

Bangladeshi Tourists' Attitude towards their Economic Responsibility

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Abstract

Responsible Tourism (RT) is taking responsibility for making tourism more sustainable. Ensuring economic responsibility (ER) of Responsible Tourism Management (RTM) from tourists' part whilst developing and managing a destination is potentially less harmful than continuing to manage it in an unchecked manner. Moreover, domestic tourism market can play a noteworthy part for practicing ER thus eventually will ensure economic sustainability of a destination. However, worldwide only a few studies partially tried to find out domestic tourists' attitudes towards ER. Moreover, they are principally missing in case of developing countries where the domestic tourism market is more significant than international market. Besides, in Bangladesh, no study exists yet that exclusively tried to discover the Bangladeshi tourists' attitudes towards ER component of RTM. So, this research was a step to fulfill the recognized gaps, as well as, an initiative to append the empirical findings to the existing RTM literature. After conducting an extensive literature review, this study followed both exploratory (in-depth interview) and single cross-sectional descriptive research design (survey method) to conduct it. Further, this study used Descriptive statistics (Frequency distribution analysis) and multivariate dependence data analysis technique (Multiple Regression analysis) to analyze the data collected from the 385 sample respondents through stratified random sampling. Based on the findings, the present study supports that, Bangladeshi tourists have positive attitudes to the ER of RTM however scopes are still available to enhance it further. This study also suggests including tourists' socio-demographic characteristics whilst measuring their attitudes, as their attitudes considerably vary as a result of variation in their socio-demographic characteristics. With the support of and reference to this study, the Destination Management Organizations (DMOs) can work on the ER components of RTM to enhance the positive attitudes of Bangladeshi tourists towards RT practices at Cox's Bazar (CB), Bangladesh. Moreover, the frameworks of this study also useful to study similar subject areas at other destinations in Bangladesh. This study on CB, Bangladesh also contributes to the RTM literature and minimizes the known literature gap for developing countries.

Keywords: Responsible Tourism, Responsible Tourism Management, Domestic Tourism, Domestic Tourists, Economic Responsibility, Attitude, and Cox's Bazar

1. Introduction

There is a myth that most of the tourism in the world is international by nature however in reality, worldwide travel and tourism industry is principally dominated by domestic tourism (Cooper et al., 2008). On the other hand, Mazimhaka (2007) and Scheyvens (2002) suggest that, if developing and least developed countries (LDCs) are searching for less harmful, alternative types of tourism development ought to persuade domestic tourism instead of multinational, high capital intensive international tourism. With similar tone, Mazimhaka (2007) argued that, notwithstanding having perceptible growing trend of international tourism in many developing countries, development of domestic tourism is much more helpful for bringing stability in the volatile industry and sustainable development by bridging seasonality, creating job opportunities, and ensuring a stable service sector. Similarly, Cornellissen (2005, p. 183) stated that, "travel patterns of the domestic tourists do not imitate the extreme seasonal variation noticeable for the international market".

Moreover, Mazimhaka (2007) and Ghimire, (2001) firmly claimed and strongly believed that, sustainable tourism development at a destination highly facilitate and significantly influenced by the planned development of domestic tourism market. The United Nation World Tourism Organization (UNWTO) claimed that, over the next 20 years, developing countries will face noteworthy growth in their domestic tourism market. Ascending

middle class with rational prosperity, higher disposable income, and their enhanced wish to travel are the major reasons behind the surge of domestic tourism market in many developing and LDCs all over the world (Mazimhaka, 2007). Following the global trend, as a developing country, domestic tourism market of Bangladesh is also growing very fast with an average annual rate of 25%. Major reasons behind this growth are the rising trend of the middle income population with higher education, higher disposable income, and their growing interest to participate in tourism and leisure activities (Amin, 2016).

Scheyvens (2007) and Sindiga (1996) have asserted that, compared with international tourists the spending power of domestic tourists might be low but still they can result in significant economic contributions. Wall and Liu (2005) and Bowden (2005) claimed that, locally produced goods and services are more frequently purchased and experienced by domestic tourists therefore, provide support to low capital led small-scale ventures also known as the informal sector and play a significant contribution to the local economic development. Xu (1998) conducted a study at the seaside town of Beidahe, China which hosted about 9 million visitors in 1997 and most of which were Chinese visitors. The study found that, large number of local people enjoyed the benefits from tourism at Beidahe because there are moderately low entry costs required to offer products and services to the domestic tourism market. Moreover, at Beidahe, around 85% of the visitors' expenditure was on local tourism products and services such as on accommodation, retail shops, and food thus led to huge economic benefits for the local communities. Finally, he draws the conclusion by saying that "tourist destinations in China should consider promoting domestic tourism more than international tourism as a sensible and pragmatic means of attaining local economic development" (Xu, 1998; p. 47).

Similarly, study conducted by Bowden in 2005, revealed that the fast growth of domestic tourism in China stimulates immense support for the labour intensive, small-scale forms of tourism (food court and small restaurants, handicrafts sales, ferry services, low budget guest houses) thus, directly helped to alleviate poverty. On the other hand, Wall and Liu (2005) argue that, domestic tourism is an economical progression tool as it encourages native, self-reliant local entrepreneurship. Moreover, in case of developing countries, most of the time, tourism products and services are locally produced and are labour intensive thus provide high employment opportunities at local and regional level. Ashley and Roe (2002) documented that, in Namibia, local communities' informal activities related with tourism such as selling fuel wood, fruits and vegetables, and souvenirs to campers, backpackers, and low end domestic tourists help to enhance the livelihoods of the poorest groups. Moreover, in developing countries, domestic tourists are often limited budget travellers and they don't demand luxury supplies therefore, local entrepreneurs can easily cater this market without much complication and large capital driven infrastructures (Scheyvens, 2007). Supportively, UNWTO (1995a, p.2) documented that, "catering domestic tourists market usually needs only straightforward setting up and infrastructures". Moreover, Cater (1996, p. 6) stated "If local resources and skills are used to provide facilities to the tourists then a significant multiplier effect is noticeable at that area". Supportively, Cornellissen (2005) after conducting his study on domestic tourism market in South Africa suggested that, the government of developing countries should concentrate on developing domestic tourism because it helps to spread the benefits of tourism more widely over a large geographical region.

