

# ***Analysis on the Tourists' Demand-Side Behaviour and Consumption Factors***



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# **Tourists Demand-side Behaviour & Consumption**

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3. Decision-making matters: internal & External Factors;
4. Destination choice & influencing factors;
5. Main reasons of undertaking tours;
6. Motivation and mental inspiration;
7. Comparability of sightseeing and participatory decision;
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9. Decision-making process in a turmoil situation;
10. Traveling security analysis in tourism;
11. Increasing of demand for cheap air-flights traveling abroad;
12. Asian outbound travel tradition and demand analysis;
13. Destination selection and internet use;
14. Tourists accommodation behaviour;
15. Tourists' consumption factors & purchasing behaviour;
16. Country hospitality;
17. Concluding remarks.

# Analysis on Tourists' Demand-Side Behaviour & Consumption Factors

## 1. Objectives:

- To focus on the tourists' inner behavioural factors those play vital role in tourism planning, participation and marketing activities;
- To examine the reactions of tourists in a temporary turmoil situation and examines their typological behaviours in decision-making matters;
- The number of tourists is expanding with more footsteps of *young generation* aiming to travel outside Asia for the first time;
- The socio-ethnic characteristics & traditional habituated re-union of Asians have some impacts on their taking part in outbound tours.

## 2. Sampling methodology

- Two stages stratified sampling procedures are followed;
- At the first step a very small fraction ( $n/N = .00025$ , 147) of the total number of tourists (population,  $N = 588193$ ) was undertaken to estimate the sample size;
- The selected number of sample population is distributed according to the continental ratios of visitors following PPS method;
- Thus numbers of tourists are derived from Europe (37), USA (14), Africa (1), Australia (7) and Asia (88);
- Further PPS is followed to select the number of tourists among Asian countries;
- Interviews taken only to departed tourists at the international airport (HSIA) at Dhaka irrespective gender choice.

### ***3. Decision-making matters: internal & External Factors***

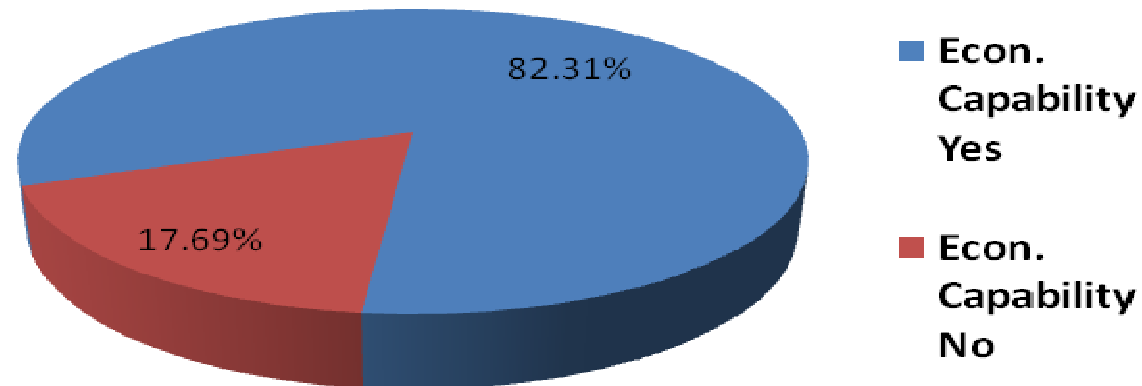
- Decision-making or mindset is not only a simple reaction of consumers' behaviour, it is an interaction & outcome of complete set of influencing internal and external factors that act collectively upon the consumers for taking a decision;
- It is driven by inner factors of individual's psychological intention, inspiration, timing, choice, money with cost-benefit accounting, ability, motivation and others;
- Decision-making is a sequence of stages that has to overcome by a consumer to purchase a good or service. This process is important for tourism as it plays a vital role of mindset for the consumer internally in mind.

## 4. Destination choice & influencing factors

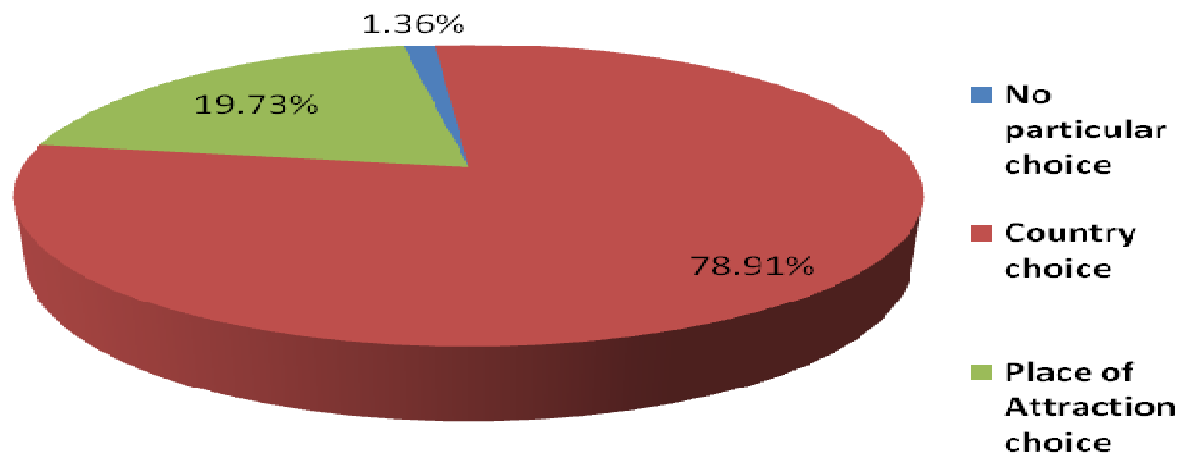
- Regarding destination, the first question appears to tourists about the place of destination & then place of attraction;
- Decision-makers proceed by comparing the benefits and costs of destination choice that promises the most benefits at the least cost & eliminate the costliest destinations from the selection process;
- Mostly tourists (82.31%) review their economic capability first & then select their place of destination (78.91%) despite a notable portion (70.75%) of attractions in the arrival country remains unknown to them. Only 17.69% rich tourists have given emphasis on their willingness to mental pleasure.

