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Factors Constructing Destination Image: a Case of Cox's Bazaar, Bangladesh

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Abstract: The paper confirms the factors constructing destination image by using some multi-dimensional elements. A total of 298 visitors were intercepted conveniently who visited Cox's Bazaar, Bangladesh during March 2018. Exploratory factor analysis, regression analysis, correlation, ANOVA and t test were used to analyze the data using SPSS. Reliability of the data was tested by using Cronbach's alpha (α) statistics. Factor analysis finds nine factors underlying for shaping the destination image and the regression analysis, done on three major dependent variables, also confirms the result. The findings may guide tourists, hoteliers, tour operators, business people and governments to act upon the factors that shape the destination image for enhancing the sustainable growth for the industry.
Key Words: Destination image, sustainability, multi-dimensional attributes, cognitive image.

I. Introduction

Tourism can be a cutting-edge mechanism for a nation which requires a positive image for destinations. The sector provides the largest contribution to global GDP which was 10.4% in the year 2018 (WTTC-2019). Tourism sector, acknowledged as one of the major contributors for cultural, economic and environmental development today, is perceived as an opportunity to the communities. The growth of tourism industry is crucial to the economic development and the related fields such as transportation, leisure services, etc. So, the industry generates income, currency exchanges and employment opportunities (Hanafiah, Harun & Jamaludin, 2010).

Destination image is the positive or negative thinking of visitors about a specific tourist spot based on some elements that construct the image of that spot and have significant contributions to countries' tourism receipts as well. Destination image is made up of one's beliefs, ideas, thoughts, attitude and impressions about a destination and it may include a bundle of tourism facilities and services that is composed of a number of multi-dimensional attributes that together determine its attractiveness to the visitors (Pena, Jamilena & Molina, 2012; Agapito, Valle, & Mendes, 2013;Kim, Holland & Han, 2013; Song, Su, &, Li, 2013; Quintal, Phau & Polczynski, 2014; Kim & Park, 2015). Understanding the image formation process may help to improve the attractiveness and market competitiveness of tourist destinations. The image of a destination is important in attracting visitors and related research has been particularly prevalent in the field of tourism studies. Destination image has been one of the most studied element in marketing foundation in tourism studies (Cherifi, Smith, Maitland & Stevenson, 2014; Fu, Ye, & Xiang, 2016; Sun, Ryan, & Pan, 2015). There is a growing body of research within this area that observes the significance of examining the image that people have of the destination where they visit (Stylidis, Sit, & Biran, 2016).

Cox's Bazaar is the longest unbroken sandy sea beach in the world which is one of the most-visited tourist destinations in Bangladesh situated at the lap of the Bay of Bengal (Chowdhury, 2012). Marine drive, Kolatoli, Suganda, Laboni, Inani, Himchari National Park, Aggmeda Khyang, Ramu, Bangabandhu Sheikh Mujib Safari Park, Moheshkhali, Teknaf, Saint Martin Island, etc. are the main attractions of Cox's Bazaar. Miles of golden sands, towering cliffs, surfing waves, rare conch shells, delightful sea food and Buddhist temples against the picturesque background of a chain of forested hills with rich wildlife have made this beach one of the most attractive tourist spot in the world.

Currently Cox's Bazaar has 154 restaurants, 220 hotels, 54 tour operators, 5000 construction workers working in tourism industry (Mamun, Hasan & Hossain, 2013). So, it is clear that the potentiality of Cox's Bazaar as a tourist destination cannot be neglected. On the other hand, socio-economic condition of the local community, investors, hoteliers, tour operators greatly depend on the development of tourism industry in Cox' Bazaar.

A few researches have been done on image construction of Cox's Bazaar (Prodip, Shamsu & Hasan, 2013) which encourages the researchers to conduct the study with multi-dimensional issues related to image construction. This paper aims to find out the major factors constructing the image of Cox's Bazaar.

