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Keywords: *tourism, service quality, behavioral intension.*

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Management Perceptions on Factors Influencing Behavioral Intention of Customers: A Qualitative Study on Nazimgarh Resorts Bangladesh

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Abstract- Bangladesh is a beautiful country with a lot of scenic tourist attractions in different locations around the country. As the global demand for tourism is increasing the situation here in Bangladesh is not different. Different locations of Bangladesh can be attractive both for the domestic and international tourists. The contribution of the same industry to the world economy is considerable. Many countries are now depending on this sector for earnings foreign currency as direct way of economic growth. All the destinations of the country is trying to achieve more gain by developing this industry. To develop this industry as a whole, a vital consideration normally goes to the improvement Hotels and Resorts conditions of the country. If the tourists do not feel safe and comfortable about the place where they visit, then the chances of losing these tourists appear higher. Hotels and resorts are trying to attract more tourists by adopting appropriate marketing techniques and strategies. Failure of doing so by particular marketer will lead to a less competitive both in the domestic and international tourism market. This study is an attempt to investigate how service quality, marketing communication, promotional activities and perceived monetary price affecting the behavioral intention of customers in the context of Nazimgarh Resort Ltd. in Bangladesh. Since a few studies were conducted on this sector therefore, an exploratory type of study was conducted based on in-depth interviewing to the management in order to tapping behavioral intention of the customers' services, they provide.

The study tends to focus all most all the employees of the resort and reported that the service quality is the heart of this business. However to maintain the service quality standard constantly is hard job in practice. The study also suggested that dissatisfied customers are to be served promptly by the employees and then turn them into delightful and change their perception as a repeat customer to revisiting positively. The study found that the employees also agreed that marketing communication plays a vital role in getting more customers and also helps to nurture the existing customers. However, the study did not find any strong foundation of marketing communication in the resort's marketing strategy that practiced at present situation. It was also revealed that the management has not yet to set any promotional activities for the resort. It is found from the depth interviews that there was no solid pricing strategy for domestic and international tourists

by the management. Besides, all the employees agreed that all these variables play the role to motivate the behavioral intention of both domestic and international customers. The study concluded that in absence of any one of these issues might be critical as highlighted.

Keywords: *tourism, service quality, behavioral intention.*

I. INTRODUCTION

Bangladesh is blessed with the gift of nature. Located in the deltaic region of the Bay of Bengal, the country has two facets of its landscape. Most of the country comprises of flat alluvial plains whereas Chittagong and Sylhet areas comprise of hilly areas and its hill tracts covered with green forests and inhabited by the indigenous communities. Furthermore the most significant feature of Bangladesh is extensively covered with different tourist destinations such as different rivers of Bangladesh, the longest sea beach of Cox's bazaar, the largest mangrove forest local named as Sundarbans, historical ruins, buildings, river channels to cruise, and many of the historical cities of the ancient civilization. Globally the tourism industry is experiencing a dramatic growth. According to the World Tourism Organization (WTO), while 448.5 million tourists moved throughout the world during the year 1991 (Quoted by Davidson, 1994), about 593 million tourist arrivals were recorded during 1996 registering a 4.6 percent increase over 1995 (Bhattacharya, 1997) and 32.22 percent growth in five years. The World Tourism Organization recorded a total number of 763 million international tourist traffics in 2004 which is 10.58 percent higher than previous year and earned US \$623.00 billion which shows an increase of 18.89 percent over 2003 (WTO, 2005). Tourism continues to surge as a world economic force, contributing nearly \$5.5 trillion to the world's economy in 2004 (Wanger, 2005). The increasing trend of tourist arrivals and earnings is continuing. In 2005, the world tourist arrivals rose to 808 million. The World Tourism 2020 vision forecasted that this figure will be 1,006.4 million in 2010 and the same will reach to 1,561.1 million in 2020 (WTO). This continued growth in tourism business, throughout the world, is encouraging and nations are becoming more concern to attract more tourists to their own destinations, and trying to promote

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this sector as a major source for the economic development of the nation. However, it is a natural human demand of comfort and pleasure while on vacation or travel.

Accommodation is one of the most significant factors to have contributed to the development of tourism world-wide and the absence of which might put-off the tourists from traveling to enjoy the attractions (Dieke and Karamustafa, 2000). In addition the domestic holidaymakers are increasing in numbers since last few years. For the tourist of both the domestic and international hotels and resorts experiences, are the vital parts for the exploration of tourist destination. While on the other hand, this is quite apparent that without the support of the hotels and resorts services, the country will lose its market share to this industry. Evidently this leads to an economic loss for the country eventually. Besides if the service quality of hotels and resorts are nurtured properly, there are potential to growth of this industry in this country as well. Therefore, providing the quality services and promotion of the hotel and resort industries becomes a contributing factor for this travel and tourism industry. In today's growing needs and demand of the tourists and to contribute in this industry, Nazimgarh Resort was established in 2007 and has already started its operations for targeting both the domestic and international visitors. Nazimgarh is relatively a new five star standard resort with an expansion project which will include 35 more luxurious suits. It intends to provide all the facilities and fun for its visitors. However, initially the brand image and the level of awareness of the resort are not up to the mark. As a result, the arrival customers to visiting the resort have yet to reach the expectations. While on the other hand, pricing proper marketing professionalism, the company might receive a good number of tourist intakes that lead to flourish the market for increased demand and could account for contribute to the national economy. Therefore, the researchers tends to investigate how service quality, marketing communication, promotional activities and perceived monetary price that influence behavioral intention of customers in the context of Nazimgarh Resort.

