

ANALYSIS ON TOURISTS' DEMAND-SIDE BEHAVIOUR AND CONSUMPTION FACTORS

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Abstract*

Consumers' (tourists') demand side behaviour and consumption of goods & services are largely influenced by various factors. The study paper discusses some important demand-side behaviour and decision-making matters of tourists related to tourism attractions, needs, complex mind set analysis of travelers & their planning process and consumption. Recently, security and safety nets come to consideration as it has some significant impacts on decision-making process of tourists. A sudden created turmoil situation has been discussed in this paper. A very short discussion on survey methodology, data collection procedures are presented. In the study, data have been analysed based on survey results as well as from secondary sources of data. The article has taken into consideration some other primary assumptions. These are: **(i)** *'Tourism in Asia is growing faster than anywhere else in the world, driven by the increasing wealth of countries like Taiwan, South Korea and Malaysia (Janet Cochrane, Tourism, Hospitality, & Events School, Leeds Metropolitan University, UK)';* **(ii)** *"It's Asians travelling to Asia, that's the key to all these numbers and the big shift we are seeing globally in the tourism market (Source: Adrian Addison, AFP, March 6, 2011)";* **(iii)** *"The proliferation of low-cost airlines, particularly in Southeast Asia, is also a shot in the arm for the industry. Carriers such as Malaysia's AirAsia and Cebu Pacific in the Philippines, among others, continue to expand aggressively, [Ibid];* and **(iv)** *"Growth in the region is being boosted partly by a newly minted middle class in the enormous populations of China and India -- around 46 million Chinese travelled abroad last year, as did over four million Indians (PATA's deputy CEO John Koldowski told AFP)".* These issues have been discussed shortly while concerned matters are explicitly explained based on survey results.

1. INTRODUCTION

Consumers demand is largely influenced by individual sovereignty in decision-making, mental inspiration, mind-set of cost-benefit accounting, personal economic ability, conditions of available opportunity, global economy, regional environment, technological innovation, size of accompanied members, behavioural factors and tourism marketing strategies. On the other hand, consumption is mostly influenced by nature of products, quality, attractiveness, price, availability, opportunity-cost, item of cultural values, consumable satisfaction and so on. Analysis on demand side behaviour covers almost the factors.

2. OBJECTIVES

The main objectives of the study are to innovate and focus on the tourists' inner behavioural factors those play vital role in tourism planning, participation and marketing activities. In this study, attempts have been made to identify the real human nature, needs, consumers' behaviour, and consumption patterns that can be useful in developing, promoting and selling tourism products in the present globalization era. The paper also examines the reactions of tourists in a turmoil situation and examines their typological behaviours in decision-making matters depending on survey results and secondary sources.

3. METHODOLOGY:

In the study survey frame was designed based on information of Bangladesh tourists arrivals from different continents in 2012 (**Source: Bangladesh Parjatan Corporation**) considering the year as normal in tourism. Three stages stratified sampling procedures are followed. At the first stage a very small fraction ($n/N = .00025$, 147) of the total number of tourists (population, $N = 588193$) was estimated. At the second stage, sample number of population is distributed among the continental ratios of visitors following PPS method and thus sample numbers of tourists are derived from Europe (37), USA (14), Africa (1), Australia (7) and Asia (88). Similarly, the sample numbers of different country tourists of Asia are selected from the Continent are Indian (59), Chinese (9), Japanese (11) persons and randomly the number of sample population are selected from the countries of Thai, Malaysia & Viet Nam (total 5)

and tourists from Middle-East counties (4). A questionnaire was designed with 23 basic questions covering almost areas of tourism. Ultimately, the total number of 147 sample persons was interviewed randomly for males & females at the Hazrat Shahjalal International Airport, Dhaka. At the airport, only departed tourists were interviewed and only one elderly person from a family.

4. TOURISTS DEMAND SIDE BEHAVIOUR ANALYSIS:

4.1 Decision-making: Internal & external factors analysis

Decision-making or mindset for a tourist is an important issue, which is not only a simple reaction of consumers' behaviour, it is an interaction & outcome of complete set of influencing internal and external factors that act collectively upon the consumers for taking a decision. Mostly in cases, decision is driven by inner factors of individual's psychological dissecting of concerned-matters like intention, inspiration, timing, choice, money with cost-benefit accounting, ability, motivation and others. In purchasing of goods and services related to consumption is defined (consumer behaviour) as the *"processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon et al. 2007 p. 7)"*. Salomon identifies the existence of a process, which normally implies a sequence of stages by which a consumer has to overcome them to purchase a good or service. This process is very important for tourism sector as the decision-making plays a vital role of mindset for the consumer internally. Similarly, external factors e.g. attractions of destination, opportunity offered, country hospitality and global economy, regional or country environment (both geographical & political), available technological facility, nature of family structure and tourism marketing strategies may have some impacts on tourism demand, which have been considered in the analysis.

