

DETERMINANTS OF TOURISM DEMAND AMONG PUBLIC UNIVERSITY STUDENTS OF DHAKA CITY : IMPLICATIONS ON COX'S BAZAR AND SAINT MARTIN'S ISLAND

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Abstract

In the global context, tourism resources of Bangladesh have become one of the prime attractions to the local and international tourist community in a large scale. Tourism experts both, from developed & developing countries have appropriately acknowledged the dynamics of education tourism. This study investigates the determinants of tourism demand among public university students of Dhaka city. Several factors were included in this study covering the destination image of Cox's Bazar and Saint Martin's Island, the quality of accommodation as well as the quality of food and demographic traits or characteristics of the students. It was found that both destination image and quality of food have a positive influence on the demand for tourism among these public university students. The study also found that age and household income have statistically significant influence on tourism demand. On the other hand, income age and gender have no statistically significant influence on tourism demand. Duration of study provided some evidence of statistical influence on tourism demand whereby the longer the students stayed in a semester, the higher the chances of embarking on tourist activities.

Keywords: Educational tourism, Public university students, Cox's bazar, Saint Martin's Island, Statistical Packages for Social Science (SPSS)

1. Introduction

Tourism is a service industry. It is an important driver of economic growth. Besides this, People have an opportunity to exchange culture. Tourism can earn huge amount of foreign currency and support the Balance of Payment (BOP) of a country. It has become a very complex activity encompassing a wide range of relationships between resulting in the improvements in standard of living and disposable income with more leisure time; the overall numbers of tourists are expected to grow further. Factors like convenient transport, no restrictions on travel, availability of information on various tourist spots and new marketing techniques contributed to the growth of overall number of tourists in the present world. Additionally, a number of socio-demographic factors such as higher educational standards, advancement in information technology, rapid urbanization have strongly influenced the growth of tourism. According to World Travel and Tourism Council (WTTC) report (2017), with regards to Bangladesh, the total contribution of travel and tourism was 6.2% (BDT 447.6 billion) of GDP in 2016 and is expected to grow 6.9% from 6.2% of GDP in 2017. It is forecasted to rise by 6.5% per annum from 6.2% of GDP by 2027. Here notable that, total contribution consists of direct, indirect and induced contribution. Similar to Bangladesh Bank and the Bangladesh Parjatan Corporation (BPC) that the earnings from the sector recorded at 168.74 million US dollars in 2016

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compared to 152.09 million US dollars in 2015. In added that international tourist arrivals is expected to total 278.50 million US dollars in 2026, bringing Tk. 22.4 billion in the country, showing an increase by 7.1 percent. The direct contribution of travel and tourism to GDP in 2016 was Tk. 420.6 billion which is 2.6 percent of GDP. This is expected to rise by 6.2 percent to Tk. 452.9 billion in 2018 which primarily reflects the economic activity generated by industries (WTTC, 2017).

2. Background of the Study

Travel & Tourism generated 1,057,000 jobs directly in 2016 (1.8% of total employment) and this is forecasted to grow by 1.8% in 2017 to 1,076,000 (1.8% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. By 2027, Travel & Tourism will account for 1,138,000 jobs directly, an increase of 0.6% p.a. over the next ten years (WTTC, 2017).

EDU tourism/ educational tourism is an increasingly popular new trend in the global tourism industry. According to scholars, the concept of a wide range of educational tourism has been changing the concept of tourism itself. Educational tourism is those people, including education and learning, is the main purpose of this trip to carry out tourism activities. In other words, the main purpose of travel is to obtain knowledge and experience on certain topics, rather than travel itself. Historically, we know that we have defined the initial educational travel tour starting today, excursions and discovery in the form of cruises.