II. STATEMENT OF THE PROBLEM

As resorts play a vital part to attract the tourists and visitors from the different destinations in Bangladesh, whereas a good number of similar studies says that lack of marketing professionalism and communication trigger the industries inbound tourism growth adversely and in Bangladesh thus declining gradually. The resorts in Bangladesh generally depend on the tourist promotional activities set by companies own which are traditional and ineffective some cases. And thus, in general, resorts of Bangladesh are losing their market share both domestic and international

market. However, positive perception about the existing resorts quality in an international standard service might be developed through an effective communication system. Juran, (1988) stated that the quality of a product or service is determined by its fitness for use by external and internal customers. Bundersen et al., (1996) argued that a customers' experience is a tangible and intangible aspects tourism product, whereas Crompton and Machay, (1989) saw service quality as being concerned with the attributes of the service itself, and how those attributes developed positively about the perceptions of the service.

A service is more difficult to evaluate than goods and that, as a consequence, consumers may be forced to rely on different cues and processes when evaluation services (Zeithaml, 1981). Promotional activities play a vital role in presenting these cues and processes to the tourists, helping them to evaluate tourism products, and services and making the right purchase decisions (Hossain, 1999).

Therefore, the study tends to investigate the influence of service quality, marketing communication, promotion, and perceived monetary price on behavioral Intension in the context of Nazimgarh Resort.

III. PURPOSE OF THE STUDY

Service quality indeed plays an important role in the fact of customer satisfaction. While on the other hand, if the service provides a higher quality and the attributes of the service are lucrative however these features and during different seasons attractive offers are not communicated to the target customers in that case the service will remain unknown to the customers. Furthermore, promotional activities also work as one of the important communication tool for the marketing. Promotional activities will not only increase the initial awareness but also will contribute to customer retention. Last but not the least pricing has always been a sensitive concept. Therefore the primary focus of the study is to describe the whole construct of service quality, marketing communication, promotional activities, and perceived monitoring prices contributes to increase the demand for the resort or not.

IV. REVIEW OF THE LITERATURE

a) Service Quality

High quality goods and service are favored in the marketplace and high service quality performance does produce measurable benefits in profits, cost savings, and market share (Anderson, Fornell, & Lehman, 1994). Research also indicated that service quality has been increasingly recognized as a critical factor in the success of any business (Parasuraman, Zeithaml, & Berry, 1988).

Quality of service is essential for customer satisfaction (Cronin & Taylor, 1992; McAlexander, 1994),

repeat purchases (Schneider, & Bowen, 1995), and winning customer loyalty (Zeithaml, 1990), and customer retention (Zeithaml, 1996).

Definition of service quality revolved around the idea that it is the result of comparison that customers make between their expectations about a service and their perception of the way the service has been performed (Lewis & Booms, 1983; Lehtinen & Lehtinen, 1982; Gonoroos, 1984; Parasuraman, 1985, 1988, 1991, 1994). Lehtinen, & Lehtinen (1982) gave a three dimensional view of the service quality. They see it as consisting of what they term "interaction", "physical" and "corporate" quality. Traditionally, service quality has been defined as the difference between customer's expectation of service to be received and perception of service actually received. (Gonoroos, 1984; Parasuraman et al, 1988, 1991).

In 1982, McCleary, and Weaver indicated that good service is defined on the basis of identification of measurement behaviors that are important to customers. Zemke, & Albrecht, (1985) suggested that service plays an important role in defining resorts competitive strategies and identified systems and strategies for managing service.

Thus, service quality, as perceived by consumers, stems from comparison of what they feel service providers should offer with their perceptions of the performance of service provided by service providers (Parasuraman, Zeithaml, & Berry, 1988).

The researchers also identified that there are five dimensions to service quality. The following is a list of the five dimensions and a brief description of each:

1. *Tangibles*: (physical facilities, equipment, and appearance of personnel).
2. *Reliability*: (ability to perform the promised service dependably and accurately).
3. *Responsiveness*: (willingness to help customers and provide prompt service).
4. *Assurance*: (knowledge and courtesy of employees and their ability to inspire trust and confidence).
5. *Empathy*: (caring, individualized attention the firm provides its customers).

