FACTORS AFFECTING TO CHOICE COX'S BAZAAR SEA BEACH OF BANGLADESH AS A TOURIST DESTINATION

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Abstract

The study is descriptive in nature. The main purpose of this study is to find out the importance factors while tourists' choosing Cox's Bazaar Sea beach as a tourist destination. In this paper, Buhalis' (2000: 98) 6A's framework was used to determine the destination attributes. The study is based on primary as well as secondary data; applied quantitative method and 308 questionnaires were used. The study revealed that tourists assign 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. Tourists also give more importance on amenities, accessibilities and activities than other factors while they wish to visit Cox's Bazar sea beach. So, 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 attract, maintain and retain more tourists or enhance their competitiveness.

Key words: Beach Tourism, Destination attributes, Push factors and Pull factor, Buhalis'6A's framework

1. Introduction

Destination choice of the tourists has been of great interest to tourism scholars (Pikkemaat 2004: 87-102; Omerzel 2006: 167-189; Nicolau and Mas 2004: 1-34) and many other studies could be added to this list. A wide set of factors influence destination choice for a tourist. Generally, these factors are grouped into two categories called "push" and "pull" factors (Pikkemaat 2004: 88). Push factors indicate psychological factors; e.g values, motives, perception, learning, beliefs, personality and attitudes, social factors; e.g. reference groups, family, roles and status, personal factors; e.g age, life cycle stage, occupation, economic circumstances, lifestyle, and personality, cultural factors; e.g culture, sub-culture, social class. Pull factors are destination related dimensions; these can contribute formation perceived attraction among tourists; e.g. distance, type of area, infrastructure, size of area, type of vegetation and activities in the destination (Lam and Hsu 2006: 590). On the other hand, Buhalis (2000: 98) pointed out that destinations comprised a core of some components. He categorized these components into six headings and called 6A's framework because of first letter of each heading. In the tourism the major factors are Six 'A's such as Attraction, Access, Amenities, Activities, Ancillary services and available package. All these factors combine to create a tourist destination. A destination must have all of the six 'A' s to some degree, although they need not be equally in balance, and of course they need not be of the same quality and consistency for each potential destination.

Since long past, Bangladesh was an attractive place to the tourists. Bangladesh has the world longest sea beach at Cox's Bazaar. It is the tourist capital of Bangladesh having 120 km beach slopping gently down to the blue waters of the Bay of Bengal against the picturesque background of a chain of Hill 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 Bazar sea beach.

Every year a large number of tourists from home and abroad come to visit this beach for enjoyment. During the peak season (November to March) millions of tourists' visit Cox's Bazar and all hotels, motels and guest houses are totally filled up and even some visitors spend their night inside the vehicle because no seats are available in the hotels [02]. There are many hotels, motels, cottage, restaurants, rest house and guest houses have been developed for tourists in Labonee to Kalatali and near area in Cox's Bazar. Now Cox's Bazar has 154 restaurants for food supply to the tourists and each of them has on an average 22 assistants. The total figure of assistants stands for 3388 people. Then for tourists Cox's Bazar has 220 hotels and guest houses, and each employed on average 20 people and thus the total account is 4400. Again altogether Cox's Bazar tourism registers 54 tour

operators and guide houses in which on average 15 people work in each company and thus total figure is 810 persons working in the tour operators. Again on average 5000 construction workers are working and maintaining family by building hotels, motels and guesthouses and so on. Many local people including students are working as tourist guides, doing jinuk business, rent-a-car business, land business, opening departmental stores, hiring umbrella on the sea beach locally known as 'kit-kot', driving small playing vehicles on the beach locally known as 'z-ski' and so on. A large number of people are also involved in fishing and collecting seafood and sea products for their livelihood. Altogether around 10000 people are working in the tourism sector in Cox's Bazar and each person maintains a family of 6 persons, then this tourism industry is giving food to the 60,000 people [02]. As world's longest sea beach Cox's Bazar is experiencing huge growth in tourism since 1990 [02]. Now the economy of Cox's Bazar depends on tourism. From general observation it is understood that tourism has brought a big change in this area. On economic front, local community people and other stakeholders like investors, hoteliers, tour operators and so on are seemingly benefited from tourism and it economy is quite good compared to other backward area. So it is clear to all the contribution of Cox's Bazar sea beach in the local economy as well as national economy of Bangladesh [17].

