

STP STRATEGIES FOR PROMOTING COX'S BAZAR SEA BEACH IN BANGLADESH AS A TOURISTS' DESTINATION

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Abstract: *The study is descriptive as well as exploratory in nature. The main objective of this study is to identify different beach tourist segments based on a set of socio-demographic and travel behaviour variables and to analyze the differences existing between these groups in terms of importance of facilities and services choice for positioning and promoting Cox's Bazar Sea Beach as a tourist destination. The study is based on primary as well as secondary data, applied quantitative method and 308 questionnaires were used for collecting primary data. Results show a clear distinction between a male, older group of tourists and newly married couple, with female tourist, younger age and married with children depending on them. The study also revealed that tourists have given a great importance to natural attraction with enjoying sea waves and sunset view of the beach. Tourists' importance ranges also expanded with medium class accommodation facility, safety and security, sanitation and cleaning, caring and waste disposal facility and emergency service. So, to occupy the best position in the mind of tourist the tourism managers and marketers should provide up to mark services with these factors. This finding can be useful to the policy makers and marketers of sea beach tourism at Cox's Bazar in formulating strategies to retain, maintain and attract more tourists or enhance their competitiveness.*

Keywords: *Beach Tourism, Destination attributes, Segmentation, Target market and Positioning*

INTRODUCTION

Market segmentation and target market selection are important step in establishing a market strategy (Park and Yoon, 2009). Market segmentation is an important element of target marketing (Witt and Moutinho, 1989; Morrison, 2002) because it can help marketer to develop the right product suitable to each target market. Kotler (1994) stated that "the heart of modern strategic marketing can be described as segmenting, targeting and positioning", with segmentation being the essential first step in the direction of a "target marketing approach". Middleton (1988) suggests that segmentation may be defined as "a process of dividing a total market, such as all tourists, into manageable sub-

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groups...(permitting) more cost effective marketing, through the design, promotion and delivery of purpose built products aimed at satisfying the identified needs of target groups.” Similarly, Weinstein (1987, as cited by Loker and Perdue, 1992) explains: “Good market segmentation research provides operational data that are practical, usable, and readily translatable into strategy.” Guiltinan and Paul (1994) explain that “firms may find some segments more attractive than others because of variations in segment size, growth potential, or competition.” (Kastenholz, 2002). Beane and Ennis (1987) state, in this context, that “segments can be perceived as opportunities. A destination with limited resources needs to pick only the best opportunities to pursue.” Consequently, segmentation may also be used as a tool for “managing demand”, which may be particularly useful within a strategy of sustainable tourism development. In tourism field, the importance of market segmentation is not only as a technique of segmenting a market and identifying target market, but it can also be used at a higher level to assist a marketing strategist to understand the relationship of a destination with its visitors (Bloom, 2004). Koc and Altinay (2007) indicated that a destination that targets the whole market without segmenting or clustering problems it usually ends up with wasted resources, unsatisfied customers, and missed a strategic marketing opportunity. A large range of variables have been suggested in the general marketing (Kotler et al., 1999) and tourism literature (Mill and Morrison, 1992; Pender, 1999; Kotler et al., 1995). Generally socio-demographic variables such as nationality, age, income or education have been considered as quite usable, since they are easy to assess (Lawson, 1995) and have also been identified as relevant determinants of tourist behavior such as length of stay, source of information, formation of group, mode of travels and types of accommodation (e.g., Baloglu and Brinberg, 1997; Kastenholz, 2002; Gitelson and Kerstetter, 1990).

Cox’s Bazaar sea beach in Bangladesh is the tourist capital of Bangladesh having 120 km. beach covered with deep green forests. This type of smooth and straight sea beach is hardly seen in any place of the world. Miles of golden sands, towering cliffs, surfing waves, rare conch shells, and delightful seafood are the specialties of Cox’s Bazaar sea beach. Every year a large number of tourists from home and abroad come to visit this beach for enjoyment. Now the economy of Cox’s Bazaar depends on tourism. From general observation it is understood that tourism has brought a big change in this area. Altogether around 10000 people are working in the tourism industry in Cox’s Bazaar and each person maintains a family of 6 persons, then this tourism industry is giving food to the 60,000 people (Ahammed, 2010). On economic front, local community people and other stakeholders like investors, hoteliers, tour operators and so on are seemingly benefited from tourism and its economy is quite good compared to other backward area. So it is clear to all the contribution of Cox’s Bazaar sea beach in the local economy as well as national economy of Bangladesh (Abdul and Parveen, 2009). The flow of economic contribution and growth of this area depends on the

continuity of tourist arrival and understanding tourists' needs, wants and their perceptions towards the facilities and services. The objective of the present study is to identify different beach tourist segments based on a set of socio-demographic variables and tourists travel behavior and formulate the attractive positioning strategy for target segment considering tourists' need, want and demand. Results may help understand the beach tourist market and contribute to an improved target marketing to each group, simultaneously understanding the actual and potential role of each group for the destination area in question.