The SERVQUAL might be employed to measure the service quality in an electric and gas utility company (Babakus, & Boller, 1992). as well as restaurants (Bojanic & Rosen, 1994; Fu, 1999). In 1990, Knuston, Wullaert, Patton & Yokoyama drafted LODGSERV to improve on what a generic instrument might do in defining and measuring service quality specifically for lodging properties. Among the five dimensions, reliability was found to be the most important of the five dimensions for lodging consumers followed, in ranking, by assurance, responsiveness, tangibles, and empathy (Knutson, Stevens, Wullaert, Patton, & Yokoyama, 1990).

In 1992, Knuston, Stevens, Patton, & Thompson studied consumer expectations for service quality in economy, mid-price, and luxury hotels. Across the three segments, they found that the five dimensions maintained their same ranking positions and that the higher the price category, the higher the consumer expectations of service quality.

b) *Marketing Communication*

In this context, communication refers to the ability to provide timely and trustworthy information. Today, there is a new view of communications as an interactive dialogue between the company and its customers, which takes place during the pre-selling, selling, consuming, and post-consuming stages (Anderson & Narus, 1990). Communication in relationship marketing means keeping touch with valued customers, providing timely and trustworthy information on service and service changes, and communication proactively if a delivery problem occurs. It is the communicator's task in the early stages to build awareness, develop consumer preference by promoting value, performance and other features, convince interested buyers, and encourage them to make the purchase decision (Ndubisi & Chan, 2005). Communications also tell dissatisfied customers what the organization is doing to rectify the causes of dissatisfaction. When there is effective communication between an organization and its customers, a better relationship will result and customers will be more loyal.

According to Coviello & Brodie, (2001), marketing communication is of significant importance in both B2B and B2C markets. It is essential for all firms to communicate its message to customers in order to increase their sale. To be able to communicate efficiently with the customers, firms need to decide which marketing communication concepts they will use.

Promotion is, according to Pickton, & Broderick, (2001), usually replaced by the term marketing communication that also describes one of the key areas of marketing. furthermore, "marketing communication is a conversation between an brand and its audience and it is the collective term for all the communication functions used in marketing a product or service" (p.165)(Ibid). keller, (2001) further define marketing communication as: "the means by which firms attempt to inform, persuade, incite, and remind consumers-directly or indirectly about the brands the sell" (p.819). Furthermore, as can be interpreted in all definitions, communication a message is the heart activity in the marketing communication (Ibid). The marketing communication activity to create and send a message to receiver through different channels is referred, (Christopher, 2000).

According to Duncan (2002) the recent years of heavy increased media clutter, has made it more difficult and expensive for companies to reach and influence

target groups through traditional media, such as television, radio and press. Furthermore, Behrer, & Larsson (1998).

c) *Promotional Activities*

Promotion is first and foremost a communication tool, an instrument for transmitting the official corporate message and image to four types of markets of the cultural enterprise. Companies have direct control over corporate communications and decide how to manage their image and the content of their message. Of course, other variables within the marketing mix can also reflect the company's image and in the cultural milieu, the critics also send a message to its different potential markets.

Promotion is also a tool of change, enabling a firm to modify consumers' perceptions, attitudes, knowledge, and awareness. Therefore, promotion can educate the consumer about a product and to varying its dimensions. It can also adjust consumer attitudes by turning indifference into desire or transforming negative perceptions into positive ones.

Promotion is one of the most important elements of modern marketing which includes the action plan that basically intend to inform and persuade the potential customers or trade intermediaries to make a specific purchase decision or act in a certain manner. Modern marketing calls for more than developing a good product, pricing it attractively, and making it available to target customers (Kotler, 2006). The authors mentioned that companies must also communicate continuously with their present and potential customers that lead every company inevitably cast into the role of communicators and promoters. Promotion consists of those activities that communicate the merits of the product or service and persuade target customers to buy it (Kotler, 2005). For a marketer it is important: (i) to determine what promotion and marketing communication activities are supposed to be achieved, (ii) how the promotional activities will be conducted, (iii) medial vehicles be used for the purpose, (iv) how the effectiveness or success of a campaign be evaluated, & (v) how much money should be spent in each of the promotional mix in order to be successful in the competitive business environment. The process of resolving these different demands that are placed upon organizations has made the setting of promotional objectives very complex and difficult and has been termed 'a job of creation order out of chaos' (Kriegel, 1986). Promotion includes those activities which provide an incentive, additional to the basic benefits provided by a product or service, and which temporarily change the perceived value of pricing in relation to that product or service (Shimp, & DeLozier, 1986).

In other words, the function of promotion is to inform, persuade, & educated existing, and potential customers. Setting realistic promotional objectives is

vital for any organization to compete successfully in the face of stiff competition in the fast changing business environment. (Fill 1999).

