



Impact of Strategic Factors on Tourists' Satisfaction and Effective Tourism Marketing

*Mohammad Mizenur Rahaman*¹ , *Md. Alamgir Hossain*^{2*} ,

*Golam Morshed Shahriar Tanim*³ , *Tanjina Rahman Lubna*⁴ 

ABSTRACT

Focusing on the need for a national tourism marketing strategy and considering strategic issues surrounding experiential perceptions in tourism, the aim of this study was to explore the impact of strategic factors on tourist satisfaction and effective tourism marketing in Bangladesh. A total of 405 questionnaires were collected from domestic and international tourists in Bangladesh, and structural equation modeling was used to analyze the data. The empirical results indicated that price, political, psychological, and environmental factors are the strategic factors that have a significant positive impact on tourist satisfaction. In contrast, cultural factors do not significantly affect tourist satisfaction. Therefore, destination managers, marketers, and policymakers of Bangladesh should focus on experiential factors to increase tourist satisfaction and devise an effective tourism marketing strategy for national branding.

Keywords: Strategic factors, Satisfaction, Tourism-marketing strategy, Effectiveness.

1 Professor, Department of Business Administration, Shahjalal University of Science and Technology, Sylhet -3114, Bangladesh.

mizen-ban@sust.edu

2 Professor, Department of Management, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200, Bangladesh.

shamimru@gmail.com

3 Lecturer, Business Administration Discipline, Army Institute of Business Administration, Sylhet -3114, Bangladesh.

shahriartanimwsu@gmail.com

4 Department of Business Administration, Shahjalal University of Science and Technology, Sylhet -3114, Bangladesh. tanjina.lubna17@gmail.com

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تأثير العوامل الاستراتيجية على رضا السائحين والتسويق السياحي الفعال

محمد ميزان الرحمن¹، محمد عالمغير حسين^{2*}، غلام مرشد شهريار تنعيم³، تانجينا رحمن لبني⁴

ملخص

إنه من خلال التركيز على الحاجة إلى استراتيجية وطنية لتسويق السياحة والنظر في القضايا الاستراتيجية المحيطة بالتصورات التجريبية في مجال السياحة، كان الهدف من هذه الدراسة هو استكشاف تأثير العوامل الاستراتيجية على رضا السائحين والتسويق السياحي الفعال في بنغلاديش. فقد تم جمع ما مجموعه 405 استبانات من السياح المحليين والدوليين في بنغلاديش، وتم استخدام نماذج المعادلة الهيكلية لتحليل البيانات. وأشارت النتائج التجريبية إلى أن العوامل السعوية والسياسية والنفسية والبيئية هي العوامل الاستراتيجية التي لها تأثير إيجابي كبير على رضا السائح. وفي المقابل، لا تؤثر العوامل الثقافية بشكل كبير على رضا السائح. ولذلك، يجب على مديري الوجهات والمسوقين وصانعي السياسات في بنغلاديش التركيز على العوامل التجريبية لزيادة رضا السائحين ووضع استراتيجية فعالة لتسويق السياحة للعلامات التجارية الوطنية.

الكلمات الدالة: التسويق السياحي، الاستراتيجية، رضا السائحين، الاستراتيجية التشغيلية.

- 1 أستاذ، قسم إدارة الأعمال، جامعة شاه جلال للعلوم والتكنولوجيا، سيلهيت - 3114، بنغلاديش. mizen-ban@sust.edu*
- 2 أستاذ مشارك، قسم الإدارة، جامعة حاج محمد دانيش للعلوم والتكنولوجيا، ديناجبور - 5200، بنغلاديش. shamimru@gmail.com
- 3 محاضر، تخصص إدارة الأعمال، المعهد العسكري لإدارة الأعمال، 3114، بنغلاديش. shahriartanimwsu@gmail.com
- 4 قسم إدارة الأعمال، جامعة شاه جلال للعلوم والتكنولوجيا، سيلهيت - 3114، بنغلاديش. tanjina.lubna17@gmail.com

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1. Introduction

Traveling, which was once a dreamy, yet uncertain, prospect, has seen a noticeable shift in trend. Nowadays, holidaymakers can efficiently plan and coordinate their trips as a result of increased demand, enhanced consumer capabilities, improved transportation, technological advancements, and robust networking systems. The tourism sector, therefore, has a significant influence on global economic development (Amoah & Amoah, 2019). For many developing nations in particular, tourism is rapidly becoming a key source of foreign income (Cucculelli & Goffi, 2015), as well as a provider of numerous job opportunities across both product and service markets (Fotuhinia, 2014).

In this context, Bangladesh boasts numerous attractions and possesses an immense potential for the growth of the tourism industry (Ahmed et al., 2010). Its tourism sector substantially contributes to the country's total GDP, and the achievement of the Bangladesh government's 'Vision 2021' and 'Vision 2041' is contingent on tourism development (Bangladesh Planning Commission, 2020). Despite its robust potential, the tourism sector in Bangladesh is not fully developed, mainly due to the lack of insight into the impactful strategic factors that promote tourist satisfaction and shape successful tourism marketing strategies.