4.1.2 Destination choice and influencing factors

4.1.2.1 Tourists' inner decision or choice for tourism is a very complex set of matters peep into mind while a tourist is willing to travel outside country for recreation or tourism purpose. The first question appears to them about the place of destination and they think

about the place of attractions as the question of costs is involved to it in exchange of their total volume of sacrifices they want for mental satisfaction. In other words, decision-makers proceed by comparing the benefits and costs of destination choices in order to select the one that promises the most benefits at the least cost. The costliest destinations are likely to become undesirable and eliminated from the selection process as most of the Asian tourists are from middle-income group. Mostly tourists (82.31%, **Table-7**) review their economic capability first and then select their place of tour destination (78.91%, **Table-6**) despite a notable portion (70.07%, **Table-17**) of attractions in the arrival country remains unknown to them due to somehow lacking of widely publicity of all country tourism attractions. After arrival in a country, mostly tourists are inquisitive to look for their interest of attractions, charming sights that offer something extra-ordinary. Tourists are always hanker after to cover almost the items of interest at the maximum level according to their economic capacity. The outbound tourists have given also more emphasis on the country first (78.91%, **Table-6**) than place of tourist attractions (19.73%, **Table-6**), owing to less publicity in the web or ignorance about the attraction places of the arrival country. A little portion (20.41%, **Table-17**) of tourists knows some places of attractions and only 9.52% (**Table-17**) tourists somehow heard the names of attractive places from official sources and friends/relatives. A significant portion of tourists has referred names of some tourism attractions, which are widely famous for its own attractive characteristics. For example, Tajmahal & Golden Temple (India); Universal Studio, Underwater World Sentosa, Jurong Bird Park (Singapore), Grand Palace, Temple & Similan Island (Thailand), etc. It notifies that many places of attractions attract tourists and act on their mind while they choose & select the destination in their planning stage for tourism. In Bangladesh, a remarkable portion of foreign tourists (59.19%, **Table-5**) visited the prioritised attractions namely, Cox's Bazar, a long sea beach in the world and 31.97% the Sundarbans (world famous mangrove forests). Remaining 8.84% (**Table-5**) tourists have mentioned other different places. Only 42.18%, (**Table-6**) tourists have expressed fascination to sightseeing & a very small portion (7.48%, **Table-6**) of tourists has given emphasis on historical relics, culture & tradition and remaining 4.08% tourists having choice for architectural while the most fascinated attraction to tourists are participatory events (48.26%, **Table-6**).

4.1.2.2 The reason (s) for wanting to travel is an inner personal decision of tourists and are related to the questions of why, where, how and what type of tour, despite there are definitely some reasons behind it. This study has inquired of the decision-making matters of tourists intensively. According to the survey findings, travellers' recreation is observed as the highest (30.61%, **Table-7**) reason for travelling, which is followed by least-cost (27.89%) as Bangladesh is considered as one of the cheap costly country (*see: the list of 20 countries with the lowest cost of living countries, Bangladesh 6th position out of 20*). The next reason for tourism decision is referred by respondents as easy route (12.25%, **Table-7**), which is followed by business/profession (10.21%) and culture (8.16%). The proportions of emotional (4.76%) and cultural visits (4.76%) are mentioned as reasons of undertaking tours, which given less importance in the decision-making process. Here, 'emotion' is defined as nostalgia, romance, adventure, escape, fantasy, spiritual needs, etc.

4.1.3 Motivation and mental inspiration for tourism

4.1.3.1 Motivation is consumers' psychological need or emotion of mind, which is expressed by customers' behaviour in wanting for something in real sense. In tourism, it is an important factor because while customers mentally feel easy the need for travel and select a particular destination or particular form of travel or to choice a particular travel agency, there must be some fundamental reasons in mind behind the tour. In this study, some questions were asked to find out the mental inspiration of customers & reasons of undertaking the tours. In fact, tourist motives are more of an emotional matter of mind because their purpose is to get mental satisfaction, which is called the consumer's psychological needs. In this study, motivational factors have taken into consideration and asked questions on several fundamental matters of the decision-making process. Actually, motivations are complex sets of mind because *'Motives and motivations are the engines of human conduct and they play a fundamental part in the mechanics of tourism. The motivation exists when a person is capable of creating an impulse that leads to a need, which in turn will give a feeling of dissatisfaction until this need has been satisfied. To satisfy a need there is energy with a corresponding direction. Hunger and thirst are good examples of needs (see: article: Tourism Theories by Marinus Gisolf)'*.

4.1.3.2 In general, people are interested to take trips for recreational, leisure or business, research or exploration, enjoy holidays, visit of friends or family, volunteering, religion, healthcare purposes. All these reasons are outer reactions of travelers' thinking. Indeed, the traveling desire acts mentally in different ways and prepare persons physically to travel outside country. This study tries to identify the elements or influencing factors that inspire persons mentally for traveling abroad. Human mind is always inquisitive to see physically the different landscapes, meet the local people, experience a different climate and see native wildlife, share experiences from different cultures, traditions, customs and sights in other countries as they are now exposed globally by the creation of modern information technology. Person's mental inspiration comes when he/she is capable of creating an impulse that leads to take him/her actions for tourism. So that questions are asked to the respondents whether traveling inspiration comes from 'self realisation' for a period or 'sharing travel opportunity' with others, or from the most attractive 'holiday package' offer or encourage them from attractive 'web information' or they have been 'inspired by others (relatives/neighbours)' from their wonderful trip experiences. Sometimes family members may take together a sudden decision for traveling in any occasion. The study results show that no unique factor is predominant and act as the main factor in decision-making for tourism. According to the results, mentally individual self-realisation is seen (46.94%, **Table-8**) followed by attractive holiday package offer (17.01%, **Table-8**) given by travel agents. The proportions of mental inspiration factors in decision making for tourism are seen 10.88% tourists inspired by others, 13.61% tourists took decision all at a sudden altogether with their family members, only 3.40% travelers have been inspired by website advertisements and 8.16% tourists has taken decision from sharing travel opportunity along with other relatives & neighbours.

