

**DETERMINANTS OF DESTINATION MARKETING AND
ITS INFLUENCE ON REVISIT INTENTIONS: A STUDY
WITH THE REFERENCE TO COX’S BAZAR,
BANGLADESH**

Thesis Submitted for the Award of the Degree of

DOCTOR OF PHILOSOPHY

in

MANAGEMENT

By

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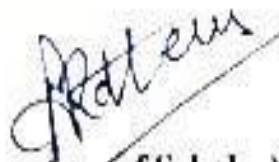
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DECLARATION

I, hereby declared that the presented work in the thesis entitled "DETERMINANTS OF DESTINATION MARKETING AND ITS INFLUENCE ON REVISIT INTENTIONS: A STUDY WITH THE REFERENCE TO COX'S BAZAR, BANGLADESH in fulfillment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of **DR Veer P. Gangwar**, working as Professor, in the Marketing department, of **Mittal School of Business of Lovely Professional University, Punjab, India**. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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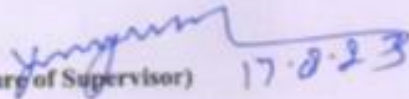
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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled "**Determinants of destination marketing and its influence on Revisit intentions: A study with the reference to Cox's Bazar, Bangladesh**" submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in the Management/Mittal School of Business is a research work carried out by **Anika Nashat Matin** Registration No:42000316 is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

(Signature of Supervisor)



17.0.23

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DEDICATION

My entire work of this thesis is dedicated to my only son Mahir Abrar Evan and to my only pretty niece Amreen Mehrnaz Ruponti, and the chain support systems of my life; my father A.K. Abdul Matin, my mother Hasina Matin.

I am incredibly grateful to Md. Mahfuzur Rahman, my life partner who is a constant support of my mental health.

My supervisor, for his immense support that I owe his gratefulness; Dr. Veer P. Gangwar, Professor in Marketing, Mittal School of Business, Lovely Professional University, Phagwara Punjab.

ACKNOWLEDGEMENT

I am always obliged to Almighty Allah that I am privileged with His blessing that is bestowed on me in all spheres of my life and especially with the people that He has given me chance to meet throughout the journey of this work.

True guidance is like a small torch in a dark forest. It does not show you everything at once but gives enough light for the next step to be safe and I am blessed to get such a guidance from my supervisor DR.Veer P.Gangwar, Professor, Mittal School of Business. The entire time with him throughout my Ph.D. journey is very cordial with enthusiasm and full of support that always pulled me back when I did not have enough strength. His patience has made my work much more comfortable to achieve its destination. His efficiency in guidance and trust on me, always made me feel that I can achieve the goal. Meanwhile, I am thankful to Mr. Santosh and his entire system of IPR that supported me in my work.

I am grateful to my younger sister Monika Nashat Matin, and her husband Golam Morshed, who are a power couple that gave me a positive insight and impart endurance in every phase of Ph.D. life. I sincerely honor and prayer that has been continued on me from my sister-in-law Ms. Nurtaj Begum. Meanwhile, I have been fortunate to get in touch with some beautiful souls for their continuous support that has made my journey calmer in many ways with showering love, respect without any benefits, and I am indebted my firm gratefulness to my mentor, teacher and colleague Ishtiaque Arif and Ph.Ds of LPU: Amandeep Kaur, Meenakshi Gupta, Humira Asad, DR. Badruddoza Talukdar, Samiul Bissash. Hence, this entire journey of my Ph.D. is carried out with silent efforts of many people around me who are always special to me with lot of honor and respect.

ABBREVIATIONS

Sl. No.	Abbreviations	Descriptions
1.	WTTC	World Travel & Tourism Council
2.	DMO	Destination Marketing Organization
3.	WEF	World Economic Forum
4.	WB	World Bank
5.	CB	Cox's Bazar
6.	UNWTO	United World Tourism Organization
7.	UNDDR	United Nations Office for Disaster Risk Reduction
8.	GOB	Government of Bangladesh
9.	TPB	Theory of Planned Behavior
10.	PBC	Perceived Behavioral Control
11.	BDT	Bangladesh Taka
12.	SPSS	Statistical Package for Social Science
13.	PLS-SEM	Partial least squares structural equation modeling
14.	CVI	Content Validity Index
15.	CVR	Content Validity Ratio
16.	I-CVI	Item level content validity index
17.	S-CVI	Scale level content validity index
18.	UTT	Universal Agreement
19.	DI	Destination Image
20.	RI	Revisit Intention
21.	MS	Marital Status
22.	TRF	Trust and Risk Factors
23.	ES	Emotional Solidarity
24.	I.V	Independent Variable
25.	D.V	Dependent Variable
26.	Demographics (as moderation)	D
27.	TDM	Tourism Destination Marketing
28.	TDMF	Tourism Destination Marketing Factors
29.	AVE	Average Variance Extracted
30.	CR	Composite Reliability
31.	HTMT	The heterotrait-monotrait ratio of correlations (HTMT)

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ABSTRACT

Tourism is the process of spending some leisure time away from a particular place to a certain destination in quest of relaxation, recreation, and experiencing some pleasant moments through purchasing. It is the most income-generating industry for a country. This industry is acknowledged as the chief contributor to the culture of a sustainable, bio- diversified environment. Tourism is overvalued, with expanded branches in other fields like transportation, employment generation, technological innovation, and the most emerging fields that contribute to the world's economy. Successful tourism is amassed with the components that start with a destination that attracts tourists, ensure facilities like transportation and a safe environment and end with delightful events within the destination for tourists. Along with the continuation of the development of this industry, tourism is also becoming an area of interest for researchers. In this phase of time, the tourism literature is becoming vigorous in a well-mannered manner. Elaboration of successful tourism consequences of two important collaborations of destination and marketing together as 'destination marketing'; a part of the industry (tourism) and methods that are followed by organizations that are altered in order with an endorsement of expresses with multifaceted marketing strategies within. Hence, the most apprehensive part of tourism is Destination Marketing Organization (DMOs), who are charged with full responsibilities for the wellbeing of destinations that actually shade the spot in tourists' minds by providing efforts and strategies. The wish to repeat the visit is the output of successful exertion by DMOs. Like other parts of the globe, 'Bangladesh', a country in South Asia on the global map, is well recognized for its tourism, which is the largest earning source for the country. The true sense of scenic beauty is embraced within the country, which has a sandy sea-beach named Cox's Bazar and is famed as the largest of the world, which is unbroken and 'Sundarban'; the forest, which is famed as the largest in the world for mangroves. The country has separate legal bodies from the government, which maintains the administrative regulations and gives regulatory power to Bangladesh Parjatan Corporations. As per the 2013 World Economic Forum report, there was a robust earning within 2023, which was missed in the year 2020 and tourism became the largest loss industry in the country, which actually brought the country's economy down. Although the COVID pandemic is hugely responsible for the reason, the post-COVID situation has not improved so much to get the industry to its glorious past once again, and as per the World Health Organization (WHO, 2020), the shade of the pandemic will remain live for the coming days of daily life. With the aim of being stable with the true story of daily life, the country has not managed to stand straight with the industry once again. In such a time, this study has been developed in order to provide a strong

pavement that can donate resilient strategies coping with the current scenario of the market to multiple tourism bodies and so for what, income-generating domestic travellers have been focused on who can actually pledge for the revenue earning for the country generated from this sector. Concentrating bestowed upon existing literature on tourism, the study selected the most trafficked tourist hub of Bangladesh, named Cox's Bazar and famous as the largest beach in the world, which is sandy and unbroken, to be focused on determining some important factors of destination marketing compiled from numerous research gaps in various literatures in order to examine their effect on the intention to revisit by employed domestic travellers of the country. In order to make the study more accessible to authorized bodies, some known demographics have been examined to see the effect of strength between the chosen destination marketing factors and revisit intention. The study has undertaken three independent variables and one dependent variable, with moderating variables from demographics. The researched three independent variables are chosen destination marketing factors as derived from the gap in numerous studies existing in the tourism literature that have resulted in their potential support for the context of Bangladesh's tourism. Meanwhile, the first independent variable is valued to examine the observation of a single tourist on the image of Cox's Bazar, i.e., the 'destination image' measured through three branches of the image as evaluating the characteristics of a particular destination (cognitive), the emotional response of the tourist to being in the place (affective) and the vigorous experiences of the tourist to visit again (conative). The second identified variable is trust and risk factors, which have been measured through trust factors (horizontal and vertical trust and consumer trust) and risk factors (health issues, natural disasters, crime, social, and political issues). Trust factors are selected after examining the advancement of the destination that has been developed so far to attract potential tourists from different tourism bodies. Hence, multiple essential and time-befitting elements are compiled in the risk factors to examine the safe zone assurance of the place. The last independent variable to consider is the emotional pledge that tourists and locals need to consider because locals belong to different tribes, accumulating through various scales of emotional solidarity, which are measured through three scales of ESS. In order to examine the strength of the relationship between demographic responses to each independent variable and revisit intention, the chosen cohort factors of life cycle have been considered with referred demographics (age, gender, education, income, and marital status) as moderator variables introduced in the study. One dependent variable, intention to revisit, is chosen to examine its effect on the three independent variables and the changes in strength from moderation. Aiming at four objectives, four researched questions are made and to elaborate, six (null and

Alternate) null hypotheses are examined through analysis using SPSS 23 and Smart PLS 3. With a sample size of 664 derived, the chosen respondents are the income generations (x, y, z, and boomers), male and female, who visit Cox's Bazar, the chosen destination of the study. The demographic profile has been given priority at the first analysis, where male tourists aged between 15 and 45, married, and graduates with an income level between BDT 8100 and BDT 65000 are prioritized in the profile. The final thesis questionnaire, with 36 items, is registered as copyright from the Department for Promotion of Industry and Internal Trade, Government of India; it has been primarily checked with a pilot test, CVI, and CVR. Descriptive analysis has been checked to determine the characteristics of the data and determine its demand for further analysis within the threshold limit of reliability (measured through Cronbach's alpha). Later, the measurement model was run through and accordingly satisfied the demand. Through the PLS-SEM model (bootstrapping method), the six (null and Alternate) hypothesis has been tested, and mixed results have been determined as (destination image, trust and risk factors and emotional solidarity) have a positive and significant effect on the dependent variable (revisit intention). For the moderation analysis, none of the demographics are moderated in relation to the relationship between destination marketing factors and revisit intention. The outcome has several distinguished applications that can be used practically and also enrich tourism literature. From the perspective of Bangladesh's current situation in the tourism industry, policymakers, from DMOs to GOB, can identify the real scenario based on the most income-generating tourist hub in the country. Each destination marketing factor of the study has significant implications for the real life of tourism, which are detailed in the discussion and suggestion part of the study, as well as detailing the areas of literature that can be improved further in more research referred to in the limitations of the study.

CHAPTER-1
INTRODUCTION

CHAPTER – 1

1.1: INTRODUCTION

In the existence of an industrial revolution in the tourism industry around the world, study in the direction of tourism is being widely treated as the world's fastest-growing industry (Mutanga et al., 2017). Tourism is a system that does not have circumscription within restaurants or hotels, attractions of cultures, but also a mixture of various rudiments entwined and woven in total to make a codependent relationship. This relationship is an infrastructures in various components of travel industry that are framed out with dynamic characteristics that have flourish positively for the advancement of this industry (Wiweka et al., 2019) that are resulted in monetary development along with meeting needs of mass people. According to the determined components of tourism (Dilip and Soumendra, 2019) where importantly 'attraction' is parted into natural that is original and another one is created through human being. Natural attraction are itself made by nature that is in sports, like: climate, mountain, beaches, etc. wild life as attracting tourist through archaeological, cultural, monument sites on the other hand attractions that takes place through the creations of human are museums, fairs, monuments, festivals, etc. The second component is 'accessibility' that goes with easy ways of travel communication in between destination that also dived into surfaces transportation that covers both roads systems and railways, water transportation which are termed as the oldest system of transportation in tourism and air transportation that is easiest, time saving and costliest method of transportation (Osman and Sentosa, 2013). Element as 'accommodation' is determined as third which is termed as the most difficult part of tourism as travelers are needed to be ensured safe accommodation before travelling to spots and also divided into services which ensures topmost services from hotels or the decided place to stay and self- cookery accommodations that only offers food per day price but not to stay in a place. Fourth component is seen as to be 'amenities' that is to provide extra effort in services to the visited tourist. It is also divided as man made and natural. Human made amenities place on arranging extra activities like surfing, cinema, etc. and amenities that are created naturally are tracking, fishing, climbing etc. Components that is treated as the last part of actions is charms which are frequently assisted through multiple actions to boost involvement of tourist that attracts for a destination (Sirakaya and Woodside, 2005).

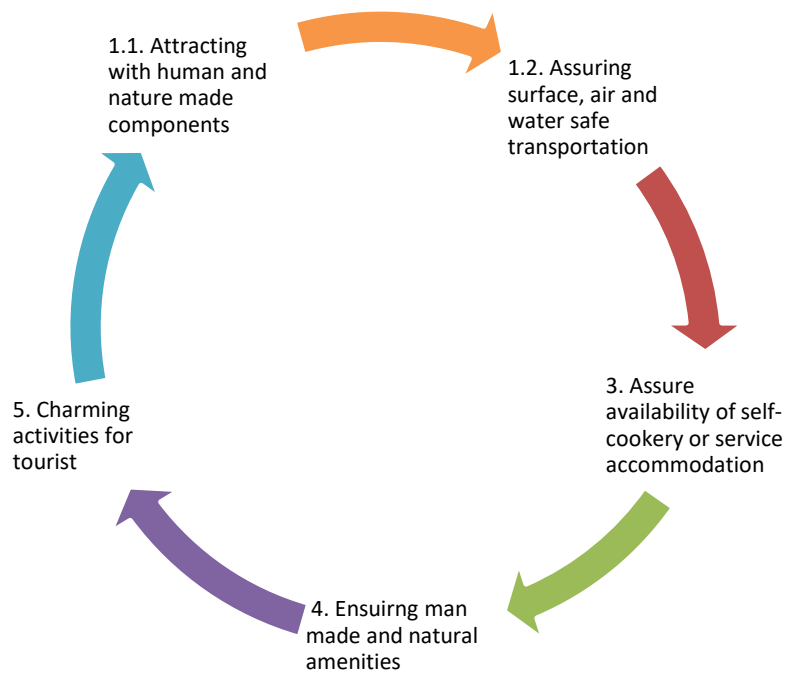


Fig: 1.1: Components of Tourism Industry (Osman and Sentosa, 2013 & Sirakaya and Woodside, 2005)

According to Albaity and Melhen (2017), the most precious piece of any states administrator sector that contributes enormously to economic sector as well generates employment and revenue is tourism. (Wang et al., 2017), referred that in recent years, as an exceptional industry; tourism, in between tourist destination, demography, socio-economic and technological practice has been further expanded. The improved conditions dedicated to different demands and expectations of tourists are changing the market share of each country, over the world. Diverse features have been developed gradually in the scope of market share in tourism like plenty of investments, goodwill of the destination image with various product and robust development in infrastructures, as this sectors work with so many branches and vitality of financial conditions of a country has an effect, directly or indirectly from this indicator (Aksoy and kiyici, 2011). As per World Travel and Tourism Council (2019), tourism sector provided the largest contribution to global GDP of about 10.4 % in the year 2018, although in latest 2020 report says it has declined to 3.7 % to the economy globally. Gradually, researchers are interested throughout studying of tourism development in a view of developing on enormous number of communal, traditional, financial and environmental consequences (Nunku and Gursoy, 2012). It is to be noted that all nations build up their tourism sector as a mean of profit for the business itself as well as for other segments as transportation, retails and construction (Aliman et al.,2016). Meanwhile, combined efforts of destination marketing planners are needed for positive stuck of a destination towards ‘tourists’ mind. Rapid changes of tourists’ taste continuously make this sector globally more challenging. According to Sirakaya and Woodside (2005), people think to travel in their free time and accordingly they need to choose destinations from various choices. With the increasing

demand , public organizations have come up with activities to make destinations attractive in various ways to the tourists and this refers to destination marketing tourism (Palmer and Bejou, 1995) where destination marketers suggests various marketing promotion to build up in creating demand to manage it as well. With this continuation (Gebhard et., 2007), apparent destination marketing in tourism as an expansively standard important feature which has very much controlling effort in literature in marketing that is wide-ranging and renowned through researchers as real tool for management of marketers that is worth for a wellbeing of destination. Tosun et al., (2015) suggested that management of destination marketing need to make robust strategy for making sure of revisit intention of tourist rather than first time visitors, whatever the consequences are, destination marketing planners always try to opt strategy to sustain in business and for that making revisit intention cannot be skipped. As per Osman and Sentosa (2013), it is important in tourism industry to ensure travelers revisit especially for those visitors that are visiting for the first time. Furthermore, as the goods and services provided by the tourism industry rely heavily on the quality of the labor force, human resources management plays a crucial role in ensuring that this labor is of the highest caliber. It does this by providing incentives such as education and motivation, as well as opportunities for career advancement and retention in the industry (Maftuna, 2023). DMOs must also prioritize this task by DMOs in order to guarantee that tourists will return. Additionally, Alyaha et al.'s study from 2022 strongly suggested the significance of the virtual impact of intention to return through advertising as a medium, the reality that virtual experiences can become real, and the positive role that they play in improving preexisting consumer attitudes toward a tourist destination. Additionally, they discovered that virtual experiences can make a significant difference in terms of developed mental imagery, a sense of presence in the experience, attitudes toward the destination, and visit intentions.

1.2: DEFINING INCORPORATION OF MARKETING AND DESTINATION MARKETING

American Association of Marketing (2004) termed Marketing as an organizational function that is established up with procedure of diverse effects like formation, communication; conduct in relation with numerous communities like administration, stakeholders and customers that outcome as beneficial for each community. Market can be elaborate in exchanging activities that can take place directly towards sellers and buyers. It is a business home were buying and selling takes place through middle man directly or indirectly in pre-defined place transecting through price resulting owing a product or service. However, in a form of traditional marketing where the service are also offered to sale along with tangible products through using various promotional tools like billboards, advertisement, electronic media, print media, which does not support digital media but recently it also includes some digital marketing functions (Durmaz and Efendioglu, 2016). A key component of marketing practice is creating and implementing a marketing plan. The top marketing strategy challenges include a number of questions such as: (i) how to design organizational structures that facilitate the development of marketing strategies that help navigate and adapt to changing firm and

customer needs; (ii) how to choose the best combination of marketing strategies to drive outcomes given competing priorities and a wide range of internal and external stakeholders; and (iii) how to mentor executives across the entire organization in the development and implementation of strategies that foster greater customer centricity and engagement(Pike et al., 2018). Creating and carrying out marketing strategies is a major part of what marketers do in their daily work, and proving the academic field of marketing is still relevant requires research pertinent to these activities. Developing a theoretical understanding of marketing also requires a better grasp of the current level of marketing strategy expertise. Similar to other industries, the tourism sector depends on the flow of marketing research to create new strategies for the growth of DMOs and travel destinations (Durmaz and Efendioglu, 2016).

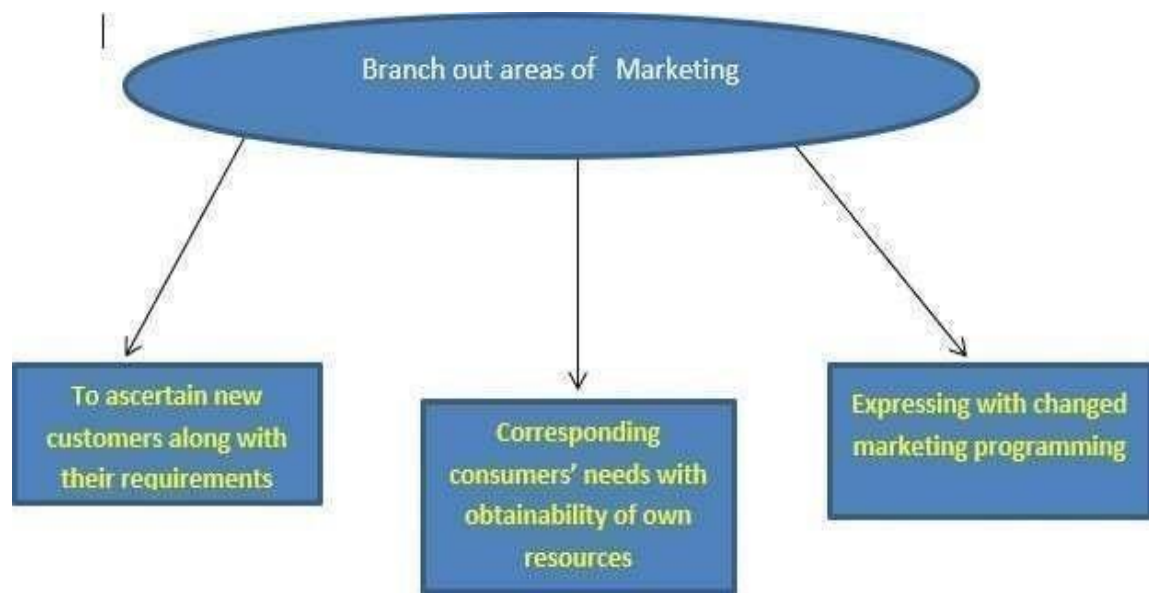
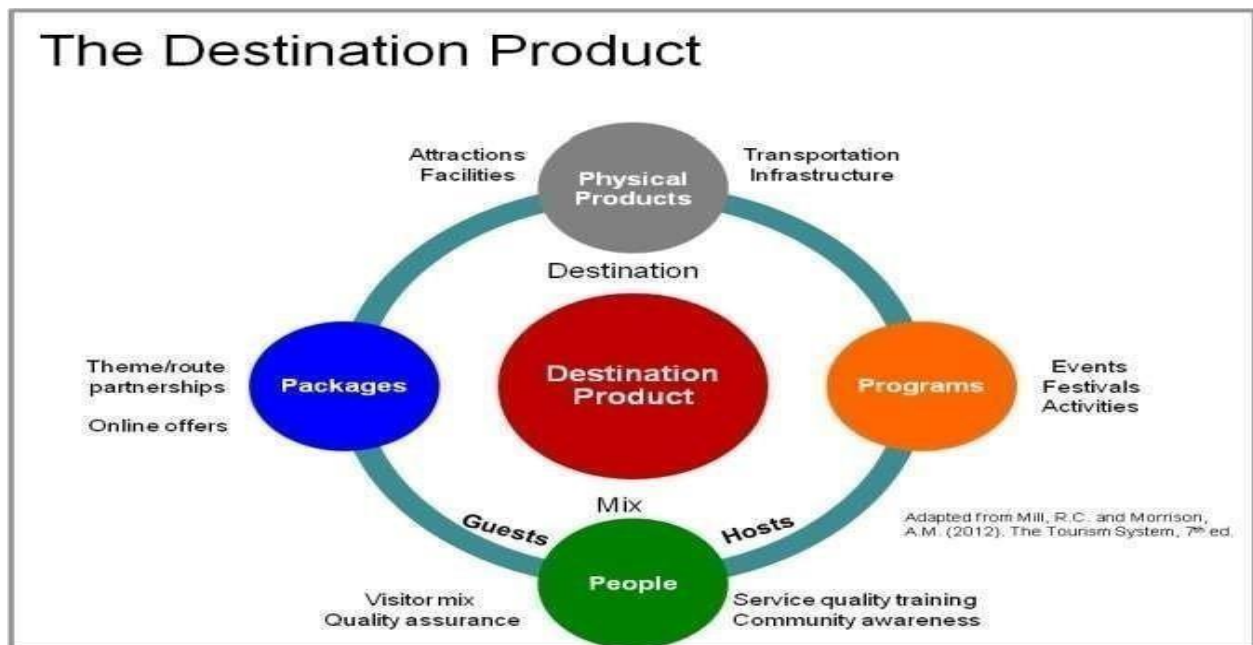


Fig: 1.2: Extension of Marketing (American Association of Marketing, 2004)

Destination, normally a portion of travel industry and approaches that are shadowed by altered organizations to endorse are expresses as destination marketing or tourism marketing (Pike, 2002). Chief role of destination marketing organization to reach a particular destination to tourist (Morrison, 2013). Destination marketing is an integral function for the institution of successful tourism industry. Unlike in marketing where products are communicated towards buyers with different channels of communications and in marketing of destination where consumers travel directly towards a particular destinations to experience the reality of marketing that had been took place for such (Pike et al., 2018). Destination marketing involves with tactical planning occupied in orientation of market (Kotlar et al.,1993), and measured as fruitful if backers like workforces, business firms, inhabitants work jointly to transport visitors, therefor matching both side desires. The tactics of strategic preparation for the expansion of place somewhat different than concentrating on sales or

image making apparatuses (Buhalis, 2000). According to (Ashworth,1991), Destination Marketing Organizations known as DMOs are the institutions that have the will power with the ability, to gain any strategic goals in order to make sure of implementation the total strategy of destination marketing. Cooper (2005) linked that destination marketing organizations can work together with the collaboration of civic and private sector or in some cases only within the private subdivision as well as this organization provides substructures to tourism board that operates at destination sector. For sustainable progress of a particular destination that is treated as product, numerous sub channels are involved and monitored by Destination Marketing Organizations (DMOs). Components that are figured out in Fig 1.3 developed from Morisson (2012) are combinations of mixing products of destinations in a way of similar thought. It involves the mixture of product that is for the selected destination to be promoted, then people who are the audience of valuing particular promotions, and then it come up with packages that are offered as procedure of some stumpy pricing combination in multiple services which follows the programs that are targeted time for DMOs to publicity for a destination.



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Fig1.3: Process of developing a Destination through Marketing

In order to provide seamless experiences for visitors and enhance the quality of life for locals, Sorokina et al. (2022) highlighted smart destinations, that integrates the destination with technological and physical infrastructure and the concept is still not well understood by DMOs. However, utilizes a distinct approach to destination marketing in the context of tourist routes, setting it apart from earlier research initiatives that used different theoretical and practical implications in order to preserve the large field (Muluneh et al., 2022). Ahead of schedule, Reinhold et al. (2023) advanced the relationship

between destination and marketing by focusing on six major streams that facilitate the advance collaboration of both concepts; like: with an emphasis on action and procedures, cooperation and stewardship, strong destinations, fleeting and stable residents, technologies and increased experiences. A successful strategy for marketing a destination does not differ so much from marketing points of view, neither from the traditional marketing theories. While strategies for emerging, a destination finished by marketing are enclosed with variations in the plea of period and era. So, for now, many academicians are combined with some common policies that can be followed by DMOs for a successful promotion of a tourist destination. Uysul et al; (2011) stated as ladders that usually categorized through starting with recognizing and classifying consumers that are potential (tourists) separating through national and international afterwards, it emanates up as the second, with inspiring that specified tourists for specific destination through compound factors to fascinate that occur in real, assembling competitors evidence for the same treated as the third step that are taken care of owing to self-realization of being progression, additional steps trails fourth step as corresponding the desires with the presence of resources in tourism industry, manufacturing the strategies of marketing included in saving cost and time along with keeping in track the consequences of further implantation of strategies are the final steps. However, over time, destination management becomes the most crucial factor to consider in the tourism sector while developing a destination.. It entails a comprehensive strategy that includes marketing, overseeing tourism at the location, and collaborating with nearby companies and citizens to provide guests with an unforgettable experience. In doing so, it supports sustainable tourism, strengthens the local economy, and promotes travel destinations. The coordinated administration of each component that goes into creating a tourism destination is known as destination management. To connect these occasionally highly disparate components for improved destination management, destination management employs a strategic strategy. The Destination Management Organizations (DMOs) serve as strategic leaders in the development of several tourist destinations by overseeing and coordinating management operations. They are in charge of organizing and incorporating the destination mix's components. They use a variety of strategies, including as collaborations, organizing events, and building infrastructure, to turn their location into a bustling tourism hub. This prosperity has a knock-on impact that boosts local businesses and improves everyone' quality of life, not only visitors.

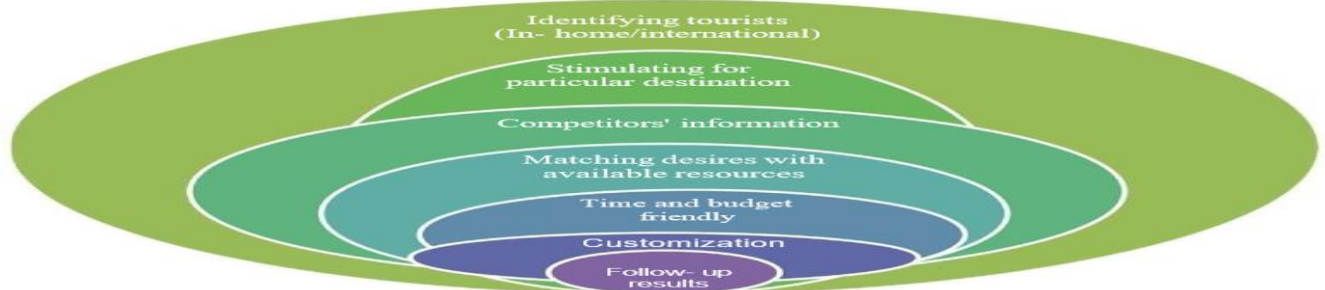


Fig: 1.4: Effective strategies of destination marketing (Morisson, 2012)

1.3: TOURISM AND BANGLADESH: CURRENT SCENARIO

Bangladesh is a riverine basin country in South Asia with huge resources in cultures for the sake of tourism development, with the two most undisputed tourism heritage; the largest mangrove forest in the world, as Sundarbans and the largest sandy sea beach of the world, Cox's Bazar (Hasan and Shahnewaz, 2014). In the region of South Asia, Bangladesh has the large potential in economic growth comes from tourism and its contribution to GDP 4.4% and according to Bangladesh Parjatan Corporation (2019) and World Economic Forum (2013) the forecasted GDP growth assumed to be 6.1% from 2013-2022. The earnings from this sector is 391 million US dollar in latest 2019. It is important to notice employment rate has also been declined. from 21.9% (2018-2019) to 1.45 % which is 2.3% of total employment latest 2020 (WTTC), however report also determined that domestic travelers declined to 33.9 % and international visitor declined to 59.7 % in 2020, whereas was forecasted the rising of per annum to 6.5% by 2027 and declined to 2.5% in 2019 (Hossain and Wadood, 2020) which shows this sector is unable to reach the forecasted to 2023. Commencing such determination, it can be said that Bangladesh is severely falling behind in tourism sector in respect to other business sides that tourism sector usually covers. As research on tourism, ensures intention to revisit to any destination is very important for successful tourism, and keeping in mind the declining state of tourism industry in Bangladesh, ensuring revisit intention can be a way out to prevent further declining state and which can be started following the home travelers as post COVID situation is on smooth preview. This research is intended to make some significant contributions on stating important influences on charming a destination, eventually the trafficked tourist spot of the country catching the resources of domestic travelers to heal out the situation as because according to (Chowdhury, 2020), post COVID has influence on not receiving international travelers which can be prominent negative facts in smooth down the economy contributed from tourism. In the figure 1.5 below, it is clearly identified about the declining state of revenue that comes from tourism industry of Bangladesh. From the information collected on revenue growth in USD from World Bank (2020) the figure defined that the revenue dropped its highest at - 44.3% in the year 2020 where about the highest revenue collected from last five years (2016-2020) is in 2017 is 62.4%

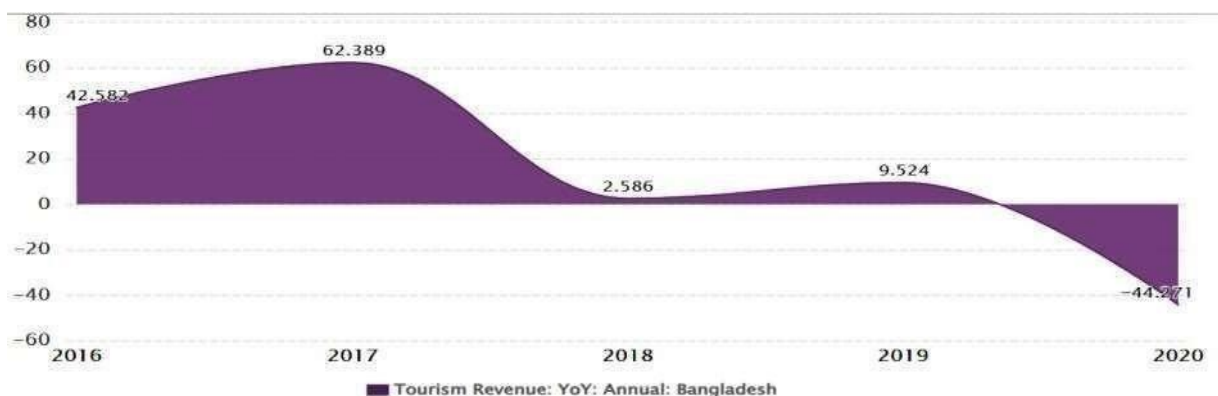


Fig: 1.5: The declining state of revenue from Tourism in Bangladesh (2016-2020)

Meanwhile, focusing on domestic travelers to ensure revisit intention to one of the major destination hub of country Cox's Bazar to observe on how it can bring changes with several destination factors are focused point of this research. Selection of destination for this study is coastal region of Bangladesh, Cox's Bazar. Cox's Bazar is situated in the south of Bay of Bengal, and it is the largest unbroken sandy sea beach of the world and the most important tourist hub of Bangladesh and reported as most tourist influx (Chowdhury et al., 2012). St. Martin Island, Inani, Laboni, Sugandha, Marine drive, Kolatoli, Himchari, National Park, Aggmeda Khyang, Ramu, Moheshkhali, Teknaf, Seikh Mujhib Safari Park are the important attraction places of Cox's Bazar (Dey et al., 2013), throughout the 155 miles of golden sandy beach. Cox's Bazar is known as one of the undisputed heritage of Bangladesh (Hasan and Shahnewaz, 2014), under the division of Chattragram of south eastern part of country. Additionally, historical sites encircle the beach. The only hilly island in Bangladesh, Moheshkhali is located in the Bay of Bengal basins. Its major draw is the island mountain, which is home to the old Adinath temple, (Salam and Hasan, 2019). Another island in between the sea is Kutubdia which is famous for 'light house' made by British during their ruling tenure (Islam, 2003). According to (Alam, 2013), although having several benefits to work upon along with economic potentiality in tourism of Cox's Bazar, not much exploration has been supported out. This study is going make out potential output for investors to several implications on destination marketing to take forward this largest beach with particular factors to sustain. With effectively in the current market scenario, it is importantly noticeable; the time of this study is going under a pandemic situation for which tourism sector of Bangladesh is at a great challenge. According to WTTC (2020), Bangladesh has declined its domestic tourist to 33.9%, which is important to overcome for the national sake of country and post pandemic reconstruction should be focused for the national tourist in all way. According to (Alam, 2018), destination marketing planners still need to work on ensuring visitors to Cox's Bazar keeping healthy knowledge regarding important factors of demography accordingly and determining further research on how much more potential plans for successful tourism through Cox's Bazar can contribute towards country's economy. With this current scenario of falling tourism sector, this study has chosen some unique components of destination marketing formed from various research gap that would carry its study to one of the most visiting destination spot of the country, therefore the outcomes possibly to ensure a constructive structure to overcome the prevailing situation of tourism sector of the country. According to (UNWTO, 2015), Bangladesh tourism industry is expected to surface a loss of USD 470 million in 2020, where business involves in this sector are also in loss of

turn over and also projected by Asia Travel Association's (PATA, 2020) that Bangladesh has assessed further than 0.3 million people are also at risk of losing job in tourism industry. Master plan is bringing by Government of Bangladesh to further extend this drop out situation of tourism industry of Bangladesh highlighting prospect of Cox's Bazar in a believed of attracting tourist through an entire effort (Civil aviation of Bangladesh, 2021). Tourism is one of the main and vital economic earning sources of Bangladesh. According to (Bangladesh Tourism Board, 2019), and it is fallen from last couple of years. On the other hand, Cox's Bazar is one of the main tourist hub of the country. This study aimed on accumulating those facts that can have impact on new philosophy of tourist that makes them to choose this destination over other tourist spot for revisit intention with a view post positivist reflection towards identifying the outcomes on assessing important determinates of destination marketing that survives in the world, taken from research gap or suggestions from future research on international arena. Revisit intention is the main core of Destination Marketing Organizations (DMO)s, where multiple objectives in formation as variables like destination image, emotional solidarity and trust & risk factors, has been formulated that can have effect on revisit intention Eventually it is seen as the research gap of not getting any empirical studies focusing revisit intention to Cox's Bazar that is worthy in reality, especially with chosen variables in this study. The variables of this study are the unique facts that will try to find out its importance towards revisit intention to Cox's Bazar and the very first study with the same that can give a solid strategy for DMOs to behave accordingly along with some important scopes for higher authority of government to be improvised which will be done on following tourist attitudes towards the variables of destination marketing for revisit intention. This study would bring a comprehensible findings for DMOs and other bodies related to tourism sector focusing to most important tourist hub of country to bring revisit intention as stated earlier that making sure of revisit intention is the main strategic goal oriented by DMOs through different destination marketing factors that will wheel the economic contribution from tourism, whereas Ahammed (2010), revealed Cox's Bazar is major source of economy derived in tourism of country. The tourist industry is currently Bangladesh's highest revenue generator, and it is currently experiencing a downward trend. This study's most troublesome objective stems from the current downturn condition. GDP growth has been criticized and is thought to be falling short of expectations. As a result, the employment market for those working in the tourism industry is contracting in tandem with Bangladesh's thriving tourism industry. The economics and growth of Bangladesh are significantly influenced by tourism. It generates income in foreign currencies, creates job opportunities, and promotes cross-cultural interactions. The tourist sector is vital to the battle against poverty because it gives locals money. Additionally, it drives the development of tourism amenities, transportation networks, and hotels and resorts. The aim of this study is to identify and create new products and experiences related to tourism that can have the potential to force the sector to change again.

