

## MARKET SEGMENTATION AND TARGETING STRATEGY FOR PROMOTING COX'S BAZAR BEACH IN BANGLADESH AS A TOURISTS' DESTINATION

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**ABSTRACT:** *The main objective of this study is to identify market segment for beach tourism products and services for promoting Cox's Bazar Beach as a tourist destination. The study is based on primary as well as secondary data and sample size was about 308. Result shows a clear distinction between a male, older group of tourists and newly married couple, younger age and married with children depending on parents. The study also revealed that tourists have given a great preference to natural attraction along with enjoying sea waves and sunset view, medium class accommodation facility, safety and security, sanitation and cleaning, caring and waste disposal facility and emergency service. So, to occupy the best position in the mind of tourist the tourism managers and marketers should provide up to mark services as tourists expect. This finding can be useful to the policy makers and marketers of beach tourism at Cox's Bazar in formulating strategies for their products and services considering the findings of the study.*

**Key words:** Beach Tourism, Destination attributes, Segmentation, Target market

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### INTRODUCTION

Market segmentation and target market selection are important step in establishing a market strategy (Park and Yoon 2009). Market segmentation is an important element of target marketing (Witt and Moutinho 1989, Morrison 2002) because it can help marketer to develop the right product suitable to each target market. Kotler (1994) stated that the heart of modern strategic marketing can be described as segmenting, targeting and positioning, with segmentation being the essential first step in the direction of a target marketing approach. Middleton (1988) suggests that segmentation may be defined as a process of dividing a total market, such as all tourists, into

manageable sub-groups more cost effective marketing, through the design, promotion and delivery of purpose built products aimed at satisfying the identified needs of target groups. Similarly Weinstein (1987), Perdue (1992) explains that good market segmentation research provides operational data that are practical, usable, and readily translatable into strategy. Guiltinan and Paul (1994) explain that firms may find some segments more attractive than others because of variations in segment size, growth potential, or competition. A destination with limited resources needs to pick only the best opportunities to pursue. Consequently, segmentation may also be used as a tool for managing demand, which may be particularly useful within a strategy of sustainable tourism development. In tourism field, the importance of market segmentation is not only as a technique of segmenting a market and identifying target market, but it can also be used at a higher level to assist a marketing strategist to understand the relationship of a destination with its visitors (Bloom 2004). Koc and Altinay (2007) indicated that a destination that targets the whole market without segmenting or clustering problems it usually ends up with wasted resources, unsatisfied customers, and missed a strategic marketing opportunity.

Cox's Bazaar beach in Bangladesh is the tourist capital of Bangladesh having 120 km. beach covered with deep green forests. This type of smooth and straight sea beach is hardly seen in any place of the world (Kamrul and Dey 2012). Miles of golden sands, towering cliffs, surfing waves, rare conch shells, and delightful seafood are the specialties of Cox's Bazar sea beach. Every year a large number of tourists from home and abroad come to visit this beach for enjoyment. Now the economy of Cox's Bazar depends on tourism. From general observation it is understood that tourism has brought a big change in this area. Altogether around 10000 people are working in the tourism industry in Cox's Bazar and each person maintains a family of 6 persons, then this tourism industry is giving food to the 60,000 people (Ahmed 2010) . On economic front, local community people and other stakeholders like investors, hoteliers, tour operators and so on are seemingly benefited from tourism and its economy is quite good compared to other backward area. So it is clear to all the contribution of Cox's Bazar sea beach in the local economy as well as national economy of Bangladesh (Mir and Parvin 2010). The flow of economic contribution and growth of this area depends on the continuity of tourist arrival and understanding tourists' needs, wants and their perceptions towards the facilities and services. The objective of the present study is to identify different beach tourist segments based on a set of socio-demographic variables and tourists travel behavior and formulate the attractive positioning strategy for target segment considering tourists' need, want and demand. Results may help understand the beach tourist market and contribute to an improved target marketing to each group, simultaneously understanding the actual and potential role of each group for the destination area in question.