4.1.4 Comparability of sightseeing and participatory decision

4.1.4.1 Day by day tourism has been influencing by or is being expanded with more footsteps of *new young generation* who are coming as tourists for the first time-sharing new experiences in life like others worldwide. Almost they are craned in eagerness to enjoy the excitements with innovative ideas that effectively influence upon them thinking over the subjects for recreation. Majority of them want excitement in lives because of the modern

scientific & technological innovations all around them have made familiar and updated knowledge since childhood. The increase in the inclination to network & fascination (**Asia 143%, from 418 million to over 1 billion; Source: Internet World Statistics, 2007-12**) induces them to be more inquisitive about the world, which always psychologically encourage them feel attraction more in mind for tourism. It is one of the influencing factors of increasing the number of traveling more people. According to the study, 48.26% (**Table-6**) tourists expressed their fascination to participatory items in tourism, which they meant like adventurous or similar types like Disneyland or natural wildlife, Aquatic sea life or alike events. Ages of this participatory group of tourists are within the ranges from 19 to 55 years. Bangladesh tourism has no such a scope of adventurous tourism. But the *“Growth in the adventure travel market has accelerated at a 65 percent yearly rate since 2009 according to the newly released **Adventure Tourism Market Study – a consumer report by The George Washington University (GW) conducted in partnership with the Adventure Travel Trade Association (ATTA, www.adventuretravel.biz)”***. The demand for the type of tourism is increasing faster. According to the **United Nations World Tourism Organization (UNWTO) report**, *“The 2013 Adventure Tourism Market Study accounts for nearly 70 percent of overall international departures.”...’Adventure or nature based tourism or products of natural environment have remained relatively stable even though it still is very popular item in tourism. Both types of characterised tourism are important destination for all ages, especially young tourists. About slightly less than half (41%) of all international visitors to South Africa participated in nature-based activities in 2007 including visiting natural attractions and wildlife safaris representing about 3.7 million visitors of the 9.1 million total international visitors to South Africa in 2007 (Source: International tourism Report, 2008).* The study shows that in the country, 59.19% (**Table-5**) tourist enjoyed sea beach and 31.97% tourists visited world largest mangrove forests (Sundarbans), which is comparable to natural wildlife & nature-based environment. Participatory recreation-based items in tourism are the most attractive items in the field of tourism industry, which is absent in Bangladesh. Rather sightseeing is the next important item of tourism like Bangladesh. Only 42.18% (**Table-6**) tourists have referred the sightseeing as their most attractive items of tourism who already visited to Sundarbans (mangrove forests).

4.1.5 Types of tourism package

4.1.5.1 Holiday-packages offered by travel agencies are attractive to the tourists no doubt but they do not always accept them as top offer in their tourism decision-making efforts because it has some drawbacks. Holidays package among family is attractive due to money save but it hampers individual's sovereignty and tourists are deprived from full satisfaction of mind for missing some other expected attractions. The tourists enjoy their time and arrange programme as their own in a very considerably way of mindset and the decision comes through following their inner individual calculation of mind from at the outset. Major holiday packages are arranged including a few charming attractions along with some other nominal attractions to make a balance between the profitability and customers' benefit. Not all charming attractions are kept always together due to high cost of the packages. It does not facilitate or provide full content to tourists' according to their expectation. From the results, it is seen that only 1.36% (**Table-5**) tourists enjoy the proportion of normal package tour, whereas the fascination to holiday's tourism package have been shared by 25.17% (**Table-5**) tourists. In consideration of individual sovereignty, the next highest portion of tourists, 24.49% have undertaken non-package tours. But from self-taking decision in tourism participation is seen the highest portion (48.98%, **Table-5**) of tourists. It offers the scope of each individual or family member's preference jointly and it gives evidence the individual supreme sovereignty in the decision-making.

4.1.5.2 Holiday package tour has a fascination due to least-cost & comfortable transportation journey for completely altogether with family/friend members. Sometimes holiday package is considered golden opportunity for traveling outside country particularly available in major festivals/holidays. In developed countries, the package holiday is popular for families (*source: reported by Daily Mail News, UK, article-2258795 report: the proportion of travelers taking package holidays rose from 37 per cent in 2008 to 40 per cent in 2012*). In developing countries, the package of such type generally suffers from some drawbacks (needs articulating research) of improper management of the package-trips or inclusion of some non-attractive spot-choice so that the rate is seen comparatively a low percentage compared to self- sovereignty choice. Despite it is also popular and remains as significant choice in the package-deal for tourism market.

