



# **Factors Affecting Outbound Tourism from Bangladesh: A Study on Young Bangladeshi Tourists**

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## **Authors' contributions**

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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## **ABSTRACT**

The aim of this study is to identify the factors for young Bangladeshi tourists to participate in outbound tourism. This study also attempted to create a young tourist profile. The target population for this study encompassed young Bangladeshi outbound travellers from 18 to 35 years old and who took at least one foreign tour. The questionnaire was formulated in the online survey development platform known as Google form and was distributed to the respondents. In total, 145 completed questionnaires were collected. To evaluate the responses of the respondents a five-point likert scale was used. This study used SPSS 26.0 to analyze the data. The results of the demographic characteristics of the respondents were analyzed by the frequency distribution and percentage. However, mean, standard deviation and ANOVA tests were employed to analyze the variables of this study. The survey results indicate that 'for visiting and experiencing new places & its culture' and 'for traveling with my friends' are the most influencing motivations to travel among young Bangladeshi tourists: in the same time 'lack of money', 'family responsibilities' and, 'mode of

transportation' are the most concerning factors for obstructing travel decisions for them. The other concerning limiting factors which can't be overlooked are 'safety and security concerns' 'accommodation availability' and 'lack of time for travel'. The findings of this study will help the business operator to formulate strategy and offer a suitable travel package for the young tourist market.

*Keywords: Outbound tourism; young tourist; travel; motivation.*

## 1. INTRODUCTION

The economic well being of Bangladesh, up to 2019, had shown a new picture for the very first time to provide attention to the buying behavior of its citizens and the result is quite common; they started travelling to other nations for pleasure, experience and so on. The destinations in India alone have experienced 2.25 million Bangladeshi tourists and evolved as the top tourist generating country, for them, in 2018 after the United States of America and the United Kingdom [1]. For that reason the high amount of free time and interest among the young Bangladeshi people to travel have provided a new market segment for the neighbouring nations to act.

Tourism industry all over the world has been experiencing a new pace in its growth after the introduction of information availability. Tourism industry has been recognized as one of the influencers in the developed and industrialized countries to avail more economic and employment opportunities to them involving the other sectors in those nations such as telecommunications, constructions and agriculture directly or indirectly [2]. A statistics from 2019 has shown that, overnight the visitors' rate increased upto four percent during the January to March period of that year in comparison to the same period in 2018 [2]. Taking the example given by World Travel & Tourism Council, tourism and travel industry alone in 2018 had experienced about 3.9 percent growth in comparison to the 3.2 percent in the world economy which supports the economic significance of the travel and tourism industry causing 1 in 10 jobs and producing 10.4 percent of the world GDP [3]. The advancements in technology, changing social structures and dynamic demographics have been establishing new trends in tourism industry to bring out new markets such as solo travel, environment-friendly tour, personalized travel experience etc.

Tourism has introduced as such an industry where it covers a wide area of human behavior whether it is external or internal which results in

travelling to places for relaxation, pleasure, visiting friends and families and pilgrimages significantly [4]. The young generation of the society has contributed a lot in the present tourist market. Youth travel plays a dominant role in the advancement of tourism industry [5]. The young tourists those are better known as the generation of millennial have been affected mostly by the technological advancements which, eventually, have moulded a new travel behavior pattern among them [4]. The international tourism market had experienced about 23 percent of its market share in 2016 & 2017 respectively from the young tourists which indicates that the growing nature of this particular market is higher than any other segment [6] [7]. The tours of young tourists are well measured and meticulously planned due to their frequent travel history which at the same time shape their professional and personal life and the thrill of one trip leads to several other trips which boast the promise of youth tourism market [8].

The recent economic status of Bangladesh and its continuous improvement have encouraged people to travel outside which is supported by their standard of living, changing consumption pattern and easing outbound travel policy in the neighbouring countries. The young market segment has unfolded as an emerging one for the tourism industry. To deliver the total tourism experience to this expanding young market, the marketers need to be focused on identifying the motivational factors of young people to travel and should try to implement the information to design their marketing strategies to attract this prospective tourist hub. Previously, most of the studies focused on domestic tourism, travel behavior, travel perception of Bangladeshi young tourists [9] [10]. since Bangladesh faced this potential travel market, this study is designed to learn more about Bangladeshi young tourists and their travel patterns.

