

Building Loyalty Through Destination Branding: Understanding Tourist Behavior at Cox's Bazar, Bangladesh

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ABSTRACT

This study investigates the key factors that influence destination branding, focusing on Cox's Bazar, Bangladesh, known as the world's longest sandy beach. Using the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA), it examines how factors like attitudes, subjective norms, perceived behavioral control, and destination trust affect tourists' satisfaction and loyalty. The research involved 20 semi-structured interviews with visitors, analyzed through qualitative content analysis. The findings revealed 58 variables influencing tourist behavior, with major factors including the beach's natural beauty, trust in safety and reliability, and perceived risks like high costs, traffic, and poor cleanliness. While most visitors were satisfied and likely to revisit or recommend the destination, these challenges need addressing to improve the experience. A loyalty framework is proposed, showing how satisfaction and trust lead to positive tourist behavior. This study contributes to better understanding and improving destination branding in Bangladesh.

Keywords: Destination Branding, Tourist Behavior, TPB Theory, Cox's Bazar

INTRODUCTION

Tourism is one of the vital industries that patronizes the growth of Bangladesh. To make this sector more successful, it is important to brand our tourist destinations. Destination branding is therefore now a frequent topic for the scholars to investigate (Baalbaki & Zizka, 2023; Roy & Roy 2015, Pawaskar & Goel, 2014; Chi & Qu, 2008; Gnoth, 1998). As Cox's Bazar is the biggest tourist destination of Bangladesh, it poses most focus to be branded (Hossain, Quaddus & Shanka, 2013). Like any other branding, to brand Cox's Bazar it is needed to identify which makes Cox's Bazar a favorite destination (Pike, 2005).

Generally, destination branding success depends on visitor's loyalty & satisfaction (Kusumah, 2024, Veasna, Wu & Huang, 2013). Satisfied customer shows more loyalty (Hossain, Quaddus & Shanka, 2013) and loyalty is one of the main features of branding. Destination branding has become a desirable area of research as branding is not confident to only product or service nowadays. Mainly, to make any destination profitable, first concern should be branding of that place. Because a positive branding makes visitors aware, make them loyal, and finally let them to revisit and recommend (Suhartanto, Dean, Chen and Kusdibyoy 2021). In addition to that, consumer's retention of 5% can lead the profit growth of 25-95 % (Kim, Holland & Han, 2012). Again, loyal customer's recommendation influence friends, relatives and other potential consumers which can make up to 60% of new consumers (Chi & Qu, 2008). Thus, tourism destination branding has been a preferred topic for the researchers (Pike, 2005; QU, Kim & Im, 2011; Marzano, Scott, 2009; Hankinson, 2007).

Again, research on Cox's Bazar's several issues such as image, tourist loyalty, satisfaction have also been done (Hossain, Quaddus & Shanka, 2013; Dey, Uddin & Hasan, 2015; Mamun, Hasan & Hossain, 2013). However, factors of branding Cox's Bazar have not been investigated theoretically and empirically to identify which factors influence visitors more and which factor they think is important to make this destination enjoyable.

Research Question and Objectives of this Study

For successful branding of a tourist destination, first it is needed to identify what are the attributes tourist are expecting from a destination and what they are disliking of it. If positive attributes can be added to the destination tourists will become satisfied and satisfied tourist behave positive in their actual behavior. Satisfaction of tourists depends on several attributes such as attitude toward behavior, sacrifice, risk and destination trust (Hsu & Cai, 2009). Meanwhile, in several research antecedents of tourist actual behavior were examined (Prayag, Hosnany, & Odeh 2013; Qu, Kim, & Im, 2011; Chen, & Tsai, 2007; Chen & Phou 2013).