LITERATURE REVIEW

Market segmentation has become a valuable instrument in planning appropriate marketing strategies (Park and Yoon, 2009). In tourism field, the importance of market segmentation is widely acknowledged (Bieger and Laesser, 2002; Koc and Altinay, 2007; Kastenholz, et al., 1999). Market segmentation is an important element of target marketing (Witt and Moutinho, 1989; Morrison, 2002) because it can help producers to develop the right product suitable to each target market. Market segmentation has been used to understand the distinct characteristics of tourists and for developing marketing strategies (Bloom, 2004). Specifically, a destination may choose the most interesting target segment(s), based on a range of criteria that reveal the segments' attractiveness from sustainability point of view, associated with long-term economic profits, social, cultural and environmental benefits versus costs (Kastenholz, 2004). Furthermore, Tsai and Chiu (2004) stated that a selection of segmentation variables is a critical issue to successful market segmentation. Segmentation variables can be broadly classified into general variables such as demographics and life style, and product specific variables which involve customer purchasing and intentions (Wedel and Kamakura, 1997). Some others studies conducted by Khan. R. Mizan and Haque Mahfuzul (2006), Islam and Islam (2004), Hasan (1992), Hall and Page (2000), Hossain and Firozzaman (2003), Alam and Shamsuddoha (2003), Shamsuddoha (2005), Hossain (2006), Lincoln (2008). These studies focused that the significance of tourism is viewed from many angles like economic, social, cultural, political, etc. But these studies could not cover the specific area like tourist choice, preference and demand from different destination in Bangladesh. Another study conducted by Sofique and Parveen (2009) and Ahammed (2010) directly relating to Cox's Bazaar tourism regarding economic and socio-cultural affect of tourism. So far we know, there is no rich study has been conducted yet covering the understanding market segment, target market and the importance factors affect tourists to choose beach tourism in Bangladesh specially Cox's Bazaar as a world longest sea beach. This is the research gap where needs special attention. From this context this study has been taken by the researchers.

OBJECTIVES

The objectives of the study are:

1. To identify the market segment and target market for Cox's Bazaar Sea beach as a tourist destination based on tourists' socio-demographic and travel behavior characteristics.
2. To delineate the important factors (facilities and services) considered by tourists to occupy the profitable positioning for Cox's Bazaar Sea beach as a tourist destination.

HYPOTHESIS

There are three hypotheses have been drawn for this study:

- Ho 1: There is no significant differences exists in tourists demographic characteristics in relation to Sea beach choice
- Ho 2: There is no significant differences exists in tourists' travel behavior characteristics in relation to Sea beach choice
- Ho 3: There is no differences exists between tourists' socio-demographic characteristics and the derived importance factors.
- Ho 4: There is no differences exists between tourists' travel behavior characteristics and the derived importance factors.

METHODOLOGY

The study is descriptive as well as exploratory in nature and based on both primary and secondary data. The sample population for this study was composed of tourists who visited Cox's Bazaar sea beach in between 07 February 2012 and 21 February 2012. A convenient sampling technique was used to collect primary data by means of a survey, using self-administered questionnaires distributed to visitors at study area. The questionnaires included questions concerning the socio-economic profile of the visitors (e.g. age, gender, nationality, educational level, income) as well as questions about their travel behavior (e.g. length of stay, composition of group, accommodation and types of transport used, source of information) and importance attributes considered by tourists' while visiting Cox's Bazar sea beach. For important statement visitors were asked to rank its importance on different attributes using a scale of 1 to 5 (5 being very important and 1 being not at all important) for choosing Cox's Bazar sea beach. Out of 320 questionnaires 308 were useable questionnaires with a response rate of almost 98%. Appropriate statistical analyses such as frequencies, descriptive, analysis of Variance (ANOVA), factor analysis, correlation analysis were used to satisfy the

major objectives. By conducting a factor analysis, the data was reduced to logical factors which are correlated among them. The researchers collected secondary data from relevant research report and publications, newspapers, books, website and published materials of BPC, the ministry of tourism and aviation, ministry of education, ministry of finance, Bangladesh Bank and major tour operators.

ANALYSIS AND DISCUSSION

The analysis and discussion of the study are divided into three points of view:

1. Identifying the market segment and target market based on tourists socio-demographic and travel behavior characteristics for Cox's Bazaar sea beach.
2. Identifying the major factors considered by tourist while making plan to visit Cox's Bazaar sea beach for providing greater value to target market.
3. Finding the differences in important factors regarding demographic and travel characteristics of tourists.