In reality, very few persons in the developing and LDCs can afford and enjoy the opportunity to travel abroad. As a result, most of the people of these countries predominantly rely on the destinations within their own country of residence to fulfil their travel and tourism needs (Singh, 2009). Domestic tourism plays a noteworthy part in ensuring the economic sustainability of a destination by offering enormous chances to contribute on the national, regional, and local vital economic issues such as- creation of jobs, economic escalation, poverty reduction, reduce leakages and maximise linkages, and creation of better society (Schalkwyk, 2012). Moreover, domestic tourism is the vital contributor for the expansion of the national economy and offers a basis for sustainable tourism development and growth (Amin, 2014). Similarly, Jafari (2003) argued that within a country, resulting economic benefits of domestic tourism are more broadly distributed and widely circulated compared with the benefits generated by its inbound tourism. Other scholars suggested that, positive perception, attitude, and behaviour of the domestic tourists towards sustainable actions and towards their economic, social, and environmental responsibilities are the major prerequisite for ensuring sustainable development and responsible management of tourism (economically, socially, and environmentally) at a destination (Daud and Rahman, 2011; Singh, 2009). Therefore, if any destination is looking for attaining economic sustainability, it is an utmost necessary to find out its domestic tourists' attitude towards their economic responsibility and towards economic sustainability activities taken by other stakeholders.

The Government of Bangladesh recently set the goal to develop Cox's Bazar (CB), Bangladesh in a sustainable manner (Amin, 2014; Amin and Jahan, 2014). Since 1990, the case study site, CB in Bangladesh, which is 120

km in length and the world's largest uninterrupted natural sandy sea beach (UNWTO, 2015; Ethirajan, 2012), faced a surge in its tourism development. It is the prime and the most visited tourist destination in the Bangladesh. It is often known as the tourist capital of Bangladesh (Amin, 2014; Tuhin and Majumder, 2011). Moreover, it started to reach its optimum level of popularity as a tourist destination for both domestic and foreign tourists in 2007, when the site successfully passed the first round of the 'New Seven Natural Wonders of the World Competition' and became one of the 77 top contestants among the 440 destinations situated around the world (Amin and Jahan, 2014). In 2015, more than 1.5 million tourists visited CB and its adjunct areas where more than 95% of them were domestic tourists.

Considering the potential of making noteworthy positive impacts on local economy, environment, and society, contemporary tourism studies noticeably focused on the Sustainable Tourism (ST) development, Responsible Tourism Management (RTM), and their useful practices (Spenceley, 2008). A large number of studies have already been conducted on these areas covering both developed and developing parts of the world. However, in spite of being a major stakeholder in sustainable and responsible tourism development and management process (Dodds et al., 2010; Stanford, 2008; Byrd, 2007), worldwide very studies principally tried to discover tourists' attitude towards them or to RTM's economic, social, and environmental responsibilities (Daud and Rahman, 2011; Dodds et al., 2010; Stanford, 2008; Kang and Moscardo, 2006). Moreover, these studies are almost missing from developing countries' and domestic tourists' perspective. On the other hand, the UNWTO Commission for South Asia (2013) reported that, "in the South-Asian region, domestic tourism is ignored both as an area of development and as a subject of research" (UNWTO, 2013, pp. 1). Amin and Jahan (2014) and Amin (2016) recently conducted two studies on the Bangladeshi tourists' attitude towards their environmental responsibility and towards RTM respectively. However, in Bangladesh, no study exists yet which principally tried to find out domestic tourists' or other stakeholders' attitudes towards Economic Responsibility (ER) of RTM. So, this intended research is a step to fulfil the identified gaps, as well as, an initiative to append the empirical findings to existing ST and RTM literature.

2. Literature Review:

2.1 Responsible tourism management and responsible tourist:

In the 1970s, the negative impacts of mass tourism on environment, society, and culture started to catch the serious attention of the related stakeholders, Destination Management Organizations (DMOs), and government bodies and eventually, 'new forms of tourism' emerged as a solution to minimize these negative impacts. Since then, Responsible Tourism (RT) started to be considered as one of the 'new forms of tourism' and placed itself into the concept of 'alternative tourism' (Miller and Twining-Ward, 2005). Later, in 1989, UNWTO tried to replace the term 'alternative tourism' with RT and documented the definition as "all forms of tourism which respect the host's natural, built, and cultural environments and the interest of all parties concerned" (Stanford, 2008, p. 259). In 2001, to demonstrate the importance of taking responsibility by all stakeholders for making all forms of tourism sustainable, the UNWTO declared 'Global Code of Ethics for Tourism'. These Global Code of Ethics for Tourism' also acted as the foundation for developing the guiding principles of RTM's economic, social, and environmental responsibilities (Responsible Tourism Partnership, 2016). These guiding principles were suggested at the Cape Town Declaration (2002) and are the indicators that need to be accomplished if any destination tried to develop and practice RTM (Goodwin, 2011).

Based on the Cape Town Declaration (2002), the City of Cape Town (2016) stated RT as an approach to the management of tourism aimed at maximising benefits (economic, social, and environmental) and minimizing costs to destination (City of Cape Town, 2016). Moreover, it involves local communities' participation in economic activities and decision making, enhancing local communities (environmentally, economically, and socially), making a contribution to conservation, offering access to everyone, and stimulates connection and respect between guests and hosts (Responsible Tourism Partnership, 2016). RT is attaining sustainable development by using tourism where every stakeholder should carry out their responsibilities (Spenceley, 2008; Frey and George, 2008). Moreover, Blackstock et al. (2008) argue that, RTM provides its centre of attention to the choices made by the visitors and hosts and put weight on their behaviour that can change tourism outcomes. Similarly, Reid (2003) clarified that, RTM emphasizes on the aptitude of visitors and tourists to make differences through their performance. Moreover, Hall and Brown (2006) claimed RTM depend on the sensible judgement and thought of tourists.

