

An Investigation of Factors Affecting Tourists' Destination Choice: A Case of Beach Tourism in Bangladesh

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Abstract

Tourism is a developing industry around the world. Tourism industry is dynamic as it plays a momentous role in the economy of developing and developed countries. Therefore, the research was to investigate the influence of destination image, travel motivation, safety and security, environment and society, and service quality on tourists' destination choice in the context of beach tourism in Bangladesh. The research design of this study was descriptive. The study was used purposive sampling method. Primary and secondary data both were used. Primary data was collected through a structured questionnaire by survey method from 205 local travelers visiting to beach tourism destination using a five-point Likert scale. Statistical package for the social sciences (SPSS) 25.0 version software was used for analysis the data. It was analysed using descriptive statistics analysis, multicollinearity test, and multiple regression analysis. The outcomes of the regression analysis revealed that four factors including destination image, travel motivation, safety and security, environment and society had a significant and positive impact on destination choice in the context of beach tourism in Bangladesh. It is suggested that the research article generates awareness among potential travelers, investigators, academicians, government authorities, tourism industries, politicians and all the stakeholders. Therefore, the research paper will be assisted beach tourism destination choice advance along with tourism destination products offer to prospect travelers in Bangladesh.

Keywords: Beach tourism, destination choice, Influential factors, Bangladesh

1. Introduction

The worldwide economy is greatly benefited by the continually expanding business of tourism. Tourists now have a wide variety of places to select from, which has sparked heated competition among locations as travel becomes more convenient and affordable. For tourism managers, marketers, and legislators to effectively attract and retain visitors, it is essential to understand the elements that affect tourists' destination choices. One of the 15 main sectors that are used to calculate the GDP of a nation is the hospitality and tourism sector (HTS). The COVID-19 epidemic had a negative impact on the HTS and other non-essential economic operations. Based on a comparison between the pre-COVID-19 and the COVID-19 pandemic periods, this report assesses the current state of the HTS and pinpoints the likely repercussions in terms of lost sales and revenues, ensuing layoffs of workers, and/or reduced work hours/day of workers. As a result, the study aimed to evaluate the micro and sectoral implications of COVID-19 on the sector, even if these effects were distinct. From this, a series of policy recommendations is formed for the sector's recovery in the post-pandemic environment (Bangladesh Institute of Development Studies, 2022). With symptoms that remain for at least two months and cannot be accounted for by another diagnosis, the Post COVID-19 illness affects people who have a history of suspected or proven SARS-CoV-2 infection, often 3 months after the commencement of COVID-19.

Along with additional symptoms that typically affect daily functioning, common symptoms include exhaustion, shortness of breath, and cognitive problems. Symptoms may appear suddenly after a brief period of recuperation after an acute COVID-19 episode or they may linger from the first illness. Additionally, over time, symptoms may change or recur. The COVID-19 epidemic continues to be one of the industries that has been severely damaged, particularly for nations in the South Asian areas. Governments in these areas, as well as other places, have taken action to lessen the financial shock to individuals and businesses, but over the long term, the sector will need to adjust to a post-pandemic "new normal" (Organization for World Health, 2022).

The tourism and travel sector, one of those particularly hard-hit by the current COVID-19 outbreak, places the potential damage at Tk 114 billion so far. Operators in the industry are also pessimistic about the start of the recovery process in 2021. According to industry experts, a lot of tour operators, hotels, resorts, airlines, and catering services, which employ almost 4.0 million people, are currently having trouble staying afloat. The government's ability to collect travel taxes also reflects the bleak state of this industry. The most recent financial year (FY) saw the lowest tax income from it in the previous five. The industry participants said that they had not received any funds from the government's stimulus plan or direct budgetary assistance to help them withstand challenges. The most recent financial year (FY) saw the lowest tax income from it in the previous five. The sector operators claimed that they were unable to weather the storm at one of the most challenging periods in world history since they had not gotten any funds from the government's stimulus package or direct budgetary help (The Financial Express, 2022).