# Destination choice & influencing factors

## Economic capability consideration

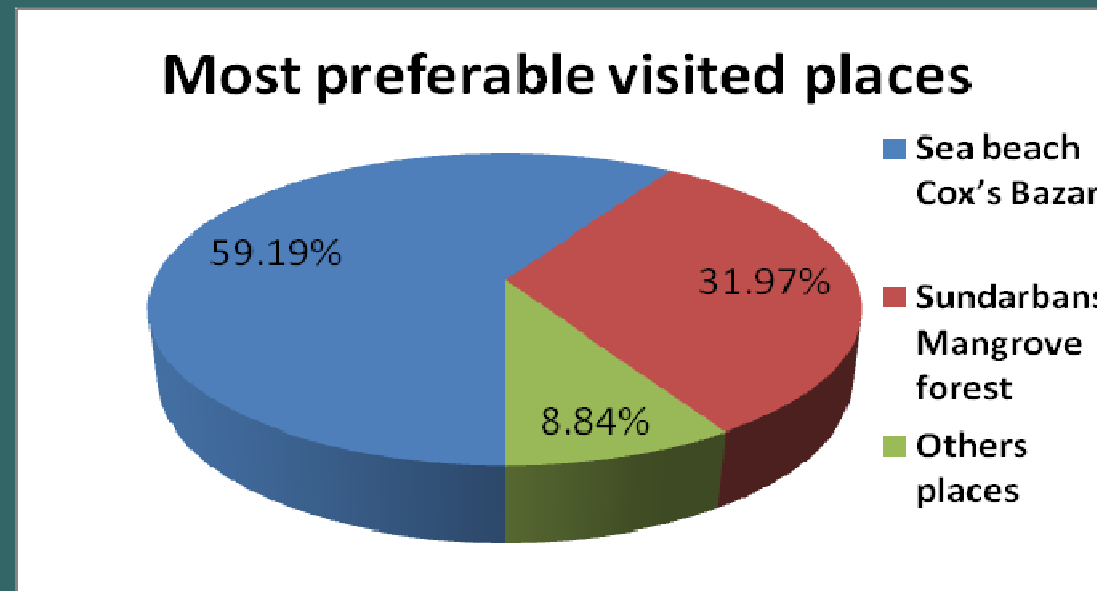


## Destination choice



## Sometimes famous tourists' place of attraction acts over the country choice

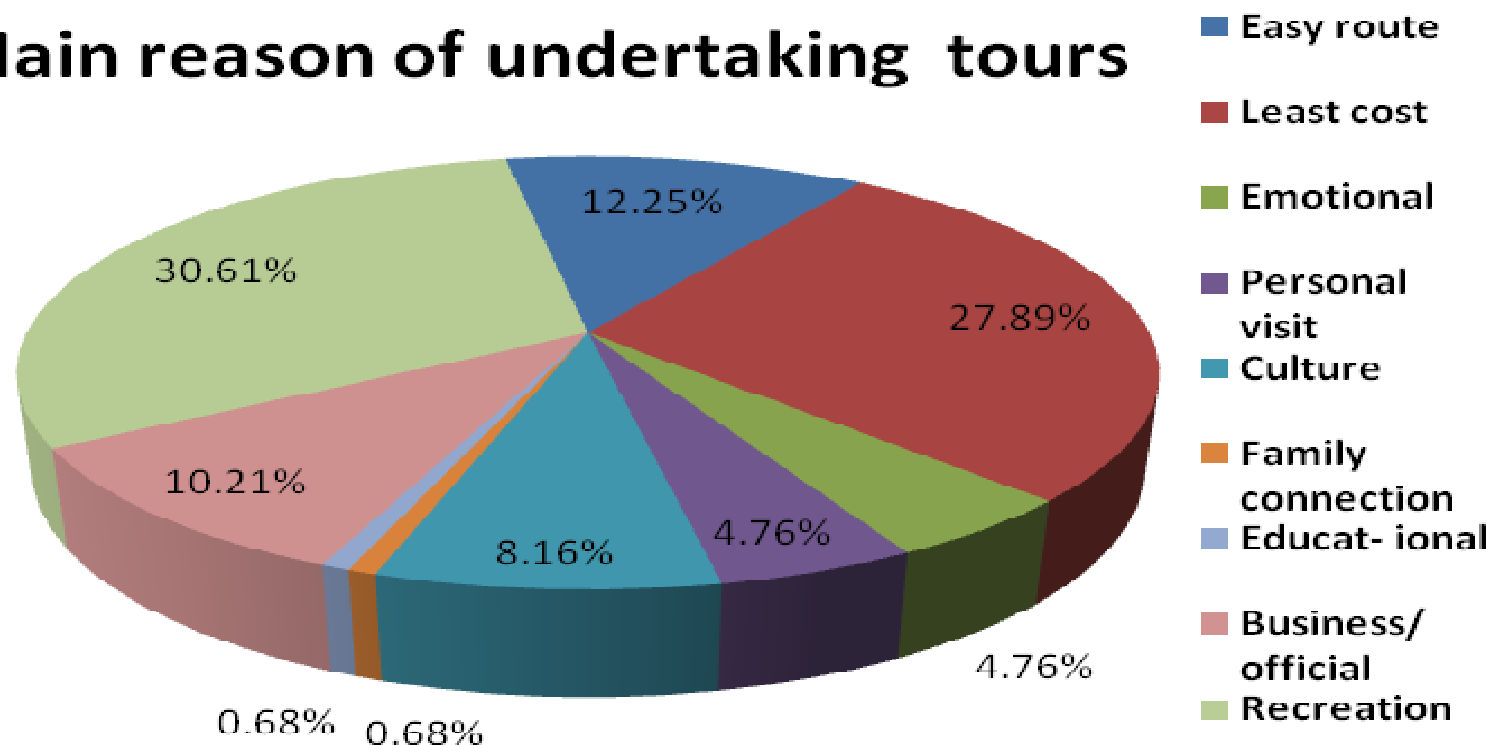
- Many places of attractions attract tourists and act on their mind while they choose & select the destination in their planning stage for tourism.
- In Bangladesh, a remarkable portion of foreign tourists (59.19%) visited the prioritised attractions namely, Cox's Bazar, a long sea beach in the world and 31.97% the Sundarbans (world famous mangrove forests).



## 5. Main reasons of undertaking tours

- travel is an inner personal decision of tourists and reasons are related to couple of questions, which is inquired in the study;
- travellers' recreation is observed the highest (30.61%) reason for travelling, which is followed by least-cost (27.89%). A major portion of arrival tourists travelled Bangladesh on the way to India, Thailand, Singapore & Nepal.

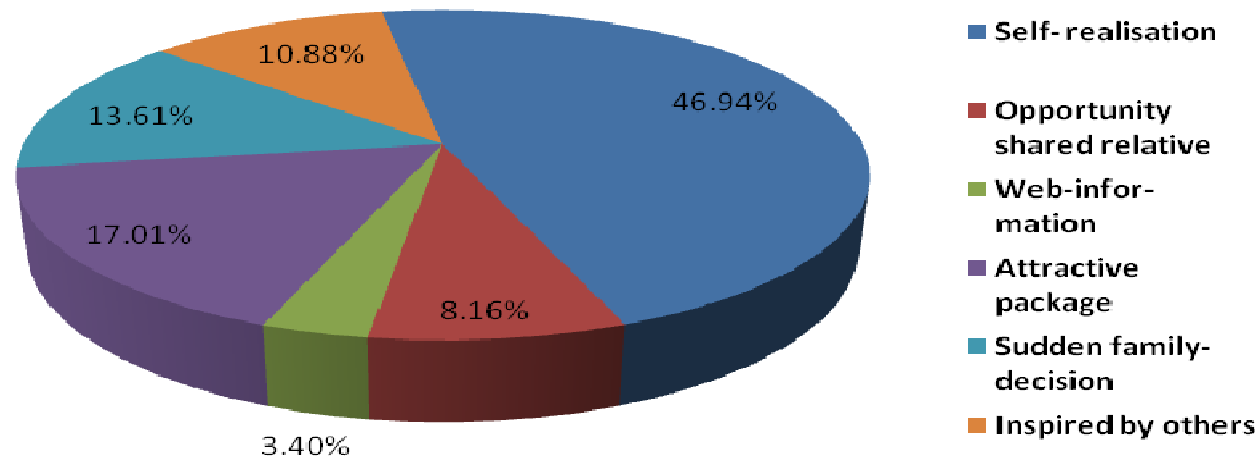
**Main reason of undertaking tours**



## 6. Motivation & mental inspiration

- Motivation is consumers' psychological need or emotion of mind, which is expressed by customers' behaviour in wanting for something in real sense;
- 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.