Cox's Bazar is the prime beach and tourist town in Bangladesh, situated alongside the beach of the Bay of Bengal, beside the Indian Ocean, having unbroken 120 Kilometer golden sandy beach, reachable through motor transport alongside the wavy water. This town is situated in the Chittagong Division in south-eastern Bangladesh, beside Myanmar (Burma). The beach is the longest sea beach in the world, having no 2nd instance. The beach is only a bit crowded in tourist season, October to March, especially near the hotel-motel zone, but remains virgin during the rest of the year, April to September, when it's better to take a trip there.

St. Martin is generally known as "Narikel Zinzira" in Bengali, meaning 'Coconut Island'. This is the only coral reef island in Bangladesh. It is a small island in the north eastern part of the Bay of Bengal, created the southernmost part of our country. It is about 8 km west of the northwest coast of Myanmar, at the mouth of the Naf River. It is only 8 sq. Kilometer in size. Experts separate this island into three parts. Northern part is called Narikel Jinjira. It is 2.134 km long and 1,402 m wide. The southern part is called Dakkhin Para by the local and its length and width are successively 1929 m and 1890 m. The middle part which is known as Maddhapara locally. The length and width are respectively 1524m and 518m. The Island is very much ingenious with vast biological variety such as existing fauna and flora Coral, Mollusk, Fish, Amphibian, Turtle, Snail, Bird and Mammals. Besides above coconut tree is the important cash crop.

3. Objectives of the Study

The main objective of this study is to examine the determinants of tourist demand among public university students both of University of Dhaka and Jagannath University of Dhaka city. The specific objectives of this study are:

- i. to assess the role of destination image on tourism demand;
- ii. to assess the quality of accommodation on tourism demand;
- iii. to assess the quality of food on tourism demand;
- iv. to assess the demographic determinants on tourism demand and
- v. to recommend the strategies for tourist operators so that they can use those to attract university students as tourists.

4. Literature Review

Taylor et al. (1993) mentioned that the demographic variables influence the decision on travel choice. Segregating the target market into smaller segments to make it easier to assess the target group's specific behaviours, needs and desires is the essence of market segmentation (Kotler et al., 2002). In Accordance to Armstrong and Kotler (2005), the demographic segmentation divides consumers into different segments based on specific demographic values such as gender, age, family life cycle, family size, occupation, income, religion, education, race, nationality, social class and generation. Again, behavioural variables such as loyalty status, benefits, occasions, user's status, buyer-readiness stage, attitude and usage rate are some of the better initial points for creating market segments (Kotler & Keller, 2009).

Pearce (2005) presented a thorough tour of the social psychological processes which underpin contemporary travel. The fascinating phenomenon of tourist behaviour dealt with topics such as motivation, destination choice, travelers' on site experiences, satisfaction and learning.

Reisinger & Mavondo (2006) explored differences in perceptions of travel risk and safety, anxiety and intentions to travel among international tourists from Australia, Canada, Greece, Hong Kong, the United Kingdom, and the United States. The results showed that there were significant differences in perceptions of travel risk and safety, anxiety and travel intentions among tourists from different countries.

Llewellyn-Smith & McCabe (2008) conducted an exploratory study of students who completed an international exchange program at an Australian university. The Results of the paper indicated that the students' desire to travel and the opportunity for fun and excitement are the primary motivators for undertaking an educational exchange, along with the host country's weather, natural environment and tourist attractions. Factors that influence selection of a host university were outlined, as well as students' levels of satisfaction with the experience. The findings had implications for destination and university managers.

Anxiety of becoming a criminal victim not only influences the willingness to visit, but also harms the development of local tourism industry. In order to understand the psychological reaction to fears of crime from tourists and discuss the relevant factors, Chiu (2011) examined survey data of 156 international tourists during their visit to India in January 2010. It was discovered that harassment, fraud

and larceny were crimes that tourists experience the most. Female and Asian tourists took various defense reactions more than male and European tourists. Different victim experiences in India tended to affect different kinds of victim risk perception. Regression analysis verified that there was a negative relationship between perception of travel victim risk and visiting decision. Moreover, travel risk awareness and travel information had interactive effects on perceptions of victim risk and visiting decision.

