

Role of Advertising and Service Quality on Tourism Development in Bangladesh

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Abstract: Probing the effectiveness of advertising and service quality on tourism development in Bangladesh is the first purpose of this research. A survey done on 189 randomly selected tourists in Bangladesh to perceive the relationship between tourist satisfaction and tourism development defends our investigation. Our data and findings ratified a positive significant relationship between advertising and service quality on tourist satisfaction. It even reaffirmed a positive relationship between tourist satisfaction and tourism development. But no conventional relationship between tourist income and tourist's overall contentment could be figured out.

Keywords: Service quality, Advertising, Tourist satisfaction, Tourism development, Bangladesh

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I. Introduction

Advertising and Service quality play the chief role to satisfy the customers (Tourists) who lead to develop the tourism industry in any country (Tasci, A. D., & Gartner, W. C., 2007). If customers (tourists) get proper information to make a momentous tour, they build up a positive scenario about the business (Destinations) (Tapachai & Waryszak 2000). Tourism services are intangible and that is the risk because customers don't get the opportunity to make a trial and that's why they rely on advertisements and other images of the destinations.

On an important note, Advertising directly hits on customers (Tourists) psychological characteristics and they get influenced unconsciously. As a consequence, good image ultimately affects the tourist's buying behavior (Gallarza, Saura, and Garcia, 2002). Tourists have diversified sources to get informed about the destinations such as word of-mouth communication, brochures, television, and other social media. There are some factors guiding a tourist to choose any destination such as commercials, motive of their tour and overall environment. (Garay Tamajón, L., & Cànoves Valiente, G., 2017).

Besides, a good service, what they pay for, can gratify the tourists and build up a positive impression in tourists mind (Konecnik, M., & Gartner, W. C., 2007). Different characteristics influence the perceptions of tourists' comparisons among facilities, attractions, and service standards (Bai, B., Law, R., & Wen, I., 2008). Lo, Ramayah & Rahim (2010) said that service quality means the result which depends on the performance of customer's expectations and it also means how the destinations should perform toward the customers (Tourists). Hence, service should be transparent and maintain a quality that is expected by the customers and worth their expense. If it happens then there will be upward trend of service quality which makes the brand relationship much stronger than before. Different studies showed that service quality has an influence over customers (Tourists) satisfaction; their nature is all the same in different situations (Cronin, J. J., Brady, M. K., & Hult, G. T. M., 2000).

II. Literature Review and Hypothesis Development

Advertising and Tourist Satisfaction

Advertising is a medium which develops a customer's (tourist's) mentality and enriches good impressions with a flood of information about a product or service (Reynolds, 1965). In the first hypothesis, we predicted a positive relationship between advertising and tourist satisfaction. For attracting the tourists, tourism destinations show up different advertising and promotional strategies which uplift destination image and act as push factors which make tourists visit the place. (Beerli and Martín 2004; Fridgen, 1984; Gartner,

1993). Besides, Parasuraman, Zeithaml, and Berry (1985) claimed that customer (Tourist) satisfaction means a negative or positive outcome arising from a judgmental process between early expectations and perceived performance of products and services.

Mill and Morrison (1992) argued that tourists get information from multiple sources, such as word-of-mouth communication, brochures, television, articles and other media which directly affect their satisfaction level. Tourists usually recall their good memories of the tour with their family members, relatives, colleagues, and friends and share their experience about the places. Then, more people came to know about the places. Duke and Persia (1994) also claimed that when tourists get their desired information as per their demand through advertising, they become satisfied because it eases making itinerary for a tour. In this case, there is a relationship between advertising and Tourist Satisfaction. Pyeman, et. Al., (2015) also stated that advertising has an effect on customer's (tourist's) satisfaction. So, we state a hypothesis that,

H1: There is a positive and significant relationship between advertising and tourist satisfaction.

Tourist income and Tourist Satisfaction

In the second hypothesis, we have predicted a positive relationship between tourist income and tourist satisfaction. People become tourists when they get their disposable income after spending on their daily necessities. Most of the tourists search for budget packages and services for monetary constraints. As tourism is not a basic need of people but indirectly it plays a very important role on refreshing people's mind and energizing them, people tend to save to make tours on vacations. So, the more a person earns, the more he can spend on tours and get quality services which make one satisfied. Van Raaij and Francken, (1984) argued in their empirical study that There is a relationship between tourist income and tourist satisfaction because there is a variation of expectations among lower and upper income tourists; lower or upper educated tourists; lower or upper socio-economic condition .