Though some studies have made notable strides in understanding tourist behavior (Jin & Weber, 2016; Enright & Newton, 2004; Beerli & Martin, 2004; Mohsin & Ryan, 2004; Madhavan & Rastogi, 2011), a comprehensive theoretical framework for successful tourism marketing remains relatively under-developed. As such, to foster progress in this industry, it is imperative to analyze the strategic factors influencing tourist satisfaction and tourism marketing in order to craft effective marketing strategies. Specifically, creating a framework that delineates the most influential factors in the tourism market would greatly benefit both product and service marketers in Bangladesh's tourism sector, allowing them to seize market opportunities.

While travel used to primarily cater to pleasure, people

now embark on vacations to alleviate work stress and the demands of daily life, demonstrating a heightened awareness of the importance of enjoyment and relaxation during these trips (Hwang & Lyu, 2015; Sirgy, 2001). Moreover, in this digital era, tourists are well-informed and keenly aware of various amenities, transportation options, communication services, security measures, and food offerings in a particular tourism market. Consequently, delving into tourists' satisfaction with travel, relaxation, emotions, and their overall experience is particularly pertinent for tourist marketing. Marketers must, therefore, devise innovative strategies grounded in influential tourist satisfaction determinants to ensure sustainable development. To facilitate this, the present study examines major strategic factors in relation to tourist satisfaction within Bangladesh's highly promising tourism industry. The paper endeavors to contribute to the tourism marketing strategy of developing countries by examining the validity of developed nations' success factors in the Bangladesh context.

2. Literature Review

2.1 Strategic Factors Influencing Tourism Marketing

Tourism's substantial potential contribution to GDP has led countries worldwide to develop and rely on their tourism sector to increase revenue and foreign currency earnings (Masud, 2015). Among emerging tourism destinations, Bangladesh stands out due to its untouched natural beauty, valuable resources, and significant historical background. Given its immense potential for tourism development, the adoption and implementation of suitable tourism marketing strategies that satisfy tourists will enable Bangladesh to attract vast numbers of international travelers.

Researchers have identified broad factors that significantly impact the formulation of tourism strategies for tourist satisfaction; however, there are still gaps in the understanding of this phenomenon.

Some scholars have highlighted socio-cultural aspects, economic development, technology, politics, and the environment as external factors affecting tourists (Zhao & Merna, 1992; Lawrence & Lorsch, 1969; Zhao, 1994). Notably, the marketing mix has been found to exert a substantial influence on customer loyalty, perceived value, destination image, and perceived quality (Othman et al., 2021; Esmaili et al., 2017), wherein price has a negative effect on destination image and a U-shaped effect on tourist satisfaction. The non-linear relationship between price and satisfaction has been confirmed by Chen et al. (2020). It has been found that factors related to service quality have a major impact on customers' favorable behavior when it comes to selecting services (Al-Wishah et al., 2022; Alhaddad et al., 2021), while proactiveness, risk taking and innovation are the prime predecessors of entrepreneurial orientation (Al-Rawadiah 2022). On the other hand, Li and

Liu (2020) reported that creative experiences enhance visitors' cultural memories and attachment to destinations, while political uncertainty diminishes tourists' intentions and spending (Perles-Ribes et al., 2019). In a similar vein, González-Rodríguez et al. (2020) found that tourists' environmental concerns exert a substantial influence on their willingness to pay a higher price, potentially enhancing their behavioral intentions. Moreover, factors, like the hospitality of staff, environmental cleanliness and tranquility, weather conditions, safety and security, and facilities and service standards, have all been shown to influence tourist satisfaction (Bagale & Wondirad, 2019). In summary, various authors have identified multiple factors related to tourist behavior in their studies. Some key literature references are presented in Table 1.

Table 1
Synopsis of selected prior studies on significant factors for tourism marketing

Source	Purpose	Variables	Findings
Chen et al. (2020)	The aim was to identify how visitors' travel experience impacts the correlation between tourism price and tourist satisfaction.	Price, processing, itinerary, accommodation, meals, guide-pro, guide-emg, guide-int.	The result discloses an inverse U-shaped relationship between tourism price and tourist satisfaction. Further, a non-linear price-satisfaction relationship is also confirmed.
Esmaili et al. (2017)	The aim was to determine the influence of services marketing mix (Product, Pricing, Place, Promotion, People, Process, and Physical Evidence) on perceived quality, loyalty, perceived value, and destination image.	Pricing, Product, Place, People, Promotion, Perceived quality, Perceived value, Destination image, Destination loyalty.	The study revealed that price positively influences quality and loyalty; nevertheless, negatively influencing the destination image. Moreover, promotion, people, and physical evidence possess a prominent effect on perceived value, destination image, and perceived quality.
Li and Liu (2020)	The research analyzes how various attributes of cultural experience impact tourists' destination attachment and cultural memories.	Cultural contacts, Creative experiences, Cultural memories, Destination attachment, Attitude and satisfaction.	Authors found that creative experiences boost visitors' cultural memories and destination attachment.
Othman et al. (2021)	The study examined the consequences of promotion, place, people, product, price, process, physical evidence, marketing communication and after-sale service with customer satisfaction and loyalty toward Umrah travel.	Price, place, product; promotion, people, physical evidence, process, after sale service, customer satisfaction, customer loyalty, marketing, communication.	The results unfold that the marketing mix is significantly positively related to customer loyalty.