II. Literature Review

Determining destination image requires considering several factors related to the feelings of the visitors towards a specific tourist spot. Destination image is a complex wave of thoughts, opinions, feelings, visualizations, and intentions toward a destination, that has a crucial influence on the ultimate choice of destination and on the tourist consumer behavior (Elaouni, Cascón-Pereira, & Hernández-Lara; 2013). The uniqueness of a tourist destination forms positive images to target customers (Bindi, 2016). Moon, Ko, Connaughton & Lee (2013) stated that destination image, including both cognitive and affective components, has positive influences on behavioral intention. Song et al. (2013) determined that destination image that consists of cognitive and affective dimensions have statistically significant and positive influence on destination loyalty intention. Hong, Kim, Jang, and Lee (2006) considered that the image is a construct formed from the tourist's rational and emotional interpretations. A tourism destination can also be seen as a product or perceived as a brand since it consists of a bundle of tangible and intangible attributes (Ekini, Sirakaya-Turk & Baloglu, 2007). Satisfaction and perception of actual visitors in turn increases positive word of mouth (Sahin and Baloglu, 2011) that has different components.

Baloglu and Mangaloglu (2001) measured perceptional/cognitive destination image within 14 items; Beerli and Martin (2004) revealed 21 items classified into 5 dimensions for destination image of Lanzorate, Spain; Chen and Tsai (2007) carried out an empirical study in Kengtin Region in Southern Taiwan using 14 items and derived 4 factors of destination image; Chi and Qu (2008) found out nine factors with 37 items; Qu, Kim & Im (2011) and Assaker (2014) tested an empirical model in the context of Australia and found six factors from 18 destination attributes; Assaker (2014) and Quintal et al., (2014) derived 5 factors within 15 items from the brand image of Western Australia's South-West region; Kim and Park (2015) explored 4 factors within 16 items for destination image of Weh Island, Indonesia; and Mamun et. al. (2013) found 6 factors from 23 attributes for image formation of Cox's Bazaar.

Some studies on destination image focused on the perspective of visitors, not from that of inhabitants (Sahin and Baloglu, 2011). Previous research revealed that the image of a tourism destination significantly affects the revisit intention (Choi, Tkachenko & Sill, 2011). Tourism destinations are therefore trying to promote themselves as favorable ones to attract even more tourists in this competitive environment. The developments of technology, changing tourist consumer behavior and increase in new tourism destinations have caused the growing competition amongst different destinations (Molina, Gomez and Martin-Consuegra, 2010). The overall destination image influences not only the destination selection process, but also tourists' behavioral intentions (Qu et. al, 2011). The variables most often used to capture tourists' behavioral intentions related to the destination include the 'intention to revisit the destination' and the 'intention to recommend it to others' or 'word of mouth' (Prayag & Ryan, 2012). Several studies have reported that destination image influences both tourists' intention to revisit the destination and their willingness to recommend it to others (Ramkissoon, Uysal, & Brown, 2011). Intention to revisit is also crucial as it indicates customer loyalty, which is a key indicator of successful destination development and helps in increasing the competitiveness of tourist destinations (Chen & Phou, 2013). Therefore, an understanding of the antecedents of residents' and tourists' destination image and behavioral intention offers destination managers additional opportunities to enhance these stakeholders' image of the destination (Zhang, Fu, Cai & Lu, 2014). Despite the profusion of studies on the subject, there is no consensus on the definition of this image or its components (Grosspietsch, 2006) and it should be emphasized that destinations mainly compete based on their perceived images relative to competitors in the market place (Baloglu & Mangaloglu, 2001).

III. Research Methodology

The study used quantitative research design to investigate the factors constructing image of Cox's Bazaar as a major tourist destination of Bangladesh. A survey was conducted through self-administered questionnaire. The questionnaire was prepared in Bangla and English and consisted of two parts. In the first part, the statements were used for measuring the image perceptions of tourists in different areas. In the second part, there were statements determining the demographic characteristics of the respondents and others. Data were collected during March 2018 from the national and international tourists who visited Cox's Bazaar. The questionnaire was performed on 298 visitors who were selected randomly by using convenience sampling method. All the questionnaires were regarded as valid. Consequently, all the 298 questionnaires were evaluated in the study. The questions were adapted from the past studies of Umit Basaran (2016). Seven-point Likert scales were used for the variables as it ensures to get smaller differences from respondents than five- point Likert scales. The questionnaire was checked by some experts in this field in Malaysia and Bangladesh for testing validity. Primarily, the validity and reliability

analyses were performed for the studied constructs. The validity of the constructs was tested by factor analysis. Cronbach's alpha (α) statistics were used in order to determine the internal consistency of the scales within reliability analyses. Cronbach's alpha (α) statistics indicate whether the statements in the scale create a whole to describe a homogeneous structure. Multiple regression analysis was used to test the relationships between the components of destination image. Exploratory factor analysis, reliability analyses and multiple regression analysis were conducted using SPSS 21.0.