**Mental inspiration factors for destination choice**



## Motivation & mental inspiration behind the tours

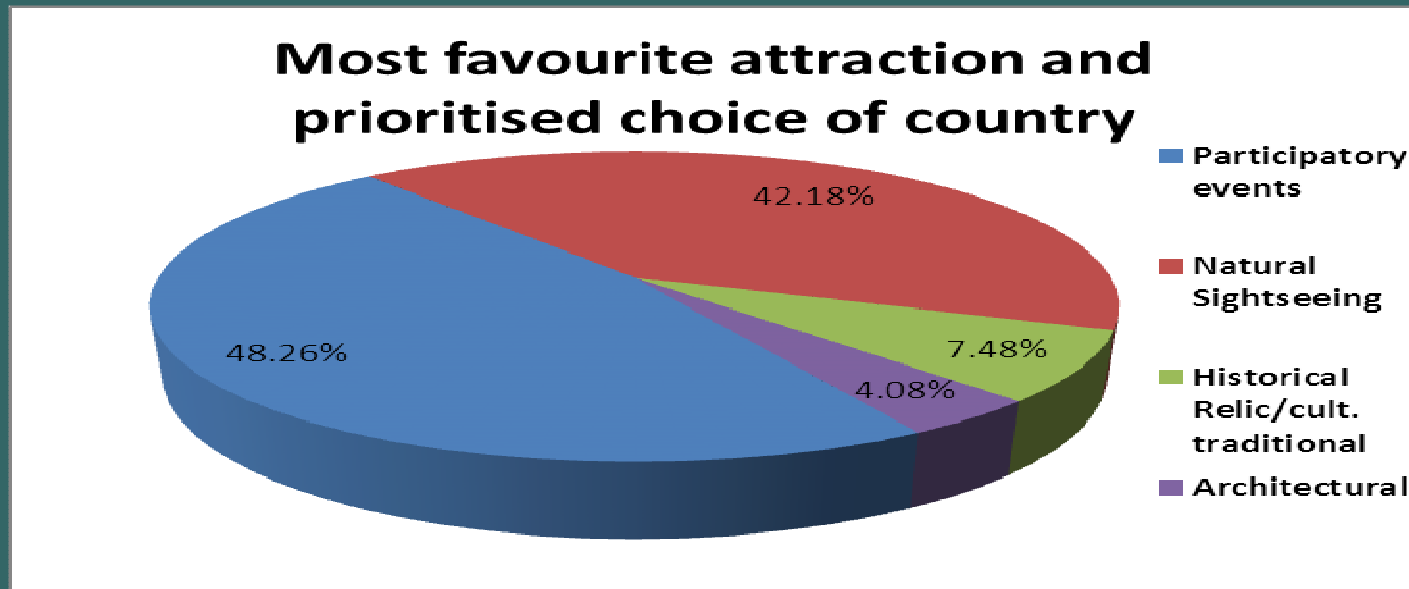
- Travellers' recreation is referred as the highest (30.61%) reason for travelling, which is followed by least-cost (27.89%). Bangladesh is a least-cost country;
- The next reason for tourism decision is referred by respondents as easy route (12.25%);
- A major portion of arrival tourists travelled Bangladesh on the way to India, Thailand, Singapore & Nepal;  
Probably, they considered the country as low cost zone for travelling and least-cost of living;
- Travelers mean their travel in between 'India-Bangladesh' or 'Nepal-Bangladesh' is a journey of 'Easy-route';
- Here, 'emotion' is defined as nostalgia, romance, adventure, escape, fantasy, spiritual needs, etc.

## **Motivation & mental inspiration**

- 48.26% tourists expressed their fascination to participatory items in tourism, which they meant like adventurous or similar types natural wildlife observation or direct sharing pleasure in tourism. Disneyland has appeal to generations but it is old one, need some admixture of innovation & thrill;
- That is why, participatory tourism is increasing day by day in some countries, although there are some significant reasons like least barriers, more tourists' attractions in short ranges, easy & comfortable traveling, least-cost, etc;
- 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 except the thrill of Sundarban forest.

## 7. Comparability of sightseeing & participatory decision

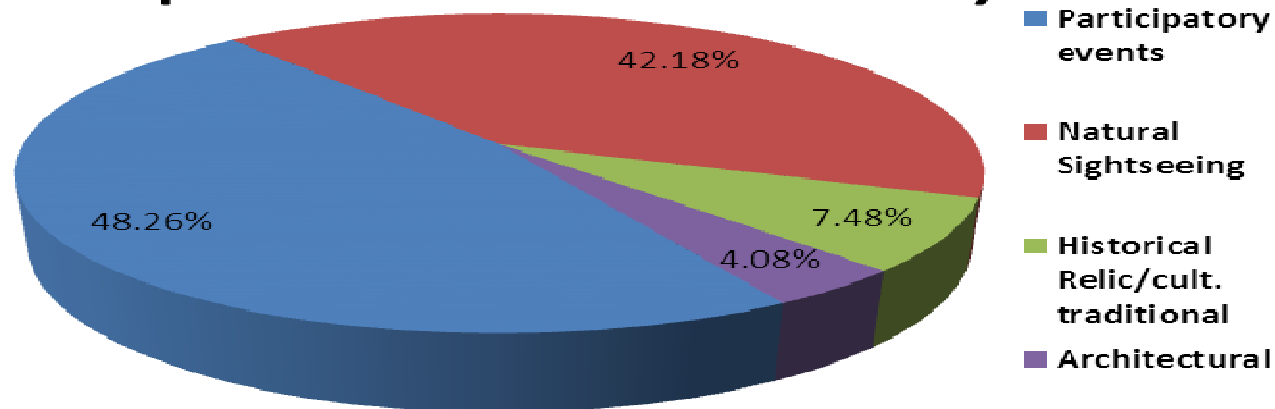
- Young generation are awaiting to enjoy the excitements with innovative ideas that effectively influence upon them thinking over the participation for recreation;
- Majority of them want excitement in lives because of the modern scientific & technological innovations all around them have made familiar and inquisitive of mind for updated of knowledge for different types attractions since childhood;



## Comparability of sightseeing & participatory decision

- Now-a-days, participatory tourism attractions are increasing at the ages of tourists within 19 to 55 years;
- According to the newly released '**Adventure Tourism Market Study – a Consumer Report by The George Washington University (GW)**'. "Growth in the adventure travel market has accelerated at a 65 percent yearly rate since 2009"

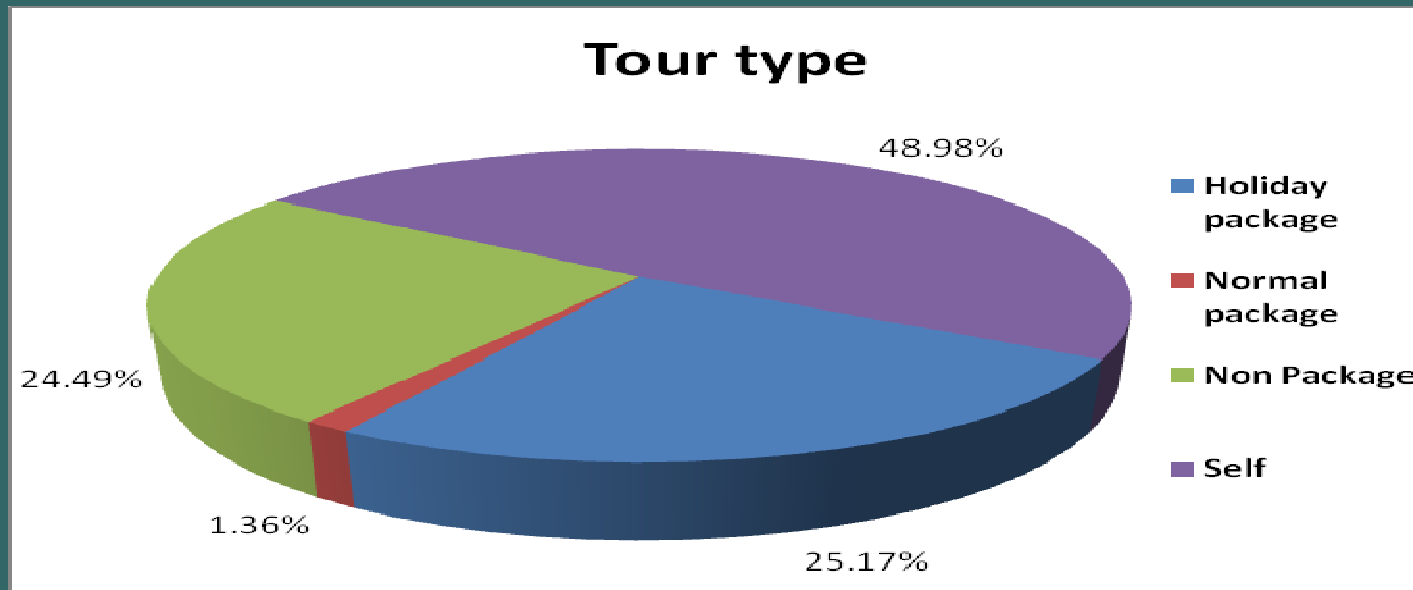
**Most favourite attraction and prioritised choice of country**



