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# Attitudes of Tourists towards the Importance of Sustainable Initiatives in the Tourist Destination- A Study on Cox's-Bazar

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**Abstract-** As the number of travelers around the world grows, the importance of managing tourism destinations sustainably becomes increasingly important. This study has been conducted to identify the behavior of tourists towards its necessity of sustainable measures in a tourist destination. The data have been collected through a self-structured questionnaire ( $\alpha = .0702$ ) from 160 tourists that have been randomly chosen from Cox's- Bazar, Bangladesh August to September 2018. From the correlation analysis, it has been found that both age ( $r = .224$ ) and education ( $r = .150$ ) has a very weak but positive relationship with the consciousness of sustainable tourism. This study also revealed that all the respondents either male or female have very good attitudes towards sustainable initiatives though few of them have a negative attitude due to lack of proper notice. Initiatives like promotional activities may play a great role to increase the positive attitudes of tourist regarding sustainable tourism. This study is expected to aid in marketing and retention efforts for sustainable tourism, as well as future direction for the development of sustainable tourism.

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ATTITUDES OF TOURISTS TOWARDS THE IMPORTANCE OF SUSTAINABLE INITIATIVES IN THE TOURIST DESTINATION A STUDY ON COX'S BAZAR

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# Attitudes of Tourists towards the Importance of Sustainable Initiatives in the Tourist Destination- A Study on Cox's-Bazar

Dr. Mohammad Masrurul Mowla

**Abstract-** As the number of travelers around the world grows, the importance of managing tourism destinations sustainably becomes increasingly important. This study has been conducted to identify the behavior of tourists towards its necessity of sustainable measures in a tourist destination. The data have been collected through a self-structured questionnaire ( $\alpha = .0702$ ) from 160 tourists that have been randomly chosen from Cox's- Bazar, Bangladesh August to September 2018. From the correlation analysis, it has been found that both age ( $r = .224$ ) and education ( $r = .150$ ) has a very weak but positive relationship with the consciousness of sustainable tourism. This study also revealed that all the respondents either male or female have very good attitudes towards sustainable initiatives though few of them have a negative attitude due to lack of proper notice. Initiatives like promotional activities may play a great role to increase the positive attitudes of tourist regarding sustainable tourism. This study is expected to aid in marketing and retention efforts for sustainable tourism, as well as future direction for the development of sustainable tourism.

## I. INTRODUCTION

Sustainability and sustainable development have enormous meaning to explain. Every element corresponding economic progress, environmental security and social justice connects each other and each strengthening the other. Now a day, travel and tourism business is one of the profitable and largest institutions in the world. The result of determinations on sustainability is given by managers and researchers in different disciplines assistances to raise the number of contributions and new thoughts in marketing and management. There are many degrading effects on tourism that need to be addressed quickly. For this reason, sustainable tourism tries to diminish the negative tourism behavior as it has been given priority for the development of tourism and it has also been politically supported (Sharpley, 2003).

Tourism industry explores potential capacity to create a job, job opportunity for women and downgraded groups (Gorg, 2000; Cukier, 2002). Sustainability shelters tourism elements to widespread a tourism practice. Many scientists are conferring it as the continuous improvement of tourist experiences in the sense of economic, social and environmental issues

(Butler, 1991; Briguglio, Archer, Jafari, & Wall, 1996; Vellas & Becherel, 1999; Sharpley, 2000; WCED, 1987).

The main motive of sustainable tourism is to save the environment, keep the environment clean by creating consciousness in regards to culture, social fairness, and the economic welfare as well by fulfilling the need by raising the standard of living for both long and short run (Liu, Tzeng, Lee, & Lee, 2013) in urban and rising nations (Swarbrooke & Horner, 2004; Mitchell & Hall, 2005). It also put emphasize on inter-generational equity and intra generational equity (Liu et al, 2013). The possibility to maintain this standard has an area for a period of unlimited time (Butler, 1993, 1999). Development regarding sustainability tries to lead the residents' life style in community tourism by elevating the economic benefits for the local community and help to prepare natural environment and delivering best quality experience for tourists (Park & Yoon, 2009; Bramwell & Lane, 1993; Park, Yoon, & Lee, 2008; McIntyre, 1993; Stabler, 1997).

