

Effectiveness of Social Media in Promoting Tourism in Bangladesh

By

TARANNUM, Tasnim

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Submitted to

KDI School of Public Policy and Management

In Partial Fulfillment of the Requirements

For the Degree of

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ABSTRACT

EFFECTIVENESS OF SOCIAL MEDIA IN PROMOTING TOURISM IN BANGLADESH

In this paper, we will be scrutinizing the efficacy of web-based social networking sites in the tourism industry of Bangladesh. Alongside that, we will be exploring the fact if social media usage can effectively change the condition in the current tourism sector of the country. The paper will be putting a relation among the variables of the tourism industry to navigate the scopes for the application of the social media platforms. Consequently, the importance of brand image formation and using it as an essential tool for marketing will be emphasized in the paper. The goal is to explore the tourists' perception, attitude, satisfaction, loyalty, and intention to visit Bangladesh using social networking sites as a promotional channel. In order to implement the plans regarding the sectors it is very necessary to form a partnership among the native start-ups that have grown centering the tourism sites and the digital marketing firms. The transparent regional and central governmental relation is essential as well. There needs to be certain establishments in the tourist regions where the businessmen are going to consult for any necessities and consequently reaching up to the central department for tourism. This paper will study all these implications after exploring the mentioned perceptions of the tourists.

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I. INTRODUCTION

Tourism is the deed and method of taking a break from the regular monotonous routine and travel to places away from the boundaries of home in quest for entertainment, recreation, relaxation, and pleasure, while utilizing the business arrangement of the service-providers, (Walton, 2018).

This is the mean through which people tend to get attached to the serene nature by getting away from the daily monotonous routine of stressful work and business (Thackray,1980). Thus, this certain frame of mind of the people has contributed to making tourism a very fast growing and a very diverse sector of the social arrangements (Bock,2015). According to UNWTO, (2015), “global spread of tourism in industrialized and developed states has produced economic and employment benefits.”

Many countries have started benefiting from the tourism industry, with positive impacts in the economy, earning more foreign currencies, gathering increased job opportunities, and ultimately creating a positive impact on the Gross Domestic Product of the country as a whole.

This research is intended to put light on the opportunities of tourism in Bangladesh and how through the use of the Social Networking Sites tourism sector of Bangladesh be promoted. Currently, Bangladesh’s economy is largely dependent on the foreign currency earned from the RMG (ready-made garments) sector; the garments industry is the single largest export earning sector currently of the country with almost 83% of total export earnings of the country are grossed through the RMG sector (BGMEA B2B Web Portal).

Experts believe Bangladesh has the opportunity to utilize its tourism industry to earn foreign currency into the economy (Ali & Parvin,2010).

Social media or Social Networking site is one of the vital tools in this era of internet, which can play an exceptional part in the growing of the tourism industry if used extensively and efficiently. Social media platforms like Facebook, Instagram, YouTube, personal blogs have an immense influence on the minds of the consumers who are willing to travel to a certain place to spend some leisure time. These platforms have enabled the public to understand and know about the places deeply and know what special things they can enjoy there. The tourist places and hotels are also getting massive exposure through these sites and having the opportunity to increase their business furthermore.

The prime aim of this research paper is to explore the opportunities of Bangladesh's tourism industry and how the social networking sites, in turn, would affect the customer's decision making if promotions are strategically done. The goal is to explore the tourists' perception, attitude, satisfaction, loyalty, and intention to visit Bangladesh using social networking sites as a promotional channel. The paper will subsequently discuss about the aspects of the tourism industry that required to be included in the social media advertisements to develop the sector as a whole.

II. Concept of Tourism

Traveling/tourism can be explained as a phenomenon including culture, social, and financial aspects which necessitates the mobilizing of individuals to states or places besides their common surroundings for private or business/proficient purposes (UNWTO). The tourism industry is one of the most diverse and dynamic industries in the world. Many developing or underdeveloped countries of the world rely hugely on the tourism and travel industry as a primary basis of revenue generation, employment, social development, infrastructure

improvement. The progress of the traveling industry/tourism is energized especially among the developing nations around the globe when the different additional types of financial expansions are not commercially viable (Department of Regional Development and Environment Executive Secretariat for Economic and Social Affairs General Secretariat, Organization of American States; Annex-2). According to this paper on Global tourism, Bangladesh falls in the category where the tourism industry is to be encouraged even more as recently Bangladesh has been recognized as a “developing nation” (Rahman, 2018). And the conditions here also resemble the assumptions of the paper where it says the sustainability of the national economy is a bit under the expected rate (Ferdousi & Wang Dehai,2014). Now in the era of social networking sites, with the widespread of blogs and vlogs, the exposure rate of the tourist spots has increased exceptionally in the past 10 years or so. As a result, this is a very impactful tool that can contribute to the increment of the business in the tourist places by attracting domestic and foreign travelers as well. However, there might be a misperception about the concept of traveling and tourism. Not all traveling falls under the category of tourism. To be termed as tourism, there must be a certain displacement. Other than this it should have three other conditions (Chandra Roy & Roy, 2019). They are:

Condition 1: it includes a movement outside the typical condition;

Condition 2: the movement must happen for any reason;

Condition 3: just a maximal term is referenced, not a nominal. The displacement can be with or without an overnight visit.

2.1 Origin

According to Feuler (1905), “A phenomenon unique to modern time which is dependent on the people’s increasing need for a change and relaxing, the wish of recognizing the beauties of nature and art and the belief that nature gives happiness to human beings and which helps nations and communities’ approaching to each other thanks to the developments in commerce and industry and the communication and transportation tools’ becoming excellent.”. This was the first time when the term tourism was defined to understand a certain discourse. Tourism is a movement/traveling for amusement, religious, recreation, personal, familial, or occupational purposes but it has certain time limitations (Chandra Roy & Roy,2019). This recreational act includes the utilization of the commercial facility of services, which remains a very basic aspect of the tourism and hospitality unit.

However, if we turn pages of history, we understand that traveling for leisure purposes has progressed from a practice that was more reserved for the elite or few numbers of personnel. Historically it was the rich upper class or the royal family people who had the privilege to travel to various places to conduct business or negotiations. It was reserved for royalty. From early Roman periods up to the seventeenth (17th) century, youngsters of high standards were urged to give a tour across Europe on a “grand tour” (Chaney, 2000). This was considered a product of the social arrangement then and its inception ground was Western Europe as we can see. In the middle ages, the pilgrimage was stimulated by many societies and this was very much evident in Chaucer’s “Canterbury Tales” and some other similar literature. But the term “tour” is retrieved from the Greek and Latin words for ‘*circle*’ and ‘*turn*’, which was suggested by William Theobald; and that ‘*tourism*’ and ‘*tourist*’ represent the actions of encircling away from household, and then coming back (Theobald, 1998). Gradually with the passage of time and

modernization of the concepts, by the mid-21st century, the global tourism industry had turned into a significant and dynamic economy-generating sector and the influence of tourism kept on increasing specifically from the Arctic to Antarctica. Thus, the history of tourism rather began even before the coinage of the term 'tourist' which was done in the 18th century (Walton,2018).

2.2 Importance

The travel industry/tourism creates legitimately and by implication, an expansion in the financial sector in the spots visited, fundamentally because of the demand for the products/goods and amenities that should be manufactured and delivered to the consumers (UNWTO, Understanding Tourism: Basic Glossary). Tourism is a dynamic industry that has developed and made exceptional progress in the recent years since it has a valuable effect on the financial progress of the place, for the revenue generation of the state and also the employment of the local people. Tourism allows the enthusiasts to experience culture and exchange cultures. The earning of foreign currency is a vital thing for a developing country like Bangladesh whose tourism spots are a big attraction for travelers around the world. And to boost up the condition, the role of social media is inevitable. The travelers outside the country get the chance to get a heads up about the interesting and famous tourism spots through social networking sites. The promotion through the digital networking sites are the easiest way to reach out to a big number of people without much of a physical effort; with some effective investment and ideas, the proper promotion of the places or business sites can be made which would surely attract the domestic as well as foreign tourists. So basically, tourism works like a big booster of economy and revenue for a country where the social media works as the catalyst in this process (Alizadeh & Isa,2015).

2.3 Impact

The impact of tourism is multifarious. It is one such industry that has a “domino effect” on the various parts of a certain tourist spot. With the development of a certain tourist place, simultaneously there are developments of the services that are being provided to the tourists. The local small businessmen have the opportunity of which they can make proper use of, the small range, and medium-range local service providers also have the chance of pulling more tourists/guests towards them by the lucrative offers. One another thing develops to a wide extent is the transportation and the communication process. The roads and highways department feels the urgency of developing the roads to give proper satisfaction of the journey they are making. Since service is a heterogeneous product, the satisfaction derived by the consumers can never be the same. That is why there is a necessity of providing the best services all through so that the consumers can derive the best satisfaction.

Tourism concurrently holds an impression on the economic sector, socio-cultural aspect, and on the surroundings. However, impacts both have a positive and a negative side too. The time when the economic or environmental benefit is being derived, there is also the occurrence of some negative impacts on the environment and economy. The tourism industry can only be maintainable if it is cautiously overseen with the goal that the likely negative impacts on the mass community and the surrounding area not allowed to exceed the money related advantages. (Chandra Roy & Roy,2019).

- 1) **Economic Impact**: Tourism helps to generate direct and indirect economic benefits to the service providers and the other local businessmen. It provides direct jobs to the community people by jobs like – tour guides, housekeeping, hotel management, safety crew, etc. Besides, there is the indirect generation of employment in the fields of

agriculture, food procuring and production, retail shopping, and marketers. Following the data of *World Travel and Tourism Council* (WTTC), tourism subsidized Tk. 427.5 billion (almost 2.2% of the total GDP) in 2017. And it is expected to ascend by 6.1 % in 2018. The travel business has unswerving contributed to the making of 1,178,500 jobs in 2017, which is 1.8% of the total job-providing. And it is anticipated to escalate to 3% in 2018 (Dhaka Tribune, 2018). Thus, this allows the local community people to engage themselves in money-making professions and alleviate the unemployment problems in those regions.