## 8. Types of tourism package

Holiday-packages offered by travel agencies are attractive to the tourists due to money save/least-cost and comfortable journey altogether with family/friend members;

In developing countries, the package of such type generally suffers from some drawbacks of improper management of the package-trips or inclusion of some non-attractive spot-choice with some attractive spots;

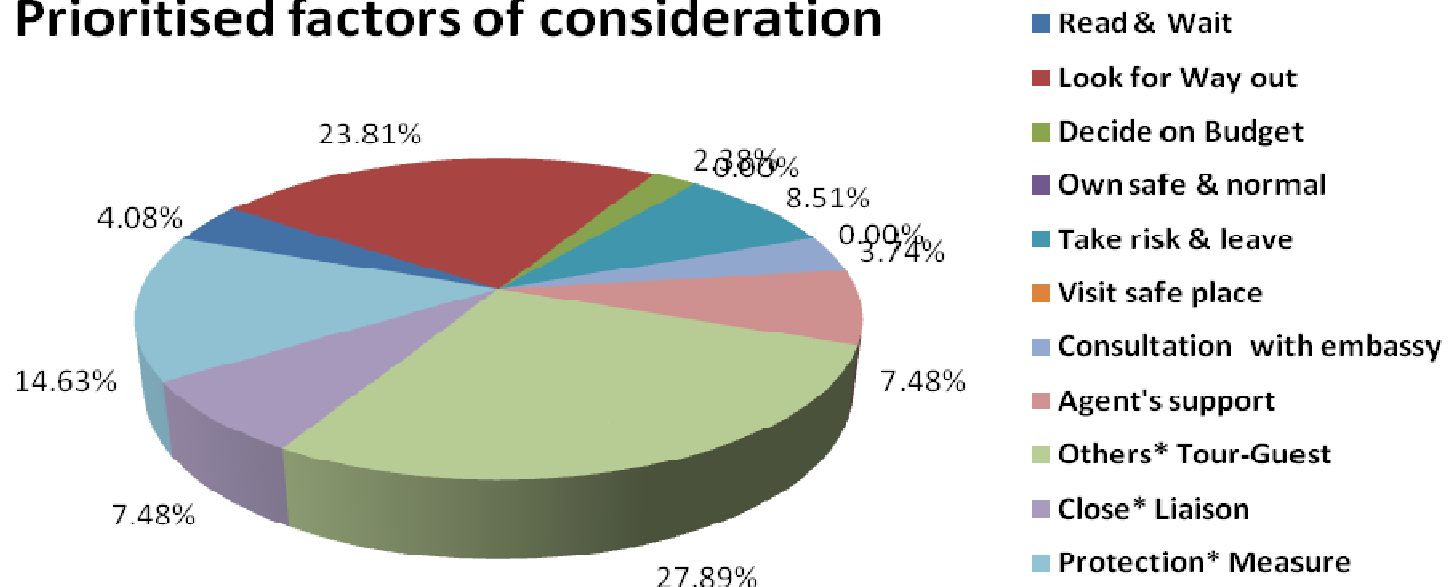


## 9. Decision making process in a political turmoil situation

● Political instability or violence affects tourism directly or indirectly and brings to great losses;

In this study respondents were asked to arrange their own two prioritised thinking regarding their needful wanting in an uncertain situation and decision-making matters they had faced during the political turbulence situation;

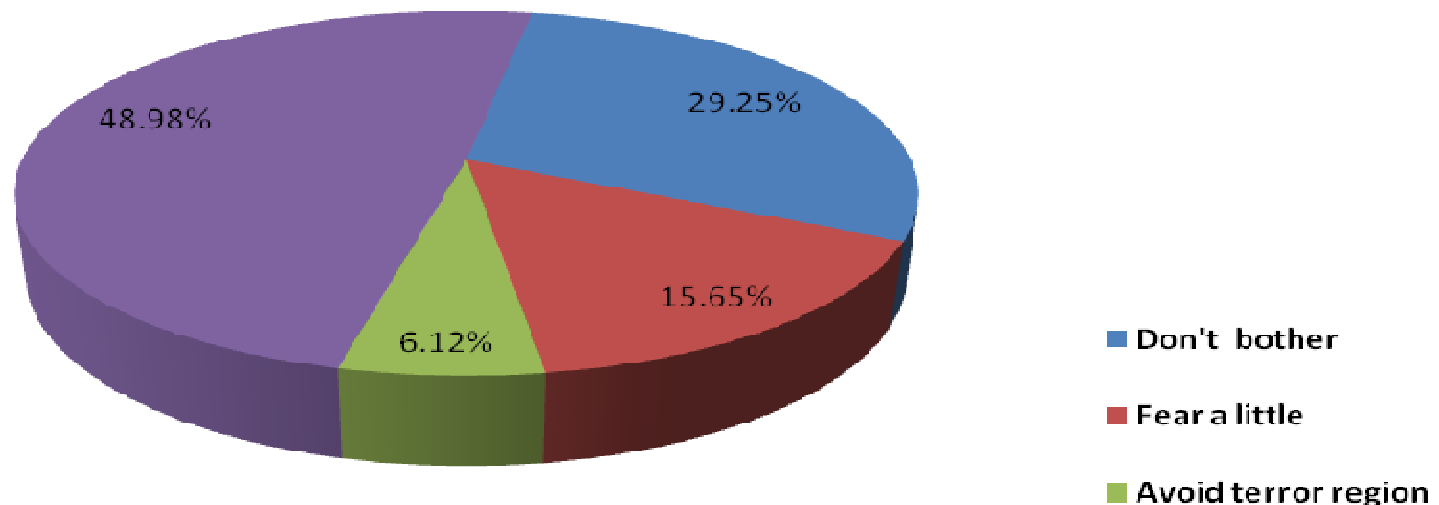
**Prioritised factors of consideration**



## 10. Traveling security analysis on tourism

- A question of security measures for tourists has been raised worldwide due to threats from terrorists or political turmoil situation to save the industry from the 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 & accounted for 255 million jobs globally

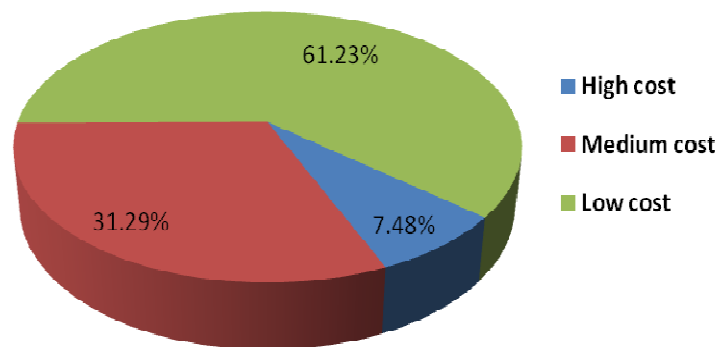
**Safety nets feeling during travel by air**