## LITERATURE REVIEW

In tourism field, the importance of market segmentation is widely acknowledged (Bieger and Laesser 2002). Market segmentation has been used to understand the distinct characteristics of tourists and for developing marketing strategies (Bloom 2004). Specifically, a destination may choose the most interesting target segment(s), based on a range of criteria that reveal the segments' attractiveness from sustainability point of view, associated with long-term economic

profits, social, cultural and environmental benefits versus costs (Kasten, Kastenholz 2004). Furthermore, Tsai and Chiu (2004) stated that a selection of segmentation variables is a critical issue to successful market segmentation. Segmentation variables can be broadly classified into general variables such as demographics and life style, and product specific variables which involve customer purchasing and intentions (Wedel and Kamakura, 1997). A large range of variables have been suggested in the general marketing and tourism literature (Mill and Morrison 1992, Pender 1999, Kotler et al. 1995, Kotler et al. 1999). Generally socio-demographic variables such as nationality, age, income or education have been considered as quite usable, since they are easy to assess (Lawson 1994) and have also been identified as relevant determinants of tourist behavior such as length of stay, source of information, formation of group, mode of travels and types of accommodation (Baloglu and Brinberg 1997, Kastenholz 2002, Gitelson and Kerstetter 1990). Customers' motivation, choice, buying behavior are influenced by the customer's background, characteristics and external stimuli (Fornell 1992). Generally socio-demographic variables such as nationality, age, income or education have been considered as quite usable, since they are easy to assess and have also been identified as relevant determinants of tourist behavior (Lawson 1994, Baloglu and Brinberg 1997, Gitelson and Kerstetter 1990).

Lee (1999), Elisabeth (2007), Silberberg (1995), Odunga, P (2001) focused on how tourists' travel decisions are affected by their socio-demographic factors. Studies also revealed that how tourists' product choice varies according to their socio-demographic characters. Findings indicate that age, gender, education, economic circumstance, occupation and family life cycle have significant influence on tourism product choice and choice is varied by these factors significantly. Therefore, socioeconomic, demographic, and behavioral indicators are commonly used in tourism research to profile tourists by age, gender, income, marital status, occupations, education or ethnic background. These indicators are easy to identify and use in marketing decisions (Yavuz, 1994).

**Objectives of the Study:** The major objectives of the study are;

- 3.1. To identify the market segment and target market for Cox's Bazar Beach as a tourist destination.
- 3.2. To delineate the important factors considered by tourists to occupy the profitable positioning for Cox's Bazar Beach as a tourist destination

## **METHODOLOGY OF THE STUDY**

The study is descriptive as well as exploratory in nature and based on both primary and secondary data. The sample population for this study was composed of tourists who visited Cox's Bazaar sea beach. A convenient sampling technique was used to collect primary data by means of a survey. The questionnaires contained questions related to the demographic and socio-economic profile of the as well as travel behavior characteristics. Visitors were asked to rank their preference on different attributes using a scale of 1 to 5 to understand the choice behavior of tourists. Out of 313 questionnaires 308 were useable questionnaires with a response rate of almost 97%. Appropriate statistical analyses such as frequencies, descriptive, analysis of

Variance (ANOVA), factor analysis, correlation analysis were used to satisfy the major objectives. The researchers collected secondary data from relevant research report and publications, newspapers, books, website and published materials of BPC.

## **FINDINGS OF THE STUDY**

The analysis and discussion of the study are cover following point of view;