4.1.6 Decision-making process in a turmoil situation

4.1.6.1 Tourists' decision becomes very complex while a sudden political instability covers the country unexpectedly. *'Political situation refers to a situation in which conditions and mechanism of governance and rule are challenged as to their political legitimacy by elements operating from outside the normal operations of the political system (Hall, 2005, p.301)'*. Political instability or violence affects tourism directly or indirectly and destroys other related productive/economic forces linked with tourism sector and it takes tourists into an uncertainty in their tour planning. In a turmoil situation, they have to think over so many matters like, *"We have to decide whether to go ahead and not know if our brand will be protected or to go it alone and re-evaluate how we do things (quoted from a tourist's voice)"*.

4.1.6.2 Recently some Asian countries like Thailand, Bangladesh and some other countries of Asia had to face political crisis and tourism had been suffered much during the political turmoil periods (viz. last November 2013 to May 2014) in Thailand and the worst political turbulence period passed by Bangladesh during October 2013 to January 2014. ***The Daily Star of Bangladesh*** reported under the caption, *"Political strife casts shadow on Bangladesh's tourism outlook"*. **Managing Director of Silver Wave Tours Ltd** remarked, *"2013 will most definitely be a bad one. Afraid of being caught up in political turbulence, arrivals of foreign tourists have already dropped.... Five groups of Japanese tourists, who were scheduled to visit Bangladesh in the December-January period through Silver Wave, have already cancelled their trips"*. Similarly, during political crisis, ***The Economic Times, Travel*** reported under caption, ***"Turmoil to derail travel plans of Bangkok bound tourists,*** *"The political turmoil in Thailand is likely to lead to change in travel plans of leisure travelers in the forthcoming festival season. Even though most travel agents did not report large scale cancellations, but there is growing apprehension among trade that leisure travelers are more likely to wait-and-watch how the situation in Bangkok unfolds before taking a call on visiting the country"*. *"In 2010, before the political crisis, almost 15 million foreign tourists visited Egypt, last year the figure fell to 9.5 million. Most of the visitors these days are beachgoers who avoid Cairo and other cultural destinations, limiting the reach of the money*

they spend”.. an official said; (source: *Egyptian Tourism’s Message to World: Come Anyway, May 8, 2014*).

4.1.6.3 Sudden political turbulence in any country creates a panic among arrival tourists and they feel helpless until they find way out of the trouble during their staying days. The length of stay of the tourists affected the total expenditures along with the hotel & restaurant expenditures. It affects seriously on their pre-planned tours and derails the travel plans. They read about the situation, observe the nature of violence and think over the whole matters. They collect information, try to analyse the facts & events of the crisis mentally, think of its probable longevity & look for way out and take decision rearranging further their tour plans according to their economic ability, resources and other available opportunities under the circumstances.

4.1.6.4 Political turmoil presents major challenges to the industry. This study tries to trace out the reality of customers’ thinking and their demands during the turmoil situation while they face it all of a sudden in arrival country. Respondents were asked to arrange their own two prioritised thinking regarding their needful wanting in the uncertain situation of traveling and decision-making matters they had during the turbulence. The study was carried out during serious political crisis took place in the last October/13 -January 2014 and the results were summarised according to respondents’ opinions. The study analysis shows that a portion of arrival tourists those came under the traveling package expect all-around supports, active role and proper feedback (7.48%, **Table-4**) from their industry-agents during their stay in the turmoil situation. Similarly, same portion (7.48%, **Table-4**) of total tourists under packages expects to maintain a close liaison & all sorts of supports during their customers’ crisis-affected days. Generally, in such a situation this type of voluntarily assistance offers hope for the travelers moving out the country comfortably. This role encourages tourists morally to incline to their agents further in near future. About one-thirds (27.89%, **Table-5**) of tourists considered themselves as guests and expect to keep off them from all political conflicts, as they are not concerned by no means to the country’s political affairs. That is why a significant portion (14.3%, **Table-4**) of tourists expects some degree of protection from the country government and from the industry. Some tourists (3.74%) also expect such cooperation from their own countryside embassy to help them get

out of the arrival country. Another portion (23.81%) of tourists expressed their willingness to look for the way out, 8.81% tourists want to leave the country anyway even taking risk while 4.08% tourists like to read the situation & wait for a reasonable time for chance to leave the country. Only 2.38% respondents' thought that the decision-making matters fully depend on the tour budgets.