IV. Data Analysis and Findings

The data collected for the research paper were analyzed using SPSS programming with version 21.0. The details of different analyses of the data and their relevant interpretations are given throughout the following paragraphs.

4.1 Socio-Demographic Characteristics of Respondents

The socio-demographic characteristics of the respondents showed that among the respondents 73.8% were male and 25.8% female, 33.9% respondents were students and 35.6% service holders, most of the tourists were in the age bracket of 18 to 37, nearly about 70% tourists were highly educated, the annual income level of most of the tourists ranged from USD 600 to USD 900; and most of the visitors were from Dhaka and Chittagong divisions (64%). The respondents' details are shown in table no 4.1. The socio-demographic characteristics of the tourists call for attracting the female group as it isonly 25% of the total tourists; the old aged people should be attracted to visit Cox's Bazaar as they can be an untapped opportunity for the tourism services here and image of Cox's Bazaar should be built in mass apart from Dhaka and Chittagong based visitors as these two divisions comprise most of the visitors (64%).

Table 4.1 Socio-Demographic Characteristics of Respondents

Variables	**Percentage (%)**
Gender	
Male	73.8
Female	25.8
Profession	
Students	33.9
Service	35.6
Business	18.0
Others	12.00
Age	
18-27	45
28-37	37.9
38-47	10.7
48-57	3.7
More than 57	2.7
Education	
1st-10 Class	2.7
SSC	5.4
HSC	23.2
Degree	34.9
Masters	33.9
Annual Income (in USD)	
Less than 600	11.4
601-700	14.8
701-800	15.4
801-900	18.8
More than 901	39.6
Division	
Dhaka	40.3
Chittagong	23.5
Barisal	9.4
Sylhet	4.7
Khulna	7.4

Rajshahi----------5.7
Rangpur----------9.1

4.2 Mean Values of Elements and Average Mean Value

The responses of the tourists were measured in 7 points Likert scale and the mean value analysis showed an overall good result. The average mean value was 5.44, the highest mean value was 6.35 yielded by the element "positive" and the lowest value was yielded by "reasonable" which was 3.58. The details of the picture are given in table 4.2. The analysis reveals that the visitors in Cox's Bazaar do not show huge gap as explained in the questionnaire administered to them.

Table 4.2: Mean Values of Elements and Average Mean Value

Elements	Mean Values	Std. Deviation
Beach	6.3221	1.34724
Natural	6.3792	1.23658
Beautiful	5.4664	1.84789
Attractive	4.7383	1.90832
Varieties	4.8691	1.74261
Unique	4.9933	1.77713
Rare	5.6275	1.44210
Food	5.3188	1.73177
Products	5.5235	1.46144
Safety	5.3322	1.64338
Environment	5.7651	1.54349
Hospitable	5.2181	1.64411
Calm	5.5805	1.54676
Infrastructure	5.4765	1.64975
Landscape	5.8826	1.47126
Resident	5.6443	1.53554
Shopping	5.5436	1.49289
Hotels	5.5336	1.58078
Recreation	5.6040	1.54099
Traffic	5.2953	1.64942
Easy	5.782	1.5514
Vehicles	5.8960	1.51288
Value	3.8490	1.90887
Reasonable	3.5872	1.74872
Price	3.8826	1.94788
Local Products	4.0470	1.92742
Pleasant	5.3960	1.63637
Exciting	5.6611	1.51843
Arousing	5.6376	1.50516
Relaxing	5.7752	1.43071
Visit	5.8658	1.48464
Recommend	6.0738	1.36623
Positive	6.3523	1.17207
Halal	6.1711	1.33115
Prayer	6.1544	1.31669
Separate	5.8054	1.88982
Average Mean Value = 5.4458		

4.4 Factor Analysis

4.3 Correlation Analysis

The non-comparative correlation coefficient matrix showed that the respondents' perceptions were highly significant in terms of gender on the basis of age (.000) and education (.000). Their perceptual difference was highly significant in terms of profession from the viewpoint of age (.000) and income (.001). They also differed in perceptions towards the destination image constructs in terms of age on the basis of education (.000) and income (.000). Finally, education of tourists also appeared highly significant in forming perceptions related to tourism based on income (.000). The details of correlation analysis are shown in the table 4.4. The analysis urges the tourism stakeholders to design their tourism services in the light of tourists' age, education and income as these determine the requirements of the visitors which turns into image creation of tourist spot.