Furthermore, Parasuraman, Zeithaml, and Berry (1985) claimed that customer (Tourist) satisfaction means a negative or positive outcome ensuing from a judgmental process between early expectations and perceived performance of products and services. Gronroos (1990) also argued that it is only a result of the actual quality of presentation and its perception by consumers. There has been a relationship between quality, satisfaction and behavioral intentions (Backman & Veldkamp, 1995; Baker & Crompton, 2000; Cronin, Brady, & Hult, 2000). Value perceived by tourists nowadays is the main attention of the researchers (Kashyap & Bojanic, 2000; Murphy, Pritchard, & Smith, 2000; Oh, 1999, 2000; Petrick, 2004; Petrick & Backman, 2002a, b; Petrick, Backman, & Bixler, 1999; Petrick, Morais, & Norman, 2001; Tam, 2000). There are different arguments about the merits of expectations and perceptions (Cardozo 1965; Czepiel, Rosenberg, and Akerele 1974; Engledow 1977; Olshavsky and Miller 1972). So, we here make our another hypothesis that -

H2: There is a positive and significant relationship between tourist income and tourist satisfaction.

Service Quality and Tourist Satisfaction

Tourists' perception is a key factor in selecting many destinations; therefore it influences the marketing strategies of destinations. Only good quality service can retain the tourists (Ahmed, 1991). Quality service makes a positive impression in tourists mind. In the third hypothesis, we have predicted a positive relationship between service quality and tourist satisfaction. Lo, Ramayah & Rahim (2010) said that service quality means the result or the performance of the manpower of the industry which is expected by the customers and it also means how the destinations should perform toward the customers (Tourists).

Some researchers claimed that there is a relationship between service quality and customer (Tourist) satisfaction because of their nature (Cronin and Taylor 1992; Gronroos 1990; Oliver 1980; Parasuraman, Zeithaml, and Berry 1985; Westbrook 1980). Furthermore, some other studies argued that tourist satisfaction depends on the service quality such as tour guides, cultural tours, accommodation services and others (Reisinger and Waryszak, 1995; Ross and Iso-Ahola 1991). Guests (Tourist) become more satisfied when they get proper hotel and restaurant services as it is a matter of their comfort zone (Saleh and Ryan, 1992; Bojanic, 1996; Fick and Ritchie, 1991). Some previous studies showed that tourist satisfaction with good service quality is increasing day by day (Chon and Olsen 1991; Danaher and Arweiler 1996; Pizam, Neumann, and Reichel 1978). Furthermore, Chi & Qu (2008) also stated that quality service influences on tourist satisfaction. Hui et al. (2007) also showed that there is a strong relationship between quality services and tourist satisfaction which literally helps to retain tourist and help the development of tourist industries.

Most importantly, if customers (tourists) are satisfied with the quality of the products and services, they become more interested to purchase those services again. When tourists get the high quality products or services as per their needs and income, then they become highly delighted toward the products or services. So,

they motivate other people to take the privileges and they also try to visit rapidly. Then, they recommend other near and dear ones to go there (Alegre & Cladera, 2006; Bigné; Chen & Chen, 2010; Hui, Wan, & Ho, 2007; Chen & Chen, 2010; Chi & Qu, 2008; del Bosque & Martín, 2008). Therefore, if there is a high quality performance and a high satisfaction, the tourism development will increase gradually (Baker & Crompton, 2000). So, our third hypothesis is -

H3: There is a positive and significant relationship between tourist satisfaction and tourist development.

Tourist Satisfaction and Tourism Development

Indubitably, a customer's satisfaction is the fruit desired by the marketing strategies. So, tourist satisfaction is the thing that every destination seeks (Devesa, Laguna, & Palacios, 2010; Yoon & Uysal, 2005; Zabkar, Brencic, & Dmitrovic, 2010). There is a direct connection among destination choice, products/services consumption, and repeat visits. When tourists choose any place, they assume that it is a well-designed and well-served place where they may get their preferred services according to their needs and demand. Thus, it helps the tourism industry (Metin & Mike, 2000). In the fourth hypothesis, we have found a positive relationship between Tourist Satisfaction and Tourism Development.