4.1.6.5 In the political turbulence major tourists try to keep up on their own programme. They always want to get their perceived benefits from recurring costs depending on the nature of turmoil situation. Individuals are responsible for their own decisions and take actions. Tourists calculate & prepare their whole expenditure budgets for their tours and always keep consideration for some hidden costs involve to it. A certain portion of their tour budget is kept at hand to meet some extra-unexpected expenditure while they plan for tours. Due to some unavoidable situation, some tourists normally do not feel pressure in mind for over-stay for a certain period depending on their budgets up to a certain period. Nevertheless, it creates more pressure if the longevity of over-staying supersedes their planned budget. The study results present that all tourists keep a portion security money for hidden expenditures. Among them, the highest 36.64% (**Table-19**) respondents hold on security money within the range 11-15% of their total tour budget for hidden expenditures. Next highest portion is seen 24.43% of tourists keep extra traveling security money at ranges 16-20% of their total budget. It is followed by 22.90% tourists and keeps the money within the range 5-10%, while 5.34% tourists within the range more than 30% keep the highest range of extra money. The next highest security money within the ranges 21-30% is preserved by 10.69% tourists.

4.1.7 Traveling security analysis in tourism

Recently, a question of security measures for tourists has been raised worldwide due to threats from terrorists and to save the industry from the terrorism panic of travelers. The travel and tourism is one of the largest global prospective industries, which economic contribution is *'around 6.5 trillion U.S. dollars. The direct economic impact of the industry including accommodation, transportation, entertainment and attractions is estimated at 2 trillion U.S. dollars in 2012 (source: Statistics and facts on the global tourism industry)'*. *'In*

2011 Travel & Tourism accounted for 255 million jobs globally. At US\$6.3 trillion (9.1% of GDP) the sector is a key driver for investment and economic growth (source: *World Travel & Tourism Council*). The decade recorded a growth of 9.7% overall, with Travel & Tourism's direct contribution to GDP ending the period at US\$1,770 billion in 2010 (source: *Travel & Tourism 2011: Overview of macro-economic trends, 2000 to 2010*)” In this connection, a question was asked to the respondents (tourists): **‘How much they feel safe while they take part in travelling for tourism ?** To judge the mental strength of tourists visiting Asian countries and their thinking about the security, how much it acts on their behaviour & decision-making process in tourism. Despite terrorism and political turbulence, overall travelers' opinions & attitudes are surprisingly seen positive. Out of total respondents (tourists), 29.25% (**Table-16**) travelers don't bother it, 15.65% tourists express a little fear about their safety during traveling and majority (48.98%) of tourists don't feel any trouble as the matter is very much concerned to the airways and they feel safe in traveling to destination. Remaining only 6.12% tourists inform that they try to avoid the turmoil/terrorist areas.

4.1.8 Increasing of demand for cheap air-flights travelling abroad

4.1.8.1 According to the *World Bank report 2013 (updated)*, *‘Developing countries and economies in transition continue to register much stronger growth than developed economies.’* Countries of East & South Asia, China and India are economically growing faster and living standards of mass people have increased much more than a decade earlier. Tourism and traveler industries are being expanded in Asia depending on the economic capability and increasing of the purchasing power of people in this region. Annual growth of tourists' arrivals in Asia over the years of 2011, 2012, 2013 and 2014 (forecasts) is seen +6%, +7%, +8% & +9% respectively. The rates show an uptrend. Compared to Asia, the rates are found +4%, +2%, +2.5% & +3-4% in Europe, -1%, +3%, +3%, +3% in North America and +7%, +12%, +6% & +6% in South America during the same periods (source: *World Travel Monitor 2013, IPK International*). Globally the total number of tourists has increased more in recent years compared to preceding years. In 2012, the international tourists' arrivals were 1.035 billion from 983 million in 2011 and 940 million in 2010. **‘International tourist arrivals grew by 5% in 2013 to 1.087 billion (source: UNWTO)’** and new tourists/travelers are being

added to the tourism travelling each year. The study presents that 7.80% (**Table-17**) new travelers (respondents only) arrived by air carriers for the first time in life excluding 4.41% other accompanied members. *“Some 2.9 billion people used air transport to help them realize their business and tourism needs in 2012 (source: International Civil Aviation Organization)”*. *“The strong growth of international travel by people in emerging economies around the world was once again the dominant element of regional travel trends in 2013. Regions such as Asia, the Middle East and Latin America grew strongly, driven by the growth of first-time travelers from the new middle class in countries such as China and Brazil (Source: World Travel Trends Report 2013/2014)”*. As the economic capability of Asian people compared to other regions and their participating rate in the tourism trips are increasing gradually, some portion of them must cross the border of Asia and will fly to Europe, America, or elsewhere. In this study, about 10.88% (**Table-2**) Asian travelers have expressed their willing to visit Europe, USA & Australia for the first time in their next trip. Among them, 5.44% (**Table-2**) respondents expressed their willing to visit Europe, 4.76% to USA and only 0.68% to Australia continents. Overall, 5.44% (**Table-17**) tourists newly arrived in Bangladesh by airways. From the analysis, it seems that the number of new tourists from Asia & other continents may add to the total number of tourists worldwide for the first time as data in *Tables-2 & Table-17* reveal the new travelers’ information. The increase of Asians by air traveling to other continents will be then a controversial to the comments given by **Adrian Addison, AFP (March 6, 2011), “Its Asian traveling to Asia, that’s the key to all these numbers and the big shift we are seeing globally in the tourism market”** in future. More articulated research is essential in this regard.