1.4: DESTINATION MARKETING ORGANIZATION IN BANGLADESH TOURISM

Although, destination marketing organization (DMOs) are new term irrespective of tourism industry in Bangladesh, multiple organization combindly manage the perspective works of DMOs. Bangladesh Tourism Board (TBB) is the key organization of tourism in Bangladesh under the Ministry of Civil Aviation of Bangladesh founded in 1972, which monitored by Bangladesh Parjatan Corporation (BPC). Embracing with the main responsibilities of overall development of tourist destinations along with monitoring its overall success towards the contributions in economy of the country along with the policies needed for marketing for a spot and overall subsidy needed for the field are recommended from these organizations (tourismboard.gov.bd, 2022). The tourism division of Bangladesh is chiefly run by the government tourism-connected departments, with a vibrant and large sector in private state seen to be active and progressively developing in years (fortified to function and accordingly, the policy is framed, and directive is completed through government related department of tourism (Hossain and Wadood, 2020). Moreover, the specified key objective of BPC with the slogan as Beautiful Bangladesh. making country attractive to tourist in order to maintain a smooth run-in industry of tourism (tourismboard.gov.bd, 2022) through enacting guidelines to private and public organizations of tourism industry. As marketing in a destination involves cooperation of multiple bodies the country's tourism sector is also engaged with several machines through a continuous thought process of DMOs combining with creating a brand (destination familiarity) creating and maintaining interest for large audience to uphold reputation of particular destination (Hasan and Shahnewaz, 2013; Roy and Roy, 2015), although research results that, concept of marketing for destination or management of destination are not clearly understandable neither maintained by DMOs of Bangladesh. Proper form of regulatory bodies are not identified to suggest particular policies focusing each destination are seen to be recommended, whereas also many factors are researched internationally in sake of destination development are seen to be recommended to apply as per needed, as per studying the condition of each destination (Hossain and Wadood, 2020). Meanwhile, there are 586 registered tour operators in Bangladesh (Tour Operators Association of Bangladesh, 2020) and it is said that tour operators are non-separated part of tourism industry and somehow, suggestions are also seen to direct them how to operate marketing for a destination as they hold responsible act primarily to create a positive image of a destination to reach in tourists' mind (Hossain and Wadood, 2020).

Table:1.1: Index of Associations and Administrations of tourism in Bangladesh (Hossain and Wadood, 2020)

Sr.no.	Organizations	Address of web-site	Primary Contents
1.	Bangladesh Parjatan corporation (BPC) (Govt. Tourism Organization)	http://www.parjatan.gov.bd	List of destinations with accommodations
2.	Bangladesh Tourism Board	http://www.tourismboard.gov.bd	List of destinations
3.	Tour Operators Association of Bangladesh (TOAB)	http://www.toab.org	List of tour operators (586)

List of Tour Operators in Bangladesh



Fig 1.6: Some of tour operators (internet source)

1.5: IMPORTANCE OF THE STUDY:

Tourists' behavior changes simultaneously and on the basis of that, tourism research needs to cope up with these changes attitudes in order to ensure tourism marketers to remain in the competitive field (Pratminingsih et al., 2014). This research anticipates its significance for business and industrial issues and issues related to society at large, along with the guidance for future research on the related field for academia and in development of the industry. The study will also contribute to information through contributing to the uncommon number of factors found as research gap which have concentrated on the significant function of destination marketing factors focused on this research that brings revisit intention in the tourism industry through the most visited tourist destination hub of the country.

1.5.1: Industrial and Business Issues: This study can be significantly important for the development of tourism industry of Bangladesh through other parties involved in this sector. Ensuring revisit intention for destination marketer is the core factor that has been recognized for the survival in business and growth in tourism industry and it is important in tourism industry to ensure travelers revisit (Osman and Sentosa, 2013; Pratminingsih et al., 2014). The findings of this research will help to enable investors, planners, destinations managers and other vested interest groups to better understand tourist

expectations and according to that, needful improving strategies, policies for developing and remaining with competition in the field, with profitability is the significant outcome of the study. Since multiple business parties are involved in the nation's tourism industry, this study will go beyond some significant results that will help destination managers tackle the problem of attracting tourists who intend to return. Each variable focused on this study can bring a comfortable solution for tourism industry to draw attention of tourists from whole over the country to Cox's Bazar for revisiting. Destination image where several implications of positive and negative thoughts around mind of tourist will be focused on this study through which business planners can plan how to capture market with positivism to capture domestic tourist to revisit. Trust another important variable whose findings will largely be beneficial for the business involved in tour operators, tour information centers, tour guides. Emotional solidarity, other imperative results from this study that will carry out the scope for the destination marketers on assuming the behavior of local residents with the tourist that does not possess any kind of risk factors. Acting accordingly, to demography profile can develop tourism sector of country in many way. As this study focused on same working age group of Bangladesh, business entrepreneurs will be easily guided on how along with multi aged respondents within the same age group, marital status and income are affecting in revisit intention to visit Cox's Bazar, and where to work upon, hence. According to World Health Organization (2020), pandemic that currently is going into the world will keep many boundaries in human life in future as well. As the global competitiveness in tourism sectors are developing gradually, destinations business stakeholders, tourism board, need to face multidimensional challenges to ensure market capacity in tourism industry of Bangladesh, where outcomes of this study can confirm to take the pragmatic steps to reshape the tourism facilities based on several factors that will be studied upon, for the formation of Cox's Bazar as one of the most unique tourist spot among domestic travelers, especially in post pandemic situation that will help to boost up economy and can be followed by other countries as well.

1.5.2: Societal and Government and Policy making: Research is designed due to the desires of society. It creates knowledge, provide advance information and regulate necessary actions towards society in due time. Tourism industry research contributes simultaneously for multifaceted providers to bring dynamism in economy in a return for the benefits of society. The proposed study is relating to revisit intention of domestic tourists' behavior, which intends to explore the factors and personal characteristics motivating of choosing Cox's Bazar then other destinations of country, where updated information will be provided from this study regarding revisit intention through different factors that will be largely beneficial. The findings of Bangladesh, which are advantageous for the post-pandemic. This study will have a scope for government and policy makers to ensure safe travel to Cox's Bazar in every way keeping different demographic factors in knowledge. The act of government is the biggest part in

economy of tourism, as they can provide lot of subsidies for the betterment of this sector and therefore, this study will emphasize on those missing field where to be noticeable by government to work upon related to such. This study will provide information about safe community zones for travellers, which will be helpful for governments designing future policies that will spread awareness of environmental issues among the general public. The results will also throw light on the kinds of policies that should be developed by governments and marketers to entice tourists to come back. Cox's Bazar is a location that will aid in the recovery from the decline of the tourism sector. According to Khashedul and Majumder (2011), government investment should be made continuously to move this place towards greater improvement. The overall goal of this study is to better understand crisis management and how system development affects the behavior of government officials who establish policies for the tourist and destination industries.

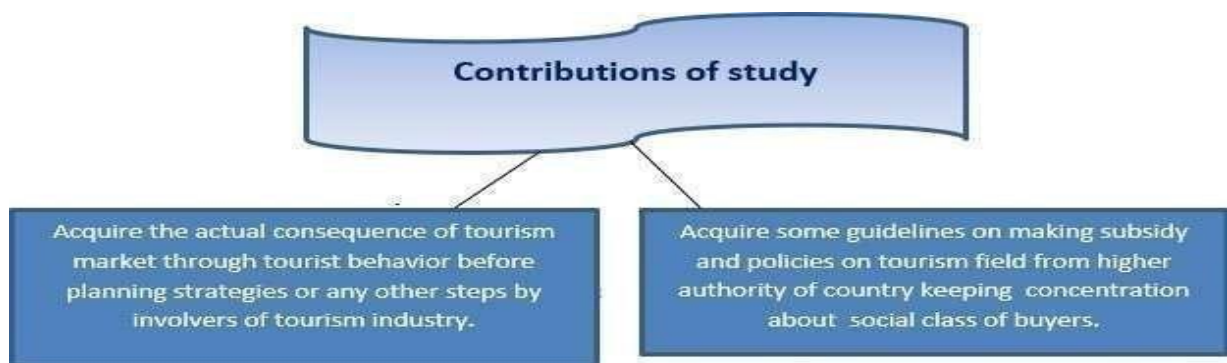


Fig.1.7: Classifications of Significance of Study

1.6 Thesis Structure:

This thesis is developed with following Chapters:

CHAPTER 1

This chapter is well-versed regarding the overall tourism scenario internationally as well as the current consequence of Bangladesh. A vibe of information on base of tourism industry of Bangladesh connected with destination marketing association. Demonstrating the importance of this research that can contribute for the development of industry along with international arena in need is defined as significance of the study.

CHAPTER 2

The second chapter starts with detail describing the concept of 'Destination marketing' and its thrust

areas started from its journey in research from 1982 to current 2021. Then it describes the extended branches of 'tourism destination marketing'. In a row henceforth, it comes up with describing the possible studied variables towards intention to revisit for selected destinations, detail discussions of chosen variables for this study as: destination image, trust and risk factors and emotional solidarity, keeping the theme of each objectives of the study the, later description are done with need of revisit intention towards a destination along with defining demographics in the context of tourism. The study area has been demonstrated in details description in later stage of this chapter that helps to understand the need of the selected area for this study and the possible empirical studies had been made within the area in last 11 years.

CHAPTER 3

It is developed the Methodology and Analysis that consists the detailed descriptions of on the used methodology of the current study. The adopted methodology of this research has been elaborated in this section with the depth understanding on the tools of measurements that also relates to the factors for the construction ahead with the technique details of analyzing the data.

CHAPTER 4

Analysis details and its interpretations are detailed in this chapter. The entire techniques that have been advocated for the study are classified in the chapter. Using SPSS 23 to verify data normality, descriptive statistics have been performed. Meanwhile, the analysis in section 4 has been continued using the Partial Least Square (PLS) based program Smart PLS 3.3.3. The data has undergone additional evaluation using measurement and structural modeling. Including construct validation and objectives achievement with hypothesis classification are headed in Chapter 4.

CHAPTER 5

The current chapter explains the findings of the study in an elaborate way. Objectives are undergone to examine the effect towards of destination image, trust and risk factors and emotional solidarity towards revisit intention and lastly to verify the effect of any changes occurs after introducing demography as moderators. Discussions, their implementations in various fields of related sector along with suggestions, are described over the chapter with possible solutions of the limitations which can lead to further research.

CHAPTER-2
REVIEW OF
LITERATURE

CHAPTER- 2

2.1: INTRODUCTION:

An inclusive, detailed understanding of the current study of the tourism industry and its diversified aspect of destination marketing is important to discern that are well established. In purpose of so, the critical evaluation of literature which can be done critically as an evaluations on prior studies on the same that has been published (Paul and Criado, 2020). According to (Ascani et al., 2021), there are many approaches that can be taken while reviewing literature, where the challenge is much on selecting appropriate method of doing so, which can lead to a holistic meaning on the literature reviewed as whole. Among those methods one of the most widely used technique is known as systematic review which is another name of critical review that provides a wide range on discussing critically that extends the prior studies on related field which helps to identify gap of the research following developing new framework of the research study (Marabelli and Newell, 2014). This systematic review as critical review on literatures are widely used in many research studies throughout in the multiple disciplines that connects tourism successfully (Callahan ,2014). This study is based on this critical review process on the prior studies on destination marketing along with its supporting that is associated with it. Meanwhile thematic analysis is a valuable technique for discerning and examining themes and patterns in qualitative data (Goddard et al., 2022), the research has identified several positive factors pertaining to the recent tourism industry that are based on thematic analysis, and preserved for the integrating of the research. The study by Ahmed et al. (2023) on Iran's tourism planning and future prospects has been reviewed thematically. It demonstrates how important planning theory is to the country's tourism industry's sustainability. On the other hand, Berbekova et al., (2021) highlighted the hospitality and tourism industry for a variety of reasons is vulnerable to crises of various origins and scope managing crisis moment of tourism sector has been rarely forum in literature of the tourism industry. Sentiment variables were examined in the study of Mehraliyev et al, (2022) in both their independent and dependent forms and suggested as the customer rating is the dependent variable that has been studied the most Hence, Barlin and Kay (1991), analyzed literature in different color terms that have a potential meaning in reviewing literature and in continuation with this, white and grey literature seem to be reasonably used in most research where the combination of these colors provides a decent mixing of knowledge as white literature is taken from prior studies and grey consists information from other then published research work such as government body (Paul and Criado, 2020). Hence, for this study, both the colors have been used in gathering information from Government of Bangladesh (Statistics of Bangladesh and Southeastern of Bangladesh, 2011) as well as the information from published sources. Meanwhile, this chapter are associated through

seven stages with diversified information on tourism and related to this study which has been encompassed over reviewing literature from 200 well established research papers from varieties of good indexing and refined journal in a method of critical review which has a mixture of white and grey literatures. Section one is above describing the essentials items related to literature review. The second section is divided with the real information on tourism as how it is known as product, what is its classifications and describing how tourism can sustain as healthy part of economy. The third and fourth section continues on elaborating on the extension of research area on TDM (tourism destination marketing) with the size of studies has been encapsulated. This section ends with the association of TDM with other disciplines or domains that are available in literature. Section five ends up with describing the important structures of destination marketing that continues with detailing the concept and relation of revisit intention and demographics in the context of tourism. The sixth section is detailing on defining each variables of destination marketing chosen for this study. The section numbered as seven that binds up with reviewing literature and number of studies has been done on the selected Study Area.

2.2: TOURISM AND FACTS:

2.2.1: Striking structures of Tourism as Product:

Tourism as a product which is intangible and mostly valued through services (Smith, 1994) and are counted through the rate of consumption by tourists that results in improvement in economy of a country. Eventually, tourism product is developed to fulfill the requirements of tourists which are compiled with the basic principles (Avila et al., 2018):

- This product cannot be seen with formation a particular producer rather should be seen from the tourist view point and it should include all elements that are consumed by travelers during visit.
- The product is specified with the relation to particular destination that makes it special to travelers.
- Tourism and destinations cannot be termed as products. Destination is referred as not a product as destination offers multiple elements within in as product to travelers.
- Nature is composite as it is not offered by a single entity.
- This product is consumed by tourist in a way of subjective as it depends upon various factors of socio demographics.
- As it is an intangible product where the buyers are tourists so for what, firm commitment of trust and integrity involvement of organizations are highly required in order to maintain phase of re intention buying behavior.
- Both the primary and secondary needs are satisfied by this product as primary focuses satisfying their experiences in a positive way and the secondary is meet its demands in through generating a good flow of economy.

- The riskiest product as it can be purchased before it is actually consumed.

2.2.2: Tourism are Classified:

Although tourism is held in response to visiting or travelling towards any destinations, it is also classified in four types as in the following Fig 2.1: (Dilmonov, 2020).

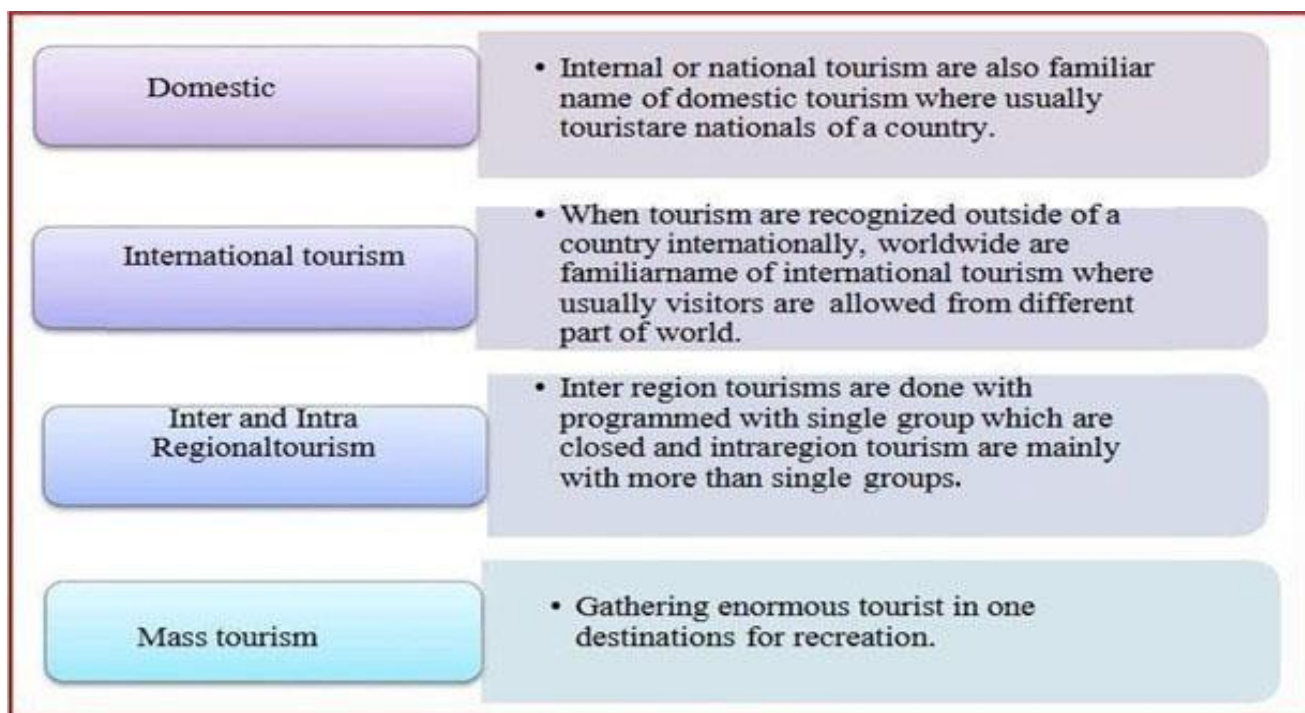


Fig 2.1: Tourism Classifications:

2.2.3. Tourism sustainability:

A healthy and sustainable tourism cannot be maintained in the absence of striking marketing plan of product of tourism along with the execution of peripheral amenities. Saarinen (2006) specified there are core issues that affect in maintaining a healthy tourism of a country. An economically sound country: country that does not possess threat to risk and vulnerable situation of a tourist spots, politically stable as well as healthy socio demographics are responsible for a fit tourism. Meanwhile, this study also pinpointed sustainability as vital tourism policy matter. Henceforth, according to (Soteriades, 2012), destination marketing through destination marketing organizations (DMOs) activities are clearly identified as foremost with significant involvement in sound growth of tourism. As (Pike and Page, 2014), categorized the destination marketing organizations and destination management organizations in a same frame whose duties and responsibilities is only to maintain destinations wellbeing in order to accumulate tourist that can contribute a good economy for a country. DMOs are the main associated bodies that are connected with other bodies of tourism but sole responsible to assure destination marketing policies that is to be maintains and regulates.

2.3: DEFINING DESTINATION MARKETING:

Destination marketing encompasses multiple organizations and strategies to make a destination sustainable to tourist. It is multidisciplinary in nature surrounding different strategies by destination marketing organization (DMO)s. In the sector of marketing, research in tourism destination has been flourish with maturity which is notable in more than two decades (Dolnicar et al., 2014 and Ávila et al., 2018), eventually it is assessed that, maturity on literatures of tourism associations and destination marketing has gained momentum in a leap over last three decades. In the course of time, destination marketing integrated with management, marketing perspective that carries out with combined theories from different authors that encapsulates in Table 2.3.1 from the year 1982 to 2022.

Table: 2.3.1: Highlighting important studies related to destination marketing

Author	Definition with key mechanism	Thrust Area
Mathieson and Wall, (1982)	Process of destination marketing is difficult due to three processes. The first one is stated tourism as product where there is involvement in production and costing. The second one is stated as the difficulties of nature that particular possess and the third one is involvement of different authorities in marketing process of tourism.	The critical process of destination marketing are defined in Tourism, economics.
Binder (1983)	The price strategy with the combination of the purchase parity of tourists has been depicted. High-priced destinations are not always well-received by tourists. In those consequences, the two indispensable effects are seen as the effect of novelty and the effect of bargain. element in marketing for the tourist that comes into holiday. Many tourist that boards are in attempting to find the solution of problems that comes with the images of destinations related with disturbance of political or social issues and also surrounded areas with industries that also termed as a problem in growth of tourism.	Price effect and tourism.
Clark (1985)	Boundaries that are governed with administration those are important to notice for tourism development. A joint development plans is either important from stakeholders that are public and private for tourism boundaries that are administered.	Tourism boundaries.
Michie (1986)	Travel behavior theories of family are incorporated. Cognitive, conative and affective are relatively important in changes of behavior of family members during visiting a destination.	Family travel theory.

Culpan (1987)	System for development tourism related internationally. Four factors are derived for such as: accommodation, transportation, creating demand and marketing.	International Tourism
Fitzgibbon (1987)	Underlying the importance of rationale in technique, the thoughtful results are expected from business and the guidelines are needed for successions are outlines as segmenting a market for tourism has been derived.	Segmentation in tourism.
Crick (1989)	Technique of stated preferences as SP are involved with more advantages rather than referred preferences RP. Methods of SP are more skeptical which are mostly used to watch the situation in continuous manner of a market place of tourism sectors.	Preferences in tourism
Snepenger et al., (1990)	Three strategies are indemnified from the visitors for the first time who are visiting in fresh destinations. Information seeking from travel agents, information gathering through own and innovative marketing strategies are involved in perusing such information to tourists.	First time visitors and tourism strategy
Getz (1992)	Hundred and fifty unique strategies for marketing have been identified for destinations based on each state.	Individual state planning and tourism.
Crompton (1992)	Process of decision making towards a destination as structure is identified through which marketing plans are needed to be set for each destination. A person's first set of consideration set of late consideration, action set and communication set.	Sets choices in tourism.
Market (1992)	Six factors of benefits-based marketing are identified and accordingly DMOs are advised to made up of strategies. Characteristic of party that travel, composition of such party, characteristics and planning of trips, and evaluation of post travelling.	Benefits based marketing and tourism.
Crompton Et al, 1992	Positioning destinations according to the needs of tourist.	Segmentation
D-Gets 1992	The changes occurs to the destinations on each period of time.	Destination life-cycle.

Kotler et al.,1993	In similarity as a fresh idea of marketing, destination marketing is determined as the planning that are taken strategically which is based on market criteria. It is successful when different parties like citizens, business people are satisfied and on the other hand visitors, investors are met their expectations	Involvements of different parties are distinguished. Marketing and tourism.
Palmer and Bejou (1995)	Associations among sectors of private and public makes destination marketing more lucrative as because both the sectors carries same objectives, that is to satisfy tourist with much broader scope rather than financial purpose for operators involves in tourism.	Alliances involvement in Tourism.
Vukonic (1997)	Along with the originality, the contrast temporal ideas kept destination of tourist as journey where it	Destination as individual product of tourism. Tourism and sustainability.
Faulkner and Tideswel (1997)	For assessing, the performance that DMOs make having criteria set that is productive, suitable and efficient for monitoring performance of DMOs with analysis of cost benefit in destination marketing programs nationally, developed through a framework.	Reviewing performance through cost benefit. DMOs and tourism.
Phillips and Moutinho (1999)	MPEI short form of marketing planning index, combination of tools for measuring efficiency, mostly goes with business industry related for hotel, however, a wise relationship has been shown up among planning of marketing that is strategically market oriented and also effective.	Marketing planning index. Marketing.
Smeral and Witt (2002)	A metric to analysis the evaluation of marketing of destination organizations which is also grounded on market share.	Performance measurement. Destination marketing.

Bokesberger et al (2003)	Strategies of segmentation of markets in other words segmenting consumers are critical and most wanted facts in tourism development. Continuous changes in segmentation in a mean of consumers choice makes difficult to plan out accordingly and for what motivation is a good way to convince consumers for a particular product in tourism.	Segmentation of market
Buhalis (2004)	Numerous tactical models for management and marketing of a destination are pointed. With the aim of providing an impression of multiple techniques that is used widely along with some examples that is illustrated worldwide that explains that the objectives of each strategy should balance with DMOs and others involvement in tourism sector.	Tourism strategy
Rob et al, (2004)	Strategies to gain economic benefit from tourism through inbound travellers.	Economical benefit
Connel (2005)	Television resulted as a noteworthy development in tourism sector. A fresh sensation termed as ‘toddler tourism’ has been introduced through television where tourist can easily figure out the wellbeing of a destination that helps to plan for a trip.	Toddler Tourism
Du et al (2006)	Regional and local food grips extraordinary potential in contributing a sustainable attractiveness to a destination. Healthy and striking food plan framework as a strategy of marketing for a destination can retain tourists.	Food plan strategy and tourism
Fromica and Kothari (2007)	Technology on information revealed its authoritativeness in strategy for DMOs that to adjust their outdated models of business so that it can retain with pace of emerging promotion plans, that brings changes in market and demanding competition.	Technology and tourism

Pike (2008)	Highlighted indicators that help to measure marketing performance of destination planners like tools of communication, brand fairness.	Marketing communication approaches and destination marketing.
Evans (2009)	Several factors have been suggested that is friendly in environment industry which can help in assessing efficiency of destination planners. Factors are: investors pleasure, standard product, roles, engagements, maintaining standard of particular place, expertise in operations, cost benefit, wish to gather new knowledge.	Organizations operations. Industrial environment and DMOs.
Bergstorm et al (2009)	A relationship is directed among several aspects of DMOs that contributes for a successful destination, such as: supports of local residents, attractive product, experiences that visitors gather during travel, etc.	Tourism success and DMOs.
Kokkranical and Morrison (2011)	Chain of influential as a strong bridge between tour operators and DMOs. A powerful component can built up in image making towards tourist through the Influence chain of command collaborators.	Tour operators and DMOs.
Peter and A drew (2012)	The Thomas Kilmann Conflict Mode (TKCM) applied to form a framework wherein at integrated level; tourism is balanced with some functions of DMOs along with collaboration of attractiveness.	Tourism business and DMOs.
Meyer et al (2013)	Campaign through the place marketing has been defined as linear model of communication which is a unique way of web to transfer audience who are passive into those participants who are active.	Web and tourism

Blanke and Chiesa (2013)	The concept of capacity that is for absorptive supports development of tourism through the capacity of creations: a multi creations of capabilities with low effectiveness, counting explorative, unequal capacity to make the knowledge of consumer hooked on centered product of consumer.	Tourism development.
Hayes et al (2013)	Handling social media tools with compiling strategy of marketing related to social media are importantly focused. DMOs need to have much efficiency on handling different social media sites to peruse and to retain customers. The strategies that can be used for social media are very significant in resulting for the development of tourism for particular destination.	Social media and tourism.
William (2014)	In the science of marketing equity in branding is established theory. It denotes value of product in profit generated through strategy of marketing of a firm. The theory conceptualized as hard to mark for a destination as it involves as a firm with a mixture of numerous investors which also included residents who shares their space to travelers without payment. Both sided profit establishment is somewhat very important for sustainable tourism which also shares a healthy economy for country.	Brand and tourism
khan (2014) Line and Runyan (2014)	Promotions Slogaons: the most important component for success full tourism marketing. In extreme struggling time, For attracting the foremost portion of tourists, the significance of formation for an ideal slogan for tourism is highly in demand by DMOs. A constant energy is needed for building a destination it nationwide identities which can correctly summarize the country's image with an essence through symbol, slogan or campaign, that can strike an instant harmony towards market of tourist which can easily booked in the top of mind awareness, (TOMA).	Promotion and tourism Development and tourism

Gretzel et al (2015)	Marketing digitally for DMOs are great challenge even on 20th century. Handling different web as 1, 2 or 3 must be different in strategically for different destinations and accordingly collaborators of tourism industry along with DMOs needs to act upon.	Digital marketing and tourism development.
Liu et al (2016)	Discursive inconsistencies in positioning destination bring up with themes in five ways. Those ways are branding the place, claiming identity, targeting groups, collaboration and roles, where strategies are need to be balanced in order to be free from any untoward conversation ⁷ regarding the destination for different age groups.	Tourism strategy

Tsai (2017)	Achieving performance through technological advancement like using standard and maintained websites to deliver information regarding destination towards tourist. E-loyalty is given priority as a strategic marketing policy that DMOs need to develop with the change phase of time.	E-loyalty, website marketing, destination marketing.
Jano et al (2019)	Defining destination marketing in involvement with multi mediums of business to achieve a common goal of success to make a destination well known to tourist through strategic marketing plan having profit for every medium.	Destination marketing. DMOs and tourism.
Sotiriadis (2020)	Defining destination marketing in involvement with multi mediums of business to achieve a common goal of success to make a destination well known to tourist through strategic marketing plan having profit for every medium.	Destination marketing. DMOs and tourism

Garcia et al (2021)	Within the standards of Marketing 4.0 which goes with digitally and sound in technologically that can be important aspect in the development of DMOs. Their presentations for managing with current world is needed to focus on the basis of Marketing 4.0, that participates in novelty, being linked with social mass media creates a huge impact to behavioral intention of tourist for visiting particular destination. Maintaining standard content in each strategy is rather very essential. Someway, in these existences, with competitiveness, DMOs are to maintain such regular updates.	Marketing 4.0. DMOs and technology.
Xu et al (2021)	Education tourism: creates associations on destination towards students. In results tour to any destinations works as a mediation towards intention to revisit. Image, memory and attachments towards destinations increases from tourism education and ultimately provides a positive results towards tourism.	Tourism education
Otowicz et al (2022)	IT encompassing, sustainability, e-governance and practicing areas of livability are constructed as framework for destination that wants to run smartly with coping up the current market.	Smart tourism
Kim et al (2022)	Identification of resources, importance of marketing, understanding, merchandising and sales and use of community in broader sense are framework that is being positively responded for film tourism.	Film tourism

2.4: PROMINENT EXTENSION OF RESEARCH IN TOURISM DESTINATION MARKETING:

According to Dolnicar and Ring (2014); (Ávila et al., 2018) literature related to research on the field of tourism destinations has gained momentum in various areas. Meanwhile (Morrison, 2019), stated the contribution of those research as highlighting aspects of tools related to marketing and advertising duties of DMOs in benefits for both the ends of supply and value chain of TDM. The competitive nature of travel and investment among nations, regions, and individual locations has led to a rise in the significance of place marketing as a result of globalization. To effectively compete, one must determine the critical success factors (CSFs) and make sure their strategy planning takes them into account. A thorough analysis of the body of research on location and destination

marketing suggests that distinguishing between alternatives that are objectively comparable requires careful consideration of factors like image and identity. As a result, destination branding has grown significantly in significance and is thoroughly examined (Baker, 2008). Initiatives for collaboration are voluntary agreements between travel agencies that oversee and market destinations. While collaboration difficulties have been explored from a variety of angles in the tourist domain, the process of collaborative marketing at the destination level has received comparatively little study attention. Within the framework of inter organizational relations theories, this study aims to investigate how collaborations arise in a given location. The local destination marketing organization facilitates marketing operations amongst and among the local tourism industry, which is the focus of the study's case study destination. Discussion is held regarding the implications from a theoretical and practical standpoint (Wang, 2008). However, among many important areas that TDM focuses, following in the table 2.4.1 depiction of 4 important areas enclosed in the research of TDM:

Table: 2.4.1: Depiction of studies on majority of size in four important areas of TDM:

Determinations of Tourism Destination Marketing with important factor	Area of research attended	Study size: Majority with some central refrainment of studies
1. Destination Management Organizations (DMO)	Duties and responsibilities of destination management organizations elaborating of whole acts, their liability, effectiveness.	About 22 studies. 1. DMOs relationship ventures with tourist. Steven and Page: Journal of Travel Research (2014)
		2. An approach showed through map through which performance of destination can be assessed. (Yilmaz et al., 2013) Conference paper.
		3. A theory developed on assessing performance of DMOS though collaborating more than one city. Francesca and Frank: Tourism Management (2009).
		4. Coordinating internetwork relationship of tourism industry through collecting evidence. Marcello: Industrial Marketing Management (2016).