Table 4.3 : Correlation Analysis

		Gender	Profession	Age	Education	Income	Division
Gender	Correlation Coefficient	1.000					
	Sig. (2-tailed)	.					
	N	298					
Profession	Correlation Coefficient	.143*	1.000				
	Sig. (2-tailed)	.013	.				
	N	298	298				
Age	Correlation Coefficient	-.289**	.436**	1.000			
	Sig. (2-tailed)	.000	.000	.			
	N	298	298	298			
Education	Correlation Coefficient	-.206**	-.043	.424**	1.000		
	Sig. (2-tailed)	.000	.462	.000	.		
	N	298	298	298	298		
Income	Correlation Coefficient	-.078	.189**	.416**	.465**	1.000	
	Sig. (2-tailed)	.182	.001	.000	.000	.	
	N	298	298	298	298	298	
Division	Correlation Coefficient	.094	-.083	-.016	-.009	-.079	1.000
	Sig. (2-tailed)	.107	.155	.788	.883	.176	.
	N	298	298	298	298	298	298

*. Correlation is significant at the 0.05 level (2-tailed).

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

Factor analysis showed a total of 36 items that were converted into nine major factors constructing destination image that appeared to explain a reasonable amount (63.25 percent) of total variance, with a similar proportion of explained variance in each factor. Kaiser-Meyer-Olkin measure of sampling adequacy was.882; value of significance was.000 and Barlett's test of sphericity value was 5555.616.

Earlier, Chi and Qu (2008) found out nine factors; Quet.al. (2011) and Assaker (2014) found six factors; Assaker (2014) and Quintal et al., (2014) derived 5 factors; Kim and Park (2015) explored 4 factors for destination image; and Mamun et.al. (2013) found 6 factors for image formation of Cox's Bazaar.

In the nine major factors, 32 out of 36 elements was included for analysis and 4 elements were omitted case wise. The affective/emotional; price/affordability; built, natural and cultural dimension were the outstanding factors for the construct of destination image. The alpha value for the factors were .871 for affective/emotional dimension (Factor-1); .863 for price/affordability dimension (Factor-2); .773 for cultural dimension (Factor-3);.839 for built dimension (Factor-4); .794 for attractive dimension (Factor-5); .736 for access dimension (Factor-6); .744 for religion dimension (Factor-7); .801 for natural dimension (Factor-8) and .481 for infrastructural dimension (Factor-9). The highest Eigen value (10.76) was yielded by affective/emotional dimension (Factor-1) and, 2.637

and 2.435 were produced by price/affordability dimension (Factor-2) and cultural dimension (Factor-3) respectively.

Factor-1 constructing destination image included the elements like relaxing with factor loading .762, exciting with factor loading .761, arousing with factor loading .707 and pleasant with factor loading .662. Factor-2 included the elements such as reasonable, accommodation, local products and value for money with the factor loading of .845, .844, .786 and .675 respectively. Factor-3 included the elements rare, appealing, variety and clean environment with the factor loading of .781, .640, .572 and .550 respectively. Factor-4 included the elements traffic, quality restaurants, entertainment, safety, hospitable and shopping facilities with factor loading of .726, .721, .629, .622, .598 and .500 respectively. Factor-5 included the elements beautiful, infrastructure, natural and scenery with factor loading of .795, .644, .639 and .637 respectively. Factor-6 included transportation, access and landscape with factor loading of .788, .751 and .513 respectively. Factor-7 included prayer, halal (hygiene) and separate with factor loading of .790, .765 and .632 respectively. Factor-8 included attraction and beach with factor loading of .825 and .786 respectively. Factor-9 included infrastructure and calm with factor loading of .617 and .500 respectively. The details of factor analysis are shown in table 4.4 below. From the factor analysis we find that the affective/emotional; price/affordability; built and cultural dimension offer outstanding contribution for the construct of destination image for Cox's Bazaar. Hence, the agencies related to tourism promotion are to importantly highlight on making Cox's Bazaar relaxing, exciting, arousing and a pleasant tourist spot. They must offer quality food, accommodation and local products at a reasonable price so that most of the tourists can afford them. Cox's Bazaar should offer unusual customs and tradition, appealing local food cuisine, variety of products promoting local culture and cleanliness of environment. Well-organized traffic flow and easy parking, quality restaurants, good nightlife and entertainment, personal safety, hospitable and friendly residents and variety of shopping facilities should also be there so that visitors can enjoy their trips.