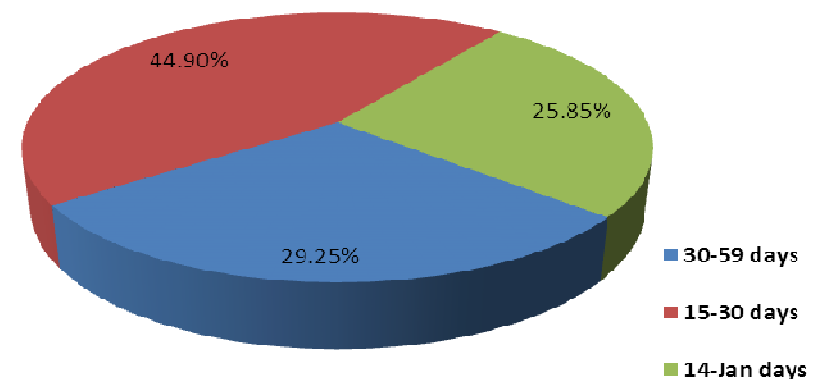
# 11. Increasing of demand for cheap air flights traveling abroad

- *World Bank report 2013 (updated), 'Developing countries and economies in transition continue to register much stronger growth than developed economies;*
- 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 (UNWTO)'.*

Traveling by air cost



Booking duration

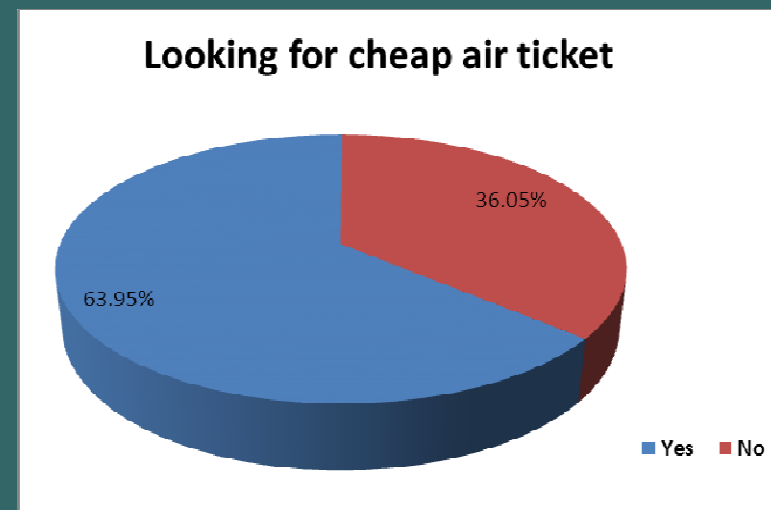
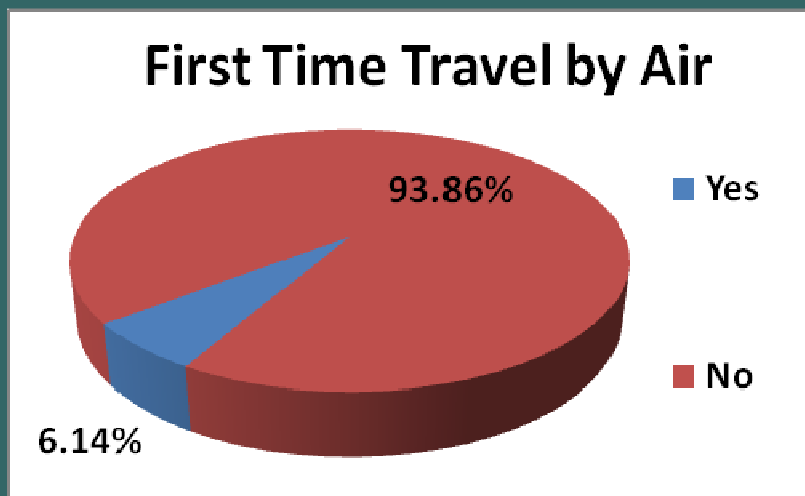


## First time travel by air

5.44% Asian new travelers arrived by air carriers for the first time in life excluding 6.14% other accompanied members;

*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)”*

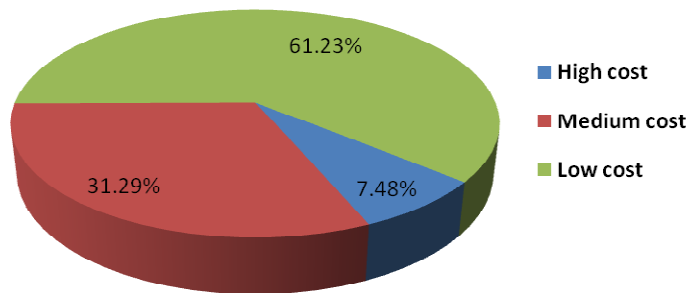
*“The strong growth of international travel by people in emerging economies around the world was once again the dominant element of regional travel trends in 2013.*



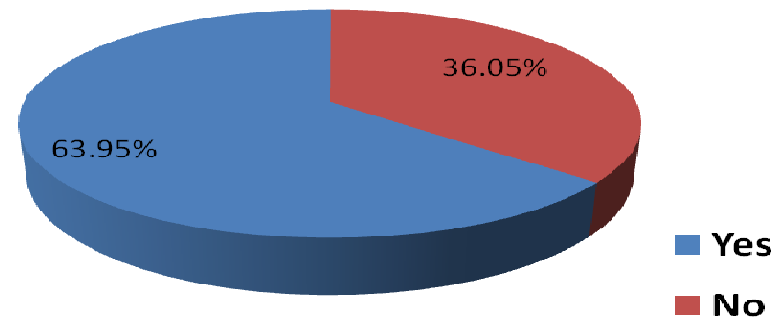
## Low cost air service

- *The low-cost carriers are a significant game-changer (Source: ITB World Travel Trends Report 2013/2014)”;*
- 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.