In these researches it is observed that satisfaction, destination trust, risks and various other variables are working as predictors in identifying tourist behavior. So that, knowledge and practical experience both are important to identify success factors of branding. Again, many researches have been done to identify success factors of branding (Baker & Cameron, 2008; Garcia, Gomez, & Molina, 2011; Chen & Phou, 2013) in European and Asian country. But very was done on Cox's Bazar mainly to identify branding success factors focusing on tourist expectation and behavior. Moreover, developing country like Bangladesh where the big question is corruption and fraud (Mahmood, 2010), trust and reliability on destination is also a vital fact to visit. These gaps have provided an excellent opportunity for new research in finding factors affecting tourist actual behavior and thus bring out the success factors of branding Cox's Bazar. Here the developed framework can be named as 'Branding success factor Loyalty' framework.

Thus, the fundamental research question of this study is, "What are the major success factors those flourish destinations branding and how those success factors are applied for destination branding?" And the objectives of this study are 1. To find out several factors those have impact on destination branding in Bangladesh. 2. To find the success factors which can be implied for branding the destination Cox's Bazar in Bangladesh? 3. to develop a loyalty framework with the help of field work and literature.

BACKGROUND OF THE STUDY

Bangladesh is full of unique tourism resources and development in tourism can be an important means to ensure social and economic development. For making Bangladesh a sustainable and successful tourism destination a sound tourism policy of government is needed along with the participation of the private and voluntary sector (Slocum & Backman, (2011). Government of Bangladesh has a plan named 'vision 2020' to make it a trust sector. The domestic tourism market is showing signs of significant rise. The number of domestic tourists has reached around 65 to 70 lakhs by the end of 2017. (the independent.com). Bangladesh's visitor arrivals recorded 830,068 persons by 2016 in the month of December (Ceidata.com). Among them, 6,20,000 tourists visited Bangladesh in 2016. Bangladesh tourist revenue reached 344 million USD in December, 2017 (Ceidata.com). Direct Contribution Travel and Tourism to GDP in 2017 was BDT 427.5 billion (Dhaka Tribune). According to world Travel and Tourism, around 1.5 million people directly and overall 2.3 million people are involved in Bangladesh Tourism Industry. In 2017, Travel and Tourism directly supported 11,78,500 jobs which was about 1.8 % of total employment (Dhaka Tribune). That's why, Bangladesh is thinking of having a vital opportunity in this sector. By 2020, 5,31,000 foreign visitors are expected to arrive (Hossain, Quaddus & Shanka, 2013). Moreover, a huge increment in local visitors are also expected. Cox's Bazar is said to be the tourist capital of Bangladesh. It has the world's largest sea beach of 120 kilometers sandy beach.

The scope of study is Cox's Bazar, Bangladesh as a branded destination. According to Industry Insider, Cox's Bazar has now a combined capacity to accommodate over 80,000 tourists at around 400 hotels, motels and guest houses (Daily star.net). Around 25 hotels claimed to be of 5-Star and 3-star standard. From these statistics, it is clearly found that Cox's Bazar as a tourism destination can have a greater importance for doing research on tourism.

Behavioral Theories Followed for Developing Loyalty Framework

In Information Processing Theory (IPT) (Miller, 1956), it is found there are two concepts. The 1st concept is chunking where it is said that the processing capacity of short-term memory is approximately seven chunks of information, seven plus or minus 2 chunks of information. The other concept is seven chunks of information can

be decreased if environmental input increases. Therefore, in this study five independent factors have been chosen as antecedents of tourist actual behavior for the proposed framework.

To identify tourist satisfaction as a part of destination branding, theory of reasoned action (TRA) and theory of planned behavior (TPB) had been considered as the two base theories. TRA finds out individual's intention to perform a specific behavior at a specific time and place (Fishben & Ajzen, 1980). Individuals' 'attitude toward behavior' and 'subjective norms' are considered in TRA as two independent constructs. TRA focus on mainly psychological will but there are other subjective issues to perform the actual behavior (Ajzen, 1991). Therefore, TRA is actually not enough to identify tourist's satisfaction and actual behavior. For that, TPB, the extension of TRA is used as a base theory in this research. Because in TPB 'perceived behavioral control' is considered as a vital indicator. This perceived behavioral control changes individual intension to conduct the actual behavior because of considering both subjective and objective reasons though the actual behavior was supposed to be acted if only objective reason would have considered. (Ajzen, 1991). Moreover, destination trust is added as an independent construct which can influence both individual's satisfaction and loyalty (Hsu & Cai, 2009).