4.1.8.2 Generally, major travelers have some planned-budgets and try to accommodate expenditures within the range including airfares and try to collect cheap air tickets. Actually, airfares depend on customers’ creative demand for traveling, seasonal mode, festivals & holidays, duration between decision-making & plan implementation time lag and so on. Majority of tourists while they make plans for tourism participation, they always like to see the progress of planning towards the goal, judge mentally how far they are left behind from the target, and take efforts ahead systematically. It is the human inherent nature of mind. They acquire knowledge of information by searching website using internet for where their

essentials for making things are good, where to go or what to do next for their tourism destination, transportation (air carrier), rentals and other concern supports to ensure the traveling. Appropriate planning is the crucial factor for meeting all these needs during each action step with proper time, money, or other resources.

4.1.8.3 The total volume of cross-border tourists' are being increased depending on the expanded airways services worldwide. About 93, 000 commercial airplanes fly in the sky per day from around 9000 airports. On average, every day more than 8 million people fly **(source: IATA, Press Release No.: 72, Date: 31 December 2013)**. It is the key element in the tourism industry in consideration of geographical aspects of distances. It's *"markets have been expanded at the average growth rate for the past 30 years in 2013, gaining 5.2% compared to 2012, despite high fuel costs and relatively slow global economic growth. Growth in air travel was driven by solid economic expansion in emerging regions, where less mature air travel markets continue to increase strongly (source: Air Passenger Market Analysis, ITAT, December 2013)."* In 2013, total number of passengers was 3.1 billion marked for the first time ever. The number is expected to grow to 3.3 billion in 2014 (equivalent to 44% of the world's population). It was 2.8 billion in 2011, passengers carried by airlines.

4.1.8.4 Now-a-days air travel is the most common means of traveling to different destinations as the most of airlines worldwide offer tickets at reduced prices. The lowest fares are normally offered customers on both round-trip tickets and only one-way tickets anywhere in the World. In addition, these cheap flights provide a full suite of 24 hrs x 7 days customer services with discounted hotels in the entire major cities as well as car rentals. According to the ***ITB World Travel Trends Report 2013/2014***, *"More Asians are travelling internationally on holiday and are making more short trips within Asia. The low-cost airlines such as Air Asia with their 'everyone can travel' slogan are opening up markets. The low-cost carriers are a significant game-changer (Source: ITB World Travel Trends Report 2013/2014)."* In this study keeping with a view to find out new travelers, type of airways used and level of expenditures for journey, several questions were put in this questionnaire to presume the nature of demand for tourism.

4.1.8.5 From the study it is observed that majority of tourists have traveled by medium and low cost air flights. Out of total air travelers, 61.23% (**Table-13**) tourists arrived by low cost carriers (LCC) and 31.29% by medium cost airlines. Only 7.48% (**Table-13**) tourists came by costly airways. Here airlines costs indicate ticket fare of concern airways. Among all arrival tourists, 59.87% (**Table-14**) travelers checked several times the different airfares themselves by using internet/physically while a significant portion (40.13%) of customers were dependent on their traveling agents for purchasing of destination tickets. A notable portion (36.05%, **Table-14**) of travelers informed that they never tried to purchase low cost carrier (LCC) tickets rather they requested agents for arranging comfortable journey within reasonable price. Overall 63.95% (**Table-14**) tourists looked for cheap air tickets. An analysis from the respondents' point of view, travelers are found more in the two major groups who have booked/purchased their air-tickets in between 15 to 59 days before their traveling abroad. Around 44.90% (**Table-14**) travelers collected their air-tickets in between 15-30 days before their traveling and 29.25% tourists within 30-59 days before traveling. Only one-fourths of travelers (25.85%) purchased tickets within two weeks before of their travel start. It indicates that nearly three-fourth of travelers like to book or purchase their air tickets in between 1-30 days before their travelling. Cent percent arrivals in the country flew by Asian airways.

4.1.9 Asian outbound travel tradition and demand analysis

4.1.9.1 A remarkable portion of tourists prefers tourism during festivals & holidays as they have rarely opportunity to come out of daily routine life and manage time for recreation. According to the list of festivals and public holidays in Asia, the most common holidays are seen concentrated in the months of April-August and October-January (*see: List of Public Holidays in Asia*). Asian people have a liking to visit relatives, enjoy the festivals altogether with families and traditionally very sympathetic and having a close tie or kinship with their castes & communities. Asian people despite different religions owned, ethnically they are very much connected each other and admixture of blood and carrying ethnically the similar characteristics since ancient period. They latently abide by the similar ethnic emotions and kinships inheritably. These latently identities make Asian people thinking and express their

emotions in the same way of ethnicity and kinship horizontally, which are somehow different from the western people. These socio-ethnic characteristics of Asian people have some impacts on their taking part to outbound tours' decision; the number has been increased in recent years with the increase of economic capabilities of people in this region. Actually, the habitual re-union with family members/relatives/castes within country during holidays/festivals is the basic traditional factor of Asian people, which infuse them inside to taking part of outbound traveling in course of time while the economic solvency has grown to Asian families of middle & lower middle classes gradually over a long period.