Respondents' Socio-Demographic and Travel Behavior Characteristics: The theory of consumer behavior for a service sector points out that customers' choice behavior, buying behavior and levels of satisfaction are influenced by the customer's background, characteristics and external stimuli (Fornell, 1992). Due to unique motivations, some individuals may have positive feelings towards the belief while other could respond with negative reaction.

Table 01 (Appendix) provides the respondents' socio-demographic and travel behavior information. Out of a total of 308 respondents listed for analysis, 249 (80.3%) were male and 61 (19.7%) were female. Data were collected from different age group. Large group of respondents were from 18-40 (58.7%) age group, followed by 41-60 (32.2%) age group. Surprisingly, highest 49.9% of the respondents have completed graduation level followed by 35.6% secondary level. In addition, 34.6% respondents were students, where as 27.7% respondents answered that they are businessman, followed by 21.6% are private job holder and 10.1% are government service holder and others category includes self employed in different profession at the time of the survey. Respondents listed 9.6% of their income more than Taka 71,000, and highest 28.8 % have income up to 10,000 followed by 25% have 10,000-30,000 Taka per month. According to marital status about 50.5% respondents are unmarried and 14.9% are newly married and rest are others category. The sample distribution provides a clear idea about male, young with graduate education and students are the main visitors at Cox's Bazaar sea beach and prefer the most.

On the other hand, the travel behavior characteristics of the respondents show that a very small 1% of tourists stayed over 10 days and 75.4% stated 2-5 days. The large numbers of people are getting to know about the Cox's Bazar through "Friends and Relatives" is 57.7% and the rest got to know through electronic media (23.2%), print media (13%), BPC websites (2.9%) and tourism fairs. How tourists travelled to the Cox' bazaar? The survey of respondent shows higher figure of 48.6% and 23.1% using the Non-AC and AC bus to make visits to the Cox's Bazar from the key origin. Majority of the respondents were travelling with their friends (43.8%) and a lot of them were also accompanied by family (32.2%). The main accommodation categories used by visitors' medium class hotel (71.6%) followed by first class hotel 18.3%. Around 42.25% of the respondents planned for travelling 6 to 12 months in advance, and 28.70% are planned in advance 6 months or less. The smallest group of the respondents (6.77%) planned instantly.

Respondents' demographic and travel behavior characteristics and sea beach choice behavior:

The overall importance given by tourists' towards the choice of Sea Beach as a destination: Respondents were questioned about how much important Cox's Bazaar Sea Beach as a tourist destination to them for holiday visit plan. The results are summarized in Table 01.

Table 01: Tourists' overall given importance towards Cox's Bazaar Sea Beach (N=308)

Variables	Frequency	Percent	Cumulative Percent
Very important	150	49.03	49.03
Important	113	36.53	85.58
Average	33	11.05	96.63
Less important	12	3.36	100
Not important at all	0	00	
Total	308	100	

Note: Overall importance means ranges from 1 (not at all important) to 5 (very important)

From the above table, 49.03% of the respondents opined that as a tourist destination Cox's Bazaar Sea Beach is very important to them while make visiting plan and 36.53% are important, 11.05% are average in their opinions, and 3.36% of the respondents feel less important.

Respondents' demographic characteristics and sea beach choice behavior:

Ho 1: There is no significant difference exists in tourists demographic characteristics in relation to Sea beach choice

In this study Analysis of variance (ANOVA) has been used to investigate relationship between tourists' beach tourism choice and tourists' demographic characteristics. Table 02 shows mean based on the different categories and ANOVA results for tourists' demographics characteristics with regards sea beach choice.

Table 02: Result by tourists' demographic characteristics

Socio-Demographic Factors	F value	Sig.
Gender	7.697	.006**
Age	4.136	.007**
Education	.675	.610
Occupation	1.795	.131
Monthly Income	.597	.665
Marital status	4.555	.046**

Note: value is mean scores * $p < 0.05$

The result shows that the significant differences are found only in visitors' age ($F= 7.697$, $p \geq .006$), gender ($F= 4.136$, $p \geq .007$) and marital status ($F= 4.555$, $p \geq .046$) with respect to choice of Sea beach. Despite of these, no significant differences were found between tourists' education level ($F= .675$, $p \geq .610$), occupation ($F= 1.795$, $p \geq .131$), and monthly income ($F= .597$, $p \geq .665$) with respect to Sea beach choice.

Furthermore, mean differences in choice between different tourists' demography are summarized in the table 03.