<p>2. Behavior of consumer as tourist</p>	<p>Decision for tourist like consumer. Powerful part of environment related to internal and external, communication mixture. Professional marketing activities elaborating that of marketing that outcomes behavior.</p>	<p>About 32 studies</p> <ol style="list-style-type: none"> 1. Investigating loyalty and tourist preferences for a particular destination. Chen et al., Int. Jour. Contemp. Hosp. Manag (2001). 2. Determining effect of economic behavior of consumers towards loyalty for a destination. Alegre and Juaneda: Annals of Tourism Research (2006). 3. Developed patterns that is structural and spatial for performance of website of CVB. Stepchenkova et al., Tourism Management (2010). 4. Determining leadership for the development of tourism that is regionally set up. Flavio et al: Journal of Destination marketing & management (2015) 5. Linking the credibility and experiences of brand through online for a particular destination. Jiminez et al., Tourism Management (2020).
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<p>3. Market with research planning.</p>	<p>Atmosphere of analysis, information system related to marketing and TDM system</p>	<p>About 30 studies.</p> <ol style="list-style-type: none"> 1. Analysis of steps can be conducted by DMOs through Information of age. WTO: Information Technology and Tourism (1999). 2. Developed framework that is supported by industry coping up with information system of marketing for destination. Ritchie: Tourism Management (2002). 3. Assessing critical success features that is successful for marketing of a destination. Michael et al., Tourism and Hospitality Research (2008). 4. Construction of planning travel with process and patterns on using information. Choi et al: Journal of Travel Research (2012). 5. Using information through geographical system in Portugal in order to assessing marketing advancement. Albuquerque et al: Tourism Management Perspective (2018)
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<p>4. Policies implementation and strategies occupied for marketing action.</p>	<p>Tools of communication: practices of marketing mix; 8ps. Focused on practicing marketing digitally for communication.</p>	<p>About 44 studies.</p> <ol style="list-style-type: none"> 1. Endorsing destinations through film tourism to support on identifying initiatives of marketing. Hudgson and Ritchie: Journal of Travel Research (2006). 2. Enhancing image of particular destination through website. Jeong et al.: International Journal of Tourism Research (2012). 3. Advertising a destination effectively through language ant type. Byun and Jang: Tourism Management (2015).
		<ol style="list-style-type: none"> 4. Enhancing image of particular destination through website. Jeong et al.: International Journal of Tourism Research (2012). 5. Advertising a destination effectively through language ant type. Byun and Jang: Tourism Management (2015). 6. To associate or not to associate: judged through comparative demands advertising ski type resorts. Cristobal, et al.: Sustainability (2018). 7. Discovering finest practices in Europe on engagement among Facebook and local DMOs. Del et al: Tourism Management Perspective (2020).

2.5: Association with other Domains or Disciplines:

Hence, collaboration with different domain or disciplines in TDM is in mainstream with the following:

2.5.1: Sustainable Tourism:

Marketing for maintainable or supportable growth adopting marketing techniques might outcome as a real understanding of actual desires needs and wants of tourist by marketers that can help in figure out tools that are strategically influential tools of communication for behavior of tourist: (Font, 2017; Whelri et al., 2012) exposed powerful portion of technology like using of social networking can results hugely in the sustainable environment as well on the changing behavior of tourist. Meanwhile, many studies recommended, sustainability pattern contributes in TDM.

2.5.2: Consumer or Tourist Behavior:

The first consideration of DMOs should always be understanding or cope up with the change's attitudes of tourist , whereas the main stream is underlying those factors that are suitable for giving preferences on wide range of demands, facts of motivating, segmenting the market orientation (Gretzel et al., 2015). Sotiriadis (2017) stated that conduct of tourist are extensively transformed to communication and information gears that connects technology which benefits for the results in much more appreciating way on understanding tourist.

2.5.3: Management:

In a massive, outlined management frame, an important function is marketing of destination. The chief objective of DMO is to give effort on strategy that can regulate the movement of tourism with sustaining attitude (Kotler et al., 2017), hence the efficacy of management of destination are inspires from the activities of marketing that are taken by DMOs.

2.5.4: Digital Marketing:

Now, DMOs are giving effort in different format of creation in form of ICT that is marketing digitally. Six main mechanisms are prioritized in digital marketing that DMOs are concentrating: websites, social media, apps, e-mail, search engine marketing, new content (Kotler et al., 2017). Studies recommended destination websites that can also contribute in improvement through designs accordingly in research (Wang, 2016). Hence, smartness tourism is becoming the trend areas of developing which connects with technological applications along with the marketing mechanisms that are becoming interested areas of many scholars to identify the platform for DMOs on information broadcasting DMOs (Gretzel et al., 2015; Sotiriadis, 2017).

2.6: IMPORTANT STRUCTURES OF DESTINATION MARKETING:

Middleton and Clarke (2012) developed two slants as different strategies in destination marketing of tourism, the plan for advancement which is defined as marketing strategies that is classic concentrating on advertising and promoting to make consciousness in huge interest and the second one is developed as the plan of recommending with facilitation to create a robust connection among single operators of tourism with DMOs in a vision to conquer a common goal. Partnership with joint venture among private and public sectors can help to overcome instability of financial crisis that often faced by DMOs that are evaluated as another big constraints in achieving the target associated with TDM (Swarbrooke and Horner, 2007) However, the constructions of destination marketing are mainly obtained by DMOs (Presenza et al., 2005) stated the same resembles and theme of destination management and destination marketing, who are based on situation planes the strategy of marketing within the management frame. DMOs works with different bodies with the same goals to make a destination well known to tourist maintaining, profit at some level. Mathieson and Wall (1982) marked destination marketing as a critical process due to three multiple reasons that make DMOs process hard to achieve. The first one is stated for its product type characteristics that includes structure of cost, exclusivity, involvement of customer to manufacturing process, inseparability, number two reason is stated as multi characteristics of multiple destination carries and the last one is the parties of different strata involvement like government bodies, local residents as communities, stakeholders, tourist. Meanwhile, functions within internal and external are also tinted as structures carried out by DMOs, where various factors are accompanied like publications, marketing through websites, organizing events, sales directly, establishing tour familiar, organizing festival with local residents, mail directly, branding focusing for a single destination image (Hankinson, 2005 and 2009; Pike, 2005; Presenza et al., 2005; Sheehan et al., 2005).

2.6.1: Defining Revisit Intention In Tourism Context:

Various factors has been engaged in studies to ensure revisit intention in tourism industry and the core function of DMOs. One experiences of tourist related to past which can be found in the most significant relationship with revisit intention (Kaplanidou and Vogt., 2007; Wright et al., 2001). Moderator variable has also been studied in different culture of tourism, such experience of past has significant relationship for the first time or repeat visitors along with assessing quality of service of destination (Fakeye and Crompton, 1991; Fallon and Schofield, 2004), but perceptions of destination affective image (Beerli and Martin, 2004) has relatively better significance on intention to revisit (Gartner and Ruzzier, 2011). Satisfaction is another factor that can result revisit intention through connecting place attachment (Ahmed et al., 2022), where place attachment found to be a significant connecting variable between satisfaction and revisit intention. Along with many factors,

attitude is one studied fact for intention to revisit which has seen as moderator variable in between risk that is perceived for image of destination and revisit intention, where observed destination risk effects neither attitude of tourist nor their revisit intention, however, satisfaction directly affect both attitude and revisit intention (Hasan et al., 2019). In rookie type of destination effects of attractiveness of destination has also been studied to see the results of revisit intention, where it is originated of positive influence on attractiveness for both satisfaction, image plus revisit intention (Culic et al., 2021). However, many related factors, like conative image, more important trust factors and emotional solidarity, have also been advised to focused by DMOs to have a significant result on revisit intention (Stylidi et al., 2020; Woosnam et al., 2017).

2.6.2: Defining Demographics in Tourism Context:

For determining consumer experiences and subsequent behavior, demographic variables plays critical role (Tinne, 2012) in a vibe of positivity for intention to revisit. Demographic variables work as one of the most important tool to measure how to please customers belongs to different demography and produce loyalty among them. According to Yeoman (2010) the thoughtful decision regarding tourist's characteristics are important that frequently used for measuring the tourist's behavior which are important to focus mainly in analyzing segmentation of market as well as for strategically effort needed to implement in marketing. Huh and Uysal (2004), referred characteristics of tourist as the changes in attributes of tourists' and satisfaction of, tourist characteristics in travel that includes destination of their desires which includes based on the prior experiences of visit, information regarding destination, staying duration and membership in group. Gender as a demographic factor, age as another factor, original residence along with the level of education are seen as demographic studied which has impacts on image of any destinations (Guchar et al., 2015). In another study Naidoo and Will, (2014) importantly stated the effect of gender in attracting image of any destination. Assessing tourists is important to attract tourists for certain destinations (Martin and Bosque., 2008), eventually the most important factor in tourism industry (Lew, 1987). In a study with the reference taken from attractive destination Batu city of Indonesia, Naidoo and Will, (2014) stated as no statistical difference between the perception of tourist on the base of gender, age and education whereas, tourists of all ages, education and gender are agreed with the destination as attractive place to visit. Meanwhile, recently a report through World Tourism Organization &European Travel Commission (2010) regarding, on the theme of changing demography with tourism, stated that changes in demography creates more challenge in tourism development because of implications of participation on tourism according their behavior (Reece, 2004). Changes in demography can be a risk for the development in tourism of Germany as well it can also opt as opportunity (Federal Ministry of Economics and Technology Germany, 2009), however, combined, they have emphasized on changing of socio demographic factors can have impact on

the mean of share of population, high expectancy of life, size of family, migration of population. It can be noted that demographic factors results in the decision to visit in particular destination and helps to determine for repetition of visit to that same place (Prideux and Glover, 2009). In a study of Culic et al., (2021), where demographics taken as gender, age, work status, education, age and region, where study suggested that these variables has positive influence for revisit intention. (Casagrande, 2016) studied demographic variables as age, gender, education and marital status for where results revealed male participants in between age 67%, who are mostly married like to have revisit intention. In the study of (Naidoo and Will, 2014) regarding characteristics of demography of respondents included female respondents are mostly like to have revisit intention and as well, domestic tourists have the mostly revisit intention towards studied area of Indonesia, income is detected as one of the important factor in study that is considerable while revisit intention. In another study (Wui et al., 2021) characteristics of participants included as age, gender, occupation, area of living, education, marital status, among which men, certain age group with highest income group are likely to have revisit intention in the studied area of Taiwan, meanwhile, it verified that education level does not always possess as significant positive related to income of particular age group. Another important variable as travel arrangement method has been included in demographic characteristics in the study of (Chew and Jahari, 2013), that have been remarked as influencing factor to revisit to certain destination. Uneven gender distribution might have the highest proportion rate to revisit intention in terms of origin of country taken into account where as in such cases elderly age matters as well (Tosun et al., 2015). It can be taken into account that various factors of demography including age, gender, education, birth of originality, income makes different review for further intention to revisit. Considerable and most influenced factor that affect revisit intention will be counted in this in study, that supports with literature.

2.6.3: Important Factors For Destination Marketing For Revisit Intention:

Multiple studies have importantly noted the deliberation of revisit intention that can be a result of DMOs for sustaining a particular destination. In tourism sector, revisit intention is the core determinants that is to be followed as managerial implications specially for the sake of destination marketing managers (Cevat et al., 2015). As per (Osman and Sentosa, 2013), it is important in tourism industry to ensure travelers wish to revisit specially for those visitors that are visiting for the first time. Several constructions have been studied to ensure revisit intention in tourism sector. Memorable tourism experiences (Casagrande, 2016), past experiences (Cevot et al., 2015), motivation (Pratminingsih et al., 2014), place attachment (Hamid and Mohammad, 2017) have been studied along with more, as destination marketing factors that ensures revisit intention. In the study of (Zhang et al., 2014), memorable tourism experiences which directs tourist future destination choices and has been valued importantly as destination marketing factors that ensures revisit intention for particular destinations and also suggested destination marketing planners to count it as strategy to work upon competition,

which is also supported in the study of (Yoon and Usyal, 2005) determined tourist motivation and referred as key factor for successful destination marketing, which is the main source of all behavior that ends with satisfaction of the arises wish (Pratminingsih et al., 2014) and supported as positively result for revisit intention(Cevat et al., 2015) Meanwhile, past experience is also treated as important factor of destination marketing that results revisit intention, the effect of revisit intention is strong for repeat visitors (Cevat et al., 2015). Place attachment another important factor that tourist gather from particular destination's special features and settings that resemblance for such destination and results revisit intention furthermore, this place attachment noted from different studies that referred as factor of destination marketing and suggested for DMOs to utilize as marketing strategy (Wynveen et al., 2020; Hui et al., 2021). Through domestic tourist satisfaction at Lake Toba tourism destinations, the study of Purnama et al., (2023) investigated and assess the impact of destination image and tourist amenities on revisit intention where traveler satisfaction is significantly positively impacted by the perception of tourist attractions and amenities that leads for re visiting the destination. In the study of Lyu et al., (2023) figured out destinations that are much more focused by customers are much more highlighted through innovation of input of new product features that clarifies the innovativeness of destination which brings the positive intention to revisit. Moreover, religious flavor of sentiments are highlighted in the study of Juliana et al., (2022) where visitors from particular religion are much engaged in wish to return to the Indonesian visiting spot due to maintenance of particular religious cultures throughout the destinations.

2.6.4: Distinguished Features of Destination Marketing on Revisit Intention:

There are notable factors that are importantly emphasized in few studies that has significant relationship to make revisit intention as well highly recommended for further studies in respect to various destination phenomena. Some of them are the following which has been importantly counted as variable for this study:

2.6.4.1: Destination Image:

In tourism management theory images as sets as impressions, expectations, and emotional thoughts that tourist continue for a particular place (Lopes, 2014), that represents in relations with information that are collected separately and connected to a destination (Kotler et al., 1993). Destination image is a critical concept which is difficult by nature, as images consists of different items that go beyond the observation of some single person (Pike, 2007). As (Taski, 2006), image is defined as the result of several experiences, beliefs, thoughts, impressions and fragments of Knowledge that individual perceive regarding any organization. According to (Qui et al., 2011), when people visit to specific destination and creates an overall perception of that particular place which includes emotional response and gather ideas

regarding that destination. In 2002, Cai, derived images that reflect with the observations of tourists for a particular destination that have shaped in memory. According to (Pujiastuti et al., 2017), brand image in tourism industry often termed as destination image. Destination image, very importantly contributes to tourism that result in the process of making decision towards travelling to a particular place along with the consuming of products for travelling (Jenkins, 1999). Although, in 1988, Gunn developed seven stages that formats for destination image which classified under 3 categories as: induced, organic and modified induces. Tourists that build up images of particular destination in mind before visiting are usually develops from books, television, publicity, travel advertisement can be termed as induced and organic images and the modified induces refers to the results derives from personal experiences. However, (Martin and Beerli, 2004) referred destination image has a version of cognitive and affective dimension. According to (Zang et al., 2008), cognitive image refers to the evaluation of characteristics that a destination possess such as: attractions, environments, quality of tourism experience and for affective image, image that encompasses with emotional aspects that tourist gather during visit. The attributes of cognitive can narrate to transport, weather, facilities of recreation, food, landscape (Baloglu and Mc Cleary, 1999). Emotional responses for a specific destinations is determined as another image which comprised as affective image (Mc Cleary and Baloglu, 1999a; Beerli and Martin, 2004; Gartner, 1993). Affective image has four measurement scales which includes relaxing-distressing, exciting- gloomy, pleasant- unpleasant and arousing-sleeping (Mangaloglu and Baloglu, 2001; Mc Cleary, 1999). Eventually, the ideas of both the images (cognitive and affective) are not same, still they are interrelated highly, the structured formation of affective image can depend upon another image that is cognitive (Gunn, 1988; Baloglu and Mc Cleary, 1999; Gartner, 1993). As quickly the prioritized cognitive image and conative images gets interrelated with each other that makes the creation of third image that is conative happens (Frias et al., 2012; Pike and Ryan, 2004). Destination components of image that is conative usually defined as the time tourist visits and ingesting behavior (Zhang et al., 2014). It has been seen in much research of taking images rather than conative for pursuing destination image (Lu et al., 2014). Conative is important in outlining tourists revisit intention (Stylos et al., 2016). Meanwhile research suggested that cognitive appraisals reflects tourist beliefs towards destination on the perceived attributes of particular destinations (Bigne et al., 2009). Ozen (2008), described affective image is tourist's emotional responses of that particular destination, and conative images comprises with vigorous consideration of particular place that potential travelers consider that make outlines of desired future state that tourists wants to carry themselves (White: 2004). Many researchers agreed that conative image is unique and vital part of image that renders tourists perceived image that leads to behavioral intention (Hsu et al., 2017). However, according to the characteristics, a place actually stands out from the others; together, they create the destination's identity. The picture to be generated should either directly proportionately represent the destination's personality or reflect it in order for the destination's marketing to be successful. When it comes to choosing a place, wanting to return, and

wanting to spread the word about it, destination images are quite important in predicting behavior or travel behavior (Onatski et al., 2014; Webster and Ivanov, 2014). Meanwhile, in literature, the term "image" refers to "the place to go," as well as "Tourism Center," "Tourism Region," and "Tourism Station." The term "Tourism Region" is frequently employed herein as a synonym for "destination" (Akyurt, 2008:4). A tourist destination, also known as "the place of arrival" or "the center of attraction" in Turkish, is where travelers arrive on their journey. It can be a city, occasionally a region, or even an entire nation (MATSO, 2008:15). A destination is a site or area where tourists exhibit themselves to the local population (Tinsley and Lynch, 2001:367-378). "A region that is smaller than the entire country and larger than many towns and that has significant touristic attractions, centers of attractions, and facilities such as festivals and carnivals as a branding national area that has a certain image and which has a good transport network, improving potential, transportation facilities both cross-regional and at the country level and sufficient geographical area for improving touristic facility" is the definition of a tourism region, according to Tosun and Jenkins (1996):519–531). Accordingly, a tourism region is an area that combines elements of the regional environment—which comprises natural, political, legal, economic, cultural, and technological factors—with the service structure, which includes elements like lodging, dining, shopping, and transportation.

2.6.4.2: Trust and Risk Factors:

(Pratminingsih, 2014), detailed trust that develop partnership among between each group who believes in each other through fulfilling commitment and developing mutual relationship. It is grounded upon the readiness to rely on interchange partnership between two partners where one partner is to believe another (Bruhn, 2003). According to (Sirdeshmukh et al., 2002), trust refers to expectations of consumers that derives from trustworthy service providers where they can rely on achieving fulfilling promise. It involves individual preparedness to maintaining certain actions as that individual believes in acceptance that persons' wish and individual generally expect that promised word or statement would be fulfilled (Noveli, 2001). Hence, it can be said that trust comprised with belief through which individual depends upon another partner. However, trust has been frequently quoted as an important element that results a successful relationship in tourist destinations, which demands a continue development to build up a worthy relationship to destination (Pujaistuti et al., 2017). (Kotler and Keller, 2009) said trust can be industrialized through creation of solid pledges with customers. Meanwhile, trust are encountered as strong bondage between customers and tourist destination that satisfy customers towards visiting. Eventually, a successful relationship encountered through trust that improve buying behavior, build cooperation in communication as well manage complex buying decision as well as risk also eliminates (Morgan et al., 1994), and two components of trust reliability and self-trust influence customer satisfaction. In vulnerable situation customer trust depends on partners (Wang et al., 2014). According to (Dabholker et al., 2012), service providers only gain trust from consumers when consumers' believe

the sold product is beneficial. Meanwhile in the study of (Seppanan et al., 2003) trust comprises with two implication of relationships as vertical and horizontal, where vertical trust implies among sellers and consumers and in other hand horizontal trust implies on strategic alliances and partnership among inter-organization and in general it is known as trade to customer and business to business. Customers' trust plays an important role in risky environments where several uncertain factors work during possessing those product (Grabner, 2002), Trust helps to reduce anxiety of customers towards dilemma in decision making (Kramer, 1999), Psychological benefits of trust is more important than any other social treatment in relationships between service firms and customers (Gwinner, 1998), So, it can be summarized that adequate trust is necessarily needed to be ensured by destination stakeholders to retain their tourist to that particular destination. In the late 1980's tourism risk is counted in research which defines as the probability of several misfortunes that can occur with tourists during travel in destination or can also occur with group tour packages (Cui et al., 2016), According to (Tasci and Gartner, 2007), where tourism is a service kind of industry where the product is intangible by nature and that is why vulnerably risky and threat oriented, such as instability in social political issues, natural disaster, crime and widespread illnesses. These issues possess difficulties for tourists to measure the attractive part of destination that tend to make decisions on perceptions which is more than reality (Roehl, 1992 and Chon, 1990), According to (Cui et al., 2016), identifying risk factors by consumers, helps to analyze the perception level which is based on demographic profiles and hence contribute for marketing strategies on the selected target market as well as their positing. Issues with safety and security has also been a concerned issues for travels (Williamd and Balaz, 2015), Safety issues and security becomes a strong predictor of avoiding travel to specific destination which stated as risky. Research in tourism has inspected there is an adverse effect on perceptions of tourist and the real number of visitors to that particular places due to several crisis such as terrorist incidents or crime (Yang et al., 2014), More research about crime in tourism management has been developed in two kinds as crime of violence and crime of property (Yang et al., 2014), Researcher has combined crime of violence into assault as well different forms of violent crime such as assault (Ryan, 1993), rape, theft (Paliska, 1986) and killing (De Albuquerque and McElroy, 1999) upon further hand, property corruption are specified in stealing or mugging (Boakye, 2012) which can be common in different destination that tourist visit. (The ocharous et al., 2018), researched on arrival data from 1987 to 2012 that measured instability of politics has a significant effect in visitors for particular destinations that can also create negativity in terms of volatile of political issues for certain destinations. (Isaac et al., 2021), also accompanied as stating political instability is an influential fact in tourism industry. Meanwhile, it is rather important for government to make a destination free from political issues as it hampers in creating social compatibility among tourists (Nunko et al., 2012). In fact, social risk are also created from political instability towards a destination along with high charges of

commodities (Pratminingsih, 2014), A mutual relation exists between tourism and natural disasters (Chung et al., 2021). The accordance that happens between natural dangers and physical hazards are often termed as natural disaster (UNISDR, 2015) that create a huge threat, makes time of decision short, surprising element and also a challenge to current structure for the survival of any destinations or environment (Faulkner, 2001). According to (Goeldner, 2009), it also create a threat to the system of tourism. Meanwhile (Pathranarakul et al., 2006), stated the need of a good management of disaster for destination of tourist where nature can be uncertain. (Mair et al., 2016), emergency medical assistantship regarding any health issues are important to create revisit intention. Meanwhile, as travel risk perception, health issues are importantly counted (Rittichasinuwat and Chakroborty, 2009), it is important to have a safe and sound system regarding health issues of tourist for particular destination as it helps to create decision on visiting for particular place in future (Reed: 2008), where research stated food quality can be a reason of health issues (Jotikasthira.2010), A special concern should be given on medical setup for tourist in tourist sport that often treated as health tourism: (Reed, 2008). Cormany and Baloglu (2011) stated a well-managed medical assistantship for tourist is a tourism product which can develop a particular destination image with more intense towards tourist.

2.6.4.3: Emotional Solidarity: Durkhem (1915) the first scholar to conceptualize emotional solidarity where he stated individuals furnace an emotion of solidarity with each other that occurs in sharing similar thoughts and attitude among them while interacting with each other and latest it referred by (Woosnam, 2012). According to (Woosnam et al., 2009), emotional solidarity are increased in number of studies to examine the bonding that tourists experience with local residents that influence attitudes of residents for development in. According to (Woosnam, 2009), emotional solidarity are useful in sociology, family studies and anthropology, but it is infrequently seen in the context of tourism author and researchers attempted in (2009) to introduce this concept to tourism arena. It has been said that the degree of behavior, feelings that residents shared with tourist are significant in defining their feelings that identify a system of common value hence that dignify the attitudes for the development of tourism. Woosnam et al., (2010) developed study detaining local occupants; share behavior, beliefs and interaction with tourist that influence emotional solidarity and attitudes of residents that contributes towards development of tourism, where three factors were in correspondent as residents pride of welcoming visitors, understanding benefits of community from tourist, appreciating visitors to contribute to their economy and treating them fairly: nature of welcoming, residents' closeness with tourist where friends are made : closeness with emotions and affectionate feeling with determining common attitudes with tourist : understanding with sympathy. another factor of emotional solidarity scale known as closeness found as least important factor in prediction of local community attitudes towards tourists (Ribeiro et al., 2016), Various studies have been affirmed regarding presence of emotional solidarity.

Woosnam et al., 2018, derived length of residence of residents, attachment of community of residents (Wan and Li, 2017), tourist destination distance (Woosnam, 2011), tourist experience that has been gathered with the effectiveness of security forces (Simpson and Simpson, 2017) gathered as the important predictors that has significant positive relation with of residents' emotional solidarity. The perception of residents that impacts tourism support in the destination area derived as important consequences regarding emotional solidarity (Hasani et al., 2016), Popularity of emotional solidarity made in the way of developing affection of solidarity put forwarded with five items to scale as fairness, respect, trust, understanding and affection (Gronvold, 1988). Solidarity can be perceived as the emotion or feelings that identify a person's relation with another person that measure with the strengthening of bonds of individual (Woosnam, 2013), In the study of (Hasani et al., 2016), it is suggested that emotional solidarity can be studied further for the repeat visitors as it is not always that visitors are welcomed repeatedly by the local community and also directed destination marketing planners to work upon on this emotional solidarity, importantly, as this is very new area to contribute development in tourism. Recent research in the tourism sector have taken emotional solidarity in account that makes tourist much more reliable for the place to visit,

although this fact is still in short sighted in extent research. Dividing visitors on account of their relationship with the locals' residents make a strong implications for tourism practice (Woosnam, 2013), as well as needed to be counted further for the repeat visitors as well (Hasani et al., 2016), and also detected that positive emotional solidarity results revisit intention (Woosnam, 2013), In the study of (Woosnam, 2015), perceptions of safety at border area destinations also referred as an important fact for emotional solidarity, as well as with the patterns of expenditure that tourists spend in destination. According to (de Ribeiro et al., 2016), the impression of emotional solidarity, instigating in the initial works of sociology, which has taken many customs over the years. From functional to affection feelings, functional, organic, friend group, mechanical, etc. has been added in research in relation of individual bonds of emotion in religious context also (Hasanietal., 2016) and relations with family matters (Jiang et al., 2022).

2.7: STUDY AREA:

The area of this study has been taken upon Cox's Bazar which have much potential aspects in tourism of Bangladesh. According to (Hossain, 2020), it is dignified in terms of the most important and significant travelers' hub in Bangladesh. Meanwhile, the study area is dignified as the largest sandy beach that is unbroken in the world (155 km) along with other natural beauty (Bangladesh Tourism Borad, 2016). It is detected importantly being the most emerging visiting spot in the region of South-East Asia that have significant contribution to national economy of Bangladesh tourism sector (WTTC, 2019), with the significant numbers of arrivals of international tourist which was about 1,48,000 in the latest 2013 and report form the same detected that, in the potentiality of tourism

from Cox's Bazar, Bangladesh would take its position to third place in South East Asia in terms of travel and tourism trailed by India, Myanmar and other key competitors like China, Vietnam, Sri Lanka, Indonesia, Thailand can be just behind of this destination latest by 2025. Alam, 2018, studied Cox's Bazar is 155 km long beach with sands and unbroken which is the greatest in the world that is calmly grades into blue water of Bay of Bengal along with deep green environment surrounded and covered by numbers of hills. Roy and Hoque (2015) specified that this kind of smooth, straight and sandy beach is rare in the world with miles of sands that are golden, having number of attracting aspects like surfing waves, conch shells that are unusual and mouthwatering sea food. A region which is bounded by Chattragram district on the north, on the south is another district named Bandarban, and at the east Naf River and the west is Bay of Bengal on the south, it is around 2491.86 square kilometer long district (Hasan et al., 2015), determined the significant growth of tourism in Bangladesh can be observed from Cox's Bazar as nearly 5 million domestic tourist visit has been recorded latest 2014. According to (Amin, 2017), Cox's Bazar has biodiversity which is rich, and it is known as place of vegetation and wildlife and the most travelled destination of Bangladesh. Amin (2017) revealed CB is major source of economy derived in tourism of country. According to (Hasan et al., 2015, 2015), CB is occupied with other several sub destinations that are also visited along with: Teknaf, Mohaskhali, St. Martin where 2 million visitors arrives from the time of November and March, (Hasan et al., 2015) stated that CB is occupied with more than 154 restaurants, 54 tour operators, 5000 constructions, 220 hotels. More than 10,000 people are employed in tourism sector based on CB that provides food to 60,000 people of having average 6 members in each family, which declares the potentiality of CB as tourist destination which cannot be over look like well condition of socio economy through hotel owners, new business entrepreneurs, stakeholders, tour operating business sector, business of local community that are hugely dependable from CB tourism (Amin, 2017). Various study regarding CB can be depicted from literature such as (Hasan et al., 2015), identified market segmentation factors needed for beach tourism that promotes CB as an attractive destination. Identifying market segment for beach tourism, along with other factors, demographic factors has been highlighted in this study that helps to segment target customers for beach tourism. Natural attractiveness is an epic feature that generates a rise in new revenues. In a study of (Roy and Hoque, 2015), Cox's Bazar is defined as a striking a place that makes Bangladesh more beautiful with this advantage. Hence, the study has been explored various factors that is importantly measured for the visiting intention of tourist that reproduce for the flourishing tourism of Bangladesh as well, such as: criminal activities, development in infrastructure, culture, public services, economy, scope for business awareness for environment, lifestyle, price of commodities, opportunities for investment, bonding with community, ratio of criminal activities. In another study of (Amin, 2017) CB is marked as coastal region where multiple changes are required to maintain the phase changes in purchase power parity of travelers due to pandemic.

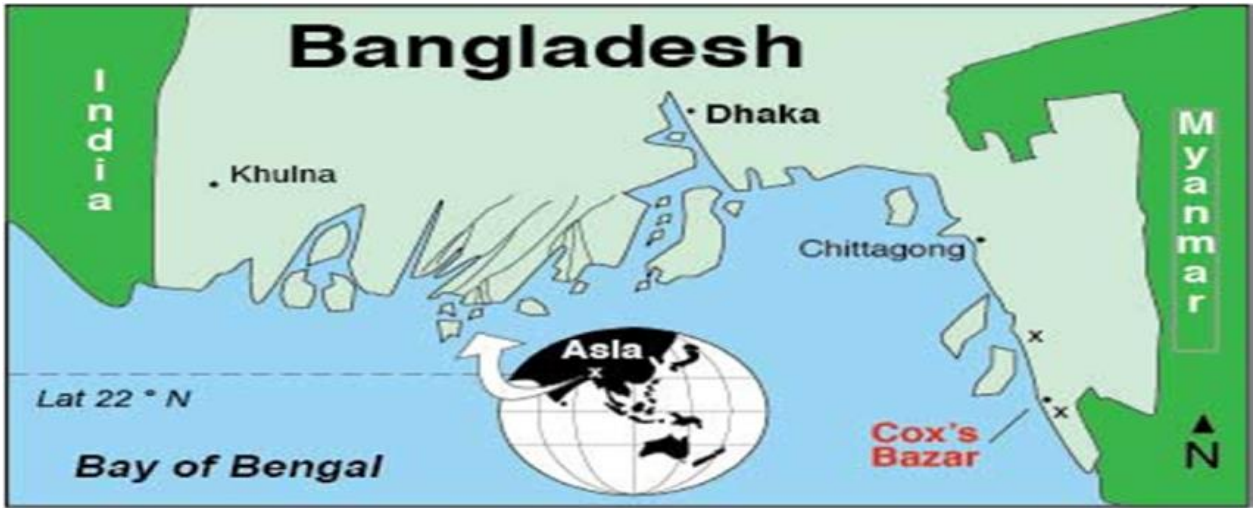




Fig: 1.7.1, 1.7.2 ,1.73, 1.74& 1.75: Study area: COXBAZAR (www.google.co.uk)

2.7.1: Empirical Research on The Study Area of Last Eleven Years That Compiles With Destination Marketing:

In passage of stint, tourism literature is being well fit in terms with different aspects of destination marketing, Destination marketing referred as vital areas of tourism in sake of development for a nation (Dolnicar et al., 2014). Nevertheless, tourism is the most contributed part for any country which continuously developed through research. On the other hand, Cox's Bazar is the world's largest sandy sea beach along as a key tourist destination of Bangladesh (Amin, 2017), which has also made tourism literature healthy in the context of Bangladesh tourism industry from last few decades. Imperatively to notify some of the core empirical research made on the study area centering on some important aspect of destination

marketing that has been contributed in tourism that also helps to depict on research scenario perceptible in real mean. Bellow table 3 illustrating notable research done in last eleven years (2012-2022), where in the graph as fig 2.7.1 showing a trend of research which is not in regular or substantial way. By the year from 2012 to 2022, the graph is showing a sudden declining state of researching trend on tourism related to Bangladesh context. Meanwhile, in reviewing literature for the same, it is found that, researching for the factors that of destination marketing that creates revisit intention is comparatively low and although some what has been seen but also are in declined trend slowly. For sustaining a competitive and in a healthy situation revisit intention is significant for tourism that can be prepared in progressing various factors of destination marketing (Sui, 2017).

Table 2.7.1: Notable theme of research done empirically based on tourism industry of Bangladesh (2012-2022).