The main purpose of using promotion in tourism marketing is to link the potential tourists and market destinations harnessing interest in smaller, individual attractions to promote the area as a whole. Tourists' opinion about a country frequently visit are based on what they have heard or read about that country and they have definite country-specific attracting and repelling factors affecting their decisions regarding travel to that country (Kale, & Weir, 1986). Generally, consumers like to know in advance what they are buying – what the product features are and what the service will do for them (Lovelock, 1983). In the same way, the potential tourists want to know properly in advance about the attractions, services, facilities, etc. at the destination and accessibility to there. Various forms of promotional activities can serve this purpose and leads the marketers undertaking several promotional measures by using the different promotional tools in order to provide the related information to the potential tourists and influence their decisions to visit the destination and enjoy the attractions.

V. PERCEIVED MONITORING PRICING

Perceived monetary price is the visitors' representation of perception or subjective perception of objective price (Jacoby, & Olson, 1977). Price significantly influences visitors' purchase behavior and consequently an organization's revenues (Han, 2001). For the service provider, price is an important decision variable that influences the profitability of an organization. For visitors, price represents part of the sacrifice they have to make to receive the service. Visitors are likely to use various cues or types of information when evaluating alternate destinations. Among the types of information cues visitors evaluate, the use of price to arrive at a perception of product quality has been one of the most frequently examined (Monroe, & Krishnan, 1985).

Product attributes and monetary sacrifice are likely to be the major variables considered by visitors when evaluating alternate destinations. Thus, responsive marketers are likely consistently to seek knowledge about how visitors use product attribute and price information in their evaluations of destinations (Chang, & Wildt, 1994). It has been suggested that the link between product attributes, price, and intention to visit, are influenced by the intervening constructs of perceived price, perceived service quality, and perceived service value (Zeithaml, 1988).

In the hospitality literature, price has been used as a strategic variable in positioning hotels (Lewis, 1990; Shaw, 1992). Shaw (1992) examined economic and marketing approaches to pricing which had been

adopted, and developed a model that identified minimum and maximum price thresholds. Study proposed that visitors' price perceptions were important in developing a price range for positioning, and tactical price decisions made within this range would not negatively affect brand image.

Jacoby, & Olson, (1977) distinguished between objective price which was defined as the actual price of a product, and perceived monetary price which they defined as the price encoded by a visitor. A broader definition of perceived price recognizing that it is more than only monetary price was offered by Zeithaml, (1988,p.110), "what is given up or sacrificed to obtain a product". Visitors do not always know or remember the actual price of products and services, so they often rely on encoded prices when making decisions (Dickson, & Sawyer 1985).

Buyers judge whether a product or service is fairly priced by asking themselves whether it represents value for money (Holloway, & Chris, 1995). It is expected that the tourists will receive more value or at least equal to their perceived value after visiting the destination or tourist spot. Any change in price or quality at a particular point of time will also change consumers' perception on the value (Hosssain, 1999).

VI. BEHAVIORAL INTENTION

For most of the tourism service providers, visitor retention is a key to the organization's profitability. Behavioral intention is often used to assess visitors' potential for revisiting since it is considered to be a relatively accurate predictor of future behavior (Fishbein, 1980). To survive and succeed in today's competitive environment, delivering quality service is considered essential (Parasuraman et al. 1985); and (Zeithaml et al. 1990). The relationship between service quality and profits is neither simple nor clear (Zahorik, & Rust, 1992), but researchers and managers have reported to indicative relationships using behavioral intention as a surrogate for profits (Zeithaml, 1996).

Zeithaml, Berry, & Parasuraman, (1996) suggested that the evidence of impact should be detectable by relating service quality to retention of visitors. Visitors' behavioral intention can be viewed as a signal of retention or defection. When there are no revisits from experienced visitors, then reliance will be on attracting for new visitors which usually appear at high cost. New visitors will cost more because their attraction involves advertising and promoting. Several researchers (Boulding, 1993; Zeithaml, 1993) have suggested that higher perceptions of service quality have a positive effect on behavioral intention. Zeithaml, Berry, & Parasuraman, (1996) conducted a mail survey of business customers of a computer manufacturer asking for information on their perceptions of service quality and their behavioral intentions toward future

purchases. They reported that service quality had a significant effect on behavioral intention.

Theory of reasoned action has been used to predict behavioral intention by measuring attitudes and norms (Ajzen, & Fishbein 1980; Fishbein, 1980; Fishbein, & Ajzen, 1975). It has been used to predict many different behaviors in the policy (Bright, 1993). "In general, prediction on the basis of the reasoned-action model has been quite successful" (Eagly, 1992,p.695).

Based on Fishbein and Ajzen's theory, the proximal causes of behavior are an intention engage in a behavior rather than attitude which makes on to act in a certain way (Eagly, 1992) also noted: "traditional thinking about attitudes' relation to behavior had implied not merely that attitudes should predict behavior but, more important, that they should cause behavior" (p.694).