## 2. OBJECTIVE OF THE STUDY

1. To identify the factors for young Bangladeshi tourists to participate in outbound tourism

2. To create a profile of the young Bangladeshi Tourists including their travel patterns

### 3. LITERATURE REVIEW

As the study is designed to investigate the young tourists and their motivational factors to engage in outbound tourism, the study has provided an in-depth understanding of these trends from the established works. The young tourists' market has some of the specific demographic characteristics which separately define them as a distinguished market and also there are some changes which are leading this segment to participate in outbound tourism.

#### 3.1 Outbound Tourism

Outbound tourism is defined as such type of tourism activities conducted by the residents of a country in foreign countries [11]. To meet the demand of this study, the Bangladeshi young people are considered as outbound tourists. In the quest of visiting unknown places and trying to know the untold stories, people decide to travel to new places [12]. Sometimes it has been notified through travel plans of tourists, who have tight budget, that the less expensive destinations drive them to engage in outbound tourism [13]. It remains an important issue for the tourism marketers to observe the travel behavior and mainly to focus on the motivational factors which can ensure better delivery channels, improved product designs, effective promotional strategies and finally a competitive situation. The marketers can be benefited by bringing positive changes to their enterprises through understanding the driving factors of travelling among potential tourists [14].

#### 3.2 Travel Motivations

To dig out the factors which actually motivate people to travel are closely related to the psychological patterns of individual tourists [15]. There are several studies conducted by the researchers which contribute in understanding travelers' behavior combining various motivational theories. The main reasons for involving in tourism activities are not confined in a single dimension and it is not even possible to identify those motives [16]. The decision making process of traveling can be influenced by different factors. Sometimes, it is considered that, for an individual, the preferences and the cost of traveling are the major concern while

taking travel decision [17]. The study of Horner and Swarbrooke [18] found that these decision driving factors can be divided into two categories such as external and internal, where the external factors are constituted from the promotional offers, sufficiency of expected products, word of mouth and the climate of the destination and the factors like personality, lifestyle, interest, past experience, attitude define internal paradigm. The selection of a destination can also be influenced by certain factors such as education, cost, gender, income, personality, risk, nationality, distance, age etc [19].

Crompton in his widely recognized travel motivational theory 'push and pull' model indicates that there are seven socio-psychological factors such as self-exploration, relaxation, prestige, regression, escape, kinship enhancement and social interaction which are regarded as push factors whereas the cultural element like novelty and education are granted as pull factors [20]. Sometimes the influential factors for a person to travel arise from the internal environment such as adventure, social interaction, desire for escape and the resources at the destination such as cultural attractions, recreational activities, marketing image of destination conclude the external factors [14]. Some of the researchers have acknowledged the shopping activities at the destinations as one of the major influential factors for travel [21]. The nature of travel design sometimes demands the identification of specific factors in travel decisions. A study consisting of package tour travelers has shown that their travel decisions mainly influenced by social relationships, socio-economic factors, relaxation and pleasure and socio-psychological needs [22].

#### 3.3 Young Tourist, Types and Motivational Factors for Them

The ultimate satisfaction for both the tourism marketers and tourists can be ensured through the acknowledgement of these motivational factors by business organizations involved in this sector to attain attractions of the prospective buyers of services [23]. The vigorous nature of motivation among different segments of society may encounter dissimilarities from person to person, place to place, market to market and even in the decision making of different individuals [24]. Destination developers should have to aspire to learn more about the young tourists to project the influential factors in driving

them to tourism activities and try to bring out the satisfactory criteria of a destination.

According to UNWTO, the youth market segment falls between the age of 16 to 29 and involves in travel activities for not more than one consecutive year to gather new experiences, confronting new cultures, attending formal and informal gatherings for new opportunities outside their usual environment [25]. But some of the findings have shown the age criteria for young travelers from 21 to 35 years [26]. Another study of young tourists has shown that youth tourism activities are confined within the age group of 15 to 29 years old people [27]. The involvement of young people in different types of activities at the destinations creates various market segments within this age group.