RESEARCH METHODOLOGY

To find out the success factor of branding of Cox's Bazar, the conceptual framework is developed from TRA and TPB. But still it is to find out how much it fit with the specific destination. First, for branding Cox's Bazar, it is important to find out what factors influence visitors either positively or negatively which has not been investigated widely. Second, the conceptual model was partly investigated in west, and European and some Asian countries but to know whether it fits to social constructs of Bangladesh or not is also very necessary. That is why an "emic" research is needed to be done preliminary. An emic research involves looking at behaviors of group of a particular society (Gergen, 1985) and here it is Bangladesh. The conceptual destination branding framework has been developed through the use of literature and to contextualize it an inductive and deductive methodology was used to analyze several interviews (Xu, Jun, Quaddus & Mohammed, 2005). The researcher conducted an exploratory field study to find out the factors which influence visitors to visit particular destination, Cox's Bazar. Here, in-depth interview method was applied to find out the needed information (Xu, Jun, Quaddus & Mohammed, 2005). The respondents were asked to participate in semi-structured interviews.

Sample Selection

For collecting data, we had selected probability sampling as each entity of population has some probability of being selected. A simple random sampling procedure was selected on a basis of the visitors being presented on the spot during interview. While taking interview new issues were gradually coming up and after 20 interviews no significant issues were found. So, in this study 20 in-depth interviews were taken. The researcher conducted all the interviews from Cox's Bazar by herself and all of the participants were Bangladeshi by birth.

Data collection process

To meet up the objectives of research, the researchers focused on the related information. For this, a semi structured questionnaire was developed to collect data. Before starting the interview, the respondents were briefed about the research area. Several questions were asked to the respondents and needed probing was made where it was seemed that necessary factors and variables were still to come out. The interviewees were asked questions focusing on important areas such as- (I) Attitude toward behavior- attractions that helped them to visit this destination, (ii) Subjective norms (Sacrifice Attributes)- various issues that they invested for visiting this destination, (iii) Perceived behavioral control (Risk Attributes)- barriers that might discourage to visit the destination, (iv) Destination Trust (Reliability & Intentions)- trusted aspects which helped them to visit this destination and measures this destination could take if any problem occurred, (v) Behavioral Intension (Satisfaction Attributes)- attributes on which they were satisfied for visiting this destination, (vi) Actual Behavior (Destination Loyalty)- how they would promote this destination to others. The interview schedule was made as per the proposed schedule (Berg, 2004). It must be noted that a structured questionnaire was made to collect the demographic information. The researchers conducted a 7-day-long interview where 20 interviews were taken. It took around 20 minutes (plus minus 5 minutes) for each interview. Both audio recording and written document approach was used for collecting the data. It is noted a pre-test was done to complete the final questionnaire.

Transcribing Interviews

Organized transcribing is very important for an effective qualitative research. After transcribing interviews founded data were used for data analysis and interpretation. Interviews were conducted in Bengali and the following step were taken to transcribe interview.

The under mentioned steps were followed by the researcher:

1. The researcher listened to the audio recording of each interview for at least three times to find out the similarity and dissimilarity with their written sheets.
2. Researcher prepared Bengali Transcripts where she included body language and other indicative responses that happened at time of the interview and were still pure in their minds.
3. The researcher went through transcripts to find out consistency and inconsistency.
4. Researcher searched for if there were any gaps in records.
5. For the purpose of extracting new factors & variables from the subsequent interviews and relevant transcripts, all information was checked and rechecked. At the end it was found that no new variables and factors generated from the 10th interview onward.
6. Ultimately, researcher filled up raw written questionnaires.
7. In fine, all Bengali transcripts were translated into English by researchers for the motive of data analysis and further use.

