“Young tourists’ attitude towards domestic tourism: a study on Bangladesh”

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YOUNG TOURISTS' ATTITUDE TOWARDS DOMESTIC TOURISM: A STUDY ON BANGLADESH

Abstract

Bangladesh is a country with numerous natural attractions, which is the main product of tourism. Currently, the domestic tourism is increasing in Bangladesh rapidly, in which young tourists are the main contributors, as they have high interest and leisure time in exploring tourist destinations. Therefore, it has raised questions on the worthiness of carrying out a study about the attitude, travelling pattern, and the satisfaction level among the young Bangladeshis toward domestic tourism to analyze their contribution to Bangladeshi tourism industry. This study employed a survey questionnaire to collect data, which was adapted from standardized measures. A total of 571 respondents who has been randomly selected from Dhaka, the capital of Bangladesh, was involved in the study. The completed questionnaires were analyzed to measure the variables of the study and test the assumptions to achieve the objectives of the study. This study found that the travelling pattern and tour planning of the young tourists vary with regard to their occupation. In addition, the results of the study also portrayed their preferred destinations and activities in the tourist areas and their positive opinion regarding their travel experience. This study provides information to the policymakers, tourism service providers and researchers to satisfy their needs and foster the domestic tourism in Bangladesh.

Keywords young tourist, travelling pattern, recreation, tourism, tour planning, marketing

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INTRODUCTION

Tourism is one of the major sectors for earning revenues for any country. It provides employment opportunity to the local people, better living standard, and sustainable development in that area and contributes on the Gross Domestic Product of that country. According to the report published by World Travel & Tourism Council (WTTC, 2017), the direct contribution of Travel & Tourism to Bangladeshi GDP in 2015 was BDT 407.6 bln (2.4% of GDP). This is expected to rise by 5.2% to BDT 428.9 bln in 2016. This increment is expected to be continued in the coming years, as the domestic tourism is flourishing very rapidly in Bangladesh. The rush of local tourists for the attractive locations reached a record in 2016 and it is the young males, university and college-going young females, and educated young urban women who embark on the thrill-seeking undertakings during the tours. Their number is remarkably on continued rise (Shibab Sarkar, 2017). This phenomenon is also true for the world tourism market, as youth travel is the fastest growing and most dynamic market. The World Tourism Organization (UNWTO) estimated that approximately 23 percent of all international tourist arrivals in 2015 were young people and it is expected that by 2020, the number of total young tourists will be almost 370 million who will spend over USD 400 billion on world tourism sector. Hayes and Jones (2015) opined that Bangladesh is now enjoying the "demographic dividend" period, as it has young population, which

constitutes 30% of its total population, and right investments should be made on them. Due to having more disposable time, low cost carrier, continuous improvement in infrastructure and tourism facilities development, exploring of new destinations, ease of information searching, etc., travelling is at most accessible ever and, thus, increasing freedom to travel. Therefore, further study needs to be carried out to gather deep knowledge about their travel attitude. Despite an increasing interest in the market size of young travelers, economic potential and their desire to travel, relatively little is known about their actual travel behavior and expenditure patterns. Therefore, the current study is motivated to explore the Bangladeshi young travelers' travel attitude when travelling to the domestic tourist areas.

The main purpose of this study is to understand the Bangladeshi young travelers' attitude towards Bangladesh tourism. Specifically, this study aimed to provide the meaningful perspectives to achieve the following research objectives:

1. To understand the travel pattern of Bangladeshi young tourists while visiting different parts of Bangladesh.
2. To know about their way of planning a domestic trip.
3. To explore their opinion about the domestic tourism.
4. To highlight their preferences and activities they like to play during the time of their stay.

To get the answers of the abovementioned objectives, the authors developed the following assumptions:

A1: Young travelers'expenditure is less than other types of tourists.
A2: Young travelers are not anxious of safety and other threats.
A3: They collect information regarding destination from Internet.
A4: They travel in a group.
A5: They will share their travel experience with others.

1. LITERATURE REVIEW

Youth is the period when a boy or a girl passes a transitional period between childhood and adulthood. UNESCO defined "youth" as a period of transition from the dependence of childhood to adulthood's independence and awareness of our interdependence as members of a community. Generally, this period starts from 15 years and continues to 35 years. UN uses the terms "youth" and "young people" interchangeably to mean age 15-24, whereas African Union (2006) considers every person between 15 and 35 years as young people and the Commonwealth sees young people aged 15-29 years old. According to Ministry of Youth and Sports (2003) National Youth Policy–2003, all Bangladeshi citizens aged 18-35 years shall be treated as youth. Taiyab (2005) defined the "young" tourism market as travelers between 16 and 25 years old. Whatever age period the youth consists of, the young travelers are considered very important for the expansion of tourism industry. Moisă (2010) marked young travelers as an important and booming component of the tourism market.