Year	Central refrainment of studies
2012	<ol style="list-style-type: none"> 1. Evaluating tourism industry of Bangladesh. Research Journal of Financial and Accounting 2. Assessing the quality of service of accommodation in Cox's Bazar. World Journal of Social Science 3. The effect of tourism of Bangladesh into economy. Business Intelligence Journal. 4. A cases study on tourism business focusing image of destination. European Journal of Business and Management. 5. Introducing tourism marketing in perspective of Bangladesh's tourism. 6. Determining innovative approach that can be taken on ecosystem based on coastal region. Community, Environment and disaster risk management Eco system Based adaptation

<p>2013</p>	<p>1. Factors that can result for loyalty in visiting Cox's Bazar. Bangladesh Tourism Analysis.</p> <p>2. Investigating the image of Cox's Bazar as a destination of tourist. International Review of Business Research Paper.</p> <p>3. Determining the effects of Cox's Bazar on how it is pictured tourist. Asian Business Review.</p> <p>4. Determining the factors as reason to choose Cox's Bazar to visit. The International Journal of Management.</p> <p>5. Impacts that are resulted in tourism industry of Bangladesh through visiting Cox's Bazar. Revista de turism.</p>
<p>2014</p>	<p>1. A case study done on Cox's Bazar related to Environmental factors that derived on mindset of national tourists upon environmental component that can be responsible for management. Dhaka University journal of marketing.</p> <p>2. Prospects and problems of Cox's Bazar Sea beach as a tourist's spot of Bangladesh. Journal of Trade and Commerce.</p>
<p>2015</p>	<p>1. Developed a model related to risk, satisfaction leads towards loyalty on tourism. Tourism Analysis.</p> <p>2. A new theme on tourism related to adventure has been developed. THESUS</p> <p>3. Market division and directing strategy for advancement of Cox's Bazar. British Journal of Marketing Studies.</p>
<p>2016</p>	<p>A case study done on attitudes of students towards beach tourism of Bangladesh. Bangladesh Journal of Tourism.</p> <p>1. Measuring domestic tourist satisfaction at Cox's Bazar Sea beach, Bangladesh. SLAM University press.</p>

<p>2017</p>	<p>1.The attitude of domestic travelers toward responsible tourism management: a case study using Bangladesh's Cox's Bazar. International journal of tourism cites</p> <p>2. Factors responsible for attractiveness in tourism that is based on nature. Journal of Marketing.</p>
<p>2018</p>	<p>1. A study on the challenges of CB done empirically Journal of Business and Technology.</p> <p>2. Defining influences of satisfaction for tourist the cases of leisure tourism of Bangladesh. Journal of Business Studies.</p>
<p>2019</p>	<p>1. A cases study on Cox's Bazar upon approaches of tourist on the importance of initiatives that is sustainable for a destination Global journal of Management and Business Research.</p> <p>Factors effecting for tourist intention to revisit in coastal region. International Journal of Culture, Tourism and Hospitality Research.</p>
<p>2020</p>	<p>1. A combined model for investigating tourist's intention to revisit in beach destination. Journal of Quality Assurance in Hospitality and Tourism.</p>
<p>2021</p>	<p>1. An overview of tourism industry of Bangladesh with future challenges and opportunity. Manager's journal of Management.</p> <p>2. Tourist naturally responsible attitude that derives to satisfaction for Cox's Bazar. Bangladesh Sustainability.</p>
<p>2022</p>	<p>1.Travelling experience to Cox's Bazar. Journal of Environmental Management & Tourism</p>

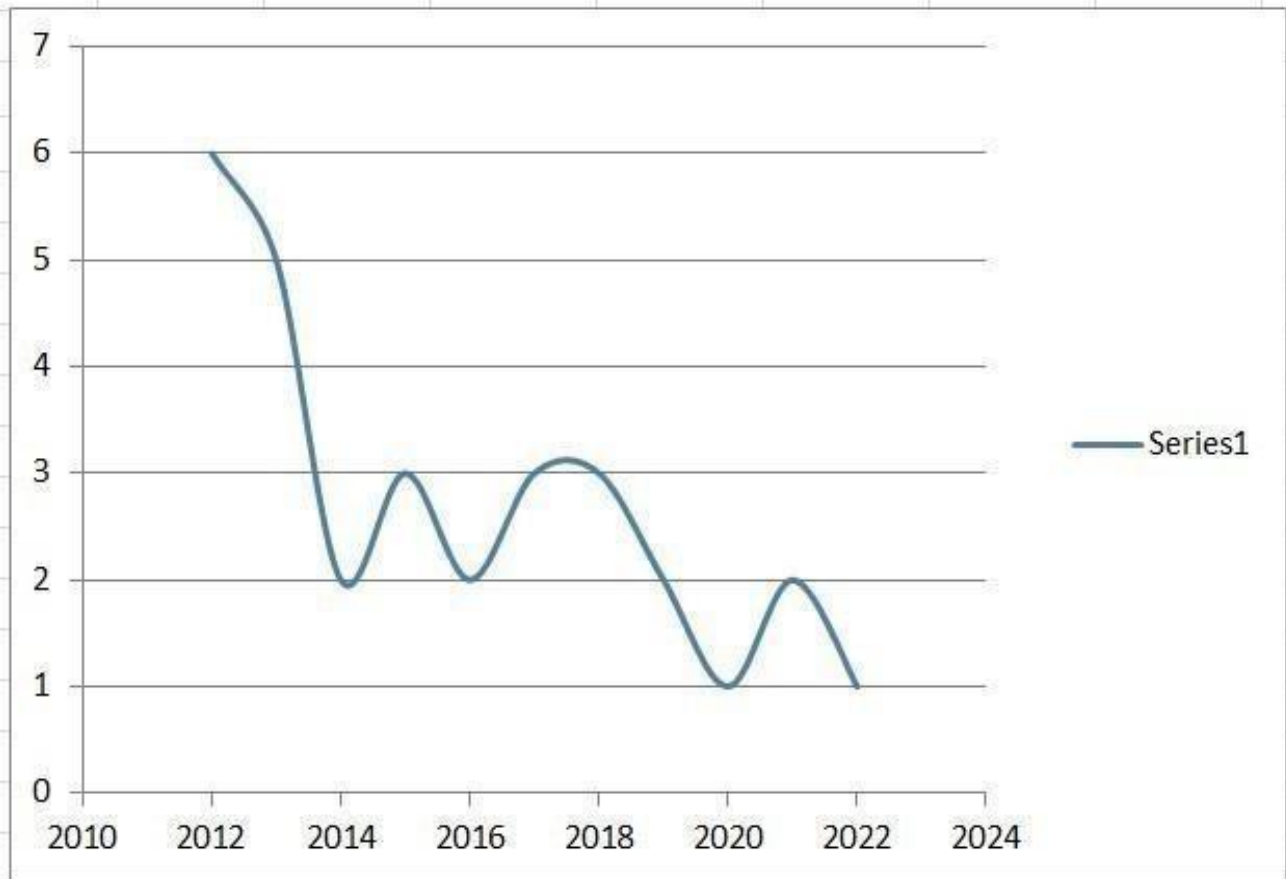


Fig: 2.7.1: The declining state of research on Cox's BAZAR from: 2012-2022

All-important reviews regarding tourism available in tourism literature around the globe are focused on this chapter, with an effort on emphasize the chosen variables and their justification for the study. With the phase of time, tourism literature is gradually getting healthy in prioritizing many more construction that are under developed. Hence, this study are accumulated with the possible extension of reviewing tourism industry that can be time befitting in perspective of Bangladesh's tourism industry.

CHAPTER 3
RESEARCH
METHODOLOGY

CHAPTER 3

3.1: Introduction:

The following chapter elucidates the essential discussion of methodological matters. The adopted methodology of this research has been elaborated in this section with the depth understanding on the tools of measurements that also relates to the factors for the construction ahead with the technique in details of analyzing the data. The chapter starts with details of gap derived for the study, design of the research is the second division that clarifies the details of design, the third section goes with the necessary outlooks needed to describe related to objectives following elaborating conceptual framework of the study, carrying the details of Hypothesis, followed by as sample design and elaboration of techniques that has been adopted for analyzing the data, respectively. The fourth section covers the detail of constructs details.

3.2: RESEARCH GAP:

Number of factors has been studied related to work for destination marketing plan such as motivation, e-word of mouth, destination image and familiarity (Soliman, 2021), suggesting that destination marketing organizations need to understand and cope up with the essential factors that carry revisit intention of tourists to certain destination through developing marketing strategy that are effective for that particular place. Several studies (Zhang et al., 2014; Chew et al., 2013; Kayar and Kozak, 2010) importantly counted different factors of destination marketing planners to be focused in their research such as tourist motivation, place attachment, perceived risk importantly results for revisit intention. This study is going to focus on those important dimensions derived from research gap that can be positively accountable for bringing tourism development in Bangladesh, as it is suggested earlier that, tourism sector has been fallen sharply (WTTC, 2020) and due to that various possible factors are responsible for which destination marketers of Bangladesh need to work hard to gain its position in tourism from every possible way out. However, number of studies suggested various factors responsible for nourishing tourists of Bangladesh which seemed to be much more important for tourism in Bangladesh (Ara et al., 2020; Majumdar and Iqbal, 2018), but few studies have suggested contributions that is headed towards for sustainable with development of tourism industry in Bangladesh, which is seen as the biggest gap in the field of tourism sector for the same, irrespective of not highlighting in the role of destination marketing clearly. This study is going to bring out valuable strategic planning that is market oriented and also expected to ample the gaps through suggesting number of concepts for stakeholders and other parties, which can be experienced from this study; however, in various studies: market segmentation is seen, factors responsible for destination like faithfulness is observed, studying on the attitudes of tourist is observed (Ara et al., 2020; Parvez et al., 2013) but how this can be compiled into

strategic development through the output from destination marketing and revisit intention is not perceived clearly, and that is what have been counted importantly as gap for this study. In Cox's Bazar, the largest unbroken sandy seashore in the world, a number of factors that are not typically studied as aspects of destination marketing that bring revisit intention have been studied (Ara et al., 2020), with a notable focus on revisit intention that supports the development economy (Hunter, 2002). Meanwhile, various studies supported destination image as one important factor to be considered by destination marketers that makes tourist for revisit intention (Atmari et al., Jang et al., 2007), but important to notice few studies have examined only one or two image factors such as cognitive or affective to determine tourist behavioral outcome towards that particular destination (Berli and Martin, 2004; Lopes et al., 2011), Big research gap is observed of not noting down another important factor i.e.: conative, with the combination of cognitive and affective image, that also regulates via holistic image, that predicts tourist attitudes towards a particular destination, which can be determined from very few studies of kislai et al., (2017), Stylos et al., (2016) and none has focused in any of related studies for the chosen destination nor for the tourism industry of Bangladesh. Along with this, trust develops and maintains long term relationship between tourist and particular destination; however, very few adjustments have been made on the shade of recent research (Poon et al., 2021). Trust becomes very vital issues that belongs between two parties which is needed to be in continuation for adequate positive tourist experiences (Loureiro et al., 2008, Morgan and Hunt:1994), with two components vertical and horizontal (Sundqvist et al: 2007). Levels of trust can impact on intention to repurchase which is proven in many industries like healthcare, airlines (Chiu et al., 2012; Abubakar et al., 2017), Further, tourism industry of Bangladesh is a great room of narrowing on studying trust as important antecedent to be counted for revisit intention is counted as gap for this study which can be healthy for destination marketing planners to overlook. Study of Edward and Nunkoo (2014), suggested trust to consider as important aspect for destination marketers and also suggested for future studies in other destination's environment and that has been considered as gap of the study for tourists of Cox's Bazar to ensure revisit intention. Tourism risk is counted in research which defines as the probability of several misfortunes that can occur with tourists during travel in destination (Dolnicr, 2005). Risk by nature, social and political risk, crime, widespread of illness are some of important risk factors that are involved in making decision to revisit to particular destination (Tasci and Gartner, 2007; Roehl and Daniel: 1992) and also physical and health risk factors are also identified in the study of Cui et al (2016). Although risk factors as perceived quality risk, destination risk, can be identified in the study related to Cox's Bazar and as well further suggested for new risk factors to be identified within this coastal region (Ara et al., 2020; Parvez et al., 2013). Meanwhile, further suggested of risk factors by different research, that is relevant for coastal region as well seen gap on not relating to recent research of the same has been taken into considerations and further included in the study. Emotional solidarity is gotten as an active part of creating pleasure of

tourist for particular image of certain destination results devotion (Dimitrios et al., 2020; Klye and M Woosman, 2009). Recent studies developed in keeping local occupants' share behavior, philosophies and communication with tourist that results from emotional solidarity that attitudes of residents that contributes to tourism development, that brings economic fluency, and also future studies are recommended that supports to frame ESS scales as welcoming nature, emotional closeness, sympathetic behavior, with the purpose of acceptance this factors for sustainability progression of tourism for other states as well (Dongo, et al., 2017; klye and Woosman, 2009). However, various aspects have been studied earlier for the sake of development of tourism in Bangladesh specially for Cox's Bazar but emotional solidary have been seen as big research gap that surely contributes importantly to create revisit intention there and according to Data Collection Study on Regional Development in Southeastern Bangladesh: Government of Bangladesh (2012) assured of 1 % of tribal belongs to Cox's Bazar, where emotional solidarity is important to be counted and also suggested by (Li et al., 2017) to value this destination marketing factor by destination marketers for creating revisit intention. Dividing visitors on account of their relationship with the locals' residents make a strong implications for tourism practice (Aleshinloye and Woosnam, 2018), as well as needed to be counted further for the repeat visitors as well (Dimitrios et al., 2020) and also detected that positive emotional solidarity results revisit intention (Kayode and Woos man, 2015). In many studies of tourism sectors, 'demography' is given highly importance as it brings results of subsequent behavior of tourist along with their experiences, it is extremely recommended for further research, which is vital for making tourist revisit intention, where destination marketers need to plan according to different factors of demography as place of birth gender, income, marital status, education, age (Naidoo, 2011). According to Abubakar et al., (2017) the thoughtful decision regarding tourist's characteristics are important that frequently used for measuring the tourist's behavior which are important to focus mainly in analyzing segmentation of market as well as for strategically effort needed to implement in marketing. This study is taken age, gender income and marital status as these factors are supported as cohort factors of life cycle (Horta et al., 2017) and education, where combination of these factors to support for revisit intention are seen as gap in the study of tourism sector of Bangladesh, where number of studies are also suggested in literatures to study (Hossain, 2019; Hae and Yoo, 2016; klye et al., 2020). All together these demographic factors in suggesting accordingly with the combination of destination marketing factors on CB that has been accumulated as gap of studies derived from suggestions of further research. Hence, it is seen for most of the studies related to tourism are qualitative in nature or in mixed method: (Truong, 2020; Ren, 2016; Kotus et al., 2015), whereas quantitative research has been further suggested and counted as healthy gap of the study.

3.3: DESIGN OF RESEARCH:

The design of research is termed as a strategy of action to hunt the responses rationally till it makes conclusion on the ground of unique bunches of questions. Leading towards to investigate through the course of procurement, evaluation and constructing the results as interpretation. It also can be demarcated as the model that is a rational, where the evidence helps to carry out inferences about the interaction that is informal among the variables of the research. The adopted design of the present research is Descriptive. According to (Kothari, 2004), where the main objective of descriptive research is to reflect the description of the state of affairs as it exists at present. It is more extensive besides other methods of quantitative in much wider picture of the situation or phenomenon (Otto and Mishra: 2018). Loeb et al., (2017) emphasized on descriptive research design as ‘it consists impartiality and neutrality in high point. However, throughout this study, assessments of the revisit intention based on the factors of destination marketing are established. As a cycle of research, examining has been done on what type of data is needed to be collected, how it can be collected and what are the tools, techniques can be used for analyzing.

3.3.1: Topic of Research:

Determinants of Destination Marketing and its Influence on Revisit Intentions: A Study with the reference to Cox’s Bazar, Bangladesh.

3.3.2: Questions of Research:

In course of reviewing literatures, certain gap has been detected for the purpose of motivating research. The gap was also reflected as a rational discrepancy reported in between the relationship of destination marketing factors towards revisit intention. On such occasion, the chief objectives for this thesis is to explain the existence of effect of particular destination marketing factors to create revisit intention to Cox's Bazar through clarifying of the following questions of research:

- Is there any effect of destination image as a factor of destination marketing, towards intention to revisit to Cox’s Bazar?
- Is there any effect of trust and risk factors as a feature of destination marketing towards intention to revisit to Cox's Bazar?
- Is there any effect of emotional solidarity as a factor of destination marketing towards intention to revisit, to Cox's Bazar?
- Does demographic factors moderate the relationship between destination marketing factors and revisit intention?

3.3.3: OBJECTIVES:

1. To determine the effect of destination image on intention to revisit to Cox's Bazar.
2. To examine trust and risk factors leading to revisit intention to Cox's Bazar.
3. To ascertain as to how emotional solidarity contributes to visit again in Cox's Bazar.
4. To check the moderating role of demographic factors towards revisit intention to Cox's Bazar.

3.3.4: Elaborating: Theoretical and Conceptual Framework:

3.3.4(1) Theory of Planned Behavior in Tourism Context (TPB):

Retrieving, Fielding et al., (2008) stated that a widely frameworks for understanding the intentions of behavior in research area can be termed as 'Theory of Planned Behavior' or TPB, Ajzen (1987), specified that willingness for particular behavior that people conducts within, is accordingly inside the theory. The base structure of TPB is mainly ruled by individual's intention that in return is pretentious through subjective norms, attitude and control of perceived behavior (Ajzen, 2002, 1987; Lam and Hsu, 2004). In TBP, attitudes are stated as grade that a person evaluate a appraise behavior through questioning which can resulted in favor or disfavor. Subjective as norms mentioned as the pressure that comes socially which is perceived for executing or not to executing a behavior. Ajzen (1991) further enhanced another component that is control of behavior which is perceived state that character's insight of the comfort ness in execution a behavior (Armitage and Conner: 2001). However, Yuzhanin and Fisher (2008) recommended that these three main constructs reacts in situation of each individual (Kim and Han 2010), revealed attitude as the indication that individuals reflect in their feelings connected towards a behavioral performance. Abbasi et al., (2021) defined as the attitudes that results optimistic or undesirable act. Cognitive, affective and another component behavioral are the three components of attitudes that traveler's attitudes includes in the context of tourism (Baptista et al 2010), whereas the first ever reaction within the formation of attitude then the reaction of psychological that express the visitor's prediction towards a destination and the element of behavior is the indication in verbally that leads to visiting intention towards that particular destination. Meanwhile, pressure of society that is perceived and leads to the individual to certain behavior with the tendency to adjust with such pressure are defined as subjective norms; by Moutinho et al., (2012). However, it is also recommended as the perception of individuals' functions on the process of referred others through the attitudes and motivation style that compiles these referent with expectation and beliefs Moutinho et al., (2012). The character is set as the determination of purpose which is documented well in circumstances that the real behavior involves noticeable and helpful consequences towards consumer (Taylor and Todd, 1995). In tourism context, purpose of pressure that happens socially, is a way that sways a person's compliance to know a positive

feedback towards destination for making intention to visit (Moutinho et al., 2012). Thus, the reaction of visitors towards their behavior to travel are acknowledged through their approval on performing such behavior to travel, from referent (Ajzen, 1991; Hsu and Huang, 2012). When negative reactions or opinions towards a particular destination to travel raised then more likely travelers like to oppose for travelling towards such destination (Han and Kim, 2010), thus, tourist revisit intention towards a destination as repurchase of products are similarly enlarged on the same (kamrul et al., 2020). The third component that is perceived behavioral control: PBC can be defined as determination of behavior that human being focuses concerning belief of an individual to access the opportunities or resource that is desirable to make a conduct in behavior (Ajzen, 1991; Han and Kim, 2014). PBC, a thought of purpose with the intention of individual that is to obtain any manners which might be low because of deficiency of admittance for particular opportunities with the resources like time, economy, etc., uniformly, that individual acquires attitudes with positivity along with support from society (Yuhanin, 2016; Pan and Truong, 2018). Throughout the context of tourism, when a visitor have enough opportunity and resources then abilities that is perceived is assuming greater than in performing behavior towards travelling (Kim and Han, 2010; Hsu and Huang, 2012), similarly as same for the intention to revisit for particular destination. Consumers PBC has an effect that directly results towards intention to purchase of particular products (Armitage and Talibudeen, 2010). Meanwhile, Soliman: (2021) stated that TBP with extended features in tourism context in particular destination culture (Egypt) has significant influence towards tourist revisit intention. The paradigms by Ajzens (1991), Theory of planned behavior (TPB), mainly on assessing a separate individual tend to display a behavior particularly, based on trust regarding three facts, where performance bring results on vital appurtenance that value the behavior and having abilities (resources, prospect) for accomplishing particular behavior (Lam and Hsu, 2006). These studies carried on the multiple aspects of extended aspects of TBP, that is widely and successfully researched in tourism context which is also motivated and supports as the theory of this study. Meanwhile in the study of Garay et al., (2019), It is determined that the constructions of TBP are significantly positive for the intention of behavior that is supportive for tourism industry through the emotions that are carried by tourists for particular destinations 'community. Henceforth, this study has untaken the chief construction belongs to TPB as evaluating a person's approach that is attitude, social pressure of performing an act as behavior that is norms of subjective and the comfort ness regarding behavior of individual that is control of behavior which is perceived (Ajzen, 1991) on interpretation the relationship between destination marketing factors with revisit intention to the study area.

3.3.4 (2) Conceptual Framework with Theoretical Support:

The proposed study is supported by Theory of Planned behavior in tourism context which is well established for role of revisit intention. In TPB, each behavior seemed to be governed which results from perceived behavior control, subjective norms and attitudes (Ajzen, 1991; Lam and Hsu, 2004),

three constructions are made up in TPB as cognitive, affective and behavior. Formation of attitude is important fact in determine physiological reaction for visiting purpose (Lee et al., 2009), the natural element that are socially recognized is known as subjective norms (Ajzen, 1992, Rate and Ballantyne, 2011) and control of behavior that depends on human capability (Ajzen, 1991). Destination marketing organizations DMOs work in an extremely big marketing environmental network that are characterized through number of ranges of different investors (every of which may have a sole set of thoughts concerning the part of tourism of the country), whereas strategy of marketing also reflect those investors that work united to get common organizational goal. It is seen that cognitive and affective behavior are both set in the destination image and also is in TPB factors (Soliman, 2019), factors in destination image that consists with both the TPB factors (cognitive, affective) and new variable (conative) as perspective for uniqueness of this study, that is supported by literature. In addition, for competitors and customers, destination stakeholders suggests presence of different constituencies that strategically important for DMOs, such as political structure that also includes locality. Destination Marketing Organizations known as DMOs are the institutions need to have that power to work with the strategic marketing plan to assure the success of destination marketing along with different entities of public and private organizations (Xincen et al., 2013; Elbe et al., 2009). Various dimensions are theorized as framework for destination marketers to achieve revisit intention among which few have been recognized important variables for the uniqueness of this study, as research gap consists same in the area of literatures available on tourism industry focusing on the study area Cox's Bazar. Approach of these three combinations of image via holistic image holds strong significant relationship towards revisit intention of tourist which consists of these factors have been verified (Rosli et al., 2023; Almas et al., 2023) and have taken importantly counted for this study. Researchers have focused trust of tourist through different model, as important variable for revisit intention that focuses on multiple private and public organizations; starting from tourist business organizations to political bodies that creates policies for tourism are needed to be entrusted by tourist (Tasci and Gartner, 2007). Incorporations of trust factors are highly demandable to create long term relationship with the destination, hence trust is vital factor to be considered to know the relationship that consists between institutions, human and tourism (Freitag and Buhlmann, 2009) and such have been entitled in this study. Tourism sector is encountered as service given industry where products are intangible by its origin and henceforth, risk are always vulnerable and oriented with threat, and multiple factors have been derived in many studies which related to trust variables; where it is critically judge forsatisfying tourist that tend them to decide for revisit intention (Zhong 2014, Tasci and Gartner, 2007), Roehl (1992), Chon et al., (1990); Rittichainuwat and Chakraborty (2009). Another important independent variable: emotion connects with local residents attitude to bring satisfaction for particular destination is seen in studies of Dimitrios et al: (2020), Miguel et al., (2013); Kyle and Woosman, (2014), Dangoh et al., (2019); studies related to emotional bonding with local community seemed very much important fact towards visiting place and local

community of that particular destination welcomes influx of tourist warmly, both side satisfaction supports for good monetary feedback in tourism industry. Meanwhile, results regarding emotional solidarity, that carries fluency of economy where multiple studies have been recommendation as for further use of scale of emotional solidarity (Hasani et al: (2016), Norman and Woosnam, (2010), Dongo et al., (2017), klye and Woosman., (2014). As the chosen destination of this study are having tribal community, so researcher finds important to take emotional solidarity as independent variable to examine the level of its presence to results revisit intention and which is a very unique collaboration of this study. This study has taken theoretical framework of important factors as destination image, trust & risk factors and emotional solidarity towards revisit intention to set as a conceptual framework based on the setting of Cox's Bazar the major tourist hub of Bangladesh. Meanwhile, multiple selected demographic factors have been chosen for this study carried from different studies which support demographic factors as good indicator of tourist to revisit intention and counted as moderator between the line of independent variables and revisit intention where an uniqueness lies for this study, meanwhile, different suggestions recommended destination marketers need to make strategy on following some demographic that would lead their business long lasting (Tosun et al., 2015; Reinhold et al., 2018.). Developed conceptual framework that intended to research on factors those influencing travel behavior variables as: destination image, trust & risk factors and emotional solidarity in a consideration on significant importance towards revisit intention. Ultimately the role of destination marketing and revisit intention through moderating variable of demography, where the findings of this study on the chosen destination that is going to carry a significant management implications in large extent as well as for the business investors to make strategic planning in the context of developing and creating the appropriate destination marketing planning to make business flourish through creating revisit intention of tourists that will serve the overall development of tourism industry of Bangladesh from its prevailing tumbling situation.

Proposed Framework of the Research:

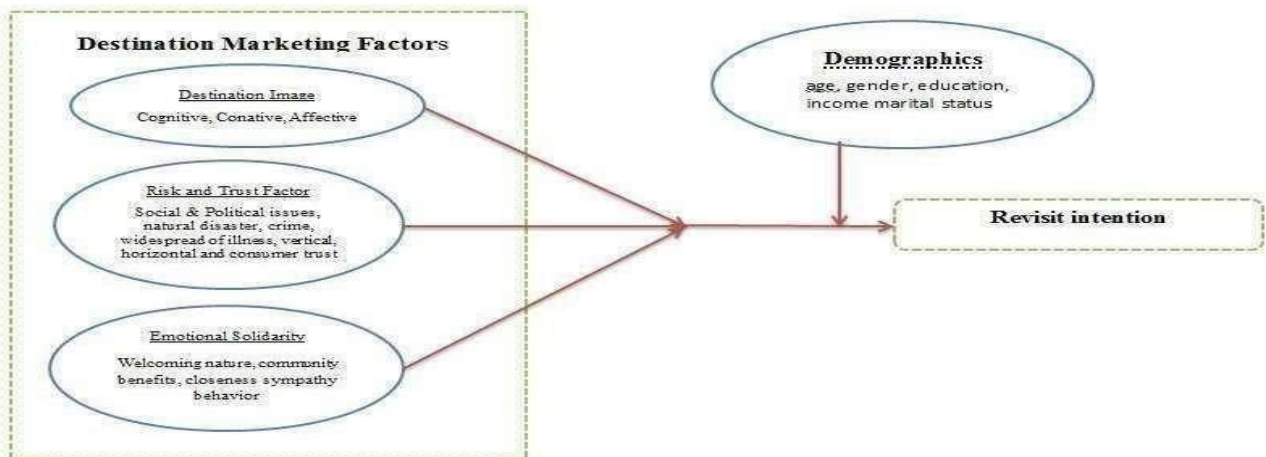


Fig 3.3.4 (3.1) Proposed Conceptual framework of the study

3.3.4(4): Defining Construct of the Conceptual Framework:

3.3.4 (1) Destination Marketing Factors: Koltar: (1993) referred the perception of marketing for a destination is novel thought with the strategic preparation are taken in alignment for a chosen market (Koltar: 1993), and results effectively in effort of multiple entities. It is considered as healthy planning for the development of place rather than focusing on sales or image making tools (Buhalis, 2000), concept of destination is an integrated part that moved with macro product of tourism and henceforth, continuously become the dominant point of competition in the sector of tourism (Crouch and Ritchie, 2010) and thus destination therefor, observed as travel product along as a component of marketing. Buhalis (2000); Ashworth & Voogd (1994) stated that destination marketing should not be within the limitation of tools that attract tourist to certain places but also should operate with the mechanism that facilitate the results as the achievement in policy of tourism and also coordinate the development regionally with strategic idea. According to Ashworth (1994) Destination Marketing Organizations known as DMOs are the institutions that have the will power and ability too to gain any strategic goals in order to make sure of implementation the total strategy of destination marketing. On the other hand, supporting this fact of Ashworth (1990), Goffi al., (2013) linked that destination marketing organizations can work together with the cooperation of public and private sector or in some cases only within the private sector as well as this organization provides frame work to tourism board that operates at destination sector. Multiple factors of destination marketing are suggested for DMOs to utilize as marketing strategy (Kumar et al., 2019).

- **Destination Image:** Destination is a combination of tourist space and products related to tourism that provides experience as a holistic in natures which is maintained according to traveler's itinerary, reasons to visit, past experience and also cultural backgrounds (Fuchs and Weiermair, 2003). On the other hand, persons mental representation of information that led to a feelings that results to overall observation of a specific destination is known as destination image (Que and Chin, 2008). In tourism management theory images as sets as impressions, expectations, impressions and emotional thought that tourist continue for a particular place (Lordanova, 2017), that represents in relations with information that are collected separately and connected to a destination (Hider et al., 1993). Destination image is a critical concept which is difficult by nature., as images consists of different items that go beyond the observation of some single person (Pike, 2007). Lie t al., (2015) developed version as cognitive and affective dimension. According to (Pike, 2007), cognitive image refers to the evaluation of characteristics that a destination possess such as: attractions, environments, quality of tourism experience and for affective image, image that encompasses with emotional aspects that tourist gather during visit. Cognitive image mention to facts that is needed to understand and trust that particular destination possess, in another meaning when particular destination is arbitrated through its qualities of captivations and assets (Constantin, 2022). Affective image founded on the inspiration that tourist fold

on the affection of particular destination (Fuchs and Weiermair, 2003) Gartner (1994) stated affective image as the element that relates to motivation of tourist choosing one particular destination over alternative. Conative image is unique and vital part of image that renders tourists perceived image that leads to behavioral intention (Zong, 2014). Conative images comprises with vigorous consideration of particular place that potential travelers consider making outlines of desired future state that tourists wants to carry themselves (White, 2004).

- **Trust and Risk Factors:** According to Tasci and Gartner (2007), trust refers to expectations of consumers that derives from trustworthy service providers where they can rely on achieving fulfilling promise. It involves individual preparedness to maintain certain actions as that individual believes in acceptance that persons wish and individual generally expect that promised word or statement would be fulfilled (Sirdeshmukh, 2002). Trust has been frequently quoted as important element that results a successful relationship in tourist destinations, which demands a continue development to build up a worthy relationship to destination (Pujaistuti et al., 2017). Meanwhile in the study of Sundqvist et al., (2007) trust comprises with two implication of relationships as vertical and horizontal, where vertical trust implies among sellers and consumers and in other hand horizontal trust implies on strategic alliances and partnership among inter-organization and in general it is known as trade to customer and business to business. Kotler and Keller (2009) said trust can be industrialized through creation of solid pledges with customers. Consumer trust as different layers concept developed in physiological factors involved in micro level and measurement of organization at macro level (Sirdeshmukh Sirdeshmukh et al., 2002). Tourism risk is counted in research which defines as the probability of several misfortunes that can occur with tourists during travel in destination and can also occur with group tour packages Dolnicr (2005). According to Tasci and Gartner (2007), where tourism is a service kind of industry where the product is intangible by nature and that is why vulnerably risky and threat oriented, such as instability in social –political issues, natural disaster, crime and widespread illnesses.
- **Emotional Solidarity: Durkhem:** (1915) the first scholar to conceptualize emotional solidarity where he stated individuals furnace an emotion of solidarity with each other that occurs in sharing similar thoughts and attitude among them while interacting with each other. According to Woosnam (2011), emotional solidarity is increased in number of studies to examine the bonding that tourist experience with local residents that influence attitudes of residents for development in. Norman and Woosnam (2010) developed study detaining local occupants ‘share behavior, beliefs and interaction with tourist that influence emotional solidarity and attitudes of residents that contributes towards development of tourism, where factors were in correspondent as residents’ pride of welcoming visitors, understanding benefits of community from tourist, appreciating visitors to contribute to their economy and treating them fairly.

3.3.4 (2): Revisit Intention: According to Ajzen (2002), intention to revisit comes from the intention of behavior of tourist and in tourism sector, it turns as repurchasing decision of tourism service that pastures as revisit intention to particular destination. When people have strong wish to perform any behavior which reflects in their attitudes of doing anything can be termed as intention to behavior (Ryan and Glendon, 1988). In fact, understanding tourist attitude towards revisit intention is one of the core understandings needed for destination marketing planners as reputation to visit in order to generates revenue that helps to minimize the cost (Park and Yoon, 2009). According to Han, (2009); Ajzen (2002), revisit intention results from intention of behavior as one have firm determination to engage in a certain behavior where they are likely playing that behavior. However, with the behavioral intentions, revisit intentions is also described as the consumers intention of experiencing the product, place, brand further (Zeithaml et al., 1996).

3.3.4 (3): Demography: For determining consumer experiences and subsequent behavior, demographic variables plays critical role (Tinne, 2012). According to Kotler and Keller (2009), the thoughtful decision regarding tourist's characteristics are important that frequently used for measuring the tourist's behavior which are important to focus mainly in analyzing segmentation of market as well as for strategically effort needed to implement in marketing. Assessing tourist is important to attract tourist for certain destination (Martin and Bosque (2008), eventually the most important factor in tourism industry (Reece, 2004). Demographic factors such as gender, age, place of birth, education are studied regarding impacts of image of any destinations (Kladou, 2015). Age, gender income and marital status as the factors are supported as cohort factors of life cycle (Christina and Maria, 2004). European Travel Commission (2010) regarding, Demographic Change and Tourism stated that changes in demography creates more challenges in tourism development because of implications of participation on tourism according their behavior (Reece, 2004)

3.3.5: Hypothesis of The Study:

In order to explain the objectives of the study, following are the hypothesis that has been made as both null hypothesis and alternate hypothesis. The requirement of a null hypothesis in addition to an alternative hypothesis ensures that research is not biased, regardless of the conclusion. (Bland & Altman, 1994). Thus, it is possible that there is a difference between the variables or not, and it is also possible that the research's conclusion was the result of chance (null) or an alternate hypothesis. (Leedy & Ormrod, 2016; Pierce, 2008 & Bland & Altman, 1994).

H1: There is a significant effect between destination image factors towards repetition visit intention to CB.

H01: No significant effect between destination image factors towards repetition visit intention to CB.

H2: There is a significant effect between trust & risk factors towards repetition visit intention to CB.

H02: No significant effect between trust & risk factors towards repetition visit intention to CB.

H3: There is a significant effect between emotional solidarity towards repetition visit intention to CB.

H03: No significant effect between emotional solidarity towards repetition visit intention to CB.

H4: There is a significant moderating effect of demographics (age, gender, education, income, marital status) between destination image and repetition visit intention to CB.

H04: No significant moderating effect of demographics (age, gender, education, income, marital status) between destination image and repetition visit intention to CB.

H5: There is significant moderating effect of demographics (age, gender, education, income, marital status) as moderator among trust & risk factors and repetition visit intention to CB.

H05: No significant effect of demographics (age, gender, education, income, marital status) as moderator among trust & risk factors and repetition visit intention to CB.

H6: There is moderating effect of demography (age, gender, education, income, marital status) between emotional solidarity and repetition visit intention to CB.

H06: No significant moderating effect of demography (age, gender, education, income, marital status) between emotional solidarity and repetition visit intention to CB.

3.3.6: Area of Study:

Area of study world's biggest sea beach (sandy): Cox's Bazar which is 155 km unbroken beach (Abul, 2006); Hossain, 2015), covered with Bay of Bengal from south and under Chatrgram district.

3.3.7: Study Population:

The proposed study is conducted within domestic tourist as at total employment of the country which is 60,828,000.00 (Bangladesh Statistics: 2020), with the age group of 15 to 65+, 54 % of the total population (Bangladesh Statistics:2020), which carries all generations as: Generation: X, Y, Z and boomers to including all kind of professionals.

3.3.8: Sample Unit:

The sample unit are males and females who visit Cox's Bazar in between the age group of 15 to 65+.

3.3.9: Sample Size:

The study population is total in 60,828,000.00 from age group 15 to 65+. With the help of authentic sample size calculator, Rao soft, the sample size is worked out to be 664 (5 % error of margin) through

authentic sample size formula used in Rao soft calculator by Scott (2013) widely utilized in studies of descriptive for estimating sample size (Alhasad et al., 2020) and according to Gaurav and Kotari (2020), size of sample should be optimal that should not be extremely large neither too small.

3.3.10: Technique of Sampling:

In order to ensure the excellence of research, the design of sampling is very important, which is ensured through selecting suitable sample design. This study employs purposive sampling technique that is useful when working with larger population. Purposive sampling is used to generate understandings among the larger population and researcher are allowed to select those participants who are suitable for the study (Bernard, H. R, 2017; Smith et al., 2010). So forth, data is gathered using purposive sampling for this study which is a non-probability sampling as because all respondents can willingly participate in the research knowing its reasons and this sampling technique allows researchers to select respondents which outfits for the study (Hossain, 2019). Meanwhile, this sampling methods gives an absolute advantage in terms of low-cost benefits as well (Andika et al., 2022). Accordingly, response from the sample population of 664 as respondents has been from collected the study area: Cox's Bazar.