Nevertheless, Yoon & Uysal (2005) claimed that it is very essential for tourism industrialists to ensure better performance by the workforce as it affects the destinations selection process. If tourist satisfaction level becomes higher, they intend to go those place repeatedly which puts effect positively on the tourism industry of any country. Uysal, Li, and Sirakaya-Turk (2008) stated that there is a relationship between tourist satisfaction and tourism development. Because, tourist place is a consumer product and tourists are the consumers who consume the natural beauty by paying money. So, it is very much mandatory for all tourism marketers to take effective tourism marketing strategies to attract more tourists. It will be effective if tourists visit the places more and more with self-satisfaction. If their satisfaction level increases high, they become impressed; they will gossip the positive impression with others. Therefore, more and more tourists will visit on their vacations.

As seen, Previous many researches illustrated that travel inspirations has an effect on inclusive tourist satisfaction which linked to tourism development ((Chi & Qu, 2008; Devesa et al., 2010; Yoon & Uysal, 2005). Qu & Ping, (1999) Tourists' satisfaction level is significantly linked to their travel needs and travel needs influence on the tourism development. So, it is very important to boost up the tourists' motivation level which increases the various satisfaction levels. So, our fourth hypothesis is -

H4: There is a positive and significant relationship between Tourist Satisfaction and Tourism Development

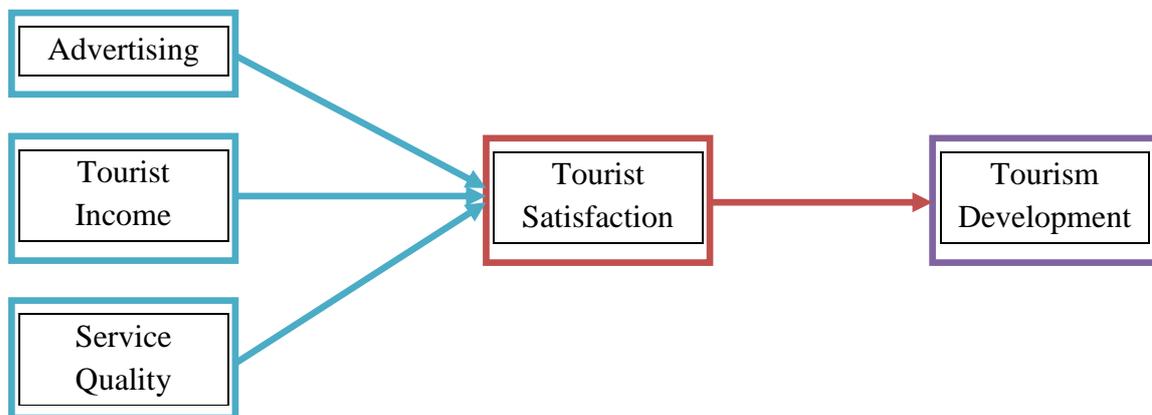


Figure 1: The Framework of study

III. Methodology of the study

In this study, our data collection has been done through a survey. The survey had been conducted among the tourists coming from home and outside the border available at Cox's Bazar Sea Beach in Bangladesh during the month of February 2017. The questionnaire consists of twenty-one questions. Among them, first seven questions are signified control variables measurement namely gender, nationality, age, marital status, profession, monthly income, visiting time and next fourteen questions are used to measure independent and dependent variables which are-Advertising, Tourist Income, Service Quality, Tourist Satisfaction and Tourism Development. Five-point-Likert scale has been used as a measurement range for fourteen questions (7.1-8.4, section B). The first seven questions (demographic related) have been used as close ended questions. SPSS software has been used to analyze the primary data.

The population of the study is comprised of all Tourists available at Cox’s bazar Sea Beach, Bangladesh. Questionnaire was handed over individually among randomly selected respondents. We specifically provided the questionnaire to those tourists who agreed to participate in our survey. We received 189 completed and usable responses out of 400 distributed surveys. The response rate was 0.47 percent.