### **Respondents' Socio-Demographic & Travel Behavior Characteristics**

The theory of consumer behavior for a service sector points out that customers' choice behavior, buying behavior and levels of satisfaction are influenced by the customer's background, characteristics and external stimuli (Fornell C, 1992). Tables 01 (**Appendix**) provide the respondents' socio-demographic and travel behavior information. Out of a total of 308 respondents listed for analysis, 249 (80.3%) were male and 61 (19.7%) were female. Data were collected from different age group. Large group of respondents were from 18-40 (58.7%) age group, followed by 41-60 (32.2%) age group. Surprisingly, highest 49.9% of the respondents have completed graduation level followed by 35.6% secondary level. In addition, 34.6% respondents were students, where as 27.7% respondents answered that they are businessman, followed by 21.6% are private job holder and 10.1% are government service holder and others category includes self employed in different profession at the time of the survey. Respondents listed 9.6% of their income more than Taka 71,000, and highest 28.8 % have income up to 10,000 followed by 25% have 10,000-30,000 Taka per month. According to marital status about 50.5% respondents are unmarried and 14.9% are newly married and rest are others category. The sample distribution provides a clear idea male, young with graduate education and students are the main visitors at Cox's Bazaar sea beach and the prefer most.

On the other hand, the travel behavior characteristics of the respondents show that a very small 1% of tourists stayed over 10 days and 75.4% stated 2-5 days. The large numbers of people are getting to know about the Cox's Bazar through 'Friends and Relatives' is 57.7% and the rest got to know through electronic media (23.2%), print media (13%), BPC websites (2.9%) and tourism fairs. How tourists' traveled to the Cox' bazaar? The survey of respondent shows higher figure of 48.6% and 23.1% using the Non-AC and AC bus to make visits to the Cox's Bazar from the key origin. Majority of the respondents were traveling with their friends (43.8%) and a lot of them were also accompanied by family (32.2%). The main accommodation categories used by visitors' medium class hotel (71.6%) followed by first class hotel 18.3%. Around 42.25% of the respondents planned for traveling 6 to 12 months in advance, and 28.70% are planned in advance 6 months or less. The smallest group of the respondents (6.77%) planned instantly.

**Market segmentation strategy for Cox's Bazar Beach.****5.2.1. Tourists' fondness of Cox's Bazar Beach as a preferable destination**

Respondents were questioned about how much importance Cox's Bazar Beach as a tourist destination to them subject to holiday visit plan. The results are summarized in Table 2.

Variables	Frequency	Percent	Cumulative Percent
Most preferable	153	49.03	49.03
Preferable	113	36.53	85.58
Average	30	11.05	96.63
Less preferable	12	3.36	100
Worst	0	00	
Total	308	100	

Table 2 Tourists' overall given importance towards Cox's Bazar Beach

Note: Overall importance means ranges from 1 (preferable not at all) to 5 (highly preferable)

From the above table, 49.03% of the respondents opined that as a tourist destination Cox's Bazar Beach is very preferable to them while make visiting plan and only 3.36% of the respondents feel less preferable.

**Market segmentation strategy in terms of tourists' demographic characteristics**

In this study Analysis of variance (ANOVA) has been used to investigate relationship between tourists' beach tourism preference and tourists' demographic characteristics. Table 3 shows mean based on the different categories and ANOVA results for tourists' demographics characteristics with regards sea beach choice.

Socio-Demographic Factors	F value	Sig.
Gender	7.697	.006**
Age	4.136	.007**
Education	.675	.610
Occupation	1.795	.131
Monthly Income	.597	.665
Marital status	4.555	.046**

Note: \*  $p < 0.05$ , Table 3.1a: Result by tourists' demographic characteristics

The result shows that the significant differences are found only in visitors' age ( $F = 7.697$ ,  $p \geq .006$ ), gender ( $F = 4.136$ ,  $p \geq .007$ ) and marital status ( $F = 4.555$ ,  $p \geq .046$ ) with respect to choice of Sea beach. Despite of these, no significant differences were found between tourists' education level ( $F = .675$ ,  $p \geq .610$ ), occupation ( $F = 1.795$ ,  $p \geq .131$ ), and monthly income ( $F = .597$ ,  $p \geq .665$ ) with respect to Sea beach choice.

Furthermore, mean differences in choice between different tourists' demography are summarized in the table 3.1.b.