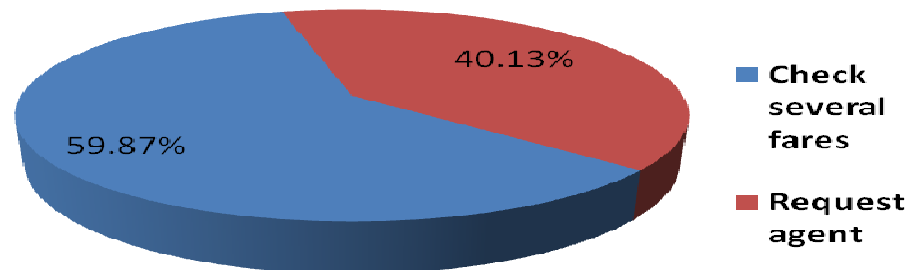
Traveling by air cost



Looking for cheap air ticket

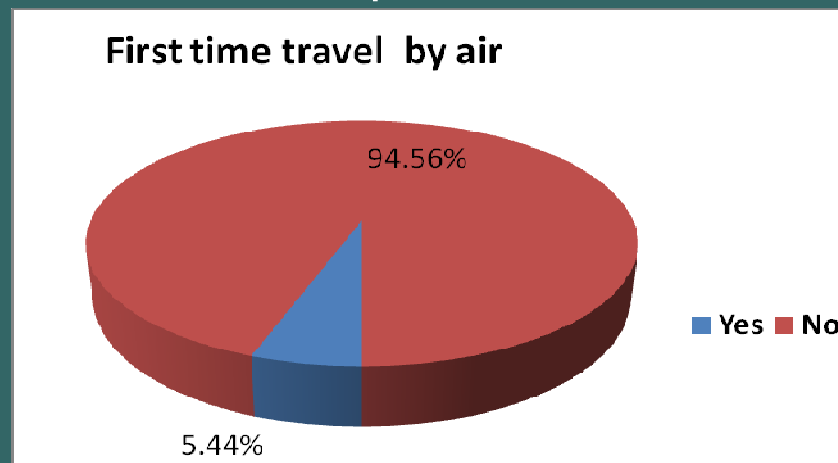


Steps undertaken



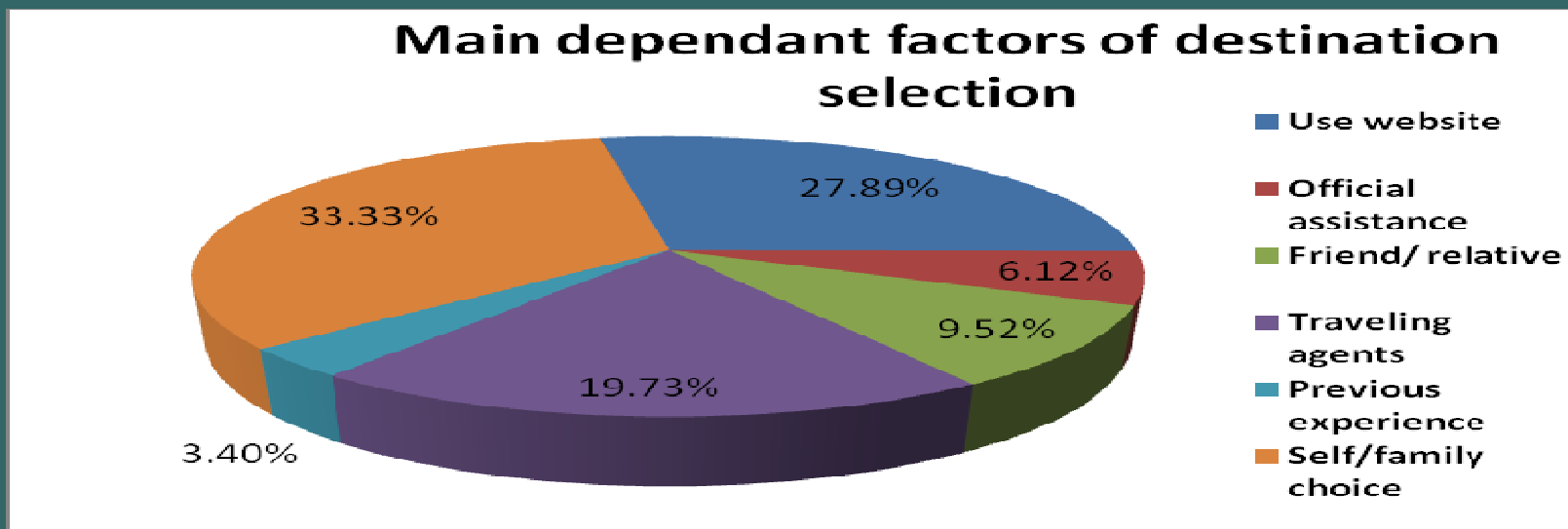
## 12. Asian travel tradition & demand analysis

- A remarkable portion of tourists prefers tourism during festivals & holidays as they have rarely opportunity to come out of daily routine life;
- Almost common holidays of Asians are seen concentrated in the months of April-August and October-January ([List of Public Holidays in Asia](#));
- 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;
- Due to sustained domestic economic growth, overseas travel become more affordable to an increasing number of tourists in East Asia & Pacific;
- A remarkable number of Asians people are being added as the new outbound tourists and it will be the important element of tourism industry



## 13. Destination selection & internet use

- Always tourists want to maximize their benefits selecting suitable destinations and collect information from various sources about pre-visit tourist destination and try to find out their chosen destination;
- 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;

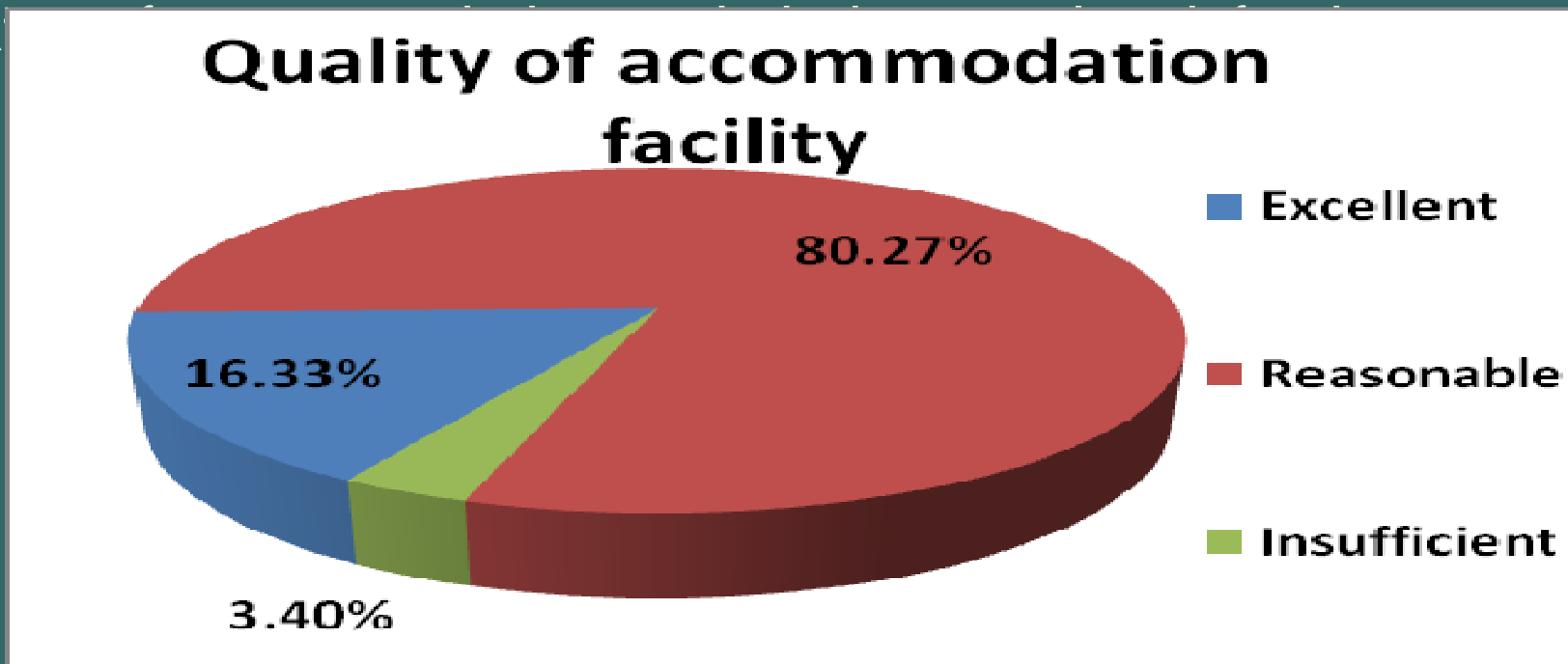


## 14. Tourists accommodation behaviour

- Tourists accommodation behaviour is completely depend on motivation, economic ability, location and environment;