Most of the respondents belong to age group of thirty three years (33) old. As we can see in Table 1, 51.8 percent of respondents were employed and most of them were male with 58.93 percent. 51.80 percent of respondents were married compared to unmarried person of total respondents. 33.90 percent of respondents belonged to the income range in Below USD 310.

Measurement

We used first three items to measure advertising. The response scale for these items are ranged from ‘Highly Disagreed’ (1) to ‘Highly Agreed’ (5). The Cronbach’s alpha coefficient was 0.907. We used next two items to measure Tourist Income. The response option for these items are designed from 1 =Highly Disagreed to 5 =Highly Agreed. The alpha was 0.812. Five items were used to measure Service Quality. Five-point-Likert scale (with 1=Highly Disagreed, 2=Disagreed, 3 =Neutral, 4=Agreed, 5=Highly Agreed) has been used as measurement range. The Cronbach’s alpha was 0.719. We used two items to evaluate tourist satisfaction. All items were anchored on a 5-point-Likert scale ranging from 1 =Highly Disagreed to 5 =Highly Agreed. The Cronbach’s alpha for tourist satisfaction was 0.868. Finally, the Cronbach’s alpha for tourism development was 0.817.

Table 1: The Correlation Table

	Mean	STD.	1. Gender	2. Age	3. Marital Status	4. Nationality	5. Profession	6. Annual Income	7. Visiting times	8. Advertising	9. Tourist Income	10. Service Quality	11. Tourist Satisfaction	12. Tourism Development
1	1.536	0.503	1											
2	32.518	9.207	.159	1										
3	1.518	0.504	-.182	.059	1									
4	1.125	0.574	.016	-.129	.275*	1								
5	2.379	1.403	.120	.086	.223	-.107	1							
6	2.982	1.258	.044	.078	.044	.557**	-.137	1						
7	2.127	1.334	-.184	.038	.016	.075	-.066	.000	1					
8	3.424	1.247	-.117	.053	.093	.041	-.006	.057	.507**	1				
9	3.357	1.182	.012	.040	.314*	.067	.313*	.012	-.149	-.126	1			
10	3.192	0.939	.112	.100	.139	.161	.541**	.308*	.228	.402**	.252	1		
11	3.380	1.118	.130	.126	.087	.193	.267	.232	.324*	.431*	.159	.468**	1	
12	3.683	1.126	.215	.081	.127	.293	.464**	.132	-.022	-.054	.253	.362	.547**	1

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

It’s better to start explanation with first IV namely advertising has significant correlation with tourist satisfaction, which is significant at the 0.431** level.

Similarly third IV stately service quality has direct and significant correlation with the same DV, which is significant at the 0.468** level. In contrast, the second independent variable namely tourist income is not found significant mode with tourist satisfaction (TS). In second phase, following the researcher model of this study, tourist satisfaction is considered IV while tourism development or TD. In such model, getting statistical result from correlation table (4.9), tourist satisfaction has direct and positive relation with TD (dependent variable), which is significant at the 0.547** level. It elucidates that tourist satisfaction makes changes in tourism development. In this point of consideration, if there is a scope of business, providing tourists with highest facilities will be the center of concentration for the industrialists. When a tourist gets satisfied by visiting the place, he/she of course wishes to travel that place again. Such assumption implicitly increases business scope in the tourism industry of a country. Besides, good service quality even improves tourist satisfaction.

Generally, during visiting a place, tourist may want to have foods from restaurants, drinks from different shops, and mostly hotel facility to stay safely, and needs transportations facilities, which are really factor of providing proper services. Tourist may not come if they feel insecure in the place or face problem in transportation or healthy foods.

IV. Results

In this analysis gender, age, nationality, marital status, profession, annual income and visiting times have been used as control variables. A new model has been used to measure the effect of service quality and advertising on tourism development. Furthermore, following the new developed model of this study, there are two phases to analyze and to explore hypothetical decisions. However, in this model there are altogether five variables including bi-foliate purposes. They are advertising, tourist's income, service quality, tourist satisfaction and tourism development. Having binary item, tourist satisfaction (TS) used as dependent variable in first phase analysis under model 1 and as independent variable in second phase analysis under model 2. All seven control variables are included in both models.