Variables	Characteristics	N	Mean	Std. Deviation	F value	Sig.
Gender	Male	250	4.12	.785	7.697	.006**
	Female	58	4.49	.556		
	Total	308	4.19	.760		
Age	Up to 18	2	4.50	.713	4.136	.007**
	18-40	181	4.33	.709		
	41-60	99	3.97	.797		
	above 60	26	4.00	.767		
	Total	308	4.19	.760		
Marital Status	Unmarried	155	4.17	.724	4.555	.046**
	Newly married	46	4.36	.893		
	Married without child	27	4.33	.594		
	Married with child	78	3.94	.770		
	Total	307	4.19	.762		

Note: \*  $p < 0.05$ ,

Table 3.1.b. Differences in preference between Groups

The results in the table 4 show that there are quite a few statistically differences in the preference between men and women. Subject to visit Cox's Bazar beach, the female provided the highest mean score ( $M = 4.49$ ) and male provided the lowest mean score ( $M=4.12$ ). On the other hand respondents' age differed on the choice of Beach as tourist destination. The age group up to 18 provided the highest mean score ( $M = 4.60$ ). On the other hand, age group 41-60 provided the lowest mean score ( $M=3.97$ ). Considering respondents' marital status newly married couples give more importance ( $M=4.36$ ) and married with children family give lowest rank ( $M=3.94$ ) as tourist destination.

#### **Market segmentation strategy in terms of tourists' travel behavior characteristics**

Again ANOVA has been used to investigate relationship between tourists' beach tourism preference and tourists' travel behavior characteristics. Table 4 shows mean based on the different categories and ANOVA results.

Travel behavior characteristics	F or t	Sig.
Length of Stay	<b>4.032</b>	<b>.050*</b>
Sources of Information	2.126	.079
Composition of Group	1.164	.328
Modes of transportation	1.067	.374
Use of Accommodation	.353	.787
How long in advance planned to visit	5.650	<b>.038*</b>

Note: \*  $p < 0.05$ , Table 4.1: Result by tourists' travel behavior characteristics

Tourists' expected length of stay ( $F = 4.032$ ,  $p \geq .050$ ), and advanced plan to visit ( $F = 5.650$ ,  $p \geq .038$ ), have significant difference with sea beach choice. Furthermore, there is no significant difference found in sources of Information ( $F = 1.460$ ,  $p \geq .057$ ), composition of group ( $F = 1.201$ ,  $p \geq .258$ ), types of transportation ( $F = 1.170$ ,  $p \geq .290$ ), and types of accommodation use with respondents sea beach choice.

Furthermore, mean differences in preference between different tourists' travel behavior characteristics are summarized in the table below.

Variables	Characteristics	N	Mean	Std. Deviation	F value	Sig.
Expected Length of Stay	Less than 2 days	54	4.18	.849	<b>4.032</b>	<b>.050*</b>
	2-5 days	233	4.64	.749		
	6-10 days	17	4.24	.660		
	10 days more	03	4.00	.000		
	Total	308	4.19	.762		
Advance planned to visit	Instantly/Suddenly	21	4.03	.704	5.650	.038*
	6 months or less	89	4.21	.776		
	7 months – 1 year	131	4.30	.632		
	1 year more	67	4.00	.894		
	Total	308	4.19	.760		

Note: \*  $p < 0.05$ , Table 4.2 b. Differences with respect to tourists' travel behavior

The result shows a few statistically differences found between tourists preference and duration of length. Tourists' who stayed 2-4 days provided the highest mean score ( $M = 4.64$ ) and tourists' who stayed 10 days provided the lowest mean score ( $M = 4.00$ ). On the other hand respondents' who prepare plan to visit 7-12 month before provided the highest mean score ( $M = 4.30$ ) and respondents' who prepare plan to visit 1 year before provided the lowest mean score ( $M = 4.00$ ).