Effective communication system helps tourism to be the largest and fastest growing business sectors in the world. A number of tourists have grown 25 million to 669 million from 1950 to 2000 and reached 1 billion in 2012. A remarkable 7 percent is propagated of tourist arrivals totaled of 1.3 billion. This tourist number is expected to be 1.8 billion in 2030. (UNWTO, 2018)

## II. LITERATURE REVIEW

Since the late 1980s sustainable tourism development has been an important outlook and it has been flourishing specifically in tourism studies. Buckley (2012) first used the term 'sustainable tourism' about twenty years ago. In the first decade, a study was carried out on the basic structure of the grounds of tourism, economics, and environment studies. In the second decade, this concept went down to a class of critiques which included (Sharpley, 2000; Saarinen, 2006; Liu, 2003; Lane, 2009b; and Liu, Tzeng, & Lee, 2013). Bramwell and Lane (2013) who were two greatest founder of this theory of tourism says that the emergence of sustainable tourism acted as a negative and sensitive concept in reaction to several problems, like as ecological harm and its influence on traditional culture and society. It is seen that tourism development

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is consecutively capable of solving and try to positively change the concept regarding sustainable tourism. This sustainable tourism has a great motive to establishing the ways that will ensure the positive benefits and also help to control the regulation and the development as well that was established (Bramwell & Lane, 2012).

Tourism sustainability may be viewed as "a concept that has a positive impact on the reduction of tension and differences created by the tangled interaction between the tourism industry, visitors, environment and communities" (Bramwell & Lane, 1993). The tourism sector is considered as a substance of industrial activity due to its operation of proper environmental resources and their transformation for selling in the market (Garrod & Fyall, 1998-99). Therefore it is more important to give attention to the influence over the environment when tourism is involved with other economic activities. According to several authors such as McKercher (1993) and Holden (2009), the practices of eco-sustainability should be shared within the tourism market, to ensure the proper implementation by both the consumer and suppliers.

The environment conscious organization where the organizers are engaged to arrange programs like save energy, water, and reduce solid wastages for saving money is known as green hotels. The practices of eco-sustainability are applied in those enterprises with a dual purpose such as- protection of the environment and being economically productive. Many studies shows the advantages and complications in creating hotels more eco-sustainable "(Schaper & Carlsen, 2004; Bohdanowicz, 2006; Chan-Wong, 2006; Chan, 2008; Han, Hsu, Jae & Lee, 2009; Molina, Claver, Pereira, Moliner, & Tari, 2009; Han, Hsu, Jane, & Sheu, 2010)". These advantages and complications may be economical, organizational and commercial. Regarding the energy conservation, Han *et al.* (2009, 526) say that customers who have a positive idea about green hotel are interested to stay at the green hotel by showing a positive attitude towards eco-friendly behavior in daily life by recommending it and paying more. This means there is a market niche where the communication strategies are taken to give importance to ecological initiatives so that the offer can be recognized.

Research shows that renewable energy is recognized as credible to hotel customers and ascertains to practice green behavior (such as reducing the use of air conditioner), but very few customers agree to pay more price for this eco-friendly room (Dalton Lockington, & Baldock, 2008). It happens because some consumers are not aware of the cost that is spent to create a hotel eco-sustainable on a primary basis. Chan (2008) figured out that the maintenance cost and implementation is the basic barrier to Environment Management System (EMS) adoption. Other barriers to eco-sustainable project development include lack of

technical know-how, limited access to advisory agencies, etc.

