) and Perceived Destination Loyalty (PDL) were mentioned by two respondents, that is, interviews 1 and 2. It is surprising that all respondents mentioned a relationship between perceived satisfaction (PS) and PDL.

Destination Loyalty Framework Based on Field Study

Figure 2 presents the revised comprehensive loyalty framework of destination in practice, which has been developed based on the conceptual framework with the factors and variables identified in the field study as discussed above. Accordingly, this research proposes that the adoption and practice of destination loyalty can be observed as per the framework that involves the relationship: environmental factors (intrinsic and extrinsic) → quality, risk, sacrifice → satisfaction → destination loyalty. A comparison was made between the initial loyalty framework and the findings of the field study based on the individuals' interview. As shown in the framework (Fig. 2), three more factors are added in this framework: Perceived Seasonal Variation (PSV), Perceived Religious Belief (PRB), and Perceived Income Level (PIL) compared to the initial proposed framework (Fig 1). Based on the analysis from the field study, these three factors were found to be very contextual and relevant for the specific destination. The comprehensive loyalty research framework (Fig. 2) was also established incorporating eight new relationships among different constructs (shown by dotted lines) that were extracted from the field study.

Discussions and Implications

This study has focused on identification of different influential factors and variables that lead visitors toward the tour destination for being loyal. Figure 2 presents the combined loyalty framework of Perceived Destination Loyalty (PDL) judgment process that has been developed based on the factors and variables of an extensive literature review and field study.

The implications of our research are as follows. The major contribution of this study is implied on the qualitative method that has been adopted in this research. As opposed to most studies in destination loyalty, which commonly engage in a quantitative approach, this research applied a qualitative approach in the data collection process and further loyalty framework development. As described earlier, a field study with a semistructured questionnaire was conducted in the data collection process. The main reason for this method relates to the fact

that destination loyalty research is based on the Bangladesh environment, a place that has received little attention globally. Referring to the existing literature, almost all the theories and studies of the PDL area were developed based on Western and European perspectives. Therefore, implementing a qualitative method was appropriate methodology in the context of this research for future quantitative application. In addition, the dimensionality of the construct can also be explored in other researches. It is understood that obtaining data in the area of loyalty was a bit complex due to the multiple constructs and multidimensions surrounding this area. Thus, using a qualitative method to fine-tune the initial framework in the field study provided valuable information on the accuracy of the loyalty framework. For example, three additional constructs, namely, religious belief, seasonal variation, and level of income, were discovered as relevant factors in the PDL process. As a consequence, factors were added in the comprehensive loyalty framework. In total, 39 items were discovered from the field study including 14 items for three new factors and entertained in the loyalty process.

The theoretical implications of this study are more focused on the development of a loyalty framework for a developing country like Bangladesh rather than focusing on a discussion of the tourism development impacts. From Figure 1 it is observed that the basic intrinsic and extrinsic cues and their effects for a perceived destination loyalty framework were obtained from the literature. Figure 2 was developed on the basis of 10 interviews that identified factors and variables. It must be highlighted that the factors and variables are different and very specific to perceived destination, loyalty judgment for the specific context. This study confirmed the significance of the relationship posited by the TRA model, in which a positive perception of the benefits translated into a positive attitude, which in turn affected their behaviors in conducting loyalty activities. The results also supported that perceived quality as an attitudinal factor, which was led by different environment factors like intrinsic and extrinsic cues, risk as behavioral control, and sacrifice as subjective norm, which were the perceptive factors adapted from the TRA and PTB, had significant influences on loyalty practice via visitors' attitudes toward adoption.

To extend the existing theories, this study identified environmental factors like intrinsic cues, destination brand image, price, seasonal variation, religious belief, and level of income. Further, we suggest that destination loyalty in practice would improve the tourism organizational performance in operational efficiency, visitors' required service, ability to adapt to changes, etc. The loyalty process adoption and practice as presented in Figure 2 is particularly unique because it is developed on the basis of both the literature and field study by interviewing experienced visitors in the field. This comprehensive loyalty framework can be taken as a research model for proposition development and further empirical investigation. Further research is required to develop appropriate research hypotheses to continue with the above research. The researchers plan is to examine this framework further using structural equation modeling (Barclay, Higgins, & Thompson, 1995) to test a number of hypotheses. Parts of this framework can also be extracted and examined in detail. Future studies can further explore the exact loyalty activities in the tourism industry and the influence of factors and variables on organizational performance especially for a third world country like Bangladesh.

In terms of managerial implications, the comprehensive loyalty framework (Fig. 2) shows a practical framework of loyalty adoption and practice in the tourism organization. The managers would realize whether loyalty brings benefits for the company to enhance their quality performance. In addition, the factors and variables are gathered from the real world. As a result, the framework is more specific for the Bangladeshi tourism organizations to adopt and employ. Figure 2 presents the comprehensive loyalty framework and Table 1 shows all factors and corresponding variables. A close assessment of the framework reveals that all the factors and variables can be used for sustained tourism where destination loyalty judgment is vital. These findings may be helpful for stakeholders, destination operators, and policy makers to appreciate the tourism factors and variables that take key roles in making visitors loyal to a particular destination. These results are likely to help marketers to collect information and plan for appropriate competitive strategies for sustained tourism destination. The nine variables, natural beauty, longest beach, reputed place, adjacent attractions,

nontraditional items, time, rational price of tourism products, recommendable place, and visit again, may be recommended as a specific marketing plan for destination loyalty, which makes the destination competitive. A careful analysis is first needed to select the appropriate criteria for the particular destination. A multiple criteria modeling approach can then be undertaken to assess the suitability of the destination policy makers. Organizations, especially the tourism enterprises in Bangladesh, may find this loyalty framework quite useful in providing the elements for successfully business operation and realize the barriers embedded in loyalty processes. The research and modeling approach described in this article can also be undertaken elsewhere to find the type of PDL suitable for any specific context in any country.

It is noted that the different causal relationships in Figure 2 were not theorized but were based on existing literature and behavioral theories. Our future research will involve developing detailed research hypotheses and test them by collecting nationwide data of repeat visitors to Cox's Bazar.

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