2.2 Tourists' attitudes and behavior towards economic responsibility:

Although, worldwide a small number of studies tried to discover ST or RTM exclusively from domestic tourists' perspective however, recent studies of Daud and Rahman (2011), Deng and Bender (2007), Kang and Moscardo (2006), and Dinan (2003) are partly exception. In 2002, English Tourism Council (ETC) carried out a study to discover British domestic tourism market's attitude towards ST (Dinan, 2003). That study was designed to find out British domestic tourism market's attitude towards economic, social, and environmental sustainable actions and responsibilities. The major determinants that were used and the findings of that study relevant to discover British tourists' attitude to ER are given below:

Table 1. ER determinants used by ETC (2002) to survey on British domestic tourism market

TBL attitude statements	Respondents agreed or favorably replied (%)
"Ready to pay extra to stay in establishments that are committed to employ local staffs"	65%
"While on holiday, it is important to eat local food and drink local products"	77%
"Local people should be directly benefited from tourism"	74%
"Tourism should directly benefit local businesses"	93%
"While on holiday, it is important to buy locally produced goods"	82%
"Prepare to pay extra to stay with accommodation providers who are committed to purchase locally produced goods"	63%
Source: Dinan (2003)	

Subsequently, Chafe, 2005; Kang and Moscardo, 2006; Deng and Bender, 2007; Daud and Rahman, 2011 in their studies used some or all of the aforementioned determinants along with other context specific variables to find out different nationalities' tourists attitude towards economic sustainability and towards ER. Therefore, for the intended research, the ER determinants of the aforesaid studies have been considered to outline the key variables and afterwards, these variables were used to develop the survey questionnaire to measure the attitudes of domestic tourists of Bangladesh towards ER of RTM.

Ipsos MORI (2002) in their study on British tourists found that, most of the British tourists think it is fairly or very important that their holidays can positively contribute to benefit the local community (72%). Moreover, 76% of British tourists felt it is important that their trip benefit the people living at their destination (Goodwin and Francis, 2003). In the U.S.A, 49% of travellers prefer to stay with small-scale accommodations that are run by local people (CREST, 2010). Moreover, 74% of British, 62% of Australians and 57% of U.S travellers prefer those hotels who seek to employ local staff from the local communities (IHEI, 2002). A large number of studies (Dodds et al, 2010; Deng and Bender, 2007; Becken, 2007; Baddeley, 2004; Scott et al., 2003; Lindsey and Holmes, 2002) have already been conducted in different destinations to examine whether or not visitors are willing to contribute to nature conservation; environmental, social, and other options; how much they are ready to contribute; and their expectations to see as a result of their contributions. Deng and Bender (2007) provide evidence that, domestic tourists are more willing to pay bed tax and want to pay more for higher quality services than international tourists. However, tourists' environmental, social awareness, and their sustainable and responsible tourist behaviour scenario is completely different and more favourable in the case of Europe and the West. MORI's (2002) study found that, 36% of British tourists are willing to pay more to stay in the hotels that sourced and served locally produced goods and foods respectively. Similarly, Chafe (2005) found that about 70% of Danish tourists are willing to pay extra to stay in accommodation which has eco-labels and is engaged in green practices. In the case of employing local staff, about 58% of US tourists, 76% of British tourists, and 64% of Australian tourists were ready to pay extra and like to stay into those hotels which employed local staff with good wages and provide better working conditions for them (Chafe, 2005).

2.3 Structural models of consumer's attitude formation and measurement:

This study predominantly considered the Tricomponent attitude formation model to construct the conceptual

model to measure the Bangladeshi tourists' attitude towards ER of RTM. Schiffman and Kanuk (2010) and Blackwell et al. (2006) clarified that Tricomponent attitude formation model provides a functional framework to develop research questionnaire that can cover each component (cognitive, affective, and conative) of the model thus, assists a researcher to measure attitude holistically. The following figure (Figure 1) demonstrates the Tricomponent attitude model.

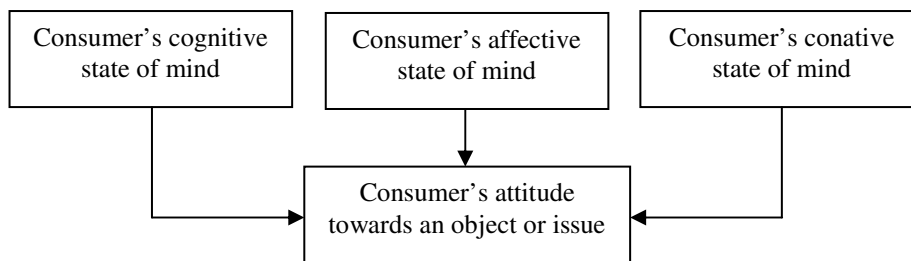


Figure 1. Tricomponent attitude model (Source: Adapted from Pelsmacker et al., 2010)

According to the aforementioned figure (Figure 1) consumer's attitude towards an object or issue is the output of his/her cognitive, affective, and conative (behavioural) states of mind. Here, consumer's knowledge and beliefs regarding an object or issue form his/her cognitive state of mind (Evans et al., 2009) such as - 'Tourists' knowledge about the economic sustainability activities practiced by resorts and hotels'. On the other hand, consumer's positive and negative feelings and emotions to the features of an object or issue shape his/her affective state of mind (Solomon, 2009) such as - 'I like to use accommodation and restaurants that are run by local people or sourced locally produced goods'. Finally, consumer's intent to act in certain way formed by his/her conative (behavioural) state of mind (Pelsmacker et al., 2010) such as - 'I will recommend the souvenir shop that sell locally made handicrafts'. Moreover, it explains the relationship between consumer's probable future behaviour, supported by what they know (cognitive) and what they feel (affective) about the concerned object or issue (Blythe, 2008).

However, Evans et al. (2009), Blythe (2008), Blackwell et al. (2006) critique the Tricomponent attitude formation model by clarifying the relationship among consumer's future behaviour or intentions (conative component) with consumers' beliefs, knowledge (cognitive component) and consumer's emotions, feeling (affective component). They justify that, consumer's probable future behaviour is the output of what they know (cognitive) and what they feel (affective) about the concerned object or issue. The following figure (Figure 2) represents the relationship among consumer's beliefs, feelings, attitudes, intentions, and behaviour.