González-Rodríguez et al. (2020)	To objectify the impact of visitors' environmental concerns, their perceptions of a hotel's eco-friendly image and environment, as well as visitors' readiness to pay a higher price while staying at environmentally friendly hotels.	Visitors' perception of hotel environmental practices, hotel's environmental image, Willingness to pay a high price and visitors' environmental concerns.	The study results demonstrated that visitors' environmental concerns possess a greater force on their readiness to pay a higher price compared to their perceptions of the hotels' environmental systems. Moreover, visitors' favorable attitudes of environmental practices emphatically impact the environmentally friendly image of the hotels and consequently intensify the hotels competitively having positive behavioral intentions.
Perles-Ribes et al. (2019)	Identifying the direct influence of political instability on the entries and spending of global visitors.	Political instability.	Political uncertainty decreases the visitors' arrival and their spending in that province.
Bogale and Wondirad (2019)	Studying the determinants that influence travelers' satisfaction.	Perceived price, hospitality of the employees, environmental quality, tourism services, safety and security.	The results exposed the significance of the hospitality of service personnel, environmental cleanness and tranquillity, weather conditions, price, safety and security, tourism facilities and service standards, determining tourist satisfaction.

Source: existing literature.

Based on these factors, a model was proposed for this study (see Figure 1).

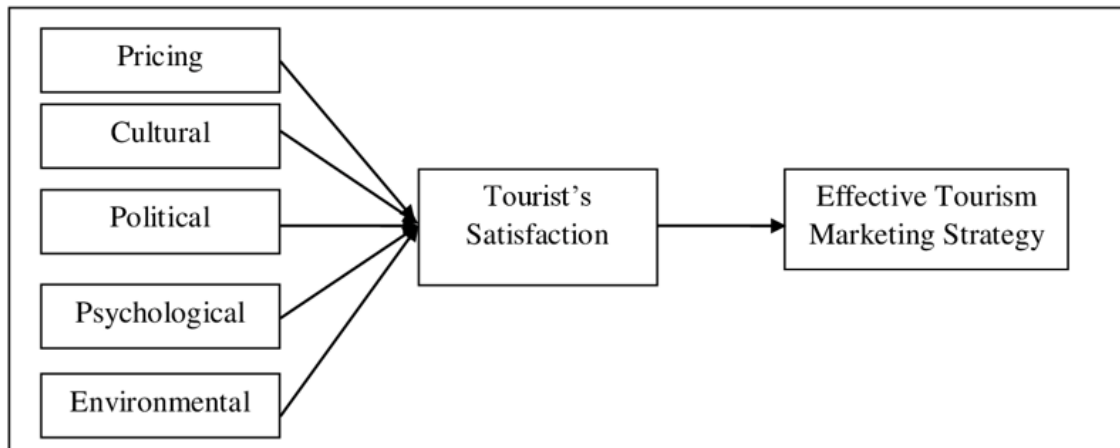


Figure (1)
Effective tourism marketing strategy (conceptual model)

3. Hypothesis Development

3.1 Pricing Factors and Tourist Satisfaction

In the marketing 4Ps, price assumes a central role, as it directly generates revenue (Jobber & Shipley, 2012). Various factors come into play for marketers when devising pricing strategies, such as customers' purchasing power (Jobber & Shipley, 2012), brand perception (Smith & Nagle,

2005; Forbis & Mehta, 1981), and competitive landscape (Jobber & Shipley, 2012). For example, price skimming tactics tend to be more profitable when facing minimal competition (Oxenfeld, 1975), a perspective supported by Jobber and Shipley (1998), who argued that businesses can charge higher prices with limited competition as consumers have fewer

alternatives. Conversely, intense price competition prevails in markets with abundant competitors (Shipley & Bourdon, 1990).

Importantly, pricing holds a high significance in tourists' decision-making processes (Thwala & Slabbert, 2018), Relative product prices carry more weight than core product prices in customers' decision-making processes (Kuyumcu, 2007), and the availability of alternative products affects consumers' price sensitivity (Forman & Hunt, 2005). In this regard, Coulter (2001) discovered that leisure travelers exhibit a greater sensitivity to price, as they personally cover their transportation costs, whereas business travelers are less sensitive to price, since their transportation expenses are usually covered by their companies. Consequently, it is essential to understand the varying impact of pricing strategies on tourist satisfaction in Bangladesh. Hence, this study proposed the following hypothesis:

H₁: There is a significant relationship between pricing and tourist satisfaction in Bangladesh.