4.1.9.2 Due to sustained domestic economic growth, overseas travel became more affordable to an increasing number of tourists in East Asia & Pacific region. **According to IPK's Asian Travel Monitor**, "outbound trips by Asian's grew 8% over the first eight months of 2013". *Developing countries in the East Asia Pacific region will see stable economic growth this year, at 7.1 percent, largely unchanged from 2013. While growth is down from the average rate of 8.0 percent from 2009 to 2013, East Asia remains the fastest growing region in the world (source: East Asia Pacific Economic Update, April 2014 - Preserving Stability and Promoting Growth)".*

China had the highest number of outbound tourists and amount of overseas spending in the world last year, according to a report released. Similarly, the number of outbound travelers of Japan, South Korea, Hong Kong, India, Indonesia, Singapore, Malaysia and Thailand are seen increasing faster compared to preceding years as are shown in table blow:

SL No.	Country	Outbound Travelers* (million)	Outbound Spending* (billion US\$)	SL No.	Country	Outbound Travelers* (million)	Outbound Spending* (billion US\$)
01	China	45.0	84.4	06	Indonesia	6.8	4.8
02	Japan	19.4	47.3	07	Singapore	6.2	7.5
03	South Korea	13.2	19.1	08	Malaysia	5.3	7.2
04	Hong Kong	10.0	13.0	09	Thailand	3.3	4.3
05	India	7.2	19.0	-	-	-	-

*Source: World Travel Monitor 2013, IPK International.

The number of outbound departures in the Philippines had increased by 9% in 2012. The country's favourable economic conditions combined with the increase in the offer of attractive promotional fares, new international routes and greater flight frequency to

popular destinations among low cost carriers to boost demand for outbound travel generally among the Philippine population. **(source: Country Report Tourism Flows Outbound in the Philippines Sep 2013, Pages: 23)**. In 2012, despite the economic downturn, the number of Vietnam outbound tourists still increased by a healthy 8%. However, this represents a three-percentage point decline from 2011, which can mostly be attributed to improving living standards **(Travel and Tourism: Country Report, Tourism Flows Outbound in Vietnam, Sep 2013, Pages:20)**. It implies that a remarkable number of Asians people are being added as the new outbound tourists and it will be the important element of tourism industry for the western countries due to faster growth of the Asian economies in near future. The study results also show that 10.88% **(Table-2)** Asian tourists expressed their willingness to travel outside Asia continent for the first time by air.

4.1.10 Destination selection and internet use

4.1.10.1 In recent years, tourists collect information from various sources about pre-visit tourist destination and try to find out their chosen destination. Almost tourists want to maximize their benefits selecting suitable destinations but not all tourists have sufficient resources due to structural barriers, cultural preferences, or a lack of resources or facilities available. Owing to advanced information technologies (IT) globally, more travelers now rely on the internet service. Travel agencies keep information in the websites for customers use as they are widely considered that the literature of information is the key information sources for tourists' selecting their expected destinations. It is perceived that destinations with stronger positive images will have a higher probability of being included and chosen in the process of decision-making. With a view to this, best creations for tourists' attractions and communication images for destination are uploaded in the website by travel agencies. It provides more benefits for the customers. Actually, decision-making process for destination selection is largely depended on budget limit of customers. It is commenced when a potential tourist becomes aware of his/her certain need and if the need is strong enough and is economically supportive then the potential tourist is motivated to start searching for information on tourist destination offers, which may satisfy their needs. Despite there may remain a gap in between expectation and the actual picture. To judge the real situation, a set of questions were asked to the travelers, what are the 'main dependant factors' that help them to select their destination choice finally.

4.1.10.2 In decision-making process of destination selection, potential tourists have to evaluate their prospective destinations most frequently before taking final decision or purchasing one of the available alternatives considering expected level of satisfaction, budget, distance, age and the number of days available for their tourism. In fact, the decision making process in tourist destination choice is a complex process and potential tourists have to pass through it and finally reach to the decision because there are a wide array of modes in minds. ..*“potential tourists when selecting a tourist destination is influenced by numerous, changeable factors, depending to the influence of tourist needs and habits of the consumers in tourism (Behaviour in the Process of Deciding Upon a Tourist Destination by Lukrecija Djeri1, Jovan Plavša2, 2007)”*. The study results show that 27.89% (**Table-9**) tourists select their trip destination using website information. On the other hand, 19.73% (**Table-9**) tourists have taken assistance from travel agencies. Only 3.40% tourists have depended on their past traveling experiences and 9.52% travelers have taken decision sharing knowledge from friends/relatives. Only 6.12% tourists have taken official assistance in the process of destination selection.

4.1.11 Tourists accommodation behaviour

Accommodation is one of the major important types of expenditures for tourists during their travel. Tourists accommodation behaviour is completely depend on motivation, economic ability, location and environment. In this study, the economic ability is mainly considered based on the ranges of night-stay hotel rent only. It is observed that 34.01% (**Table-10**) tourists spent money for hotel accommodation within the ranges, 51-100 USD. Next highest proportion of tourists is seen 31.29% who spent money for hotel accommodation at ranges between 20 to 50 USD, which is followed by 12.93% and 12.25% tourists with spending of money at ranges between 101-150 USD and 151-200 USD respectively for their night-stay. Only a very nominal portion of tourists (2.04%) enjoyed hotel accommodation in exchange of 300+ USD and the second highest was 7.48% tourists occupied for night-stay at ranges between 201-300 USD. In terms of providing suitable accommodation facility, 16.33% (**Table-10**) tourists expressed their full of content while 80.27% referred as reasonable and only 3.40% customers passed comments as weak for their accommodation facility provided.