Percentage of Variance explained (%)	63.249
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.882
Bartlett's Test of Sphericity Approx. Chi-Square	5555.616
Df	630
Sig.	.000

Name of the Factors	**Items included in the Factor**	**Factor Loading**	**Cronbach's Alpha**	**Eigen Value**
Affective/Emotional Dimension	1. Cox's Bazaar is a relaxing tourist spot 2. It is an exciting tourist hub 3. It is an arousing tourist spot 4. It is a pleasant tourist spot	.762 .761 .707 .662	.871	10.760
Price/Affordability Dimension	1. Cox's Bazaar offers reasonable price for food 2. It offers reasonable price for accommodation 3. It offers reasonable price for local products 4. It offers good value for money	.845 .844 .786 .675	.863	2.637
Cultural Dimension	1. Cox's Bazaar offers unusual customs and tradition 2. It has appealing local food cuisine 3. It provides variety of products that promote local culture 4. It has cleanliness of environment	.781 .640 .572 .550	.773	2.435
Built Dimension	1. Cox's Bazaar offers well organized traffic flow and parking information 2. It has quality restaurants 3. It offers good nightlife and entertainment 4. It offers personal safety 5. It has hospitable and friendly residents 6. It offers variety of shopping facilities	.726 .721 .629 .622 .598 .500	.839	1.938

Attractive Dimension	1. Cox's Bazaar beautiful lakes and rivers 2. It has distinct characteristics of architecture and buildings 3. It offers great variety of fauna and flora 4.It has beautiful scenery of mountains and forests	.795 .644 .639 .637	.794	1.738
Access Dimension	1. Cox's Bazaar offers adequate and convenient local transportation 2. It offers easy access to the city 3. It has beautiful landscape	.788 .751 .513	.736	1.366
Religion Dimension	1. I expect proper prayer facilities at Cox's Bazaar 2.I always expect halal foods here 3. Separate services should be available here	.790 .765 .632	.744	1.225
Natural Dimension	1. Cox's Bazaar has great natural attraction 2. It has beautiful sea beach	.825 .786	.801	1.101
Infrastructural Dimension	1. Cox's Bazaar has quality of infrastructure (roads, water, electricity, gas sewer, etc.) 2. It has tranquil and restful atmosphere	.617 .500	.481	1.013

Table 4.4: Factor Analysis

4.5: Analysis of Variance (ANOVA)

ANOVA was done to find out whether there were significant differences among the tourists based on various categories.

Variables	**Significance**
Profession	
Value	.020
Reasonable	.003
Price	.003
Visit	.005
Separate	.023
Age	
Attractive	.017
Unique	.006
Rare	.043
Food	
.001	
Calm	.016
Infrastructure	.002
Price	.020
Pleasant	.027
Exciting	.022
Recommend	.010
Visit	.050
Positive	.000
Halal	.000
Prayer	.010
Education	
Natural	.008
Traffic	.002
Reasonable	.019
Price	.016
Family Income	
Price	.001
Reasonable	.018

Rare	.056
Division	
Reasonable	.019
Price	.017

Table 4.5: ANOVA Results

The above ANOVA table shows that, there were some significant differences among the respondents on the basis of their profession in terms of value, reasonable, price visit and profit for tourism image development at Cox's Bazaar. Again, some significant differences were found among the respondents based on their age in terms of attractive, unique, rare, food, environment, calm, infrastructure, price, pleasant, exciting, recommend, visit, positive, halal and prayer.