In the end, Chan and Hawkins stated about the organizational aspects that EMSs could increase satisfaction and lead to employee loyalty by having better work place conditions (such as- better health, fresh air, etc.). Moreover, a special preference was given to ISO-14001 certifications, Chan-Wong (2006, 489) showed that "hotel employees may become disappointed because of the increased paper work, preparatory work, and additional workload that is required by the standards." Lack of feeling and training in case of an employee could be a barrier to the adoption of ISO standards.

As described in some experimental contributions (Wong Turner, & Stoneman, 1996), the public's good intention towards environment does not easily interpret into balanced buying behavior and consumption. Although people appreciate all sensible issue related to sustainable tourism but in reality, they are not interested to pay more for those eco-friendly products (Fuller, 1999; Naylor, Irwin, & Raghunathan, 2010). A person can have a general impression their behavior has to mature if there is a positive impact of environment sustainability on an enterprise's competitiveness. UNWTO (2010) analyzed that about 5% global CO2 releases in the world through tourism sector and it has been expected that by 2035 its rates will be raised to 130% which will be the one of the major reason for global impact on climate change.

To know about the seriousness of the study, it is expected to contribute the main knowledge about sustainable tourism, and the main goal of this study is to identify the behavior of tourists towards its necessity of sustainable measures in a tourist destination.

### III. METHODOLOGY

#### a) Participants

The participants of 180 that has been randomly chosen from a variety of customers like students, business person, housewives, service holders.

#### b) Data Collection

This study utilized a survey to gather data from the tourist of Cox's bazar city as it is the largest tourist place in Bangladesh. The questionnaire utilized questions from previous research on sustainable sensitivity of tourists and sustainable initiatives in tourism destination (Pavia, Floricic, & Cerovic, 2015). Random sampling technique was used for data collection, and the field work has been done by Post-graduate marketing students. Data were collected August and September 2018 by contacting the customers personally. Respondents were provided a five-point Likert scale of "Strongly Agree" to "Strongly Disagree" (1- strongly agree, 5 -strongly disagree) and asked to respond to each statement.

#### c) Data Analysis

Data analysis involved multiple steps. First, survey responses were keyed in to SPSS 20 software, a trusted software program for conducting statistical analysis. Frequencies were conducted to review for missing data and any errors in keying. Reliability of certification status was ensured by comparing responses to the original population list. Next, descriptive data were estimated using frequencies and crosstabs.

### IV. ANALYSIS AND FINDINGS

#### a) Reliability Analysis

Reliability is analysed to determine the adequacy of internal consistency based on Cronbach's Alpha ( $\alpha$ ). It has been assumed that when the value of Cronbach's Alpha is 0.70 or more, the scale is reliable. From table 1, we see that our Cronbach's Alpha is 0.702 that indicate the internal consistency and reliability of the scale.

Table 1: Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	No. of Items
.702	10

Table 2: Demographic characteristics of the respondents

Demographic Variables of the Respondents:

		Frequency	Percent
Gender	Male	104	65.0
	Female	56	35.0
Age	Less than 30	56	35.0
	30-45	94	58.8
	46-65	10	6.3
Education	HSC	10	6.3
	Bachelor's degree	48	30.0
	Master's degree	102	63.8
Profession	Service holder	100	62.5
	Business man	20	12.5
	House wife	24	15.0
	Student	16	10.0
	Total	160	100.0

The socio-demographic profile of the respondents indicates 65% of the respondents are male while 35% are female. Most of the respondents (59%) between ages 30-45 years. The results also revealed that 63.8% of the respondents obtained a master degree while 30% have bachelor degree. The findings also show that the highest number of respondents' profession is service holder 62.5% and 15% is a housewife.

### V. CORRELATION ANALYSIS

Table 3: Correlation Analysis

Correlations				
		Age	Education	Conscious about sustainable tourism
Age	Pearson Correlation	1	.115	.224**
	Sig. (2-tailed)		.146	.004
	N	160	160	160
Education	Pearson Correlation	.115	1	.150
	Sig. (2-tailed)	.146		.058
	N	160	160	160
Conscious about sustainable tourism	Pearson Correlation	.224**	.150	1
	Sig. (2-tailed)	.004	.058	
	N	160	160	160

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to Pallant (2007), the value of Pearson correlation indicates the relationship among the variables and from the table 3 we see that both age ( $r=.224$ ) and education ( $r=.150$ ) has a very weak but

positive relationship with the consciousness of sustainable tourism. It indicates that as the age grows their consciousness also raises and also in the case of education level as well.