In the first phase of regression analysis, researcher used all seven control variables (gender, age, nationality, marital status, profession, annual income and visiting times), then added independent variables (advertising, tourist income and service quality) and tourist satisfaction included as DV. Following little changes in IV, in second phase regression analysis, researcher used all seven control variables on the top and after that took tourist satisfaction as IV and tourism development as DV. The whole LRA is done based on those variables and assumptions. No inner and after result data analyzing rearrangement has been done to maintain actual results of the study. The statistical prediction has been stated in table of model summary (Table 2). According this table adjusted R square value shows as same as 0.559 that indicates 55.90% of effect of advertising and service quality are responsible to measure tourist satisfaction in survey area, which also influences tourism development as well.

Table 2: Model one summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.798	.636	.559	.63592

Predictors: (Constant), gender, age, nationality, marital status, profession, annual income, visiting times, advertising, tourist income, service quality.

Table 3: ANOVA analysis

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	29.734	9	3.304	8.170	.000
	Residual	16.984	42	.404		
	Total	46.719	51			

Dependent Variable: Tourist satisfaction
Predictors: (Constant), gender, age, nationality, marital status, profession, annual income, visiting times, advertising, tourist income, service quality.

According to the ANOVA analysis table 3, independent variables used to measure the effect of service quality and advertising on tourism development is accepted that means the model is significant (at sig. 0.000*** level). Positively it has come up through ANOVA analysis that there is a direct and positive correlation between IVs (advertising, tourist income, service quality) and DV (tourist satisfaction). The positive F value (8.170) with a p-value 0.000<0.05 significant level symbolizes that used IVs and data are sufficient to present and measure overall tourist satisfaction of Cox's Bazar in this study. This is why it is judiciously proved that service quality and advertising have direct and positive impact on tourist satisfaction and tourism development.

Table 4: Direct relationship between IV and DV

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.648	.821		2.008	.051
Gender	-.074	.189	-.039	-.393	.696
Age	-.003	.008	-.036	-.372	.712
Marital Status	-.096	.202	-.051	-.474	.638
Nationality	-.209	.201	-.127	-1.039	.305
Profession	.211	.076	.305	2.765	.008
Annual Income	.238	.086	.319	2.760	.009
Visiting times	.242	.071	.304	3.015	.005
Advertising	.252	.074	.326	3.397	.001
Tourist Income	.153	.103	.180	1.493	.143
Service Quality	.344	.091	.420	3.794	.001

Dependent Variable: Tourist satisfaction.
*p<0.05, **p<0.01, ***p<0.001; †p<.10

Now based on the results of regression coefficient analysis (table 4: Direct relationship between IV and DV) the below regression model has been developed for IVs and tourist satisfaction (DV).

$$TS_{IV} = 1.648 + 0.211^{**} + 0.238^{**} + 0.242^{**} + 0.252^{***} + 0.344^{***}$$

According to the regression coefficient analysis table 4, B value of profession is 0.211 with a p-value $0.008 < 0.05$ that indicates that 100% change in profession causes 21.10% change in overall tourist satisfaction to enhance flourishing tourism development at Cox’s Bazar. In the same way, B value of annual income is 0.238 with a p-value $0.009 < 0.05$ that indicates if 100% change in annual income causes 23.80% change in overall tourist satisfaction to enhance flourishing tourism development at Cox’s Bazar. Likewise, B value of visiting time and duration is 0.242 with a p-value $0.005 < 0.05$ that indicates 100% change in visiting times causes 24.20% change in overall tourist satisfaction to enhance flourishing tourism development at Cox’s Bazar.

Similarly, B value of advertising is 0.252 with a p-value $0.001 < 0.05$ that indicates if 100% change in advertising causes 25.20% change in overall tourist satisfaction to enhance flourishing tourism development at Cox’s Bazar. In contrast B value of tourist income is 0.153 and not significant that indicates that 100% change in tourist income (such as increasing salary range or any increment etc.) might not change overall tourist satisfaction on tourist place that enhances flourishing tourism development at Cox’s Bazar. Significantly, Similarly, B value of service quality is 0.344 with a p-value $0.001 < 0.05$ that indicates 100% change in service quality causes 34.40% change in overall tourist satisfaction to enhance flourishing tourism development at Cox’s Bazar.