Data Analysis via Content Analysis

As this research is more exploratory than confirmatory in nature, we have selected “content analysis” in analyzing interview transcripts (De Sordi, 2024; Huang, Quaddus, Rowe, & Lai, 2011; Berg, 2004) Content analysis was applied in two stages. Step 1 linked with single-interview transcripts, whereas step 2 dealt with cross- interview transcripts (Berg, 2004). A merge of inductive and deductive approaches was practiced classifying the factors and variables and their causal links (Xu, Jun, Quaddus & Mohammed, 2005). It is mentionable that no text analysis computer program was used to practice the content analysis. The analysis was carried out manually by the researchers. The following steps were undertaken by the researchers in this phase.

Step 1

The below mentioned ways were followed for the single interview:

1. Every Individual respondent was given transcripts line by line and sentence by sentence with a view to uncovering real themes and producing suitable key words or phrases (inductive process) in relation to the research objective.
2. Where interviews produced sense to link a causal relationship to behavior, there the workable and crucial sentences were identified.
3. For the key words/phrases required labels/categories were developed according to the study. Besides, sentences those have high-level factors and corresponding variables were also prepared for the betterment of the study.
4. On the basis of each Interview transcript, the casual relationships among the factors were proposed.
5. For each interview some required materials such as raw table of factors, variable based on individual interviews, and causal links were developed.
6. These factors and variables were got matched with the considerable factors and variables of the literature in developing the primary loyalty framework. Without sacrificing any factors and variables got from the deductive process, a revise work was done.
7. A separation approach was practiced for the factors and variable that was homogeneous to the existing literature and field interviews.

Step 2

The initial aim of this step of content analysis was to combine all the individual factors, variables, and their relationships to produce a final list of factors and variables and their links.

The following sequential course of action was undertaken under this step:

1. Every specific interview transcript with the developed factors, variables and their links from step 1 was overlooked to trace whether there was anything left over for consideration.
2. A table of considering factors and variables of individual interviews was developed from the literature. And extracted new factors were developed.
3. All the new factors and the identified new variables for each factor were segregated.

4. For initial factors and groups all new factors with similar meaning were marked out.
5. A common name was given for similar variables based on meaning by focusing on example in the literature.
6. The last table of factors, variables, and their links were constructed.
7. For ensuring the judgment of destination loyalty, a combined framework was finally developed.

FINDINGS OF THE STUDY

a. Profiles of Respondents

The team of respondents was consisting of 15 males & 5 females. Most of the respondents were from Dhaka and that number was 12, 4 respondents were from Rajshahi, 2 were from Khulna, 1 from Rangpur and the other was from Chattogram.

The respondents can broadly be divided into two parts by their profession. One was consisted of 10 students. The group of student respondents were having almost same type of information. All of their ages were in between 21 to 30 years, they all were doing their post-graduation degree & their marital status was single. Most of them visited Bandarban, Saint-Martin and Rangamati and most significantly they liked Saint-Martin as their first choice of destination. Student respondent's parent income was ranging from 15 thousand to above 51 thousand taka. 3 students' parent's monthly income were above 51 thousand takas, 3 student's parents had an income of in between 41 to 50 thousand taka, other 3 student's parents' income were in between 21 to 30 thousand taka and the income of rest one student's parents was less than 20 thousand.

b. Factors and variables of loyalty adoption and practice

From the interview and extensive content analysis was done and about 58 new variables were found out. Among them, in the factor attitude 13 variables, in Subjective norms 10 variables, in perceived behavioral control 28 variables, in destination trust's reliability and intention respectively 5 and 2 new variables were found out. But no new variables were found in satisfaction and actual behavior. A detailed list of variables was added in the table 1. Variables were added along with the existing literatures variables (Lee, Lee, & Lee, 2013; Prayagi, Hosnany, & Odeh, 2013, Chen, & Tsai, 2007; Mohamad Khani, & Barezani, 2013). More exact meaning of variables regarding Cox's Bazar was found out through the interviewed data. It was to add that, among 58 variables 3 variables including sea beach, revisit & recommend were mentioned by all the respondents.