*Table 4:* Attitudes of tourists towards the importance of sustainable initiatives

Attitudes of Tourists towards Sustainable Initiatives

	Mean Value	SA	A	N	D	SD
While choosing the destination, opting for those with green initiatives prevailed in making the decision.	1.68	46.3	46.3	1.3	6.3	0
When travelling to the destination I care about how my behavior influences the local surroundings (environment).	2.91	11.3	28.8	26.3	25.0	8.8
Knowing the fact that, by choosing a certain destination and hotel, I am contributing to nature preservation and sustainable development, it would represent added value to my tourist stay.	2.68	11.3	42.5	23.8	11.3	11.3
I am willing to give a small financial donation for planned and organized activity in the destination.	3.06	5.0	35.0	17.5	33.8	8.8
I would behave more responsibly than usual in a tourist destination that is developing responsibly and cares about the environment.	2.24	20.0	48.8	18.8	12.5	0.0
When I have the opportunity, I personally and physically engage in sustainable activities	2.36	18.8	45.0	20.0	13.8	2.5
I recognize the importance of compensation and replacement of used resources (e.g. if a tree has been cut for the purposes of tourist development, then afforestation is organized).	3.17	8.8	21.3	26.3	31.3	12.5
Sustainability and economic usefulness are achieved by using local produce in the catering facilities in the destination.	2.11	26.3	48.8	13.8	10.0	1.3
When I travel I often choose hotels that are involved in socially responsible activities.	2.69	12.5	41.3	18.8	20.0	7.5
After returning from a trip I would talk to my family and friends and praise green initiatives.	2.79	7.5	41.3	20.0	27.5	3.8

From table 4 it has been seen that respondents either male or female has the very good attitudes towards sustainable initiatives and in some few cases, their attitude was not up to the level. While respondents have been asked to answer the above questions to find out their attitude maximum of them shows the positive response and they are very much concern about that in case of choosing the destination, opting for those with green initiatives prevailed in making the decision(92.6%), contributing to nature preservation and sustainable development (53.8%), behave more responsibly than usual in a tourist destination that is developing responsibly and cares about the environment(68.8%),When have the opportunity, personally and physically engage in sustainable activities (63.8%), When travel respondents choose hotels that are involved in socially responsible activities (53.8%) .

But in some cases the respondent attitude showed negative in respect of, when traveling to the destination respondents'(33.8%); do not care about how their behavior influences the local surroundings; about 42.6% respondent don't do the financial donation for planned, and organized activity in the destination; about 43.8% respondent don't do any compensation and

replacement of used resources and after returning from a trip 31.3% respondent do not talk and praise green initiatives to their family and friends.

## VI. CONCLUSION

The study shows the way to encourage the marketing and retaining efforts in the proper direction of sustainable tourism. Though the negative attitudes are few the observation that has been identified should be minimized by taking the necessary steps immediately. The consciousness regarding tourism sustainability should be promoted not only in the Cox's Bazar city, but it needs to be promoted in the whole country as the most of the respondents are from various cities who are the regular visitors of this tourist place. Destination marketers and voluntary programmers may find concern in this. Small business owners and managers can get help from such kind of study. The entities involved with tourism industry alike: destination marketing organizations, community officials, tourism related businesses, online travel booking companies, and tour guides can be guided by this study. To progress sustainable tourism, cultivate sustainable businesses, and support destinations in sustainability initiatives and certification, the consequences of this research can be



utilized. Lastly, the information of this study may use for supervision to small business, certification programs and tourism business in developing business commitment and understanding business objects for authorization.

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