Eagly, & Chaiken, (1993). defined attitude as 'a psychological tendency that is expressed by evaluating particular entity with some degree of favor or disfavor" (p.1). Rhey () also noted: "people who hold positive attitudes should engage in behaviors that approach, support, or enhance the attitude object and people who hold negative attitudes should engage in behaviors that avoid, oppose, or hinder the object" (p.155). In spite of claiming that attitudes are insignificant causes and weak predictors of behavior understanding of attitudes has advanced very considerably since the 1960s (Eagly, 1992).

The theory's between attitude and its consequences can be adapted to explain the relationship between perceived service quality, satisfaction and behavioral intention. Perceived service quality and visitor satisfaction are general evaluations of a tourist service. Since attitudes determine future intentions, perceived service quality and satisfaction are postulated to directly influence visitors' future behavioral intentions about a tourist service and their intent concerning future visitations to it. A high level of perceived service quality or overall satisfaction is postulated to generate visitors' intentions for positive word-of-mouth and repeat visitations, while a low level of perceived service quality or overall satisfaction is postulated to bring negative word-of-mouth and no future revisit.

To assess visitors' likely future behavior, behavioral intention is often measured since it is considered to be a relatively accurate predictor of future behavior (Fishbein, 1980). Behavioral intentions have been operationalized by two scales measuring patronage intentions and intentions to recommend the places to others (Dabholkar, & Thorpe, 1994). The researchers found that a significant relationship between overall satisfaction and behavioral intentions, in addition study found that overall satisfaction mediated by the effect of situational satisfaction on to behavioral intentions either be negative or positive.

Many social psychologists have sought to understand the potential causal role of attitudes in relation to behavior. Among them, "Fishbein and Ajzen's theory of reasoned action is especially well known" (Eagly, 1992,p.694). According to the theory of reasoned action, behavior is determined by people's intention to perform or not perform the behavior. The behavioral intention is determined by attitude toward performing the behavior and subjective norm. Attitude toward the behavior refers to a person's positive or negative evaluation toward performing the behavior, while subjective norm refers to the person's perception of the social pressure for him or her to perform or not to

perform the behavior (Trafimow, & Borrie, 1999). In study field of recreation, researchers have modified the theory to be a better predictor of behavior. Studies contend that behavioral intention is better predicted from a combination of attitudes, subjective norms, and previous behavior than from attitudes and subjective norms only (Bagozzi, 1981; Bentler, & Speckart. 1981). Despite evidence from empirical studies, Beck, & jzen, (1991). argued that it serves "no useful purpose to include past behavior" in a causal model of behavior change, because it has no explanatory value(Anjzen, 1987,p.41) since previous behavior does not predict intentions to perform behavior in the future.

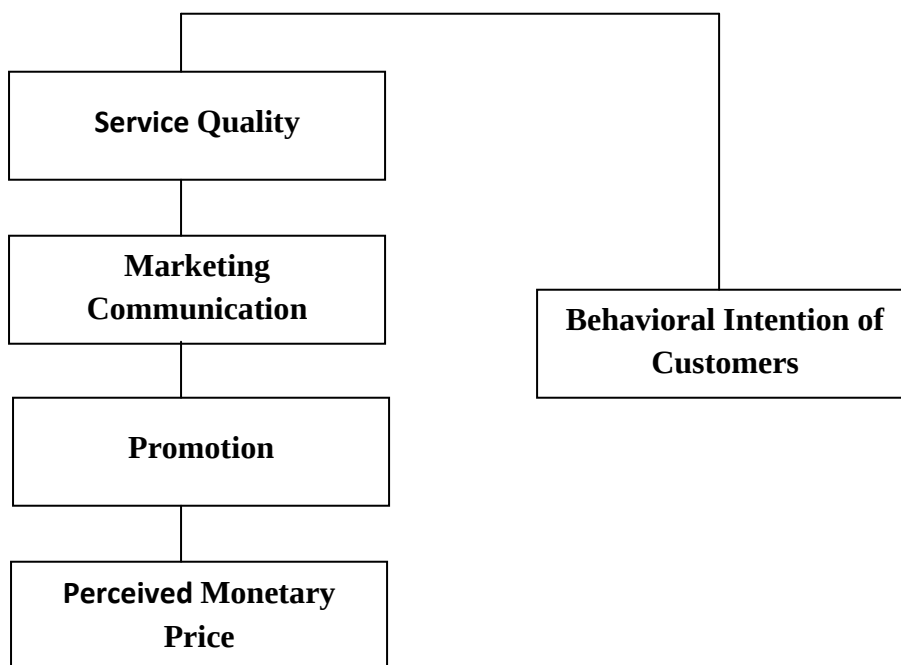


Fig.1: Conceptual Framework

VII. METHODOLOGY

a) Research Design and Approach

A few studies were conducted in tourism industry especially sector in Bangladesh published data remain unavailable. This study is an exploratory study data were collected based on in-depth interviewing to the management in order to understand the behavioral intension of the target customers. According to Holme, & Solvang, (1991). a qualitative approach draws conclusions from non-quantifiable data, such as, attitudes, values, or perceptions. It gives the possibility to gather information and investigate several variables from a few numbers of entities, thus providing the possibility to gain a deeper understanding of the studied area. First,, the study focused on describing the independent variables related to Behavioral Intension of the customers from the management point of view. Therefore a qualitative model of research has been

proposed to conduct the research. The study has described the variables such service quality, marketing communication, promotional activities and perceived monitory price and how these independent variables might have influence on behavioral intension of the customers to visit the resort from the management view point in Nazimgarh resort in Bangladesh.