Park & Yoon (2009) conducted a study to know the causative factors and influences by which tourists in rural areas were motivated to become included in various market segments. The primary purpose of this study was to segment and profile the motivations of tourists, so as to enable a better understanding of rural tourism in Korea. A factor-clustering method identified four distinct segments: family togetherness seeker, passive tourist, want-it-all seeker, and learning and excitement seeker. The results of the factor analysis showed that the six dimensions of motivation among these rural tourists included “relaxation,” “socialization,” “learning,” “family togetherness,” “novelty,” and “excitement.” The “relaxation” dimension had the largest pro-portion of the total variance, at 26.87%. From this, this study concluded that most tourists are strongly motivated by “relaxation,” which serves as the main distinguishing theme for a substantial part of the rural visit.

Changes in the demographic structure of a population present opportunities and challenges for the provision of tourism products and services. One such change is the increased participation of domestic and international students in tertiary education that has occurred in many countries over the past 10 years. Despite the research interest in international students’ tourism behaviour, to date, few studies have compared domestic with international students. Drawing on the concepts of mobility and diaspora tourism, Glover (2011) conducted a study among both groups at an Australian university in 2009 to examine aspects of travel in the country in which they were studying. It was found that international students’ trip characteristics differed from those of domestic students and that longer periods of residence in the host country did not result in international students adapting to domestic students.

Garg (2015) conducted a study that shaded light on tourist's emotional experiences on holiday, which were central to increase the understanding of tourist behaviour. Tourists usually travel to cities with good impression. A wide range of perceptions governs the desirability and appeal of a destination to the potential traveler. The importance of investigating perceptions of travel risks had been recognized with in a number of different disciplines, such as psychology, sociology, criminology and marketing. It was often assumed that perceptions of safety and security might influence individuals' destination choice. Consumers used information gathered from various sources like word of mouth, different forms of media, guide-books, talking to friends and relatives, to form a perception of a particular destination.

5. Methods of the Study

In order to fulfill the first of the study's objectives, namely to identify the determinants of tourism demand among public university students of Dhaka city, a

survey was conducted to determine the factors influencing the public university student community in their involvement in tourist related activities in Cox's Bazar and Saint Martin's Island predominantly. The subjects of this study are public university students currently studying at two public universities in Dhaka city. The present study focuses on both the students of University of Dhaka and the students of Jagannath University.

For collecting data from the related respondents, a survey via questionnaire with close-ended questions was implemented. This method was chosen due to the easiness of data collection to determine the relationship of the independent variables to the dependent variable by distributing the questionnaire to the target respondents. The questionnaire was distributed by hand.

To complement the study, descriptive statistics have been used in this study as the main focus of this study was to find out answers to questions such as what are the main determinants of tourism among public university students of Dhaka city and whether there is any relationship between the independent variables and dependent variables. Descriptive analysis was used in this study as it is relevant in the segmentation of public university students who are more prone to tourism activities. Statistical Packages for Social Science (SPSS) version no. 22 was used in this study because it is, for the most part, appropriate for tourism research because the factors or determinants influencing tourism demand are usually associated with individual determinants of consumer behaviour (Smith, 1994) and as tourists are consumers. For example, the travel decision process is seriously influenced by the differences in images of destinations, perceptions, attitudes, and travel motivations (Sirakaya & Woodside, 2005 and Sirakaya et al., 2001). Apart from that, analysis of variance was also included in the study to analyse the relationship between demographics and tourism demand.

Based on the objectives of the study and the detailed review of literature, 7 (seven) hypotheses have been framed and tested where the role of destination image, the quality of accommodation, the quality of food and demographic determinants (gender, age, duration of study and household income) are independent variables and tourism demand is the dependent variable. The 7 (seven) hypotheses are as follows:

H₀₁: There exists no influence of destination image on tourism demand.

H_{A1}: There exists significant influence of destination image on tourism demand.

H₀₂: There exists no influence of the quality of accommodation on tourism demand.