### Target Market strategy by facilities and service at Cox's Bazar Beach

There are some attributes relating to Cox's Bazar Beach are given in the Table 5. **Table 5 (Appendix)** shows the importance means given to the attributes by tourist visiting Cox's Bazar sea beach as a tourist destination. Out of 29 attributes 5 attributes such as enjoying sea waves, natural attractions of the beach, reasonable foods price at the restaurant, cleanliness of public areas nearest the beach, visitors financial, physical and other safety & security have been scored highest that means the mean value are more than 4.50 which indicate that tourists give high importance towards the variables. The rest 21 variables show the score mean value at 4.00 to 4.50 level and only 3 variables scored below 3. To sum up, tourist at Cox's Bazar gives more importance to 'enjoying sea waves'. It is followed by 'natural attractions of the beach', 'food price', 'cleanness the sea beach area' and 'safety and security of the tourists'. But the least important factors were determined as 'financial institution', 'package tour' and 'online information'. So, initially to occupy the better position in the target market the policy makers can consider these issues and make their services more attractive for specific segment.

### Factor analysis result

With a view to identify the difference in tourists' preferences, factor analysis was conducted to create correlated variable and to identify a smaller set of dimensions by SPSS 19. In this study, 6 factors are retained only if they had values greater than or equal to 1.0 of eigenvalue and a factor loading greater than 0.4. The principal components factor method was used to generate the initial solution. The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 1796.126 with degree of freedom 378. The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.738, which was meritorious (Hair, Anderson, and Black 1999).

Variables	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
<b>Factor 1, Accommodation</b>						
Public/ Private toilet facilities nearest the beach	.893					
Cleanliness of public areas nearest the beach	.883					
Reasonable foods price at the restaurant	.838					
Availability of sea foods at restaurant	.698					
Quality service at restaurants	.692					
Affordable price of the residential hotels	.572					
Quality service of residential hotels	.369					
<b>Factor 2, Ancillary Services</b>						
Health and Medical facilities to serve tourists		.781				
Tourist caring facility such as personal care, child care		.743				



Waste disposal facility		.700				
Emergency service such as lifeboat, ambulance,		.697				
Visitors financial, physical and other safety & security		.606				
Local people behavior and hospitality		.604				
Financial institution for withdrawing instant cash		.530				
<b>Factor 3, Natural Attraction</b>						
Natural attractions of the beach			.807			
Enjoying sea waves and sunset view			.762			
Easy , relaxed and noise free pace of life			.694			
Un-spoilt nature and environment			.589			
<b>Factor 4, Activities</b>						
Water based activities such as swimming, surfing,				.708		
Cost of surfing, boating, driving and riding				.555		
Watch tower for enjoying sea view and scenery				.522		
Dress change facility at the beach area				.481		
<b>Factor 5, Available Package Tour</b>						
Cost of the travel operators					.800	
Quality service of tour operators					.726	
Availability of package tours organized by travel agent					.585	
<b>Factor 6, Accessibility</b>						
Service quality of transportations						.773
Fare/cost of transportations						.640
Information about Cox's Bazar						.508
Availability of transportation						.452
<b>Eigenvalue</b>	6.71	3.65	2.281	1.67	1.46	1.38
<b>Variance explained (%)</b>	28.98	16.06	10.14	5.978	5.232	4.930
<b>Cumulative variance</b>	28.98	45.04	55.18	61.15	66.38	71.31
<b>Reliability coefficient alpha</b>	0.893	0.771	0.803	0.790	0.700	0.789
<b>Number of items (total=07)</b>	07	07	04	04	03	04

Table 5 shows the result of factor analysis of the items

Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization

KMO = 0.738, Bartlett's Test of Sphericity:  $p = 0.000$  ( $\chi^2 = 1796.126$ ,  $df = 378$ )

**The Factor 1** named as ‘Accommodation facilities’ explains 23.98 percent of the variance in the data with an eigenvalue of 6.71, the items associated with this factor deal with the accommodation which tourists like more ( $\alpha = 0.893$ ).

**The Factor 2** is termed as ‘Ancillary services’ accounting for 13.06 percent of the variance with an eigenvalue of 3.65, this factor is loaded with seven items with relation to ancillary service. ( $\alpha = .7713$ )

**Factor 3** was termed as ‘Natural attraction’ ( $\alpha = 0.803$ ), explained the variance of 8.14% with an eigenvalue of 2.28.