- 2) **Socio-Cultural Impact**: Tourism alongside the chance of revitalizing the economic infrastructure also contributes to the social and cultural aspects. However, in addition to the enhanced economic progress, tourism has a positive social impact on the tourist spots which includes the growth of facilities. For example – parks, recreational services (amenities), ventures on cultural products, and arts. This enables a good quality livelihood for the residents of those areas. One of the important things other than these remains the greater consciousness about the tradition and culture that grows among the residents. They become even more mindful about the preservation and understanding of their local culture and community identity.
- 3) **Environmental Impact**: Tourism hugely depends on the natural assets of a region or a certain place. It is through the environmental properties that the sector of tourism mainly operates. However, with the environment faces quite a damage due to the overuse by the travelers and residents. But on the bright side, considering this symbiotic relationship, destination spots centering the ecotourism aspects, benefit by creating improved competitions in protecting the quality natural resources and thus the conservation of

natural resources is valued highly because these natural assets are basically the foundation of the ecotourism business and the driver of all the ecotourism-centered economic benefits. (Boley & Green, 2016)

III. Literature Review

Bangladesh is one of the naturally gifted countries in the region of South Asia. The natural resources of the country unlock a great big opportunity for the tourism sector here. And thus the tourism industry of Bangladesh is considered a potential sector to enhance economic growth further. Pioneering the studies by Lea (1988) and Sinclair (1998) have highlighted the possible impact of the tourism business in advancing the development, making employments, and generating income for the administration/government. This financial association is known as the Tourism Led-Growth hypothesis. As per this theory, the global travel industry is taken as a potential preemptive feature for fiscal development (Sinclair, T. & M. Stabler, 2002). Social media, on the other hand, have a momentous part to play in the tourism sector recently. The increased amount of availability of social networking sites and the internet has allowed everyone to know more and also show more about anything. In Bangladesh, currently, 30 million individuals are spending time on social networking sites or briefly, social media. This is following a report in 2018 by the Digital arranged jointly by "We Are Social" and Hootsuite. It likewise displayed that about 18% of the nation's folks are regular social media handlers. (Financial Express)

Now, with the inclusion of the social media effect within the tourism sector, the importance of digital marketing and digital branding is to be increased significantly. The destination spots need exposure as well as the hotels and residential places. Digital branding is a

big challenge for start-ups and the existing business sectors, and it is a critical activity for any new or already established business to move forward successfully. It offers imperative help in client attainment, retaining, and maintenance while constructing a decent impression in the market,(Sivathanu, 2016). It can be termed as a very cost-effective initiative for the business sectors in the tourism sectors. However, the availability of convenient transports, easy availability of information on the different tourist spots, no restrictions on travel, and further developing techniques contribute to the growth of several tourists (Chandra Roy & Roy, 2019). However, Sanjay C. Roy and Mallika R. (2019) have also pointed out the increment of sociology-demographic aspects like higher learning criteria, development in the technological side and efficient usage of social media to strongly influence the growth of tourism. Major stress has been put on the development of Eco-tourism, which would necessarily conserve the environmental assets and stimulate the welfare of the local society and environment conservation to share the benefits among communities (Chandra Roy & Roy, 2019).

Mass networking media being the quickest mean of communication along with the passing of facts, these can be officially engendered by the ones working closely within the Bangladeshi traveling sector/industry and allow to share comments, views, and posts. The people here are very much active in social media and they are influenced as well as share their experiences, posts, comments, views, and influence other visitors (Kamal, 2017). Social media is a big thing in the paradigm of marketing. Recent studies of (Bagaturia & Johnson,2014) also put evidence that social media is better off compared to customary marketing in terms of effectiveness. The sector of tourism when entangled with the social networking site becomes a deal of word of mouth; whether the reviews gave are positive or negative. And thus it makes the concept of eWOM or the electronic word of mouth a very significant role player in the tourism

sector. This is a possible profitable means for the promotion of tourism along with the harnessing of the technologies to do so. Nevertheless, Symbolic perception is particularly essential in the hospitality and tourism business, as concrete or precisely intangible merchandise is tough to assess before the consumption (Litvin, Goldsmith & Pan, 2008). Social media becomes a direct influence concerning the tourism sector as people get to know about unpopular sites from those sites and also at times know furthermore about sites that have been visited earlier. The effectiveness of social networking sites or social media is very much evident in a positive way in increasing the popularity of the tourism destinations of the country and also mobilizes the other businesses that are build up centering the tourism spots.

3.1 Social Networking Sites (SNS) Effect

“Social Media is a set of tools that are free or nearly free and allow marketers and the community to create content and meaningful conversation online” – Levinson & Gibson (2010)

This certain characteristic of social networking sites has created a vast opportunity for the progress of any business or social initiative. The tourism industry has transformed radically with the baffling appearance of online media platforms making innovative chances to improve and pull in the customers with the means of enabled and encouraged correspondence and authorized engagement of visitors in many countries of the world. The marketing policies have also changed notably with the use of social media as it has allowed a positive exposure to attract visitors from various places. Sterne (2010) simply clarifies the social networking media quoting *“that which allows anybody to communicate with everybody [...] consumer-generated content distributed through easy-to-access online tools.”* In modern times, the easiest and cheapest means of promotion remains the use of social media. The promotion via social media lets the publicity to be in the hands of the consumers. This certainly allows consumers and customers to choose the

best among several destinations. Lim (2010) mentions the notions like -increasing brand/product responsiveness, the upturn of sale, educate and notify the consumers, develop the client services, observe the brand acknowledgment- which can be taken as online communication aims. However, there is a necessity of examining the products or items to be introduced in support of the tourist destinations. And referring to that Levinson and Gibson (2010) suggests the social media vendors that they should not invest more time and money on the zeal for newer items and services before examining of the products and scrutinizing the possible outcomes of those products. The government of particular countries in this respect holds the responsibility to explore the effectiveness of social networking sites to endorse the traveling industry in cooperation with private tourism businesses.

Social media is an efficient and financially savvy method of improving the tourist choices, observing the services, and refining the customers' gratification. Tourism service is intangible and heterogeneous. Thus the satisfaction of the customer remains the main objective in this sense. And social networking sites are providing that opportunity to the potential consumers and the experienced consumers to know more and create further enthusiasm. For example, in the U.S, the majority of the travelers' research about or book for the travel online, reported by the Prospective's 2006 nation-wide Travel poll. Half of the internet users of the United Kingdom reserve for their vacation online directly. This was found based on the research led by Nielsen/NetRatings on behalf of Harvest Digital a marketing agency and a pan- European marketing network *Adviva*. In Bangladesh, the trend of social media marketing and exposure has flourished to a level where the people are more depending on social media reviews to select the tourist destinations. A survey conducted for this particular thesis in order to find which social media pages uncovered previously unknown tourists destinations but in the recent years viewed

as popular tourist attracting sites. And according to that, Facebook groups like – Travelers of Bangladesh (ToB), the Best destination to Travel, Chuti Travel, etc. were chosen as the popular social media sites for traveling.

Amersdorffer, Bauhuber, and Oellric (2012) quoted, “*The tourism industry had high expectations of the Internet from the outset of it. Tourism as an intangible service product is perfectly adaptable for electronic data transfer. Online travel communities and online ticket sales were said to have a bright future because the presentation of the necessary information for purchasing products on the Internet is easy, and the costs for daily updates are comparatively low.*”

Thus, from the above discussion, it is very much evident that social media at the moment is an important tool that can work in a great connection with the tourism industry. The tourism industry and social media marketing, due to their similar characteristics have widespread opportunities to work hand in hand (Gretzel, 2018).

3.2 Social Media in Bangladesh

The fascination for social media is mounting up at an astonishing hustle. The youth of the country and especially the teenagers are becoming more captivated under the spell of social media. There is a buzzword describing this situation and that is, the youth are becoming addicted to social media like Facebook, Instagram, etc. It is not only the teenagers but the middle-aged and the adults are also very much engaged in this aspect. And it will be wrong to say this is a typical scenario in Bangladesh only, rather it is the situation worldwide. As indicated by a worldwide popularity ranking, social media platforms are ranked in this serial – 1.Facebook, 2.Twitter, 3.Google+, 4.Linkedin, 5.YouTube, 6.My Space, 7.Whatsapp, etc.

Facebook is the most used and most popular social communicating site in Bangladesh and different other parts of the globe.

As per the figures of 'Internet Live Stats', cited by the World Wide Web Consortium (W3C) and World Wide Web Foundation starting on July 1, 2016, there are 21,439,070 Internet operators in Bangladesh which is 13.2 % portion of Bangladesh populace, 0.6 % portion of the World Internet Operators and handlers change in a year in the nation is 10.4 %.

CIA World Factbook's nation profile on Bangladesh informs that the web operators in the nation are 24.33 million and 42nd in comparison to other nations until the latest updates on December 12, 2018. Though, the native technology specialists forecast that the quantity can unofficially be twice more than the official records. Bangladesh Telecommunication Regulatory Commission (BTRC) specifies that the mind-boggling amount of web operators of Bangladesh as much as 80% keeps active on social media platforms but especially Facebook. Information and Communications Technology Minister of Bangladesh Zunaid Ahmed Palak made a statement that "A new user of social networking site Facebook is being added every 12 seconds in Bangladesh which is more than the birth rate of the country."

However, one thing is very important that should be taken in a positive sense that is due to the magnetism of Facebook, individuals are intensely performing more like an online networking media journalist, although they probably aren't completely cognizant about that. Many users operate their blogs, vlogs, and pages as well as the Facebook group pages. They post and expose their various experiences and opinions regarding any video, sightseeing, situation, etc. They rather inscribe those experiences like their personal diaries and which allows the other users to learn more before going somewhere or doing things for the first time, hence influencing

their thoughts and opinion regarding something. The traveling groups publish extraordinary graphical photos and videos to make people know about places that have not been very much popular.

3.3 Social Media Marketing

Digital technologies have changed the fabric of the lives of people. Whether it is how we are communicating, what sort of information people are consuming more often, or how they are consuming the information is constantly changing. This certain trend of social networking sites and popular social media platforms promises not only to grow and expand in the upcoming days but also significantly affect people's lives even more dynamically. This dynamic effectiveness is evident within the product and service companies, who are changing their age-old marketing procedures and are frequently using the online platform to engage more with their targeted audiences. And this is bound only to grow. From the aforesaid segment, we can clearly understand the presence of Bangladesh in the field of social media platforms. And at least 30 million Bangladeshi are working via social networking sites, following the report of the 'Digital' in the year 2018 organized jointly by "We Are Social" and Hootsuite. Furthermore, it disclosed that about 18% of the country's citizens are dynamic social networking site operators. (Financial Express)

At present, the maximum amount of companies is relying more on digital marketing. The Digital Marketing and Social Media Branding have undergone big amount of changes in recent times, all over the world. The prime reason for this is the mobilization of this sector. More people are depending on online sites and pages for reliable information regarding anything. This certain platform gives the consumers a flexibility and has allowed people to compare among some things before concluding. Decisions are being taken by the consumers mostly using social

networking sites and online resources to understand and compare consequently, rather than just seeing advertisements and consuming certain products.

As a result of this changing trend, even the brands and the various organizations are also spending a good amount of resources and efforts on channeling their advertisements online based and to make information more appropriate and fixated on customers/consumers. Organizations, and the service sectors which were more into investing in traditional media of marketing, are further now creating digital marketing or specifically social media marketing strategies. And they are more focused in learning to understand, explore and manage their social marketing aspect better. These trends are very much conspicuous in the scenario of Bangladesh and especially in the field of tourism business. This sector is now exploring the opportunity of digital marketing that it is offering. With the increasing prominence of the social media marketing over the past several years, more and more brands and service sectors are getting routed to the digital platform of marketing to increase their reach and pulling people to their respective sites so that they (consumers) can derive maximum satisfaction and the business sides can make the profit. Social media platforms for this purpose remain Facebook, Instagram, YouTube, Pinterest, etc.

Digital marketers in the tourism sector have to remain updated about their closest rival/competitions to understand what they have to put up to attract travelers towards them. This creates competitiveness in the market and through this, the sector keeps on developing further and the public reach is extended too. The consumers also get to choose the best option among many other options that would make the trip enjoyable.

3.4 Digital/ Social Media Branding

Digital marketing has appeared to be a specialized sector over the past decade as it has been an effective process directly indulged in the marketing sector. The specialization of this sector has grown even more due to this exact reason. Now with massive increase of the social media users and audiences in Bangladesh as well as in the world through personal devices, the brand marketers and businessmen are getting the opportunity to communicate more precisely and effectively. The interaction with the targeted audiences has become very much direct through this process. As a result, the concept of branding should be more associated with digital media and technology, which allows the brands to develop better interactions with the consumers by their digital devices. Digital branding is the term to explain all the different ways in which a business can draw in the consumers/customers/guests more online. This sector includes aspects of marketing, like – SEO, online advertisement, marketing of content, influencer marketing, etc. Creating a brand and pushing for more exposure is amongst the basic factors of an industry/business (Madeleine, 2018).