The tourism sector has grown to be a significant one that has a significant impact on how a nation's economy develops. Construction and enhancement of local infrastructure are two of tourism's most important advantages. Bangladesh has the ability to draw both domestic and international tourists, which opens up a wealth of options. The only continuously growing and largest industry in the world is tourism. Bangladesh's tourism sector is not excluded from this. It could play a significant part in supplying the nation's overall economy. An investigation of Bangladesh's tourism marketing was the study's aim. Specifically to provide an outline of Bangladesh's tourism marketing while stressing the problems and obstacles this industry faces (Ahmed, 2013). The development of an economy depends heavily on the tourism industry. The study suggests that government should immediately prepare a tourism policy for the expansion of this industry. Potential tourists choose Bangladesh as their favorite destination because it has beautiful natural surroundings and a rich cultural heritage. However, this industry fails to achieve its goals because of inadequate marketing practices. According to Tuhin and Majumder (2011), tourism contributes significantly to Bangladesh's GDP and is essential for growing industries worldwide. Bangladesh seems to be a popular tourist destination because of its natural beauty. The tourism sector is heavily reliant on these priceless natural and cultural treasures. Numerous visitors who enjoy the outdoors come here every year and contribute significantly to the economy of the country.

After reviewing most related literature of factors that impact on tourists' destination choice, it is clear that maximum researchers tried to measure the influence of destination image, travel motivation, safety and security, environment and society, and service quality on satisfaction, revisit intention, loyalty, purchase decision, loyalty, choice of accommodation in destinations of all over the world, but this study has been tried to focus on scrutinizing the influence of destination image, travel motivation, safety and security, environment and society, and service quality on tourists' destination choice in the context of beach tourism in Bangladesh.

The research paper is allocated into several sections. Initially, objectives of the study. Secondly, the literature review is provided based on a past study. Thirdly, the conceptual model and hypotheses development have been demonstrated. Fourthly, research methodologies that are applied to the current research are described. Fifthly, the article paper is presented with the results and discussions. Sixthly, the conclusion and implications section incorporate the consequences of present research and its linkups with the previous studies. At the end of the segment, the shortcomings and potential directions of the research are stated.

2. Objectives of the Research

The broad objective of this research is to examine the factors affecting tourists' destination choice of beach tourism in the context of Bangladesh. Specific objectives are:

- To measure the tourists' knowledge level toward beach tourism destination;
- To evaluate the tourists' interest level of beach tourism destination;
- To analyse the tourists' perception toward beach tourism destination; and

- To examine the impact of destination image, travel motivation, safety and security, environment and society, and service quality on tourists' destination choice in the context of beach tourism in Bangladesh.

3. Review of Literature

3.1 Destination choice

Destination selection is the process by which prospective visitors select a particular destination after reducing the number of options. People learn about different places and assess which options are best for them during the destination choosing process (Crompton, 1979). Travelers' choices of destinations can be influenced by a variety of internal (such as motivation, personality, and attitude) and external (such as distance to the destination, expense of the trip, accessibility, and the environment of the destination) variables. Since each destination must satisfy a particular demand type, destination marketers should recommend suitable locations to visitors while taking their travel objectives into consideration. Additionally, it is not enough for marketers to only take into account the active demand based on the requirements and desires of tourists; they also need to take into account potential tourist motivations. The process of choosing a destination is complex, and studies of destination choice have concentrated on the effects of factors like fundamental tourist personality traits (Lepp and Gibsonb, 2008), distance from or the cost of a destination (Nicolau and Más, 2006), and information about the climate in a destination (Bigano et al., 2006). The significance of destination choice to sub-areas within a specific destination is still underappreciated, despite the fact that those studies focus on the effects of the qualities on visitors' intentions to visit, revisit, or never visit a location. More consideration and investigation are also required about how familiarity is related to choices of various locations (sub-choices) within a chosen destination. The choice of destination has long been a key topic in the literature on tourist management (Papatheodorou, 2001). According to Dellaert et al. (1998), decisions made by visitors are intricate and multifaceted, and the options for many factors change over the course of the decision-making process. Prior studies have looked at a number of important destination characteristics, such as costs and accessibility (Nicolau and Mas, 2006), as well as quality, cost, and climate (Goossens, 2000).

According to Brau's (2008) study, along with environmental quality, equal access to the primary attraction is the feature that visitors value most. The tourist activities among international families in the city were identified in a study by Segumpan et al. (2010). Their research showed that the main perceived elements that affect whether a family decides to travel locally or overseas are the allocation of funds and costs, family safety, family cohesion, access to the destination, and new surroundings. In addition, the Huybers (2003) study emphasized the significance of the standard of amenities and the density of people at the destination as the primary determinants of destination choice. The study by Segumpan et al. (2010), which examined numerous publications written over a short period of time, provides a thorough assessment of choice modelling in the literature related to tourism, hospitality, and leisure. In a decision-making situation, visitors will automatically create a mental model of the option alternatives and context they are presented with, according to Dellaert et al. (2014).