4.1.12 Tourists' consumption factors & purchasing behaviour

4.1.12.1 Consumers' consumption behaviour depends on quality of products, unit price, and the length of stay in the destination places, number of accompanied members, age, gender and area/rent of accommodation. Above all, income/budget is the main determinant of consumption. Generally, developed countries have more and diverse features to offer to a broader group of tourists. In contrast, developing countries also like to attract tourists from developed countries with its specific feature creating the home-likeness. These specific features can range from food preferences to meet the landscape or activities sought. This study only deals with some basic factors on consumption pattern & shopping behavioural attitudes of tourists. In general, tourists' motives are to visit different kinds of shopping centres/malls and purchase commodities. They want to shop crafts & specialty stores, give importance to the aesthetic features and uniqueness, and search for gifts & presentation. While going abroad tourists mainly seek what items they do not have at home and available here cheap. Tourists are much eager to visit departmental or leisure shopping centres, as it offers opportunity for seeking qualitative commodities according to their choice by taking more time. Leisure shopping centres are not a separate category of selling centre; it is a modified shopping market incorporated the consideration of consumers' leisure and catering provision. *Swarbrooke and Horner (266-269)* both deal with segmenting the leisure shopping market, which is called to be "a very diverse market". Tourists are always interested in visiting some reasonable priced & qualitative categories of shopping sites, (say, Mustafa Centre, Far East Centre in Singapore). The factors are distance, transportation/communication facility available, ability and willingness to spend, domestic/inbound/outbound tourism, seasonality, purpose of the trip, travelling companions, kind of shop preferred and products preferred. However, not all the above-mentioned criterions are taken into account in this study. Only questions were asked to the respondents about their preferred shopping centres/malls and items purchased. The study shows that 55.78% (**Table-12**) respondents prefer departmental shopping centres and 29.93% tourists prefer small shopping centres. The big shopping complex is preferred by 12.93% travelers. Only a very nominal portion (1.36%) of tourists like open stalls.

4.1.12.2 To identify the tourists' motives for purchasing of items they like best among all commodities and take away with them from the arrival country. Results are found interesting as the highest portion of tourists (32.16%, **Table-12**) preferred clothing and 31.29% travelers to souvenir. Next to it, 22.45% tourists have given values for country's culture & crafts' items and only 5.44% purchased ornaments.

4.1.12.3 Food is an important attraction and an essential part of the tourism experience. It plays a crucial role in tourism and affects much on their budget and planning. Price and value are significant factors of getting more guests in country. On arrival in a destination, members want to enjoy the flavour of country foodstuff for the next couple of days. According to the survey results, among arrival tourists who visited the country preferred mostly the country's foodstuff (74.15%, **Table-11**), followed by 21.77% respondent travelers who preferred the Asian dishes while a small portion (4.08%) of tourists informed their preference were combined foodstuff with the western menus. Food prices in the country are seen reasonable that reported by 38.78% (**Table-11**) tourists while 59.86% respondents considered them cheap and remaining only 1.36% respondents referred food price as high.

4.1.13 Country hospitality behaviour

In recent years, hospitality has become increasingly popular. It is a part of consumers' demand, which should be more than friendly, courteous, helpful, and so forth providing comfort and fulfillment of customers' wishes to make them satisfy using tourism services during their stay in hotels/guesthouses/restaurants. It is one of the main keys that will determine the successful of the entity of Tourism Companies. The study results show an overall perspective of consumers' view regarding the country's current hospitality reaction. Majority (64.63%, **Table-18**) of tourists expressed their satisfaction whereas, 23.81% customers referred it as moderate. Only 11.56% consumers were highly pleased with the country's present hospitality.

5. CONCLUSION

Decision-making process of tourists and the demand behaviour is a complicated mindset matter, which is driven by inner factors of individual's psychological analysis of the concerned matters in mind that collectively act upon the consumers for taking decision. In each case of tourists' decision-making and demand for consumption, there must be some fundamental reasons in mind. The socio-ethnic characteristics of Asian people have some impacts on their taking part in outbound tours; the number has been increased in recent years with the increase of economic capabilities of people in this region. Actually, the traditional habituated re-union with family members/relatives/castes within country during holidays/festivals is the basic traditional factor of Asian people, which infuse them inside to take part the outbound traveling in course of time gradually while the economic solvency has grown to Asian families of middle & lower middle classes over a long period. This inherited nature of Asian people is somehow different from western countries. In future, Asian tourists will be the major source of energy for the tourism sector worldwide as the number is increasing faster. The concentration of Asian holidays and holiday packages of tourism and the growth of economic capabilities are the key-factors of outbound tourism for Asians and for outside of Asia continent.

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