Web-based branding (or popularly known as Digital branding) is a major test for new starting-businesses and it is a challenging activity for the already operative businesses of any new company. It affords indispensable help in consumer securing, retention, and maintenance and to fabricate a worthy status in the marketplace. Digital branding can be considered one of the most economically savvy and a substantial marketing strategy for any online business (E-commerce) start-up,(Sivathanu, 2016).

Nowadays terms like digital marketing and digital branding are used pretty much in the same sense or interchangeably, but they are moderately different from one another. Digital

marketing mostly says about boosting/pushing a certain product or service on the basis of its being good. Digital branding, on the other hand, is much more subtle than that. It highlights more about the fundamental values of the company or service sector instead of focusing on one certain product. Digital marketing is very much efficient in engaging one-time buyers, who might not further stick to the company after the consumer is done. But digital branding remains in place even after any product has been substituted or superseded. This keeps constant effect in the mind of the consumers once they have consumed the product and when they will feel the need to repurchase.

Branding is a fantastic process to build up a lifelong relationship among the buyer/consumer and the businesses. Digital branding is a long term marketing strategy. The tourism industry of Bangladesh includes several hotels and residents in the destinations like Cox's Bazar, Sylhet, Chittagong Hilly Tracts, Khagrachari, which haven't embraced the productivity of social media branding. But the marketing on social networking sites has been present but very much blatant. And as we have said earlier, branding creates a long term effect in the minds of consumers and marketing for a limited time. However, there should be an encouragement for both the methods in the tourism sector like Bangladesh. One of the primary targets for the tourism sector here is the engagement of a larger number of domestic tourists. Now there will be certain residents, hotels, and businesses that are already a brand and which they have been able to do due to a high-level investment. But there are places which haven't had huge investment, so for them, the marketing is very much vital creating a direct relation, as it will give the chance to the visitors to enjoy and at the same time it becomes the opportunity for the service providers to ace on.

3.5 Understanding Branding

Branding is an important aspect of the business to separate one's brand or product from other competitors in the business. It is not only about the color, fonts, logos, hashtags as many people assume it to be. But branding strategy is an even bigger concern for the business owners and especially the ones engaged in the tourism industry. Social media, on the other hand, is an open ground where the engagement of the audience, customers, and guests are huge. And thus the business persons can reach up to a large audience who are the enthusiasts of certain products. Social media enables a faster connection with people in the quickest manner by maintaining consistency as well. Social media can be viewed as a number one tool to make a customer/guest feel in a positive manner about a certain business before using or consuming from that sector.

Interaction: Digital branding lets the customers/guests to get involved in a certain chain of exceptional firsthand experience. It is considered unique by many. This method is an ideal way for the companies to interact with their customers that sometimes include the initiation of a clickable banner ad on various or particular sites, or creating a GIF to display the company's best features and services that are provided and many more that can be offered.

Sets you apart from the rest: At present, the market situation involves a great amount of competition and dynamical. The competition is fierce and dynamic in pretty much any sector especially in the hotel and tourism business and having something that might set any particular prospect apart from the rest will certainly secure its role in the marketplace for the upcoming days. Digital branding essentially connects and exposes certain businesses by bringing together all the business's assets and accomplishments. This certainly will assist in creating an impression and to differentiate one business from the other competitors in a similar sector. By consistently

staying in the forefront frame of the digital marketing arena, one can comfortably remain ahead of the competitions in the market.

Better connections: Digital brand creation and doing fair publicity of it does make it easier for the sellers or service providers in this respect to connecting better with the targeted audiences. Other than these some other factors contribute to the branding of a product or service provider. That includes good word of mouth, virtual experience i.e. replica promotion, review system, etc. these are more from a seller's perspective of branding or promoting about their certain product or business. But it is more specific if we consider the aforesaid means in the section of promotion.

3.6 Promoting of Products/Service

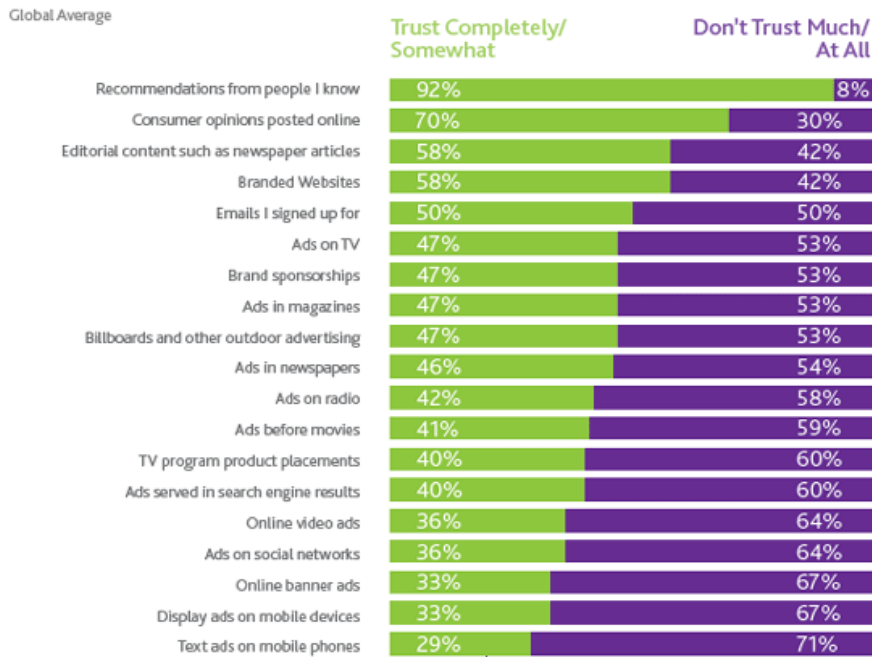
Promotion is one of the most important organs of business, be it any type of business or service sector. The tourism industry of not only Bangladesh but of the whole world relies on promoting strategies. And it is very much essential to expose the service provided and the products in a wide range towards a large number of audiences. Only then the identity of the service provider or product can be well known and people will be interested in consuming that.

Good/Bad word of mouth: It is rather the easiest and free among all the advertising strategies. Word of mouth, be it good or bad is a viral source of promotion. It spreads exponentially from one person to another about the up-to-date and vital updates from kith and keens. It can be considered as a reliable means as it comes from trusted sources- friends, neighbors, spouse, and family. And it is for this very reason of reliability that word of mouth process is considered a “sticky” method because analysis put forward the idea that people/consumers/customers are more likely to remember the suggestions of a neighbor or friend rather than that of TV ads or

newspaper ads. The close ones give the suggestions for good whereas the ads have agendas. This mentality makes the word of mouth a very effective and important means of promotion.

Conventionally, WOM selling spreads from one individual to other-centered on a commendation. And this certainly becomes a very reliable source for using that product or buying it to that service provider. But in contemporary WOM marketing, it portrays both focused-on endeavors and normally happening events where the consumers share their contentment regarding a product or brand (Warren,2019). Within the current hyper-associated market situation, a solitary commendation from a trusted source might cause a noteworthy effect which leads to a WOM advertising/marketing style to take advantage of the opportunities. Around 92% of consumers around the world opine that they rely on trustworthy sources like – recommendations from family and friends above the advertisements on TV or newspaper. (Nielsen Global Trust in Advertising Survey, 2011) This survey was held amongst around 28,000 online respondents in 56 states.

To what extent do you trust the following forms of advertising?



Source: Nielsen Global Trust in Advertising Survey, Q3 2011

Figure-1: Nielsen Global Trust in Advertising survey

Social Media Review System: This can be considered a digitalized word of mouth marketing/promoting strategy. Customer evaluations on the Social media platforms are the 2nd best reliable basis of information regarding the brands. Consumers buy into stuff that has a more positive review in the online platforms as it is very much easy to assess among several reviews in a very short time (Ross Marchant, 2017). 70 percent of the global consumers according to Nielsen’s report indicated that they trust messages or reviews posted online. (Nielsen Global Trust in Advertising Survey, 2011). Hajli (2014) states that “Trust, encouraged by social media, significantly affects intention to buy.” So, faith upon a product or service has a noteworthy part to play in the online-based business sector by unswervingly inducing the intent to purchase and secondarily impacting upon the perceived usefulness. (Hajli, 2014). The social media reviews for any service provider company are an essential element as these might have an international

outreach as well. The tourism industry can be included within this paradigm of marketing and this impact is way more vital in the perspective of Bangladesh where there is a large population seeking places to spend time on excursions and visiting places. The people in Bangladesh are more active in the social media platforms like- Facebook, Instagram, Twitter, YouTube as we have seen in the previous data, making this a very impactful platform for promotion of services.

Eric Carlson, Co-Founder of 10x Factory have justified the fact of social media word of mouth marketing by saying - "I've seen eCommerce brands blow up by developing a Facebook Group, having YouTube influencers talk about them, and by getting on podcasts. And while this all happens online, this is still WOM advertising."

Positive Impact from Negative Review: Service is a heterogeneous product. And tourism is a very popular service sector. But the service provided can never be the same all through from a certain provider. There might falter while the benefactors are giving their best for the consumers/customers/guests. This is mainly caused due to the nature of the consumers. The consumers have dynamic demands according to which they expect the services from the hotels or service providers as a whole. And when the consumers felt a bit discontent about any service, then they tend to give a review either on the social media platform or personally to their near ones. So a review that shows the discontent or dissatisfaction is regarded as a negative review. In a country like Bangladesh where the majority of the social media audiences are active the negative reviews and positive reviews have a very impactful role in bolstering a business and especially the tourism sites and hotel businesses. Positive reviews are expected by all sorts of business agencies, be it a hotel owner or owner of markets. But as we said before, the nature of customer demands is variable and it is very natural to have some negative reviews regarding

services in the social platform. However, in a populous country like Bangladesh, there are varied levels of consumers and traveling people. And an interesting psychological issue is seen in the current context all over the world as well, and that is people naturally tend to taste or explore or incline more towards the places regarding which there are some negative reviews. Nowadays some food places and tourist spots are deliberately sponsoring negative reviews which naturally have brought even more customers or consumers towards them than regular and this has done good exposure to their products and items (Marta, 2019).

But the question comes why and how do the negative reviews might bring a positive outcome for a business?

According to a study by the “*Harvard Business Review*”, with the title “*Bad Reviews Can Boost Sales. Here’s why*” by Jonah Berger, depicts that terrible publicity or bad reviews can as well bolster the sales of services or products. In that review sales pattern of over 250 books, reviews by the New York Times from 2001 to 2003 were analyzed. The good reviews increased sales from 32% to 52%. However, for the conventional writers, the bad reviews instigated a downfall in sales by 15%. But on the contrary negative reviews about the books of unknown or unpopular authors caused a surprising spike in sales and it was by about 45% on average. The reason behind it is, the reviews make the consumers aware of a product of which they didn’t know about. This certainly grabs the attention of the buyers and thus the product or service consequently gets exposure and resulting in boosted sales (Marta, 2019).