These variables were included with the factors of proposed framework.

• Destination Trust

We divided destination trust in two part following the literature (Hsu and Cai, 2009); Reliability and Intension. Most of the respondents showed positive response toward reliability (respondent -2,4,5,S2,&S5). But most of the respondents give their negative response on destination intension. Like, respondent S2 spoke very positive about destination reliability. He said,

“Personally, I feel secured here, so I have the trust over this tourist destination. I feel confident to visit this destination along with my family members. My assumed expectations get fulfilled through roaming this destination.”

Respondent 2 shared the same perception and said,

“Truly speaking, this destination does not dishearten me overall. I feel confident to visit the destination as the total environment of this destination is developing day by day.”

But at same time they showed negative response on destination intension. Participant 6 said,

“If any unusual occurrence like (theft of goods, smartphone and wallet) happens here, in the context of present situation of Bangladesh it is better to drop the issue and keep no expectation over getting compensation.”

Same concept shared by participant S2 as,

“If any occurrence happens here as like victim of sexual harassment or theft of money and smart phone, I think I will not get any support which can be monetary or non-monetary from the concerned authority.”

• Attitude

Respondents are highly satisfied with the favorable attributes of Cox's Bazar. All of them loved the beautiful sea beach. Along with that they liked the morning view, gentle breeze, relaxing destination, peaceful place, cultural attraction, quality of food service, good shopping over here. They consider it as the best tourism destination of our country. Respondent 5 said,

“The fresh air, the mind-blowing sea-beach, relaxing environment and the well accommodation service of the hotels are the main motivating tools to visit this destination. For those unique characteristics of the world’s longest sea-beach ‘Cox’s Bazar’, I have visited this tourist destination more than 30 times.”

Respondent 2 added,

“I have visited Sylhet, Kuakata, Rangamati also. But due to the uniqueness’s, to me Cox’s Bazar is better than other destinations.”

Most of them consider it as the relaxing destination as well. For example, respondent 2 explained,

“Generally, people come here to pass relaxing time. I have passed much tough time in my job. To have a comfort from the working pressure, I have come here.”

Respondent S3 agreed with that and said,

“The relaxing natural scenario of this destination have allured me to visit this destination.”

Many of them like the sea food over here.

“I liked the sea food a lot as it was unique to me.”-respondent S2 said.

Considering all participants comments it is observed that all of them are satisfied with favorable attributes of Cox’s Bazar and showed positive attitude toward it.

- Subjective Norms

Almost every visitor sacrificed time, cost, and energy to visit this place. As they wanted to visit this relaxing destination, they willingly paid for it. Participant no 5 said,

“I always believe “no sacrifice, no gain”. So, to pay a visit at this lovely tourist spot I have to manage my family and household chores. Both money and time are the sacrificing issues regarding my visit at this destination”.

Again, participant 1 agreed about paying time and cost for it. He says,

“Time is most valuable thing that I have sacrificed to come here and only for the relaxing environment. As we have a little baby, we two along with our baby have come here by Air which cost a lot”.

For service holders and businessmen, they had to sacrifice office opportunities, meetings sometimes. As participants 2 said,

“Currently I am working at a private firm. I have to manage day off from my boss to come here. Another fact, if I wouldn’t come here, I could earn a handsome money and save the money. For getting inner peace, I have sacrificed my working time and money”.

For students, they had to sacrifice study and sometimes money is the main sacrifice for them. Participants S2 said,

“As I am a student, my major task is to study. To visit this destination, my study gets hampered for some days. I have borrowed a particular amount of money from my friends for travelling purpose. Besides, I have to sacrifice the most precious thing “Time” for visiting this attractive destination”.