3.3.11: Sources of Data:

Data sources are mainly categorized as primary sources and secondary sources as well.

Primary sources are used as the collection of data from the self-designed questionnaire from the respondents of the study. Hence, data has been collected from 664 respondents between the age group of 15 to 65+ male and female, who visits Cox's Bazar.

Secondary sources are used as the collection of data that is relevant to the study, such as journals, articles, web-sites, books and reports.

3.3.12: Instrument of Research:

An instrument of research is an instrument that is used to test in order to examine a specific phenomenon. To receive the primary data from a selected number of respondents of this study, a self-designed questionnaire has been used. To meet the needs of the present study, statements on the questionnaire are designed after reviewing literature. Meanwhile, data from primary sources has been collected through distribution of questionnaires to the respondents.

3.3.12 (1): Refinement and Designing Questionnaire:

A vital and crucial stage in processing research is the preparation and design of the statements in questionnaire, as it has an impact on the rate of response as well as the validity and reliability of the designed questionnaire. Importance has been given in making the statements easy and comfortable to read for the respondents to the possible extent, which are compiled with all the relevant information needed for the study purpose. Proper format, a sense of flow, and correct order of statements has also been emphasized. The questionnaire is designed in two categories. The first category shortly explained

the necessity of the study along with underscored the demographic information. Meanwhile demographic statements include gender, age, education, income and marital status. The second category derives the information where statements are related as per the independent variables: destination image, trust and risk factors and emotional solidarity. This category also informed the response to the statement related to dependent variable as revisit intention. So forth, the questionnaire designed with 36 statements in Likert scale of five where signified the level and respondents asked to mark it as from positive rating (5) to negative rating (1).

3.3.13: Pre-Testing:

In order to ensure the face validity and reliability of questionnaire, pilot study has been conducted. After getting responses of face validity suitable imperative suggestions has been incorporated in the questionnaire and gone for pilot test. Face validity is a validity of response process where it is tested inventory how the respondents react on assessing tools. (Bahri, 2019). The evaluation also results clarity of instructions on comprehensive suggestions after observing the whole details of questionnaires (Yusoff, 2019) and is done to check the questionnaire accuracy aiming on what it aimed to do. For face validity the questionnaire send to appropriate nine experts which are combination of academicians, industrialists and also higher authority of government official of tourism sector of Bangladesh. Suitable recommendations have been taken into account to reshuffle the questionnaire before pilot test. Face Validity Details are provided underneath:

Table: 3.3.13(1): Face Validity Details:

Sr. No	Position	Name & Designation	Recommendation
1.	Doctorate	Professor DR. Salma Karim, School of Business Studies United International University Email: ska@bus.uui.ac.bd	Risk factors are suggested to put in positive way as research gap and to Avoid negative statement in the Questionnaire to possible extent.
2.	Doctorate	Professor DR. MD. Masum Iqbal, Dean, School of Business & Entrepreneurship, Daffodil International University. Email: masum@daffodilvarsity.edu.bd	Trust and risk factors can be revised.

3.	Doctorate	Professor DR. MD. Shakhawat Hossain, Principal Daffodil Institute of IT. Email: nup.principal@diit.info	Repetition of sentence can be revised.
4.	Research Scholar	Ishtiaque Arif , PhD Researcher, (Putra Business School, University Putra Malaysia) & Former Assistant Professor of Marketing (Southeast University, Bangladesh) Email: ishtiaquearif@gmail.com	Justification of constructs can be revised along with income.
5.	Research Scholar	Md. Maksudul Karim, Associate professor Dept. of Management Studies Comilla University & PhD researcher in School of Business, Dhaka University Email:maksudmba2003@gmail.com	Age group can be revised
6.	Industrialist	Khbair Uddin Ahmed, President of Tourism resort industries association of Bangladesh Email: khabiruddinahmed51@gmail.com	The whole beach region should be taken into account.
7.	Government Body	Lt. Col. Khijir Khan, Engineering core Cox's Bazar Development Authority(CDA) Email:altab.hossain@yahoo.com coxda.gov.bd	Questionnaire seemed to be reasonable accordingly,
8.	Industrialist	Md. Nazrul Islam, Owner: The Sea and Sun Tourism Ltd. 335, Eastern City, Dhaka, Bangladesh. Email: seaandsuntourism@gmail.com	Questionnaire seemed to be reasonable accordingly.
9.	Industrialist	Mustak Ahmed, Owner: Hotel Sea Star Cottage Kolatoli Road, Cox's Bazar. Email: eidgahtravels387@gmail.com	Questionnaire is lengthy, which can be revised to possible extent, along with negative statements

Designed questionnaires statements are reshuffled where changes made on focusing all recommendations made by the experts. First changes has been done in making the length of questions statements short. Second changes has been done in avoiding negative statements to the possible extent. Third changes has been focused on revising the statements of trust & risk factors in more depth thought along with avoiding negative wording in the statement. Fourth changes has been done in clubbing income as per income generation structures of Bangladesh. The last changes has been

done in age constructs with possible clubbing. Hence, after necessary changes done from the recommendations received from face validity, details of constructs, pilot test has been run.

3.3.14: Pilot Test

A pilot survey on 100 respondents has been done as the first step for the whole research as because, pilot study is a small sized study that is planted for the modification of the actual study, for the improvement of the quality and to make the main study more efficient (Hui et al., 2017), where primarily, ‘validity’ as ‘face validity’ and ‘reliability’ (measuring through Cronbach’s alpha) are done for this study. Data collected on 5-point Likert scale to avoid the biasness (Hui et al., 2017) from 100 males and females who are employed people of Bangladesh who visited Cox’s Bazar within in the month of February 2022 (as the winter season is very preferred timing by visitors to visit Cox’s Bazar: Mamun et al., 2013) and the chosen sample is based on purposive sampling where the basic characteristic of this sampling is the respondents agreed willingly on knowing the purpose of the study. However, the data has been collected being physically presented in the study area through briefing the necessary details of the study.

3.3.14 (1): Results of Pilot Test:

(1) Descriptive Statistics:

(1.a) Demographic Discussions: Table: 1 (a): Demographic profile: *Sample profile (n= 100)*

Group	Details	Proportion
Age	15—25	19%
	25---35	26%
	36---45	25%
	46---55	15%
	56---65	15%
Gender	Male	51%
	Female	49%
Education	Under graduation	19%
	Graduation	33%
	Post-graduation	48%
Income (BDT)	5000—25000	27%
	25001--45000	24%
	45001—65000	31%
	65001---above	18%
Marital Status	Married	68%
	Unmarried	32%

The questionnaire incorporates the constructs to retrieve the information relating to demographic aspects of tourists. It is statistical data collected for the characteristics of respondents. Constructs used are age, gender, educational qualifications, income and marital status. 100 respondents represents as n, has been collected through purposive sample who are employed people of Bangladesh within the employment age group of the country, that is shown in the table above where, category is the constructs used, particulars are the details used in each constructs and percentage reflecting the proportion of scores of a particular value. In the sample profile, male respondents are slightly leading with 51% then female respondents 49%. The majority of respondents were in aged between 25 to 35 with 26%, that follows 25% for the aged between 36 to 45 and respondents are 19% between the age of 15 to 25, respondents between the age of 46 to 55 and 56 to 65 sharing lowest and common percentage that are 15% respectively. Post graduation is the leading respondents in education construct with 48% follows with graduation and under graduation as 33% and 19% respectively. The majority of income level of respondents are between 45001 to 65000 that is 31%, the second level is between 5000 to 25000 that is 27%, 25001 to 45000 is 24% and the least is 65000 to above with 18%. In marital status 68% are married leading the sample profile table and unmarried respondents are 32%.

(1.b) Reliability of Questionnaires

Table: 1 (B) Reliability Test

Sl. No	Particulars	No of Items	Value of Cronbach's alpha
1.	Destination Image	12	.757
2.	Trust and Risk factors	14	.742
3.	Emotional Solidarity	6	.860
4.	Revisit Intention	3	.896
5.	Theoretical statements	10	.772
6.	In Total	45	.723

Assessing the degree of consistency between several measurements determined for a construct discusses reliability. Cronbach's alpha has taken for this study in SPSS software as a method to examine the reliability, a tool that is widely acceptable instrument of research among social science researchers (Bujang, 2018) as well as a proved method by researchers for measuring reliability. The indication of The Cronbach Alpha measure above 0.70 ensures the instrument measurement is in within the reliability of

internal consistency. From the summary of Cronbach's alpha value of the instruments, the demand is well ensured. Following are some major observations made after pilot test:

1. Results of pilot test ensured of satisfying the questions of research, relates with the items of questions.
2. It ensured comprehensibility of questionnaire in terms of target respondents through understanding and presented in well mannered.
3. It ensured the study is appropriate in rappers of feasibility and workable for current scenario of industry.
4. Although the respondents appeared very interested in participating the survey, it seemed length of questions were high in terms of tourist devotion in timing for survey.

Meanwhile, all materials related to questionnaire along with its observations presented to Research Advisory Committee in End Term Presentation in order to get recommendations from the panel. The panel recommended on reducing the number of questions as tourist does not seem to be interested in investing long time in answering long questions. In order to do so, necessary changes are made in shortening the number of questions. Hence, the set final questionnaire with 36 statements has been copyrighted from the Department for Promotion of Industry and Internal Trade: Government of India, which are presented as per the objectives in the table below:

Table: 3.3.14(2): Final refinement of questionnaire: as per objective 1 2 3 with statement regarding intention to visit again, respectively.

Constructs	Measure and Source	Statements
Destination Image	Image (cognitive): Woosnam et al: (2020); Nikolaos et al :(2017)	<ol style="list-style-type: none"> 1. Scenic beauty of Cox's Bazar is excellent. 2. Weather of Cox's Bazar is pleasant. 3. Quality of hotels of Cox's Bazar is satisfactory. 4. Varieties of shopping centers are situated in Cox's Bazar. 5. Healthy night life can be spend in Cox's Bazar. 6. Memorable historic sites are situated in Cox's Bazar
	Image (Affective): Song et al: (2017); Stylos et al: (2016)	<ol style="list-style-type: none"> 7. Exciting place is Cox's Bazar. 8. Pleasant place is Cox's Bazar.

			9. Touching place is Cox's Bazar.
		Image (Conative: Agapito et al: (2013); Stylos et al: (2016)	10. CB can be recommended to others to visit. 11. CB can be planned to revisit with intention. 12. CB has good and convenient transport system
	Risk Factors	Social and Political issues: Shahrabani et al: (2020) Natural disaster: Chew and Jaharai, (2014) Widespread of illness: Marmios, 2020 Crime; Lisowska, (2017)	13. Visiting Cox's Bazar is not expensive. (research gap) 14. Visiting Cox's Bazar during political unrest should be avoided. 15. Although it's a beach region but need not to worry about natural disaster (research gap). 16. No concern about food problem in Cox's bazar. (research gap) 17. No concern about contracting infectious diseases visiting Cox's Bazar (research gap). 18. Proper COVID 19 safety protocols are maintained in CB (research gap). 19. CB has adequate safety measures to give safety to tourist from crime Cox's Bazar has visible security forces that assured tourist free of crime 20. Cox's Bazar adopts strict laws and core values that give safety to tourist from crime 21..Service providers of Cox's Bazar (hoteliers, travel agent, tour operators) have given convenient and satisfactory service (research gap)

<p>Trust factors</p>	<p>Trust (vertical) Trust (horizontal) Trust (consumer): Poon and Koay (2021), Oliveira et al: (2017)</p>	<p>23. Relationship among business partners (strategic alliances, among inter organization) in Cox's Bazar are well established which are visible in development of the destination (research gap)</p> <p>24. I believe the medium (selected vendor) through which I can confirm to visit Cox's bazar is trustworthy.</p> <p>25. I believe the medium (selected vendor) I choose to deal with, to visit Cox's Bazar is enough expertise in doing the job</p> <p>26. I believe the medium (Selected vendor) would support to the best possible extent and would act on my interest.</p>
<p>Emotional Solidarity</p>	<p>Nature (welcoming tendency), own benefits of positive attitudes and behavior (Closeness and Sympathic) Woosnam and Aleshinloye; (2013), Woosnam and Noman: (2015)</p>	<p>27. Local communities of Cox's Bazar are friendly.</p> <p>28. Local communities of Cox's Bazar are identifiable.</p> <p>29. Local community of Cox's Bazar warmly welcome tourists.</p> <p>30. Visiting Cox's Bazar is a matter of pride.</p> <p>31. Local community understands the benefits of appreciating of visitors of Cox's Bazar.</p> <p>32. There is an affectionate feelings visiting Cox's Bazar.</p>

Revisit Intention	Wish to visit again Tosun: (2015); Seetnah et al., 2020	33. I would like to visit Cox's Bazar in next 2 years. 34. I would like to plan to visit Cox's Bazar soon. 35 I would choose Cox's Bazar over other destinations to visit again. 36 .Cox's Bazar has enough amenities that convince me to revisit
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3.3.15: Content Validity Index (CVI) and Content Validity Ratio (CVR):

Before gathering data from final respondents, CVI and CVR has been with the last refinement of thesis questionnaire:

3.3.15 (1): Content validity Index (CVI):

It can be termed as evaluation of degree on which features of a valuation of instrument that are related to and demonstrative of the particular construct for a purpose of specific assessment (Siaful, 2019) also mentioned importantly support as validity of assessing tool like questionnaires, especially for the purpose of research. Following are the six procedures step by step to conduct CVI (Saiful, 2019), Cook and Beckman (2006).

Step 1: Preparing Form of Content Validity

The primary stage of validity of features in demand of preparing form for validation of content validation to assure recommendations from expert's panels to have understanding and expectation about the given task. The suggested rating relevance scales are determined to score for single items.

Fig: 3.3.15(1): Content Validity Form

<u>A Content Validity of Study</u>
Dear Expert,
This is to state that, this Questionnaire of thesis contains 36 statements from 6 constructs. I need your expert judgment through incorporating degree of relevance of each item to be measured. Please mark with the following rating on understanding the details provided during meeting.
Degree of Relevance:
1= items are not related to constructs.
2= items are somehow related to constructs.
3= items are related to constructs
4= items are very much related to constructs.

Table:3.3.3.15 (1/2/3/4) shows the format for score of individual items given to experts for each objective 1, 2 .3 and dependent variable, respectively:

1. To measure destination image through cognitive image, affective image and conative image

Tested items	Relevance			
1.Scenic beauty of CB is excellent	1	2	3	4
2. Weather of CB is pleasant	1	2	3	4
3. Quality of hotels of Cox’s Bazar is satisfactory	1	2	3	4
4. Varieties of shopping centers are situated in Cox’s Bazar	1	2	3	4
5. Healthy night life can be spent in Cox’s Bazar	1	2	3	4
6. Memorable historic sites are situated in Cox’s Bazar	1	2	3	4
7. Exciting place is Cox’s Bazar	1	2	3	4
8. Pleasant place is Cox’s Bazar	1	2	3	4
9. Touching place is Cox’s Bazar	1	2	3	4
10. Cox’s Bazar has good and convenient transport system	1	2	3	4
11. Cox’s Bazar can planned to visit with intention	1	2	3	4
12. Cox’s Bazar can be recommended others to visit	1	2	3	4

2. To measure trust through (trust factors) and risk through (risk factors)

Tested items	Relevance			
13. Service providers of Cox’s Bazar (hoteliers, travel agent, tour operators) have given convenient and satisfactory service (research gap)	1	2	3	4
14. Relationship among business partners (strategic alliances, among inter-organization) in Cox’s Bazar are well established which are visible in development of the destination (research gap).	1	2	3	4
15. I believe the medium (selected vendor) through which I can confirm to visit Cox’s Bazar is trustworthy	1	2	3	4
16. I believe the medium (selected vendor) I choose to deal with, to visit Cox’s Bazar is enough expertise in doing the job.	1	2	3	4
17. I believe the medium (selected vendor) would support to its best possible extent and would act on my interest	1	2	3	4
18. Visiting Cox’s Bazar is not expensive. (research gap)	1	2	3	4
19. Visiting Cox’s Bazar during political unrest should be avoided	1	2	3	4
20. Although it’s a beach region but need not to worry about natural disaster (research gap).	1	2	3	4
21.No concern about food problem in Cox’s Bazar. (research gap)	1	2	3	4
22. No concern about contracting infectious diseases visiting Cox’s Bazar (research gap)	1	2	3	4
23. Proper COVID 19 safety protocols are maintained in Cox’s Bazar (research gap).	1	2	3	4

24. Cox's Bazar has adequate safety measures to give safety to tourist from crime	1	2	3	4
25. Cox's Bazar has visible security forces that assured tourist free of crime.	1	2	3	4
26. Cox's Bazar adopts strict laws and core values that give safety to tourist from crime	1	2	3	4

3. To measure emotional solidarity through three scales of ESS as welcoming nature, community benefits and sympathy behavior.

Tested items

Relevance

27. Local communities of Cox's Bazar are friendly	1	2	3	4
28. Local communities are identifiable	1	2	3	4
29. Local community of Cox's Bazar warmly welcome tourists	1	2	3	4
30. Visiting Cox's Bazar is a matter of pride	1	2	3	4
31. Local community understands the benefits of appreciating of visitors of Cox's Bazar.	1	2	3	4
32. There is an affectionate feelings visiting Cox's Bazar	1	2	3	4

4. Questions related to revisit intention:

To measure revisit intention through wish to visit again.

Tested items

Relevance

33. I would like to visit Cox's Bazar soon	2	3	4
34. I would like to visit Cox's Bazar in next 2 years	2	3	4
35. I would choose Cox's Bazar over other destinations to visit again	2	3	4
36. Cox's Bazar has enough amenities that convince me to revisit	2	3	4

Step 2: Selection of panel experts to review

The need of assortment of experts on order to have an assessment on questionnaire tools that is normally depends on review of expertise on the studied topic. Following is the table of recommended number of specialists along with the probable tolerable limit of CVI denoted as cut-off score.

Table: 3.15 (5): Following are expert's numbers sideways its suggestion as satisfactory threshold score level of CVI

Experts (numbers)	Satisfactory CVI standards	Recommendation (source)
experts: 2	At least 0.80 (least)	Davis (1992)
experts: 3 to 5	1 (must be)	Beck & Polit (2006),
experts: 6	0.83 (least)	Beck & Polit (2006),
experts: 6 to 8	0.83 (least)	Lynn (1986)
experts: 9 (minimum)	0.78 (least)	Lynn (1986)

Step 3: Computing Content Validity Index

CVI can be conducted by two ways either face to face or not. The study had chosen face to face conducting as because it is time saving approach. Following table showing number of experts and detail credentials:

Table: 3.15(6): Number of 6 experts and details

Sr. No	Position	Name & Designation
1.	Doctorate	Professor DR. Salma Karim, School of Business Studies United International University Email: ska@bus.uuu.ac.bd
2.	Doctorate	Professor DR. MD.Masum Iqbal Dean, School of Business &Entrepreneurship, Daffodil International University. Email:masum@daffodilvarsity.edu.b
3.	Doctorate	Professor DR. MD. Shakhawat Hossain, Principal Daffodil Institute of IT. Email: nup.principal@diit.info
4.	Research Scholar	Ishtiaque Arif, PhD Researcher (Putra Business school, University Putra Malaysia) & Former Assistant Professor of Marketing (Southeast University, Bangladesh) Email: ishtiaquearif@gmail.com
5.	Industrialist	Md.Nazrul Islam Owner: The Sea and Sun Tourism Ltd. 335, Eastern City, Dhaka, Bangladesh. Email: seaandsuntourism@gmail.com
6.	Industrialist	Mustak Ahmed Owner: Hotel Sea Star Cottage Kolatoli Road (Cox's Bazar. Email:eidgahtravels387@gmail.com

Step 4: Items reviewing

After receiving the form and questionnaire details with the value to be scored, they have been requested to critically judge and point out the rating for each item and to provide any comments in writing or verbally; hence the communication is done face to face comments are received verbally; and nothing so much importantly to be improvised.

Step 5: Scoring for separate item:

Experts are invited for rating the items in between the relevance point given in the format.

Step 6: Computing CVI:

Calculation of CVI starts after receiving the rating from experts. Following are the tables showing step by step of CVI calculation.

Table: 3.3.15(7) Defining with Formula I-CVI, S-CVI/Ave and S-CVI/UA

Directories of CVI	Explanation	Formulation
I-CVI (item-level content validity index)	3 or 4: experts giving rate for item	$I-CVI = (\text{item agreed}) / (\text{amount of professional})$
S-CVI/Ave (level of content of scale on validity of index grounded as per average method)	scores averagely of I-CVI for single items on the rule and also can be average relevance (proportion) refereed from every experts.	$S-CVI/Ave = (\text{quantity of scores of I-CVI}) / (\text{amount of item})$ $SCVI/Ave = (\text{quantity of proportion rating that is relevance}) / (\text{amount of expert})$
S-CVI/UA (validity of based on level of scale that is a method of agreement which is universal)	Items (percentage) based proceeding to scale that attain measure significance to of 3 and 4 from every specialists. Universal agreement: score 1 when all item is ranked 100%, or score is 0.	$S-CVI/UA = (\text{average scores :UA}) / (\text{quantity of item})$

Sources: Lynn (1986), Davis (1992), Polit & Beck (2006)

Table: 3.3.15 (8): Content Validity Calculation:

- Two procedures of CVI, where, for item (I-CVI) and for scale (S-CVI)
- Calculating S-CVI (two-ways) as usual of the scores (i-CVI) each item on scale (S-CVI/Ave)
- Items scale (proportion)that attain a scale (relevance)as 3 and 4 from every experts as (S-CVI/UA)
- Prior on analyzing CVI, significance rating essentially as recoded: 1 (3 or 4: as scales relevance)
- And 0 (for scale that is significance as 1 or 2)

Source: (Polit et al., 2006 and Saiful, 2019)

Table: 3.3.15 (9): Details of calculation of CVI with results:

1. The Thesis questionnaire given to the 6 experts for content validity, the relevance scales are between 3 and 4, as stated in decoding all items has been decoded as 1.
2. Details of calculation as per Polit et al., 2006 and Saiful,2019:
3. Agreement (experts): summation up rating that is relevant given from all experts for every item In Q1: = 6 (like as other questions)
4. Agreement(universal) (UA): score as 1' that assigned for all item =100% specialists' agreement.
5. CVI: agreement (expert) divided through quantity of specialists.
6. S-CVI/Ave = I-CVI: I-CVI scores (all item) averagely.
7. S-CVI/Ave = percentage relevance (scores for all specialists averagely)
8. S-CVI/UA= numbers for all items averagely
9. Results: it can be concluded as i-CVI, S-CVI/Ave and S-CVI. UA has satisfied its demands and so where, the

(2) : Content validity ratio (CVR): Statistic of CVR is useful for retention or rejection of separate items which is recognized internationally as method of forming content validity (Wilson et al., 2012)

Table:3.3.15 (10): Bellow figure of Experts with its implication on the satisfactory CVR (Lawshe, 1975).

Panelists	Value (Minimum)
5	.99
6	.99
7	.99
8	.75
10	.62
11	.59
12	.56
13	.54
14	.51

Table: 3.3.15 (11): Calculation of CVR:

1. As per the questionnaire send to 6 experts the results of CVR value as following: $n_e =$
 expert rating=6
 $N/2 = \text{total expert}/2 = 6/2 = 3$ CVR=
 $[n_e - (N/2)] / (N/2) = 6 - 3 = 1$.

Result: As the rating is same for given all 36 items so 1 has been resulted as accepted rate for CVR value for all stipulated items in Questionnaire and accepted.

3.3.15(12): Overall Results:

The report much more efficient is in the complete CVI score rather results for particular individual item CVR. Hence the final thesis questionnaire satisfied both the demands of CVI and CVR.

3.3.16: Techniques of Data Analysis:

For analyzing the data that has been collected, a number of techniques related to bivariate, multivariate and univariate are applied. Descriptive statistics are used to examine the nature of collected data and to analyze the normality of data through skewness, kurtosis. Meanwhile, Reliability is checked to assess the degree of consistency of response form respondent, where Cronbach’s Alpha has been taken to measure the internal consistency reliability of the instrument (Hair et al., 2010). For determining so, Composite Reliability (CR) and Cronbach’s alpha has been run (Osman et al., 2012). Downes and Choi (2014) referred validation of construct as the application to examine with several dimensions that makes the consistency level and helps to operate the multiple dimensions and in this regard, the most known criterion for validation (convergent along with discriminant) of construct has been applied. The hypothesis of the study in accordance for the first three objectives are classified as **H1/H01, H2/H02, H3/H03, H4/H04, H5/H05 and H6/H06** are moderation investigation that defined the contextual relationship among two variables and

clarifies the changes of the relationship after introducing a third variable (Memon et al., 2019), where hypothesis has been examined through Structural equation modeling (SEM) run through Smart PLS 3.3 (bootstrapping method). SEM takes under consideration on all properties for measurement model during measuring the effect relationship among various constructs (Memon et al., 2019).

3.3.17: DETAILS OF CONSTRUCTS:

The first independent variable as Destination image is measured through cognitive, conative and affective the three items where the questionnaire set as DI1 to DI12. The second independent variable is chosen as Trust and Risk factors where it has been divided into Trust factors (horizontal & vertical trust and consumer trust) and Risk factors (crime, social and political issues, natural disaster and health issue) where the number of items are denoted as TR1 to TR14, and the third variable has been chosen as Emotional Solidarity which is measured through the three ESS scales as (welcoming nature, community benefits and sympathy behavior) with the 6 items as denoted ES1 to ES6 . The dependent variable as Revisit intention is measured with intention to revisit with 4 items as denoted RI1 to RI4. Meanwhile, in the moderation model, the moderation interaction of Demographic is denoted as D. The possible details of the used methodology have been described with the utmost capacity that can be ensured for the study. The way of technique and its use for the entire methodological process of the study are well justified with the possible justification in the chapter.

CHAPTER-4
ANALYSIS AND
DISCUSSIONS

Chapter 4

4.1 INTRODUCTION

Analysis details and its interpretations are detailed in this chapter. Where, section 2 goes with demographic discussions, the next section 3 is followed by descriptive statistics to check the normality of data through SPSS 23. Meanwhile, the Partial Least Square (PLS) based software Smart PLS 3.3.3 has been used to run the analysis further in section 4. Through Measurement and Structural Model, data has been evaluated further.

4.2: DEMOGRAPHIC DISCUSSIONS

The questionnaire incorporates the constructs to retrieve the information relating to demographic aspects of tourists. It is statistical data collected for the characteristics of respondents. Grouping (construct) as used are age, gender, educational qualifications, income and marital status which are chosen as per the cohort factors of life cycle that is the socio economy factors that assess the consequences of different momentum of the life (Horta and Wehrmeister, 2017). In clubbing: income and age are done according to Bangladesh Statistics (2020), where the income structures for Bangladeshi people starts from eight thousand one hundred-taka, income age starts from 15 and other clubbing as gender, education and marital status are done in order to make the questionnaire simple in order to make it easily understandable to the respondents (Song et al., 2017) Meanwhile the demonstrations are as: 664 respondents represents as n , has been collected through purposive sample who are employed people of Bangladesh within the employment age group of the country, that is shown in the table below where, category is the constructs (grouping) used, specifications are the details used in each constructs and proportion (percentage) reflecting the proportion of scores of a particular value. In the sample profile of gender, male respondents are much more in leading position with 62% then female respondents 38%. The majority of respondents were in aged between 15 to 45 with 61%, that follows 39% for the aged between 41 to 65 respectively. Graduation is leading the respondents in education construct with 44% follows with under graduation and post-graduation as 37% and 19% respectively. The majority of income level of respondents are between 8100 to 65000 that is 64%, the second level is between 65001 to above that is 36%, In marital status 64% are married leading the sample profile table and unmarried respondents are 36%. Sample profile ($n= 664$).

Table: 4.2.1: Demographics details:

Grouping	Specifications	Proportion (%)
Age	15 to 45	61%
	41 to 65	39%
Gender	Male	62%
	Female	38%
Education	Under graduation	37%
	Graduation	44%
	Post-graduation	19%
Income (BDT)	8100 to 65000	64%
	65001 to above	36%
Marital Status	Married	64%
	Unmarried Married	36%

4.3: DESCRIPTIVE ANALYSIS

Descriptive analysis is to check the characteristics of the data in the study. It defines the accurateness of the data that is needed to be enter and also describe the characteristics of distribution of scores. In the study, the descriptive statistics on explaining the mean, median, standard deviation, skewness, kurtosis and for all the constructs that also ensures the normality of data (Kaur et al., 2018) and (Mishra et al., 2014) and accordingly data are normally distributed showed in table 4.3.1.

The assessment of descriptive statistics shows that all the values of items are satisfied without any missed figure. According to Otto and Mishra (2018) when 5-point Likert scale are chosen for the respondents, the threshold limit for mean value for every statement are more than 3 and the results of the study mate its demand. Standard deviation explains about the deviation of data which should be ranged from 0.92 to 1.16 (Mishra et al., 2014) that reasonably explains that the deviation from its mean is low. Standard error that range from .04 to .05 and this low indices of standard error explains the accuracy of measurement process in determining the right score for population and the data mate its demands as well. The value of Skewness and Kurtosis that determines the nature of distribution (Jacob, 2015). Skewness examine the symmetry of data and should be in the range between -1 to +1 and Kurtosis describes the peaked Ness of data, and the acceptable limit is within-3 to +3 (Jacob, 015). Accordingly, all the values of skewness and kurtosis mate its demand on substantially large sample for the study where the data used for the study is accurate for further analysis (Mishra et al., 2019).

Table 4.3.1: Descriptive statistics: N=664

• **4.3.1.1: Construct: Destination Image**

Construct Code	Mean	Median	Mode	S.D	Skewness	kurtosis	St. Error of Mean
DI 1	3.42	4.00	4	1.124	-0.839	-0.213	0.044
DI 2	3.44	4.00	4	1.069	-0.703	-0.119	0.046
DI 3	3.52	4.00	4	1.049	-0.472	-0.132	0.044
DI 4	3.57	4.00	4	1.083	-0.629	-0.079	0.045
DI 5	3.51	3.00	4	1.122	-0.683	-0.212	0.049
DI 6	3.53	4.00	4	1.056	-0.572	-0.487	0.047
DI 7	3.55	4.00	4	1.089	-0.561	-0.125	0.041
DI 8	3.56	4.00	4	1.103	-0.896	-0.014	0.043
DI 9	3.40	4.00	4	1.064	-0.472	-0.101	0.050
DI 10	3.48	4.00	4	1.074	-0.629	-0.103	0.044
DI 11	3.47	4.00	4	1.104	-0.789	-0.015	0.048
DI 12	3.52	4.00	4	1.084	-0.572	-0.048	0.049

- 4.3.1.2: Construct: Trust and Risk Factors

Construct Code	Mean	Median	Mode	S.D	Skewness	kurtosis	Std. error of Mean
TR 1	3.59	4.00	4	1.103	-0.837	-0.047	0.050
TR 2	3.55	4.00	4	1.105	-0.758	-0.062	0.049
TR 3	3.48	4.00	4	1.085	-0.811	0.706	0.046
TR 4	3.46	4.00	4	1.075	-0.799	-0.225	0.050
TR 5	3.44	4.00	4	1.086	-0.683	-0.716	0.044
TR 6	3.49	4.00	4	1.102	-0.835	-0.225	0.048
TR 7	3.43	4.00	4	1.101	-0.703	-0.717	0.047
TR 8	3.58	4.00	4	1.077	-0.702	-0.048	0.042
TR 9	3.59	4.00	4	1.103	-0.629	-0.103	0.050
TR 10	3.56	4.00	4	1.104	-0.756	-0.409	0.045
TR 11	3.57	4.00	4	1.088	-0.627	-0.408	0.444
TR 12	3.44	4.00	4	1.084	-0.713	-0.715	0.045
TR 13	3.45	4.00	4	1.089	-0.585	-0.405	0.048
TR 14	3.47	4.00	4	1.085	-0.706	-0.719	0.042

- 4.3.1.3: Construct: Emotional Solidarity

Construct Code	Mean	Median	Mode	S.D	Skewness	kurtosis	Std. error of Mean
E.S 1	3.33	4.00	4	1.095	-0.628	-0.017	0.047
E.S 2	3.36	4.00	4	1.148	-0.577	-0.027	0.048
E.S 3	3.42	4.00	4	1.096	-0.579	-0.119	0.041
E.S 4	3.41	4.00	4	1.058	-0.845	-0.307	0.042
E.S 5	3.42	4.00	4	1.075	-0.855	-0.051	0.048
E.S 6	3.40	4.00	4	1.077	-0.629	-0.308	0.048

4.3.1.4: Construct: Intention to Revisit

Construct Code	Mean	Median	Mode	S.D	Skewness	kurtosis	Std. error of mean
R.I1	3.33	4.00	4	1.072	-0.662	-0.072	0.049
R.I2	3.35	4.00	4	1.059	-0.625	-0.307	0.044
R.I3	3.37	4.00	4	1.071	-0.733	-0.073	0.048
R.I4	3.38	4.00	4	1.077	-0.736	-0.305	0.046

4.3.1.5: Cross Tabulation:

Cross tabulation is a two- (or more) dimensional table that shows the proportion of respondents who match the particular attributes listed in the table's cells. An abundance of information regarding the relationship between the variables can be found in cross-tabulation table (Gupta, 2018) and can also quantitatively examine the link between several variables, utilize cross tabulation. Researchers can comprehend the link between the various variables by grouping them together using cross tabulations, commonly known as contingency tables or crosstabs. Demographics survey data is sorted using cross-tabulation, sometimes known as crosstabs, according to certain selected responder criteria in a comprehensible table. According to Sinclair-Maragh, (2017), for an instance, to compare respondent responses across various demographics, so that tourism market can be segmented well and based its survey results can enhance further. Meanwhile, The use of cross-tabulation analytics can provide detailed, meaningful, and targeted insights into the connections that exist between demographic groupings and categorical variables. The conclusions are really applicable. The information is carefully culled, and as a result, the insights are actionable and particular (Hamzah et al., 2016). The study has used its three objectives (i.v) as destination image, trust & risk factors and emotional solidarity and (d.v) revisit intention for cross tabulation with its demographics variables as age, gender, education, income and marital status. Each cross tabulation has been separately done to generate the results. Following tables as (1/2/3) represents the cross tabulation from each objectives of the study.

**1. To determine the effect of destination image on intention to revisit to Cox's Bazar.
Destination _ image * Age Crosstabulation.**

Count

Sl. No.	Destination _ image	Age		Total
		15-40	41-65+	
1.	32	1	0	
2.	34	7	0	
3.	36	5	0	
4.	38	5	0	
5.	39	0	1	
6.	40	7	0	
7.	41	3	2	
8.	42	8	3	
9.	43	5	0	
10.	44	11	2	
11.	45	28	3	
12.	46	7	2	
13.	47	8	0	
14.	48	48	26	
15.	49	9	1	
16.	50	26	2	
17.	51	17	0	
18.	52	13	6	
19.	53	4	22	
20.	54	19	27	
21.	55	21	4	
22.	56	22	10	
23.	57	0	6	
24.	58	13	44	
25.	59	3	8	
26.	60	43	162	
Total		333	331	664

Destination _ image * Gender Crosstabulation.