3.2 Cultural Factors and Tourist Satisfaction

Tourism and cultural heritage share a symbiotic relationship, each enriching the other. This synergy occurs as tourists seek out unique destinations imbued with cultural and historical significance to immerse themselves in (Dickinson, 1996). Johnson and Christensen (2008) noted culture as a pivotal tourism resource that carries both aesthetic appeal and intrinsic value. Culture's multi-faceted impact on tourism marketing encompasses three core components: values, attitudes, and artifacts, like products and rituals (Sojka & Tansuhaj, 1995). Consequently, cultural heritage represents a specialized form of rapidly expanding tourism, emerging as a significant growth sector in the global tourism landscape. To effectively target tourists, marketers must comprehend how cultural attributes mold expectations, influence experiences, and shape satisfaction levels (Yvette & Lindsay, 1999). Tailored and personalized services should be offered, predicated on an understanding of consumers' distinct traits and their cultural inclinations (Goodrich,

1997).

Hospitality stands as another influential cultural element deeply intertwined with service marketing, despite a dearth of comprehensive research on its effects (Kandampully et al., 2014; Taylor & Edgar, 1996). Hospitality encompasses a blend of tangible and intangible aspects that collectively ensure safety and both mental and physical comfort (King, 1995). Against the backdrop of these findings, investigating the interplay between culture and tourist satisfaction within the context of Bangladesh is of great interest. The related hypothesis is articulated as follows:

H₂: There is a significant relationship between culture and tourist satisfaction in Bangladesh.

3.3 Political Factors and Tourist Satisfaction

Hall (1994) revealed that government strategies directly or indirectly shape tourism, signifying the pervasive influence of politics. Particularly in developing nations, the connection between tourism and politics bears a great significance, owing to tourism's substantial contribution to the economy. Governments closely oversee this sector due to the monetary benefits that it yields from it and its potential for economic development (Elliot, 1997). Mak (2004) highlighted that the magnitude of multiplier effects relies on visitors' spending capacity. Hence, the government's primary focus is on creating a conducive environment that attracts more travelers, and subsequently encouraging them to spend and generate profits.

Political stability materializes when governments adeptly navigate and mitigate external challenges within their administrative framework. Conversely, instability emerges when governments struggle to counter and embrace these external pressures. The consequence of political instability is often manifested in violence, protests, and even conflicts, leading to a decline in tourist numbers. Henry (2015) identified political

stability and a free trade economy as the most influential political factors impacting tourist satisfaction in the tourism market. Thus, the study proposed the following hypothesis:

H₃: There is a significant relationship between politics and tourist satisfaction in Bangladesh.

3.4 Psychological Factors and Tourist Satisfaction

The intention of tourists to both visit and revisit a destination plays a pivotal role in the development of the tourism industry. Tourist visit and revisit intentions are significantly influenced by factors, such as security, travel risk, quality, loyalty, destination image, perceived risk, attitude, and behavior. The desire for security and reliability reflects the uncertainty and volatility of contemporary living (Beck, 1992; Rojek, 2000). Accordingly, numerous studies indicated that various factors contribute to the overall risk tendency of tourists, including physical dangers, psychological concerns, terrorist threats, financial uncertainties (Quintal et al., 2010; Faqih, 2013; Chi et al., 2012), cultural considerations (Pizam & Sussman, 1995), and the national context (Pizam et al., 2004). These elements influence tourists' risk tendencies through different channels, impacting travel-related behaviors and characteristics. Young tourists, in particular, express more security concerns than their older counterparts (George, 2003), an insight valuable for aligning tourism experiences with expectations. Jin et al. (2016) under-scored that higher perceived risk leads to consumer dissatisfaction. It is thus crucial for destination marketers to deeply analyze tourists' psychological perceptions of risks and destination image, as marketing strategies need to align with tourists' beliefs and perspectives to address concerns, mitigate negative perceptions, and foster positive impressions (Sonmez, 1998).

Notably, Valle et al. (2006) emphasized psychological factors as central to tourists' decision-making processes. Intrinsic personal desires and extrinsic individual motivations (Uysal & Jurowski, 1994) both propel individuals to travel. For example, factors, like travelers' satisfaction (Chi & Qu, 2008), destination image (Ryu et al.,

2019; Chi & Qu, 2008), positive attitudes (Kim et al., 2013; Hossain et al., 2015; Chi & Qu, 2008; Alegre & Juaneda, 2006), perceived attraction, quality (Atilgan et al., 2003), value (Sanchez et al., 2006; Sangpikul, 2018), and low risk (Aquevegue, 2006), stand out as pivotal drivers of revisitation.

Taking into account the insights drawn from prior research, this study sought to explore the effect of consumer psychology on tourist satisfaction in the context of Bangladesh, as hypothesized below:

H₄: There is a significant relationship between consumer psychology and tourist satisfaction in Bangladesh.