This young population is considered as domestic and international tourists, experience tourists, institutional tourists, non-institutional tourists, alternative tourists, short term and long term tourists and finally education tourists [28]. The classic backpackers remain the most recognized segment of this age group and the remaining clusters such as volunteers, language students, exchange students and interns creating traffic in tourism market for their increasing buying power [29]. Three major consequences have appeared significant in dealing with this increasing market segment such as low cost transportation facilities, availability of information and the easy buying process of travel arrangements through the internet [26]. The user of information technologies has also experienced the highest numbers in utilizing those instruments by the young people [4]. The young people recognize tourism as one of their accompaniment activities of education and utilize it for individual development [30]. So, the study of this emerging segment remains significant for the betterment of future tourism. The market can also be beneficial to study from another point of view which is to aid in decision making for marketers as the young market is considered as the primary stage of travel carrier and can influence the future travel actions [31].

#### **4. RESEARCH METHODOLOGY**

The target population for this study covers Bangladeshi young outbound travellers from 18 to 35 years old and who took at least one foreign tour. The questionnaire was formulated in the online survey development platform known as Google form and distributed to the respondents.

At first the questionnaire was prepared in the English language but for a better understanding of the respondents, it was also translated in the Bengali language. To select the desire respondents, three criteria have been added in the first section of the Google form. These criteria were based to whether they belong to the 18 to 35 age group or not; whether the respondents previously has taken an outbound tour; and the last one is about the nationality of the respondents. A respondent needs to fulfil these three criteria to participate in the survey process. For that reason, only eligible respondents have been counted for this study. However, respondents were reached through email, social media platforms and only completed questionnaires were collected for the further study process. For that reason, a non-probability convenience sample method was used in this study. In total, 145 completed questionnaires were collected.

The questionnaire was designed in three parts and was written in English to measure the factors influencing the outbound travel decision. The first part of the questionnaire included questions covering the demographic characteristics and basic travel patterns of the respondents. The second part of the questionnaire comprised questions related to the travel motivating factors and the third part of the questionnaire included questions related to the factors that are limiting the travel decision of the respondents. Both the second and third part carried nine different questions. To evaluate the responses of the respondents a five-point likert scale was used ranging from 1 (insignificant) to 5 (very significant). This study used SPSS 26.0 to analyze the data. The results of the demographic characteristics of the respondents were analyzed by the frequency distribution and percentage. However, mean, standard deviation and ANOVA tests were employed to analyze the variables of this study.

#### **5. FINDINGS OF THE STUDY/ AND DISCUSSION**

##### **5.1 Demographic Characteristics and Travel Pattern of the Respondents**

Table 1 shows that 62.1% of the respondents were male and 37.9% were female. This study was conducted on the young Bangladeshi tourists that reflected on the age structure as the majority of the respondents were belong to the 20 to 25 age group which is 73.1% of the total

respondents. The average monthly income of the respondents showed that the majority of the tourists monthly income were more than 50,000 taka which is 29.7%. However, most of the respondents use family assistance as a source of travel expenditure which was almost 58%.

The findings from Table 1 indicate that 42.09% of respondents prefer package tours, 37.23% of respondents prefer group tour, and 20.68% prefer independent tour. Almost 51.7% of respondents take only one tour outside Bangladesh followed by 20.7% take two tours, 14.5% takes more than five tours. Young tourists have preferred budget-friendly services while traveling. This study revealed that 87.6% of respondents prefer budget hotels for their stay.

There was no concrete evidence found while respondents are asked.

Table 2 shows the result of travel motivating factors of young tourists. The most important travel motivating factors are visiting and experiencing new places & its culture (mean = 4.352), traveling with friends (mean=4.159), having fun (mean=3.952), educational or research purpose (mean=3.559), resting and relaxing (mean=3.545), business or official activities (mean=2.993) and visiting friends and relatives (mean=2.834). However, the least important motivating factors are medical treatment purpose (mean=2.66) and participating in sports events (mean=2.396).