Generally, tourists' attitude towards tourism destination depends on his/her knowledge, expectation, and motivation. Wong, Cheung, and Wan (2013) found a significant correlation between travelers' knowledge and expectations, expectations and motivation, as well as motivation and attitude. But the factors which shape the motivation of young tourists are very hard to assess. Moisă (2010) found youth travel product as very complex in nature whose main features are wide accessibility, safety and security of transport and tourism facilities, flexibility and service quality. Sarker (2013) found that six out of seven marketing mixes were positively related to tourists' attitude, but service distribution system (place) practiced by the authority is not satisfactory to the visitors. Rahman and Shil (2012) observed that the young tourists' service satisfaction is largely dependent upon the easi-

er visit into the park, less expenses, warm and friendly reception by the service providers.

However, previous trips to risky areas decrease perceived risks and create positive attitude in the mind of tourists. Rege, Syna, and Shahrabani (2015) claimed that a greater number of previous trips abroad and past exposure to terrorism tend to diminish perceptions of travel risk and positively affect attitudes toward travel to risky destinations. They also think that intentions to travel to risky destinations rise as perceived risks decrease and as attitudes toward travel to risky destinations become more positive. This statement becomes more relevant for the young tourists, as they want to explore new destinations.

Ali and Parvin (2010) described that through improving the efficiency and effectiveness of services of tourism sector, arranging better facilities, cost cutting techniques, technological improvements and infrastructural development, both local and foreign tourists can be encouraged to tour with different alternative causes. As such, tourism sector may be grown up under holistic approach, which in, turn, will raise Gross Domestic Product, as macro-economic variables of the country will be improved and sustainable development can be attained.

According to Chiu, Ramli, Yusof, and Ting (2015), young travelers have high interest and leisure time in exploring new destinations. Minciu and Moisă (2009) demonstrated that young travelers tend to be better informed and more experienced about the visited place. That is why Tourism Australia recognized traveling as tool for personal growth for the tourists. They want to develop confidence and life skills through travel and the sense of achievement. But young travelers are very much dynamic and difficult to be predicted. Moisă (2010) acknowledged that developing tourism product for the young tourists is extremely complex, as their needs and wants are different from other types of tourists and these are dynamic in nature. Mura and Khoo-Lattimore noticed a significance difference between the behavior of young tourists in a holiday and in the home environment. Probably, it happens because they planned their travels without their parents (Swarbrooke & Horner, 2001), even without a travel agent (Chadee & Cutler, 1996). That is why Loftus and Fitzpatrick (2012) suggested considering their needs and wants in the context of their lives and culture.

However, Hämäläinen (2012) found that young adults' environmental knowledge and attitudes did not correspond to the behavior towards environment. But Buffa (2015) found that young people are aware of sustainability and this has an influence on their decision-making processes, motivations, and behaviors.

It is also necessary to assess young people's tour planning to know about their attitude and expectations from the tour. According to Faat, Nasir, and Nor (2017), young travelers preferred to stay in hotels. They spend two nights in each travel. Students travel during semester break. They like to plan 2 to 3 months in advance. They seek attractive places on Internet. Sharm, Sehrawat, and Chauha (2014) found that adventure and scenic beauty are given preference while selecting a domestic tourism destination by the young Indian domestic tourists. They are affected by friends' opinion the most and, then, family members for destination selection. Ying and Krishnapillai (2018) revealed that relaxation, wide knowledge and self-actualization have an influence on the travel intention of young domestic tourists, while relaxation was the least influencing travel motivational factor. NeilCarr (2002) suggested that the behavior of young single British tourists on domestic vacations is quite different compared to the behavior they show in holidaying at the international level. Indeed, they behave in a more passive and hedonistic manner in international tourism. Ali and Chowdhury (2008) argued that marketing strategy of the tourism sector must have a clear attitude for implementing the strategy. Tourism sector should simultaneously utilize its assets and abilities in the real life scenario of the country to add value. High quality products at a low price, arrangement for entertainment, development of infrastructure, security, accommodation, aggressive promotional campaign, etc., are also required, though young tourism is concerned, but not that much regarding some of these factors.

2. DATA AND METHODOLOGY OF THE STUDY

For the purpose of this study, population includes Bangladeshi young travelers aged between 20 and 30 years old. The focus of this study is to gather information from Bangladeshi young travelers who are students, service holders, entrepreneurs or housewives. They have been selected for various reasons. For instance, young people comprise the major share of Bangladesh's population. Therefore, the number of tourists of this group can be expected to be relatively higher. Moreover, in Bangladesh, a lot of destinations are being discovered by the young people. They love adventure, require less amenities, have enough free time, like to share their traveling experince and want to go the same destination for multiple times. University students from Daffodil International University and Jahangir Nagar University were selected randomly to participate in this study, and the service holders, entrepreneurs and housewives are selected randomly. Both of these universities are famous private and public university in Bangladesh. Respondents of the study include those who have at least one domestic travelling experience.