Count

Sl. No.	Destination _ image	Gender		Total
		Male	Female	
1.	32	0	1	
2.	34	7	0	
3.	36	2	3	
4.	38	2	3	
5.	39	1	0	
6.	40	2	5	
7.	41	3	2	
8.	42	7	4	
9.	43	4	1	
10.	44	8	5	
11.	45	10	21	
12.	46	6	3	
13.	47	7	1	
14.	48	39	35	
15.	49	9	1	
16.	50	10	18	
17.	51	5	12	
18.	52	7	12	
19.	53	15	11	
20.	54	21	25	
21.	55	15	10	
22.	56	13	19	
23.	57	4	2	
24.	58	25	32	
25.	59	4	7	
26.	60	106	9	
Total		332	332	664

Destination _ image * Education Crosstabulation.

Count

Sl. No.	Destination _ image	Education			Total
		Under Graduation	Graduation	Post-Graduation	
1.	32	0	0	1	
2.	34	3	0	4	
3.	36	3	0	2	
4.	38	4	0	1	
5.	39	0	0	1	
6.	40	4	1	3	
7.	41	3	1	2	
8.	42	7	0	4	
9.	43	1	1	4	
10.	44	6	0	7	
11.	45	14	0	17	
12.	46	2	1	7	
13.	47	3	0	5	
14.	48	37	1	35	
15.	49	7	1	3	
16.	50	18	0	10	
17.	51	10	4	7	
18.	52	9	4	10	
19.	53	13	4	13	
20.	54	28	4	18	
21.	55	12	1	13	
22.	56	17	0	15	
23.	57	3	0	3	
24.	58	32	0	0	
25.	59	4	0	5	
26.	60	92	2	115	
Total		332	25	307	664

Destination _ image * Income Crosstabulation.

Count

Sl. No.	Destination _ image	Income		Total
		8100-65000	65001 above	
1.	32	1	0	
2.	34	4	3	
3.	36	2	3	
4.	38	3	2	
5.	39	0	1	
6.	40	3	4	
7.	41	3	2	
8.	42	5	6	
9.	43	2	3	
10.	44	7	6	
11.	45	15	16	
12.	46	8	1	
13.	47	1	7	
14.	48	38	36	
15.	49	6	4	
16.	50	20	8	
17.	51	9	8	
18.	52	11	8	
19.	53	13	13	
20.	54	18	28	
21.	55	11	14	
22.	56	17	15	
23.	57	4	2	
24.	58	28	29	
25.	59	4	7	
26.	60	100	105	
Total		333	331	664

Destination _ image * Marital _ Status Crosstabulation.

Count

Sl. No.	Destination _ image	Marital _ Status		Total
		Married	Un-married	
1.	32	1	0	
2.	34	3	4	
3.	36	1	4	
4.	38	2	3	
5.	39	0	1	
6.	40	3	4	
7.	41	4	1	
8.	42	4	7	
9.	43	2	3	
10.	44	9	4	
11.	45	13	18	
12.	46	7	2	
13.	47	5	3	
14.	48	39	35	
15.	49	7	3	
16.	50	12	16	
17.	51	10	7	
18.	52	8	11	
19.	53	14	12	
20.	54	14	32	
21.	55	15	10	
22.	56	13	15	
23.	57	4	5	
24.	58	25	27	
25.	59	4	5	
26.	60	106	100	
Total		332	332	664

Revisit Intention * Age Crosstabulation.

Count

Sl. No.	Revisit Intention	Age		Total
		15-40	41-65+	
1.	10	2	2	
2.	12	21	109	
3.	13	24	1	
4.	16	186	86	
5.	18	0	1	
6.	20	100	132	
Total		333	331	664

Revisit Intention * Gender Crosstabulation.

Count

Sl. No.	Revisit Intention	Gender		Total
		Male	Female	
1.	10	1	3	
2.	12	64	66	
3.	13	15	10	
4.	16	137	135	
5.	18	0	1	
6.	20	115	117	
Total		332	332	664

Revisit_Intention * Education Crosstabulation.

Count

Sl. No.	Revisit Intention	Education			Total
		Under Graduation	Graduation	Post-Graduation	
1.	10	3	4	1	
2.	12	72	10	58	
3.	14	13	0	12	
4.	16	140	3	115	
5.	18	0	1	2	
6.	20	100	1	128	
Totla		328	19	317	664

Revisit Intention * Income Crosstabulation.

Count

Sl. No.	Revisit Intention	Income		Total
		8100-65000	65001 above	
1.	10	2	2	
2.	12	65	65	
3.	13	5	20	
4.	16	133	139	
5.	18	0	1	
6.	20	128	104	
Total		333	331	664

Revisit Intention * Marital_ Status Crosstabulation.

Count		Marital_ Status		Total
Sl. No.	Revisit Intention	Married	Un-married	
1.	10	0	4	
2.	12	61	69	
3.	13	7	18	
4.	16	141	131	
5.	18	1	0	
6.	20	122	110	
Total		332	332	664

The crosstabulations for destination image and revisit intention reveal consistent preferences across various demographic groups. Younger individuals (15-40) show higher counts for popular destination images like 48, 50, 54, and 60, while older individuals (41-65+) also favor images such as 48, 53, 54, 58, and 60, albeit in smaller numbers. Gender analysis indicates that both males and females have similar preferences, with images 48, 50, 54, 56, 58, and 60 being popular among both groups. Education level does not significantly affect destination image preferences, as both undergraduates and postgraduates frequently favor images 48, 50, 54, and 60. Income groups show similar trends, with high and low-income individuals both preferring images 48, 50, 54, 56, 58, and 60. Marital status also shows no major differences, with both married and unmarried individuals favoring the same popular images. Revisit intention follows a similar pattern. The highest intentions are found in the younger age group (15-40) for levels 16 and 20, with older individuals (41-65+) also showing significant intentions for levels 12, 16, and 20. Gender differences are minimal, as both males and females show high revisit intentions for levels 16 and 20. Educational background does not majorly influence revisit intentions, with both undergraduates and postgraduates exhibiting high intentions for levels 16 and 20. Income analysis reveals that high and low-income groups have similar high intentions for levels 16 and 20. Finally, marital status shows consistent patterns, with both married and unmarried individuals having high intentions for levels 16 and 20. Overall, certain destination images and revisit intention levels are consistently preferred across different demographic categories.

2. To examine trust and risk factors leading to revisit intention to Cox's Bazar.

Trust_and_Risk_Factors * Age Crosstabulation.

Count		Age		Total
Sl. No.	Trust_and_Risk_Factors	15-40	41-65+	
1.	40	6	1	
2.	42	6	23	
3.	49	1	0	
4.	50	3	0	
5.	51	1	0	
6.	52	7	0	
7.	53	67	6	
8.	55	3	0	
9.	56	113	116	
10.	57	5	0	
11.	60	0	2	
12.	63	2	0	
13.	64	5	0	
14.	65	14	1	
15.	66	43	21	
16.	67	0	5	
17.	68	1	3	
18.	69	1	2	
19.	70	55	151	
Total		333	331	664

Trust_and_Risk_Factors * Gender Crosstabulation.

Count

Sl. No.	Trust_and_Risk_Factors	Gender		Total
		Male	Female	
1.	40	5	2	
2.	42	14	15	
3.	49	1	0	
4.	50	1	2	
5.	51	0	1	
6.	52	3	4	
7.	53	36	37	
8.	55	3	0	
9.	56	125	104	
10.	57	2	3	
11.	60	1	1	
12.	63	0	2	
13.	64	3	2	
14.	65	8	7	
15.	66	34	30	
16.	67	1	4	
17.	68	1	3	
18.	69	0	3	
19.	70	94	112	
Total		332	332	664

Trust_and_Risk_Factors * Education Crosstabulation.

Count		Education			
Sl. No.	Trust_and_Risk_Factors	Under Graduation	Graduation	Post-Graduation	Total
1.	40	2	0	5	
2.	42	12	0	17	
3.	49	0	0	1	
4.	50	3	1	0	
5.	51	0	1	1	
6.	52	4	0	3	
7.	53	36	0	37	
8.	55	1	1	2	
9.	56	114	0	96	
10.	57	3	1	2	
11.	60	1	0	1	
12.	63	0	1	2	
13.	64	2	2	3	
14.	65	6	2	9	
15.	66	38	0	26	
16.	67	2	6	3	
17.	68	2	2	2	
18.	69	0	1	3	
19.	70	106	1	100	
Total		332	19	313	664

Trust_and_Risk_Factors * Income Crosstabulation.

Count

Sl. No.	Trust_and_Risk_Factors	Income		Total
		8100-65000	65001 above	
1.	40	5	2	
2.	42	10	19	
3.	49	1	0	
4.	50	3	0	
5.	51	0	1	
6.	52	2	5	
7.	53	39	34	
8.	55	0	3	
9.	56	115	114	
10.	57	3	2	
11.	60	1	1	
12.	63	0	2	
13.	64	3	2	
14.	65	8	7	
15.	66	40	24	
16.	67	2	3	
17.	68	2	2	
18.	69	3	0	
19.	70	96	110	
Total		333	331	664

Trust_and_Risk_Factors * Marital _ Status Crosstabulation.

Count

Sl. No.	Revisit Intention	Marital _ Status		Total
		Married	Un-married	
1.	40	6	1	
2.	42	13	16	
3.	49	1	0	
4.	50	3	0	
5.	51	0	1	
6.	52	2	5	
7.	53	36	37	
8.	55	0	3	
9.	56	118	111	
10.	57	1	4	
11.	60	1	1	
12.	63	1	1	
13.	64	3	2	
14.	65	8	7	
15.	66	40	24	
16.	67	1	4	
17.	68	1	3	
18.	69	2	1	
19.	70	95	111	
Total		332	332	664

Revisit Intention * Age Crosstabulation.

Count

Sl. No.	Revisit Intention	Age		Total
		15-40	41-65+	
1.	10	2	2	
2.	12	21	109	
3.	13	24	1	
4.	16	186	86	
5.	18	0	1	
6.	20	100	132	
Total		333	331	664

Revisit Intention * Gender Crosstabulation.

Count

Sl. No.	Revisit Intention	Gender		Total
		Male	Female	
1.	10	1	3	
2.	12	64	66	
3.	13	15	10	
4.	16	137	135	
5.	18	0	1	
6.	20	115	117	
Total		332	332	664

Revisit Intention * Education Crosstabulation.

Count

Sl. No.	Revisit Intention	Education			Total
		Under Graduation	Graduation	Post-Graduation	
1.	10	3	0	1	
2.	12	72	10	58	
3.	14	13	0	12	
4.	16	140	0	121	
5.	18	0	0	1	
6.	20	104	1	128	
Totla		332	11	321	664

Revisit Intention * Income Crosstabulation.

Count

Sl. No.	Revisit Intention	Income		Total
		8100-65000	65001 above	
1.	10	2	2	
2.	12	65	65	
3.	13	5	20	
4.	16	133	139	
5.	18	0	1	
6.	20	128	104	
Total		333	331	664

Revisit Intention * Marital_ Status Crosstabulation.

Count

Sl. No.	Revisit Intention	Marital_ Status		Total
		Married	Un-married	
1.	10	0	4	
2.	12	61	69	
3.	13	7	18	
4.	16	141	131	
5.	18	1	0	
6.	20	122	110	
Total		332	332	664

The provided tables illustrate the distribution of Trust and Risk Factors and Revisit Intentions across various demographic variables, including Age, Gender, Education, Income, and Marital Status, for a sample of 664 respondents. For Trust and Risk Factors, significant counts are observed for factors like 56 and 70 across most demographic groups, indicating common concerns regardless of age, gender, education level, income, or marital status. For instance, factor 56 shows high prevalence across both age groups, genders, educational levels, and income brackets, while factor 70 also consistently appears with high counts. On the other hand, factors such as 42 and 66 display notable differences between certain groups, such as age and income. Revisit Intention data reveal similar patterns. Factors 16 and 20 exhibit high counts across all demographic segments, suggesting a strong overall intention to revisit the context among both younger and older respondents, males and females, different education levels, income groups, and marital statuses. This consistent high count highlights a general agreement in the intention to revisit. Meanwhile, other factors like 13 and 10 show lower and more varied counts, indicating less commonality in these specific intentions. Overall, the data suggest that while there are some variations, certain Trust and Risk Factors and Revisit Intentions are broadly shared across different demographic groups.

3. 3. To ascertain as to how emotional solidarity contributes to visit again in Cox's Bazar

Revisit Intention * Age Crosstabulation.

Count

Sl. No.	Revisit Intention	Age		Total
		15-40	41-65+	
1.	10	2	2	
2.	12	21	109	
3.	13	24	1	
4.	16	186	86	
5.	18	0	1	
6.	20	100	132	
Total		333	331	664

Revisit Intention * Gender Crosstabulation.

Count

Sl. No.	Revisit Intention	Gender		Total
		Male	Female	
1.	10	1	3	
2.	12	64	66	
3.	13	15	10	
4.	16	137	135	
5.	18	0	1	
6.	20	115	117	
Total		332	332	664

Revisit Intention * Education Crosstabulation.

Count

Sl. No.	Revisit Intention	Education			
		Under Graduation	Graduation	Post-Graduation	Total
1.	10	3	0	1	
2.	12	72	0	58	
3.	14	13	1	12	
4.	16	140	0	132	
5.	18	0	1	1	
6.	20	100	6	120	
Total		328	8	324	664

Revisit_Intention * Income Crosstabulation

Count

	Revisit_Intention	Income		Total
		8100 – 65000	65001 above	
	10	2	2	
	12	65	65	
	13	5	20	
	16	133	139	
	18	0	1	
	20	128	104	
Total		333	331	664

Revisit Intention * Marital Status Crosstabulation.

Count

Sl. No.	Revisit Intention	Marital_Status		Total
		Married	Un-married	
1.	10	0	4	
2.	12	61	69	
3.	13	7	18	
4.	16	141	131	
5.	18	1	0	
6.	20	122	110	
Total		332	332	664

Emotional_Solidarity * Age Crosstabulation.

Count

Sl. No.	Emotional_Solidarity	Age		Total
		15-40	41-65+	
1.	16	26	7	
2.	18	129	119	
3.	21	22	4	
4.	24	74	75	
5.	25	0	4	
6.	26	16	1	
7.	27	0	1	
8.	28	0	2	
9.	29	0	1	
10.	30	66	117	
Total		333	331	664

Emotional_Solidarity * Gender Crosstabulation

Count

		Gender		
		Male	Female	
Emotional_Solidarity	16	15	18	
	18	115	133	
	21	15	11	
	24	84	65	
	25	1	3	
	26	6	11	
	27	0	1	
	28	0	2	
	29	0	1	
	30	96	87	
Total		332	332	664

Emotional_Solidarity * Education Crosstabulation

Count

		Education			
		Under Graduation	Graduation	Post-Graduation	
Emotional_Solidarity	16	21	0	8	
	18	124	1	124	
	21	9	0	17	
	24	76	12	73	
	25	1	0	3	
	26	7	0	10	
	27	1	0	0	
	28	0	0	2	
	29	0	1	1	
	30	83	0	90	
Total		322	14	328	664

Revisit_Intention * Income Crosstabulation

Count

		Income		
		8100 – 65000	65001 above	
Revisit_Intention	10	2	2	
	12	65	65	
	13	5	20	
	16	133	139	
	18	0	1	
	20	128	104	
Total		333	331	664

Emotional_Solidarity * Marital_Status Crosstabulation.

Count

Sl. No.	Emotional_Solidarity	Marital_Status		Total
		Married	Un-married	
1.	16	15	18	
2.	18	124	124	
3.	21	12	14	
4.	24	80	69	
5.	25	1	3	
6.	26	11	6	
7.	27	1	0	
8.	28	1	1	
9.	29	0	1	
10.	30	87	96	
Total		332	332	664

The tables illustrate the distribution of Revisit Intention and Emotional Solidarity across various demographic variables, including Age, Gender, Education, Income, and Marital Status, for a sample of 664 respondents. Revisit Intention factors 16 and 20 are notably predominant across all demographics. For instance, factor 16 has high counts in both the younger (186) and older (86) age groups, with similar trends seen for gender, education, and income. Factor 20 also shows significant counts across these groups. In terms of Emotional Solidarity, factors 18 and 30 are highly prevalent among all demographics. For example,

factor 18 has substantial counts in both younger (129) and older (119) age groups, and this pattern persists across gender, education, and income levels. Overall, the data reveals that certain factors in both Revisit Intention and Emotional Solidarity are consistently significant across different demographic groups, indicating commonalities in revisit intentions and emotional connections among the respondents.

4.4: Measurement Model:

The first step of measurement model (outer model: to observe how the observable and the structures that are underlying relate to each other) run through Smart PLS3.3. is to check reliability (instrument), internal consistency, convergent validity and discriminant validity respectively (Hair et al., 2010; Chin and Newsted, 1999)

4.4.1: Reliability Results of Indicators:

Reliability is measured in order to evaluate the fitness of any tool to transport results that is consistent in continuation under some situation. Churchill Jr (1979) explained reliability as the degree to which the tool is measured without any kind of mistake and that is randomly which results the appropriateness of used variables continuously and also supported by Markovic et al. (2017). It is a medium through which results are consistently produced through repeated measurement (Bornstein, 2018). The used statistical method for measuring consistency internally amongst the items is Cronbach's alpha. The degree of scan specified by (Bornstein, 2018) for construing Cronbach's alpha is above 0.70 is acceptable. Thus, our reliability analysis for every construct and its items suggests that the data are internally consistent showed in the table 4.4.1:

Table: 4.4.1: Reliability analysis

Dimension	Items	Outer loading				Cronbach's alpha	Remarks
		Destination Image	Trust And Risk Factors	Emotional Solidarity	Revisit Intention		
Destination Image	DI1	0.777				0.903	Good internal reliability
	DI2	0.777					
	DI3	0.732					
	DI4	0.836					
	DI5	0.768					
	DI6	0.736					
	DI7	0.867					
	DI8	0.840					
	DI9	0.880					
	DI10	0.798					
	DI11	0.807					
	DI12	0.792					
Trust and Risk factors	TR1		0.809			0.949	Good internal reliability
	TR2		0.819				
	TR3		0.776				
	TR4		0.805				
	TR5		0.791				
	TR6		0.791				
	TR7		0.742				
	TR8		0.779				
	TR9		0.745				
	TR10		0.769				
	TR11		0.705				
	TR12		0.743				
TR13		0.764					
	TR14		0.787				
Emotional Solidarity	E S 1			0.933		0.963	Good internal reliability
	E S 2			0.933			
	E S 3			0.913			
	E S 4			0.916			
							Good internal

	4						reliability
	E S 5				0.917		
	E S 6				0.906		
Revisit Intention	R I 1					0.86 8	0.899
	R I 2					0.87 8	
	R I 3					0.87 1	
	R I 4					0.88 5	

4.4.1(B) Explains the Cross loading

	Destination Image	Emotional Solidarity	Revisit Intention	Trust and Risk Factor
D10	0.398	0.392	0.283	0.367
D11	0.207	0.424	0.463	0.450
D12	0.492	0.320	0.423	0.373
D2	0.257	0.207	0.633	0.567
D3	0.332	0.334	0.401	0.470
D4	0.536	0.370	0.416	0.317
D5	0.668	0.391	0.340	0.256
D6	0.336	0.263	0.472	0.296
D7	0.667	0.488	0.283	0.387
D8	0.540	0.388	0.440	0.285
D9	0.580	0.218	0.246	0.439
ES1	0.458	0.421	0.301	0.356
ES2	0.459	0.433	0.214	0.358
ES3	0.550	0.413	0.302	0.461
ES4	0.251	0.316	0.395	0.392
ES5	0.461	0.917	0.298	0.459
ES6	0.355	0.406	0.311	0.273
RI1	0.503	0.481	0.368	0.547
RI2	0.203	0.403	0.278	0.357
RI3	0.511	0.007	0.371	0.334
RI4	0.588	0.409	0.385	0.568
TR1	0.290	0.265	0.249	0.409
TR10	0.443	0.480	0.239	0.469
TR11	0.476	0.243	0.520	0.205
TR12	0.397	0.338	0.405	0.543
TR13	0.405	0.335	0.499	0.364
TR14	0.510	0.213	0.554	0.487
TR2	0.529	0.275	0.302	0.319
TR3	0.482	0.269	0.373	0.476
TR4	0.514	0.355	0.379	0.205
TR5	0.417	0.341	0.230	0.391
TR6	0.423	0.337	0.320	0.291
TR7	0.608	0.280	0.265	0.342
TR8	0.207	0.374	0.356	0.479
TR9	0.349	0.462	0.316	0.345
D1	0.377	0.269	0.502	0.380

Meanwhile the above table 4.4.1(B) Cross loading of the constructs of the study. According to Li et al. (2020) An item that loads at .32 or higher on two or more criteria is referred to as "crossloading." If there are many adequate to strong loaders (.50 or better) on each component, the researcher may want to consider eliminating a crossloading item from the study. Since, there are not more adequate cross loading showing the table, the study supported all items to be taken into account.

4.4.2 Internal Consistency Reliability:

According to Osman et al., (2012), internal consistency reliability is important in order to examine both reliability and validity of each variable of the study. For determining so, Composite Reliability (CR) and Cronbach's alpha has been run (Osman et al., 2012). Meanwhile, Tabachnick and Dennick, (2011) stated Cronbach's alpha is powerful to assess reliability analysis and threshold value must be or higher than 0.70. On the other hand, Composite Reliability (CR) to measure internal consistency where the value must be equal or higher then 0.70 (Hair et al., 2016). Accordingly, the table: 4.4.2 mate its demand for each variable as Destination Image (DI), Trust and Risk factors (TR), Emotional Solidarity (ES) and Revisit Intention (RI).

Tab:4.4.2: Internal Consistency Reliability

	Cronbach's alpha	Rho A	Composite Reliability (CR)
Destination Image (DI)	0.903	0.981	0.907
Trust and Risk Factors (TR)	0.949	0.964	0.954
Emotional Solidarity (ES)	0.963	0.965	0.970
Revisit Intention (RI)	0.899	0.904	0.929

4.4.3. Validity

According to (Campbell and Fiske, 1959) validation can be termed as a designed process to scrutinize to the extent on which an assessing tool has the ability to examine that it is supposed to be examined. Downes (2014) referred validation of construct as the application to examine with several dimensions which address the consistency level that helps to operate the multiple dimensions The popular criterion for validation (convergent along with discriminant) of construct has been applied for this study suggested by Campbell & Fiske, (1959) and Henseler et al., (2015). However, validity (convergent) are termed as the degree to which indicators of underlying construct are theoretically related, are

actually related to each other (Henseler et al., 2015) On the other side discriminant validity as the degree to which the set of indicators related to a particular construct are negatively-related with another set of indicators related to some other different construct. This actually marks a difference between a construct with another (Downes 2014).

4.4.3 (1): Convergent Validity: Referred from (Nordin 2022), validity of scale assessed through factor loading average variance extracted (AVE) (Nordin 2022). Loading of factor explain the variance explained by the item in conformity with its particular construct (Hair et al., 2010); 5 or more indicates specific item is strongly associated to its particular construct (Hair et al., 2010). AVE reveals variance in average through capturing accordingly the original construct with indicators (all) that also make sense of communality in average (Fornell and Larcker, 1981). Meanwhile, the value for AVE more than.5 confirms the presence of sufficient variance in table 4.4.3.

Table 4.4.3: Convergent Validity

Constructs	Average Variance Extracted
Destination Image	0.656
Trust and Risk Factors	0.599
Emotional Solidarity	0.842
Revisit Intention	0.766

4.4.3(2): Discriminant Validity- Safeguarding the scales through measuring dissimilar constructs which are not attached with each other, test as discriminate are performed referred from Fornell and Larcker (1981). On the other side, Discriminant validity explains that the constructs, which are presumed to be not related to each-other, are actually, not related. Through, using (Henseler et al., 2015)’s Heterotrait-monotrait ratio of correlation criterion (HTMT), discriminant validity is assessed (Henseler et al., 2015) in the study. According to (Franke et al., 2019) HTMT defined as “An average item correlations across constructs (which is also called heterotrait-hetero method correlations) relative the geometric mean value of the average correlations among items measuring similar construct”. Threshold limit is less than 0.09 (Franke et al., 2019), and accordingly mate its demand through establishing discriminant validity; shown in the table: 4.4.4.

Table: 4.4.4: Heterotrait-Monotrait Ratio (HTMT)

Heterotrait - Monotrait Ratio (HTMT)

	Destination Image	Emotional Solidarity	Revisit Intention	Trust and Risk Factor
Destination Image				
Emotional Solidarity	0.062			
Revisit Intention	0.072	0.045		
Trust and Risk Factor	0.030	0.075	0.070	

4.5: STRUCTURAL MODEL DETAILS:

After the completion of establishment of measurement model with validity and reliability the further stage is to examine liner connection, where according to (Chin, 1998), the structural model access the connection among the latent variable which can be visible in-between the independent and dependent variable.

4.5.1: Multicollinearity Concerns of Indicators:

Before perusing the structural model, multicollinearity concerns for indicators has been examined through deploying VIF (variance inflation factor) (Fornell 1981). The threshold limit of VIF has to be below 5 shown in the table below Table: 4.4.5.1 and accordingly no concerns are found for multicollinearity (Hair et al., 2016).

Table: 4.4.5.1: Multicollinearity Statistics (Variance Inflation Factor: VIF)

Item	VIF
D1	3.882
D2	1.423
D3	1.375
D4	2.499
D5	1.188
D6	2.262
D7	1.620
D8	1.780
D9	2.836
D10	2.337
D11	2.134
D12	2.185
TR1	2.527
TR2	2.366
TR3	2.259
TR4	2.546
TR5	2.224
TR6	2.231
TR7	1.997
TR8	2.087
TR9	2.022
TR10	2.192
TR11	1.896
TR12	2.214
TR13	2.117
TR14	2.234
ES1	4.669
ES2	1.155
ES3	4.278
ES4	4.508
ES5	4.511
ES6	3.817
RI1	2.522
RI2	2.548
RI3	2.433
RI4	2.476

4.5.2: Hypothesis Results:

In order to reach the following objectives of the studies:

1. To determine the effect of destination image on intention to revisit to Cox's Bazar.
2. To examine trust and risk factors leading to revisit intention to Cox's Bazar.
3. To ascertain as to how emotional solidarity contributes to visit again in Cox's Bazar
4. Does demographic factors moderate the relationship between destination marketing factor and revisit intention?

The hypothesis has been formulated as:

H1: There is a significant effect between destination image factors towards repetition visit intention to CB

H01: No significant effect between destination image factors towards repetition visit intention to CB.

H2: There is a significant effect between trust & risk factors towards repetition visit intention to CB

H02: No significant effect between trust & risk factors towards repetition visit intention to CB.

H3: There is a significant effect between emotional solidarity towards repetition visit intention to CB.

H03: No significant effect between emotional solidarity towards repetition visit intention to CB.

H4: There is a significant moderating effect of demographics (age, gender, education, income, marital status) between destination image and repetition visit intention to CB

H04: No significant moderating effect of demographics (age, gender, education, income, marital status) between destination image and repetition visit intention to CB

H5: There is significant moderating effect of demographics (age, gender, education, income, marital status) as moderator among trust & risk factors and repetition visit intention to CB

H05: No significant effect of demographics (age, gender, education, income, marital status) as moderator among trust & risk factors and repetition visit intention to CB

H6: There is moderating effect of demography (age, gender, education, income, marital status) between emotional solidarity and repetition visit intention to CB.

H06: No significant moderating effect of demography (age, gender, education, income, marital status) between emotional solidarity and repetition visit intention to CB.

The hypothesis of the study **H1/H01, H2/H02, H3/H03 has been developed** from the objectives 1 2 and 3 that has been examined through Structural equation modeling (SEM) run through Smart PLS 3.3 (bootstrapping method, MacKinnon, 2009). SEM takes under consideration on all properties for measurement model during measuring the effect relationship among various constructs (Hair et al., 2010). It measures the degree of dependency that endogenous variable has on the exogenous variables which also scrutinize the significance effect of different hypothesis through path estimate and for what it is much more appreciated than Regression because Regression allows better correlation

between independent and dependent variables and does not consider measurement properties (Huberty, 2000). Hence, the threshold limit of being significant when, path coefficient with t-value more than 1.96 at (.05) level of significance, at (95 % confidence level) explains the positive significance of causal relationship which means causal relationship between hypothesized constructs are significant (Hair et al., 2010).

Following the fig: 4.5.2.1 the structural model for the above made hypothesis: (H1/H2/H3)

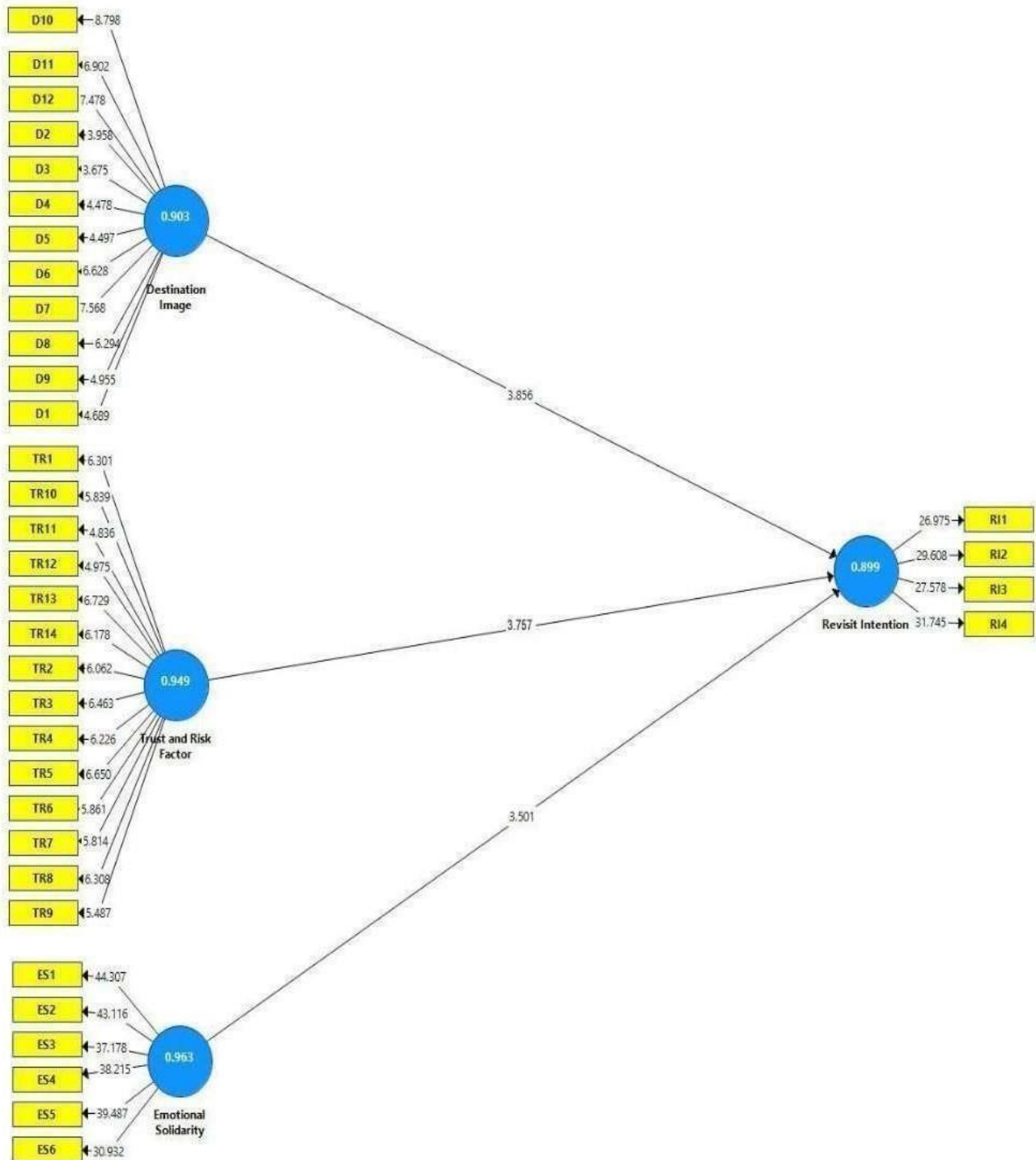


Table: 4.4.5.2 Hypothesis Result

Hypothesis	→	Path coefficient (β)	T Statistics (P values)	Result
<p>H1: There is a significant effect between destination image factors towards repetition visit intention to CB.</p> <p>H01: No significant effect between destination image factors towards repetition visit intention to CB.</p>	→	0.434	3.856 (0.001)*	Accepted Rejected
<p>H2: There is a significant effect between trust & risk factors towards repetition visit intention to CB.</p> <p>H02: No significant effect between trust & risk factors towards repetition visit intention to CB.</p>	→	0.546	3.757 (0.004)*	Accepted Rejected
<p>H3: There is a significant effect between emotional solidarity towards repetition visit intention to CB.</p> <p>H03:No Significant effect between emotional solidarity towards repetition visit intention to CB.</p>	→	0.562	3.501 (0.000)*	Accepted Rejected

H1: There is a significant effect between destination image factors towards repetition visit intention to CB

H01: No significant effect between destination image factors towards repetition visit intention to CB

The first hypothesis is developed to explain the objective one, which is to ascertain the impact of destination image as a marketing component towards the revisit intention in Cox's Bazar. Three images—cognitive, conative, and affective—are adopted to measure the image of the destination. All through the made hypothesis is accepted as alternate. The data shows that the alternative hypothesis is likely true since destination marketing has a major impact on travelers' intentions to return to Cox's Bazar. Additionally, the results show that visitors' cognition and knowledge about Cox's Bazar, as well as their conative reactions upon revisiting the area after learning about it, are highly significant. The first hypothesis of the study where, to determine the objective as to know is there any effect of revisit intention persists on destination image among tourist which can make them return towards Cox's Bazar. On the basis of both the made alternate and null hypothesis, the analysis supports that alternate hypothesis is accepted. On the table of 4.4.5.2 where the result for the hypothesis one is directed from the summary of coefficient of determination (R^2), Path coefficient (β) and T statistics and P values. In the Path coefficient (β), where ($\beta=0.434$) for destination image and from the measuring constructs cognitive and conative has good impact on revisit intention ($\beta =0.431$) more than the conative as ($\beta =0.332$), where the referred value should be more than 0.1 (Ringle et al.,2015), on the other hand the T-statistics value is ($t=3.856$) from the fig 4.5.2.1 , and p value is less than 0.005 ($p=0.001^*$), where according to Sarstedt et al., (2021), the t value is more than the referred values as should be greater than the 1.96 and accordingly p values is significant, where from the fig 4.5.2.1 the t-values for each construct of destination image results more than 1.96 and as per the fig 4.5.2.1, the Cronbach's alpha is also within the threshold limit as 0.903 as according to Bornsteing,(2018), the threshold limit should be above 0.70. Meanwhile another important measurement to understand the effect size is the coefficient of determination (R^2) which is ($R^2=0.488/0.5$) for the revisit intention as endogenous latent variable, that shows the destination image (exogenous variable)measured through 3 items (cognitive, conative, affective)moderately explains 49% of the variance of revisit intention as when R^2 is on the limit of 0.5 it can be treated as moderate effect (Nakagawa, 2017). However, the positive effect of destination image on revisit intention for different destinations also supports in literatures found in different studies like Vietnam (Nguyen et al., 2020), at Sanggaluri Park Purbalingga from the studies of Atmari et al., (2021).