3.5 Environmental Factors and Tourist Satisfaction

Analyzing and understanding market conditions is indispensable for tourism businesses, as global tourism policies are increasingly aligning with environmental factors (Zhao & Merna, 1992). Government regulations, administrative guidance, communication media, transportation facilities, local consumer dynamics, labor availability, and other resources are influential environmental factors within the tourism industry. Additionally, information and communication technology (ICT) represents a significant challenge to the tourism sector due to increasing digitalization (Liu et al., 2011; Buhalis & Law, 2008; Leung & Law, 2007). Previous researchers have raised questions about how technology, the internal environment, and business networks contribute to hospitality and tourism, necessitating thorough exploration (Okumus et al., 2020). Consequently, environmental factors must be meticulously considered when formulating an effective tourism marketing strategy for tourist satisfaction (Oh et al., 2004; Yoo et al., 2011). The following hypothesis was, therefore, proposed:

H₅: There is a significant relationship between the environment and tourist satisfaction in Bangladesh.

3.6 Tourist Satisfaction and Effective Tourism Marketing in Bangladesh

As explained in the previous sections, the overall satisfaction of tourists is influenced by various factors, including price, culture, politics, psychology, the environment, and more (Phillips et al., 2013). Furthermore, globalization, demand, and sustainability constitute critical considerations in strategy formulation to achieve competitive advantages. With specific knowledge of strategic factors, a country can formulate a tourism marketing strategy tailored to encourage visitors to return and ensure their satisfaction. Prior research has indicated that contented tourists tend to exhibit positive behavior in post-purchase decisions and express intentions to revisit (Soutar, 2001; Heung & Qu, 2000), thereby delineating the efficacy of the tourism marketing strategy. Effective tourism marketing thus depends on both tourist revisit intention and tourist satisfaction. In other words, tourists' intention to revisit and level of satisfaction contribute significantly as measures of the effectiveness of a tourism strategy (Oppermann, 2000). This theory is likely applicable in developing countries, like Bangladesh. Therefore, grounded in the existing literature, the following hypothesis was proposed:

H₆: There is a significant relationship between tourist satisfaction and the effectiveness of tourism marketing in Bangladesh.

4. Methodology

4.1 Research Design

This study's nucleus intention is to pinpoint the most influential strategic factors and sub-factors impacting effective tourism marketing in Bangladesh. To achieve the research objective, this study employed the quantitative research method based on the survey technique. The domestic and international tourists of four geographical regions were selected purposively based on tourists' access and natural beauty for data collection. Thus using a purposive sampling technique, the authors surveyed 405 respondents (101 tourists from Sylhet, 101

tourists from Bandarban, 152 tourists from Cox's Bazar, and 51 tourists from the Chittagong area). Sylhet, Bandarban, Cox's Bazar, and Chittagong were selected as the data gathering areas, since they are well-known tourist destinations in Bangladesh. In particular, tea, fertilizer, and liquefied petroleum gas (propane) are also produced in Sylhet, which is well renowned for its cane products. There are a number of cottage enterprises that produce handmade goods, such as bamboo and mat weaving. Bandarban is the pious hub of Theravada Buddhism practiced by tribal communities, like Marma or Mogh. The second-largest Buddha sculpture in Bangladesh is located in Buddha DhatuJadi, the country's largest Theravada Buddhist temple. Cox's Bazar Beach: With an uninterrupted length of 150 km (93 mi), Cox's Bazar's beach is the primary draw of the community and is referred to as the "largest natural unbroken sea beach" in the world. Cox's Bazar is one of the most alluring tourist destinations in the world, with the longest uninterrupted 120 km coastline sloping gently down to the turquoise seas of the Bay of Bengal against the magnificent backdrop of a chain of hills covered in deep green woods. The great biodiversity found in the Chittagong Division is well-known. The region is home to more than 2000 of Bangladesh's 6000 flowering plants. Its hills and woods are home to elephant reserves, swift-moving river streams, and waterfalls.

Respondents were selected based on a non-proportionate sampling method and surveyed using the purposive sampling method. Data was collected using a self-administered structured questionnaire, and survey questionnaire forms were sent to the potential participants prior contacting through personal telephone, and e-mail. Data was analyzed using SPSS to perform descriptive analysis, factor analysis. Structural Equation Modeling (SEM) was performed using AMOS software to test the created hypotheses. The survey instruments are generated from earlier literature. Due to attaining better reliability and

validity of the question items, we primarily focus on existing studies to collect question items. Participants were asked to fill the questionnaire based on their own perceptions on price, culture, political, psychological, and environmental aspects to satisfaction and thereby effective tourism marketing strategy on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree).

4.2 Sample Description

The study's sample profile described that 62.5% are male, and 37.5% are female among the total of 405 respondents who participated in this study. 57.8% are aged between 20 and 29 years, followed by the age range from 30 to 39 years (17.0%). Regarding the family structure, 60% of the respondents came from the nuclear family. Surprisingly, from the tourist category, a good percentage of 34.1 % are international tourists, while (65.9%) are domestic tourists. The sample's earnings per month are as follows: Tk. 20000-40000 (25.2%), 40000-60000 (20.0%), 10000-20000 (15.6%), 6000-10000 (22.9%), while 16.3% have no earnings. The percentage of tourists who traveled more than three times is 65.2%, compared to first-time visitors 14.8% to any tourist spot in Bangladesh. Interestingly, 17% of the respondents like to visit alone, whereas 31.1% like visiting with their friends.