**Factor 4** named as ‘Tourism based activities’ accounted for 5.97% of the variance, with an eigenvalue of 1.67, and a reliability of .734 ( $\alpha = 0.790$ ).

**Factor 5** was named as ‘Availability of package tour’ accounts for 5.23 percent of the variance with an eigenvalue of 1.46 and reliability alfa is .7001.

**Factor 6** was loaded with four attributes that accounted for 4.93% of the variance, with an eigenvalue of 1.38, and a reliability of .734 ( $\alpha = 0.789$ ).

### Tourists’ choice differences by socio-demographic characteristics

The table 6 showed that there is a significant relation is found in tourist socio-demographic characteristics such as gender, age and marital status with respect to beach choice. How these relations are differed with importance factors considered by tourists.

Analysis of Variance (ANOVA) is used to identify the mean differences in choice factors by the tourist socio-demographic characteristics.

Variables	Value	Attraction	Amenities	Accessibility	Activities	Ancillary Services	Available Package
Gender	F	7.06	.239	.195	1.64	.524	.003
	Sig.	.009**	.625	.659	.201	.470	.956
Age	F	2.261	.460	1.64	.358	.527	.534
	Sig.	.064	.765	.163	.838	.716	.711
Marital status	F	1.122	1.391	1.861	.324	1.524	2.96
	Sig.	.350	.229	.103	.898	.184	.013**

Note: \*  $p < 0.05$

Table 6, Results by Socio-demographic variables

Table 6 illustrates the differences in choice factors and the results of ANOVA showed that the respondents gender differed only on Factor 1, Attraction ( $F = 7.06$ ,  $p = 0.009$ ). The female provided the lowest mean score ( $M = 3.94$ ). On the other hand, male provided the highest mean score ( $M=4.22$ ). Respondents importance factors differ based on their marital status on Factor 6, Available package ( $F = 2.968$ ,  $p = 0.013$ ). The newly married couple provided the highest mean score ( $M=4.516$ ). On the other hand, married with child not dependent on them provided the lowest mean score ( $M = 3.700$ ). The results explained that respondents’ gender, age, and marital status have significant difference regarding importance factors relating to different facilities of beach tourism specially Cox’s Bazar Beach.

**Tourists' choice differences by tourists' travel behavior characteristics**

The table 3.b showed that there is a significant relation is found in tourist travel behavior characteristics such as length of stay and advance planned to visit and sea beach choice. How these variables are differed in choice of importance factors to be investigated.

Variables	Value	Attraction	Amenities	Accessibility	Activities	Ancillary Services	Available Package
Expected Length of Stay	F or t	.203	2.918	1.023	.626	2.243	2.755
	Sig.	.894	.028**	.383	.599	.084	.044**
How long in advance planned to visit	F or t	.409	5.285	2.603	.918	1.232	4.459
	Sig.	.873	.000**	.019	.483	.291	.000**

Note: \*  $p < 0.05$ ,

Table 7, Results by travel behavior characteristics

Table 7 shows that the tourists length of stay differed on Factor 2, Amenities ( $F = 2.918$ ,  $p = 0.028$ ) and Available package tour ( $F = 2.755$ ,  $p = 0.044$ ). The tourist stayed 2- 5 days provided the highest mean score ( $M = 4.37$ ) regarding the use of amenities and accommodation. On the other hand, the tourist stayed 10 days more provided the lowest mean score ( $M = 3.36$ ) in amenities. The tourist stayed less than 2 days prefer package tour ( $M = 4.16$ ) than other category of length of stay. Choice differ based on respondents advance plan to visit on the factors amenities ( $F = 5.28$ ,  $p = 0.000$ ), accessibility ( $F = 2.60$ ,  $p = 0.019$ ) and available package ( $F = 4.45$ ,  $p = 0.000$ ). The tourist who make plan to visit before 1 year more provided the highest mean score on amenities, accessibilities and package tour ( $M = 4.05$ ,  $3.88$ ,  $4.22$ ). On the other hand, the tourist who make plan to visit instantly provided the lowest mean score on amenities, accessibilities and package tour ( $M = 3.61$ ,  $3.48$ ,  $3.73$ ).