Table 03: Differences in Choice between Groups

Variables	Characteristics	N	Mean	Std. Deviation	F value	Sig.
Gender	Male	250	4.12	.785	7.697	.006**
	Female	58	4.49	.556		
	Total	308	4.19	.760		
Age	Up to 18	2	4.50	.713	4.136	.007**
	18-40	181	4.33	.709		
	41-60	99	3.97	.797		
	above 60	26	4.00	.767		
	Total	308	4.19	.760		
Marital Status	Unmarried	155	4.17	.724	4.555	.046**
	Newly married	46	4.36	.893		
	Married without child	27	4.33	.594		
	Married with child	78	3.94	.770		
	Total	307	4.19	.762		

Significance at the 0.05 level

The results in the table 03 show the means, standard deviation and statistical significance of the mean differences. Based on the results, there are quite a few statistically differences in the importance of the choice variables between men and women. While choosing Cox's bazaar sea beach, the female provided the highest mean score (M= 4.49). On the other hand, male provided the lowest mean score (M=4.12). On the other hand respondents' age differed on the choice of Sea beach as tourist destination. The age group up to 18 provided the highest mean score (M = 4.60). On the other hand, age group 41-60 provided the lowest mean score (M=3.97). Considering respondents' marital status newly married couples give more importance (M=4.36) and married with children family give lowest importance (M=3.94) on the choice of Sea beach as tourist destination.

Respondents' demographic and travel behavior characteristics and sea beach choice behavior:

Ho 2: There is no significant difference exists in tourists' travel behavior characteristics in relation to Sea beach choice

Again ANOVA has been used to investigate relationship between tourists' beach tourism choice and tourists' travel behavior characteristics. Table 04 shows mean based on the different categories and ANOVA results.

Table 04: Result by tourists' travel behavior characteristics

Travel behavior characteristics	F or t	Sig.
Length of Stay	4.032	.050*
Sources of Information	2.126	.079
Composition of Group	1.164	.328
Modes of transportation	1.067	.374
Use of Accommodation	.353	.787
How long in advance planned to visit	5.650	.038*

Note: value is mean scores * $p < 0.05$

On the other hand, expected length of stay ($F= 4.032$, $p \geq .050$), and advanced plan to visit ($F= 5.650$, $p \geq .038$), have significant difference with sea beach choice. Furthermore, there is no significant difference found in sources of Information ($F= 1.460$, $p \geq .057$), composition of group ($F= 1.201$, $p \geq .258$), types of transportation ($F= 1.170$, $p \geq .290$), and types of accommodation use with respondents sea beach choice.

Furthermore, mean differences in choice between different tourists' travel behavior characteristics are summarized in the table 05.

Table 05: Differences in Choice with respect to tourists' travel behavior

Variables	Characteristics	N	Mean	Std. Deviation	F value	Sig.
Expected Length of Stay	Less than 2 days	54	4.18	.849	4.032	.050*
	2-5 days	233	4.64	.749		
	6-10 days	17	4.24	.660		
	10 days more	03	4.00	.000		
	Total	308	4.19	.762		
Advance planned to visit	Instantly/Suddenly	21	4.03	.704	5.650	.038*
	6 months or less	89	4.21	.776		
	7 months – 1 year	131	4.30	.632		
	1 year more	67	4.00	.894		
	Total	308	4.19	.760		

Significance at the 0.05 level

The results in the table 06 show the means, standard deviation and statistical significance of the mean differences. Based on the results, there are quite a few statistically differences in the importance of the choice variables between duration of length. While choosing Cox's bazaar sea beach, tourists' who stayed 2-4 days provided the highest mean score (M= 4.64) and tourists' who stayed 10 days provided the lowest mean score (M=4.00).

On the other hand respondents' who prepare plan to visit 7-12 month before provided the highest mean score (M= 4.30) and respondents' who prepare plan to visit 1 year before provided the lowest mean score (M=4.00).

Results (Table 03a and 03b) point that hypothesis 1 has been rejected only for respondents' gender, age, and marital status and accepted for others. Hypothesis 2 has been rejected only for source of information, composition of group and types of transportation and accommodation use, and accepted for others. Table 3.1b and 3.2b showed that female, age group up to 18 and newly married couple are prefer more Cox's Bazar sea beach as a holiday destination than other group and respondents who stayed 2-4 days and prepare plan to visit 7-12 month before they prefer more than other groups. So here a clear picture has been find out for market segment and target market for Cox's Bazar Sea beach as tourists destination.

The importance of attributes given by the tourists' subject to choose Cox's Bazar Sea Beach: There are some attributes relating to Cox's Bazar Sea beach are given in the Table 06. Table 02 (Appendix) shows the importance means given to the attributes by tourists visiting Cox's Bazar Sea beach as a tourist destination. The table shows the value mean, standard deviation (SD) and variance (V), which indicates the degree of attitude, importance and different characteristics of choosing variables at Cox's Bazar sea beach. Out of 29 attributes 5 attributes such as enjoying sea waves, natural attractions of the beach, reasonable foods price at the restaurant, cleanliness of public areas nearest the beach, visitors financial, physical and other safety and security have been scored highest that means the mean value are more than 4.50 which indicate that tourists give high importance towards the variables. In this case SD values of above variables range are .70 to .79 respectively. The rest 21 variables show the score mean value at 4.00 to 4.50 level and only 3 variables scored below 3. It is understood that tourist at Cox's Bazar gives more importance to "enjoying sea waves". It is followed by "natural attractions of the beach", "food price", "cleanness the sea beach area" and "safety and security of the tourists". But the least important factors were determined as "financial institution", "package tour" and 'online information". So, initially to occupy the better position in the target market the policy makers can consider these issues and make their services more attractive for specific segment.