3.2 Destination image

According to Jalilvand et al. (2012), a person's destination image is their overall impression of a location. One of the most researched areas in marketing scholarship in tourist studies has been destination image (Song et al., 2017). According to research done by Song et al. (2017) among golf visitors in the Hainan Area of China, a tourist's intention to return to a certain area is significantly influenced by the destination's image. According to the findings of a study conducted among Iranian tourists, the country's image as a sport tourism destination increases visitors' intentions to return. According to Kim et al. (2013), both high- and low-spending travelers' intentions to return to Crete are positively correlated with the destination's image. The intention of tourists to return and promote the visited destination to others is also significantly influenced by the general impression they have of the area, according to empirical research by Allameh et al. (2015). This suggests that if a tourist's destination image is damaged for any reason, it will impair the tourist's decision to return to that location. Baloglu and McCleary (1999) identified the favorable effects of stimuli and individual characteristics on destination image in the context of tourism. Additionally, how tourists perceive their destination has a big impact on how they feel about it (Kim and Stepchenkova, 2015). Jalilvand et al. (2012) discovered that information source (stimulus/pull factors) indirectly influences travelers' opinions toward destination through destination image. Perception was a key mediator between the relationship between motivation and attitude, according to Zhou and Bao (2002) investigation into the process of consumer attitude creation. It's crucial that the product visitors used to choose their destinations have a favorable effect (Hossain and Khan, 2018).

The term "destination image" refers to the general opinion that travelers have of a place, which is developed based on both their perceptions and the overall impact of a place's tangible and intangible features (Tosun et al., 2015). According to several studies (Veasna et al., 2013, Hallmann et al., 2015, Zhang et al. 2014), an image is the culmination of people's beliefs, feelings, impressions, and expressions about an object or a location. According to Chiu et al. (2016) and Tosun et al. (2015), destination image refers to travelers' overall opinion of a place, which is shaped by both their perceptions and the combined impact of the place's tangible and intangible features. Tourists who have a positive perception of a destination are more inclined to return there in the future when making travel decisions (Dolnicar and Grün 2013; Allameh et al., 2015). The perception of a destination affects travelers' decision-making not just when choosing a location but also in the future (Jalilvand et al., 2012). The impact of destination image on visitor expectations and perceived value has been repeatedly demonstrated, according to Xia et al. (2009). An individual's mental representation of their knowledge, emotions, and general view of a certain place is referred to as their destination image. In actuality, the perception that tourists have of the destination influences a number of aspects of their behavior, including their expectations and sense of value (Chin and Qu, 2008). It is clear from the debate that a tourist's pre-trip expectations can be shaped by and have an impact on the perception of their location. In addition, the perception that visitors have of the destination influences how they evaluate the cost of the goods and services they get.

3.3 Travel motivation

Travel motivation is the combination of an individual's inner goals and favorable characteristics of a place that prompts travel to that location. It has been divided into push and pull motivation, as was previously addressed (Mutinda and Mayaka, 2012). A tourist's perception that their visit to a certain location will satisfy their internal wants to travel and experience certain traits that they value constitutes their travel motivation. In the tourist industry as well as other industries, motivation with regard to a certain conduct has been found to be a strong predictor of perception regarding behavior. Maslow's hierarchy of needs, specifically the physiological, safety, belonging, self-esteem, and self-actualization needs, are the foundation of travel motivation (Chon, 1989). However, in addition to Maslow's hierarchy of requirements, there are two more demands that tourists have that are aesthetic and knowledge-based. The first three human needs—physical, safe, and belonging—are categorized as tension-relieving needs, whereas the last four—self-esteem, self-actualization, aesthetic, and knowledge—are categorized as inductive arousal-seeking motives (Mill and Morrison, 1985). Wu (2015) defines travel motivation as a person's aspirations, such as those to relieve stress, enjoy the outdoors, take in beautiful scenery, and study, that compel them to travel for pleasure. However, the concept of Push and Pull motive is thought to have a role in the decision of tourists to visit a certain location, according to tourism literature and associated models of travel destination choice and decision-making process (Crompton, 1979). This idea describes how some internal factors push people away from their homes and some external influences pull them in a certain direction (Mutinda and Mayaka, 2012). The sociopsychological incentives that make people more likely to travel are known as push factors. The majority of push factors come from the natural aspirations that people have (Awaritefe, 2004). Pull factors, on the other hand, are what draw people to a certain location after they have made the decision to travel. The tourism and hospitality industries deserve praise for embracing current technology like social networks and utilizing ICTs to engage with customers. ICT has been used wisely and economically, necessitating fewer staff members (Khan and Hossain, 2018). They comprise the material and immaterial assets of a particular location that entice visitors to realize their desire for travel experiences (Hsu et al., 2009). While the pull motivation helps show the actual destination decision, the push motivations have proved beneficial in understanding the desire to travel (Baloglu and McCleary, 1999).