H_{A2}: There exists significant influence of the quality of accommodation on tourism demand.

H₀₃: There exists no influence of the quality of food on tourism demand.

H_{A3}: There exists significant influence of the quality of food on tourism demand.

H₀₄: There exists no influence of gender on tourism demand.

H_{A4}: There exists significant influence of gender on tourism demand.

H_{05} : There exists no influence of age on tourism demand.

H_{A5} : There exists significant influence of age on tourism demand.

H_{06} : There exists no influence of duration of study on tourism demand.

H_{A6} : There exists significant influence of duration of study on tourism demand.

H_{07} : There exists no influence of household income on tourism demand.

H_{A7} : There exists significant influence of household income on tourism demand.

6. Analysis and Findings of the Study

There were a total of 300 respondents, all of whom are undergraduate and graduate students, who took part in this survey. The class rooms, library, reading rooms and the lecture halls were the places where the researchers found these students. There was also screening that was done with the questionnaires as 192 returned the questionnaires but only 160 can be used. 32 questionnaires had missed crucial information which would not have made good analysis.

Construct validity

Construct validity tests identified how well the results obtained from the use of the measurement fit the theories around which the test was designed (Sekaran & Bougie, 2016). The inspection was achieved by applying convergent and discriminant validity. The ideal level of standardized loadings for reflective indicators is above 0.70 but 0.60 is considered to be an acceptable level (Barclay et al., 1995). Nonetheless, the cut-off point as suggested by Hair et al., (2013) at 0.5 points was used here to capture more indicators in the measurement model.

Reliability

In order to test the degree of a scale free from random error, reliability analysis was carried out. On the other hand, the inter item consistency of measurement items was tested using Cronbach's Alpha (Sekaran & Bougie, 2016). A Cronbach's Alpha value above 0.70 is considered as good where a value between 0.5 – 0.7 is considered as fair and the value below 0.5 is not accepted (Nunnally, 1978).

Table-1: Reliability test

Construct	Cronbach's Alpa	Number of items
Destination Image	0.902	13
Quality of food	0.874	7
Quality of accommodation	0.773	8
Tourism demand	0.804	9

According to Table-1, all the constructs have an alpha value exceeding 0.7. According to Nunnally (1978), this is still good enough to deem the measurement instrument reliable.

Convergent Validity

All items in the destination image, quality of accommodation, quality of food and tourism demand construct showed a high level of convergent validity with all items being significant at the 1% level. Correlation estimates for all the items in all four constructs measures a value of more than 0.7.

Several measurements are used in reaching the conclusion of convergent validity including the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, Bartlett's Test of Sphericity, the average variance extracted (AVE) and composite reliability (CR).

Table-2: Convergent validity

Constructs	KMO	Bartlett's	AVE	CR
Destination image	0.796	0.000	0.78	0.90
Quality of food	0.710	0.000	0.62	0.90
Quality of accommodation	0.590	0.000	0.44	0.87
Tourism demand	0.810	0.000	0.74	0.87

The only issue in this data is that the AVE for the quality of food construct is less than the expected 0.50 and the KMO for quality of food construct is less than 0.60. All the other measurements are acceptable to conclude a convergent validity for these constructs.

Goodness of fit measures

Goodness of Fit tests are used to examine the way in which the fixed portions of the model fit the observed data. Once model parameters have been estimated, the hypothesized model would be either retained or rejected. The null hypothesis is that the model fits the data and there should not be enough statistical power to reject the null hypothesis.

Table-3: Goodness of Fit Index

Name of Index	Requirements	Eigen Value	Results
CMIN/df	≤ 5.0	3.497	Good Fit
CFI	≥ 0.90	0.850	Moderately good fit
RMSEA	≤ 0.08	0.214	Not a good fit
RMR	≤ 0.1	0.060	Good Fit
GFI	≥ 0.90	0.820	Moderately good fit

Five different goodness of fit measurement were used in this study. All except one showed that data did not fit the model. Since the rest of the indices showed that there is model fit, it can be assumed that the data fit the model of study.