Berger,(2014), quotes regarding the research, “*by making consumers aware of a book they would otherwise not know about, even the harshest review can be a boon.*”

It was found in the research that the negative reviews more often hurt the established, notable writers paying little heed to any interruption amid the evaluation and the purchase choice. However the adverse appraisals at first hurt the new authors of the new books too; yet the adverse impact rapidly diminishes. (Berger, 2014)

So, resorting to the above explained reasons and effects we can assume how the negative reviews in the current context be an asset for the tourism sector or sites sometimes for the businessmen. Negative reviews don't always mean the bad experiences or lack of services, it also sometimes includes unexpected things or surprising elements, ‘danger on the way’ type experiences, etc. And these certain things do attract the tourists or young people towards those places because through these negative reviews they are getting to know about places which otherwise they wouldn't have known about.

IV. Research Objective

The traveling industry has appeared as one of the significant economy-driving sectors in the developing and developed states as well. Bangladesh is a developing nation and is endowed with excellence and gifts of nature; stretching from the highlands to the streams to the seashores to the bio-assorted varieties. These include the world's lengthiest sea beach Cox's Bazar and the world's biggest mangrove woods Sundarbans. So it's very much imaginable that the tourism industry can be the promising sector for the economic advancement of Bangladesh by creating employment opportunities and through multiple positive effects on the development of tourism-related ventures and poverty mitigation.

Despite the abundance of bio-diversity and delightful visiting spots and a massive human resource, the tourism industry in Bangladesh seem to be having a slow growth. And analyzing from the facts discussed above, the lack of promotional activities by the government and the private tourism sectors. And since digital promotion is the cheapest but effective means of marketing, there should be constancy in the using of social media marketing procedures. Bangladesh government should harness the power of evolving technology and elevate their online promotional programs to a stage of superior precision and excellence.

The aim of the research work is thus exploring the possible scopes of the mass and social media platform in effectively promoting the tourism industry. And in connection to that, the analysis of the potential of the social networking sites in the tourism sector of Bangladesh will be done to recommend the proper utilization of this widespread platform to attract more tourists in the country. To find the effectiveness of social media promoting the tourism sector in Bangladesh in terms of attracting more tourists, we will try to find out the answer to the following questions throughout the research paper.

- ❖ Is social media an effective tool in attracting tourists to a country?
- ❖ Will tourism industry in Bangladesh be able to attract more tourists if social media is effectively used?
- ❖ Which aspects of tourism should be included in the social media to promote tourism?

V. Research Methodology

There has to be a certain connection between the concept of the research and the empirical data collected (Keith F. Punch). And in order to maintain that conjunction we had to follow the method that can actually reflect the main objective of the research. Tourism industry

is a service oriented sector which deals mainly with the consumer satisfaction in order to expand the business. So the thoughts and perceptions of the consumers or guests are what we have valued in terms of this research as well. To understand the consumer perception regarding social media usage in the tourism sector for further expansion, we conducted a survey. The survey questionnaire helps to take the opinions of the general people who tend to travel more in the different parts of Bangladesh or abroad.

Through the survey, we were able to know about the social media influence on the individuals when they plan to travel to a tourist spot. The popular social media pages or blogs that tend to increase the enthusiasm among them were also put into light through the conducting of the survey. Besides these, we were also able to know from the participants about their ideas regarding what should be more put to light in the social networking platform to promote the tourist spots and the businesses there in an extended way. Other than the survey we have taken the secondary data from the online published journals, newspapers and some thesis works regarding the influence of social media in the tourism sector in Bangladesh and all over the world.

5.1 Data Collection

The data collection has been done through an online link sent to the respondents' social networking accounts and emails. The questionnaire was designed in English. The survey link was sent to 120 people, of which 87 people responded, making the response rate to 72.5%.

5.2 Development of Research Question

The survey questionnaire had been developed as such as to evaluate and conduct statistical calculations in favor of the research model. There were some preliminary questions to

determine demographic statistics. After that, there have been questions to determine 1) Effects of cognitive, effective, symbolic on attitude, 2) Effects of attitude on satisfaction, 3) Effects of satisfaction on loyalty, 4) Effects of loyalty on destination brand, 5) Effects of destination brand on enhanced tourism, 6) Effects of enhanced tourism on investment and 7) Effects of intention on destination brand. These seven variables have helped to put light to the research and come to conclusions accordingly.

VI. Cognitive, Effective and Symbolic Perception

Carmichael (2000) identified that attitudes of people can be grouped in the subsequent three scopes, as – cognitive (views, information, observations), affective (liking and aversions), and behavioral/symbolic perceptions (actions taken or stated). Occupants of the host destination can base their attitudes towards the travel industry progress on any of the previously mentioned demeanor scopes/dimensions. And this remains a very important portion in the tourism industry and for its further marketing strategy.

6.1.1 Cognitive

Cognitive perception can be defined precisely as the processes related to the responses a consumer makes to a stimulus or pays attention to some events and their understanding, remembering previous events, making assessments and decision making, and choosing (Mehrabian & Russell, 1974). The cognitive perception is identified based on the central attributes of a service or product, for example- utility (Gnoth, 2002). Correlating the cognitive perception with the traditional marketing strategies, with advent of the recent scientific advancements and social networking platforms, it is giving the indications for consumer empowerment (Kelly, Kerr & Drennan, 2010). For instance, we could evade a

bulletin/advertisement simply and deliberately by going through a newspaper or reading a magazine; subsequently avoiding the promotions gets straightforward (cognitive method) or when the commercial appears on the TV we leave the space (behavioral method). Now the PCs and video recorders are making it even easier to conceal it completely from sight. Empowering the “pull” factor and as a response to this extreme exposure, it is the consumers who choose which commercials or information from the social media platforms will actually connect with them (Kelly, 2010).

The dimension of an image of destination or advertisement denotes the consumers’ knowledge and beliefs about the destination’s/products attribute (Baloglu & McCleary, 1999). And since, it is the customers or clients who controls the flow of data, so it is fundamental for the organizations to comprehend on that dimension that would cause the consumers to ‘accept’ the promoted message; else it most likely won't get to them (Wang & Sun, 2010). Otherwise, the clients can feel overpowered by and social networking sites drop their appeal (Hadija, Barnes & Hair, 2012) which can prove to be having a very bad effect on the social media marketing scenario.

6.1.2 Affective Perception

Affective perceptions or experience is precisely correlated to what it feels like to consume a product or get a service and also generally agree with the product attributes and the individual experiential needs such as sensory pleasure and the cognitive stimulation are satisfied by these benefits (Orth & Marchi , 2007). In terms of tourism industry, it is particularly necessary for improving tourists’ or consumers’ perception of the destination image (Moreno-Gil et al., 2012), as it reflects their feelings toward a destination (Chen et al., 2016). Emotional and experiential requirements are applicable in the quest of self-satisfaction and choice behavior. The

indirect impacts of the value of experience that has an effect on behavioral intents is vivid when interceded by perceived worth and satisfaction. A research conducted by Ching-FuChen and Fu-ShianChen (2009) reveals the immediate impacts of the quality of experience on the apparent worth and satisfaction, after an extensive study piloted at four primary legacy destinations in Taiwan, Tainan. The destination picture and locating, which is a focal point in the travel industry is mostly handled by those who are in charge of managing the perceptual or cognitive part of the destination spot. Travelers or the consumers are significantly pushed by their emotive needs and simultaneously pulled by their same emotive advantages. Social media platforms, picturing the destination spots create an affective perception within the consumers.

From a data management perspective, it was proposed that psychological representation is a forestalling and inspiring power that arbitrates emotional encounters, assessments, and behavioral purposes (Goossens, 2000). Stylos et al. (2016) examined that advertisements highlighting emotional contents (e.g., words such as exciting, pleasant and relaxing) contributes in forming an affective image of the destination. Contributing to the statement, a research conducted by Ignacio Rodriguez del Bosque and Hector San Martin in 2008 using 807 people visiting a tourist spot in Spain showed how the predetermined picture of the terminus impacts the beliefs and traveler's behavioral aims. And, there is sufficient effect of expectations and feelings on satisfaction as well.

6.1.3 Symbolic Perception

Park, Jaworski, and MacInnis (1986) defines the symbolic perception and the corresponding needs as the requirements for products (or services) that fulfill the internally produced needs of self-improvement, role position, group membership, or ego-identification; an individual generally tends to connect with a brand with a symbolic concept. This symbolic

dimension is very much interconnected with the consumer expectations; as this symbolism comprises of a level of visitor engagement with it (Gnoth, 2002). Symbolic perception gives an opportunity for maintaining a uniqueness of the products and services among the other competitors in the market.

However, Litvin, Goldsmith & Pan (2008) puts forward the idea that symbolic perception is particularly significant in the hospitality and the travel industry, whose intangible items/services are tough to assess before their utilization. This is where social media plays an important role, by giving the partial real experience of the destination through images and descriptions to properly attract the consumers. Symbolic advantages are more of an extrinsic benefit derived from the utilization of the product, and they for the most part resemble to the external aspects of the products related to the hidden desires for social endorsement, individual articulation and externally guided confidence/self-esteem (Orth & Marchi, 2007).

6.2 Attitude

Attitude is a crucial factor of indication of interest or intention of customers which in turn accounts for decision making of which brand they will choose, (Bagozzi & Dholakia, 1999). It can be used to make an estimation on the choice consumers will make, (Um & Crompton, 1990).

A few sociologists, for example, Fuson (1942) and psychologists like Campbell (1950) characterized attitudes simply as the likelihood that an individual will show a definite behavior in a definite circumstance.

Allport (1935) defined attitude as a mental feeling which is derived through experience and creating a “directive and dynamic” impact upon the person's reaction to the specific situation.

Whereas as indicated by Krech and Crutchfield (1948), an attitude can be characterized as an enduring organization of motivational, emotional, perceptual and cognitive procedures in association to some aspects of the person's reality. According to Lancaster, 1966, the utility of goods/services play a role in decision making; which is; different customers will have different want/needs accordingly of different commodities. Thus when destination is taken into account it could mean that travelers are concerned more on the destination image which is his/her perceptual decision and that can be taken as their attitude towards decision making while choosing a destination brand.

So, when trying to determine the attitude of customers and create promotional materials it is crucial that the destination image be set as such that it creates a positive impact on the tourist's perception, creating a positive emotional vibe that it motivates tourists to choose the specific destination brand.

6.3 Destination Brand

Destination branding has been defined by Morrison and Anderson (2002) as the process by which a country is sought to be like any other commodities and the branding is to be done as such so as to differentiate the country's uniqueness from its competitors.

Tourism industry can be a lucrative sector to increase a country's total income; creating jobs and the overall economy. Thus creating an identity through destination branding not only helps to increase tourism but also helps to promote the country's tourism industry easily, (Andre, 2011).

According to Aronczyk (2008), destination branding and branding of other commodities are not the same. Thus, a thorough knowledge coupled with informative strategies should be implemented in order to create a good destination brand, Keller (2003).

As per the studies of Gnoth (2002), it is shown that a strategically informative destination would mean that the whole tourism industry uses the same branding methods as predetermined and maintaining the cognitive, symbolic and effective attributes for it to be successful.

6.4 Foreign Direct Investment

Foreign direct investment (FDI) is defined as the foreign investors stirring their properties and resources into a different country where they have enough control over the managing of the profits and the essential assets (Kaur, 2019). According to OECD, Foreign direct investment is precisely defined by the “aim of obtaining a lasting interest by a resident entity of one economy (direct investor) in an enterprise that is resident in another economy (the direct investment enterprise).” Here the “lasting interest” refers to the long-lasting or long-term relationship that exists between the direct investor and the direct investing company and that includes a very significant degree of influence on the management of the latter. According to United Nations (2007) journal, many developing states are concentrating on the travel industry as a potentially capable sector for financial and human advancement (e.g. - increasing of employment). So, FDI in the tourism sector of a developing country can be a vital boost up to the economy of that country as well. However, the tourism related FDI is also hugely dedicated towards the advanced states rather than the developing ones.