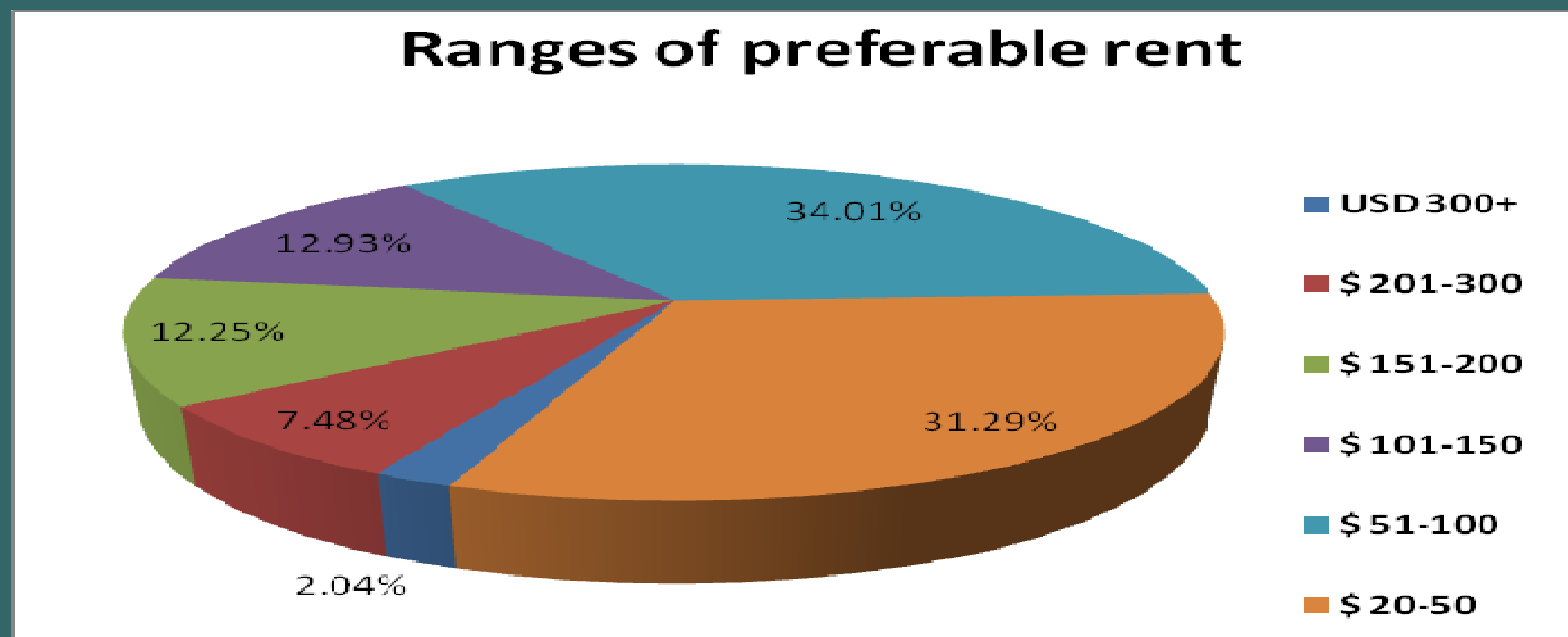
In this study, the economic ability is mainly considered based on the ranges of night-stay hotel rent only;

- Quality satisfaction of tourists were asked to identify the sta



## 15. Tourists consumption factors & purchasing behaviour

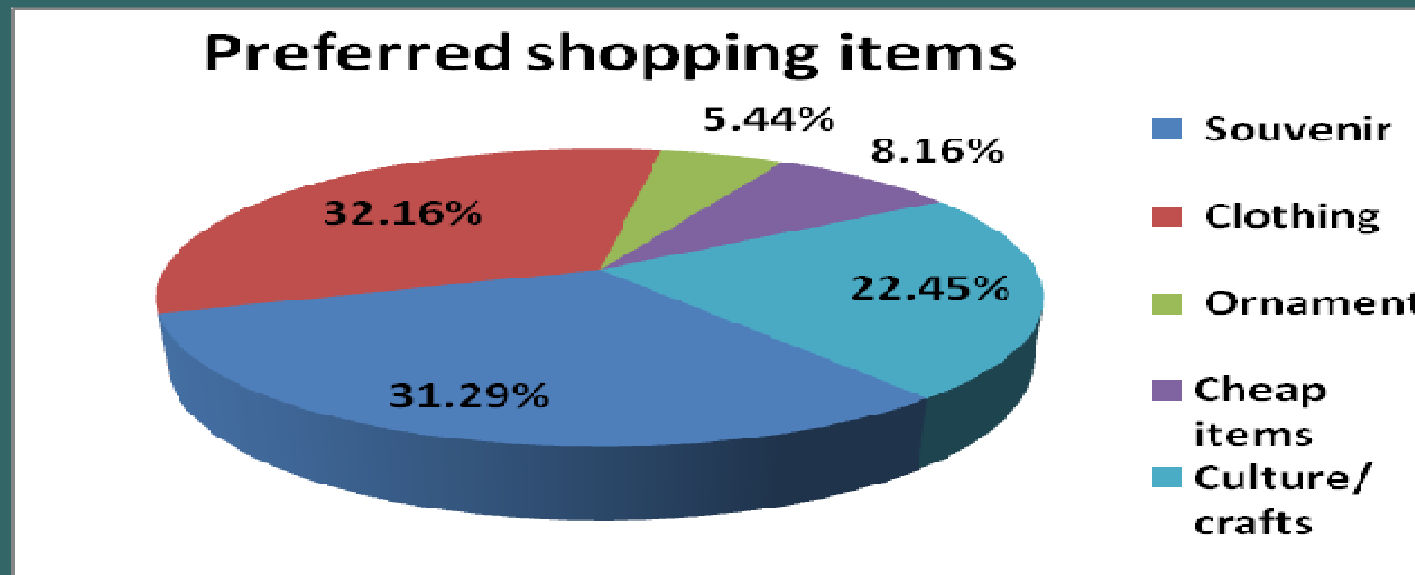
- Accommodation is one of the major important types of expenditures for tourists during their travel;
- Tourists accommodation behaviour is completely depend on motivation, economic ability, location and environment;
- In this study, the economic ability is mainly considered based on the ranges of night-stay hotel rent only.



# Tourists' consumption factors & purchasing behaviour

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;

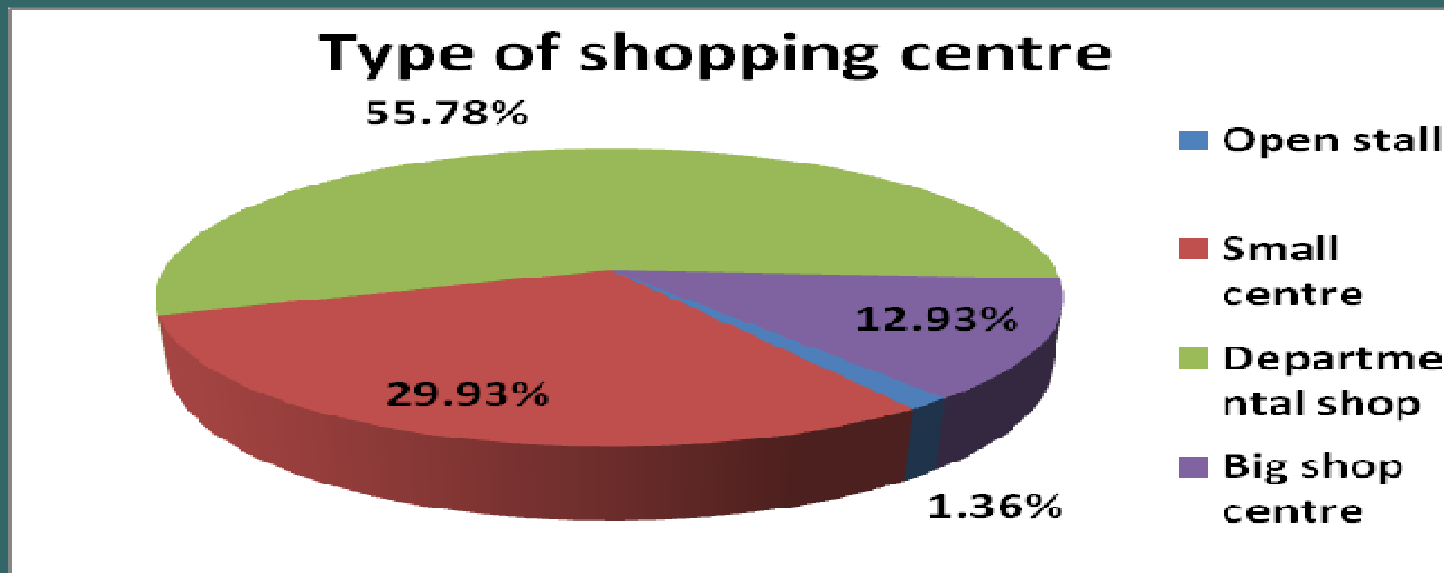
58. Generally, developed countries have more and diverse features to offer to a broader group of tourists.