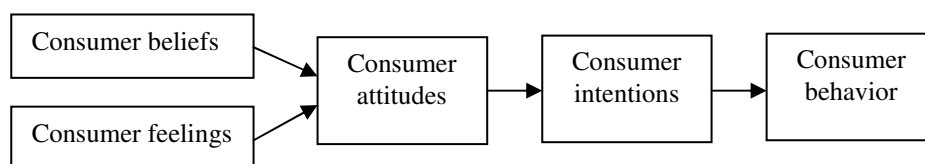


Figure 2. The relationship among consumer's beliefs, feelings, attitudes, intentions, and behaviour (Source: Blackwell et al., 2006)

Moreover, other multiattribute attitude formation models such as - Theory of Reasoned Action (ToRA) and Theory of Planned Behaviour (ToPB) also address the attitude as the output of consumer's cognitive (beliefs) and affective (feelings) states of mind (Schiffman and Kanuk, 2010). Therefore, the present study only considers the cognitive and affective components of the Tricomponent attitude model whilst constructing the conceptual model and developing the questionnaire to measure the attitude of the Bangladeshi tourists to ER of RTM.

However, Shwu-Ing (2003) examined and explained that, consumers' characteristics (socio-demographic, lifestyle and psychographic, personality) can significantly influence their attitude and change the actual attitude toward behaviour. On the other hand, Dann (1993) argues that, notwithstanding having same nationality, tourists are different in terms of their characteristics and personality. Moreover, Weiermeir (2000) explicated that, within a country, domestic tourists possess different sets of motivations and have dissimilar reasons to travel. In addition, Kang and Mascardo (2006) argued, responsible travel behaviour of a particular nationality's tourists considerably vary due to variation in tourists' age, gender, income level, and occupation. Similarly, Dodds et al. (2010) stated that, apart from the influence of age, gender, occupation, and income; tourists' level of education is a

significant influential factor that positively influences their behaviour to act in a more responsible way (economically, socially, and environmentally). In other words, tourists with higher level of education have more positive attitude towards their economic, social, and environmental responsibilities. Therefore, even for the domestic tourism market, DMOs also need to identify right group of tourists to target to make sure the long term sustainability of their destinations (Daud and Rahman, 2011).

3. Aim and Objectives

The main aim of this research was to find out the Bangladeshi tourists' attitudes to ER of RTM at CB and whether their attitudes vary in terms of socio-demographic characteristics explaining variables in order to identify the most appropriate target market for maximising the positive impacts of domestic tourism whilst minimising the negative ones. The research also focused on the following specific objectives:

- To find out the significant influential variables through which Bangladeshi tourists' attitudes towards ER of RTM has been formed and measure their level of influences.
- To measure whether Bangladeshi tourists' attitudes towards ER vary due to socio-demographic variability and, if they do vary, then measure the magnitude of variability.
- Based on the earlier findings, draw conclusions and formulate recommendations about how different ER explaining variables should be considered by destination management to improve tourists' positive attitudes towards tourism development at CB.

4. Research questions and Hypotheses:

Based on the earlier discussion (see sections 1 and 2) and considering the aim and objectives of the current research (see section 3), the following research questions (RQ), null (H_0) and alternative hypotheses (H_1) have been set to carry out the current study.

RQ1: How does Bangladeshi tourists' attitude towards ER of RTM have been formed?

H_{0_1} : There is no relationship among Bangladeshi tourists' attitude to ER of RTM and related cognitive, affective, and socio-demographic characteristics explaining variables.

H_{1_1} : Bangladeshi tourists' attitude to ER of RTM is the output of related cognitive, affective and socio-demographic characteristics explaining variables.

RQ2: Which variables have what level of influences to shape the Bangladeshi tourists' attitude towards ER of RTM?

H_{0_2} : The identified independent variables have no influence on forming Bangladeshi tourists' attitude towards ER of RTM.

H_{1_2} : The identified independent variables have different levels of influence on forming Bangladeshi tourists' attitude towards ER of RTM.

RQ3: Do Bangladeshi tourists' attitudes to ER of RTM differ according to variability in their socio-demographic characteristics?

H_{0_3} : Socio-demographic characteristics explaining variables have no influence on forming Bangladeshi tourists' attitudes towards ER of RTM.

H_{1_3} : Socio-demographic characteristics explaining variables have different level of influence on forming Bangladeshi tourists' attitudes towards ER of RTM.

5. Methodology

Due to having high resemblance, this study principally followed the studies conducted by Amin (2016), Amin and Jahan (2014), and Amin (2014) and adapted the methodology from there. The present study used a mixed methodology approach recommended by many scholars (Zikmund and Babin, 2009; Ritchi and Goeldner, 1994). This study started by applying a direct approach of exploratory research design, where one major non-disguised method (in-depth interview) has been used to collect primary data at the initial level (Malhotra and Dash, 2011). At the initial phase of the research, in-depth interviews of 8 ST experts of Bangladesh have been conducted by the researchers (authors) to gain more insights and understanding about RTM and its economic component under

the context of Bangladesh and the case study site, CB. Identified predictors by the industry experts in the in-depth interview phase further cross checked with the literature and earlier studies, thus helped to outline the set of key variables that are relevant to carry out the current study (Amin, 2016, Amin, 2014).

Moreover, The UNWTO (1995) in their technical manual on domestic tourism statistics mentioned that, visitor survey at tourist site is better suited for the estimation of domestic tourists, their characteristics, and to estimate their attitude and opinion on specific issues (UNWTO, 1995b; pp. 26). Similarly, Cooper et al. (2008) stated that, one of the more effective methods used to study domestic tourists is the visitor survey which can be conducted at popular tourist destinations or in areas where high levels of tourists' activities are visible. Therefore, following the exploratory research phase, single cross-sectional descriptive research design (survey method) has been used to collect primary data (through the questionnaire) from the target respondents (domestic tourists of Bangladesh) at the case study site (CB) (Amin, 2016; Amin and Jahan, 2014).

Since there is no accurate reliable information available about the population of domestic tourists in CB, 'Five step processes' suggested by Zikmund and Babin (2009) and Malhotra and Dash (2011) has been followed to determine the probabilistic sample size of an infinite population and based on the calculation, the sample size was fixed as 385 for data collection. To ensure every respondent in the population had the equal chance to be selected as a sample, and to ensure population representative sample, probabilistic Stratified Random Sampling (SRS) has been used as the sampling technique (Amin, 2016).