The flow of economic contribution and growth depends on the continuity of tourist arrival and facility consumed. The present facilities provided by the responsible authorities are how much sufficient to the tourist is to be investigated. What are tourists' needs what their wants and what their perceptions towards the facilities and services are to be understood. So far we know there is no study has been conducted to find out these issues. These are the research gap where needs special attention. The present study is an ample step to cover this gap. From this context this study has been taken by the researchers.

2. Literature Review

Khan. R. Mizan and Haque Mahfuzul (2006), Islam Faridul and Islam Nazrul (2004), Hasan (1992), Hall and Page (2000) conducted the four elaborate studied covering the tourism and tourism environment in Bangladesh. The study focuses tourism potentiality, major problem and prospect of tourism, marketing strategy of tourism industry, foreign tourist arrival trend in Bangladesh. Other study like Kamal & Chowdhury (1993), Hasan & Chowdhury (1995), conducted study on the basis of tourism related service. In fact these were the studies based on performance of tourism related service as well as the contribution to the development of the country's tourism industry. Another study conducted by Odunga, Pius and Pius Odunga (2001), showing choice of attraction, expenditure and satisfaction of tourist. The study used to identify the determinants of preferences, expenditure

and satisfaction and determine their measurement and relationship. Other study like Carlotte M Echtner and JR. Brent Ritchie (2003), Dr. Bob McKercher (2003), Janine Mc Donald (2006), also conducted study on the basis of tourism and focus that meaning of tourism, tourism development guidelines and principles, reason behind the success and failure of destination in popularity, destination marketing strategy etc. though these were the studies based on only tourism primary issues without covering tourist feelings, thinking and behavioral action towards the particular destination. Some others studies conducted by Hossain and Firozzaman (2003), Syed Ahsanul Alam and Mohammad Shamsuddoha (2003), Mohammad Shamsuddoha (2005), Md. Jakir Hossain (2006), Dr. Zakria 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. Shah Azam, et al, conducted a study on factors affecting to choice Bangladesh as a tourist destination. The study shows that Service quality, Natural Beauty, Security and Shopping Facility are statistically significant in explaining the intention to select a tour destination in Bangladesh. Another study conducted by Mir Abdul Sofique and Jannat Ara Parveen (2009) and Sheikh Saleh Ahammed (2010) directly relating to Cox's Bazaar tourism regarding economic and socio-cultural affect of tourism. The results show that respondents strongly agree with the idea that tourism provides many economic and socio-cultural benefits, but the residents are ambivalent about its costs. So far we know, there is no rich study has been conducted yet covering the understanding the factors affect tourists to choose beach tourism in Bangladesh specially Cox's Bazaar as a world longest sea beach.

3. Objectives Of The Study

The major objectives of the study are;

3.1. To identify the factors considered by tourists when choosing Cox's Bazaar Sea beach as a tourist destination.

3.2. To find the association between tourists' socio-demographic & travel behavior characteristics and the choice of Cox's Bazaar Sea beach tourism.

3.3. To find the association between tourists' socio-demographic & travel behavior characteristics and the beach tourism products and facilities choice.

4. Hypothses Of The Study:

There are three hypothesis have been drawn for this study;

H1a: Ho, There is no significant difference exists in tourists demographic characteristics in relation to Sea beach choice

H1b: Ho, There is no significant difference exists in tourists' travel behavior characteristics in

relation to Sea beach choice

H2a: Ho, There is no differences exists between tourists' socio-demographic characteristics and the derived choice factors.

H2b: Ho, There is no differences exists between tourists' travel behavior characteristics and the derived choice factors.

5. METHODOLOGY OF THE STUDY

The study is descriptive 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 May 2011 and 21 May 2011. 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 questionnaire consisted of two parts. Part-A, consists socio-demographic information and travel behavior characteristics of respondents, Part–B, consists of importance attributes. For importance 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 Baazar 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. In present study Pikkemaat (Push factors) and Buhalis's 6A's framework (pull factors) adapted for identifying major factors affecting to Cox's bazaar sea beach choice. By conducting a factor analysis, the data was reduced to logical factors which are correlated among them. Then factors were rank order according to their weight. Finally correlation among the 6A's factors was analyzed to finds the relation among the factors according to Buhalis 6A's framework. 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 etc.

6. Analysis And Discussion Of The Study

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

6.1. To find the socio-demographic and travel behavior characteristics of the tourists visiting Cox's Bazaar sea beach.

6.2. Identify the major factors affecting the tourists to choice Cox's Bazaar sea beach as tourist destination

6.3. To find the differences in choice behavior regarding demographic and travel characteristics of tourists.

6. 1. Respondents' Socio-Demographic & 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 C, 1992). Due to unique motivations some individuals may have positive feelings toward the belief while other could respond with negative reaction.