**Table 1. Demographic characteristics and travel pattern of the respondents**

Gender	Frequency	Percentage	Source of Expenditure	Frequency	Percentage
Male	90	62.1%	Family Assistance	84	57.9%
Female	55	37.9%	Personal Income	55	37.9%
Total	145	100%	Others	6	4.1%
<b>Age structure</b>			Total	145	100%
Below 20 years	9	6.2%	<b>Type of accommodation</b>		
20-25 years	106	73.1%	Luxury Hotel	2	1.4%
26-30 years	25	17.2%	Budget Hotel	127	87.6%
31-35 years	5	3.4%	Resort	7	4.8%
Total	145	100%	Apartment Hotel	9	6.2%
<b>Type of tour plan</b>			Total	145	100%
Package Tour	61	42.09%	<b>Average monthly income (BDT)</b>		
Independent Tour	30	20.68%	Below 20000	25	17.2%
Group Tour	54	37.23%	21000-30000	26	17.9%
Total	145	100%	31000-40000	30	20.7%
<b>Number of Tours</b>			41000-50000	21	14.5%
1	75	51.7%	over 50000	43	29.7%
2	30	20.7%	Total	145	100%
3	17	11.7%	<b>Number of tours (last 1 year)</b>		
4	2	1.4%	No tour	68	46.9%
More than 5	21	14.5%	1	51	35.2%
Total	145	100%	2	22	15.2%
<b>Preferred Budget</b>			3	2	1.4%
Up to 20000	35	24.1%	More than 3	2	1.4%
21000-30000	22	15.2%	Total	145	100%
31000-40000	18	12.4%	<b>Preferred Media</b>		
41000-50000	35	24.1%	Facebook	57	39.3%
Over 50000	35	24.1%	YouTube	56	38.6%
Total	145	100%	Instagram	2	1.4%
			Trip advisor	1	.7%
			Google	3	2.1%
			Friends and Family	26	17.9%
			Total	145	100%

about their preferred budget for the outbound tour. However, respondents preferred Facebook (39.3%), YouTube (38.6%) and friends and family (17.9%) for getting travel information.

However, travel decisions are limiting by some of the factors. Table 3 shows the result of factors limiting the travel decision of young tourists. This study revealed that most of the respondents express lack of money (mean=3.545), family responsibilities (mean=3.407), mode of transportation (mean=3.40) safety and security concern (mean=3.269), lack of time for travel (mean=3.145), and accommodation availability (mean=3.069) are the main most influential travel controlling factors.

Table 4 shows the result of mean, standard deviation and ANOVA test results of factors affecting travel decisions and travel limiting factors of young travellers. This study also

attempted to discover the relationship between factors affecting travel decisions and gender. Man and female significantly differ on travel decisions, and this difference mainly depends on the factors like – having fun (p=.000), visiting and experiencing new places & its culture (p=.003), traveling with friends (p=.005), and participating in sports events (p=.010) and visiting friends and relatives (p=.033). On the other hand, according to gender some factors significantly differ in limiting the travel decision of young tourists. According to the study, there are significant differences in male and female on limiting factors of travel decision and these factors are health issues (p=.022) and mode of transportation (p=.015).

**Table 2. Travel motivating factors of young tourists**

No.	Items	N	Mean	S.D
V1	For having fun	145	3.952	1.3454
V2	For medical treatment	145	2.66	1.4249
V3	For educational/research purpose	145	3.559	1.3788
V4	For visiting and experiencing new places & its culture	145	4.352	1.1275
V5	For resting and relaxing	145	3.545	1.359
V6	For traveling with my friends	145	4.159	1.3212
V7	For participating in sports events	145	2.396	1.5293
V8	For visiting friends and relatives	145	2.834	1.523
V9	For Business or Official purpose	145	2.993	1.5701

**Table 3. Factors limiting travel decision of young tourists**

No.	Items	N	Mean	S.D
V10	Accommodation availability	145	3.069	1.4844
V11	Language barrier	145	2.697	1.3709
V12	Health issue	145	2.752	1.372
V13	Safety and security concerns	145	3.269	1.4007
V14	Mode of Transportation	145	3.40	1.4211
V15	Lack of money	145	3.545	1.4766
V16	Lack of time for travel	145	3.145	1.3843
V17	Family responsibilities	145	3.407	1.4648
V18	Conflict among travel mates	145	2.517	1.4147