3.4 Safety and security

The provision of quality tourism ultimately influences the destinations chosen by tourists, therefore safety and security are essential. The ability to create a safe and secure environment for visitors is more important than any other economic activity to the success or failure of a tourism location (Besculides et al, 2002). We cannot become complacent since there is growing agreement that crime, which raises safety concerns, is a growing concern among stakeholders in the tourist sector who worry about the potential harm it may cause to public perception of safety and, consequently, the industry (Volker and Sore, 2002). When picking a destination, tourists take security, privacy, and safety into account (Alananzeh, 2016). In their research (Nejati and Mohamed, 2015), the authors identified three key characteristics of a destination—"quality," "uniqueness," as well as "distance and value"—that affect foreign tourists' decisions to travel there.

In order to understand what factors, in this example Pakistan, impact tourists' decision to travel there and how much different tourists from different backgrounds are influenced by safety and security, it is vital to understand the motivations and profiles of visitors (Min et al., 2013). All tourist sites, including transportation routes, zoos, parks, restaurants, rest rooms, hotels, shops, and places of worship for visitors, must prioritize visitor safety (Abraham and Mansfel, 1996). The nature of the physical surroundings (such as mountain climbing or beach surfing), the likelihood of engaging in criminal behavior (such as pickpocketing or stealing), and the potential for a tourist to be attacked can all be considered aspects of safety. Particularly, tourism frequently attracts media attention, thus if the destination's reputation for safety in tourist-attracting areas is compromised, this eventually has an impact on tourism activities. If there was any civic unrest that turned violent and the location occurred to be covered by the media, fewer visitors would visit and business would suffer. Regardless, both safety and security are crucial for supporting the travel and tourism sector. As a result, some writers frequently combine the words safety and security to create the single word assurance (Popescu, 2001). Another claim made by Tarlow (Tarlow, 2014) is that lack of assurance in the tourist sector affects not just individual trips but also the entire sector. When safety, security, reputation, and economic viability all come together, it is said to be certain in the tourism industry. Additionally, certainty is intended to lessen the likelihood that a bad thing will happen. Crime, terrorism, food safety, health concerns, and natural catastrophes have been listed as the top five variables influencing the tourist business in this new period (Mohd and Masron, 2014). Tourism studies have also demonstrated that tourists face varying levels of risk, and that choosing a place should take into account not only cost and image but also the visitor's own sense of security (Eitzinger and Wiedemann, 2009).

3.5 Environment and society

This type of tourism entails exposure to and travel for the enjoyment of one's own or another country's cultural heritage. In order to preserve a country's or region's culture and traditions, namely in the field of the people's way of life, which reflects their geographic locations, history, art, architecture, religion, agriculture, and other relevant aspects of daily life, cultural tourism is created. Pre-colonial infrastructure, artifacts in museums, and other cultural amenities and services are highly valued. Tours of rural and suburban areas that showcase the traditional wealth, endowment, and activities of the original native cultural heritage of local groups, such as festivals, ancestral events, ceremonies, rituals, values, and lifestyle practices, are considered cultural tourism. The nature of tourism is creative and dynamic. Cultural tourism has been around for a very long time. Most policy makers value it in the growth of various forms of tourism for the future success of the tourism industry. The broad definition of cultural tourism is the use of vacation time to research other cultures and compare similarities and differences among them from one site to another (Ng et al., 2007). The state of a place's natural processes occurring with the strength and frequency expected for the site is referred to as environmental integrity. Ecosystems that are healthy for the environment must be able to regulate themselves without human intervention. The physical environment in which industrial expansion occurs is impacted by all types of industrial growth. Since consumers must travel to the site of production in order to consume the finished product, tourism activity unavoidably has an impact on the environment (Cooper et al., 1998). Sustainable tourism was defined by the World Tourism Organization as the management of tourism activities that lead to managing all resources, including natural resources, where it helps to achieve economic prosperity, social integrity, preserve biological diversity, conserve ecological processes, and enhance life support systems (WTO Report, 2002).