The questionnaire was developed by adapting standard measured from various sources. The questionnaire consists of four sections. Section A aimed to gather the demographic background of each respondent. There were three questions regarding the demographic profiles of respondents, such as gender, age and occupation. Section B of the questionnaire consisted of questions related to the respondents' travel pattern, such as their length of stay in a tour, purpose of the tour, type of accommodation they used, etc. Section C includes questions regarding the tour planning, such as activities they want to be involved in the tourist destination, how they organize the tour, season they prefer to go for a tour, etc. Finally, section D tried to scrutinize their opinion regarding their travel experience. The questionnaire was prepared in English.

A quantitative approach by using self-completed questionnaires was administered by two trained research assistants to collect data. A total of 600 questionnaires were distributed to the respondents from November 2016 to January 2017. The purpose of the study and general instructions were provided and help was offered when needed. The responses were confidential. From the total 600 distributed questionnaires, 595 questionnaires returned of which 24 were either incomplete or did not meet the criteria for each section of the questionnaire, which resulted in a total of 571 usable questionnaires to be analyzed for this study.

A 5-point Likert scale defined as (1) least important, (2) less important, (3) fair, (4) important and (5) most important is used to explore their preferred destinations and activities. For analyzing the data, SPSS cross table tool was used. As the analysis showed, most of the respondents are not anxious of safety, their expenditure is less than other types of tourists, they travel in a group, share their travel experience, but collect information from their friends and family members, therefore, assumptions A1, A2, A4, and A5 are accepted. Assumption A3 is rejected.

3. ANALYSIS OF THE FINDINGS

The demographic data of the respondents are presented in Table 1 according to their gender, age, and occupation. Females represented 30.6% of the respondents and males represented 69.4%. The respondents were age group between 20 and 30 years old. In terms of occupation, the total number of students was 152 (26.6%), job or service holders were 147 (25.7%), businessmen were 136 (23.8%), and housewives are 136 (23.8%).

3.1. Travel pattern

From Table 1, it is apparent that majority of the respondents (38.5%) have four times travel experience and most of the participants (35.4%) reported that they want to stay 3 days in a particular tour. 40.3% of the total participants wanted to go to tour 2-3 times per year. Almost 75% of the participants visited the destination for tourism purpose only. In case of destination, majority of the respondents (62.7%) preferred to go to well-known tourist spot. Most of the participants (58%) liked to travel in package tour, but with more freedom. The largest share of the respondents (46.8%) used bus to reach their tourist destinations, while 69.5% stayed in hotel.

Table 1. Travel pattern

Source: Authors' compilation.

Factors		Occupation									
		Students		Job holders		Businessmen		Housewives		Total	
		Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %
Travelling experience	One	6	1.1	9	1.6	2	0.4	27	4.7	44	7.7
	Two	31	5.4	18	3.2	17	3.0	23	4.0	89	15.6
	Three	27	4.7	34	6.0	13	2.3	30	5.3	104	18.2
	Four	83	14.5	66	11.6	38	6.7	33	5.8	220	38.5
	More than four	5	0.9	20	3.5	66	11.6	23	4.0	114	20.0
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100**
Length of stay	Less than 1 week	20	3.5	23	4.0	29	5.1	47	8.2	119	20.8
	Less than 5 days	56	9.8	41	7.2	40	7.0	20	3.5	157	27.5
	3 days	45	7.9	58	10.2	46	8.1	53	9.3	202	35.4
	Less than 3 days	8	1.4	14	2.5	10	1.8	6	1.1	38	6.7
	1 or 2 days	23	4.0	11	1.9	11	1.9	10	1.8	55	9.6
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100**
Purpose of visit	Tourism	124	21.7	94	16.5	97	17.0	115	20.1	430	75.3
	Business	1	0.2	10	1.8	22	3.9	0	0.0	33	5.8
	Education	14	2.5	11	1.9	1	0.2	8	1.4	34	6.0
	Official	6	1.1	31	5.4	0	0.0	3	0.5	40	7.0
	Others	7	1.2	1	0.2	16	2.8	10	2.8	34	6.0
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100**
Most preferred place	Traditional well known	109	19.1	78	13.7	77	13.5	94	16.5	358	62.7
	Non traditional emerging	9	1.6	19	3.3	12	2.1	12	2.1	52	9.1
	Unexplored	28	4.9	31	5.4	43	7.5	20	3.5	122	21.4
	No preference	6	1.1	19	3.3	4	7	10	1.8	39	6.8
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100**
Mode of transportation	Air	1	0.2	17	3.0	20	3.5	20	3.5	58	10.2
	Water	7	1.2	16	2.8	5	0.9	32	5.6	60	10.5
	Bus	88	15.4	65	11.4	70	12.3	44	7.7	267	46.8
	Train	49	8.6	25	4.4	17	3.0	29	5.1	120	21.0
	Private vehicle	7	1.2	24	4.2	24	4.2	11	1.9	66	11.6
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100**
Accommodation	Hotel	130	22.8	90	15.8	93	16.3	84	14.7	397	69.5
	Service apartment	6	1.1	8	1.4	1	0.2	1	0.2	16	2.8
	Guest house	13	2.3	30	5.3	41	7.2	50	8.8	134	23.5
	Official accommodation	3	0.5	15	2.6	1	0.2	0	0	19	3.3
	Others	0	0	4	0.7	0	0	1	0.2	5	0.9
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100**
Travelling style	Prefer fixed itineraries	8	1.4	8	1.4	10	1.8	8	1.4	34	6.0
	Plan for own trips	77	13.5	33	5.8	26	4.6	35	6.1	171	29.9
	Prefer tour package but with more freedom	62	10.9	94	16.5	84	14.7	91	15.9	331	58.0
	Avoid tourist attraction and prefer to mix with the locals to follow their culture	5	0.9	12	2.1	16	2.8	2	0.4	35	6.1
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100**
Number of travelling in a year	1-2	48	8.4	49	8.6	47	8.2	62	10.9	2.6	36.1
	2-3	72	12.6	59	10.3	42	7.4	57	10.9	230	40.3
	3-3	20	3.5	21	3.7	36	6.3	12	2.1	89	15.6
	4-5	8	1.4	9	1.6	9	1.6	2	0.4	28	4.9
	5-6	4	0.7	9	1.6	2	0.4	3	0.5	18	3.2
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100**