b) Sampling Method

The number of management employees in Nazimgarh Resort was not really large. While on the other hand, the in-depth interviews have been applied in order to figure out the accurate data and to understand all the notions of the respondents. In addition, as the number of management employees is not really very large in number it was possible for the researcher to conduct in-depth interview with all of the employees of the organization therefore the study conducted a census to collect data.

c) Data Analysis

In-depth interviews are direct and personal interviews where a single person is asked the questions to get data regarding the study. Therefore the in-depth interview is employed to obtain the qualitative data (Malhotra, 2004). According to Cooper & Schindler, (1998). Described by Dr. Nadim Jahangir, (2003), the in-depth interview method was utilized as a component of the qualitative research strategy because of the ability of the interview techniques to obtain the richest data within the prescribed limits of the research. The specific interest of the study was to determine the influence of service quality, marketing communication, promotional activities, and perceived monetary price, on behavioral intention of customers in the context of Nazimgarh Resort. In the context of Nazimgarh Resort, the employees understood the independent variables differently. Therefore rather than just asking questions the researcher intended to bring out the data relevant to independent variables influencing the dependent variable precisely. Thus, the researcher conducted in-depth interview, so that the ideas and concepts about service quality, marketing communication, promotional activities and perceived monetary price was achieved and the influence that the independent variables are having on behavioral intention was clearly understood. According to Smith, Thorpe, & Lowe (2002) the in-depth interview is an appropriate method when the researcher wants to obtain individuals' views, as well as assist individuals to explore their own beliefs. The interview sessions are supposed to utilize approximately 15-45 minutes according to the level of employees and the level of job involvement in operating the resort. Thus the interview might help to understand the insights and possible attributes affecting behavioral intention of the customers of the resort.

VIII. FINDINGS FROM THE IN-DEPTH INTERVIEWS

The questions of the in-depth interview are sequentially formatted according to the importance. The achieved data through the in-depth interviews are described below:

Service Quality: According to Reservation Officer at the head office of the resort "service quality is the top most important part of any service business. Shortfall of the service standard, the guests will not think twice to switch. Guests seek customize service from our resort. Recently, two of our guests reached Sylhet at about 12:30 at night. In meeting such a customer request, teams made for reception of the guests and welcome them at late night. In case of failure to response of such service, they would have been disappointed and opportunity lost to retain such customers. On that situation, we found arranging them the services; they were highly satisfied with our service. The Resident

Director of the resort had stated "you cannot really say no to any of your customers while they require any service. Even if they want a cup of tea at 3 O'clock in the morning you will have to be there to serve it". Furthermore, the General Manager of the Resort at Sylhet said "from the time the guests enter the resort, every service must be ready to be rendered. Delayed service in this industry is a big no! Sometimes we even reorganize the service package that we have. Especially when some conflicts take place, we want to solve it as soon as possible. On the top of that, after solving the problem our first priority is to delight the customer so that he or she comes back to the resort again and again. Since, it is important to make the guests to be satisfied with cordial services and to mindset them up to revisit. This is only possible when we take care of the customers properly and make them happy with the services that we are providing". Thus, the study determined that the employees of the resort truly believe that the service is the heart to motivate the customers in terms of thinking positively or negatively about the resort. In addition, they also understood that the quality of the service is the key to influence the Behavioral Intention of the customers. Therefore, they should always try to keep the service up-to-date and even if any complication appears, after solving that they should try to delight the customers with something extraordinary. "A hotel of solitude in the busy Bangladesh. Lobby room, and the beautiful views of mountain top do impress me deeply. But the best things is the sound of the roof during the heavy rain" Zhou Wang, Nazimgarh Wilderness Resort, 12th February, 2016.

Marketing Communication: "In today's business world Marketing communication is the vital part that can be used to communicate with the customers of different segments. Even if you have a world class service and if that is not communicated to your clients, you cannot be successful in selling the service" said the chairman of the organization. In that case we have two dimensions. First, the clients who have already visited the resort once and the other one is clients who have not yet experienced". The marketing executive of the resort reported "we generally depend on the marketing database for marketing communication. The communication process followed at this moment is the written communication and providing presentations to the clients. However these should not be the only channels. We need to make persuasive television advertisements and some other tools such as the billboard in the heart of different important cities in the country". Another marketing executive said it is not only the national customers we are dealing with. Therefore, we need to have a very good informative and persuasive web page. From which the international guests may find required information about the resort and the local attractive tourist spot. The chairman in this regard had

the same view. He said “we are employing concentrated marketing technique which enables to reach a more focused group of customers. However our plans and operations are always updating and we are always trying to adopt with the changes in the market. To convince the customers and to let the customer know about our customized services we will also employ personal communication involving the marketing executives” one of the marketing executive had reported that, “it is important to set up what we need to communicate with them first. “What we do is just execute the management’s decision. It may be the fact that the management has its own way of communication process”.