The Final Model

Path co-efficients were used for hypothesis testing. This study consists of a total of eight direct hypotheses. It is justified that one tailed test was performed as the

hypotheses of this study aims to investigate the relationship between variables only in a single direction. Based on Hair et al. (2013), for one tailed test, the critical values were 1.65, 2.33 and 3.33. In which they were at 5% significant, 1% significant and 0.1% significant respectively.

Table-4: Regression Weights

Item	Construct	Estimate	P
TourDemand	QualFood	.622	.454
TourDemand	DestInImage	.946	***
TourDemand	QualAccom	.881	***
TE1 (Personal safety and security)	DestInImage	.671	***
TE2 (Overall cleanliness of the destination)	DestInImage	.728	***
TE3 (Organization of the local transportation services)	DestInImage	.822	
QA1 (Overall quality of the accommodation)	QualAccom	.713	
QA2 (Value for money)	QualAccom	.673	***
QA3 (Behaviour and professionalism of the staff and owners)	QualAccom	.711	***
QA4 (Ambiance of the surroundings of the accommodation)	QualAccom	.789	***
QA5 (Cleanliness of the accommodation)	QualAccom	.809	***
QA6 (Facilities/equipment of the accommodation)	QualAccom	.807	***
FD1 (Overall quality of restaurants, cafes and bars you visited)	QualFood	0770	***
FD2 (Customer service of restaurants, cafes and bars you visited)	QualFood	.806	***
FD3 (Cleanliness in general)	QualFood	.679	
TD1 (I am willing to travel and tour within Cox's Bazar and Saint Martin's Island)	TourDemand	.941	***
TD2 (I have always wanted to travel in Cox's Bazar and Saint Martin's Island)	TourDemand	.912	***

Tourism demand is influenced by the destination of image ($\alpha = .946$) and the quality of accommodation ($\beta = .881$). The influence of destination image on tourism demand was achieved at p-value of less than 0.05 whereas the influence of the quality of accommodation on tourism demand was achieved at p-value of less than 0.1. Unfortunately, the quality of food was significant in this study.

Quality of accommodation fared very well as a positive influence on tourism demand. Quality of accommodation construct is in turn influenced by several observable factors. The cleanliness of the accommodation has a very high correlation with the perceived quality of accommodation at $\beta = 0.809$ followed by the facilities/equipment of the accommodation at $\beta = 0.807$. The ambiance of the surroundings of the accommodation is also ranked high at $\beta = 0.789$ followed by the value for money ($\beta = 0.673$) of the accommodation. The behaviour and professionalism of the staff and owners were given the final ranking at $\beta = 0.711$.

As for the quality of food constructs, the item on overall quality of restaurants, cafes and bars has a positive and significant influence on the quality of food in Cox's Bazar and Saint Martin's Island at $\beta = 0.770$. Respondents placed importance on the customer service of restaurants, cafes and bars with a coefficient value of 0.806 as well as cleanliness with $\beta = 0.679$.

Demographics and tourism demand

This section provides the empirical differences of demographic factors on the tourism demand. The factors that being tested include gender, age, duration of study and household income. The details of empirical results are shown below what follows are the discussion of the statistical results of the t-tests, ANOVA, F-tests and the Duncan and Tukey tests:

Gender

Table-5: Multiple Comparisons between Gender- Tukey HSD

TD1	TD2	Mean difference (TD1- TD2)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Male	Female	2.60	1.12	0.64	0.05	7.15
Female	Male	2.70	1.12	0.62	0.25	7.67

To test whether there is a difference between males and females in their tourism demand, an independent samples t-test was carried out. Though the means and standard deviation do not appear to be different, a test is still needed to support or reject the null hypothesis. The Tukey HSD (honestly significant difference) test value is at 0.58 assuming equal variances. The t-test significance is at 0.64 making this statistics is insignificant. Therefore, there does not seem to be any difference in means. The null hypothesis is supported. There is no difference between males and females in their tourism demand.