Demographic Character	N	Percentage (%)	Travel Behavior	N	Percentage (%)
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 1: Respondents Socio-Demographic and Travel Behavior Characteristics Profile

Tables 01 provide 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 male, young with graduate education and students are the main visitors at Cox's Bazaar sea beach and the prefer 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 (others) got to know through electronic media (23.2%), print media (13%), BPC websites (2.9%) and tourism fairs. How tourists' traveled 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 traveling 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 traveling 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 in stantly.

6. 2. Opinions Of Tourists Towards The Factors For Which They Choose Cox's Bazar Sea Beach

The literature shows a destination must have all of the 6A's to some degree, although they need not be equally in balance, and of course they need not be of the same quality and consistency for each potential destination.

6. 2.1. The Attributes Influencing Tourists To Choose Cox's Bazaar Sea Beach

There are some attributes relating to Cox's Bazar sea beach are given in the **Table 2.** Table 2 shows the importance means given to the attributes by tourist visiting Cox's Bazar sea beach as a tourist destination.

Variables	Statistics			
	N	Mean	SD	V
Natural attractions of the beach	208	4.59	.756	.572
Enjoying sea waves and sun set view	207	4.64	.703	.494
Un-spoilt nature and environment	207	4.34	.820	.673
Easy , relaxed and noise free pace of life	205	4.11	.925	.855
Quality service of residential hotels	207	4.12	.874	.763
Affordable price of the residential hotels	206	4.27	.835	.696
Quality service at restaurants	205	4.31	.746	.557
Reasonable foods price at the restaurant	199	4.50	.745	.554
Cleanliness of public areas nearest the beach	207	4.54	.729	.531
Public/ Private toilet facilities nearest the beach	207	4.44	.927	.860
Availability of sea foods at restaurant	120	4.38	.780	.608
Service quality of transportations	206	4.19	.770	.593
Fare/cost of transportations	207	4.13	.916	.839
Available transportation	205	4.09	.800	.639
Watch tower for enjoying sea view and scenery	208	4.32	.838	.703
Water based activities such as swimming, surfing, boating	206	4.17	.847	.717
Dress change facility at the beach area	205	4.16	.954	.910
Cost of surfing, boating, driving and riding	167	4.13	.800	.641
Information about Cox's bazaar	208	3.95	.926	.858
Health and Medical facilities to serve tourists	206	4.02	.910	.829
Financial institution for withdrawing instant cash	208	3.54	.967	.936
Waste disposal facility	206	4.15	.920	.847

Local people behavior and hospitality towards tourists	206	4.30	.903	.816
Tourist caring facility such as personal care, child care	205	4.20	.969	.938
Emergency services such as lifeboat, ambulance etc.	204	4.48	.712	.507
Visitors financial, physical and other safety & security	208	4.51	.798	.638
Availability of package tours organized by travel agent	207	3.93	.833	.694
Quality service of tour operators	206	4.20	.875	.765
Cost of the travel operators	208	4.35	.814	.662

Table 2:

[Response categories range 5 (very important) to 1 (not at all important), SD- Standard Deviation, V- Variance]

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 & 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".

6.2.2. 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, Anderson, and Black 1999).

Table 3 illustrates the results of the factor analysis. The eigenvalues suggested that six-factor solution explained 61.34% 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).

Variables	Mea	Commu...	Fact	Fact	Facto	Facto	Facto	Facto
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 (%)			23.98	13.06	8.146	5.978	5.232	4.930
Cumulative variance			23.98	37.00	45.20	51.17	56.41	61.34
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

Table 3: shows the result of factor analysis of the items that the tourists enjoy while they visited Cox's Baazar sea beach.