5. Data Analysis and Results

The current research employed SEM, with all of the structures being reflective. Multiple observed objects were used to quantify each of the latent constructs. Anderson and Gerbing (1988) proposed a two-step designed method through SME analysis, which was used in this study. For starters, factor analysis was used to determine measurement reliability, as well as convergent and discriminant validity. Secondly, to examine the model fit and see the hypothesized relationships, the structured equation model was applied.

5.1 Factor Analysis: Principal Component Analysis

The measurement instrument has to be reliable and valid to have unbiased measures of structural relationships. The reliability analysis for each construct was tested and produced a *Cronbach's alpha* of $0.896 > 0.7$ (see Table 2), implying that the questionnaire's items were all trustworthy (Nunnally, 1978). To reduce the number of variables on a factor with extreme loadings, the study applied *Principal Component Analysis* with *Varimax* rotation. The variables are loaded onto factors that are ensured by doing the rotated component matrix.

Table 2
PCA results

Factors (Constructs)	Sub-factors (Item)	Communalities	Factor Loadings	Mean	S.D.	Cronbach's α
Price	PR_1	0.733	0.761	3.43	0.875	
	PR_3	0.686	0.712	3.54	0.877	
	PR_4	0.609	0.644	3.46	0.868	
	PR_5	0.688	0.839	3.66	0.837	
	PR_6	0.730	0.638	3.34	1.091	
Cultural	C 1	0.663	0.821	3.73	0.723	
	C 2	0.726	0.752	3.56	0.747	
	C 4	0.796	0.760	3.56	0.995	
	C 5	0.697	0.631	3.76	0.813	
Political	PO 1	0.644	0.878	3.30	0.888	
	PO 2	0.728	0.750	3.53	0.958	
	PO 3	0.446	0.733	3.75	0.980	

Psychological	PS_1	0.668	0.729	3.39	0.863	0.896
	PS_2	0.684	0.754	3.64	0.994	
	PS_3	0.687	0.725	3.46	0.868	
	PS_4	0.712	0.695	3.84	0.667	
	PS_5	0.572	0.724	3.67	0.790	
Environmental	E 1	0.772	0.858	3.68	0.717	
	E 2	0.712	0.772	3.44	1.173	
	E 3	0.779	0.917	3.63	0.863	

Source: Authors, based on SPSS output.

5.2 Measurement Model Analysis

Thereafter, this study conducted measurement model analysis to examine the composite reliability (CR) and convergent validity. *Convergent validity* refers to how closely the variables within a single factor are associated. *Discriminant validity* anticipates the degree to which the elements are discrete and have no strong correlation. According to Bagozzi and Yi (1998), the cut-off value is 0.60

for CR and 0.50 for AVE (Fornell & Larcker, 1981). As exhibited in Table 3, all CR values exceeded the recommended cut-off value. Again, Table 3 shows that AVE values also exceeded the cut-off point of 0.50. So, available composite reliability and convergent validity provided evidence of the acceptance of the model.

Table 3
Factor Loadings, CR and AVE

Constructs	Item	Standardized factor loadings	Item errors	CR	AVE
Price	PR_1	0.774	0.401	0.871	0.576
	PR_3	0.846	0.284		
	PR_4	0.743	0.448		
	PR_5	0.715	0.489		
	PR_6	0.709	0.497		
Cultural	C_1	0.761	0.579	0.799	0.501
	C_2	0.779	0.607		
	C_4	0.651	0.424		
	C_5	0.627	0.393		
Political	PO 1	0.808	0.347	0.774	0.539
	PO 2	0.796	0.366		
	PO 3	0.575	0.669		
Psychological	PS_1	0.621	0.614	0.845	0.522
	PS_2	0.705	0.503		
	PS_3	0.730	0.467		
	PS_4	0.737	0.457		
	PS_5	0.810	0.344		
Environmental	E 1	0.841	0.293	0.833	0.625
	E 2	0.756	0.428		
	E 3	0.772	0.404		

Source: AMOS and Excel outputs using primary data.

5.3 Model Fit Analysis

This sub-section employs AMOS 21 for conducting a confirmatory factor analysis (CFA) to evaluate the model fit. The authors assessed the fit of the model upon the various fit index. They considered both absolute model fit and incremental model fit. Chi-square test is the most widely used method for assessing model fit and determining the degree of difference between the sample and fitted covariance matrices (Hu & Bentler, 1999). Table 4 demonstrates a chi-square value of 905.98 (DF= 195, P<0.01), therefore in consonance with the P-value indicator; this model has an excellent fit. The RMSEA value identifies the model and its cut-off point reduction process. The value

of RMSEA obtained in this research suggests a good model fit (0.062<0.08). The scale of GFI and AGFI necessitate being from 0 to 1 for the goodness-of-fit statistic. This study measures a reasonably fit model by finding both GFI and AGFI values > 0.800. Contrastingly, a lower RMR (0.078) and RMSEA (0.062) register a better fit of the model.