From the above discussion, it is clear that the marketing communication was not up to the standard. This was probably because of the waiting for the final completion of the expansion project that is to be completed by February. However, as the Chairman of the organization said, “this is important for the marketing department of the resort to let the target audience know what they have to serve”. More on that, regarding the reservation process, the communication systems should be developed. Furthermore, the web page of the resort can be built in such a way that it can help to customers regarding the customers’ reservation process. In addition, the day to day communication in terms of the customers willing to visit there, existing clients also plays a vital role. A good communication strategy will influence in good word of mouth communication and that will eventually lead in an increased demand in the resort.

Promotion: the General Manager of the resort said, “We do not have much promotional activities at this moment. This is probably the reason why we are having less number of visitors. However we are still operating profitably”. The chairman of the organization stated “we are planning for huge promotional activities such as advertising, & other promotional activities, however we provide good deal to the corporate clients. We offer different packages, which includes room tariff, lunch and dinner menu, and visiting the number of scenic places. As a result we are getting good corporate response. However we do not have any seasonal promotions except for EID offers; which will be developed soon, so that we will be able to attract the seasonal visitors as well”.

This is quite surprising that there was no advertising yet been launched by the organization. So that the awareness level about the resort is not being increased. All the marketing executives had reported “if the company does not have any promotional activities then it becomes hard for us to execute our duties”. Moreover promotional activities play a higher role than personal communication. However the company has not came up with any plan yet. This was a disappointing

matter, and the authority should come up with sufficient promotional activities to influence their customers’ behavioral intension.

Perceived Monetary Price: Nazimgarh resorts has three different resorts, Nazimgarh ‘Garden Resort’, Nazimgarh Wilderness and Nazimgarh ‘Tent camp’. All these three resorts have different pricing. For example a deluxe room starts from 11,500 taka per night. Prices of the other two resorts are consequently more or less at the same level. In the case of this matter, the chairman said, “This is the idea of the price that the customers perceive according to the country where we are providing the service from. As we are at the Third world country the international tourists feel that the price level should be a bit low. Our high luxurious suits normally cost about 95 dollar. So the international guests from diplomatic missions working in Bangladesh are accepting the price quite happily. On the other hand, as because we are dealing with a resort that is a five star standard, the local corporate clients feel happy about the price”. The reservation officer at the head office said, “We do not have any problem with the international clients. We even sometimes do not need to provide any discount for the international guests. However the local guests most of the time, mostly the first time visitors complain the price level is a bit higher”. A local guide said “after the service we provide by taking them to beautiful locations they do not forget to give us a good tip”.

From the above discussion the study found that the local customers are actually a bit agitated about the price level. As because many hotels in Sylhet, presents room tariff less than what Nazimgarh Resort is presenting, however the international customers are quite happy with the service that they are getting in terms of what they are paying. So that, if possible the authority should make some sort of adjustments for both the local and the international clients.

Behavioral Intension: In case of this construct, “Behavioral intension is influenced when the customer feels good or bad about the service provided by the resort. If the service is good then the customers probably think positively while revisiting”, said a marketing executive. The General Manager of the resort had reported that “this is how our clients evaluate our service and according to that make their visiting intentions”. All the marketing executives said “all the facts such as the Service Quality, Marketing Communication, Promotion & Perceived Monetary Price all these variables plays a vital role in customers Behavior. As we are working hard with the personal marketing, communication etc, however if we send the clients to the resort but the service quality do not reach the expectation then our hard work is all in vain”. The chairman of the organization said “all these variables should be taken care of in order to make the customers loyal to the resort. Like I said before, if the service quality

is good but it is not communicated with the customers what we are offering the revenue will not be increased.

From the above discussion the study determined that in order to have the existing customers revisiting and to achieve new customers the service quality is very important. In addition to that all the other three variables also play a good role in consistent revenue generating. A single variable will not help to generate what is needed to be successful in this business. Therefore, the organization must plan all these variables critically and effectively in order to influence their behavioral intention and finally to get the customers revisiting and attracting new customers in the resort.

IX. LIMITATIONS OF THE STUDY

As because the number of the management team of Nazimgarh Resort not more than thirty, a survey among the employees might not suitable to be conducted. Furthermore the study, the limited number of respondents prevented conclusive answers to the research hypotheses being drawn. Although relationships among constructs were identified, the study did not verify that they were causal relationships.