**SUMMARY AND MANAGERIAL IMPLICATION OF THE STUDY**

- The findings of the current research found that there is a statistically significant relationship with beach tourism choice with respects to tourists' demographic and travel behavior characteristics. These relationships were found in the variables on respondents 'age', 'gender', and 'marital status'. On the other hand, there is significant relationship between length of stay and advance planned to visit with sea beach choice. So, findings have given clear idea about target segment of beach tourism especially for Cox's Bazar beach. Moreover, findings of this study reflect that tourists who visit Cox's Bazar beach are somewhat heterogeneous. Therefore, differentiated segmentation and marketing strategies should be stressed and executed by the relevant parties.
- In order to knowing the target markets and their needs, some facilities and services have been given priority by tourists are unique natural attraction, accommodation and accessibilities. Therefore, concerned authority should do the necessary actions to improve the derived services and facilities provided at the Cox's Bazar beach in the effort to change and increase the perception of the tourists. In planning these facilities, identity and biodiversity of the area

must be considered since tourists pay great attention to feel the nature of sea areas. Any future infrastructure development should be properly planned and implemented to avoid its negative impacts to the sea beach area. Illegal logging activities must be seriously investigated and taken necessary actions against to ensure a well preservation of the natural surroundings.

- Different facilities such as security, quality transportation service, watch tower facility, water base activities, health and area guiding services are categorized by tourists based on their socio-demographic characteristics. The concerned authority for this destination needs to allocate a suitable budget to improve the sea beach activities, restaurants and signage, especially during the peak seasons, because of the bigger number of tourists visiting this place at that time for particular group of tourists. In addition, those people involved in the development of the tourist destination have to contribute more in term of their creativity to produce a variety of unique products which could attract the tourists.
- Furthermore, almost all segments are concerned about ‘emergency and caring service’ such as tourist caring facility, waste disposal facility, lifeboat and ambulance service, local people behavior towards tourists. Employed police men, watch tower, speed boats are not sufficient for managing, monitoring and maintaining emergency service and security [Source: Field survey]. These are not sufficient for maintaining security and saving lives from unexpected hazards. So, responsible authority should ensure proper security in this point.

## CONCLUSION

Cox’s Bazar sea beach is the most attractive and highly visited tourist destination in Bangladesh and it has significant economic contribution to the local economy as well as country. The tourism policy makers and marketers should provide and ensure up to mark services to some areas of services and facilities to specific segment as per above recommendation. Therefore, to promote this destination marketers and patrons should stress on carrying out promotional campaigns of Cox’s Bazar beach in Bangladesh as a world longest sea beach to target markets. To occupy the significant position in customer mind these suggestions are hoped to assist both managers and marketers of the Cox’s Bazar beach as a destinations in Bangladesh to gain a better understanding of the different perceptions hold by the local and foreign tourists, and thus implement more strategic marketing decisions.

## LIMITATIONS AND SCOPE FOR FURTHER STUDY

The survey carried out in this study was conducted over a period of fifteen days, which permitted only tourists who had travelled during the months of mid April (i.e. decline of peak season) to be included. Based on which, the respondents’ views were taken only from those of a particular groups of tourists, which could not be used to represent a year round’s tourism. Hence, it is recommended that future research incorporate a survey which will also include the peak season (October-March) because seasonality may influence tourists’ responses. Moreover, more specific study can be conducted covering market positioning strategy using more sophisticated and inclusive data.