Tourism expansion’s impacts on the economy are noteworthy. As a multidisciplinary action including various businesses is drawing upon a variety of abilities, the travel industry's advantages have expanded over to a more extensive area of society contrasted with the ones from different parts of the economy (Telce & Schroenn, 2006). Leading studies have featured its latent capacity impacts in advancing growth, making employments and creating income/revenue for the government (Lea, 1988). This financial affiliation is identified as the tourism-led growth

hypothesis. As per this theory, worldwide the tourism industry is regarded as a vital strategic aspect for financial development (Sinclair & Stabler, 2002; Samimi, 2011). Likewise universally the travel industry would contribute in the income rise in two extra ways at least - first, improving competence through expanded rivalry amid firms and other worldwide tourist destinations (Krueger, 1980); second, encouraging the exploitation of the scale economies in the local businesses (Helpman & Krugman, 1985).

At present, if generally described, tourism is the world's biggest and dynamic business. It connects together a sequence of cross-cutting events which involves the setting up of goods and services, from lodging to transportation and amusement to production, farming and fisheries. Tourism sector offers the scope of multifarious working channel and every service is connected with another. The social networking sector is a very important role player in this regard. The localization choices of the lodgings rely upon the degree of the travel industry demands for a particular destination spot, just as its particular tourist-attracting resources, like – culture, landscape etc. The imagery depiction of the tourist spots and the attraction points can pull in the investors and the tourists as well; thus emphasizing the role of social networking sites and SNS marketing. Bangladesh being a naturally affluent region has an age old tradition of enhancing the services towards the customers or guests in the tourist areas.

As a result of the other tourism-related advancements (e.g.- airports, roads and highways, lodgings, infrastructure) most governments in the developing nations regularly place higher urgencies on pulling in the FDI for additional tourist entrances and financial/economic development (Zhang & Chong, 1999; Andergassen & Candela, 2009). So, there is a causative connection among Foreign investment and tourist arrivals, with FDI improving the majority

sections and nature of the service sectors; at that point the global tourist appearances/arrivals also increase in numbers (Selvanathan, 2012).

VII. Hypothesis Development

This part of the research examines i) How three variables affect tourists' attitude;

ii) How attitude affects satisfaction and intention to visit;

iii) How satisfaction affects loyalty;

iv) How loyalty and intention to visit affect destination brand value;

v) How destination brand value affects tourism; and vi) How enhanced tourism affects intention to invest.

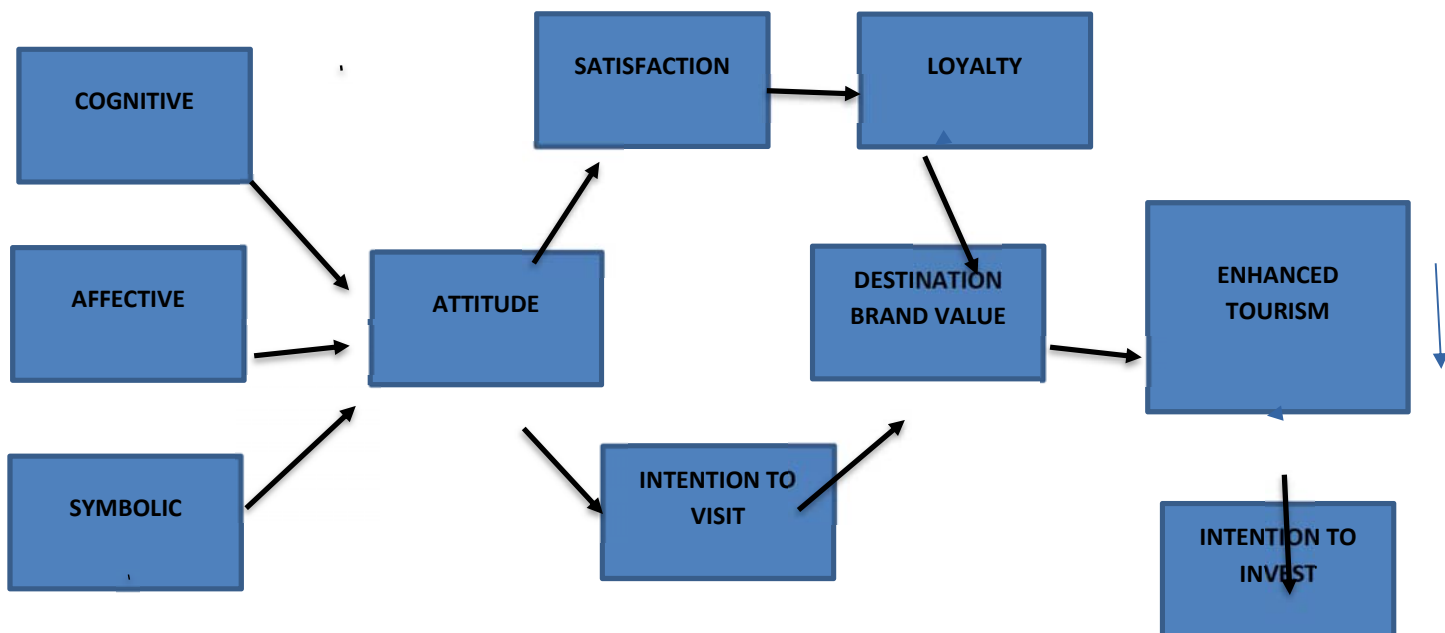


Figure-2: Depiction of the Hypothesis Development

7.1 Effects of Cognitive, Affective and Symbolic Variables on Attitude

According to Gnoth (2002) “the cognitive level relates to the core characteristics of a product or service; the affective relates to the sensual aspects of an experience, whereas the

symbolic dimension refers to what it all means to the tourists.” Allport (1935) mention attitude is dependent on past experiences.

Vigneron and Johnson (2004) show tourists have positive attitudes on their buying behavior when the quality is good. Berthon (2009) indicated that “functional and experiential uniqueness of the luxury brand tends to be diluted in the homogenization process that inevitably accompanies commoditization.” Vigneron and Johnson (2004) mentioned buyer’s affective perception contributes positively to his/her attitude in purchase behavior. Studies by Han, and Dreze (2013) strongly suggested that customers prefer to buy more when a product has symbolic meaning.

***H1a:** Cognitive, perception significantly affects Attitude.*

***H1b:** Affective perception significantly affects Attitude.*

***H1c:** Symbolic perception significantly affects attitude.*

7.2 Effects of Attitude on Satisfaction

Attitude as defined by Krech, Crutchfield and Ballachey (1962), is the collective psychological or mental feeling about certain products before purchasing. According to Fornell and Robinson, (1983), satisfaction is the “perception” evaluated by customers by themselves.

The satisfaction of customers is dependent on the customers’ prior attitude, Bolton & Drew, (1994). Francken and Raaij (1981), gave a hypothesis that leisure satisfaction is dictated by the consumers' apparent dissimilarity between the preferred and real recreational experiences, just as the impression of obstructions remotely and inside that refrained the consumer from accomplishing the expected experience.

As Fishbein and Ajzen (1974) argue, attitude towards behavior cause execution for the most part allude to the elements of attitudes as rules and facilitators of behavior. It also alludes to the elements of attitudes,(satisfaction being one of the elements), Staw, (1994).Attitude has the motivational impacts of the individual importance or identification, which in turn will affect the satisfaction level of the individual, (Riketta, 2008).

Without a doubt, both attitude and satisfaction has been playing a significant role in arranging attractive and marketable tourism items and facilities. Thus attitude towards destination brand is correlated to ultimate satisfaction and vice versa, Lee, (2009).

H2: *Attitude towards destination brand affects satisfaction*

7.3 Effects of Satisfaction on Loyalty

The concept of loyalty has been thought of as one of the significant thrusts in the competitive market, (Dimanche & Havitz, 1994). Loyalty measures consumers' fondness toward a brand or item, just as clarifies an extra bit of unexplained variance that behavioral approaches don't address,(Backman & Crompton, 1991). On the other hand, satisfaction, defined by Oliver (1999) is the feeling of contentment customers derive from utilizing a commodity.

Furthermore, as Korostoff, (2015) points out, though both variables seem to have similar definition, it cannot be interchanged; as loyalty is something which defines a customer's behavior and satisfaction is the outcome to the behavior. Loyalty, according to Oliver (1999) means customers will "rebuy" commodities of the same brand, (marketing and promotional materials will have little or no effect on the decision making process).

Tourist satisfaction is essential to successful destination showcasing/ marketing as it impacts the destination selection, the utilization of products and services and the choice to return (Kozak & Rimmington, 2000). A review of the literature on motivation uncovers that individuals travel

based on being "pushed" into settling destination choices by inner, psychological factors, and "pulled" by the exterior factors of the destination spot's characteristics/qualities (Crompton, 1979; Dann, 1977; Uysal & Jurowski, 1994).

Hence, satisfaction with recreational experience, basing on the push and pull factors, adds to destination loyalty. This makes it clear that customer satisfaction has a vital influence on the loyalty towards a destination brand (Kandampully & Suhartanto, 2000).

H3: *Tourists' satisfaction has a positive influence on loyalty.*

7.4 Effects of Loyalty on Destination Brand Value

Loyalty is defined to be the outcome of satisfaction after using a certain product and that feeling to repurchase the same branded product, (Oliver, 1980). Loyalty and destination brand value or image is interlinked to each other. Tourists' loyalty towards destination brand has a direct impact and vice versa, (Rajesh, 2013). This means if tourists become loyal to a destination brand, then they will express willingness to revisit, increasing the brand value. They will recommend their family and friends.

Studies conducted by Berry (2000), conclude that branding not only helps to create loyalty and repurchasing of service but also helps in promoting the service much easily. It ensures product satisfaction in the future.

According to Aaker, (1996), if the customers are loyal to a brand price can be manipulated and there will be less completion or semi monopoly in the industry.

H4: *Loyalty of tourists enhances destination brand value.*

7.5 Effects of Attitude on Intention to Visit

Ajzen (2002) defines intention to be the immediate action/behavior of a customer to purchase a certain commodity. In this case the service being tourism to Bangladesh, meaning customers are willing to travel to Bangladesh. The similarities between the variables, attitude and intention can be seen when attitude is seen in terms of advertising. It is the moment when a customer is willing to buy a branded product in a specific time frame, Howard and Sheth (1969). Ajzen and Fishbein (1980) suggests attitudes to be a person's feelings negative or positive.

Knutson (2010) has conducted studies that show a true interlinked relationship between attitude and intention to visit. Other studies also done by (Sivadas & Baker, 2000) come to conclusions

Attitudes have a connection on customer's willingness to revisit a certain destination. The level of tourist loyalty to a destination is reflected in their intent of coming back to the destination spot and in their commendations to others (Oppermann, 2000). Thus we will be able to hypothesize that positive attitude towards a destination brand motivates the tourists to revisit that place.

H5: *Attitude towards destination brand has a positive effect on intention to visit.*

7.6 Effects of Intention to Visit on Destination Brand Value

Studies conducted by (Bramwell, 1998; Oppermann, 2000; Postma & Jenkins, 1997) show tourists' positive perception through intention to visit will have a direct impact on creating positive word-of-mouth impacts to potential sightseers, for example, friends or family members which in turn will have a direct impact on the brand value.