The survey questionnaire was divided into three parts. The first part covered the questions regarding socio-demographic characteristics of tourists. The second section of the questionnaire was designed to get detailed information about the attitudes of the tourists towards ER. Therefore, this section covered 6 statements that reflect cognitive and affective states of mind regarding ER component of RTM. A five point Likert scale (1 = Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, and 5 = Agree) was used in this section to collect the attitudinal data. The Likert scale was used in this section as it is one of the most effective and popular scales for collecting perception and attitudinal data through direct approach (McLeod, 2008; Bortholomew, 2006). The final section of the questionnaire covered the questions relating to the future intention and expectation of domestic tourists. This section included information about how much tourist would like to pay to help fund initiatives for environmental protection and social welfare at CB and what they would like to see as a result of their fund contribution. Structured (close-ended) questions have been used to collect the data from the 385 respondents (Amin, 2016; Amin and Jahan, 2014).

Descriptive statistics - frequency distribution analysis has been conducted to profile the domestic tourists on the basis of their socio-demographic characteristics and to find out tourists' future intention and expectations. Further, multivariate dependence data analysis technique - multiple regression analysis has been conducted to test the hypotheses and to find out the level of influences of each independent variable that form Bangladeshi tourists' attitude towards ER of RTM (Amin, 2016).

5.1 Proposed conceptual model:

Based on the literature discussed in the earlier section (see section 2) and considering the aim and objectives (see section 3), research questions and hypotheses (see section 4) of the current research, the following conceptual model (Figure 3) has been developed to measure the attitudes of Bangladeshi tourists towards ER of RTM at CB.

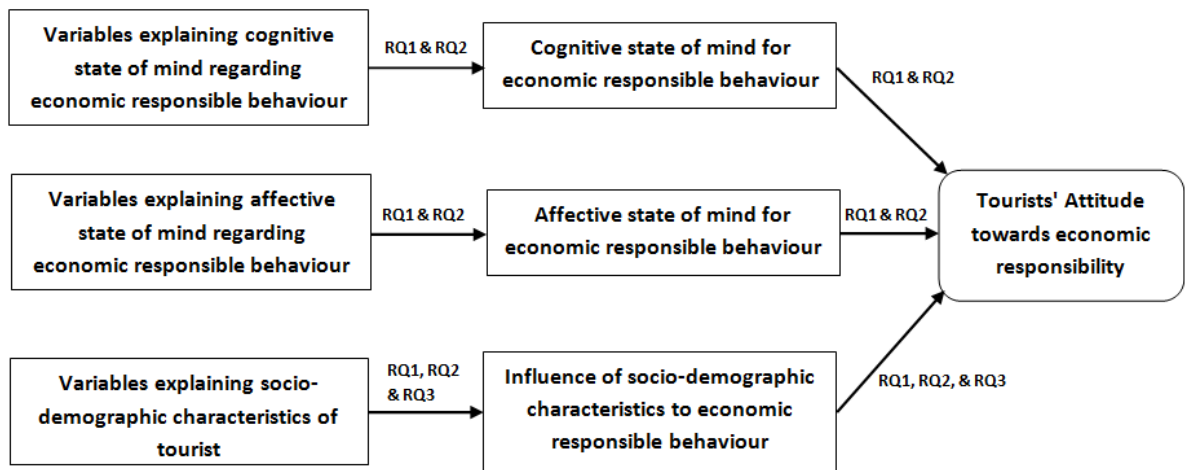


Figure 3. Proposed conceptual model for Bangladeshi tourists' attitude measurement towards ER (Source: Authors' contribution)

According to the proposed conceptual model, the estimation of the current attitudinal level of Bangladeshi tourists towards ER of RTM can be measured with the help of the identified cognitive and affective states of mind explaining independent variables. The cognitive state of economic responsible behaviour will cover a Bangladeshi tourist's mental images, his/her understanding, perception, and interpretations about the ER. The affective state of economic responsible behaviour will cover the feelings or emotions a Bangladeshi tourist have about the ER. Furthermore, the socio-demographic characteristics of tourists are also incorporated into the model as they were highlighted as potential significant influential variables which form and influence the attitudinal level of a tourist. Therefore, combined, they will reflect domestic (Bangladeshi) tourists' attitude towards ER of RTM (Amin, 2016 and Anin and Jahan, 2014; Amin, 2014).

Moreover, to address the aforementioned proposed conceptual model (see Figure 3) and to measure the relative influence of each independent variable (variables explaining cognitive and affective states of mind regarding economic responsible behaviour and socio-demographic characteristics) on the dependent variable (Attitude towards ER of RTM), multiple regression analysis has been used for this study. The following multiple regression model (Equation 1) has been developed to measure the Bangladeshi tourists' attitude towards ER of RTM:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + \beta_{13} X_{13} + e_i \dots \dots \dots \text{(Equation 1)}$$

Here,

Y = Bangladeshi tourists' attitude towards ER

β_0 = Constant, $\beta_{1,2,3,\dots,13}$ = Coefficients associated with independent variables, X_1 = Gender, X_2 = Age, X_3 = Marital status, X_4 = Occupation, X_5 = Education, X_6 = Monthly average income, X_7 = Residential area, X_8 = Benefiting the businesses run by local people, X_9 = Benefit of jobs and livelihoods for local community, X_{10} = Buying locally produced souvenirs, X_{11} = Paying extra to stay with accommodation that are committed to purchase locally produced goods, X_{12} = Eating local foods, X_{13} = Use accommodation and restaurants run by local people, and e_i = Error.