H2: There is a significant effect between trust & risk factors towards repetition visit intention to CB

H02: No significant effect between trust & risk factors towards repetition visit intention to CB

The second hypothesis focuses on the second aim, which is the potential combination of trust and risk issues that tourists may encounter in Cox's Bazar and how such difficulties may affect their propensity to return. In the meantime, consumer trust as well as vertical and horizontal trust have been used to measure the trust element. However, risk variables that are related to the tourism business have been measured using combinations crime, health issues, natural disasters, and social & political issue. The alternate hypothesis is accepted based on the hypothesis results, which indicate that trust and risk considerations are the strong factors influencing the intention to revisit Cox's Bazar. Because of the combination of extremely time-demanding qualities connected with risk factors, risk factors appeared to be the more significant of the two elements related to the second objective. The second hypothesis of the study is to determine the objective to understand the possible effect one of the important factor of destination marketing factors (trust and risk factors) towards revisit intention which can make tourist return towards Cox's Bazar. On the basis of both the made alternate and null hypothesis, the analysis supports that alternate hypothesis is accepted. On the table of 4.4.5.2 where the result for the hypothesis two is focused from the summary of coefficient of determination (R^2), Path coefficient (β) and T statistics and P values. In the Path coefficient (β), ($\beta = 0.546$) for trust and risk factors and from the measuring constructs risk factors has greatest impact on revisit intention ($\beta = 0.335$) more than the trust factors as ($\beta = 0.210$), where the referred value should be more than 0.1 (Ringle et al., 2015), on the other hand the T-statistics value is ($t = 3.757$) in the fig 4.5.2.1, and p value is less than 0.005 ($p = 0.004^*$), where according to Sarstedt et al., (2021), the t value is more than the referred values as should be greater than the 1.96 and accordingly p values is significant, where from the fig 4.5.2.1 the t-values for each construct of trust and risk factors results more than 1.96 and as per the fig 4.5.2.1, the Cronbach's alpha is also within the threshold limit as 0.949 as according to Bornsteing, (2018), the threshold limit should be above 0.70. Meanwhile another important measurement to understand the effect size is the coefficient of determination (R^2) which is ($R^2 = 0.486/0.5$) for the revisit intention as endogenous latent variable, that shows the trust and risk factors (exogenous variable) measured through trust factors (vertical & horizontal and consumer trust); risk factors: (crime, health issue, natural disaster and social & political issues) moderately explains 49% of the variance of revisit intention as when R^2 is on the limit of 0.5 it can be treated as moderate effect (Nakagawa, 2017). Meanwhile in the study of Vietnam (Nguyen et al., 2020) risk factors are identified as positively affect the revisit intention for the tourist and other literatures also supports the positive significance of trust and risk factors towards intention to revisit in destination like China (Zhou et al., 2022).

H3: There is a significant effect between emotional solidarity towards repetition visit intention to CB.

H03: No significant effect between emotional solidarity towards repetition visit intention to CB.

The third hypothesis is made on the light of third objective which is specifically created to assess the influence of emotional solidarity on the desire to revisit Cox's Bazar in light of the third hypothesis. The three scales of ESS are adopted to measure as 'sympathetic behavior, welcoming nature and emotional closeness'. All through, the made hypothesis is accepted as alternate. This goal elucidates the degree to which the local populations welcome tourists in Cox's Bazar, Among the three scales, it is observed that the behavior of sympathy primarily ruled emotional solidarity. The favorable understanding that the host communities have in exchange for tourists visiting Cox's Bazar is mostly measured by the second scale. The third hypothesis of the study is to govern the objective to realize the possible effect one of the unique factor of destination marketing factors (emotional solidarity) towards revisit intention that can me tourist return towards Cox's Bazar. On the basis of both the made alternate and null hypothesis, the analysis supports that, alternate hypothesis is accepted. On the table of 4.4.5.2 where the result for the hypothesis three is focused from the summary of coefficient of determination (R^2), Path coefficient (β) and T statistics and P values. In the Path coefficient (β) ($\beta =0.562$) for emotional solidarity and from the measuring constructs of three scales of ESS as sympathy behavior, community benefits and welcoming nature, sympathy behavior has greatest impact on revisit intention ($\beta =0.321$) followed by welcoming nature ($\beta=0.260$) and community benefits ($\beta =0.245$) where the referred value should be more than 0.1 (Ringle et al., 2015), on the other hand the T-statistics value is ($t=3.501$) in the fig 4.5.2.1, and p value is less than 0.005 ($p=0.000^*$), where according to Sarstedt et al., (2021), the t value is more than the referred values as should be greater than the 1.96 and accordingly p values is significant, where form the fig 4.5.2.1 the t-values for each construct of emotional solidarity results more than 1.96 and as per the fig 4.5.2.1, the Cronbach's alpha is also within the threshold limit as 0.963 as according to Bornsteing, (2018), the threshold limit should be above 0.70. Meanwhile another important measurement to understand the effect size is the coefficient of determination (R^2) which is ($R^2=0.452/0.5$) for the revisit intention as endogenous latent variable, that shows the emotional solidarity (exogenous variable) measured through three scales if ESS moderately explains 45% of the variance of revisit intention as when R^2 is on the limit of 0.5 it can be treated as moderate effect (Nakagawa, 2017). Meanwhile in the study of destination in China (An et al., 2022) emotional solidarity identified as positively affect the revisit intention for the tourist and the same positive significance can been from the studies of Asimah et al, (2023) in destinations of Ghana.

4.5.3: Moderation:

Moderation analysis delivers insights on the situation through which association among independent and dependent variables exist (Fairchild et al., 2008). Moderation investigation actually examines the

contextual relationship between two variables and clarifies regarding the change in this relationship after introducing a third variable (Hair et al., 2010). The present study carries out the examination of effect on the chosen factors of destination marketing (destination image, trust and risk factors and emotional solidarity) for revisit intention; hereafter, it is attempted to understand if the effect of moderation when demographic factors (age, gender, education, income and marital status) are introduced as third variable. Through Bootstrapping method in PLS 3.3, shown in the Fig: 4.5.3(1) (2) (3), moderating effect has been run through for the hypothesis as **H4/H04**, **H5/H05**, **H6/H06** and the data table as 4.4.5.2 clarifies the results of hypothesis through the interaction of demographics and each destination marketing factors (I.V) towards revisit intention (D.V).

Table as 4.4.5.2 clarifies the results of Hypothesis

Hypothesis	R2	Path coefficient (β)	T Statistics (P values)	Result
H4: There is a significant moderating effect of demographics (age, gender, education, income, marital status) between destination image and repetition visit intention to CB	0.050	0.004	1.80 (0.113)	Rejected
H04: No significant moderating effect of demographics (age, gender, education, income, marital status) between destination image and repetition visit intention to CB.				Accepted

<p>H5: There is significant moderating effect of demographics (age, gender, education, income, marital status) as moderator among trust & risk factors and repetition visit intention to CB.</p> <p>H05: No significant moderating effect of demographics (age, gender, education, income, marital status) as moderator among trust & risk factors and repetition visit intention to CB.</p>	0.019	0.012	1.62 (0.671)	<p>Rejected</p> <p>Accepted</p>
<p>H6: There is moderating effect of demography (age, gender, education, income, marital status) between emotional solidarity and repetition visit intention to CB.</p> <p>H06: No significant moderating effect of demographics (age, gender, education, income, marital status) between emotional solidarity and repetition visit intention to CB.</p>	0.025	0.011	1.42 (0.700)	<p>Rejected</p> <p>Accepted</p>

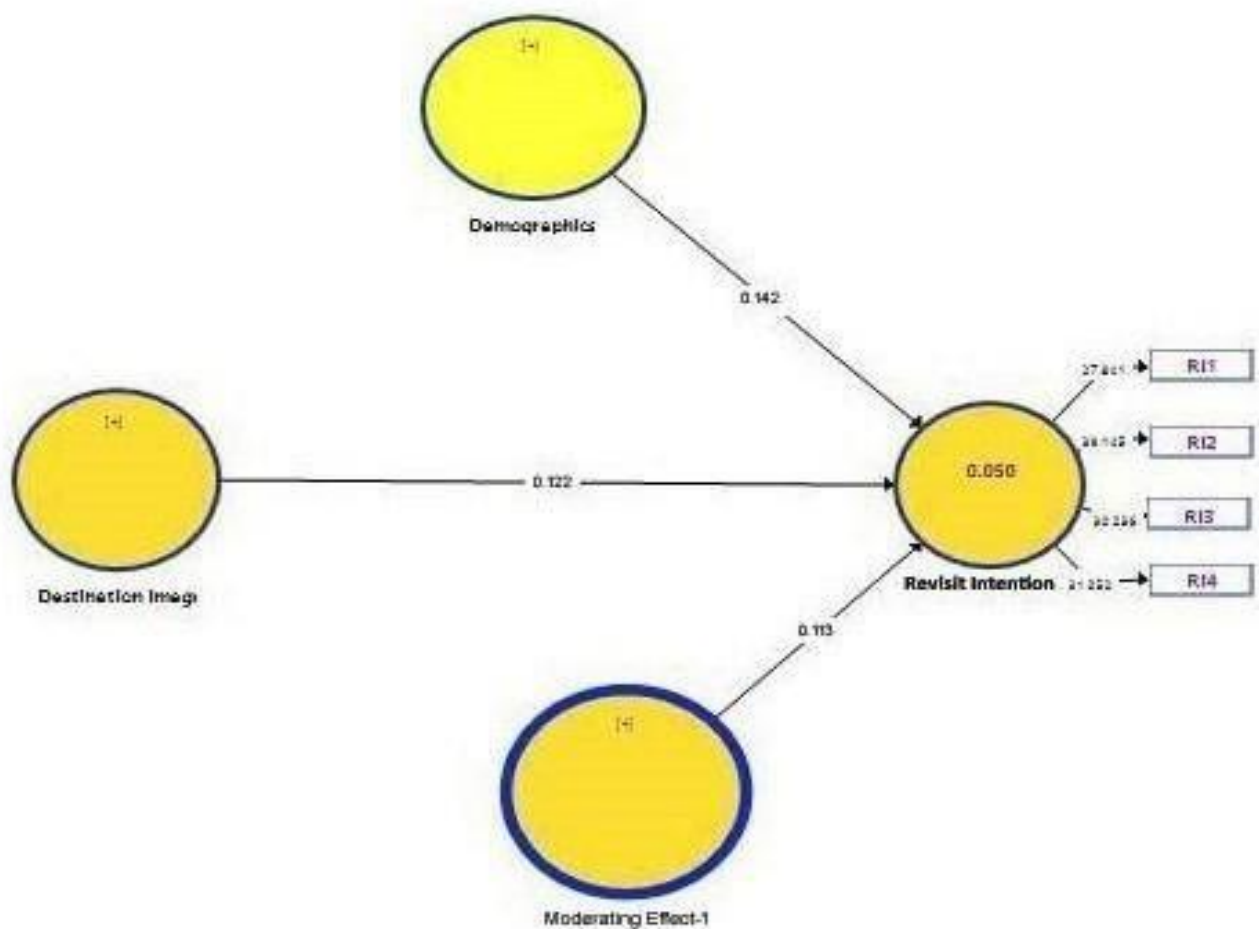


Fig: 4.5.3 (1): Moderating structural model effect of Demographics (age, gender, education, income, marital status) among Destination image and Revisit intention

H4: There is a significant moderating effect of demographics (age, gender, education, income, marital status) between destination image and repetition visit intention to CB

H04: No significant moderating effect of demographics (age, gender, education, income, marital status) between destination image and repetition visit intention to CB.

Hypothesis H4 and H04 as alternate and null hypothesis are made from the objective four where to assess the changes that can occur when to introduce demographics as third variable between destination image and revisit intention, where null hypothesis is accepted. The chosen demographics used for the fourth objective as age, gender, education, income and marital status. The summary of analysis in the table 4.5.2 consists of coefficient of determination (R²), path coefficient (β) and t-statistics with p values. In both the table 4.5.2 and in the fig 4.5.3 (1), the coefficient of determination as R² values as (R²=0.50) that explains that demographics is capable of explaining 5% of as the good variance of revisit intention, which is the good effect size in moderation (Henseler et al., 2015, Reed et al., 2003)

that suggests the values are well fit in them model in terms of large sample size. On the other hand, path coefficient (β) value is ($\beta= 0.004$ which is less than the referred value as 0.1 and T-statistics value is ($t= 1.80$) which is also less than the refereed value as 1.96 showed in the table 4.5.2 where the p value is ($p= 0.113$) in the fig 4.5.3 (1) which is higher than the used significance as 0.05 (Ringle et al.,2015, Sarstedt et al., 2012) that mainly shows no interaction between destination image *demographics. However, in the fig:4.5.3 the p values of demographics as ($p=0.142$) off ($p=0.005$), destination image as ($p=0.122$) off ($p=0.005$) towards revisit intention which all are higher than the significance used significance level and accordingly the null hypothesis got accepted as no moderating effect of demographics as moderator between destination image and revisit intention. Meanwhile, from the existing literature study from the destination like Turkey, Indianapolis from Uslu et al., (2022), Wang et al., (2013) shows the mixed results of moderation in between destination image and revisit intention.

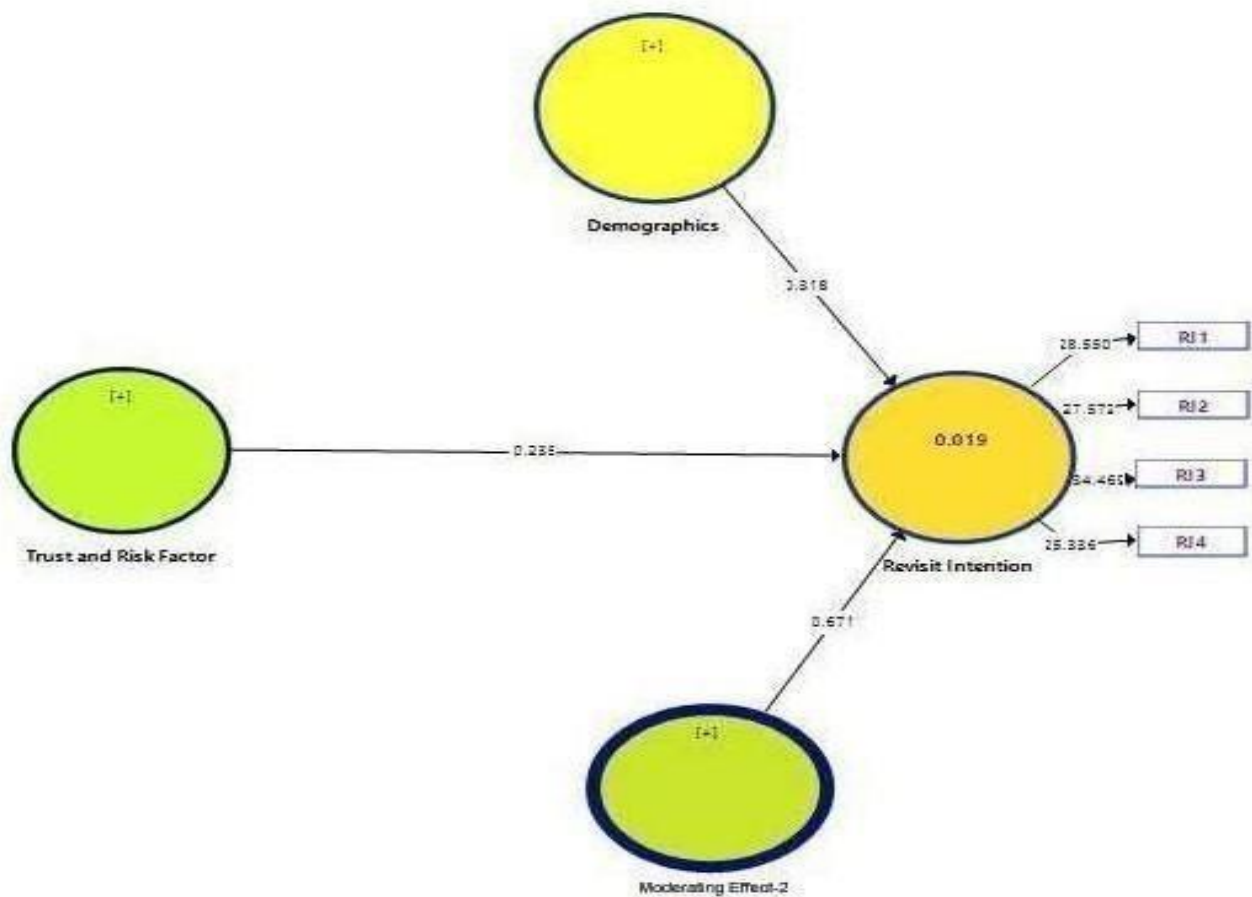


Fig: 4.5.3 (2): Moderating structural model effect of Demographics (age, gender, education, income, marital status) among Trust and Risk factors and Revisit intention

H5: There is significant moderating effect of demographics (age, gender, education, income, marital status) as moderator among trust & risk factors and repetition visit intention to CB

H05: No significant moderating effect of demographics (age, gender, education, income, marital status) between trust and risk factors and repetition visit intention to CB

Hypothesis H5 and H05 as alternate and null hypothesis are made from the objective four where to assess the changes that can occur when to introduce demographics as third variable between trust and risk factors and revisit intention, where null hypothesis is accepted. The chosen demographics used for the fourth objective as age, gender, education, income and marital status.

The summary of analysis in the table 4.5.2 consists of coefficient of determination (R^2), path coefficient (β) and t-statistics with p values. In both the table 4.5.2 and in the fig 4.5.3 (2), the coefficient of determination as R^2 values as ($R^2= 0.019$) that explains that demographics is capable of explaining 1.9% of as the good variance of revisit intention, which is the good effect size in moderation (Henseler et al., 2015, Reed et al.2003.) that makes the good fit of the values in the model for the large sample size. On the other hand, path coefficient (β) value is ($\beta =0.012$) which is less than the referred value as 0.1 and T-statistics value is ($t=1.62$) which is also less than the referred value as 1.96 showed in the table 4.5.2 where the p value is ($p= 0.671$) in the fig 4.5.3 (2) which is higher than the used significance as ($p=0.05$) (Ringle et al.,2015, Sarstedt et al., 2012) that mainly shows no interaction between trust and risk factors* demographics. However, in the fig:4.5.3 (2) the p values od demographics as ($p=0.318$) off ($p=0.005$), trust and risk factors as ($p=0.235$) off ($p=0.005$) towards revisit intention which all are higher than the significance used significance level and accordingly the null hypothesis got accepted with the no moderating effect of demographics as moderator between trust and risk factors and revisit intention. Meanwhile, from the existing literature study of Escobar, (2017) shows trust and risk factors are important in counting for intention to revisit which are much more significant though social media.

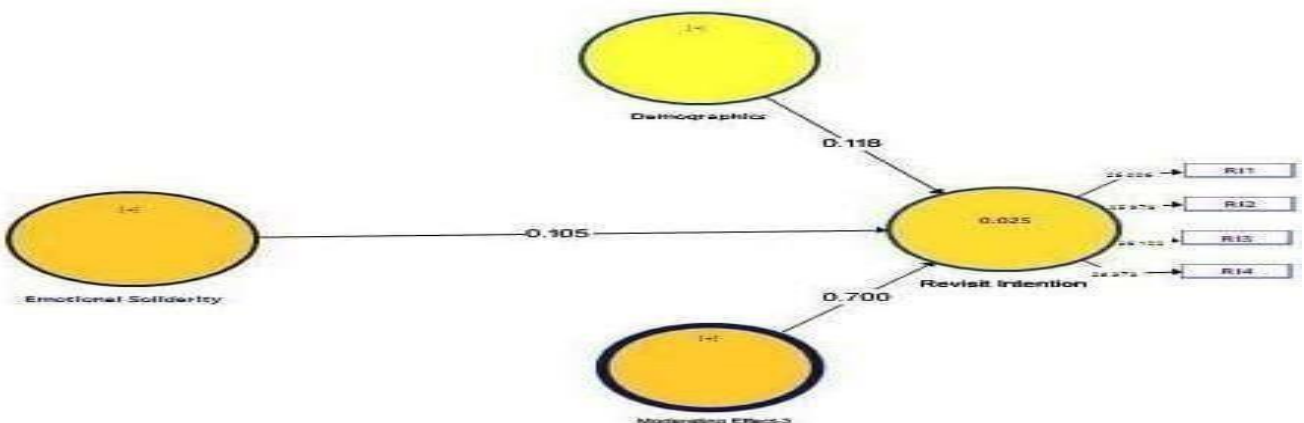


Fig: 4.5.3 (3): Moderating structural effect of Demographics (age, gender, education, income marital status) among Emotional Solidarity and Revisit intention

H6: There is moderating effect of demography (age, gender, education, income, marital status) between emotional solidarity and repetition visit intention to CB.

H06: No significant moderating effect of demography (age, gender, education, income, marital status) between emotional solidarity and repetition visit intention to CB.

The last hypothesis H6 and H06 as alternate and null hypothesis are made from the objective four where to assess the changes that can occur when to introduce demographics as third variable between emotional solidary and revisit intention, where null hypothesis is accepted. The chosen demographics used for the fourth objective as age, gender, education, income and marital status. The summary of analysis in the table 4.5.2 consists of coefficient of determination (R²), path coefficient (β) and t-statistics with p values. In both the table 4.5.2 and in the fig 4.5.3 (3), the coefficient of determination as R² values as (R²=0.025) that explains that demographics is capable of explaining 2.5% of as the good variance of revisit intention, which is the good effect size in moderation (Henseler et al., 2015, Reed et al. 2003.) that makes the good fit of the values in the model for the large sample size. On the other hand, path coefficient (β) value is (β = 0.011) which is less than the referred value as 0.1 and T-statistics value is (t=1.40) which is also less than the refereed value as 1.96 showed in the table 4.5.2 where the p value is (p= 0.700) in the fig 4.5.3 (3) which is higher than the used significance as (p=0.05) (Ringle et al., 2015, Sarstedt et al., 2012) that mainly shows no interaction between emotional solidarity *demographics. However, in the fig:4.5.3(3) the p values as demographics as (p=0.118) off (p=0.005), emotional solidary as (p= 0.105) off (p=0.005) towards revisit intention which all are higher than the significance used significance level and accordingly the null hypothesis got accepted with the no moderating effect of demographics as moderator between emotional solidarity and revisit intention. Meanwhile, from the existing literature study from the destination like Turkey, Indianapolis from Uslu et al., (2022), Wang et al., (2013) shows the mixed reaction of demographics as moderator between emotional solidarity and revisit intention.

4.6: OBJECTIVES ACHIEVEMENT:

The developed objectives of the research has been justified through Structural Equation modeling. One of the statistical way for path analysis is termed as Structural equation modeling (Fan et al., 2016), that has been used in justifying the hypothetical dependencies through a broader way of clarifying objectives (Otto and Mishra, 2018). Meanwhile, the achievement of the objectives for the research are designates as the significant effect of destination marketing factors towards revisit intention to Cox's Bazar and no moderating effect demographics in between the relation of destination marketing factors and revisit intention.

4.6.1: Objective one:

To govern the effect of image of destination towards the wish to revisit to Cox's Bazar, the made hypothesis (null) has been declined in the study. Further assumption made on the basis of existence of the relationship among destination image and intention to revisit has been proved from SEM model as positive significance from where p values (0.001) aimed at the destination image and intention to revisit can be termed as positive effect. Importantly, the value of items cognitive and conative from destination image is (β :0.431) has the highest preference, and least is affective; (Sarstedt et al., 2021), for the effect on destination image towards revisit intention. Meanwhile, the result is steady from research of Md. Hossain (2019), where destination image are resulted as positive effect for revisit intention, in beach destination of Bangladesh as well as other visited destination like Bandung of Indonesia (Pratminingsih et al., 2014).

4.6.2: Second Objective:

To scrutinize the effect of trust and risk factors for the wish to revisit to Cox's Bazar. On identifying the objective 2 the made hypothesis (null) has been declined in the study. Further assumption on the existence of the relationship between trust and risk factors and intention to revisit has been proved from SEM model as positive significance where p values for trust and risk factors and revisit intention ($p=0.004$) which can be termed as positive effect and good significance as it is less than the used p value (0.05). A positive and higher preferences from trust and risk factors is from the effect of risk factors towards revisit intention for Cox's Bazar has been determined as value (β :0.335) is higher (Sarstedt et al., 2021), then the trust factors. Meanwhile, the consequence is reliable from the research of (Zhou et al., 2022), Pitanatri et al., (2022) where trust and risk factors are resulted as positive effect for revisit intention in various destinations of China, Indonesia.

4.6.3: Third Objective:

To ascertain as to how emotional solidarity contributes to visit again in Cox's Bazar. On detecting the objective 3 the made hypothesis (null) has been declined in the study. Auxiliary assumption on the existence of the relationship between emotional solidarity and intention to revisit has been satisfied from SEM model as positive significance from where p values for emotional solidarity and revisit intention (.000) which are affected as very positively. A positive and higher preferences of effect from emotional solidarity is sympathy behavior as (β : 0.321) (Sarstedt et al., 2021), then other two scales of ES. Meanwhile, the result is consistent from the research of Chua et al., (2022) An et al., (2022) where emotional solidarity are resulted as positive effect for revisit intention in various destinations of China USA.

4.6.4: Fourth Objective:

To examine the effect of moderating role of demographic features towards revisit intention. The constructs of demographic aspects of tourist visiting to Cox's Bazar are chosen as age, gender, income, marital status as these factors are supported as cohort factors of life cycle also suggested for further studies. Along with these, education is also importantly supported as demographic factor to be considered for tourist to make revisit intention (Horta et al., 2017; Hossain, 2019). Through analyzing, the moderating effect of demographic towards revisit intention the made hypothesis (null) has been directed with no moderating relationship amongst the chosen factors of marketing for destination (image, factors of trust and factors of risk and emotional pledge) towards wish to revisit, Through Bootstrapping method in PLS 3.3, destination image as one factor of destination marketing does not predict any demographics towards revisit intention as the prediction among destination image * demographic shows greater p values (0.113) then the used level of p value. For the second DM factor trust & risk factors, the interactions of trust & risk factors * demographics shows greater p values (0.671) then the used level of p values, which bears no moderating effect of demographics among trust and risk factors and revisit intention. On account in examining the moderation effect of demography towards the third DM factor as emotional solidarity and intention to revisit, the interaction between emotional solidarity * demographics shows the greater p-values as (0.700) then the used level of p value (0.05). Meanwhile, various studies supports moderation effect of demographics factors towards destination marketing factors that leads to intention to revisit. Studies from, Uslu et al., (2022), Wang et al., (2013), Huang et al., (2019) referred mixed significant effect of demographics as moderators amongst image of destination and emotional solidarity towards intention to visit again for multiple destinations of Turkey, Indianapolis. Moreover, trust (Escobar, 2017) is important fact where demographics like age, gender, marital status are mixed moderation between purchase intention of tourism product (repetition of visiting) through any social media and risk factors are discussed as research gap of the study. However, these studies also suggested as future studies for examining more moderation effect of demographics between the researched variable of their papers. The entire techniques that has been advocated for the study are classified in the chapter. The very beginning of the current chapter describes the constructs that retrieve the information related to demographic aspects of tourist. It is a statistical data collected for the characteristics of respondents. Descriptive analysis has been examined to check the characteristics of the data in the study that defines that clarifies the entrance of data, along with describing nature for distribution of scores. On explaining the mean, median, standard deviation, skewness, kurtosis as descriptive statistics and for all the constructs that also ensures the normality of data resulted as normally distributed (Otto and Mishra, 2018). The used of Cronbach's alpha is to examine the consistency amongst the items internally that indicates the reliability of the instruments to be measured followed the next step is to examine, internal consistency reliability to ensure both reliability and validity of each variable of the

study through Composite Reliability (CR) and Cronbach's alpha (Osman et al., 2012). Referring as next step is the validation of construct as the application to examine with several dimensions that has been run for consistency level to operate the multiple dimensions and the popular criterion for validation (convergent along with discriminant) of construct has been applied for this study Downes (2014). Convergent validity of scale assessed through factor loading average variance extracted (AVE) and discriminant validity assessed through Heterotrait - monotrait ratio of correlation criterion (HTMT), (Henseler et al., 2015 and (Milan, 2021) in the study, where both the criterion for validity supports as per threshold limit. After the criterion for measurement model is fulfilled and before perusing the structural model, multicollinearity concerns for indicators has been examined through deploying VIF (variance inflation factor) where the threshold limit of VIF has mate its demand where the values are below .5 (Hair et al., 2016). Further, in demand to describe the objectives of the study, in total 6 hypothesis are created. Null hypotheses are prioritized as to test the prediction of effect and relationship. Meanwhile, to check the hypothesis including the moderation, the formulated hypothesis of the study as H01, H02, H03, H04, H05, H06, has been examined through Structural equation modeling (SEM) run through Smart PLS 3 (bootstrapping method). Through the Structural equation model (SEM) it is examined to what better extent the indicator for the measurement explains its constructs. The hypothesis resulted as the positive relationship for the objective 1, 2 and 3. Objective 4 that is to examine the role of demographics towards the revisit intention through destination marketing factors, where no moderation effect has been resulted, so for what all the hypothesis has been accepted. Meanwhile demographics are in moderation for each destination marketing factors has been identifying with the consequences through existing research on literature field with gaps.

CHAPTER 5
FINDINGS, DISCUSSIONS,
CONCLUSIONS AND SUGGESTIONS.

Chapter 5

The current chapter explicates on findings of the study in elaborate way in section one, section two covers details discussion that also follows scope of implications towards the possible areas, section three encapsulates on the suggestions and conclusion of the study with the possible direction for future research.

5.1: FINDINGS:

On the source of all analysis of data and its interpretation, following are the important outcomes that have been derived from the study. Meanwhile from the findings 5.1(4/5) are elaborated from Hypothesis 1, 5.1(6/7) elaborated from Hypothesis 2, 5.1(8/9) are elaborated from Hypothesis 3 and Hypothesis 4/5/6 are elaborated in 5.1(12).

5.1. (1) From demographic attitudes of the respondents, male respondents (62%) are seen to lead the revisit intention to Cox's Bazar rather than female, along with married respondents (64%), as because risk factors has been identified as important reasons.

5.1. (2): Young aged tourists aged between 15 to 45 (61%) are more likely to get revisit intention rather than mid aged and senior tourists.

5.1. (3): In terms of budgeting for Cox's Bazar, income is not highly prioritized as because 8100bdt to 65000bdt (64%) is more responsive in demographic table.

5.1. (4): From the first objective, the interpretation revealed destination image as first independent variable, has an effect from the tourist who visits Cox's Bazar and ensures their wish to revisit. In answering the research question, all factors have a beneficial effect towards tourist mind that can brand the place to revisit. One of the most important factors influencing tourists' propensities to make purchases and levels of enjoyment is their opinion of the location is figured out in objective one. It may be argued that the impression that both current and prospective tourists have of a place is the main element affecting its future as a tourist destination. To establish and negotiate contracts in order to preserve a sustainable development of relationships with suppliers. Helping vendors create risk evaluations and arranging travel schedules for customers' vacations. Organizing and scheduling tour guides and vendors for customer vacations are needed to be ensured. This aspect of destination image is linked to an individual's ideas about a tourist location, even though the relationship between psychological elements and opinions about a destination persists. Evocative pictures to indicate travelers' plans to come back and suggest a place is highly recommended to be acknowledged by DMOs. A fiercely competitive segment of the tourism sector is the destination. There is a rise in total competitive advantages in the global tourism marketplace as a result of the sophisticated and frequent diversification of the collaboration of these three destination image that needs to be examined with the utmost sincerity. All of the images, however, have unique values based on the study's findings, which are presented beneath.

5.1. (5): The item referred as cognitive has a good impact on measuring destination image that depicted the real scenario of Cox's Bazar which covers with multiple characteristics that Cox's Bazar possess. Along with this, conative that is referred as the digestion components of destination image has the same preferences. Third item as affective is the least prioritized for destination image which actually stands the attitudes of tourist for Cox's Bazar.

5.1. (6): The second objective appeared to be much more appreciated variable for the study, predominantly from respondents. In answering the research question for the same, ensuring trust & risk factors are prerequisite to ensure revisit intention. The second objective has an advantageous vantage point tourist trust appeared to be visitors' faith in products or services associated with tourism and the mutual confidence that exists between the trusted tangible and intangible product in tourism. The tourist industry is particularly vulnerable to a variety of risks because of its sensitivity and the unpredictable nature of its threats. Avoiding and resolving tourism-related issues through crisis management and crisis communication is essential for enhancing social crisis management generally and encouraging sustainable social development. Two enabling activities monitoring and evaluating as well as communicating and consulting form the basis of the general risk management practices needed to be utilized by management. Moreover, the associations of risk are predominantly from the areas of health, crime, social & political and natural disasters in beach region. To keep tourists' belief in their integrity, tourism organizations must have distinct management duties for each risk element. Events involving trust and risk concerns may have varying effects on tourism, including longer duration, different outcomes, and uneven local impact. Meanwhile, understanding how to manage risks in the tourism sector is crucial for tour operators. Since crises usually happen without warning, having a risk management plan in place that specifies what to do in such situations is essential. The plan's creation should follow a specified methodology to ensure that all parties involved in the tourism business are aware of what's involved. The following is a summary of how all contributing factors and risk factors were involved in the findings of the study.

5.1. (7): It is advisable to employ compressed risk factors with multiple items when evaluating trust and risk factors; among respondents, the crime issue seemed to be the most reactive. But tourists also notice trust issues, thus third parties like the GOB and DMOs need to work together.

5.1. (8): The third objective is special because a visitor cannot consider returning to any location, especially one that is tribal in character, if they do not feel an emotional connection to it. Emotional solidarity was identified as a significant destination marketing component that influences travellers'

intentions to return to Cox's Bazar in response to the study's third research question. It is observed from the third objective, in Bangladesh's tourism industry, ESS scales are the most lucrative approach which has to be concentrated in order to boost tourism, promote repeat business, and create a pleasant impression in order to stay competitive. It is has been observed that the interaction between locals and visitors as "us versus them," this perspective undervalues the possibility of close bonds developing in which locals and visitors have a great deal in common. This strong connection can aid in the explanation of the principle of emotional solidarity, which DMOs, stakeholders, and the GOB should carefully monitor through all tourism-related channels. Despite the fact that the three measures of emotional solidarity are integrated, each scale still has distinct findings, which are outlined below.

5.1. (9): Among the three scales of Emotional Solidarity measured with, sympathy behavior among tourist and local communities has strongest effect on revisit intention from respondents.

5.1. (10): Welcoming nature is the second preferable item of emotional solidarity that is the acceptance of local community towards tourist which shows the tribal does not always welcome other community warmly and the least preferable item is the understanding of community economic benefits that gathered from tourists.

5.1. (11): As because the tourist does not get-well affection from tribal of Cox's Bazar which can decrease the intention to visits again and in return can hamper the earnings from tourism.