Regarding intention, Tor and Bodil (1998) argued that "when services are difficult to evaluate, corporate image is believed to be an important factor influencing the perception of

quality, customer's evaluation of satisfaction with the service, and customer loyalty." Thus, it can be said if social media is used properly to promote Bangladesh's tourism industry, creating Bangladesh a destination brand, the intention to visit Bangladesh will increase.

As suggested by Andre, (2011), strategic branding is crucial in this competitive tourism industry in order to create the country's "identity".

Gras, 2009 conducted studies, to show the interrelation between intention to visit and brand value and came to conclusions to show intention would increase(in this case, intention to visit of tourists), when they are exposed to the brand (in this case the destination brand). Thus, if social media if used properly to do promotions will create an intention to visit Bangladesh, also if the promotional activities are done strategically to create a destination brand will create an intention to visit Bangladesh.

H6: *Intention to visit has a positive impact on destination brand value.*

7.7 Effects of Destination Brand Value on Tourism

Studies conducted by (Bramwell, 1998; Oppermann, 2000; Postma & Jenkins, 1997) show tourists' positive perception through intention to visit will have a direct impact on creating positive word-of-mouth impacts to potential sightseers, for example, friends or family members which in turn will have a direct impact on the brand value.

According to Morrison and Anderson (2002) "destination branding is a process used to develop a unique identity and personality that is different from all competitive destinations."

Thus, it can be said if social media is used properly to promote Bangladesh's tourism industry, creating Bangladesh a destination brand, the intention to visit Bangladesh will increase.

As suggested by Andre, (2011), strategic branding is crucial in this competitive tourism industry in order to create the country's "identity".

If intention to visit in turn enhances increased tourism it will have similar effects on the brand destination as it has on the intention to visit variable. Hence, the research puts forward the hypotheses that tourism is significantly enhanced by a boosted destination brand value.

H7: *Destination brand value significantly enhances the tourism*

7.8 Effects of Enhanced Tourism on Intention to Invest

Foreign direct investment (FDI) is defined as the foreign investors stirring their properties and resources into a different country where they have enough control over the managing of the profits and the essential assets (Kaur, 2019). According to OECD, Foreign direct investment is precisely defined by the "aim of obtaining a lasting interest by a resident entity of one economy (direct investor) in an enterprise that is resident in another economy (the direct investment enterprise)." Here the "lasting interest" refers to the long-lasting or long-term relationship that exists between the direct investor and the direct investing company and that includes a very significant degree of influence on the management of the latter. According to United Nations (2007) journal, many developing states are concentrating on the travel industry as a potentially capable sector for financial and human advancement (e.g. - increasing of employment). So, FDI in the tourism sector of a developing country can be a vital boost up to the economy of that country as well.

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different parts of the economy (Telce & Schroenn, 2006). Leading researches have featured their latent capacity impacts in advancing of the growth, making employments and producing income/revenue for the government (Lea, 1988). This financial affiliation is known as the tourism-led growth hypothesis. As per this proposition, worldwide the traveling industry is taken as a vital strategic feature for financial development (Sinclair & Stabler, 2002; Samimi, 2011). Likewise universally the travel industry would contribute in the income rise minimally in two extra ways - first, improving competence through expanded rivalry among businesses and other worldwide tourist destination spots (Krueger, 1980); second, encouraging the exploitation of the economies of scale in the native businesses (Helpman & Krugman, 1985).

As a result of the other tourism-related advancements (e.g.- airports, roads and highways, lodgings, infrastructure) most governments in the developing nations regularly place higher urgencies on pulling in the FDI for additional tourist influxes and economic development (Zhang & Chong, 1999; Andergassen & Candela, 2009). So, there is a causative connection among FDI and tourist arrivals, with Foreign Direct Investment expanding the quantum and condition of the service-providing sectors; at that point the global tourist appearances/arrivals also increase in numbers (Selvanathan, 2012).

H8: *Enhanced tourism positively affects investors' intention to invest.*

VIII. Theoretical Background

8.1 Consumer Satisfaction

Satisfaction is the act of need, desire, or the feeling gained from such fulfillment. Consumer satisfaction is the summary mental state coming about when the sentiment encompassing dis confirmed desires is combined with the customer's earlier thoughts about the

consumption experience (Oliver 1981). As indicated by Howard and Sheth (1969), satisfaction is the purchaser's cognitive condition of being sufficiently or insufficiently compensated for the sacrifice he has experienced.

Satisfaction, presumably, directs towards looked-for results, for example, repeated buying, acknowledgment of different items in the line, brand devotion/loyalty, store patronage, and eventually, higher benefits and expanded profit share. Paradoxically, this concept has received far less attention than any of the above mentioned rewards presumed to flow from it (Surprenant, 1977). Miller (1977) sees consumer satisfaction as resulting from the interaction of levels of expectation and perceived performance. Satisfaction is an assessment concentrating on the consumption experience if it was at least as decent as it was supposed to be (Hunt, 1977).

According to Cho (2001), customer satisfaction provide pieces of information with respect to what administrative changes may have incited different and increasingly alluring behaviors, raising the issue of consumer loyalty myopia. This myopia comes from accepting that customer behavior can be made and continued in and without anyone else without cautious respect to its hidden basis on the consumer satisfaction side, restoring the long-standing advertising/marketing dilemma of attitude and behavioral measures, and how much perspectives or attitude impact or foresee the behavior (Cho, 2001).

Satisfaction may best be realized as an assessment of the surprise intrinsic nature in an item acquisition and usage experience. Fundamentally, it is the summary mental state coming about when the emotion encompassing dis confirmed desires is combined with the customer's earlier sentiments about the consumption experience. Additionally, the amazement or surprise element of this assessment is believed to be of limited length, so satisfaction gradually declines

into one's general attitude toward buying products, especially with respect to explicit retail circumstances (Oliver, 1981).

Consumer satisfaction with a product, or service, is a subject, but should be of vital interest to the marketing community (Suprenant, 1977). Satisfaction commonly is theorized as an approach like judging a product following the purchasing act or grounded on a series of customer product interactions (Yi, 1990). Thus, in the marketing research the relation between consumer satisfaction and positive attitude of consumers regarding that product or service has captured attention of many researchers.

8.1.2 Satisfaction and Loyalty

Satisfaction has a strong relationship with loyalty. According to (Balabanis, Reynolds & Simintiras, 2006), two primary procedures to build consumer reliability or loyalty are satisfying them and delivering them with comprehensive satisfaction so they have the desire to remain, and hindering switching of the process to a new provider. The three researchers agree that if consumers see that the offers available in the market are homogeneous, they won't associate any advantage with exchanging the service providers. Hence, the inclination to desert the connection diminishes and the level of loyalty rises.

Chen and Wang (2009), recommend a viewpoint on consumer satisfaction as a sort of consistency/uniformity assessment among the earlier desires and apparent service providing. Consequently, the positive valuation of the item or service that the consumer obtains is a significant cause to proceed with a relationship with a group's product or service and a substantial pillar that maintains loyalty. Satisfied consumers are hence bound to repurchase,

bring down the price sensibility, take part in positive word-of-mouth endorsements and become persistent customers (Chen & Wang,2009).

8.1.3 Satisfaction and Destination Brand Value

In tourism marketing, marketers focus is not only on attracting new customers but also make sure that the customers are satisfied and revisited the place. Satisfaction is thus crucial in building the destination brand value. For focusing customer retention, repeat purchasing is essential to a continued encounter to these conditions. Even for products with long purchase intervals (e.g., appliances, automobiles) satisfaction is important because of word of mouth and the activities of numerous watchdogs organizations, such as Consumers union, which track reports of satisfaction over time(Oliver 1997). Although not abundant, imperial data on the influence of satisfaction, quality and some other measures have been available for some time, substantiating the long-held assumption that customer satisfaction is one key to profitability (Pickle & Bruce 1972).

Brands with engaging charisma draw in customers with no earlier brand use, since clients may upgrade their feeling of self (Swaminathan, Stillely & Ahluwalia,2009). Regardless of whether brand experience is instant or indirect, unequivocally impact the connection among attitude and behavior (Fazio & Zanna,1978). To ensure long term market success, business has created brands, which allowed business to develop and sustain an image, differentiating one another's products in eyes of consumers. Companies are recognizing the brand that best satisfied its customers not only keep them longer but are also likely to benefit from positive word of mouth (Vavra, 1997).

8.2 Consumer Loyalty

Consumer loyalty is the repetitive purchase behavior of consumers. Consumers may keep up the relationship by compulsion, building up a sort of fake loyalty without any certain positive inclination for their service-provider (Bendapudi & Berry 1997). The attitudinal methodology describes loyalty as a mental or psychological expression that the client may accomplish subsequently due to the firm's rational strategy. The consumer may willfully keep up that relationship based on advantages he gets during the relationship (Caruana, 2004). On the other hand, if the clients see that the deals available in the market are homogeneous they won't partner any gain with exchanging of the suppliers. Consequently, the propensity to desert the relationship reduces and accordingly, the level of loyalty forms (Balabanis, Reynolds & Simintiras, 2006). In this way, those clients content by the exhibition of their typical service-provider will see that different offers that are present in the market are less appealing than the regular one. Client will assess their service-provider relatively with the remainder of the contenders through a cost-benefit scrutiny, and based on the services the possibility of the switch will be less.

8.2.1 Attitude and Loyalty

The basis of genuine loyalty is an uplifting attitude towards a certain firm. An optimistic mentality toward the service-provider is absolutely what guarantees a further buying behavior later on. From this point of view and not at all like the former relationship, consumers are faithful and loyal since they truly wish to keep up the relationship (Oliver, 1999). In their research paper, Maria-Eugenia and Gil-Saura (2008) has high lightened the presence of a connection between perceived worth and consumer attitude, considering this variable a significant determinant of consumer loyalty.

Perceived worth/value may have an impact on consumer attitude, as the literature-works broadly reports (Swait & Sweeney, 2000). Attitude refers to a learned inclination to react unfailingly favorably or unfavorably to a product. Since attitudes are cultured, they are influenced by data and experiences they came across (Wilkie, 1994). Then again, the fact that, those attitudes are inclinations to reacts and responds prompts their connection with genuine customer behavior. Loyalty has been analyzed utilizing two elements: attitudinal and behavioral as stated by Dick and Basu (1994), Leung (1998) and Oliver (1999). Firstly, loyalty is characterized as an approach that occasionally includes a relationship with the brand. In other sense, loyalty is considered as far as uncovered behavior through purchases done in a repeated basis (Uncles et al, 2003). In this logic, Dick and Basu characterize loyalty as a combination of positive demeanor/attitude and revised patronage. The literature by McDougall and Levesque (2000), Zins (2001), Lewis and Soureli (2006) shows about the positive impact of perceived worth on loyalty towards the specialist co-op or the provider of services.

8.2.2 Loyalty and Destination Brand

Following the definition that (Gremler, et.al, 2001) offered in order to cover the two particular approaches, this study theorizes loyalty towards a particular service-provider as a multidimensional idea. So, loyalty indicates to how much consumers intend on rebuying or reusing in the later period, directs to an affirmative attitudinal disposition towards the provider (affective loyalty), and consider this service-provider the lone choice for any further communications (cognitive loyalty).

Higher requirement/need for uniqueness drives individuals to process items that separate them from others (Simonson & Nowlis 2000). In accordance with past research on requirement

for uniqueness, the want to process exceptional product is a distinct level quality that drives the consumer for multiple consumption choices (Tian 2001).