5.2 Hypotheses testing:

Hypotheses ($H_{0,1}$ and $H_{1,1}$) of the first research question (RQ1, see section 4) can be tested using Coefficient of Correlation (R) and Coefficient of Determination (R^2) values. If the values of the R and $R^2 = 0$ for the proposed regression model (see equation 1), then it can be said that there is no relationship among the dependent and independent variables. If not, then we can say there are some relationship exists among the variables, which means we can reject the null hypothesis ($H_{0,1}$) and accept the alternative hypothesis ($H_{1,1}$) (Malhotra and Dash, 2011). On the other hand, hypotheses ($H_{0,2}$, $H_{1,2}$) of the second research question (RQ2) and hypotheses ($H_{0,3}$,

H_{1_3}) of the third research question (RQ3) (see section 4) can be tested using group parameters (β s) value of the developed regression model (see equation 1). In regression model, Standardized Coefficient (Beta, β) value of each of the independent variables is known as group parameter. Therefore, if the standardized coefficient (Beta, β) value of each of the independent variables is equal to zero ($\beta_1 = \beta_2 = \beta_3 = \dots = \beta_n = 0$) means, the independent variables have no effect on the dependent variable thus the null hypothesis can't be rejected. On the other hand, if β 's value associated with each of the independent variables is not zero, it can be said that the independent variables have some effect on the dependent variable therefore, the null hypotheses (H_{0_2} and H_{0_3}) can be rejected and respective alternative hypotheses (H_{1_2} and H_{1_3}) can be accepted (Malhotra and Dash, 2011; Zikmund and Babin, 2009) (Amin, 2014, Amin and Jahan, 2014).

6. Data Analysis

6.1 Profile of the Bangladeshi tourists

The Bangladeshi tourists' profile has been prepared based on their socio-demographic characteristics and by conducting frequency distribution analysis. The following table (Table 2) depicts the major findings of the frequency distribution analysis:

Table 2. Socio-demographic profile of the Bangladeshi tourists

Category	Subcategories	Frequency	Percentage
Gender	Male	274	71.2%
	Female	111	28.8%
Age	18 - 29 years	223	57.9%
	30 – 39 years	84	21.8%
	40 – 49 years	38	9.9%
	50 - Over 60 years	40	10.4%
Marital status	Single	163	42.3%
	Married	207	53.8%
Occupation	Student	96	24.9%
	Corporate job	79	20.5%
	Business	100	26.0%
Education	Under S.S.C – H.S.C	88	22.9%
	Undergraduate	75	19.5%
	Graduate	103	26.8%
	Masters	113	29.4%
Monthly average income (BDT)	Below 20,000	172	44.7%
	21,000 – 40,000	105	27.3%
	41,000 – 70,000	49	12.7%
	71,000 – 100,000	18	4.6%
	Over 100, 000	41	10.6%
Residential area	Dhaka	230	59.7%
	Chittagong	70	18.2%
	Cox's Bazar	24	6.2%
	Others (from 18 districts)	61	15.9%

A total of 385 respondents (domestic tourists) participated in this study. The present study found that the domestic tourism market in Bangladesh at CB is male dominated (71.2%) and mostly (79.7%) young to mid age (18-39 years). The highest numbers of respondents were found in the age groups of 25–29 years (30.6%) and 18–24 years (27.3%). Moreover, the study also found that most respondents were well educated as about 76% of the respondents were found either studying or already completed their undergraduate level. Though, only 24.9%

of the respondents who reported themselves as students however, 44.7% of the respondents reported having a monthly average income of under BDT 20,000 (about \$250). On the other hand, 40% of the respondents were found to earn between BDT 21000 – BDT 70,000 (about \$260 - \$875) per month. However, surprisingly, the present study found that, CB is started to attract high-end domestic tourists. 10.6% (the 4th highest percentage) of the respondents were recorded having monthly average income over BDT 100,000 (about \$1250) per month. In terms of residential area, most of the respondents are concentrated in the central (Dhaka, the capital city of Bangladesh and its adjunct areas, 68.5%) and south-eastern (Chittagong, the commercial capital of Bangladesh and its adjunct areas, 27.0%) parts of the country. However, from a responsible travel point of view, tourists' inflow to CB from these parts of the country is desired considering the distance and modes of transportation they used to access CB and the CO2 emissions that caused from their travels.

6.2 Result of Hypotheses test

Statistical output of the regression model (equation 1) is-

Table 3. Model summary of Bangladeshi tourists' attitude towards ER

Model Summary				
Model	R	R Square (R ²)	Adjusted R Square	Std. Error of the Estimate
1	0.744	0.691	0.632	0.709

Here, the value of R is 0.744 which means there is significant positive relationship available among dependent (Domestic tourists' Attitude towards their economic responsibility) and independent variables (cognitive and affective states of mind regarding ER and Socio-demographic characteristics explaining variables). So, we can conclude that domestic (Bangladeshi) tourists' attitude towards ER of RTM is highly correlated with the identified independent variables. Moreover, here, the value of R²= 0.691 means that, 69.1% of domestic tourists' attitude towards ER is explained by the identified cognitive, affective, and socio-demographic characteristics explaining predictors. Therefore, both the value of R and R² support the rejection of the null hypothesis (H_{0,1}) of the first research question (RQ1) thus, we can accept the H_{1,1}.

Table 4. ANOVA output of the regression model of Bangladeshi tourists' attitude towards ER

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig. ^b
1	Regression	414.880	13	16.529	49.989	.000
	Residual	106.792	372	.827		
	Total	521.673	385			

a. Dependent Variable: Attitude towards economic responsibility

b. The regression model to measure the attitude of Bangladeshi tourists' towards their ER is significant at $\alpha = 0.05$.

Table 5. Coefficients output of the regression model of Bangladeshi tourists' attitude towards ER

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig. ^b
		B	Std. Error	Beta (β) ^c		
1	(Constant)	6.913	.700		9.875	.000
	Socio-demographic variables					
	Monthly average income	.055	.020	.147	3.697	.000
	Education	.147	.053	.142	3.764	.000
	Occupation	.065	.038	.101	2.901	.001
	Gender	.197	.135	.083	1.452	.147
	Marital status	-.122	.123	-.062	-.989	.323
	Residential area	-.004	.009	-.020	-.445	.657
	Age	-.000	.034	-.000	-.006	.995
	Cognitive and affective variables for attitude formation					
	Like to eat local foods	.595	.071	.338	8.373	.000
	Like to use accommodation and restaurants run by local people	.354	.046	.355	7.741	.000
	Like to buy souvenirs that are locally produced	.280	.056	.235	4.986	.000
	Directly benefit the businesses run by local people	.208	.039	.223	5.411	.000
	Jobs and livelihoods benefit for local people	-.051	.069	-.047	-.743	.458
Like to pay extra to stay with accommodation that are committed to buy locally produced goods	-.014	.051	-.014	-.272	.786	

a. Dependent Variable: Attitude towards social responsibility

b. Significant at $\alpha = 0.05$

c. Beta (β) coefficients are organized according to their level of influence

Here, for the proposed regression model (see equation 1), β 's value associated with each of the cognitive and affective states of mind explaining independent variables for attitude formation towards ER is not zero. This supports to reject the null hypotheses (H_{0_2}) of the second research question (RQ2) thus, can accept H_{1_2} . Moreover, β s' values associated with socio-demographic characteristics explaining independent variables are not zero either. This supports to reject the null hypothesis (H_{0_3}) of the third research question (RQ3) consequently, can accept H_{1_3} . Therefore, by consolidating the findings of the regression model, it can be concluded that, the null hypotheses (H_{0_1} , H_{0_3} , and H_{0_3}) of the outlined three research questions (RQ1, RQ2, and RQ3) can be rejected, allowing to accept the respective alternative hypotheses. (H_{1_1} , H_{1_2} , and H_{1_3}).