**Table 4. Mean scores for the questionnaire items and results ANOVA (gender)**

Factors	Gender	N	Mean	S.D	P
<b>Affecting Travel Decision</b>					
For having fun	Male	90	4.278	1.0916	<b>.000</b>
	Female	55	3.418	1.5479	
For medical treatment	Male	90	2.8	1.4316	.128
	Female	54	2.426	1.3954	
For educational/research purpose	Male	90	3.667	1.3239	.229
	Female	55	3.382	1.4592	
For visiting and experiencing new places & its culture	Male	90	4.567	0.7939	<b>.003</b>
	Female	55	4	1.4657	
For resting and relaxing	Male	90	3.656	1.2996	.211

Factors	Gender	N	Mean	S.D	P
For traveling with my friends	Female	55	3.364	1.4448	<b>.005</b>
	Male	90	4.4	1.0145	
For participating in sports events	Female	55	3.764	1.6439	<b>.010</b>
	Male	90	2.652	1.6033	
For visiting friends and relatives	Female	55	1.982	1.3122	<b>.033</b>
	Male	90	3.044	1.55	
For Business or Official purpose	Female	55	2.491	1.4256	.089
	Male	90	3.167	1.5379	
<b>Limiting Travel Decision</b>					
Accommodation availability	Male	90	3.133	1.4549	.506
	Female	55	2.964	1.5392	
Language barrier	Male	90	2.867	1.3171	.056
	Female	55	2.418	1.4232	
Health issue	Male	90	2.956	1.3147	<b>.022</b>
	Female	55	2.418	1.4102	
Safety and security concerns	Male	90	3.356	1.3009	.343
	Female	55	3.127	1.5522	
Mode of Transportation	Male	90	3.622	1.3118	<b>.015</b>
	Female	55	3.036	1.5271	
Lack of money	Male	90	3.656	1.3588	.249
	Female	55	3.364	1.6484	
Lack of time for travel	Male	90	3.222	1.3639	.391
	Female	55	3.018	1.4206	
Family responsibilities	Male	90	3.567	1.3412	.093
	Female	55	3.145	1.6264	
Conflict among travel mates	Male	90	2.633	1.3529	.207
	Female	55	2.327	1.5038	

## 6. CONCLUSION

This study evaluated the travel motivation and limitation factors of young outbound tourist of Bangladesh to examine the factors which influence them according to their demographic behaviors. The survey results indicate that 'for visiting and experiencing new places & its culture' and 'for traveling with my friends' are the most influencing motivations to travel among young Bangladeshi tourists, in the same time 'lack of money', 'family responsibilities' and, 'mode of transportation' are the most concerning factors for obstructing travel decision for them. 'Safety and security concerns' 'accommodation availability' and 'lack of time for travel' are also some of the unsettling factors which cannot be ignored. The study also reveals the least motivation factors 'for participating in sports events' and the least limiting factors 'conflict among travel mates'.

The results identified 'package tour' is the most preferred tour plan while insufficient money is the main cause of choosing this plan which also reveals they mostly prefer 'budget tour' of BDT over 41,000 where the majority of them takes

'family assistance' for the source of expenditure of their travel when average family income is over BDT 50,000. Moreover, they choose 'Facebook' and 'YouTube' for travel information research and a good portion of them take advice from 'family and friends'.

The outcomes also expose that a significant difference exists between male and female regarding the two most travel motivation factors along with 'For having fun, visiting friends and relatives and participating in sports events'. Male is more willing to participate in sports events than female, in the same time female is more concern about travel mode and health issue than male regarding travel decision. Tour operators, travel agency and online travel agencies of Bangladesh can easily target this group of customers by creating personalized travel packages and can use Facebook and YouTube to reach their potential market. The budget package can be more lucrative travel package for young Bangladeshi tourists who will also prefer neighbouring countries like India, Indonesia especially Bali, Nepal and Bhutan as a travel destination because of the availability of easy and different transportation modes from

Bangladesh. Any package covered with new places and unique culture with maximum health safety and security will be more profitable for travel organizations. A number of respondents address family responsibilities which create another opportunity for travel organizations to develop or introduce affordable family packages. However, this study was designed in the first quarter of 2020 and could not address the impact of COVID-19 on future travel behavior. There is a scope for future researchers to address the effect of COVID-19 in changing the travel behavior of young tourists.

## DISCLAIMER

The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

## CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the authors.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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