In support with the previous comment participant S3’s explanation is given below:

“I do a tuition to continue my study cost. To come here, I had to manage my student’s guardians. I had to miss my academic class. In a sense, it can be said that both time and money I have sacrificed to pass some lovely moments here”.

- Perceived Behavioral Control

For visiting a long-distance destination away from home, several risk factors may come along with it. Through our interview, low security, dishonest behavior, high price, traffic jam, excess bargaining, and bad hotel service are the most common risk factors. As respondent 5 talked about cost and dishonesty in his comment,

“The dishonesty of local people, price fluctuation and unsecured sea-beach environment might discourage me to visit this destination”.

Respondent 4 in addition talked about traffic jam in his comment. He says,

“The unbearable accommodation cost, the long traffic jam in Dhaka- Chittagong highway, lacking of food quality may discourage me to visit this destination in future”.

- Satisfaction

Almost every respondent was satisfied after visiting this destination. They agreed with the issues like they felt good to be here, they were satisfied with their decision and enjoyed as well. Moreover, they agreed that that was worth of money. As respondent 2 said,

“Generally, people come here to pass relaxing time. I have passed much tough time in my job. To have a comfort from the working pressure, I have come here. So, it is viewable to me that I am satisfied with my decision. I have enjoyed my off days very nicely at this destination.”

Participant S3 said,

“Overall I am satisfied with my decision. To me, this destination is worth of money spent. I enjoyed each and every moment here.”

On the other part, few were not highly satisfied to be here. This didn't meet the expectation up to the mark. As respondent 1 said,

“Actually, not good not bad. It is an average feeling. Overall, the destination does not dishearten me”.

- Actual Behavior

As people were mostly satisfied with this destination, they provided positive feedback about it as well. In their actual behavior, they said to recommend it to others. The satisfied visitors agree that they will come again. It is to note that, many of visited this place more than 5 times and said to come back again. As respondent 2 mentioned,

“I am satisfied to visit this destination. I will share my good memory of this destination with my colleagues, friends, and relatives and encourage them to pay a visit here. I am willing to pay money and give my effort to make a revisit at his destination.”

Respondent 5 also said almost same thing,

“I always love to share travelling and visiting experience with my friends, family members, relatives and colleagues. As I always feel good regarding my visit at this destination, I am willing to pay money as well give effort to make a revisit here. If anyone ask me for suggestions related to tourist destinations, I will strongly recommend “Cox's Bazar” as the best tourist destination.”.

An inspiring comment came from participant S3 and he said,

“If anyone asks for my suggestions regarding any tourist destination of Bangladesh, I will recommend them strongly to pay a visit at this destination. I will share my cheerful moments to encourage my friends, family members, relatives and closest one to visit this destination. Besides, I am willing to pay money and give effort to make a revisit here”.

In conclusion, it is observed that almost every respondent will recommend and revisit here as their preferred destination.

Causal Links among the factors

Through the interview with different interviewees, causal link among different factors was tried to find out. Probing was tactic that made during interview to bring out more information. After that, interview script was checked and rechecked to find out the exact causal links among variables. Table 2 is showing the causal links among factors of destination branding.

Table 2 shows similarities or dissimilarities of the casual relationship among the factors which were selected at the beginning from the literature. Most of the respondents were positively satisfied with the core attraction of Cox's Bazar. So, they have very positive relationship between attitude and satisfaction. All the respondents showed a strong relationship among subjective norms and satisfaction. They said that to have satisfaction some sacrifices are needed. In case of perceived behavioral control, respondents provided negative feedback in relation with satisfaction. Though they were satisfied with overall issues, still little discomfort with risk factors came along with it. The link between destination trust and satisfaction are shown in chart where participants shows a positive relationship but participant S4 showed a negative relationship in contrast. Here, most of the respondents said that they have trust on this destination and it satisfies them. They said they are still satisfied but if risk factors were less, they would be happy more. Participants 4 said,

“The unbearable accommodation cost, the long traffic jam in Dhaka- Chittagong highway, lacking of food quality may discourage me to visit this destination in future.”