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

KMO = 0.738, Bartlett's Test of Sphericity: p = 0.000 (x2 = 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 (α = 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'. (α = .7713)

Factor 3 was termed as "Natural attraction" (α = 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. (α = 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". ($\alpha = 0.789$)

6.2.3. Ranking Of Factors

After analyzing the overall mean value of six dimensions that influenced tourists' choice decision, the ranking was listed in descending order of mean value ranging that ranged from 1 (not at all important) to 5 (very important) the tourist provided opinion on various attributes relating to six dimensions named to choose Cox's Bazaar sea beach as a tourist destination. In general, the tourist agreed that the six derived factors named attraction, amenities, accessibilities, activities, ancillary services and available package were a decision to choose Cox's Bazar sea beach as a tourist destination, but in different degrees of agreement. According to 6A's framework, among all these factors the tourists agreed Factor 3 "Natural attraction" was the most important factor that could most unique sea waves attractions, having a mean value of 4.42, representing a strong inclination that tourist required the individual, or difference from they have seen. In second place was Factor 1 "Accommodation" with a mean value of 4.37, which implied cleanliness of public areas nearest the beach and other facilities related to accommodation. Third position occupied by Factor 4 "Sea beach activities" with a mean value of 4.20. The forth factor is factor 2 "Ancillary services" with mean value 4.17 followed by Factor 5 "Available package tour", with mean value 4.16. Lastly, Factor 6, "Accessibility", was loaded as the least important factor among the 6A's frame with mean value 4.09.

6.2.4. Correlations Among Destination Attributes According To Buhalis' 6A's Frame

For further investigation, in this section of the study researchers present the correlations of Buhalis' 6 A's frame. For this purpose each category in 6A's framework for destination attributes is tested for additively. It is understood that all 6 categories met the necessary conditions for additively (no negative value on item-total correlation, a statistically meaningful of F test, and exceeding value of .60 for reliability coefficient of Alpha). Therefore the data provided the researcher to do an evaluation by using total score. Table 4 shows the correlations among the six destination attributes assigned by the tourists on cox's bazaar sea beach.

Attributes	Statistics	Amenities	Accessibility	Activities	Ancillary service	Available Package
Attraction	Pearson Correlation	**.188(**)**	.014	-.070	.072	-.080
	Sig. (2-tailed)	.007	.846	.317	.302	.250
	N	308	308	308	308	308
Amenities	Pearson Correlation		**.573(**)**	**.322(**)**	.063	.212
	Sig. (2-tailed)		.000	.000	.367	.080
	N		308	308	308	308
Accessibility	Pearson Correlation			**.459(**)**	**.193(**)**	.022
	Sig. (2-tailed)			.000	.005	.756
	N			308	308	308
Activities	Pearson Correlation				.025	.037
	Sig. (2-tailed)				.724	.492
	N				308	308
Ancillary service	Pearson Correlation					.104
	Sig. (2-tailed)					.134
	N					310

Table 4: Correlation Among Destination Attributes According To Buhalis 6A's Frame

** Correlation is significant at the 0.01 level (2-tailed).

The above table (table 4) shows that all headings are not equally correlated with each other. The correlation between attraction and others factors shows that attraction is highly correlated with only one factor amenities is 0.188 (p=0.007); Amenities has high correlation with accessibilities (p=0.000) and activities (p=0.000); the correlation between accessibilities and others shows that

accessibilities also highly co-related with activities (p=0.000) and ancillary services (p=0.005). The correlation between activities and others such as amenities, accessibility and available package are .322 (p=.000), .459 (p=.000) and .037 (p=0.492). There are relatively high correlations among Accessibilities, Amenities and Activities. Therefore, the study indicated that the correlation between attraction, amenities, accessibilities and activities are higher than that between ancillary services and available package with others. We should expect these variables to correlate with the same set of factors. Likewise, there are relatively high correlation among the variables attraction amenities and activities. These variables may also be expected to correlate with the same factors. Ancillary services and available package do not show any correlations with attractions, amenities and activities. Since tourists' give more importance others factors than ancillary services and available package to choose Cox's Bazaar Sea Beach, it may not demonstrate significant correlations with others.

6.3.1. Tourist's overall importance towards the choice of Sea Beach as a destination

Respondents were questioned about how much importance Cox's Bazaar Sea Beach as a tourist destination to them subject to holiday visit plan. The results are summarized in Table 5. From the research findings, 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.

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	

Table 5: Tourists' overall importance towards Cox's Bazaar Sea Beach (N=308)

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

The mean value of respondents' overall importance is 4.28, which tended toward the high end of the importance scale at 5 point scale. This suggests that the Cox's Bazaar Sea Beach is very important to tourists as a tourist destination.

6.3.2. Respondents' demographic & travel behavior characteristics and sea beach choice behavior

H1a: Ho, There is no significant difference exists in tourists demographic characteristics in relation to sea beach choice

H1b: Ho, There is no significant difference exists in tourists' travel behavior 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 & travel behavior characteristics. Table 6 shows attitude mean based on the different categories and ANOVA results for tourists' demographics and travel behavior characteristics with regards sea beach choice.

