

ANALYSIS OF DEMAND-SIDE BEHAVIOUR AND CONSUMPTION

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Abstracts*

Consumer behaviour on demand side of tourists for various attractions and consumption of goods & services are largely depend on the economic ability, decision making, tourists' attraction factors, entrance visa process, living of standards, accommodation & facilities provided, information, place of arrival (environment & political), local hospitality, values and globally grown up internet service and some other relating factors. Recently, security and safety nets come to consideration but has a little impact on decision-making compared to others. The study paper focuses on methodology, data collection, tourists' behavior by type, consumer behavior in travel and tourism, decision-making issues, tourist attraction factors and so on. Data are introduced in the analysis from this study and secondary sources. The study is carried out on the main theme based on some primary assumptions like:(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***)". Consumers' demand side behaviour and consumption are analysed in this article on some basic concepts viz. people leaving home comforts and venture to other locations may have some causes certainly behind it, generally identified are the thirst for attractions or romance, leisure or relaxation, meeting with family/friends, honeymoon, religion, celebration, education, job-seeking, medical care, etc. The results focuses that mostly tourists hanker after attractions of sharing new experiences with mental pleasant or recreational excitement in participatory events that ultimately impressive or keep cheerful in mind or afresh for a long. While they decide to be tourists, more than couple dozens of questions peep into mind, which are analysed elaborately Thus, demand side behavior and consumption are explicitly explained in findings, which are deviated a little from the primary assumptions.

* Source & reference words are exempted from the word counting.