Based on education, there were shown some significant differences on the issues like- natural, traffic, reasonable and price. Some significant differences were found out based on family income in terms of price, reasonable and rare. The respondents also differed from the viewpoint of division in terms of reasonable and price. The details of ANOVA result are shown in table 4.5. From the ANOVA, we can say that, for the construction of better image of Cox's Bazaar, the concern organizations must develop adequate infrastructure, unique architecture and buildings, clean environment, well organized traffic flow and parking, quality halal foods and accommodation at reasonable price. The natural beauty of the beach is to be also protected and maintained properly.

4.6 Result of t Test

The results of t test showed that there are significant attitudinal differences between male and female on image forming factors based on beach, food, rare, products, safety, environment, element, landscape, resident, shopping, hotels, recreation, traffic, pleasant, exciting, arousing, positive, halal and separate. So, the tour operators, hoteliers, tourism development board, government and all other concerns are to take pragmatic steps to reshape the tourism facilities based on gender to better satisfy the tourists as their requirements differ depending on gender.

Table 4.6 : Result of t Test

Element	**F Value**	**Significance**
Beach	14.343	.000
Food	6.705	.010
Rare	6.334	.012
Products	10.783	.001
Safety	9.416	.002
Environment	15.766	.000
Element	14.030	.000
Landscape	4.632	.032
Resident	6.596	.032
Shopping	3.835	.051
Hotels	6.383	.012
Recreation	17.180	.000
Traffic	7.995	.005
Pleasant	4.671	.031
Exciting	21.689	.000
Arousing	6.954	.009
Positive	4.830	.029
Halal	6.627	.011
Separate	13.941	.000

4.7 Regression Analysis

The regression analysis was done by using Karl Pearson Method and the results were shown and interpreted case wisely. From the questionnaire, three variables named as Recommend to Family and Friends, Re-Visit Intention and Intention to Say Positive to Others were considered as dependent variables and the nine factors derived from factor analysis were taken as independent variables. Destination image and destination brand have significantly positive effect on behavioral intentions of likeliness to revisit the spot and willingness to recommend the spot to

others (Bigne, Sanchez & Sanchez, 2001; Chen and Tsai, 2007; Chi & Qu, 2008; Choi et. al, 2011; and Ramkissoon et. al, 2011).

Regression Model I : In the regression model-I, Recommend to Family and Friends was taken as dependent variable and all other nine factors (derived from factor analysis) were considered as independent variables. The model produced R Square value of .691 and Adjusted R Square value of .681 with F value of 71.608 that confirmed the fitness of the regression model. From the regression analysis, it was found that factor-1 (Beta value .661), factor-3 (Beta value .011), factor-4 (Beta value .214), factor-5 (Beta value .338), factor-6 (Beta value .046), factor-7 (Beta value .266), factor-8 (Beta value .078) and factor-9 (Beta value .108) had significant influence on the tourists' intention to recommend family members and others to visit Cox's Bazaar. The details of the analysis are shown in table 4.7 (a). From this analysis it can be found that the elements related to affective/emotional, attractive, religion, built and infrastructural factors should be given importance to satisfy the tourists so that they recommend the spot to family and friends.

Dependent Variable: Recommend to Family and Friends

R	R Square	Adjusted R Square	Standard Error of the Estimate	F Value	Significance
.831	.691	.681	.771	71.608	.000

Factor	Beta Value	t Value	Significance
F1 : Affective/Emotional Dimension	.661	135.983	.000
F2 : Price/Affordability Dimension	-.031		
F3 : Cultural Dimension	.011		
F4 : Built Dimension	.214		
F5 : Attractive Dimension	.338		
F6 : Access Dimension	.046		
F7 : Religion Dimension	.266		
F8 : Natural Dimension	.078		
F9 : Infrastructural Dimension	.108		

Table 4.7 (a)

Regression Model II : In the regression model-II, Re-Visit Intention was taken as dependent variable and all other nine factors (derived from factor analysis) were considered as independent variables. The model produced R Square value of .561 and Adjusted R Square value of .547 with F value of 40.912 that confirmed the fitness of the regression model. From the regression analysis, it was found that factor-1 (Beta value .055), factor-2 (Beta value .030), factor-3 (Beta value .061), factor-5 (Beta value .255), factor-6 (Beta value .187) and factor-7 (Beta value .356) had significant influence on the tourists' intention to revisit Cox's Bazaar in near future. The details of the analysis are shown in table 4.7 (b). From this analysis it can be found that the elements related to religion, attractive and access factors should be given importance to satisfy the tourists so that they may have an intention to make further trip to Cox's Bazaar in near future.