Age

Table-6: Multiple Comparisons among Age- Tukey HSD

TD1	TD2	Mean difference (TD1- TD2)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-20	21-23	2.60	1.50	0.04	0.05	7.15
	24-26	2.90	1.30	0.60	0.25	6.75
21-23	18-20	2.70	1.50	0.62	0.25	7.67
	24-26	1.20	1.20	0.03	0.05	5.06
24-26	18-20	1.80	1.40	0.04	0.15	6.06
	21-23	1.50	1.50	0.04	0.15	6.58

The significance level 0.04 is less than $\alpha = 0.05$, therefore the null hypothesis can't be rejected. There exist no significant differences in the mean for the dependent variable between the three groups of ages. Since the result of F-test is less than the

critical F-value ($1.297 < 1.96$), it indicates some level of significance, a post-hoc test was conducted. It shows the Tukey tests output to compare the different age groups against each other. All the age group comparisons show that there exist statistically significant differences among the mean of all the groups against tourism demand.

Duration of study

Table-7: Multiple Comparisons among Duration of Study- Tukey HSD

TD1	TD2	Mean difference (TD1- TD2)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1-year	2-year	2.60	1.70	1.14	1.15	4.15
	3-year	2.90	1.70	1.60	0.25	4.75
	4-year	1.50	2.20	1.30	1.15	3.45
	5-year	2.50	1.20	0.90	0.45	3.85
2-year	1-year	2.70	1.60	0.65	0.45	7.67
	3-year	1.20	1.60	1.45	0.85	5.06
	4-year	2.20	2.30	0.50	0.90	7.50
	5-year	2.02	2.30	1.20	1.10	8.80
3-year	1-year	1.80	1.50	1.04	0.50	5.60
	2-year	1.50	2.50	0.60	0.40	6.58
	4-year	1.20	1.80	1.10	1.10	8.50
	5-year	3.25	0.45	1.20	1.20	7.60
4-year	1-year	1.30	1.40	1.80	1.00	6.20
	2-year	1.80	1.40	1.50	1.00	5.60
	3-year	0.80	1.50	0.70	0.65	4.50
	5-year	0.50	2.50	0.05	0.50	4.80
5-year	1-year	1.80	1.20	1.70	1.25	7.50
	2-year	1.50	2.30	1.50	1.80	6.60
	3-year	1.20	1.70	0.50	1.20	4.20
	4-year	0.50	2.50	0.05	0.50	4.80

The significance level 0.64 is greater than $\alpha = 0.05$, therefore, the null hypothesis can be rejected. There are significant differences in the mean for the dependent variable between the four-year and five-year groups. Since the result of F-test is more than the critical F-value ($2.437 > 1.96$), it indicates some level of significance, a post-hoc test was conducted. It shows the Tukey tests output to compare the different study duration groups against each other.

The four-year and five-year group are significantly different from the other three groups but there is no significant difference among the other three groups. Only two groups show a significant value at the 5% level of significance. Four and five years of study duration show the significance value of 0.091 with a mean difference of 0.341. Both the Duncan and Tukey tests create homogenous groups which also help conclude that the segments based on their means. All five groups form a segment with Tukey test whereas the Duncan test reveals four years and five years duration forming a segment. The null hypothesis can be rejected and the duration of study does have some positive influence on tourism demand.