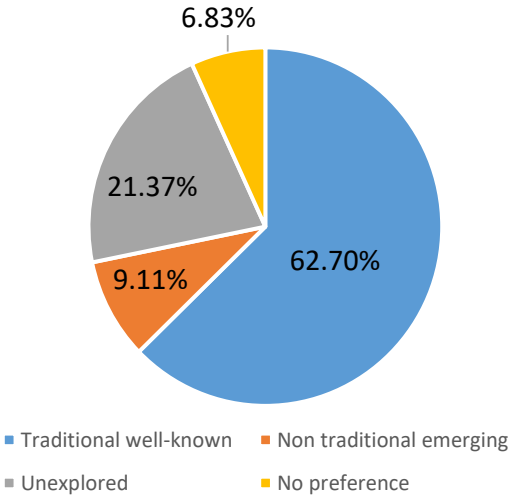

Figure 1. Most preferred destination

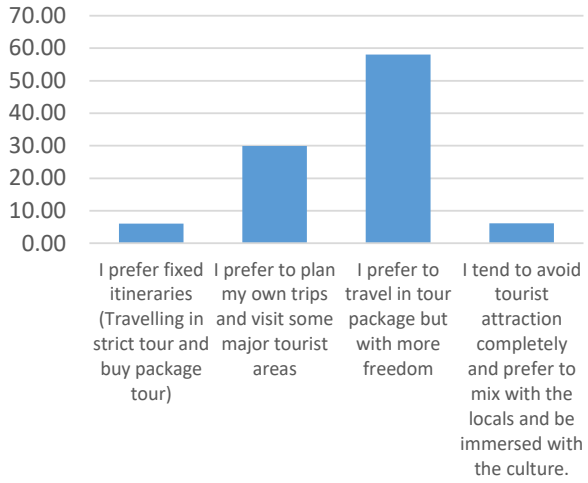

Figure 2. Travelling style

3.2. Preferences and activities

From Table 2, it is apparent that significant part of the respondents (40.6%) preferred enjoyment of sun and beach. The greatest part of them (37.1%) preferred to taste the traditional food of the destination. 32.2% reported that attending festival is important part of their tour. Shopping was ranked most important activity by nearly all housewives (71.3%). Majority of the respondents (41%) considered enjoying hill and waterfalls as the most important attractions. It is seen from the survey that the greatest part of the students (33.6%), job holders (36.7%) and businessmen (57.4%) considered enjoying the historical and cultural heritages, whereas housewives (38.2%) considered it as important. The largest share of students (58.6%), job holders (57.1%), businessmen (67.6%), and housewives (82.4%) placed enjoying the natural environment as one of the most important activities. Most of the students (35.5%) and businessmen (33.1%) thought enjoying live sports and music as one of the most important activities in a tour, but job holders (28.6%) considered it as fair, and housewives (38.2%) thought it important activity only. Overall, 66% respondents ranked enjoying natural beauty as the most important activity, which followed by enjoying hill tracks and waterfalls (42%), enjoying sun and beach (40.6%), watching historical and cultural heritage (40%), eating traditional foods (37%), shopping (32.7%), attending festival (almost 32%), and enjoying live music and sports (26.8%).

Table 2. Preferences and activities

Source: Authors' compilation.