Factor analysis result: After identifying the importance attributes of Cox's Bazar sea beach by the respondents, the authors tried to group them under some factors by factor Analysis through SPSS 19. Factor analysis was conducted to create correlated variable composites from the original 29 attributes and to identify a smaller set of dimensions, or factors, that explain most of the variances between the attributes. In this study, 6 factors are retained only if they had values greater than or equal to 1.0 of eigenvalue and a factor loading greater than 0.4. The principal components factor method was used to generate the initial solution. The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 1796.126 with degree of freedom 378. The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.738, which was meritorious (Hair, et al., 1999).

Table 08 illustrates the results of the factor analysis. The eigenvalues suggested that six-factor solution explained 71.34% of the overall variance before the rotation. The communality of each variable ranged from 0.415 to 0.857. To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients ranged from 0.5697 to 0.8185 for the six factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

Table 06: Result of factor analysis of the items that the tourists enjoy while they visited Cox's Bazar Sea beach.

Variables	Mean	Communalities	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Factor 1, Accommodation (Grand Mean 4.37)								
Public/ Private toilet facilities nearest the beach	4.44	.849	.893					
Cleanliness of public areas nearest the beach	4.54	.843	.883					
Reasonable foods price at the restaurant	4.50	.809	.838					
Availability of sea foods at restaurant	4.38	.520	.698					
Quality service at restaurants	4.31	.572	.692					

Affordable price of the residential hotels	4.27	.348	.572				
Quality service of residential hotels	4.12	.338	.369				
Factor 2, Ancillary Services (G. Mean 4.17)							
Health and Medical facilities to serve tourists	4.02	.638		.781			
Tourist caring facility such as personal care, child care etc.	4.20	.647		.743			
Waste disposal facility	4.15	.744		.700			
Emergency service such as lifeboat, ambulance,	4.48	.653		.697			
Visitors financial, physical and other safety & security	4.51	.518		.606			
Local people behavior and hospitality towards tourists	4.30	.507		.604			
Financial institution for withdrawing instant cash	3.54	.714		.530			
Factor 3, Natural Attraction (G. Mean 4.42)							
Natural attractions of the beach	4.59	.773			.807		
Enjoying sea waves and sunset view	4.64	.695			.762		
Easy , relaxed and noise free pace of life	4.11	.585			.694		
Un-spoilt nature and environment	4.34	.532			.589		
Factor 4, Activities (Grand Mean 4.20)							
Water based activities such as swimming, surfing,	4.17	.555				.708	

Cost of surfing, boating, driving and riding	4.13	.332				.555		
Watch tower for enjoying sea view and scenery	4.32	.555				.522		
Dress change facility at the beach area	4.16	.518				.481		
Factor 5, Available Package Tour (Mean 4.16)								
Cost of the travel operators	4.35	.836					.800	
Quality service of tour operators	4.20	.818					.726	
Availability of package tours organized by travel agent	3.93	.426					.585	
Factor 6, Accessibility (Grand Mean 4.09)								
Service quality of transportations	4.19	.731						.773
Fare/cost of transportations	4.13	.615						.640
Information about cox's bazaar	3.95	.486						.508
Availability of transportation	4.09	.609						.452
Eigenvalue			6.71	3.65	2.281	1.67	1.46	1.38
Variance explained (%)			28.98	16.06	10.14	5.978	5.232	4.930
Cumulative variance			28.98	45.04	55.18	61.15	66.38	71.31
Reliability coefficient alpha			0.893	0.771	0.803	0.790	0.700	0.789
Number of items (total=07)			07	07	04	04	03	04

Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization

KMO= 0.738, Bartlett's Test of Sphericity: $p= 0.000$ ($x^2= 1796.126$, $df= 378$)

The Factor 1 named as “Accommodation facilities” which consisted of seven items namely “cleanliness of public areas nearest the beach”, quality service at restaurants’, public / private toilet facilities nearest the beach’, reasonable foods price at the restaurant’, quality food at restaurants’, availability of sea foods at restaurant’, and quality service at residential hotel. This factor explains 23.98 percent of the variance in the data with an eigenvalue of 6.71, the items associated with this factor deal with the accommodation which tourists like more ($\alpha = 0.893$).