Self-congruity theory proposes that consumers behave in accordance to the match between a brand's symbolic qualities and their concepts of their own self (Aaker 1999; Sirgy 1985). This coordinating procedure is alluded to as self-congruity, and it assumes a significant role in both pre and post buying manners/attitudes (Johar & Sirgy 1991; Sirgy 1985). If individuals try to develop, express and upgrade their mental self-portrait through consumption, the effect of self-congruity on customer behavior expectedly is generally more prominent in worth-expression within consumption actions, which are driven by symbolic or self-expressive item features, and this was stated by Mason (1981). Thus, it can be said that loyalty of a customer for a specific destination generates the intention of revisit; hence enhance the value of that destination brand.

IX. Data Analysis and Interpretations

The questionnaire was distributed to respondents in the form of Google form survey to 120 people from Bangladesh as the research is based on Bangladesh. The survey link was responded by 87 people, making the response rate to 72.5%.

9.1 Demographics

The demographics of the survey are as such; among the 87 respondents 37(42.5%) of them were female and male 50(57.5%). The age range was determined from below 20 to more than 50 age groups, where below 20 was 18.4%, 20-29, which consisted of the major age group was 74.7%, age group 30-39, 4.6%, 40-49,1.1% and more than 50 1.1%. The education level at the lowest level was secondary school which consisted of 1.1 % of the respondents, respondents

with a college degree was 18.4%, Graduate degree people were 23% and the majority of the respondents have a Bachelor's degree which consisted of 57.5% of the total respondents. The annual income of households has been shown in Bangladeshi Taka (BDT) as the research is being done on Bangladesh. The statistics are as such; the majority of respondents has an annual household income of more than 50,000 BDT which consist of 58.2% of the overall response, next is BDT 10,000 or less which totaled to 19.4%,BDT 20,001- BDT 30,000, 7.5%, BDT 40,001-50,000 7.5%, BDT 10,001-20,000, 4.5% and BDT 30,001-40,000, 3%. Among the respondents the marital status of 83.9% was Single and 16.1% were married.

The preliminary questions were asked to gather the demographics of the respondents to better understand their further responses on the variables.

9.2 Hypothesis Testing

The research's hypothesis testing has been done through factor and regression analysis. Through the factor analysis it can be determined on whether perceptions and behaviors ultimately have an impact on the attitude of traveler's enhanced tourism. It can be seen that there is a positive outcome with Eigenvalues greater than 1.00. Table-1 shows the result of component matrix of three perceptions.

Items		Components		
Factors	Scale Items	1	2	3
Cognitive 2	I know about traveling spots only through social networking sites and the reviews made there.	.854		
Cognitive 1	The positive reviews and good ratings on social media pages attract and influence my visit to the tourist spots.	.687		
Cognitive 3	I know about traveling spots only from the peers/relatives who experienced those and their reviews about the places.	.515		

Affective 2	I prefer to have more access to travel information.		.793	
Affective 3	I prefer to have better social media depiction of the tourist area.		.747	
Affective 1	I prefer to have good infrastructure in destination (such as driveway, roads).		.666	
Symbolic 3	I expect to have a good transport facility within the tourist destination.			.796
Symbolic 1	I expect that theme parks and other monuments well represent the destination.			.760
Symbolic 4	I expect that the tourist spots in Bangladesh get sufficient social media exposure.			.612
Symbolic 2	I expect that weather could be associated with the relevant image of the destination.			.602

Table-1: Component Matrix: Cognitive, Affective and Symbolic Perception

Regression analysis was applied to test the hypotheses of this research, using the factor scores. The results of multiple regression analysis are displayed in Table 2, which indicates the effects of three perceptions- cognitive, affective and symbolic on attitude of tourists. The ANOVA results demonstrate that, the models were significant at the 0.01 level with $F=16.289$ ($r\text{-square} = 0.371$). According to the results, hypotheses 1b and 1c are accepted. This indicates that the higher the affective and symbolic perceptions, the attitude of tourists becomes more favorable. On the other hand, hypotheses 1a is rejected with insignificant coefficient, indicating that there is not enough evidence that the cognitive variable impacts attitude of the tourists.

Variable (Independent → dependent)	Standardized Coefficient (t-value-Sig)
Cognitive variables → Attitude (H1a)	0.109 (1.186)
Affective variables → Attitude (H1b)	0.296 (2.551**)
Symbolic variables → Attitude (H1c)	0.329 (2.886***)

***Significant at 0.01 level (2-tailed); ** Significant at 0.05 level (2-tailed)

Table-2: Effects of Three Perception Dimensions on Attitude

Table 3 demonstrates the regression result of tourists' attitude and their satisfaction level. The ANOVA result shows that the models were significant at 0.01 level with $F=18.407$ ($r\text{-square} = 0.178$). Based on these findings, hypotheses H2 is accepted. That means, when the attitude of tourists are favorable, their satisfaction level would significantly increase.

Variable (Independent → dependent)	Standardized Coefficient (t-value-Sig)
Attitude → Satisfaction (H2)	0.422 (4.29***)

***Significant at 0.01 level (2-tailed); ** Significant at 0.05 level (2-tailed)

Table-3: Effects of Tourists' Attitude towards destination brand on Satisfaction

This research also studied the effects of tourists' satisfaction on loyalty. In Table 4, the results of ANOVA demonstrates that the models were not significant with $F = 1.068$ ($r\text{-square} = 0.012$). Based on the finding, H3 has been rejected. Comprehensively, a highly satisfied traveler does not mean that they are more loyal to the destination.

Variable (Independent → dependent)	Standardized Coefficient (t-value-Sig)
Satisfaction → Loyalty (H3)	0.111 (1.033)

***Significant at 0.01 level (2-tailed); ** Significant at 0.05 level (2-tailed)

Table-4: Effects of Satisfaction of tourists on Loyalty

This paper also studied the effects of tourists' loyalty on destination brand value. The

results of regression analyses are shown in Table 5. The ANOVA results find the models significant at the 0.01 level with $F= 9.51$ ($r\text{-square} = 0.101$). This means that hypotheses H4 are accepted. In other words, more loyal the tourists are the more favorable effects it has on destination brand value.

Variable (Independent → dependent)	Standardized Coefficient (t-value-Sig)
Loyalty → Destination Brand Value (H4)	0.317 (3.084***)

***Significant at 0.01 level (2-tailed); ** Significant at 0.05 level (2-tailed)

Table-5: Effects of Loyalty on Destination Brand Value

Table 6 shows the regression analysis on attitude and intention to visit. The result of ANOVA test found that the models were significant at the 0.01 level with $F=7.305$ ($r\text{-square} = 0.281$). These findings conclude that, hypotheses H5 is accepted. Accordingly, when the tourists' attitude is favorable, it has a positive effect on their intention to visit the destination.

Variable (Independent → dependent)	Standardized Coefficient (t-value-Sig)
Attitude → Intention to Visit (H5)	0.281 (2.703***)

***Significant at 0.01 level (2-tailed); ** Significant at 0.05 level (2-tailed)

Table-6: Effects of Attitude on Intention to Visit

The effects of the tourists' intention to visit on destination brand value are also studied in this paper. Table 7 indicates the results of regression analyses. The ANOVA results find the models significant at 0.01 level with $F= 79.961$ ($r\text{-square} = 0.485$). To interpret, hypotheses H6 is accepted. This significantly indicates that, the higher the intention of tourists to visit the destination, the more positive effects on destination brand value it has.

Variable (Independent → dependent)	Standardized Coefficient (t-value-Sig)
Intention to Visit → Destination Brand Value (H6)	0.696 (8.942***)

***Significant at 0.01 level (2-tailed); ** Significant at 0.05 level (2-tailed)

Table-7: Effects of Intention to Visit on Destination Brand Value

The paper studies the effects of destination brand value on enhanced tourism as well. Table 8 displays the results of ANOVA, which indicates that the models were significant at the 0.01 level with $F = 37.582$ ($r\text{-square} = 0.307$). Hypothesis H7 is accepted according to the results. In other words, the higher the destination brand value, the more favorable impact it has on the enhancement of tourism.

Variable (Independent → dependent)	Standardized Coefficient (t-value-Sig)
Destination Brand Value → Enhanced Tourism (H7)	0.554 (6.13***)

***Significant at 0.01 level (2-tailed); ** Significant at 0.05 level (2-tailed)

Table-8: Effects of Destination Brand Value on Enhanced Tourism

Table 9 shows the regression analysis on enhanced tourism and intention to invest. The result of ANOVA test found that the models were significant at the 0.01 level with $F=36.317$ ($r\text{-square} = 0.299$). These findings conclude that, hypotheses H8 is accepted. Accordingly, with the enhancement of tourism sector, the intention of investors to invest in this sector increases.

Variable (Independent → dependent)	Standardized Coefficient (t-value-Sig)
Enhanced Tourism → Investment (H8)	0.547 (6.026***)

***Significant at 0.01 level (2-tailed); ** Significant at 0.05 level (2-tailed)

Table-9: Effects of Enhanced Tourism on Intention to Invest

X. Conclusion

Summary of Analysis

Bangladesh is one of the booming economic countries of the South Asian region, and tourism is a prime sector that is contributing to the uprising of the national economy. The industry of tourism depends a lot on how it is able to attract the general mass by their marketing strategies. This paper examines how the variables in this industry can be related to each other and enhance the tourism sector of Bangladesh as well as attract foreign direct investment in this industry if social media is used correctly to do vigorous tourism marketing.

First, we find the impact of the three major variables – affective, cognitive and symbolic on the attitude of the respondents. It was found that there are significant effects of affective and symbolic variables on attitude of tourists. Chon (1989) states that the traveler satisfaction is dependent upon his/her assumptions regarding the place and the experiential assessment they realize at the place. Thus higher the affective and symbolic perception centering a destination, more favorable is the consumer attitude towards that place. However, the impact of the cognitive variable was calculated insignificant. This could be because there was not enough data to conclude the relationship between cognitive variable and attitude of tourists.

Second, the results of this study depict a significant correlation among the attitude of the customers/tourists and their satisfaction level. The satisfaction regarding a destination spot is strongly dictated by the dissimilarity the tourists face among their presumed thoughts and the real experience they gather while being on that place; or simply which can be termed as the

tourist attitude (Francken & van Raaji, 1981). As a consequence the satisfaction of a tourist will be favorable towards a leisure destination if the attitude perception is positive.

Third, in this research it is found out that the effect of consumer satisfaction on the loyalty towards a certain brand is insignificant and that particular hypothesis is also rejected based on the survey result of the respondents. However, higher satisfaction level of tourists should have positive impact on their loyalty towards a destination brand. Apparently, satisfied tourists tend to revisit the destination because of their sincere loyalty towards that place. Since this study found no correlation between tourists' satisfaction and loyalty, further research needs to be done by collecting more data to confirm or reject the hypothesis.

Fourth, The study finds that, travelers' loyalty has a favorable impact on boosting the value of the destination brand. A decent traveling experience increases the satisfaction level regarding a certain destination and the recommendations from the previous visitors create more reliance and loyalty develops for potential tourists impacting the brand value.

Fifth, the analysis finds out that if the attitude towards the destination place or brand is positive then there is a subsequent positive impact on the intention to visit that place and there creates a tendency to revisit as well. As suggested by a researcher, the destination spot coordinators should be more indulged into improving the services so that there is a higher consumer satisfaction level (Yoon, 2003). This as a result, puts a positive post-purchase impression on the mind of the consumers. The social media has vital role in creating a positive attitude for the leisure destination spots through the attractive offers and image-marketing, which can be termed as an essential motivation for the tourist intents on visiting that place.