Now describing second phase of statistical analysis of model two, it should be stated that in the second phase regression analysis, researcher changes variable organizing strategy by taking new single IV and single DV. Doing such, all seven control variables (gender, age, nationality, marital status, profession, annual income and visiting times) added firstly, just after that included tourist satisfaction as independent variable and tourism development used as DV. Here, the whole LRA is done based on stated order of rearranged variables and assumptions. No inner and after result data analyzing rearrangement has been done to maintain actual results of the study. The statistical prediction is stated in table of model summary (4). According to this table adjusted R square value shows as same as 0.254 which indicates 25.40% effect of tourist satisfaction is responsible to measure tourism development in survey area.

Table 5: Model two summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	0.597	.356	.254	.97460

Predictors: (Constant), gender, age, nationality, marital status, profession, annual income, visiting times, tourist satisfaction.

Table 6: ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	23.152	7	3.307	3.482	0.005
	Residual	41.793	44	.950		
	Total	64.944	51			

Dependent Variable: Tourism development

Predictors: (Constant), gender, age, nationality, marital status, profession, annual income, visiting times, tourist satisfaction.

According to the ANOVA analysis table 6, independent variables used to measure the effect of service quality and advertising on tourism development are accepted which means the model is significant (at sig. 0.005^{**} level). Positively, through ANOVA analysis, it is showed up that there is a direct and positive correlation between IVs (tourist satisfaction) and DV (tourism development). The positive F value (3.482) with a p-value $0.005 < 0.05$ significant level symbolizes that used in IV and data are sufficient to present and measure overall tourism development of Cox’s Bazar in this study. This is why it is astutely proven that tourist satisfaction has direct and positive impact on tourism development.

Table 7: Direct relationship between IV and DV

Model 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.260	1.224		1.846	.072
Gender	-.156	.285	-.070	-.548	.587
Age	.002	.013	.022	.169	.867
Marital Status	-.086	.298	-.039	-.290	.773
Nationality	.462	.300	.239	1.539	.131
Profession	.244	.120	.298	2.026	.049
Annual Income	-.133	.137	-.151	-.971	.337
Visiting times	.237	.076	.322	2.090	.031
Tourist satisfaction	.409	.178	.347	2.304	.026

Dependent Variable: Tourism development

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; † $p < .10$

Now based on the results of regression coefficient analysis (table 7: Direct relationship between IV and DV) the regression model shown below has been developed for tourist satisfaction (IV) and tourism development (DV).

$$TD_{IV} = 2.260^* + 0.244^* + 0.237^* + 0.409^*$$

According to the regression coefficient analysis table 7, B value of profession is 0.244 with a p-value $0.049 < 0.05$ that indicates 100% change in profession causes 24.40% change in overall tourist satisfaction to enhance flourishing tourism development at Cox's Bazar. In the same way, B value of visiting times is 0.237 with a p-value $0.031 < 0.05$ that indicates 100% change in visiting times causes 23.70% change in overall tourist satisfaction to enhance flourishing tourism development at Cox's Bazar. In contrast B value of annual income is -0.133 and not significant that indicates 100% change in annual income (such as increasing salary range or any increment etc.) might not change overall tourist satisfaction on tourist place that enhances flourishing tourism development at Cox's Bazar. In IV, following the table (Table 7: Direct relationship between IV and DV), B value of tourist satisfaction 0.409 with a p-value $0.026 < 0.05$ that indicates 100% change in tourist satisfaction causes 40.90% change in overall tourism development at Cox's Bazar. It means, if the current tourist satisfaction is increased then business scope will be extended and the overall tourism development will be improved. Because more fresh revenues make easy path way to develop new track that provides better service and create higher satisfaction.

According to the above mentioned statistical justifications, the following hypothetical decisions have been made.

Hypothesis One: It deals with direct & significant relationship between advertising and tourist satisfaction. As can be inferred from table 4, the relationship between advertising and tourist satisfaction is statistically significant ($B = 0.252^{***}$, $p < 0.05$). Thus, hypothesis one is fully supported.