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## Appendix

Table 1: Respondents Socio-Demographic and Travel Characteristics Profile

Descriptions	N	(%)	Descriptions	N	(%)
<b>Respondents' Gender</b>			Length of Stay		
Male	250	81.3	Less than 2 days	54	17.4
Female	58	18.8	2-5 days	233	75.4
Total	308	100.0	6-10 days	17	6.3
<b>Respondents' Age</b>			10 days more	03	1.0
Up to 18	2	.5	Total	308	100.0
18-40	181	58.7	Sources of Information		
41-60	99	32.2	Friends and Relatives	178	57.7
above 60	26	8.7	Electronics media	71	23.1
Total	308	100.0	BPC	9	2.9
<b>Respondents' Education</b>			Print media	40	13.0
Illiterate	9	2.9	others	9	2.9
Up to HSC	109	35.6	Total	307	99.5
Graduation	123	39.9	Composition of Group		
Post Graduation	62	20.2	Alone	22	7.2
Others	3	1.0	Family	99	32.2
Total	307	99.5	Friends	135	43.8
Missing	1	.3	Travel group	39	12.5
Total	308	100.0	Others	13	4.3
<b>Monthly Income</b>			Total	308	100.0
Up to 10,000	89	28.8	Modes of transportation		
10,000-30,000	77	25.0	Air	9	2.9
31,000-50,000	62	20.2	Non Ac Bus	150	48.6
51,000-70,000	50	16.3	Ac Bus	71	23.1
Above 71,000	30	9.6	Train	61	19.7
Total	308	100.0	Others	16	5.3
<b>Respondents' Occupation:</b>			Total	307	99.5
Student	107	34.6	System	1	.5
Businessman	84	27.4	Total	308	100.0
Govt. job	31	10.1	Use of Accommodation		
Private Job	67	21.6	Star standard/ 1st class	56	18.3
Others	19	6.3	Medium class	221	71.6
Total	308	100.0	Lower class	15	4.8
<b>Respondent Marital status</b>			Others	16	5.3
Unmarried	155	50.5	Total	308	100.0
Newly married	46	14.9	Advance planned to visit		
Married without child	27	8.7	Instantly/Suddenly	21	6.77
Married with child	78	25.5	6 months or less	89	28.70
Total	307	99.5	7 months – 1 year	131	42.25
Missing	01	.3	1 year more	67	22.25
Total	308	100.0	Total	308	100

Table 5: Attributes influence tourists to choose Cox's Bazar

Attributes	N	Mean	SD
Natural attractions of the beach	208	4.59	.756
Enjoying sea waves and sun set view	207	4.64	.703
Un-spoilt nature and environment	207	4.34	.820
Easy , relaxed and noise free pace of life	205	4.11	.925
Quality service of residential hotels	207	4.12	.874
Affordable price of the residential hotels	206	4.27	.835
Quality service at restaurants	205	4.31	.746
Reasonable foods price at the restaurant	199	4.50	.745
Cleanliness of public areas nearest the beach	207	4.54	.729
Public/ Private toilet facilities nearest the beach	207	4.44	.927
Availability of sea foods at restaurant	120	4.38	.780
Service quality of transportations	206	4.19	.770
Fare/cost of transportations	207	4.13	.916
Available transportation	205	4.09	.800
Watch tower for enjoying sea view and scenery	208	4.32	.838
Water based activities such as swimming, surfing, boating	206	4.17	.847
Dress change facility at the beach area	205	4.16	.954
Cost of surfing, boating, driving and riding	167	4.13	.800
Information about Cox's bazaar	208	3.95	.926
Health and Medical facilities to serve tourists	206	4.02	.910
Financial institution for withdrawing instant cash	208	3.54	.967
Waste disposal facility	206	4.15	.920
Local people behavior and hospitality towards tourists	206	4.30	.903
Tourist caring facility such as personal care, child care	205	4.20	.969
Emergency services such as lifeboat, ambulance etc.	204	4.48	.712
Visitors financial, physical and other safety & security	208	4.51	.798
Availability of package tours organized by travel agent	207	3.93	.833
Quality service of tour operators	206	4.20	.875
Cost of the travel operators	208	4.35	.814