Sixth, the study shows that if there is positive intent of the tourists to visit certain places this positively impacts on the boosting of the destination brand value. Positive experience, appraisal and good words-of-mouth of the tourists regarding the products, service and destination assets can cause revisiting intentions, and also encourages the potential (Bramwell, 1998; Oppermann, 2000; Postma & Jenkins, 1997). This has consequent positive effect on the destination brand equity which becomes a key factor in the highly competitive tourism industry.

Seventh, we found out through the studying of the responses of the survey that boosting of the destination brand value has significant impact on the tourism industry. The enhancement of the tourism sector relies to a great extent on the positive reviews and recommendations regarding the destination brand. Motivating factors of the destination places like- the sea shores, wildlife etc. creates a stimulation within the tourists which invigorates the inner push factors (McGehee, 1996). These elements to allure the tourists and potential tourist are especially necessary for a profitable business. The social networking platform has a very key role to play putting up a better brand image and enhance the publicity of the destination spots; which in turn is a positive impacting strategy for enhancing the tourism sector. The destination management authorities should be well aware of what to show to attract the tourists.

Eighth, it is found on the basis of the analysis that, with favorable condition for the enhancement of the tourism sector there is the significant increase of investment from the investors in this travel industry. The destination management tries to exploit the perceived emotive advantages regarding the specific tourism sites within the targeted tourist groups in order to gain a competitive advantage and a positive peer review. But in order to accomplish this effectively, the destination brands must care for the real image and identity of the place. It cannot

be solely left on the media coverage (Dinnie, 2008). In this method. FDI becomes a very significant factor. The foreign direct investment is thus a subject to alluring the investors and proving the worth of the destinations places and the popularity of the place in those contexts. So developed and potential tourism sites are allurements for increased intention to invest.

Policy Implications

Bangladesh is one of the booming economic countries of the South Asian region, and tourism is a prime sector that is contributing to the uprising of the national economy. However the tourism sector has been following a very traditional and age-old method in its marketing. So primarily, the government should encourage and endorse the social media platform in an extensive level for the businesses in the tourism sites. And for that there can be a partnership among the local travel industry start-ups and the web-developing and digital marketing firms; the government's concerned department will be on an overall surveillance. Hence there will be the subsequent development of two sectors along with more employment opportunities. The ministry of tourism should also focus on having their own social media involvement to vigorously advertise and market the various destination brands to boost this industry by attracting more tourists to those spots.

Secondly, this paper suggests forming a transparent regional and central governmental relation. There needs to be certain establishments in the tourist regions where the businessmen are going to consult for any necessities and consequently reaching up to the central department for tourism. Those establishments will be responsible for the safety-security and for the assistance towards the visitors. The government owned official website should have all the necessary information for the local and foreign tourists. According to the World Tourism

Organization (UNWTO), the amount of incoming and outgoing of tourists significantly has increased in the recent years and it would continue to rise in the future (UNWTO, 2015). Under such circumstance it is very important if the safety of the guests are maintained or not. As a result of this initiative, everything will be under a 'single umbrella' and the process will be much free-flowing. The safety measures, transport, accommodation and all other facilities should be advertised promptly on the government owned tourism website to use it as an effective marketing tool to attract tourists to the destination brands.

The government can also utilize the social media to grow interest among the foreign businesses such as hotels to invest in this country. Government can set investment-friendly rules and regulations and have them advertised on the social media. If attractive destination image is created by effectively using the social media, more foreign direct investment would occur in Bangladesh, creating more job opportunities, earning more tourists and as a result positively contributing to the country's economical enhancement.

Lastly, this paper would suggest about creative symbol creation for the particularly special tourist attracting spots around the country. To stay alive in the competitive market, Morrison and Anderson (2002) have stated that nations and tourism spots should have their uniqueness of identity in order to differentiate the destination brands. For example in the international paradigm of tourism Italy, France, China, America, The United Kingdom has unique symbolic interpretations. Thinking about France, the first thing naturally comes in the mind is the Eiffel Tower; the Big Ben or the Buckingham Palace when thinking of the UK; the image of the gigantic Great Wall comes in mind when thinking about China. Bangladesh has this traditional image of village sceneries and landscapes, the bustling city and traffic images which

unconsciously comes in the mind of the foreign visitors coming here. But there is the depiction of the Royal Bengal Tiger of the Sundarbans that is a very iconic image depiction of Bangladesh. However there should be much calculated effort on forming destination symbols and creating a unique brand for the destinations spots, including the ones latent in the different parts of the country. The advantage of the great reach of social media platforms should definitely be taken to disseminate this symbolic message and positioning of the symbol in the minds if the tourists all over the world. And this certainly will allure a bulk amount of country's tourists and the foreign travelers too.

Even after the study, there are some limitations. Firstly, the sample size remained small. So a comprehensive survey could not be possible. Secondly, due to lack of time and resources, face to face interview of the specialist in the division was not possible and thus lacked some valuable insights. Thirdly, the experiences of the local businessmen in the various tourist destinations were not possible to take because of inconvenience. Thus, the research lacks the experiences of the seller-perspective while conducting the survey; it was not possible to know their side of the story and what they think to be major pros and cons of the industry and why social media has still not been utilized efficiently to boost tourism industry in Bangladesh. Further research needs to be done with much bigger sample size and more variances among the respondents, as well as by studying more case studies and researches.

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SURVEY QUESTIONNAIRE:

Please take 10 minutes time to answer the following questions. Your responses to this survey are strictly confidential and will not be revealed to anyone other than researchers. The intent of this work is academic research purposes only. No individual will be identified in any analysis or reports connected to the survey data. The samples are collected on the basis of that group of respondents who have prior experiences in traveling, active in the social media platforms and enthusiastic in traveling. For better survey, your honest responses shall be highly

appreciated. Your input is very essential for in order to understand the effect of social media in the tourism industry, and also the conditions people seek before going to a destination spot.

Thank you!

Demographic Questions:

❖ What is your gender?

Male (1)

Female (2)

❖ What is your current age?

Below 20 (1)

20-29 (2)

30-39 (3)

40-49 (4)

More than 50 (5)

❖ What is your current or final educational background?

Secondary School (1)

Higher Secondary School/ College (2)

Bachelor Degree (3)

Graduate (4)

❖ What is your annual household income? (Optional)

Tk. 10,000 or less (1)

Tk.10, 001~20,000 (2)

Tk.20, 001~30,000 (3)

Tk.30, 001~40,000 (4)

Tk.40, 001~50,000 (5)

More than Tk.50, 000 (6)

❖ What is your current marital status?

Single (1)

Married (2)

❖ On a scale of 1 to 5, how much do you like to travel (with 1 being the least like and 5 being the most like)?

O1 O2 O3 O4 O5

❖ You would usually opt to travel for how many days

1-2 days (1)

3-5 days (2)

A week (3)

Two to three weeks (4)

A month (5)

More than a month (6)

None (7)

❖ Which places in Bangladesh have you traveled?

_____ (Maximum 5)

- ❖ Which social media pages do you follow for travelling?

_____ (Maximum 5)

Cognitive Questions:

1. The positive reviews and good ratings on social media pages attract and influence my visit to the tourist spots.

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

2. I know about travelling spots only through social networking sites and the reviews made there?

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)

Agree (4)

Strongly Agree (5)

3. I know about travelling spots only from the peers/relatives who experienced those and their reviews about the places

Strongly Disagree (1)

Disagree (2)

Neither Agree nor Disagree (3)

Agree (4)

Strongly Agree (5)

Affective Questions:

4. I prefer to have good infrastructure in destination (such as driveway, roads)

Strongly Disagree (1)

Disagree (2)

Neither Agree nor Disagree (3)

Agree (4)

Strongly Agree (5)

5. I prefer to have more access to travel information

Strongly Disagree (1)

Disagree (2)

Neither Agree nor Disagree (3)

- Agree (4)
- Strongly Agree (5)

6. I prefer to have better social media depiction of the tourist area

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

Symbolic Questions:

7. I expect that theme parks and other monuments well represent the destination

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

8. I expect that weather could be associated with the relevant image of the destination

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)

- Agree (4)
- Strongly Agree (5)

9. I expect to have a good transport facilities within the tourist destination

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

10. I expect that the tourist spots in Bangladesh get sufficient social media exposure.

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

Traveller's Attitude Evaluation:

11. It is important that the travel destination meets my expectation

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)

- Agree (4)
- Strongly Agree (5)

12. I believe that my expectations were usually met after visiting the destination

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

13. I tend to evaluate the Social media coverage of the destination minutely

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

14. I have positive attitude toward the social media advertisement about the destination brand

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

15. I think the message of destination brand is believable and relevant

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

Satisfaction Questions:

16. I am satisfied with the relevance of the social media coverage and reality of the destination

- Very Dissatisfied (1)
- Dissatisfied (2)
- Neutral (3)
- Satisfied (4)
- Very Satisfied (5)

17. I am satisfied with the dynamicity of the social media pages regarding the travel

- Very Dissatisfied (1)
- Dissatisfied (2)
- Neutral (3)
- Satisfied (4)
- Very Satisfied (5)

18. I am satisfied with the service of the social media in attracting me towards the destination

- Very Dissatisfied (1)
- Dissatisfied (2)
- Neutral (3)
- Satisfied (4)
- Very Satisfied (5)

Loyalty Questions:

19. I would like to revisit the same destination in the future

- Never (1)
- Rarely (2)
- Sometimes (3)
- Most of the Time (4)
- Always (5)

20. After visiting the place, I think destination brand get good word of mouth publicity

- Never (1)
- Rarely (2)
- Sometimes (3)
- Most of the Time (4)
- Always (5)

21. After visiting the place, I would like to recommend it to people around me for visit

- Never (1)
- Rarely (2)
- Sometimes (3)
- Most of the Time (4)
- Always (5)

22. I would recommend the travelling vlogs and blogs to the people around me to follow

- Never (1)
- Rarely (2)
- Sometimes (3)
- Most of the Time (4)
- Always (5)

Intention Questions:

23. I am willing to travel around based on information from social media.

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)

Strongly Agree (5)

24. Social media message of destination brand gives me motivation to visit the spots

Strongly Disagree (1)

Disagree (2)

Neither Agree nor Disagree (3)

Agree (4)

Strongly Agree (5)

Destination Brand Value Questions:

25. The destination comes up first in my mind when I need to make decision to travel based on social media

Strongly Disagree (1)

Disagree (2)

Neither Agree nor Disagree (3)

Agree (4)

Strongly Agree (5)

26. I check the destination brand image and value through social media primarily

Strongly Disagree (1)

Disagree (2)

Neither Agree nor Disagree (3)

Agree (4)

Strongly Agree (5)

27. I believe each destination needs to have slogan and social media page to spread it

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

Tourism Enhancement Questions:

28. The foreign travelers need to be attracted more spots based on social media

- Strongly Disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

29. Digital/social media promotions has caused turnover of foreign travelers in the tourist spots of Bangladesh?

- Strongly Disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

Investment Questions:

30. Proper investment to promote the spots through social media internationally has caused a lesser turnover of foreign travellers

- Strongly Disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

31. The social media branding has an impact on the foreign direct investment.

- Strongly Disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

*** Thank you very much for your valuable time ***