Factors		Occupation									
		Students		Job holders		Businessmen		Housewives		Total	
		Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %
Enjoying sun and beach	Least important	32	5.6	2	.4	8	1.4	9	1.6	51	8.9
	Less important	21	3.7	1	.2	10	1.8	4	.7	36	6.3
	Fair	38	6.7	22	3.9	38	6.7	32	5.6	130	22.8
	Important	25	4.4	44	7.7	21	3.7	32	5.6	122	21.4
	Most important	36	6.3	78	13.7	59	10.3	59	10.3	232	40.6
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100.0**
Eating tradition foods	Least important	11	1.9	6	1.1	5	.9	10	1.8	32	5.6
	Less important	12	2.1	9	1.6	13	2.3	7	1.2	41	7.2
	Fair	19	3.3	27	4.7	33	5.8	18	3.2	97	17.0
	Important	56	9.8	57	10.0	30	5.3	46	8.1	189	33.1
	Most important	54	9.5	48	8.4	55	9.6	55	9.6	212	37.1
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100.0**

Table 2 (cont.). Preferences and activities

Factors		Occupation									
		Students		Job holders		Businessmen		Housewives		Total	
		Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %
Attending a festival/ occasion	Least important	22	3.9	12	2.1	28	4.9	17	3.0	79	13.8
	Less important	11	1.9	22	3.9	12	2.1	1	.2	46	8.1
	Fair	28	4.9	29	5.1	32	5.6	22	3.9	111	19.4
	Important	62	10.9	43	7.5	32	5.6	47	8.2	184	32.2
	Most important	29	5.1	41	7.2	32	5.6	49	8.6	151	26.4
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100.0**
Shopping	Least important	17	3.0	19	3.3	10	1.8	1	.2	47	8.2
	Less important	21	3.7	24	4.2	27	4.7	2	.4	74	13.0
	Fair	27	4.7	33	5.8	49	8.6	14	2.5	123	21.5
	Important	50	8.8	32	5.6	36	6.3	22	3.9	140	24.5
	Most important	37	6.5	39	6.8	14	2.5	97	17.0	187	32.7
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100.0**
Enjoying hill tracks and falls	Least important	6	1.1	9	1.6	3	.5	6	1.1	24	4.2
	Less important	7	1.2	14	2.5	4	.7	11	1.9	36	6.3
	Fair	58	10.2	25	4.4	11	1.9	18	3.2	112	19.6
	Important	50	8.8	45	7.9	36	6.3	34	6.0	165	28.9
	Most important	31	5.4	54	9.5	82	14.4	67	11.7	234	41.0
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100.0**
Historical/cultural heritage	Least important	9	1.6	5	.9	5	.9	6	1.1	25	4.4
	Less important	3	.5	9	1.6	5	.9	12	2.1	29	5.1
	Fair	40	7.0	27	4.7	9	1.6	21	3.7	97	17.0
	Important	49	8.6	52	9.1	39	6.8	52	9.1	192	33.6
	Most important	51	8.9	54	9.5	78	13.7	45	7.9	228	39.9
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100.0**
Enjoying nature	Least important	5	.9	6	1.1	1	.2	0	.0	12	2.1
	Less important	19	3.3	4	.7	1	.2	2	.4	26	4.6
	Fair	10	1.8	13	2.3	8	1.4	10	1.8	41	7.2
	Important	29	5.1	40	7.0	34	6.0	12	2.1	115	20.1
	Most important	89	15.6	84	14.7	92	16.1	112	19.6	377	66.0
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100.0**
Enjoying live sports and music	Least important	16	2.8	15	2.6	6	1.1	15	2.6	52	9.1
	Less important	15	2.6	24	4.2	34	6.0	15	2.6	88	15.4
	Fair	31	5.4	42	7.4	32	5.6	36	6.3	141	24.7
	Important	36	6.3	30	5.3	19	3.3	52	9.1	137	24.0
	Most important	54	9.5	36	6.3	45	7.9	18	3.2	153	26.8
	Total	**152**	**26.6**	**147**	**25.7**	**136**	**23.8**	**136**	**23.8**	**571**	**100.0**

3.3. Travel planning

From Table 3, it is obvious that most the respondents (27.5%) stated personal problem as the major concern at the time of planning for a tour. The survey found that 87% of respondents favored winter season as the period of tour.

Table 3. Travel planning

Source: Authors' compilation.