Hu and Bentler (1999) recommended that values more than 0.9 symbolize a good fit. Table 4 reveals that values for NFI, CFI, and TLI are >0.90. As a result, these values confirm that this model can be considered reasonably fit.

Table 4
Output of the model fit indices

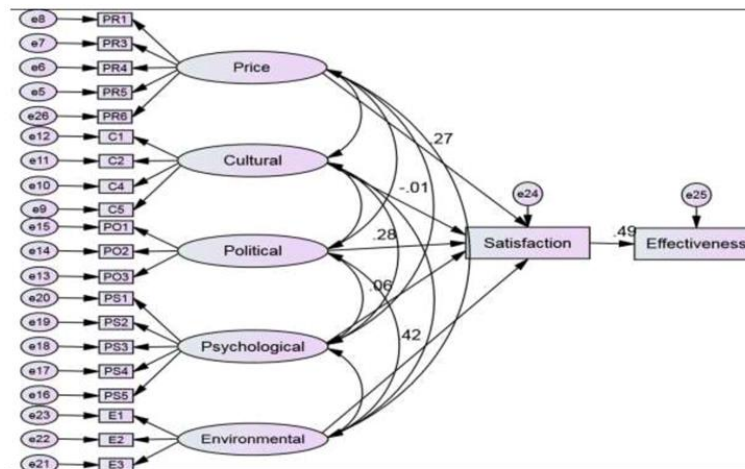
X ²	DF	X ² /DF	P value	RMSEA	GFI	AGFI	RMR	NFI	CFI	TLI
905.98	195	4.64	0.000	0.062	0.848	0.843	0.078	0.933	0.951	0.905

Source: AMOS output.

5.4 Hypothesis Testing

Following the model's acceptability, Structural Equation Modeling (SEM) with maximum likelihood was applied for

testing the proposed hypotheses. The values of the path test are shown in Figure 2.



P<.01 level (two-tailed), numbers on path indicate structural coefficients.

Figure (2)
Path analysis

The structural coefficients were used to evaluate the proposed hypotheses using the overall model as a basis. Hypotheses are checked by evaluating the significance degree, direction, and magnitude of the standardized

estimates of paths in order to connect the independent variables with the dependent variable. Table 5 manifested the summed-up results and shows that all paths are significantly accepted, except one.

Table 5
Output of hypothesis test

Hypothesis	Estimates	P-value	S.E.	C.R.	Result
H ₁ : Price → Satisfaction	0.278	0.002	0.088	3.13	Accepted
H ₂ : Cultural → Satisfaction	-0.014	0.911	0.127	-0.112	Rejected
H ₃ : Political → Satisfaction	0.238	0.006	0.076	3.12	Accepted
H ₄ : Psychological → Satisfaction	0.071	0.005	0.252	2.82	Accepted
H ₅ : Environmental → Satisfaction	0.424	***	0.086	4.95	Accepted
H ₆ : Satisfaction → Effectiveness	0.492	***	0.073	6.74	Accepted

Source: Authors, based on the AMOS output.

The study obtained some exciting results to shed light on factors and sub-factors influencing efficient tourism marketing in Bangladesh. The following results can be a milestone to pinpoint the factors that mandate efficient tourism marketing. The results show that satisfaction is highly dependent on price ($\beta = 0.278, t = 3.13, p = 0.002$), political ($\beta = 0.238, t = 3.12, p = 0.006$), psychological ($\beta = 0.071, t = 2.82, p = 0.005$) and environmental factors ($\beta = 0.424, t = 4.95, p < 0.001$). In contrast, the study has seen a negative relationship between culture and satisfaction. The assessed values for culture and satisfaction are ($\beta = -0.014, t = -0.112, p = 0.911$). However, since the result denotes insignificance, the relationship cannot be proven by this study. Furthermore, the study accentuated how tourist satisfaction affects effective tourism marketing. Do they even have any relationship between them? The measured satisfaction values regarding effective tourism marketing are ($\beta = 0.492, t = 6.74, p < 0.001$).

To sum-up, the pre-assumed linkages between strategic determinants, like price, political, psychological, and environmental factors and satisfaction are significant. Figure 2 and Table 5 include descriptors of the directive relationships between factors that are statistically

established. Therefore, H₁, H₃, H₄, H₅, and H₆ hypotheses are accepted at the 0.01 level. However, Table 5 shows a negative relationship between cultural strategic factors and satisfaction. Moreover, the p-value also indicates that the relationship is not significant. Hence, H₂ is not accepted, and this study established the proposed relationships, except for cultural factors.