The ecosystem is severely harmed by pollution and solid waste in the environment. The more obvious effects of forest clearing and the construction of infrastructure and tourism amenities include degradation, extinction of species, loss of attractiveness, and disruption and erosion of the local ecology (UNEP, 2001). On the other hand, tourism may help to keep natural areas preserved. Indonesia's environmental harm, economic growth, and tourism sector all had a balanced relationship, according to a study on ecological and economic repercussions conducted by Lee and Syah (2018). No matter a person's background or current situation, social equity is defined in social policy as impartiality, fairness, and justice for all. By enhancing opportunities, income, and services for people who are less fortunate than their peers, social equity seeks to ensure that the economic and social advantages of tourism are distributed fairly throughout the recipient community. The broad observation about the interaction between society and the environment serves as the beginning point for this contribution (Dunlap et al., 2002; Mol et al., 2009; Pellizzoni and Osti, 2008; Tacchi, 2011). As a result of the extra growth supplied by a variety of sociological viewpoints, a complex image of the theoretical foundation for economically and socially sustainable development has emerged (Hopwood et al., 2005).

Maintaining economic growth, social fairness, and aesthetic goals while protecting ecological chains, biological diversity, and life support systems one at a time is crucial for both sustainable tourism development and cultural integrity (Liu, 2003). According to (Rukuiien, 2014), the main goal of sustainable tourism is to make sure that natural, social, economic, and financial resources are used in a way that promotes the long-term growth of a country. Furthermore, through collaborating with the local government, local community, and tourism stakeholders, it offers travelers exceptional experiences and delight while also raising the standard of living. The development of sustainable tourism is influenced by a number of elements, according to Dong (2020). According to Dong (2020), factors that have a big impact on sustainable tourism include the local government, local community, economic situation, society, humanistic tourist resources, environment, tourism offerings, infrastructural development, technological adoption, and natural tourism resources.

3.6 Service quality

Because they can be utilized as measures of profitability and the successful accomplishment of organizational goals, service quality and customer happiness have been important concepts in the sectors of recreation and tourism as well as in marketing. The majority of studies have focused on the uniqueness of these ideas, the ways and means to quantify them, and their interplay with regard to their influence on outcomes (Lee et al., 2004). Providing quality service components for each sort of guest is the responsibility of event management. Customers anticipate that the service elements will fulfill all of their expectations. (1999; Yourtseven, 2000). Authenticity of the destination and community must be maintained to maintain the destination's sense of place, regardless of the sort of tourist management technology utilized (Asci et al. (2004). Customer perception of the technical and operational aspects of the service package results in perceived service quality (Allameh et al., 2015; Ranjbarian and Pool, 2015). Since the 1980s, academics have addressed and looked into the general notion of service quality in a number of studies on customer behavior (Priporas et al., 2017; Tosun et al., 2015; Silvestri et al., 2017). It is the total of how well services are rated overall, or how well items and services are rated overall as good or terrible (Allameh et al., 2015; Tosun et al., 2015; Ahrholdt et al., 2017). According to research by Ahrholdt et al. (2017) and Clemes et al. (2011), one of the key factors influencing tourists' happiness and future intentions is their perception of the quality of the services they receive. In the context of tourism, it is thought that a destination's service quality influences visitor satisfaction, and high levels of satisfaction encourage positive word-of-mouth advertising and boost visitors' intent to return (Ranjbarian and Pool, 2015; Priporas et al., 2017). This in turn affects the financial performance of the host destinations. According to Zeithaml (1988), value refers to "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given".