Factors		Occupation									
		Students		Job holders		Businessmen		Housewives		Total	
		Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %
While planning for a tour the main concern will be	Personal	61	10.7	19	3.3	45	7.9	32	5.6	157	27.5
	Financial	30	5.3	18	3.2	30	5.3	14	2.5	92	16.1
	Lack of time	6	1.1	36	6.3	29	5.1	44	7.7	115	20.1
	Safety	8	1.4	7	1.2	8	1.4	26	4.6	49	8.6
	Lack of information	1	.2	3	.5	12	2.1	0	.0	16	2.8
	Previous experience	8	1.4	7	1.2	1	.2	16	2.8	32	5.6
	No concern	38	6.7	57	10.0	11	1.9	4	.7	110	19.3
Time to travel	Summer	13	2.3	15	2.6	5	.9	9	1.6	42	7.4
	Rain	5	.9	11	1.9	9	1.6	7	1.2	32	5.6
	Winter	134	23.5	121	21.2	122	21.4	120	21.0	497	87.0
Purpose of spending Money during travel	Accommodation	12	2.1	15	2.6	6	1.1	24	4.2	57	10.0
	Transportation	46	8.1	17	3.0	33	5.8	15	2.6	111	19.4
	Food and drinks	19	3.3	26	4.6	20	3.5	19	3.3	84	14.7
	Entertainment	64	11.2	75	13.1	68	11.9	57	10.0	264	46.2
	Shopping	11	1.9	14	2.5	9	1.6	21	3.7	55	9.6
Sources of information regarding tourism of Bangladesh	Personal experience	21	3.7	25	4.4	22	3.9	6	1.1	74	13.0
	Recommendation from friends or colleagues	91	15.9	52	9.1	69	12.1	35	6.1	247	43.3
	Commercials	1	.2	8	1.4	5	.9	5	.9	19	3.3
	Family members	2	.4	4	.7	5	.9	40	7.0	51	8.9
	Travel agency	2	.4	6	1.1	1	.2	0	.0	9	1.6
	Internet	35	6.1	52	9.1	34	6.0	50	8.8	171	29.9
Money spent/want to spend on trip	Individual cost is higher than group cost	113	19.8	104	18.2	94	16.5	96	16.8	407	71.3
	Group is higher than individual cost	39	6.8	43	7.5	42	7.4	40	7.0	164	28.7
Choice of Trip Partners	Individual	0	.0	4	.7	3	.5	2	.4	9	1.6
	Friends	137	24.0	78	13.7	97	17.0	33	5.8	345	60.4
	Family	9	1.6	37	6.5	26	4.6	44	7.7	116	20.3
	Colleague	2	.4	8	1.4	5	.9	0	.0	15	2.6
	Couple	4	.7	20	3.5	5	.9	57	10.0	86	15.1
Motivation of your trip	Social	13	2.3	16	2.8	2	.4	11	1.9	42	7.4
	Cultural	38	6.7	25	4.4	13	2.3	16	2.8	92	16.1
	Physical	4	.7	8	1.4	12	2.1	2	.4	26	4.6
	Personal	43	7.5	59	10.3	68	11.9	67	11.7	237	41.5
	Status	9	1.6	7	1.2	2	.4	11	1.9	29	5.1
	Religious	4	.7	2	.4	0	.0	3	.5	9	1.6
	Geographical	41	7.2	30	5.3	39	6.8	26	4.6	136	23.8
Do you do you respect the local community?	Yes	147	25.7	125	21.9	133	23.3	127	22.2	532	93.2
	No	0	.0	6	1.1	1	.2	1	.2	8	1.4
	Don't know	5	.9	16	2.8	2	.4	8	1.4	31	5.4
Do you abide by the environmental protection rules in the tourist spot?	Yes	135	23.6	118	20.7	124	21.7	133	23.3	510	89.3
	No	11	1.9	15	2.6	7	1.2	0	.0	33	5.8
	Don't know	6	1.1	14	2.5	5	.9	3	.5	28	4.9

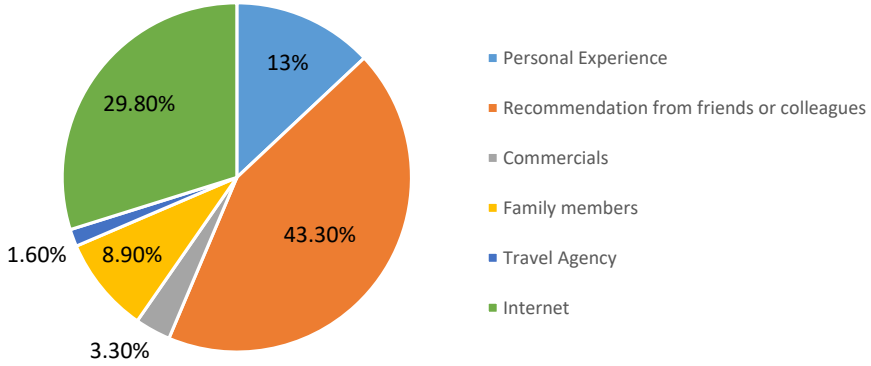

Figure 3. Information source about tourism in Bangladesh

Almost 46% of all the respondents spent most of their money for entertainment purpose. About 43.3% of the respondents selected the tourist destination based on the recommendations from their familiar people, whereas 29.9% of the respondents depended on Internet for searching the destination. The survey reveals that 71.3% of the respondents believe that it costs higher to go to a tour individually than to go to a tour in a group. Almost 60% of the total participants preferred friends as trip partner. The study found that 41.5% of respondents were motivated personally to go