The following table (Table 6) describes domestic tourists' intentions to help fund initiatives for environmental protection and social welfare at CB:

Table 6. Bangladeshi tourists' intention to pay to help fund initiative for environmental protection and social welfare

Contribution (BDT)	Contribution (\$USD) (Approximately)	Frequency	Percentage	Cumulative Percentage
Don't want to contribute		68	17.7%	17.7%
Less than 50	Less than \$0.625	66	17.1%	34.8%
51-100	\$0.626-\$1.25	77	20.0%	54.8%
101-200	\$1.26-\$2.5	56	14.5%	69.4%
201-300	\$2.6-\$3.75	24	6.2%	75.6%
301-400	\$3.76-\$5.0	11	2.9%	78.4%
401-500	\$5.1-\$6.25	14	3.6%	82.1%
More than 500	Over \$6.25	69	17.9%	100.0%
Total		385	100.0%	

Next table (Table 7) explains what domestic tourists would like to see as a result of their fund contribution.

Table 7. Bangladeshi tourists' future expectations to see as a result of their fund contribution

Domestic tourists want to see as a result of their fund contribution	Frequency	Percentage
Environmental protection and development	237	61.6%
Safety and security	150	38.9%
Marine life protection and development	87	22.5%
Wild life conservation	83	21.5%
Social welfare of the local community	51	13.2%
Education	46	11.9%
Local community's development (economic, infrastructure, standard of living etc.)	34	8.8%
Don't know	35	9.1%
Others	06	1.5%

7. Discussion

In some cases the present study found different results compared with earlier studies. Major reason behind the dissimilarity might be the difference in sample respondents. For example in Dinan's (2003) study, sample respondents were British tourists who are comparatively more aware about the negative impacts of tourism on the local environment, economy, society, and culture. In Kang and Moscardo's (2006) study, British, Australian, and Korean tourists were the participants. Though Australian and Korean tourists in that study were domestic tourists, they had experiences of travelling abroad. In Deng and Bender's (2007) study, sample respondents were both domestic (West Virginia, USA) and international. Being citizen of a developed country, visitors of the West Virginia are more aware about tourism and its impact on their environment, economy, and society. On the other hand, in Dodds et al. (2010), Chafe (2005), CREST (2005), IHEI (2002), MORI (2002), Ipsos MORI's (2002) studies, sample respondents were international tourists and they were mostly from developed countries. Spenceley (2008) and Budeanu (2007) argue that tourists of developed countries are more aware about ST and RT, their positive practices, and are more responsible tourists compared with tourists from other parts of the world. Due to the socio-economic and cultural differences of the present study's sample respondents with the aforementioned studies, it is fairly logical that Bangladeshi domestic tourists' attitude towards ER of RTM will vary (Amin, 2016, Amin and Jahan, 2014; Amin, 2014).

Tables 3, 4, and 5 represent (see section 6.2) the domestic tourists' attitude towards ER of RTM. The monthly average income, education, and occupation are the only significant influential socio-demographic characteristics explaining variables that have positive influences to shape Bangladeshi tourists' attitude towards ER. The level

of influence of these variables on their attitude formation is 14.7%, 14.2%, and 10.1% respectively. Dodds et al. (2010), and Kang and Moscardo (2006) had already found that tourists' level of income is an influential predictor when formulating their attitude towards ER. Deng and Bender (2007) however had found that no socio-demographic characteristics (gender, age, education, income, and occupation) are related to form tourists' attitude to economic, social and environmental responsibilities. Findings of the present study partly agree with their findings, as the Bangladeshi tourists' gender, age, marital status, and residential area don't have any statistically significant influences on their attitude formation towards ER.

Among the cognitive and affective variables of attitude formation towards ER 'Eating local foods' and 'Using accommodation and restaurants run by local people' are the two most significant influential variables and have the highest level of influence (33.8% and 35.5% respectively). Similar with CREST (2010) and Dinan's (2003) findings, the present study found that tourists have a favorable attitude concerning accommodation and restaurants run by local people and they like to eat local foods. Two other statistically significant influential variables that help to formulate tourists' attitudes to ER are the 'Buying of locally produced souvenirs' and 'Benefiting businesses run by local people'. These two variables have respectively 23.5%, and 22.3% of influence on tourists' attitude formation. Domestic tourists' favorable intention to buy locally produced souvenirs is an effective tool to utilize when seeking to achieve the economic sustainability of a destination. Similarly, Bowden (2005) argues that domestic tourists' positive attitude and using locally run, labor intensive, low capital led small-scale ventures (food court and small restaurants, handicraft sale, ferry service, low budget guest house) directly help to poverty reduction and contribute significantly to local economic development.

The favorable findings of the present study on ER have important market implications when looking to attain economic sustainability at CB. One of the most serious tourism economic issues that CB is currently facing is high economic leakages. Favorable attitude from the demand side (tourists) to ER will ensure the success of the DMOs' and policy makers' initiative of developing and implementing economic sustainability programs, policies, and activities to economically benefit the local people such as - training and capacity building program to serve tourists, financial and technical support to set up and run small-scale ventures and informal tourism enterprises. Consequently, it will support poverty reduction and alleviation at local level and will maximize local economic benefits whilst minimizing the leakages.