According to Ranjbarian and Pool (2015), perceived value is a general comparison of how desirable buyers find a product or service based on its perceived benefits and costs. According to Pham et al. (2015), the strongest indicator of competitive advantage in tourist marketing may be the firm's perception of the value of a destination's offers. According to several studies (Pham et al., 2015; Ranjbarian and Pool, 2015; Quintal and Polczynski, 2010; abkar et al., 2010; Chen and Chen, 2010), the perceived value of a destination's services affects visitor satisfaction, which in turn influences visitors' intentions to return in the future. According to Lee et al. (2007), perceptions of value, particularly functional, emotional, and total value, have a considerable impact on travelers' happiness, referrals, and intentions to return. Customers' perceptions of value are deeply ingrained and have a big impact on their happiness and behavior (Chen and Chen, 2010, Pham et al., 2015).

4. Conceptual Framework and Hypotheses Development

In this research, there are five independent variables (destination image, travel motivation, safety and security, environment and society, and service quality) and one dependent variable (destination choice) have recognized. Based on the previous literatures and discussions, the conceptual model (Figure 1) and research hypotheses (from H₁ to H₅) have been developed.

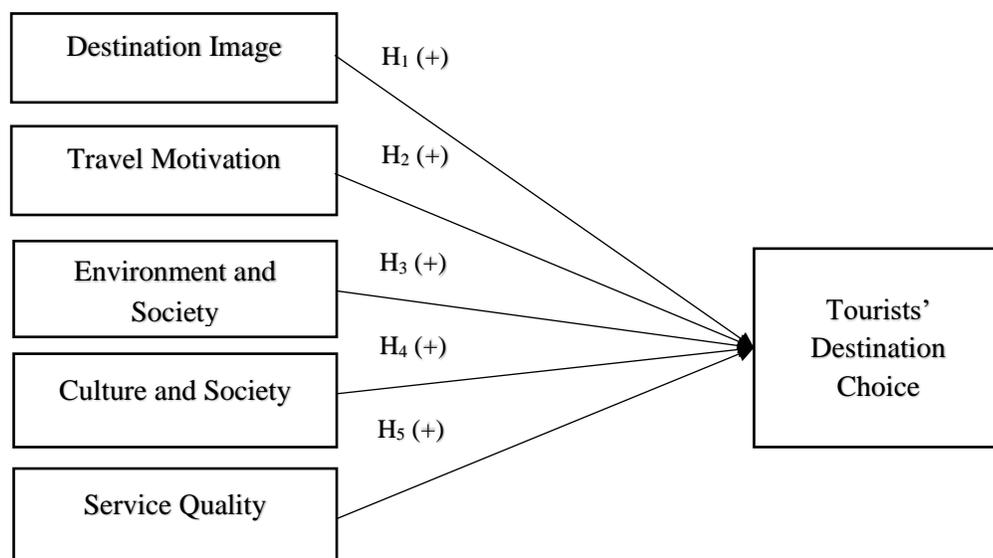


Figure 1 Conceptual model

H₁: There is a positive relationship between destination image and tourists' destination choice.

H₂: There is a positive relationship between travel motivation and tourists' destination choice.

H₃: There is a positive relationship between safety & security, and tourists' destination choice.

H₄: There is a positive relationship between environment & society, and tourists' destination choice.

H₅: There is a positive relationship between service quality and tourists' destination choice.

5. Research Methodology

5.1 Research design and sampling method

The current investigation was quantitative in nature. For this study, it was chosen to use a descriptive research methodology. The study performed surveys on the investigation of factors influencing visitors' destination choice in Bangladeshi settings, with an emphasis on descriptive data collection, with the purpose of gathering primary data. Purposive sampling approach, specifically, was chosen as the non-probability sampling methodology for this study.

5.2 Sources of data

The study project used a combination of primary and secondary data. A comprehensive, well-structured questionnaire was used to collect the primary data. As secondary data sources, prior research was utilised.

5.3 Measurement instruments and scaling

Scale items were adapted from Mim et al. (2022), Allameh et al. (2015), Jalilvand et al. (2012), Lee et al. (2011), Vijay Pereira et al. (2019), Liliana (2011), Alili et al. (2017), Mihanyar et al. (2015), Quintal and Polczynky (2010), Kim et al. (2013), Gallarza & Saura (2006), Dellaert et al. (2014), Bigano et al. (2006), where the items were found to be reliable and valid. The scale items for measuring constructs (destination image, travel motivation, safety and security, culture and society, and service quality). The variables that were measured are listed in Table 1. Among the general information provided by respondents is their age, gender, education level, occupation, and purpose of the visit in beach destination. The first section of the questionnaire asks for basic information about them. The second segment contains questions pertaining to examine the factors affecting tourists' destination choice in the perspective of beach tourism in Bangladesh. A five-point Likert scale ranging from strongly disagree to strongly agree was used to gauge respondents' level of agreement or disagreement with the survey's conclusions. Prior to finishing the questionnaire, a pretesting phase was carried out on 50 tourists.