Socio-Demographic Factors	F value	Sig.	Travel behavior characteristics	F or t	Sig.
Gender	7.697	.006**	Length of Stay	**4.032**	**.050***
Age	4.136	.007**	Sources of Information	2.126	.079
Education	.675	.610	Composition of Group	1.164	.328
Occupation	1.795	.131	Modes of transportation	1.067	.374
Monthly Income	.597	.665	Use of Accommodation	.353	.787
Marital status	4.555	.046**	How long in advance planned to visit	5.650	.038*

Table 6: Result by tourists' demographic and travel behavior characteristics
*Note: value is mean scores * $p < 0.05$*

ANOVA analysis is used to analyze hypothesis 1a and 1b. The result shows that the significant differences are found only in visitors' age (F= 7.697, p ≥ .006), gender (F= 4.136, p ≥ .007) and marital status (F= 4.555, p ≥ .046) with respect to choice of Sea beach. Despite of these, no significant differences were found between tourists' education level (F= .675, p ≥ .610), occupation

(F= 1.795, p ≥ .131), and monthly income (F= 597, p ≥ .665) with respect to Sea beach choice. So hypothesis H1a can be rejected only for respondents' gender, age, and marital status and accepted for others.

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

Thus, hypothesis 1b can be rejected only for source of information, composition of group and types of transportation and accommodation use, and accepted for others.

6.3.3. Tourist socio-demographic characteristics and various facility (6A's Factors) choices

H2a, There is no differences exists between tourists' socio-demographic characteristics and the derived choice factors.

The table 6 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 in choice of 6A's factors to be investigated.

Analysis of Variance (ANOVA) is used to identify the mean differences in 6A's factors by the tourist socio-demographic characteristics.

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****

Table 7: Results by Socio-demographic variables
*Note: value is mean scores * p < 0.05*

Table 7 illustrates the differences in choice between 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 choice 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 difference on the choice of different facilities of beach tourism specially Cox's Bazaar sea beach. Thus, hypothesis 1b can be rejected.

6.3.4. Tourists' Travel Behavior Characteristics And Various Facility (6A's Factors) Choices

H2a, There is no differences exists between tourists' travel behavior characteristics and the

derived choice factors.

One-way ANOVA is used to analyze hypothesis H2a. The table 6 showed that there is a significant relation is found in tourist travel behavior characteristics such as length of stay, sources of Information, types of accommodation use, and advance planned to visit and sea beach choice. How these variables are differed in choice of 6A's 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.

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****

Table 8: Results by travel behavior characteristics

Note: value is mean scores * p < 0.05

Table 8, the differences in choice between tourists' travel characteristics and derived factors 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 make 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 make 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 difference on the choice of different facilities and services (6A's Factor) of beach tourism specially Cox's Bazaar sea beach. Thus, hypothesis 2b can be rejected.

7. Summary Of Findings And Recommendations Of The Study

- The findings of the current research found that there is 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". Respondents "education" and "occupation" showed no relationship. On the other hand, there is significant relationship between length of stay and advance planned to visit with sea beach choice. Past research also suggested that advanced age, longer length of stay, lower socio-economic status and smaller group size leads to higher preference for beach tourism (Pius Ongoro Odunga ,2007).

- The findings of this study reflect that tourists who visit Cox's bazar sea beach destination are somewhat heterogeneous. Therefore, differentiated segmentation and marketing strategies should be stressed and executed by the relevant parties. Key player in the beach tourism host, tour operators and stake holders have pursued successful positioning strategies which have been driven by effective market segmentation and brand management.

- In addition, the findings of this study have a number of important implications, particularly for the practitioners in tourism industry, government and non-governmental organizations, as well as other policy makers for planning and marketing in the industry. Based on the correlation results generated in this study shows that correlation between attraction, amenities, accessibilities and activities are higher than that between ancillary services and available package with others. It may be the result of these four A's being more conductive to the sea beach choice activity than others. Therefore, managers of these facilities 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, and thus further heighten their interest in visiting this place in the future.

- 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. 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. 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 visiting Cox's bazar sea beach. The management responsible 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 visiting this places 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 taken necessary actions against to ensure a well preservation of the natural surroundings. In addition, those people 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.

- 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. 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.

- 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 to foreigners. Hence, 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.

9. 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 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 May, 2011 (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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