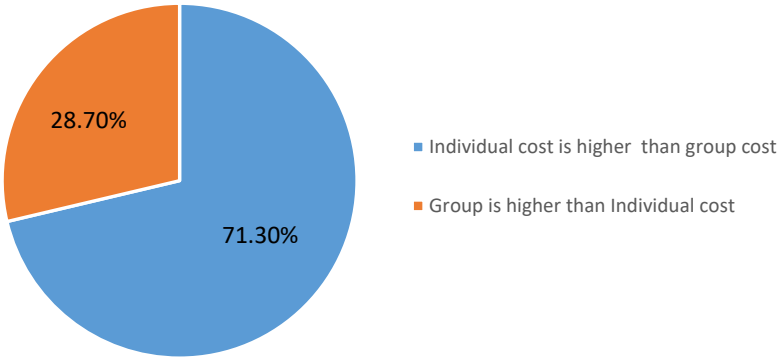

Figure 4. Individual cost vs group cost

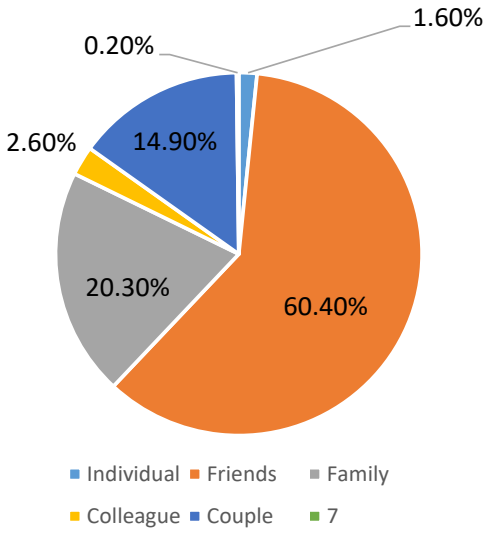

Figure 5. Trip partner

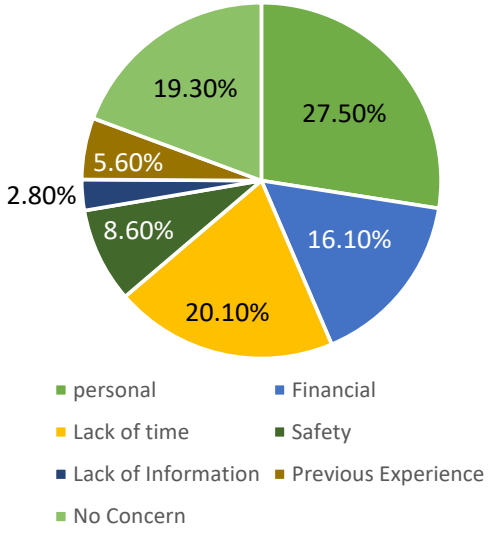

Figure 6. Concern

Table 4. Opinion and satisfaction

Source: Authors' compilation.

Factors		Occupation									
		Students		Job holders		Businessmen		Housewives		Total	
		Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %	Count	Table total N %
Evaluation of previous travel experience	Not Satisfactory	7	1.2	8	1.4	0	.0	2	.4	17	3.0
	Satisfactory	21	3.7	19	3.3	22	3.9	0	.0	62	10.9
	Moderate/fair	27	4.7	19	3.3	16	2.8	2	.4	64	11.2
	Good	62	10.9	53	9.3	27	4.7	60	10.5	202	35.4
	Excellent	35	6.1	48	8.4	71	12.4	72	12.6	226	39.6
Either travel improves your life	Yes	120	21.0	106	18.6	118	20.7	123	21.5	467	81.8
	No	12	2.1	13	2.3	9	1.6	7	1.2	41	7.2
	Don't know	20	3.5	28	4.9	9	1.6	6	1.1	63	11.0
Do you share your travel experience with others	Yes	134	23.5	128	22.4	126	22.1	128	22.4	516	90.4
	No	6	1.1	14	2.5	3	.5	3	.5	26	4.6
	Not sure	12	2.1	5	.9	7	1.2	5	.9	29	5.1
If yes, time needed to share your experience	On the spot	37	6.5	41	7.2	22	3.9	22	3.9	122	21.4
	After visiting that location	18	3.2	17	3.0	21	3.7	18	3.2	74	13.0
	after finishing the tour	86	15.1	72	12.6	88	15.4	88	15.4	334	58.5
Will you visit the place again and explore the nearby places?	Yes	105	18.4	82	14.4	79	13.8	104	18.2	370	64.8
	No	23	4.0	25	4.4	14	2.5	6	1.1	68	11.9
	Not Sure	24	4.2	40	7.0	43	7.5	26	4.6	133	23.3

for travelling. The survey also resulted that almost 93.2% of the respondents respect the local community and approximately 90% of the respondents abide by the law.

3.4. Opinion and experience

The study about the satisfaction level of the respondents about their tour indicates that 40.8% students and 36.1% job holders have good travel experience. On the other hand, 52.2% businessmen and 52.9% housewives have excellent travel experience. Overall, 39.6% had recognized their previous experience as excellent. This is also reflected on their opinion regarding the contribution of travel on improving their lives. 78.9% students, 72.1% job holders, 86.8% businessmen, and 90.4% housewives think that their previous tours have a positive contribution to their lifestyle. In total, almost 82% of the participants believe that