However, in contrast with Dinan's (2003) findings, the present study found that tourists don't consider that 'Tourism development at CB should take into account jobs and livelihood benefits for local people'. Moreover, in contrast with MORI's (2002) finding, the present study reveals that 'Tourists don't like to pay extra to stay with accommodations that are committed to buy locally produced goods'. Therefore, DMOs need to work on these components to enhance the positive attitude of domestic tourists towards ER and to expand the scope of local economic development at CB.

Tables 6 and 7 represent the future intention and expectations of the respondents. Although respondents (Bangladeshi tourists) showed favourable attitudes toward ER of RTM, it is important to determine whether they are willing to take any level of responsibility by themselves and what they would like to see as a result of taking this responsibility at CB. Though willingness to pay may differ from actual behaviour, the findings are still helpful and will provide a useful indication for future research. Therefore, respondents were first asked about how much they would like to pay to help fund initiatives for environmental protection and social welfare at CB and afterwards, they were asked what measures they would like to see implemented because of said donation.

Although some authors (Manaktola and Jauhari, 2007; Aguilo et al., 2005; Scott et al., 2003; Lindsey and Holmes, 2002) have outlined problems with tourists taxes, this appears not to be the case in CB. In contrast with Budeanu's (2007) findings, the present study found that 82.3% of the respondents were willing to pay to help fund initiatives for the environmental protection and social welfare at CB, supporting Dodds et al.'s (2010) findings. However, among the respondents who stated their willingness to pay for environmental protection and social welfare, 51.6% were willing to pay only up to BDT 200 (about USD \$2.5). Although the data concerns only stated willingness and the amount is still very low, considering the volume of the domestic tourism market at CB, the DMOs may consider this as a potential funding source in future planning and development. Moreover, this fund can be implemented to ensure the sustainability practices at CB.

Table 7 tried to explore what sustainability measures respondents want to see as a result of their fund contribution. Similar to Gezici's (2006) and Franzen's (2003) findings, the present study found that respondents are most concerned about environmental attributes and their protection and development. The top four sustainability measures that respondents indicated were environmental protection and development, more safety and security, marine life protection, and wild life conservation (61.6%, 38.9%, 22.5%, and 21.5% respectively).

On the contrary, very few respondents want to see their fund contribution go to social welfare and education of the local community, and to the local community's development (13.2%, 11.9%, and 8.8% respectively). Therefore, it is fairly logical to draw the proposition that respondents are more concerned and want to see more improvement on environmental attributes than in the social attributes at CB.

8. Conclusion

The main purposes of this research were to find out the Bangladeshi tourists' attitudes towards ER of RTM at CB and whether their attitudes vary in terms of socio-demographic characteristics in order to identify the most appropriate target market for maximising the positive impacts of domestic tourism whilst minimising the negative ones. The aforementioned findings suggest that, domestic tourists have positive attitudes towards ER of RTM. Further, findings of the present study suggest including socio-demographic characteristics of tourists whilst measuring their attitude as, Bangladeshi tourists' attitudes towards ER of RTM significantly vary due to variation in their socio-demographic characteristics. Therefore, to ensure the economic sustainability at CB, the findings of the present study suggests that for the CB, the best approach to segment and target the domestic tourism market is based on education, income, and occupation.

The first objective of this research was to find out the significant influential variables through which Bangladeshi tourists' attitude towards ER of RTM has been formed and measure their level of influences. The findings of the present study suggest that tourists' attitude to economic component of RTM is the output of their cognitive and affective states of mind along with the influence of their socio-demographic characteristics. This study found that 'Eating local foods' and 'Using accommodation and restaurants run by local people' are the two most significant influential variables and have highest level of influence when formulating Bangladeshi tourists' attitude towards their economic responsibility.

The second objective of this research was to measure whether domestic tourists' attitudes towards ER of RTM vary due to socio-demographic variability and, if they do vary, to measure the magnitude of variability. The present study found that among the socio-demographic variables; income, education, and occupation are the most significantly influential and have respectively 14.7%, 14.2%, 10.1% of the influence to formulate Bangladeshi tourists' attitude towards ER. The findings of the present study support the premise that if CB is looking to attain economic sustainability, it needs to target the group of domestic tourists who have more education, higher level of income, and are students, in corporate jobs, running their own businesses, or other professionals. These groups of tourists showed the most favorable attitude towards ER.

The third objective of this research was to draw conclusions and formulate recommendations about how different ER explaining variables should be considered by destination management to improve tourists' positive attitudes towards tourism development at CB. The findings of the present study support that though tourists have positive attitudes towards economic component of RTM, however, scopes are still available to improve their positive attitude further. Findings of the present study suggest that 'Jobs and livelihoods benefit for local people' and 'Like to pay extra to stay with accommodation that are committed to buy locally produced goods' don't have a statistically significant influence on forming tourists' attitude towards ER. Therefore, DMOs need to work on these components to enhance the tourists' positive attitude towards ER and to improve the scope of economic sustainability at the CB.

The Government of Bangladesh recently set the goal to develop CB in a sustainable manner (Amin and Jahan, 2014). Therefore, based on the growth of tourism and its impacts, there is a need to consider how CB can be preserved and managed by addressing economic issues. Applying economic sustainability measures to tourism development at CB can be potentially less harmful than continuing to build and develop in an unchecked manner. This study found that the tourists as a key stakeholder in the tourism model cares about the economic sustainability of the CB and appears to be willing to pay to protect its environmental and social fabric.

In summary, the findings of this study have made an important contribution to existing literature and have highlighted some important market implications. This study will assist the DMOs to profile and define the domestic tourism market of CB, particularly for achieving economic sustainability more precisely, which was almost missing in the earlier literature. Moreover, the findings on the domestic tourists' attitudes toward ER of RTM are unique as this has been highlighted within the existing literature on RTM and on the domestic tourism market of Bangladesh for the first time. With the support of and reference to the present study, the DMOs can work on economic component of RTM to enhance the positive attitude of tourists towards RT practices at CB. Moreover, they can use the same framework to study similar subject areas at other destinations of Bangladesh. The present study also contributes to the RT literature as, worldwide very few studies principally tried to find out

tourists' attitude towards ER of RTM (Stanford, 2008, Kang and Moscardo, 2006). Furthermore, it is largely ignored when researching in developing countries. Therefore, the present study on CB, Bangladesh minimizes the identified literature gap for developing countries also.

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