6. Discussion and Implications

The demographic profiling of the tourists who participated in this study indicated a predominance of males, most of whom are teenagers and students and prefer to travel with friends rather than with parents. These statistics suggest that male teenagers exhibit a greater inclination towards travel, whereas employed individuals might lack the time despite their financial capability. Some older adults may also exhibit neophobic food behavior (Okumus et al., 2021), reducing their motivation to travel.

Surprisingly, the entire sample reported an income below 60,000. This might be, because those with higher incomes (above Tk. 60,000, in this case) would

be more likely to go on international vacations (Morley, 1998). Consequently, the local tourism industry should devise strategies to capitalize on this significant opportunity.

The research model of this study demonstrated not only an absolute fit, but also an incremental fit. Based on the structural model analysis, five out of the six research hypotheses were accepted, while one was rejected. The findings revealed the significant positive influences of price, political, psychological, and environmental factors on tourist satisfaction in Bangladesh, as well as the significant positive influence of tourist satisfaction on effective tourism marketing in the country. However, cultural factors exhibited no significant relationship with satisfaction, likely due to respondents not attaching much value to the cultural aspects of Bangladesh during their travels. Nonetheless, the mean value of satisfaction was 3.51, while that of effectiveness was 4.01, signifying the high levels of tourist satisfaction and tourism marketing effectiveness in Bangladesh. Thus, local marketers and policymakers should incorporate the significant interconnected factors to enhance the branding of the tourism market.

The emphasis of this study extended beyond identifying influential factors to crafting a model centered on five strategic dimensions (i.e., pricing, cultural, political, psychological, and environmental factors) to gauge the relationship between tourist satisfaction and market effectiveness. The significant correlation between these two variables underscores that elevated tourist satisfaction accelerates the effectiveness of Bangladesh's tourism marketing. Therefore, integrating and implementing the strategic factors and sub-factors accountable for tourist satisfaction hold paramount importance for effective tourism marketing. The conclusion offers destination marketers a clear blueprint for enhancing visitor satisfaction and refining marketing strategies. In essence, businesses, brands, policymakers, and even governments of developing destinations, like Bangladesh, can leverage these strategic factors to attract tourists and enhance their competitive position in the tourism sector.

6.1 Implications of the Study

Many destination marketers are grappling with the question of how to attract more tourists. The current research, supported by primary data and contemporary literature, provides a response to this query, thereby saving time and resources for managers. The findings offer tourism firms, especially in developing countries, like Bangladesh, a clear insight into effectively enhancing tourist satisfaction and marketing strategy through the implementation of strategic factors.

To begin with, considering that a significant number of males, teenagers, and students prefer to travel with friends, destination marketers should continue to focus on catering to this demographic. They can also implement engaging elements targeted at females and families, such as family-oriented festivals, events, or games (Weber & Ali-Knight, 2012), customized family packages, inter-connected hotel rooms, a comprehensive transportation system for larger families, and heightened security measures, motivate the travel participation of this segment.

This study also found that pricing is a pivotal strategic factor influencing tourist satisfaction. Therefore, destination marketers must diligently ensure fair pricing, competitive product prices, smooth payment processes, convenient payment methods, secure transaction mechanisms, and incentives, like discounts for larger groups or off-season periods. Additionally, the findings showed that tourists' psychological well-being is positively correlated with their satisfaction, necessitating managers to focus on catering to tourists' preferences and providing value to them through superior service quality, experienced tour guides, and well-structured tour schedules.

Apart from that, the results indicate that tourism marketers should highlight political stability and positive environmental factors to increase tourists' satisfaction and desire to visit or revisit the destination. Lastly, service providers should prioritize tourist

satisfaction, recognizing that satisfied tourists are more likely to spread positive word-of-mouth and ensure the success of tourism marketing efforts. In addition to conventional promotional efforts, organizations can strengthen their marketing through tourist reviews presented via videography and recommendations, thereby facilitating informed decision-making for potential new travelers.

6.2 Future Research Directions

This study introduced five strategic factors (price, cultural, political, psychological, and environmental factors), each encompassing twenty sub-dimensions, to investigate their impacts on tourist satisfaction and effective tourism marketing in Bangladesh. In future research, these same factors could be applied to various sub-sectors within the tourism industry, such as resorts, service apartments, eco and urban tourism, event organizers, travel agencies, ride-sharing, car rental, tour operators, souvenir shops,

theme parks, transportation, and more. Additionally, the sampling technique could be diversified to include domestic tourists, international tourists, and tourists from diverse religious backgrounds to gain a more precise understanding of the variables' dynamics.

Other avenues for further exploration are using a larger sample size, extending the survey duration, and collecting qualitative data to enrich the literature. Subsequent researchers might also study the relationship between tourism marketing and infrastructure (e.g. airports, road networks, transportation services, accommodations, catering, and other essential amenities) in order to gain a different perspective on tourists' perceptions. Lastly, categorizing destinations based on star ratings, budget-friendliness, and location could potentially yield a fresh perspective on tourist satisfaction.

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