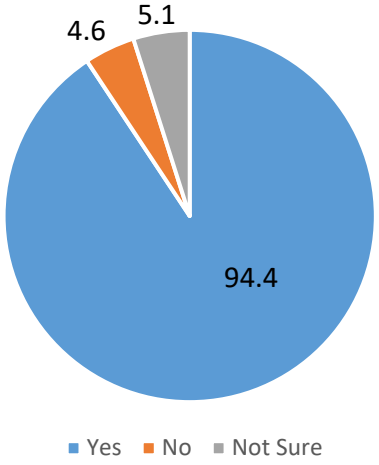

Figure 7. Sharing travel experience with others

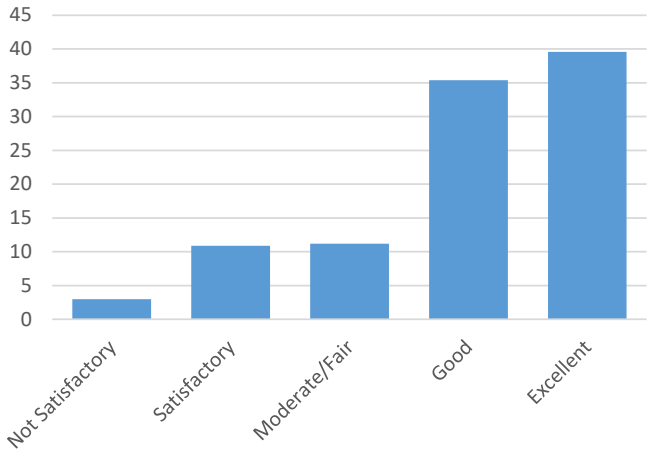

Figure 8. Previous travel experiences

their previous tour has improved their lives. That is why 88.2% students, 87.1% job holders, 92.6% businessmen, and 94.1% housewives shared their travel experience with their friends, family members, relatives, and colleagues. Total 90.4% of all the respondents will share their experience with their near and dear ones. Finally, the survey found that majority of the students (69.1%), Job holders (55.8%), businessmen (58.1%), and housewives (76.5%) wanted to visit the previously travelled destination once again and explore the nearby places of that destination. Overall, 64.8% young tourists expressed their willingness to visit the area again.

4. DISCUSSIONS

Young tourists are going to be the major contributors to the growth of Bangladesh tourism. Most of them want to travel in winter season, and 2-3 timesper year with their friends to traditional and well-known destinations for tourism purpose and want to spend approximately 3 days there (so the assumption 4 is proved true). They are not anxious about the security problem and are motivated personally, with group they feel comfort and psychologically strong enough to travel and for them social security does not act as a barrier, if any (assumption 2 is proved true). They prefer package tour, but with more freedom as they got information regarding the destination from their near and dear ones instead of Internet (assumption 3 is proved false). They go there by bus and like to stay in a hotel with share basis. Also, to travel near side areas, they hire local transport in a group basis, as a result, the expenditure incurred by them is relatively lower than other types of tourists (assumption 1 is proved true). They want to involve themselves with different types of activities along with enjoying the natural beauty, but they are ready to spend most of the money allocated for entertainment. According to the survey, we have found that the young tourists have respect for the local culture and are abide by the environmental rules. They are highly satisfied with their previous trips and that is why they want to share their experiences with others after returning from the tour (assumption 5 is proved true).

A1: Young travelers'expenditure is less than other types of tourists

A2: Young travelers are not anxious of safety and other threats.

A3: They collect information regarding destination from Internet.

A4: They travel in a group.

A5: They will share their travel experience with others.

CONCLUSION AND IMPLICATIONS OF THE STUDY

Based on the overall results of this study, young travelers have been found to be the major contributors to flourish the domestic tourism industry in Bangladesh. This indicate the importance of understanding the young travelers' behavior and their expenditure patterns, especially for the tourism marketers, policy makers, and researchers.

The travelling pattern, which has been revealed in this paper, will help the tourism marketers of Bangladesh to tailor their offer, such as developing scuba diving, parachute gliding, under water walking, para gliding, surfing, beach walking, scooting, etc., in beach areas; and introducing trekking, cycling, bunk jumping, cable car, etc., in hilly areas. Moreover, the service providers must introduce night activities to extend the tourists journey. The policymakers can plan about the development of the tourist areas by including the local people, ensuring the protection of built and natural environment and respecting the local socio culture, as this paper proposes that the young travelers of Bangladesh are aware of the sustainable tourism. The present study intends to strengthen the existing literature by providing empirical knowledge and valid data on the travel pattern, needs and wants, satisfaction level in domestic tourism of young Bangladeshis. This paper differs from the literature in that the young adults' environ-

mental knowledge and attitudes did not correspond to the behavior towards environment (Hämäläinen, 2012). This study is one of the few studies conducted in Bangladesh on young travelers of Bangladesh. Therefore, it will serve as a base for future research on different dimensions and perspectives. The findings are crucial in justifying the needs for more researches to be carried out in this area of tourism and hospitality field. Proper marketing strategy is required to attract young tourists through dissemination of information.

FUTURE RESEARCH SCOPE

This study raised the question of why the young travelers were unwilling to visit unexplored destinations, spend more days on the particular destinations, as well as why they choose hotels as their accommodation. Moreover, this study included only the youth who live in Dhaka. Further study can be conducted on those who live outside of Dhaka, and those who have no travelling experience at all and those who are uneducated or less educated.

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