As because not much studies have been conducted on this area in Bangladesh it is hard to gather secondary information to conduct a relational studies on this regard. However all this concepts, service quality, marketing communication, promotional activities, and perceived monetary price in determining the behavioral intentions of visitors are very much important to be examined to determine how the effect on the customers.

The study should be or proposed to be conducted during the different tourist seasons in Bangladesh. Therefore the researcher could understand the actual condition for the yearlong business. However time limitation so the study might have to focus just during a particular season because of the time constrain. In addition the management has already at the end of the expansion of the resort which will include thirty-five more rooms in the resort. The study in this case is lacking the new expansion of the resort to be observed and new employees of the resorts to be interviewed.

X. RECOMMENDATION

The present study should be able to examine only the service quality, marketing communication, promotional activities, and perceived monitoring price in determining the behavioral intentions of visitors these do not constitute all possible influences on visitors' decision making for future visitation. The proposed model limited the possible variables which could affect visitors' future behavioral intentions. It is recommended that other variables such as motivation and destination image

could be considered in future studies. For example, novelty is a basic motivation, which drives visitors' search for new and different experiences (Lee, & Crompton, 1992).

In this similar context a consumer survey can be conducted to understand the customer reaction. As because they are the final goal for the service and the company the customers satisfaction becomes a crucial fact in customer retention and for the sustainable business of the resort.

XI. CONCLUSION

Hotel and leisure is a growing industry worldwide. The concept of tourism development is not a new in Bangladesh. However, in order to run this resort business as well as to make profit potential and to add value, resorts and hotels need to play a vital role in supporting from all stakeholders. It is proven that many countries have emphasized various strategic movements to maintain their national economic growth. And thus Bangladesh is not exception in this regards. this sector to be developed On the top of that many multinational companies in Bangladesh organize different meeting and seminars to different scenic locations of the country. Upsettingly the number of companies going to the nearby countries for these reasons and the numbers are increasing. Here in this situation it is time for the local resorts and hotels to introduce higher standard and quality support for the visitors. Service Quality, Marketing communication, Promotional Activities, & Perceived Monetary Price constructs in determining behavioral intention of the customers are some of the variables that are described. However more and more studies should be conducted not only from the management perspective but also for the customers reaction towards the resorts, so that the services could run profitably and achieve customer satisfaction thus, market share rapidly.

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APPENDIX

Questionnaire on Determining Behavioral Intention Derived From Service Quality, Marketing Communication, Promotional Activities And Perceived Monetary Price.

Service Quality

1. According to your view what does the term "Service Quality" mean to you?

(This is to figure out the description between their belief in Service Quality and the way they perceive Service Quality. This also should lead to definition of Service Quality in this organizational context.)

2. When customers have a problem, your organization shows a sincere interest in solving it. How prompt do you provide the service?

(This is to identify the level of the quality of the service provided and how promptly the organization can provide the service to the clients in terms of customers' satisfaction in the context of this resort)

3. What is your operating hour and do the customers feel secured dealing with your company?

(This is to find out whether the service is provided according to the timing as the customers' needs. Furthermore whether the guests at the resort are getting the services when they wanted it)

Marketing Communication

4. What do you mean by "Marketing Communication" and does it play the vital role to draw customers' attention?

(This is to know what they think about Marketing Communication. And this to identify the necessity of marketing communication in the context of a resort)

5. According to your views what are the tools of "Marketing Communication" used in a communication strategy?

(What are the mediums used in the process in communication strategy, in fact, to find out what are the channels?)

6. According to your view what should be included in "Marketing Communication" objectives?

(This is to identify the target audience, determining the communication objective, designing the message, and selecting the communication channels)

Promotional Activities

7. What do you think about Promotional Activities? Can it play any role to tourism industry?

(This is to describe the promotional activities and understanding the importance of Promotional activities to attract the tourist in the context of the resort industries)

8. What sort of promotional activities of your organization undertakes to attract foreign and local tourists?

(This section is to figure out the existing promotional activities by the organization to attract guests in the resort)

9. Is there any seasonal promotional activities launched by your organization?

(This will help to have a clear understanding about the promotional activities to attract guest during different seasons in the context of this resort)

Perceived Monetary Price

10. What does the term "Perceived Monetary Pricing" mean to you?

(This will help to determine the perception of Perceived Monetary price in the organization)

11. Do you think "Perceived Monetary Pricing" can affect the customers positively?

(This is to see the possible reaction of the customers regarding the pricing of the resort from the management point of view)

12. "Perceived Monetary Price" can play the key role in attracting international customers in our country, what do you think?

(This is to portray the positive values of Perceived Monetary Price in the context of the resorts in Bangladesh)

Behavioral Intension

13. What do you understand the term Behavioral Intension?

(This is to figure what they understand by the term Perceived Monetary Price)

14. Do you think Service Quality, Marketing Communication, Promotional Activities and Perceived Monetary Price, influence behavioral intension of customers?

(This is to find out the understanding of the independent variables over all influence of the dependent variable)