For the relationship of destination trust and actual behavior here they also showed positive sign. Respondents had more trust on Cos's bazar than any other destination of pour country. Most of the respondents said, they were not disappointed with this place and felt confident as well. Although they don't think they would be compensated if anything occurs but still said they will revisit and recommend as well. For example, participant S2 said,

“Personally, I feel secured here, so I have the trust over this tourist destination. I feel confident to visit this destination along with my family members. My assumed expectations get fulfilled through roaming this destination.”

Perceived behavioral control and actual behavior have relationship too. Respondents faced several risk factors but still said they will recommend and revisit this destination. From chart it can be seen that almost all participants showed a relationship but they said if cleanliness, security, and price fluctuation problems were less it would be better.

Finally, satisfaction is showing a very positive relation with actual behavior. All the respondents said they are satisfied. Except one but all said, they will revisit this destination if they had time and money. And they will recommend others as well. From table 2 it is clearly observable that people showed a relationship between satisfaction and actual behavior.

Links Mentioned in Individual Interviews

	Q1	Q2	Q4	Q5	Q6	Q7	Q8	Q9	Q1 2	S2	S3	S4	S5	S6	S7	S8	S9
Destination Trust To Satisfaction	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(-ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)
Attitude toward Behavior To Satisfaction	(+ve)	(+ve)	Both	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	Both	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)
Subjective Norms To Satisfaction	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	Both	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)
Perceived Behavioral Control To Satisfaction	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(-ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)
Destination Trust To Actual Behavior	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(-ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)
Perceived Behavioral Control To Actual Behavior	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(-ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)
Satisfaction To Actual Behavior	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)	(-ve)	(+ve)	(+ve)	(+ve)	(+ve)	(+ve)

Destination Trust Framework based on field study

Here, an analysis was done to compare initial model and findings of the field study. In figure 1, a conceptual framework was developed. Based on that, a field study was done. After analyzing the data, it was found that field study also showed the same relationship with cox’s bazar. In the proposed framework an added was destination trust. Field study shows a close relationship with destination trust → satisfaction and destination trust → actual behavior. In our study, 42 new variables were found but no new factor was found. This framework was set for the final qualitative study.

Attitude	Subjective Norms	Perceived Behavioral Control	Destination Trust (Reliability)	Destination Trust (Intention)
Fresh Air, Sea food, Water Color, Achar & sotki, Swimming, Morning View, Mild sound of beach, Rides, Road view, Past Emotional Attachment, Out of city life, Long travel, Longest sea beach	Little Children problem, Office leave, Business Hamper, Meeting, Tuition, study, Job interview, Political involvement, Family, Mental Setup	Broker, Eve teaser, Early closing of shop, Unclean Environment, Risky sea environment, Traffic Jam. Transportation, Food Quality, Rough behavior of local people, Disturbing people, Bargain, Child missing, Food problem, Unplanned Structure, Hotel Service, Wastage, Crowd, Congested hotel room, Beach toilet, Changing room, Bad condition of Road, Long journey, Less helpful police, Lack of new attraction, Sandy road to beach, Risky journey, Costly	Police support, Good night facility, Faith, Secured, Safe Place	Helpful tourist police & Recovery of lost items

DISCUSSION AND CONCLUSION

This chapter is all about the findings of the field study along with the analysis of content. This qualitative approach was carried out through semi-structured interviews with 20 respondents who all were Bangladeshi citizens. Main objective of this study was to find out whether the initial proposed model is applicable or not. And exploring the dimension of related constructs. Moreover, other relevant issues regarding the destination branding process were also determined. Based on the analysis, the influence of destination trust on satisfaction and actual behavior were also confirmed. The final part of this chapter proposes the comprehensive model which confirms the initial model with the support of field study. A behavioral framework for explaining the destination branding factors was demonstrated here. To be more exact, it includes how each construct is related to other constructs. Therefore, to explain the link research hypotheses were developed which was the main focus in the following chapter.

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