5.1. (12): The fourth question of the research has negative results from the analysis. Introduced the third variable as demography (cohort factors of life cycle as; age, gender, education, income and marital status) to examine the effect of its strength between each destination marketing factors and revisit intention. An exceptional vibe has been added to the research for the fourth objective. The demographics considered to determine the moderating influence between destination marketing characteristics are noteworthy due to the paucity of research on the subject and the rarity of studies on related ideas, which underscores the significance of the goal. In order to get a more complete view of the real world, moderators enable researchers to look beyond merely examining a straightforward relationship between two variables. It has been noted that the intricate link has resulted in various conclusions for the study once moderators were added. Moderators typically assisted the study in evaluating the study's external validity by pointing out the boundaries of the instances in real meaning. Meanwhile the demographics do not have any moderating effect in between the relationship of destination image, trust and risk factors emotional solidarity and revisit intention. It is observed that, it is crucial to take into account any other theories or variables that might be affecting the relationship. Non-significant moderation effects can also draw attention to the need for more investigation into other functional forms or non-linear interactions between variables. Since the study found no evidence of a

moderating influence of demographics, it is also possible to draw the conclusion that factors like age, gender, education, income, and marital status do not need to be taken into consideration when developing plans for boosting tourism to Cox's Bazar by national tourism players.

5.1. (13): The current study describes the importance of tourism industry in Bangladesh that captures the largest economical market. The feasible explanations that can aid this industry to re shuffle to booming industry once again through destination marketing, where the focus point is always to make the customers to re purchase (revisit intention).

5.1. (14): At the outset, the study is centered on Cox's Bazar, which has the world's largest sandy beach. This massive influx of tourists has the potential to provide the most positive results for the business, in which DMOs are primarily involved.

5.1. (15): Based on the interpretations and data collection, every single objective has been determined to be appropriate for the study. Due to the respondents' willingness to participate in the interview process and the interpretation of the data, which includes mixed results for acceptance of the hypothesis generated from the objectives, there is no evidence of bias in the results.

5.1. (16): This study's sample size comes from the substantial revenue created by domestic tourists who expressed an interest in learning about the research dedication to Bangladesh's tourism business, making it broad in terms of generalization.

5.2: DISCUSSIONS:

Demographic respondents are heavily weighted for the study as because it shows one kind of real scenario of socio profile of the tourist of Bangladesh. Young, aged tourist are in favor of having intention to revisit to Cox's Bazar, where income level shows that the willingness of tourist can make the intentions as well since the level of income of tourist is not that much to be ignored which cannot be affordable to revisit. However, in matter of gender and marital status, it is observed concerns of trust & risk factors where female alone does not prefer to visit to the place. In education preferences, where tourist are likely to visit are well educated who are mostly done with graduation level, which makes gives a vibe of tourist are well aware of the visiting place. An increasing demand has been perceived in variables of the study. The importance of knowing the image of the destination that are in tourist mind are perfectly portrayed as different image are set up in their (tourist) mind is portrayed in objective one. In elaborate way, the first objective basically carried to a depth analysis on how place's reputation plays a big role in attracting tourists. This image derives from people's perceptions of the location, which impact how they act as visitors and, consequently, where they choose to go, where the goal of the study is simplified with objective as to explore the strategic dimension of a destination's image as a strategic management tool in order to understand the conductive aspects to preserve and/or revive visitor streams to the destination. In addition to being a crucial

component of visitor behavior destination image plays an important role in revisit intention which is a crucial variable that gauges a visitor's desire to return or revisit a place and also a crucial sign of the destination's successful development. Repurchase intentions conveyed by destination image are very persuasive and have a considerable impact on other consumers' perceptions of the product or service, which boosts sales. Considering the benefits that businesses receive from repeat business, stakeholders are eager to learn what drives this customer behavior so they may enhance their offerings to better meet the needs of customers. AS there is a relevance of pandemic vive in tourism market of the country ensuring revisit intention through the determinants of destination image is rather essential by the sharp declines in people's flexibility on moving. Meanwhile in the study. It is seen, although some tourists are likely to visit Cox's Bazar where the image of destination are not well established to their mind. Hence, the majority of response shows that tourist set their mind to revisit intention to Cox's Bazar, setting up the image experience they have to their first visit. However, literatures also supports destination image as one of the important factor of destination marketing, that, in like Mauritius Island, Taiwan, where destination image have positive effect towards intention to revisit at many destinations (Prayag and Ryan, 2011). Objective two has been identified as trust found importance in consumer's expectations of dependable service providers who they can rely on to keep their word. Tourist mostly seemed to be willingness in involve to carry on acting in a particular way because they believe that other people's wishes are respected and because they usually expect that a word or a promise will be kept. Since trust has been demonstrated to be a critical component of a successful connection in a tourism area, it is also noted that developing trust among tourism stakeholders is not an easy undertaking. Rather, it takes time and effort to form a relationship worthy of the destination. Another important factor of objective two is risk factors. According to findings, risk is uncertain and likelihood of several mishaps that could happen to travelers while they are at their destination or any time during travels. Identification of consumer risk factors facilitates perception analysis that can introduce from any factors of demography. While traveling, worries regarding safety and security have also surfaced. It is highly anticipated that people will avoid traveling to a specific area that has been deemed risky for security and safety reasons. It is observed, terrorist incidents and criminal activities have occurred in Cox's Bazar, which has negatively impacted passengers opinions and decreased their likelihood of returning, which also affects other destinations inside the country. Furthermore, trust & risk factors are the most appreciated variable of the study, where female are seen to be much more aware of all risk factors for revisit to Cox's Bazar. Trust factors are very much well versed in Cox's Bazar that does not make any hindrance to revisit. Hence, much more clarity are expected in handling the risk factors from the

authority to make the place to be more comfortable which might give a negative vibe for revisit intention. So, in detail, trust & risk factors has positively affect towards revisit intention which also supports from literatures of Emad et al., (2023), Burcin et al., (2013), Savas (2015), that it has a significant affection on the destination of Turkey, Saudi Arabia, Alayana. The third objective assessed that residents' perceptions is important due to tourism support in the destination location and as off Cox's Bazar is also place consists of tribal it is seen significant emotional solidarity ramifications. Other communities persists of feeling or emotions that characterize a person's relationship with another person and are correlated between the local communities and travelers to Cox's Bazar. The third objective can be readily identified as improving influence on tourism practices while maintaining positive relationships with guests. Consideration must also be given to return visitors, and research has shown that both the patterns of expenditure that travelers incur at the site and favorable emotional solidarity encourage revisit intention. Emotional solidarity has been provedas potential variable for the study, where multiple emotional facts that are compiled in emotional solidarity, where both sided mutual understanding is essential to make positive intention to revisit. Along with general inhabitants the place is occupied with 1 % tribe which sometimes can make discomfort to the tourist. In determining to what extent actually this emotional pledge is active in tourist mind and observed to have very good effect to make tourist mind to revisit to Cox's Bazar, as both the tourists and the local occupants understands their own benefits. It is observed that tribal does not always gives a welcoming vibe towards tourists so for what, intention to revisit might get hampered due to the lack of welcoming nature from the local occupants and in return the expected economic benefits that tourism industry can expect from Cox's Bazar might not be achieved. The literatures also support that emotional solidarity are well established in order to make revisit intention to destinations of China, Turkey and Vietnam: Lai et al., (2012), Soyounng et al., (2022), Ali et al., (2020). In the fourth objective, moderating variables are chosen from demographic data and observed as one of the most important resources for figuring out how to keep and grow customer loyalty with customers from a variety of backgrounds. Numerous demographic parameters, such as age, gender, income, marital status from Cohort factors of life cycle has been examined in order to experience the influence of likelihood of revisiting to Cox's bazar. Education has emerged as a distinct demographic based on recommendations from further studies. Demographics as moderator has been evaluated as a tourist's behavior, that helps to make further decision. The findings that has been gathered from objective four are mostly to analyze market segmentation and determine the necessary strategic effort for marketing campaigns. Because the degree of the moderator variable does not significantly alter the impact of the independent variable, no special treatment might be considered when segmenting the tourism planning for Cox's Bazar based on the study's findings. Meanwhile, introducing moderating variables from demographics makes new

strata of the study. Between multiple destination factors the prediction of demographics as moderator towards revisit intentions are well justified. The chosen variables of moderators does not moderate between destination image and revisit intention neither to trust & risk factors and revisit intention. Hence, moderating variable does not seem to effect between emotional solidarity and revisit intention. Meanwhile, literatures are available in field, where some chosen moderating variables (demographics) in supporting no significance effect between destination image and emotional solidarity and revisit intention in some destinations of China, Egypt, Spain (Tomas et al., 2017), Jun and Lii (2017), Rita et al., (2022). For another destination marketing factors trust & risk factors, although some demographics negatively moderated the purchase repetition behavior through social media and also noticed to be inattentive in literature field.

5.2.1: Area of Implications:

5.2.1(1): Theoretical Contribution

The outcome of the current study ropes the contention throughout the literatures which is substance on the improvements of tourism industry from the suggestions on branching the factors of destination marketing in a more diversified way to ensure revisit intention, compiled from multiple research suggestions Hongmei et al., (2017), Sri et al., (2014). Destination marketing covers compounding establishments of tourism industry and approaches to create a destination, approachable assembling with multidisciplinary in nature contiguous through strategies from (DMO)s Dolnicar, S (2014), J.A and Ávila (2016). The conceptual framework that are framed for the current study are compiled from multiple suggestions from the study of tourism that can enrich the tourism literature throughout. From the perspective of Bangladesh's tourism industry, the variable that has been used in the study are very time befitting for the development of the industry. Supporting of destination image an associate partner that is considered for revisit intention is already throughout the literatures (Nikolaos et al., 2017 and Sou et al., 2015), where conative image as one of the item to measure destination image is well defined that makes the image substances much clearer. Trust and risk factors are developed from the adjustments that has been observed on the shade of recent research (Laing et al., 2014), where it is seen to be in persistence positive experiences of the tourist in the study. Multiple dimensions that has been used for measuring trust & risk factors, are appeared to be in need to be given importance in theory. Literatures are found to support on framing ESS scales for sustainability progression of tourism (Hasani et al., 2016 and Norman and Woosnam, 2010). In the context of Bangladesh's tourism industry, studying emotional solidarity as the first-time variable in the current study which augment the theoretical industry. Moderating variables as demography chosen from cohort factors of life cycle and also gathered from suggestions (Tinnie, 2012 and E. Guchor et al., 2019) has highly enlighten the theory implications of tourism industry. Hence, considering mographics as moderating variables to examine its effect makes the literatures of tourism industry of Bangladesh to be more constructive.

5.2.1 (2): Managerial and Societal:

As off, revisit intention is considered destination marketer as one of the principal factor that is needed to be satisfied for survival in tourism industry (Osman and Sentosa, 2013 and d Sri et al., 2014). Concentrating, on each of surpassed variable (s), focused on the study are much more contented to ensure revisiting to CB. Destination image, combination of positive and negative opinions where business planners need to consider on capturing market with positivism as it is observed, tourist does not always visit having good ambiance of the destination. Trust & risk factors the most valuable consideration that is needed to be uphold by DMO(s). Tourist does not seem to be more comfortable in risk factors although they manage to be more relax in beach region. This is the most significant and vital part of managerial part to be ensured to make feel each tourist safe and sound. Emotional solidarity, added as an imperative factor of destination marketing that resulted as assuming the behavior of local residents with the tourist that does not possess any kind of risk factors to both sided (tourist and local inhabitants). Demography details directs business entrepreneurs a clear guidance that to work on security and risk factors to make female respondents comfortable as they are a vital part of income generation age group of the country. As this study accommodated in a pandemic where, world will keep many boundaries in human life in future as well (WHO, 2020), so for what, all business planners need to change their strategies simultaneously in respect of time befitting. Research of tourism industry underwrites simultaneously for multilayered breadwinners to fetch energy in economy that returns for the benefits of society. The proposed study that consider revisit intention to get into momentum through different multiple variables with intending the demography exploration on motivating each personal appearances on choosing Cox's Bazar besides other destinations of country that input a positive return for society at large. Concurrently, the collection of policies recognized from research findings can also be beneficial when developing and implementing plans by management and society. The first aim's interpretation states that travelers' willingness to return to Cox's Bazar is mostly influenced by their perception of the destination. The qualities that make up the research is all influence visitors' opinions of the place favorably and entice them to come back. When measuring the destination image, which covers the different character features that Cox's Bazar possesses and portrays the actual situation of the area, the cognitive item performs well. Conative, also known as the digestive components of the target image, shares these inclinations. Management should establish a connection between the likelihood that an individual would travel and stress the importance of recommendations, word-of-mouth, and travel intention, with policies evaluating revisit intention as the primary sustainability assessment. The majority of participants appeared to place a higher priority on the survey's second objective. The study subject pertaining to trust and risk variables must be addressed in order to ensure the intention to revisit. It is advisable to employ compressed risk factors with multiple items when evaluating trust and risk factors; responders seem to be more reactive to the crime issue. Management needs to exercise more prudence when welcoming

newcomers to the tourism sector, especially those who are opening travel agencies and tourism offices. The need of third objective is especially crucial because a tourist cannot even consider returning to any location, much less one with a tribal vibe, if they do not sense an emotional connection. The study's third research question was addressed, and it was discovered that a crucial element of destination marketing that affects visitors' inclination to visit Cox's Bazar again is emotional solidarity. Ensuring better services that take into account the safe demands of visitors, management functions needs to create new values in places where other communities exists.

5.2.1 (3): Government of Bangladesh (GOB):

Government is the biggest supporting hand for the economic development in tourism industry; their subsidy for the clean infrastructure has to be noticeable which reliefs to generate trust among tourists. GOB further can assist to stretch firm determination from administration to brand CB free from any risk situations which are always vulnerable but can be possible to way out. The study envoys, actualities, related to some discomfort that is needed to be healed from administration. Safe DMOs in the market, are also needed to be ensured before marketing the place to mass people and which should be controlled from GOB. Providing safe communal zone for tourist, government can further design propagating environmental issues that can give healthy and long life to the largest sandy sea-beach of the world as Cox's Bazar can contribute tourism industry to escalation up from tumbled industry that can further contribute enhancement in the economy. However, The Cox's Bazar tourist amenities are inadequate for the most popular tourist area in the nation. As there are no moderation effect seen from objective four based on demographics priority strategies can be taken when needed. National campaigns can be organized to promote travel-related activities and develop strategies for additional benefits for travelers. People with innate qualities relevant to tourist development can find employment in this industry, depending on destination preferences. Government participation is required to maximize destination competitiveness. However, government intervention and involvement should be kept to a minimum, restricted, and should not jeopardize economic freedom, which in turn affects incentives, fruitful endeavors, and effectiveness. Various policies are implemented by governments to impact environmental, economic, and social aspects which needs to be more strong in real mean. Governments are legitimately empowered to enact policies for security, stability, and the establishment of a financial and legal framework that facilitates the growth of tourism by fostering a competitive environment. The government's ability to improve competitiveness and boost pull forces to maintain whole channels of tourism sector can ensure a robust turnout in tourism sector in Bangladesh through Cox's Bazar.

5.3: SUGGESTIONS:

Important suggestions that can be noted down throughout the study:

1. Multiple regulatory bodies of tourism need to be in one umbrella with high level of accountability of some certain fall down situation of tourism industry of Bangladesh.
2. Cox's Bazar has the huge potentiality (being the world's largest sandy sea-beach), from all perspective of tourism and for what separate DMOs needs to be established only to look after this tourist destination. Cox's Bazar is a superfluous benefit in tourism sector and so for what need special and separate treatment from tourism bodies of Bangladesh despite of having Cox's Bazar Development Authority.
3. Although enough amenities are there to attract Cox's Bazar but still there is a gap of recommending others to visit the place, this is what, DMOs needs to take into account. Accommodation is still a negative fact to visit the place. At certain time of a year, accommodation becomes tough for normal income generated tourist who wants to visit the place. Ensuring safe accommodation is pre requisite to visit Cox's Bazar.
4. The issues of risk factors are huge in real scenario. Crime seemed to be a threat for tourists there, especially for female. Unmarried tourist (female) does not feel safe to visit the place at all, even though married couple does not feel safe either. Government needs to deploy more administration force in all space of the area accordingly. Along with it, stern action to avoid untoward incident.
5. As this is a beach region all through risky zone, enough and quick disaster management service needs to be well set up throughout the area.
6. Quick and emergency medical set up is recommended. Tourist health is an important function to attract for any place. Every tourist needs to be confirmed the right medical assistance ship from the place. Additional medical set up is required to this huge beach area and within the doorstep of each tourist.
7. Emotional pledge is another chief point that a tourist gets inside their mind during visit and ultimately helps to bring positive intention to revisit. In Cox's Bazar, tourist does not get a warm welcome from the local communities especially from the tribal. Over here, administration can arrange social gatherings to bring both sided trust. Trust from other communities is also important for tribal along with the local occupants, which will help them to welcome tourist with much enthusiasm. Along with DMOs, administration needs to come forward to overcome this challenge which will make the economy stronger from tourism sector of the country.
8. Attractive tour packages for all type of tourist can be offered in different time of the year, so that Cox's Bazar can remain the same crowd in all time of the year, as it gets low tourist in some month of the year due to excessive heat of the place.

9. Although, income is not a good matter of fact to visit Cox's Bazar, but still accommodation, transport and food price are much higher than it should be. Cox's Bazar Development Authority needs to take care of these pricing through regular patrolling.

10. Huge employment sector can be opened in CB through tourism, which can be ensured from business establishment that is beneficial for society at large.

5.4. LIMITATIONS, CONCLUSIONS AND FUTURE RESEARCH

Due to the depth of the study, limitations have been developed. It specified limitations of the study, first of all, collecting data was a challenging task as motivating tourist to fill up the questionnaire were time consuming because of English language barriers, as the respondents were from all income aged, where not necessarily everyone was sound in English. In this case, using the mother tongue as secondary language can be suggested in next research to be done, which can ease the way to make analysis much more generalize. Second limitation was the number of items to be answered, despite of being a fact that 36 questions are not that much long for thesis work but somehow found a tiring task for tourist to answer with patience. In this case, suggestions for future research is to keep in researcher's; knowledge about sample population and the way of collecting data and accordingly the number of items in questions can be encompassed, because medium of collection data differs in time and patience from both sided, as because the originality of data is top most essential in making the research worth able in true sense. The study envoys, actualities, relate to some discomfort that is needed to be healed from administration. As off, this study has made some shed on different destination marketing factors to examine to its suitability towards revisit intention to Cox's Bazar. The set objectives of the study are well defined from the research gap as well as from the analysis that each DMF are well established to make revisit intention towards CB. This study has pointed some logical suggestions which are combined effort from the tourism bodies of the country to look after. This study also put some major emphasis on literature field of tourism industry as some chosen factor of the study like emotional solidarity is very new to the tourism industry of Bangladesh Destination marketing in sheltering some compounding formations for the tourism industry and approaches to create a destination, amicable in assembling with multidisciplinary in nature adjoining through strategies of tourism bodies. This study is the first broad study that includes respondents who earns and includes all types of generation so that, no loopholes can be pointed in taking the suggestions into considerations and importantly focused on the major tourist hub of the country. As from literature, revisit intention is the core function to be ensured for sustainability of tourism place and so for what some marketing functions are mandatory in ensuring so. Accordingly, this study has developed a well-set framework of destination marketing factors that can contribute on ensuring the core factors which is already proven its entity through analysis. Moderating variables as demography has been introduces as first study in tourism literature of Bangladesh that are picked from cohort factors of life cycle that highly inform the enrichment tourism industry literature. Although, the

demographic factors added to examine its effect, whereas no major significance is reported from analysis so far what no great concerns are needed in pursuing the moderation affection in real market strategies. The study envoys, actualities, related to some discomfort that is needed to be healed from administration. Government (GOB) is the biggest supportive channel for the ultimate development in tourism industry, subsidy, well monitored administration, easy policies for business establishment in CB can be the more requirement from administration. Although Cox's Bazar Development Authority is monitoring the overall development of CB, but much more accountability is needed from this authorization. The study envoys, actualities, related to some discomfort that is needed to be healed from administration. Meanwhile, research has no end. Due to the need of the society or for the benefit of any particular sector research is always a beneficial method for a sustainable method. The vibe of this research can take further for other destinations of the country. Moreover, as there is shortage of literature is found in case of examining demographics as moderation, so for what it is suggested that more demographics as moderator can be introduced further accordingly, which will enrich the literature as well. Hence, the chosen respondents are the domestic tourist in order to make the study nationally generalize and to point the reasonable facts that can satisfy the national tourist itself, further international tourists also can be counted in favor research. With more factors that can ensure revisit intention can be examined further to see the best effect for Cox's Bazar where the goal has to be fixed as the development and the sustainability of the tourism industry of Bangladesh.

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PUBLICATIONS

PUBLICATIONS

- **Research paper: Assessing the relationship of destination image and revisit intention on dark destination: A case study of dark tourism in Bangladesh.**
Anika Nashat Matin and Veer P.Gangwar (2021)
Shod Samhita (UGC -1 Printed) Volume Viii, Issue-12. Page-165-178.

- **Research Paper: Integrated Model for Destination Revisiting: Elaborating the Effect of Emotional Solidarity & Demographics Including Risk Factors, Social & Political Issue, Crime, Natural Disaster, Health Issues**
Anika Nashat Matin, Veer P.Gangwar and Amandeep Kaur (2023)
Volume:6 No8s (2023).Page :228-243
Journal of Re-Attach Therapy and Developmental Diversities ISSN:25897799 (Journal and Paper indexed in Scopus)

- **Research Paper: Examining the Moderating Effect of Demographics Between Destination Marketing Factors And Revisit Intention Through A Unified Model**
Anika Nashat Matin,² DR. Veer P.Gangwar,³ Amandeep Kaur , ⁴Richa Sharma Volume:
34 S1(2023): 963-991. Page: 963-991
Journal of Namibian Studies. ISS: 2197-5523 (Journal Indexed in Scopus)

- **Book Chapter: Tourism Destination Marketing: knowledge Within the Globe**
Page: 28-44 THE DYNAMICS OF BUSINESS A MULTIDISCIPLINARY APPROACH 1ST EDITION, JUNE 2023. ISBN: 978-93-94689-43-5.

- **Review Paper: In quest of metrics for tourism destination marketing.**
Anika Nashat Matin and Veer P.Gangwar (2022). Vol. 7
(Special Issue 5, April 2022). Page: 226-231
International Journal of Mechanical Engineering. ISSN: 0974-5823

**LIST OF CONFERENCES AND
WORKSHOP**

LIST OF CONFERENCES AND WORKSHOP

Sr. NO	Conferences Details
1.	Paper presented: In quest of metrics for tourism destination marketing. International Conference: Industry 5.0: Human Touch, Innovation and Efficiency. Organizer: Lovely Professional University. 28th January: 2022
2	Paper presented: Tourism Destination Marketing: Knowledge within the globe International Conference: Business and Tourism Management Organizer: Prime Asia University:16th March:2022
3.	Workshop: Data Analysis on SPSS. Organizer: Lovely Professional University. 6th June 2022 to 14th June 2022

APPENDICES

Appendix I. Thesis Questionnaire

Thesis Questionnaire

Dear Sir/Madam,

Following is a survey of research that relates to examine destination marketing factors towards revisit intention to Cox's Bazar, Bangladesh. Your kind attention to fill up this survey is highly precious for the research ;your demographic information will be maintained with privacy. Through this survey, it can be expected a demandable and significant output will be added in the tourism industry of Bangladesh, through which multiple aspects will come forward for tourism collaborators that can be expected to pull back tourism industry from current tumbling situation to a profitable industry.

1. Demographic profile

Name Preferable contact details		
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female	Income <input type="checkbox"/> 8,100 --- 65,000 <input type="checkbox"/> 65,001-- above
Age	<input type="checkbox"/> 15- 40years <input type="checkbox"/> 41- 65+years	Marital Status <input type="checkbox"/> Married <input type="checkbox"/> Unmarried
Education	<input type="checkbox"/> Under graduation() <input type="checkbox"/> Graduation <input type="checkbox"/> Post Graduation	

2. Following are the statements of related constructs or variables. kindly mark each, through tick as given scale on 5 as strongly agree,4 as agree,3 as neutral,2 as disagree,1 as strongly disagree.

1. Destination image	1	2	3	4	5
1. Scenic beauty of Cox's Bazar is excellent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Weather of Cox's Bazar is pleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Quality of hotels of Cox's Bazar is satisfactory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Varieties of shopping centers are situated in Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Healthy night life can be spend in Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Memorable historic sites are situated in Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Exciting place is Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Pleasant place is Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Touching place is Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Cox's Bazar has good and convenient transport system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Cox's Bazar can planned to visit with intention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Cox's Bazar can be recommended others to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





2.Trust and Risk Factors	1	2	3	4	5
1. Visiting Cox's Bazar is not expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Visiting Cox's Bazar during political unrest should be avoided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Although it's a beach region but need not to worry about natural disaster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. No concern about food problem in Cox's bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. No concern about contracting infectious diseases visiting Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Proper COVID 19 safety protocols are maintained in Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Cox's Bazar has adequate safety measures to give safety to tourist from crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Cox's Bazar has visible security forces that assured tourist free of crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Cox's Bazar adopts strict laws and core values that give safety to tourist from crime.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Service providers of Cox's Bazar (hoteliers, travel agent, tour operators) have given convenient and satisfactory service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Relationship among business partners (strategic alliances ,among inter-organization) in Cox's Bazar are well established which are visible in development of the destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. I believe the medium (selected vendor)through which I can confirm to visit Cox'sBazar is trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I believe the medium (selected vendor) I choose to deal with, to visit Cox's Bazar is enough expertise in doing the job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. I believe the medium (selected vendor) would support to its best possible extent and would act on my interest.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3.Emotional Solidarity	1	2	3	4	5
1. Local communities of Cox's Bazar are friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Local communities are identifiable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Local community of Cox's Bazar warmly welcome tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Visiting Cox's Bazar is a matter of pride.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Local community understands the benefits of appreciating of visitors of Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. There is an affectionate feelings visiting Cox's Bazar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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4.Revisit intention	1	2	3	4	5
1. I would like to visit Cox's Bazar soon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I would like to visit Cox's Bazar in next 2 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I would choose Cox's Bazar over other destinations to visit again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Cox's Bazar has enough amenities that convince me to revisit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix 2: Thesis Questionnaire Copyright: Department for Promotion of Industry and Internal Trade: Government of India

  	
Extracts from the Register of Copyrights	
कॉपीराइट क्वेश्चनरै, थिस प्रश्नक Copyright Office, Government Of India	
1. Author Identification Number	L-121678/2023
2. Name, address and nationality of the applicant	LOVELY PROFESSIONAL UNIVERSITY, LOVELY PROFESSIONAL UNIVERSITY DALANDRAN DELHI OF ROAD PHAGWARA PUNJAB-144611 INDIA
3. Name of author if author of work	OWNER
4. Class and description of the work	LITERARY/DIDACTIC WORK IN THE FORMAL WORK A TOOL TO ANALYZE DESTINATION MARKETING FACTORS TOWARDS EXPORT INTENTION OF COOK BAKAR, BANGLADESH.
5. Title of the work	A TOOL TO ANALYZE DESTINATION MARKETING FACTORS TOWARDS EXPORT INTENTION OF COOK BAKAR, BANGLADESH.
6. Language of the work	ENGLISH
7. Name, address and nationality of the author and the author is deceased, date of his decease	ANEKA NAGAR SIKRI, LOVELY PROFESSIONAL UNIVERSITY DALANDRAN DELHI OF ROAD PHAGWARA PUNJAB-144611 INDIA DR VIKAS PUNJAWAR, LOVELY PROFESSIONAL UNIVERSITY DALANDRAN DELHI OF ROAD PHAGWARA PUNJAB-144611 INDIA
8. Whether the work is published or unpublished	UNPUBLISHED
9. Date, place and country of first publication and name, address and nationality of the publisher	N.A.
10. Name and address of subsequent publishers, if any, and name, address and nationality of the publisher	N.A.
11. Name, address and nationality of the owner of the work and the owner is deceased, date of his decease, if any	LOVELY PROFESSIONAL UNIVERSITY, LOVELY PROFESSIONAL UNIVERSITY DALANDRAN DELHI OF ROAD PHAGWARA PUNJAB-144611 INDIA
12. Name, address and nationality of other persons, if any, authorized to assign or license of rights concerning the copyright	N.A.
13. Name, address and nationality of the person in possession of the work, in the case of an unpublished work, the year of acquisition of the work should also be stated	N.A.
14. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	N.A.
15. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	N.A.
16. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	N.A.
17. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	THE WORK IS ORIGINAL AND CREATED BY THE STUDENTS, FACULTY, AND STAFF OF THE UNIVERSITY.
18. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	
19. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	Registrar of Copyrights
20. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	187970022-0002
21. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	21813002
22. Name, address and nationality of the person in possession of the work, in the case of a published work, the year of acquisition of the work should also be stated	21813002

Appendix 3: Graphical Abstract Copyright: Department for Promotion of Industry and Internal Trade: Government of India

<p>बौद्धिक संपदा कार्यालय, भारत सरकार, Intellectual Property Office, Government of India.</p>  <p>INTELLECTUAL PROPERTY INDIA</p> <p>अभिलेखित संकेतों और प्रतीकों का अधिकार, भारत सरकार, Intellectual Property Office, Government of India.</p>	 <p>Extracts from the Register of Copyrights</p> 
<p>प्रतिलिप्यधिकार कार्यालय, भारत सरकार Copyright Office, Government Of India</p> <p align="right">दिनांक/Date: 28/11/2023</p>	
<p>1. पंजीकरण संख्या/Registration Number अपेक्षक का नाम, पता तथा राष्ट्रियता Name, address and nationality of the applicant</p>	<p>L-139923/2023 LOVELY PROFESSIONAL UNIVERSITY, LOVELY PROFESSIONAL UNIVERSITY, JALANDHAR, DELHI-GT ROAD, PHAGWARA PUNJAB-144411 INDIAN OWNER</p>
<p>3. कृति के प्रतिलिप्यधिकार में आवेदक के लिए उद्दीष्ट Nature of the applicant's interest in the copyright of the work</p>	
<p>4. कृति का वर्ण और वर्णन Class and description of the work</p>	<p>LITERARY/DRAMATIC WORK THE GRAPHICAL ABSTRACT PRESENT THE DETERMINANTS OF REVISIT INTENTIONS: A STUDY WITH THE REFERENCE TO COXS BAZAR, BANGLADESH.</p>
<p>5. कृति का स्वरूप Title of the work</p>	<p>DETERMINANTS OF DESTINATION MARKETING AND ITS INFLUENCE ON REVISIT INTENTIONS: A STUDY WITH THE REFERENCE OF COX'S BAZAR, BANGLADESH.</p>
<p>6. कृति की भाषा Language of the work</p>	<p>ENGLISH</p>
<p>7. रचयिता का नाम, पता और राष्ट्रियता तथा यदि रचयिता की मृत्यु हो गई है, तो मृत्यु की तिथि Name, address and nationality of the author and if the author is deceased, date of his decease</p>	<p>ANIKA NASHAT MATIN, LOVELY PROFESSIONAL UNIVERSITY, JALANDHAR, DELHI-GT ROAD, PHAGWARA PUNJAB-144411 BANGLADESH</p>
<p>8. कृति प्रकाशित है या अप्रकाशित Whether the work is published or unpublished</p>	<p>UNPUBLISHED</p>
<p>9. प्रथम प्रकाशन का वर्ष और देश तथा प्रकाशक का नाम, पता और राष्ट्रियता Year and country of first publication and name, address and nationality of the publisher</p>	<p>N.A.</p>
<p>10. बाद के प्रकाशनों के वर्ष और देश, यदि कोई हों, और प्रकाशकों के नाम, पता और राष्ट्रियताएँ Years and countries of subsequent publications, if any, and names, addresses and nationalities of the publishers</p>	<p>N.A.</p>
<p>11. कृति में प्रतिलिप्यधिकार सहित विभिन्न अधिकारों के स्वामीयों के नाम, पते और राष्ट्रियताएँ और समझौते और अनुज्ञापत्रों के विवरण के साथ प्रत्येक को अधिकार का विवरण, यदि कोई हो। Names, addresses and nationalities of the owners of various rights comprising the copyright in the work and the extent of rights held by each, together with particulars of assignments and licences, if any</p>	<p>N.A.</p>
<p>12. अन्य व्यक्तियों के नाम, पते और राष्ट्रियताएँ, यदि कोई हों, जो प्रतिलिप्यधिकार वाले अधिकारों को समझौते पर करने या अनुज्ञापत्र देते के लिए अधिकृत हैं। Names, addresses and nationalities of other persons, if any, authorised to assign or licence of rights comprising the copyright</p>	<p>N.A.</p>
<p>13. यदि कृति एक 'कलात्मक कृति' है, तो कृति पर अधिकार रखने वाले व्यक्ति का नाम, पता और राष्ट्रियता सहित मूल कृति का स्थान। (एक वास्तुशिल्प कृति के मामले में कृति मूले होने का वर्षों की विज्ञान आमतौर पर)। If the work is an 'Artistic work', the location of the original work, including name, address and nationality of the person in possession of the work. (In the case of an architectural work, the year of completion of the work should also be shown).</p>	<p>N.A.</p>
<p>14. यदि कृति एक 'कलात्मक कृति' है जो किसी भी भवन या सेवाओं के संबंध में उपयोग की जाती है या उपयोग किए जाने में सक्षम है, तो अपेक्षक को प्रतिलिप्यधिकार अधिनियम, 1957 की धारा 45 की उप-धारा (1) के प्रमाणों के अलावा व्यापक कि रजिस्ट्रार से भ्रामक प्रमाणों को चाहिए। If the work is an 'Artistic work' which is used or capable of being used in relation to any goods or services, the application should include a certification from the Registrar of Trade Marks in terms of the provision to Sub-Section (1) of Section 45 of the Copyright Act, 1957.</p>	<p>N.A.</p>
<p>15. यदि कृति एक 'कलात्मक कृति' है, तो क्या यह डिजाइन अधिनियम 2000 के अंतर्गत पंजीकृत है? यदि हाँ, तो विवरण दें। If the work is an 'Artistic work', whether it is registered under the Designs Act 2000, if yes give details.</p>	<p>N.A.</p>
<p>16. यदि कृति एक 'कलात्मक कृति' है, जो डिजाइन अधिनियम 2000 से तहत एक डिजाइन के रूप में पंजीकृत होने में सक्षम है, तो क्या यह औद्योगिक प्रक्रिया के माध्यम से किसी वस्तु पर प्रयुक्त की गई है और यदि हाँ, तो इसे किसी तरह पुनरुत्पादित किया गया है? If the work is an 'Artistic work' capable of being registered as a design under the Designs Act 2000 whether it has been applied to an article through an industrial process and, if yes, the number of times it is reproduced.</p>	<p>N.A.</p>
<p>17. टिप्पणी, यदि कोई हो/Remarks, if any</p>	<p>THE WORK IS ORIGINAL AS DONE BY THE FACULTY AND STAFF OF LOVELY PROFESSIONAL UNIVERSITY.</p>
<p>आवृत्त संख्या/Diary Number: 30976/2023-COVL आवेदन की तिथि/Date of Application: 23/11/2023 प्राप्ति की तिथि/Date of Receipt: 23/11/2023</p>	<p align="right"> Registrar of Copyrights</p>