Dependent Variable: Re-Visit Intention

R	R Square	Adjusted R Square	Standard Error of the Estimate	F Value	Significance
.749	.561	.547	.999	40.912	.000

Factor	Beta Value	t Value	Significance
F1 : Affective/Emotional Dimension	.055	101.381	.000
F2 : Price/Affordability Dimension	.030		
F3 : Cultural Dimension	.061		
F4 : Built Dimension	-.101		
F5 : Attractive Dimension	.255		
F6 : Access Dimension	.187		

F7 : Religion Dimension	.356		
F8 : Natural Dimension	-.098		
F9 : Infrastructural Dimension	-.063		

Table 4.7 (b)

Regression Model III : In the regression model-III, Intention to Say Positive to Others was taken as dependent variable and all other nine factors(derived from factor analysis) were considered as independent variables. The model produced R Square value of .708 and Adjusted R Square value of .699 with F value of 77.617 that confirmed the fitness of the regression model at higher level. From the regression analysis, it was found that factor-1 (Beta value .341), factor-4 (Beta value .016), factor-5 (Beta value .608), factor-6 (Beta value .079), factor-7 (Beta value .221), factor-8 (Beta value .128) and factor-9 (Beta value .380) had significant influence on the tourists' intention to say positive things to others about Cox's Bazaar. The details of the analysis are shown in table 4.7 (c). From this analysis it can be found that the elements related to attractive, infrastructural, affective/emotional and religion factors should be given importance to satisfy the tourists so that they possess an honest intention to say positive things to others regarding Cox's Bazaar.

Dependent Variable: Intention to Say Positive to Others

R	R Square	Adjusted R Square	Standard Error of the Estimate	F Value	Significance
.841	.708	.699	.6431	77.617	.000

Factor	Beta Value	t Value	Significance
F1 : Affective/Emotional Dimension	.341	170.518	.000
F2 : Price/Affordability Dimension	-.033		
F3 : Cultural Dimension	-.064		
F4 : Built Dimension	.016		
F5 : Attractive Dimension	.608		
F6 : Access Dimension	.079		
F7 : Religion Dimension	.221		
F8 : Natural Dimension	.128		
F9 : Infrastructural Dimension	.380		

Table 4.7 (c)

V. Recommendations and Conclusion

Building destination image is not any sporadic issue rather it is a continuous process and the image built on a tourist spot should be maintained over the period as hectic competition is there in place marketing. The research at hand recommends several things to the tourism related parties at Cox's Bazaar. **Firstly**, the tour operators are to design their tourism services according to age, education and income of the tourist consumer as these determine the requirements of the visitors which turn into image creation of tourist spot. **Secondly**, the agencies related to tourism promotion are to importantly highlight on making the tourist spot as a relaxing, exciting, arousing and pleasant. They must offer quality food, accommodation and local products at a reasonable price so that most of the tourists can afford them. Cox's Bazaar should attract the visitors with unusual customs and tradition, appealing local food cuisine, variety of products promoting local culture and cleanliness of environment. Well-organized traffic flow and easy parking, quality restaurants, good nightlife and entertainment, personal safety, hospitable and friendly residents and variety of shopping facilities should also be there so that visitors can enjoy their trips with valuable memories. **Thirdly**, for the construction of better image of Cox's Bazaar, the concern organizations must develop adequate infrastructure, unique architecture and buildings, clean environment and accommodation at reasonable price. The natural beauty of the beach is to be also protected and maintained properly. **Fourthly**, the elements related to affective/emotional, attractive, religion, built, access and infrastructural factors should be given importance to satisfy the tourists so that they re-visit Cox's Bazaar, recommend it to family and friends and possess an honest intention to say something positive about it to others. **Fifthly**, the tour operators, hoteliers, tourism development board, government and all other concerns are to take pragmatic steps to reshape the tourism facilities based on gender to better satisfy the tourists as they differ in attitude to image formation of tourist spot. **Finally**, there is a call for attracting the female tourists as they are only 25% of the total visitors; attracting the old aged

people could also be an untapped opportunity for the tourism services. Further research can be done elsewhere in the country and abroad to find new dimensions of building destination image in the evolving natural world.

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