Hypothesis Two: It deals with direct & significant relationship between tourist income and tourist satisfaction (DV). As can be inferred from table 4, the relationship between tourist income and tourist satisfaction is not found statistically significant ($B = 0.153$, $p > 0.05$). Thus, hypothesis two is rejected.

Hypothesis Three: It deals with direct & significant relationship between service quality and tourist satisfaction. As can be inferred from table 4, the relationship between service quality and tourist satisfaction is statistically significant ($B = 0.344^{***}$, $p < 0.05$). Thus, hypothesis three is accepted.

Hypothesis Four: It deals with direct & significant relationship between tourist satisfaction and tourist development. As can be inferred from table 7, the relationship between tourist satisfaction and tourist development is statistically significant ($B = 0.409^*$, $p < 0.05$). Thus, hypothesis four is accepted.

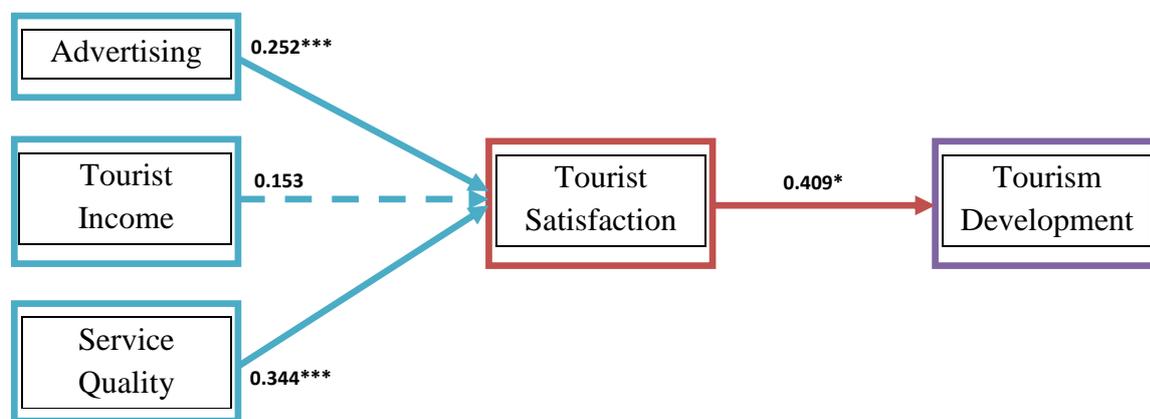


Figure 2: Antecedent and Consequence of Tourist Satisfaction

V. Conclusion

Natural beauty is always a selling point for tourism industry and if it is the world's longest sea beach, it is a blessing. Despite not being elaborated to receive a specified degree of revenue and having some major issues; it is still a "Big Ticket" for Bangladesh because of its uniqueness. However, Outcomes from this study show that factors like service quality and advertising have direct and positive impacts on tourism development at Cox's Bazar.

The survey done on 189 tourists at Cox's bazar Sea Beach in Bangladesh shows that tourist satisfaction as well as tourism development at Cox's Bazar is shaped positively by service quality and advertising. It also found that tourism development might not change crucially because of any increase or decrease in tourist disposable income, gender, age etc. This logically denotes that tourists willingly accept or appreciate other traditions, cultures but definitely they are conscious regarding some issues like- having quality service as they pay a smart amount and having proper directions and advertisements for their ease to find any location. Besides,

proper security in destinations also comes up as a crucial factor to present them an unknotted tour with no safety tensions. So, if we sum up, Cox's Bazar is a place with lots of opportunities and future potentials.

VI. Limitation of the research

We could have drawn up a more appropriate statistical outcome or a perfect answer that how much effect advertising, tourist's disposable income or other factors put but we had some limitations. Our study is a cross sectional study, future research on this issue may test our model by using longitudinal data. This study was done focusing on single tourist spot in Bangladesh and the data were also collected from tourists of that only spot which may decrease the generalized ability of our findings to different spots. Further studies may overcome the limitations and discover the antecedent and consequence of advertising, tourist income and service quality in different tourism industry and how they put impact on overall tourism development.

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