## Purchasing behaviour

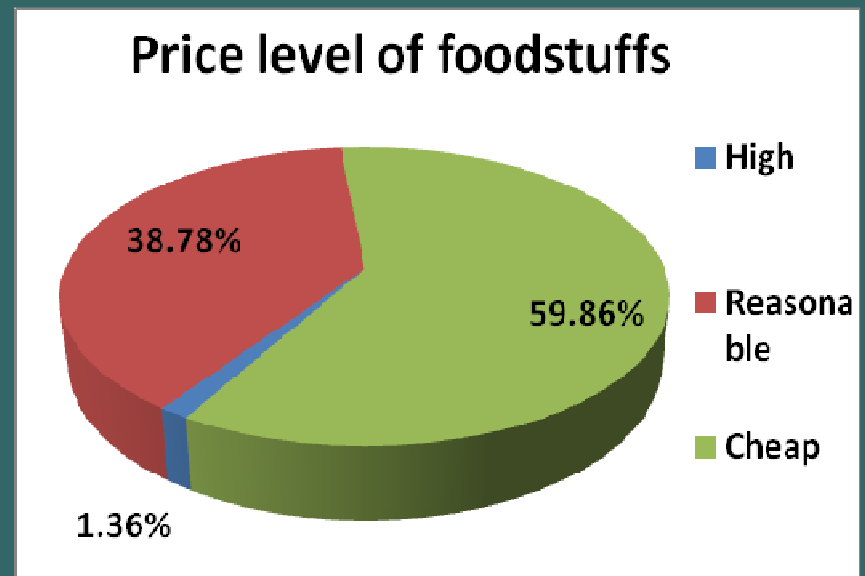
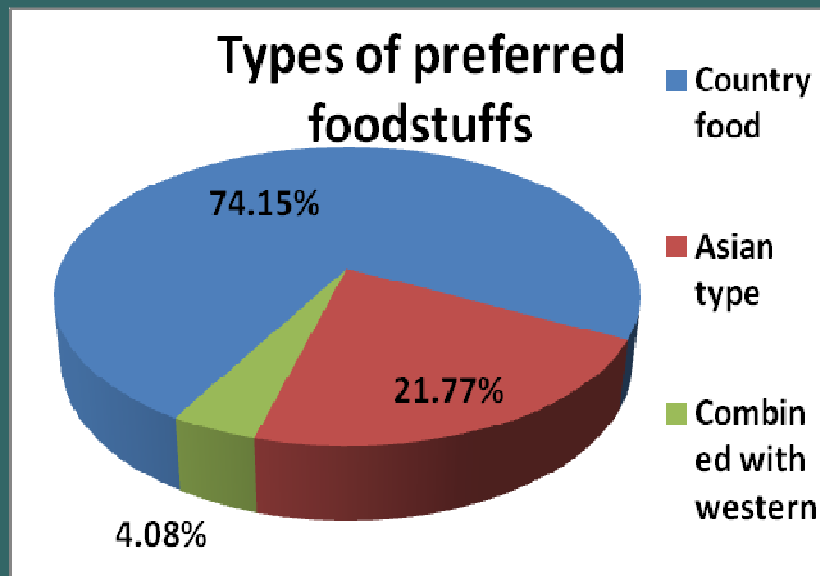
In general, tourists' motives are to visit different kinds of shopping centres/malls and purchase commodities. They want to shop crafts & specialty stores, give importance to the aesthetic features and uniqueness, and search for gifts & presentation;

Tourists are always interested in visiting some reasonable priced & qualitative categories of shopping sites



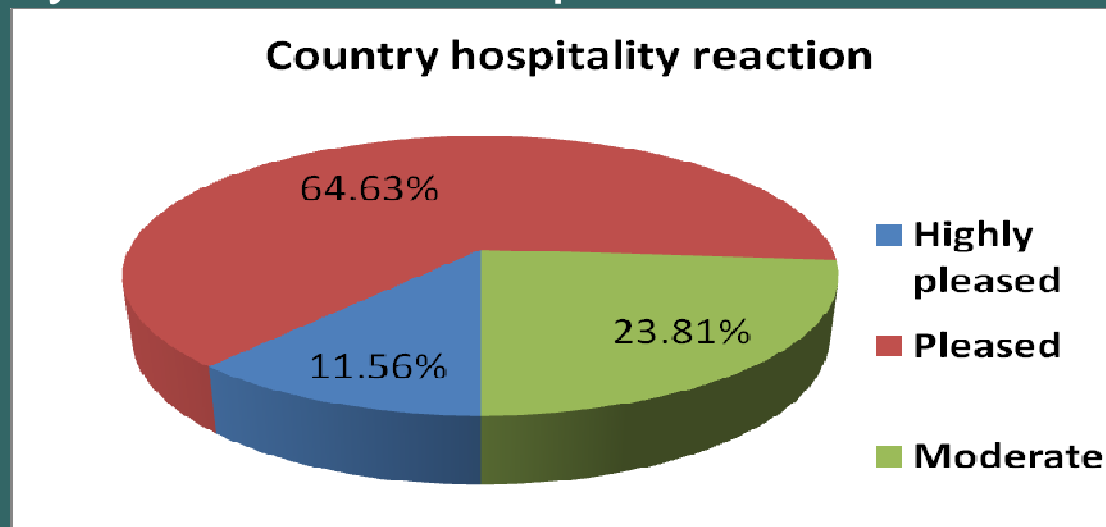
## Preferred foodstuff & price level

- 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 & tourism 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's foodstuff for the next couple of days.



## 16. 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 determine the successful of the entity of Tourism Companies



## 17. Concluding remarks

- Decision-making of tourists and the demand behaviour for consumption is a complicated mindset matter driven by inner factors of individual's psychological consideration of mind that collectively act upon the consumers for taking any decision;
- Despite a temporary terrorism or country's turbulence situation travelers are not disappointed much to take part in outbound traveling rather it does a little impact on them;
- 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 with the increase of the economic solvency of Asian families. The inherited re-union nature of Asian people have some impact on their outgoing motivation;
- In future, Asian tourists will be the major source of energy for the tourism sector worldwide as the number of Asian travelers is increasing faster.

## **Some tourist places in Bangladesh:**



# **Nilgiri hills in Bandarbans district & Rangamati Lake**



# Buddhists' temple in Bandarban dist



# **Crescent Lake bridge at Dhaka behind the National Parliament**



# **Abundant Panama city (zero-population) at Dhaka**



# Ancient Buddhist civilisation

*Pundranagara / Mahasthangarh in Bogra*







# Sundarbans (mangrove forest)



# Animals of the forest



# **The Royal Bengal Tiger in Bangladesh**



# Foreign tourists in Sundarbans



# **Dhaka the one of the cheapest city of the world**



**Thanks for patience hearing**



Any question ?