The Factor 2 is termed as “Ancillary services” accounting for 13.06 percent of the variance with an eigenvalue of 3.65, this factor is loaded with seven items with relation to ancillary service. The items are namely ‘waste disposal facility’, tourist caring facility such as personal care, child care’, ‘emergency service such as lifeboat, ambulance, ‘local people behavior and hospitality towards tourists’, ‘health and medical facilities to serve tourists’, and “visitors financial, physical and other safety & security’. ($\alpha = .7713$)

Factor 3 was termed as “Natural attraction” ($\alpha = 0.803$), explained the variance of 8.14% with an eigenvalue of 2.28, and it contained 4 items including enjoying sea waves and sunset view, natural attractions of the beach, easy, relaxed and noise free pace of life, and un-spoilt nature and environment,” and “enjoyig sunset view.

Factor 4 named as “Tourism based activities” accounted for 5.97% of the variance, with an eigenvalue of 1.67, and a reliability of .734. This factor was loaded with four attributes that referred to activities. The four attributes are “water based activities such as swimming, surfing”, “cost of surfing, boating, driving and riding”, “watch tower for enjoying sea view and scenery” and “dress change facility at the beach area. ($\alpha = 0.790$)

Factor 5 was named as “Availability of package tour” consisting of three items namely ‘cost of the travel operators’ ‘Quality service of tour operators’ and ‘Availability of package tours organized by travel agent’. This factor accounts for 5.23 percent of the variance with an eigenvalue of 1.46 and reliability alfa is .7001.

Factor 6 was loaded with four attributes that referred to accessibilities” accounted for 4.93% of the variance, with an eigenvalue of 1.38, and a reliability of .734. The attributes are “Service quality of transportations”, “Fare/cost of transportations”, “Available information about Cox's Bazaar”, and “Availability of transportation”. ($\alpha = 0.789$)

The importance factors and the tourist socio-demographic characteristics:

Ho 3: There is no difference exists between tourists’ socio-demographic characteristics and the derived important factors.

The table 07 showed that there is a significant relation is found in tourist socio-demographic characteristics such as gender, age and marital status with respect to sea beach choice. How these relations are differed with important factors considered by tourists.

Analysis of Variance (ANOVA) is used to identify the mean differences in important factors by the tourist socio-demographic characteristics.

Table 07: Results by Socio-demographic variables

Variables	Value	Attraction	Amenities	Accessibility	Activities	Ancillary Services	Available Package
Gender	F	7.06	.239	.195	1.64	.524	.003
	Sig.	.009**	.625	.659	.201	.470	.956
Age	F	2.261	.460	1.64	.358	.527	.534
	Sig.	.064	.765	.163	.838	.716	.711
Marital status	F	1.122	1.391	1.861	.324	1.524	2.96
	Sig.	.350	.229	.103	.898	.184	.013**

Note: value is mean scores * $p < 0.05$

Table 07 illustrates the differences in important factors with different tourists' demography are explored using analysis of variance. In tourists' characteristics, the results of ANOVA revealed that respondents' mean scores for the dimensions of tourists' perceptions showed variation by gender with attraction, marital status with package tour. The results of ANOVA showed that the respondents' gender differed only on Factor 1, Attraction ($F = 7.06$, $p = 0.009$). The female provided the lowest mean score ($M = 3.94$). On the other hand, male provided the highest mean score ($M = 4.22$). Respondents' important factors differ based on their marital status on Factor 6, Available package ($F = 2.968$, $p = 0.013$). The newly married couple provided the highest mean score ($M = 4.516$). On the other hand, married with child not dependent on them provided the lowest mean score ($M = 3.700$). The results explained that respondents' gender, age, and marital status have significant differences regarding important factors relating to different facilities of beach tourism specially Cox's Bazaar sea beach. Thus, hypothesis 3 has been rejected.

The important factors and tourists' travel behavior characteristics:

Ho 4: There is no difference exists between tourists' travel behavior characteristics and the derived important factors.

One-way ANOVA is used to analyze hypothesis 4. The table 05 showed that there is a significant relation found in tourist travel behavior characteristics such as length of stay and advance planned to visit and sea beach choice. How these variables are differed in choice of important factors to be investigated.

Analysis of Variance (ANOVA) is used to identify the mean differences in different facility choice by the tourist travel behavior characteristics.

Table 08: Results by travel behavior characteristics

Variables	Value	Attraction	Amenities	Accessibility	Activities	Ancillary Services	Available Package
Expected Length of Stay	F or t	.203	2.918	1.023	.626	2.243	2.755
	Sig.	.894	.028**	.383	.599	.084	.044**
How long in advance planned to visit	F or t	.409	5.285	2.603	.918	1.232	4.459
	Sig.	.873	.000**	.019	.483	.291	.000**