Table 1. Constructs and measured variable

Constructs	Measurement Items	Sources
Destination image	Beach has beautiful scenery and natural attractions Beach destination has a pleasant climate and weather Beach offers exciting and interesting places to visit	Mim et al. (2022), Allameh et al. (2015), Jalilvand et al. (2012), Lee et al. (2011)
Travel motivation	Get knowledge about the beach destination Reduce psychological stress to visit the beach Enjoy good weather and remain healthy and fit Seek adventure and entertainment to visit the beach	Mim et al. (2022), Vijay Pereira et al. (2019)
Safety and security	Business cost of terrorism Reliability of police services Business costs of crime and violence	Mim et al. (2022), Liliana (2011)
Environment and society	Environmental awareness issues Natural preservation for the environment Reuse, remanufacture, recycle, and disposal Environmental tourism advancements Tourism special day for the society	Alili et al. (2017), Mihanyar et al. (2015)
Service quality	Cleanliness of the destinations Accommodation service quality Food and beverage service quality service employees are neat and clean	Quintal & Polczynky (2010), Kim et al. (2013), Gallarza & Saura (2006)
Destination choice	Tourists have decided to visit the beach destination Tourists are satisfied to visit the beach destination Tourists will recommend to visit the beach destination	Mim et al. (2022), Dellaert et al. (2014), Bigano et al. (2006)

5.4 Data collection

From November to December 2022, 205 visitors who had chosen to travel to destinations from the perspective of Bangladesh were interviewed personally and data was gathered using a structured questionnaire with five-point Likert scales.

5.5 Data analysis

Statistical package for the social sciences (SPSS) 25.0 version software was used for analysis the data. It was analyzed using descriptive statistics analysis, multicollinearity test, and multiple regression analysis.

6. Results and Discussions

6.1 Descriptive statistics analysis

The centre of a distribution is indicated by the mean or central tendency (Malhotra, 2010). Furthermore, the deviation of the data or observation from the mean or central point can be measured by the standard deviation (Malhotra, 2010). The shape of the distribution is generally determined by Kurtosis and skewness (Hair et al., 2019). The results of descriptive statistics including mean, standard deviation, kurtosis and skewness were illustrated in Table 2. Mean statistic indicated that all the constructs had a mean value above 3.0 excluding culture and society whereas travel motivation generated the highest mean of 3.9561. Besides, the culture and society had the lowest mean value of 2.9902. Skewness and kurtosis values were close to 0 indicating that the distributions of the data related to the research variables follow normality assumption.

Table 2. Descriptive statistics analysis

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Destination image	3.4732	1.10946	-.258	.170	-.725	.338
Travel motivation	3.9561	.91449	-.728	.170	.198	.338
Safety and security	3.8341	1.01063	-.784	.170	.261	.338
Environment and society	2.9902	1.20453	.002	.170	-.983	.338
Service quality	3.5707	1.14666	-.500	.170	-.542	.338

6.2 Multicollinearity test

According to Hair et al. (2019), the estimated path coefficients can be affected if the exogenous constructs are highly correlated among themselves. Among various methods, variance inflation factor (VIF) and tolerance level are commonly used to assess any presence of multicollinearity. As recommended by Hair et al. (2019), VIF should be less than 5 and tolerance should be more than above 0.10. As illustrated in Table 3, all VIF and tolerance values did not cross the recommended threshold levels and thus, no such multicollinearity was there.