*Household Income***Table-8: Multiple Comparisons among Household Income- Tukey HSD**

TD1	TD2	Mean difference (TD1- TD2)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
≥30,000	30000-50000	3.60	1.50	0.04	0.05	7.15
	50000-70000	3.90	1.50	0.06	0.25	6.75
	≤70000	3.25	1.20	0.06	0.10	7.00
30000-50000	≥30,000	2.70	1.20	0.02	0.25	7.67
	50000-70000	1.20	1.50	0.05	0.05	6.06
	≤70000	2.25	1.35	0.04	0.10	6.85
50000-70000	≥30,000	2.80	1.50	0.04	0.05	7.06
	30000-50000	2.50	1.20	0.04	0.01	6.58
	≤70000	1.95	1.20	0.06	0.10	7.20
≤70000	≥30,000	2.70	0.80	0.05	0.04	7.00
	30000-50000	3.45	1.00	0.05	0.05	6.48
	50000-70000	3.10	0.80	0.03	0.15	6.72

The significance level 0.04 is less than $\alpha = 0.05$, therefore the null hypothesis is accepted. There is no significant difference in the mean for the dependent variable among the four groups of income. Since the result of F-test is less than the critical F-value ($1.029 < 1.96$), indicating some level of significance, a post-hoc test was conducted. It shows the Tukey tests output to compare the different groups of monthly household income against each other. All the monthly household income group comparisons show that there exist statistically significant differences among the mean of all the groups against tourism demand.

7. Implications of the Findings

From the findings and analysis above, the study implies that the government and the respective authority (Bangladesh Parjatan Corporation) should give more concentration to the destination image, quality of food and quality of accommodation so that the tourism industry can improve and develop in both Cox's Bazar and Saint Martin's Island of Bangladesh. Service providers should emphasize various factors that influence tourist' choice and behavior.

The findings of the study may be used as an index for an improvement in their services for wider acceptance and formulating marketing strategies accordingly. Also the findings of this investigation have implications for consumer research by academics, practitioners and policy makers. Another way that awareness can be created among public university students on tourist related activities is by providing information related to tours, tourist activities and places of interest directly to the students. The expenses can be priced competitively so that students may not find these cruises too expensive and tourists might see it as an attraction itself.

8. Recommendations for Relevant Parties

The success of education tourism in Bangladesh seriously depends upon the effective & efficient trained manpower. The proper training & education can only help to create the real professional in the emerging field like education tourism in the knowledge economy. This paper attempts to discuss the various aspects of education tourism scenario in Bangladesh. It also suggests that as tourism a new area & emerging field of higher study, policy makers, administrators, and researchers become more aware of the importance & positive impacts of tourism education in higher educational intuitions in Bangladesh, public awareness levels will high, preferences will change & outlook will be altered simultaneously.

In Bangladesh, tourism needs improvement in the accommodation, food and beverage, transportation sectors to name a few. According to the United Nations World Tourism Organization, tourism's total contribution to global employment in 2016 was between seven and eight percent of the overall number of jobs in the world. This study brings awareness to the importance of educational tourism to the country's economy. It provides deeper understanding to relevant parties such as tour operators, hoteliers, transportation providers on the need for enhanced service to attract more tourists. Suggestions to improve tourism related services; volunteer tour guides, river cruises, better transportation and all-in-one tourist counter in educational institutions.

Tour operators can also provide guides in tourist spots to promote places of interest. There could be paid guides or volunteers whose responsibilities would be to guide tourists and provide explanation on the places of interest. The Japan National Tourism Organization provides a list of volunteer guides that are placed in different tourist spots. These guides are trained in the historical knowledge of the places of interest to provide the necessary explanation to tourists. In Seoul, there are a team of volunteers who act as a walking tourist information centre. A similar arrangement can be made in Cox's Bazar and Saint Martin's Island, whereby volunteers can be placed in specific locations to provide the necessary explanation to tourists.

9. Conclusion

This study provides researchers a better insight and understanding of academic tourism. Serve as the basic foundation for academics or researchers who are interested in conducting in- depth studies on university students as tourists. The study revealed that the destination image and quality of food have a significant influence on tourism demand among public university students. Tourism demand was measured using a construct that surveyed the students' intention to travel. This study also revealed that duration of study has positive influence on tourism demand. The longer the duration of study of the semester/ year, the higher the chances of the student travelling. This study can serve as reference for decision makers in the tourism sector as well as a model for future researchers who are interested to expand the body of knowledge in the study of education tourism demand in Bangladesh.

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