Note: value is mean scores * $p < 0.05$

Table 08, the differences in derived important factors with tourists' travel characteristics are explored by ANOVA. The results shows that the tourists' length of stay differed on Factor 2, Amenities ($F= 2.918$, $p= 0.028$) and Available package tour ($F= 2.755$, $p= 0.044$). The tourist stayed 2-5 days provided the highest mean score ($M= 4.37$) regarding the use of amenities and accommodation. On the other hand, the tourist stayed 10 days more provided the lowest mean score ($M= 3.36$) in amenities. The tourist stayed less than 2 days prefer package tour ($M= 4.16$) than other category of length of stay. Choice differ based on respondents' advance plan to visit on the factors amenities ($F= 5.28$, $p= 0.000$), accessibility ($F= 2.60$, $p= 0.019$) and available package ($F= 4.45$, $p= 0.000$). The tourist who makes plan to visit before 1 year more provided the highest mean score on amenities, accessibilities and package tour ($M= 4.05$, 3.88 , 4.22). On the other hand, the tourist who makes plan to visit instantly provided the lowest mean score on amenities, accessibilities and package tour ($M=3.61$, 3.48 , 3.73).

The results explained that respondents' length of stay and advanced plan to visit characteristics have significant differences regarding different facilities and services of beach tourism specially Cox's Bazaar sea beach. Thus, hypothesis 4 has been rejected.

FINDINGS AND RECOMMENDATIONS

1. The findings of the current research found that there is a statistically significant relationship in sea beach choice with respects to respondents' demographic and travel behavior characteristics. These relationships were found in the variables on respondents' "age", "gender", and "marital status". On the other hand, there is significant relationship between length of stay and advance planned to visit with sea beach choice. So this finding has given clear idea about target segment and target market of beach tourism specially Cox's Bazar sea beach.
2. The findings of this study reflect that tourists who visit Cox's Bazar sea beach are somewhat heterogeneous. Therefore, differentiated segmentation and marketing strategies should be stressed and executed by the relevant parties. Key player in the beach tourism, tour operators and stake holders have pursued successful positioning strategies which have been driven by effective market segmentation and brand management.
3. In addition, the findings of this study have a number of important implications for policy makers for planning and marketing in the industry. Individual factor analyze was conducted under 6 A's dimension. According to factor mean result, the most important factor that could be unique natural attraction, accommodation and accessibilities such as easy accessibility, cleanliness of the sea beach area, accommodation facility and reasonable price, food and beverage outlets should be provided to the tourists. Therefore, concerned authority should do the necessary actions to improve the derived services and facilities provided at the Cox's bazaar sea beach in the effort to change and increase the perception of the tourists. In planning these facilities, identity and biodiversity of the area must be considered since tourists pay great attention to feel the nature of sea areas.
4. There is another point that security, quality transportation service, watch tower facility, water base activities, health and area guiding services must be provided to the tourist who are visiting Cox's bazaar sea beach. The concerned authority for this destination needs to allocate a suitable budget to be used to improve the sea beach activities, restaurants and signage, especially during the peak seasons, because of the bigger number of tourists are visiting this place at that time. Thus, any future infrastructure development should be properly planned and implemented to avoid its negative impacts to the sea beach area. Illegal logging activities must be seriously investigated and should have taken necessary actions against to ensure a well preservation of the natural surroundings. In addition, those

people who are involved in the development of the tourist destination have to contribute more in term of their creativity to produce a variety of unique products which could attract the tourists.

5. Furthermore, managers also need to emphasize on the factor “emergency and caring service” such as tourist caring facility, waste disposal facility, lifeboat and ambulance service, local people behavior towards tourists. Because, tourists have given highest importance on this factors. For 1km. Sea beach area only three police members, one watch tower, 2 speed boats are employed for managing, monitoring and maintaining emergency service and security [Source: Field survey]. These are not sufficient for maintaining security and saving lives from unexpected hazards. Except Kolatoli beach (seagull point), others sea beaches point like Laboni point, Jhauban point are closed every day before 6.00 pm. due to lack of security. So, responsible authority should ensure proper security in this point.
6. Side by side tourists provide highest importance on the behavior of travel personnel, service quality of tour operators and cost of tour operators under package tour service. So tour operators must try to touch tourist perception to satisfy them speciously. Local tourist guidance, online information about Cox’s Bazar is the important attributes to tourists. Although the tourist attractions and facilities have somewhat been promoted in the mass media (e.g., television, newspaper, and internet) as well as by word-of-mouth but these are not sufficient to attract tourists. In the age of media concerned authority should take initiative to promote Cox’s Bazaar to all over the world through proper media.
7. Apart from above suggestions, such a new approach is not sufficient if these are not implemented effectively. Therefore, marketers and patrons of this destination should stress on carrying out promotional campaigns of Cox’s Bazar sea beach in Bangladesh as a world longest sea beach to foreigners. To occupy the significant position in customers mind these suggestions are hoped to assist both managers and marketers of the Cox’s Bazaar sea beach as a destinations in Bangladesh to gain a better understanding of the different perceptions hold by the local and foreign tourists, and thus implement more strategic marketing decisions.