Table 3. Multicollinearity test analysis

Model		Collinearity Statistics	
		Tolerance	VIF
1	Destination image	.964	1.037
	Travel motivation	.671	1.490
	Safety and security	.560	1.786
	Environment and society	.832	1.202
	Service quality	.474	2.109

6.3 Model summary

As illustrated in Table 4, the correlation coefficient value (R) is equal to 0.621 which recommends that there is moderate positive relationship between destination choice and destination image, travel motivation, safety and security, environment and society, service quality. However, only 38.5% (R-square values of 0.385) variation in destination choice accounted due to destination image, travel motivation, safety and security, environment and society, and service quality. The adjusted r2 is 0.370 indicating that the five factors can significantly account for 37.0% variance in the destination choice of beach tourism destination.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.385	.370	.67691

6.4 ANOVA

As illustrated in Table 5, multiple regression analysis is performed to examine the relationship between destination image, travel motivation, safety and security, environment and society, and service quality with destination choice. Five factors are proposed and results are computed. The F- value is 24.931 with a significant level 0.000 which is less than 0.01 with 5 and 199 degrees of freedom and it declares model fitness for regression analysis.

Table 5. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.117	5	11.423	24.931	.000 ^b
	Residual	91.183	199	.458		
	Total	148.300	204			

6.5 Coefficients

To test the formulated hypotheses, a two-tailed t-test was adopted where the level of significance was 5%. If the measured t-value is greater than the critical value of 1.96, the coefficients would be statistically significant. As illustrated in Table 7, the results found that the path coefficients of four latent constructs including destination image, travel motivation, safety and security, and environment and society had a significant and positive impact on destination choice at $p < 0.05$. Hypotheses H_1 , H_2 , H_3 , and H_4 were accepted. However, the other one factor, service quality had no significant positive influence on destination choice. Thus, H_5 were rejected. The largest path coefficient ($\beta_2 = 0.291$) of travel motivation indicated that if the travel motivation is increased by one standard deviation unit, the destination choice of tourists would possibly increase by 0.291 standard deviation unit provided that all other independent aspects remain unchanged.

Table 6. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.060	.266		3.983	.000
	H ₁ : Destination image	.138	.043	.180	3.176	.002
	H ₂ : Travel motivation	.272	.063	.291	4.296	.000
	H ₃ : Safety and security	.126	.063	.149	2.007	.046
	H ₄ : Environment and society	.133	.043	.188	3.084	.002
	H ₅ : Service quality	.086	.060	.115	1.425	.156

Note: $p^* < 0.05$, based on the two-tailed test; $t = 1.96$.

7. Conclusion and Implications

The research aimed at examining the influence of destination image, travel motivation, safety and security, environment and society, and service quality on tourists’ destination choice in the context of beach tourism in Bangladesh. It had been found that most of the researchers explored the influence of destination image, travel motivation, safety and security, environment and society, and service quality on satisfaction, revisit intention, loyalty, purchase decision, loyalty, choice of accommodation in destinations (Mim et al., 2022; Hasan et al., 2023; Lepp and Gibsonb, 2008; Yang et al., 2009; Hossain et al., 2020; Khan et al., 2018). However, there was less focus and thus few studies into the impact of destination image, travel motivation, safety and security, environment and society, and service quality on tourists’ destination choice in the context of beach tourism in Bangladesh.

The study aimed at exploring how the factors affect destination choice in the context of beach tourism in Bangladesh. The findings reveal that the destination choice of tourists has been influenced by four factors, including destination image, travel motivation, safety and security, and environment and society. Conversely, service quality had no significant positive influence on destination choice in the context of beach tourism in Bangladesh. It is advised that the research paper raises awareness among prospective tourists, researchers, academicians, government authorities, the tourism industry, lawmakers, and all other stakeholders. The research paper will then help potential tourists in Bangladesh choose their beach destination and the things that are on offer at that location.

8. Limitation and Further Research

In the context of beach tourism in Bangladesh, the study has shown the impact of destination image, travel motivation, safety and security, environment and society, and service quality on destination choice. However, the study has also some limitations. First of all, it is challenging to generalize results using a purposive sampling technique which may not represent the true population. It is recommended that the probability sampling technique be used in future studies to improve the generalization of the population. Secondly, owing to sampling area including Cox's bazar based beach tourism destination. The data may not be the true representation of the overall judgment of the Bangladeshi tourists. Third, the present research considers the destination choice toward beach tourism destination sector in the case of local tourists, thus ignores tourists from abroad. Fourthly, a small group of 205 tourists with at least one time visit to the beach tourism destination in Bangladesh was considered. It is recommended that the enlarged version of the study include a larger sample size that includes both domestic and foreign tourists. The restriction is the complexity of reality, which could not be properly represented in a model, when the data were finally analyzed using SPSS 25.0 version. For complete results, future research can consider a variety of tourist industries.

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