CONCLUSION

Cox’s Bazar sea beach is the most attractive and highly visited tourist destination in Bangladesh and it has significant economic contribution to the local economy as well as country. The tourism policy makers and marketers should provide and ensure up to mark services to some areas of services and facilities to specific segment as per above recommendation. Finally, an important limitation needs to

be considered in this study. The survey carried out in this study was conducted over a period of fifteen days, which permitted only tourists who had travelled during the months of February, 2012 (i.e., decline of peak season) to be included. Based on which, the respondents' views were taken only from those of a particular groups of tourists, which could not be used to represent a year round's tourism. Hence, it is recommended that future research incorporate a survey which will also include the peak season (October-March) because seasonality may influence tourists' responses.

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APPENDIX**Table 01: Respondents Socio-Demographic and Travel Characteristics Profile**

Descriptions	N	(%)	Descriptions	N	(%)
Respondents' Gender			Length of Stay		
Male	250	81.3	Less than 2 days	54	17.4
Female	58	18.8	2-5 days	233	75.4
Total	308	100.0	6-10 days	17	6.3
Respondents' Age			10 days more	03	1.0
Up to 18	2	.5	Total	308	100.0
18-40	181	58.7	Sources of Information		
41-60	99	32.2	Friends and Relatives	178	57.7
above 60	26	8.7	Electronics media	71	23.1
Total	308	100.0	BPC	9	2.9
Respondents' Education			Print media	40	13.0
Illiterate	9	2.9	others	9	2.9
Up to HSC	109	35.6	Total	307	99.5
Graduation	123	39.9	Composition of Group		
Post Graduation	62	20.2	Alone	22	7.2
Others	3	1.0	Family	99	32.2
Total	307	99.5	Friends	135	43.8
Missing	1	.3	Travel group	39	12.5
Total	308	100.0	Others	13	4.3
Monthly Income			Total	308	100.0
Up to 10,000	89	28.8	Modes of transportation		
10,000-30,000	77	25.0	Air	9	2.9
31,000-50,000	62	20.2	Non Ac Bus	150	48.6
51,000-70,000	50	16.3	Ac Bus	71	23.1

Above 71,000	30	9.6	Train	61	19.7
Total	308	100.0	Others	16	5.3
Respondents' Occupation:			Total	307	99.5
Student	107	34.6	System	1	.5
Businessman	84	27.4	Total	308	100.0
Govt. job	31	10.1	Use of Accommodation		
Private Job	67	21.6	Star standard/ 1st class	56	18.3
Others	19	6.3	Medium class	221	71.6
Total	308	100.0	Lower class	15	4.8
Respondent Marital status			Others	16	5.3
Unmarried	155	50.5	Total	308	100.0
Newly married	46	14.9	Advance planned to visit		
Married without child	27	8.7	Instantly/Suddenly	21	6.77
Married with child	78	25.5	6 months or less	89	28.70
Total	307	99.5	7 months – 1 year	131	42.25
Missing	01	.3	1 year more	67	22.25
Total	308	100.0	Total	308	100

Table 02: Attributes influencing tourists to choose Cox's Bazaar

Attributes	N	Mean	SD
Natural attractions of the beach	208	4.59	.756
Enjoying sea waves and sun set view	207	4.64	.703
Un-spoilt nature and environment	207	4.34	.820
Easy , relaxed and noise free pace of life	205	4.11	.925
Quality service of residential hotels	207	4.12	.874
Affordable price of the residential hotels	206	4.27	.835
Quality service at restaurants	205	4.31	.746
Reasonable foods price at the restaurant	199	4.50	.745
Cleanliness of public areas nearest the beach	207	4.54	.729
Public/ Private toilet facilities nearest the beach	207	4.44	.927
Availability of sea foods at restaurant	120	4.38	.780
Service quality of transportations	206	4.19	.770
Fare/cost of transportations	207	4.13	.916
Available transportation	205	4.09	.800
Watch tower for enjoying sea view and scenery	208	4.32	.838
Water based activities such as swimming, surfing, boating	206	4.17	.847
Dress change facility at the beach area	205	4.16	.954
Cost of surfing, boating, driving and riding	167	4.13	.800
Information about Cox's bazaar	208	3.95	.926
Health and Medical facilities to serve tourists	206	4.02	.910
Financial institution for withdrawing instant cash	208	3.54	.967
Waste disposal facility	206	4.15	.920
Local people behaviour and hospitality towards tourists	206	4.30	.903
Tourist caring facility such as personal care, child care	205	4.20	.969
Emergency services such as lifeboat, ambulance etc.	204	4.48	.712
Visitors financial, physical and other safety & security	208	4.51	.798
Availability of package tours organized by travel agent	207	3.93	.833
Quality service of tour operators	206	4.20	.875
Cost of the travel operators	208	4.35	.814