



Prospects and Problems of  
Tourism Sector in Bangladesh:  
A Focus on *Sreemangal*



**Report on:**

Prospects and Problems of Tourism Sector in Bangladesh: A Focus on *Sreemangal*

**Course:**

Project Work (BUS 498)

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<sup>23rd</sup>May, 2009

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**Subject: Submission of the Project Report (BUS 498)**

Dear Sir:

I am very pleased to submit the project report on "*Prospects and Problems of Tourism Sector in Bangladesh: A Focus on Sreemangal*" that you have assigned to identify the problems associated with this tourist place and prospects remains of this tourist place in Bangladesh. In this report I have tried to find out the key factors that the customers are characterized as major problems associated in tourism marketing. After finishing the project work, I think that I have gathered a lot of knowledge about the consumers' insight and based on the findings and how to implement them. Thus this project work my research knowledge regarding target audience as marketing major student. This report extended my knowledge and will definitely be helpful in the future.

Thank you very much for giving me such kind of opportunity to enrich my knowledge. I would like to thank you for your valuable guidance in every problem I had and the precious time that you gave me. I will be available for any further clarifications required.

Thank you

Yours truly,

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## Executive Summary



Tourism industry has a tremendous opportunity to contribute to our GDP. As the economies grow Bangladesh needs to develop its tourism sectors to make this industry a profitable one so that more and more supportive industry emerges. Government and private sectors have to come forward hand in hand to develop this sector. **Sreemangal** has tremendous opportunity to grow as one of the popular tourist spot of this country. **Sreemangal** has some competitive edges than other places in Bangladesh. In brief it is a complete package. Nevertheless, the most important issues that most of tourists consider are safety and security issues, accommodation, transportation, adventure, wildlife and natural attraction etc. Therefore, sound infrastructure should be built to satisfy the target customers' need. The visitors or tourists love excitement to enjoy their leisure time. Bangladesh possesses rich heritage and culture. Bangladesh needs to utilize its manpower to sell these tourists spot to formulate a long term strategy to create a unique brand image.

The business environment of the tourist place is highly competitive. These competition are not only from the other local tourist spot like cox's bazaar, rangamati, kuakata, sundarban and but also from the outside of the country. The strength of **Sreemangal** is the local customer base, product variety and unique characteristics. The brand name **Sreemangal** is memorable, meaningful, transferable and also adaptable. The slogan of **Sreemangal** has been recommended in the report is "*explore the paradise*" this slogan gives an adventurous feeling and imagery. These non- products related attributes are necessary for the establishing the **Sreemangal** as strong brand. The promotional campaign has to be redesigned and television commercial (NTV, Channel 'I', ATN, BTV) can be introduced for the first time. Billboards must be placed on strategic locations to gain maximum attention. Paper advertisement could be placed with regular frequency and before the vacation, after the SSC & HSC exam and festival like two Eids and Pooja the frequency will be increased. The impact of the promotional tool should be both on recognition and recall of the brand, which will aid the purchase decision. The recommended strategies, if implemented properly, will make **Sreemangal** a very strong brand in the tourism industry of Bangladesh.



## Origin



I am assigned this report to fulfill the Project Work (BUS 498) under the supervision of the respected faculty Mr. MohammadShajahan Miah. I have given adequate instructions for this report and I am asked to prepare and submit the report by the 3<sup>rd</sup> December, 2008.

### Objectives:

***Broad Objective:*** To determine the prospect and aspect of **Sreemangal**.

#### ***Specific Objectives:***

1. To know the consumer insight about **Sreemangal**
2. To know and make a comparative analysis of the competitors
3. To know the most visited places in **Sreemangal**
4. To know the purpose of visiting **Sreemangal**
5. To know how the visitor learn about **Sreemangal**
6. To know influential factors regarding consumer decision making
7. To know the recreational activities done by the tourists
8. To understand consumers' current insight
9. To identify consumers' level of awareness regarding **Sreemangal**
10. To identify consumers perception about cost of visiting **Sreemangal**
11. To identify preferred places
12. To identify the consciousness about safety during visiting
13. To identify whether consumers preferred accessibility
14. To identify the level of importance is placed on adventurous activities
15. To see whether currently available facilities in **Sreemangal** can satisfy required immediate need of the visitors.
16. To find out whether there is any relationship between age group and visiting tendency
17. To find out the critical factors, which governs the choice of decision making in favor of **Sreemangal**
18. To identify whether tourists are price sensitive or not.





### Scope:

To conduct this research we have taken many interviews of the decision makers, experts of tourist industry and tourists who have actually visited *Sreemangal*. The focus of this report is to find out prospect and aspect of *Sreemangal*. To fulfill this purpose I have visited *Sreemangal*. I have also collected information from published papers, articles and journals which are very much available in internet. I have also taken expert interview and also arranged a FGD (Focus Group Discussion).

### Methodology:

All data used in this report were collected from primary as well as secondary sources. In the following table the detail scenario is constructed.

INFORMATION	SOURCE	SOURCE TYPE	DATA	INSTRUMENTS
Prospect of Sreemangal	Expert	Primary	Primary	Interview
Aspect and Drawbacks	Visitors	Primary	Primary	In FGD
History and Heritage	Internet	Secondary	Secondary	Net surfing and documents
Consumer Perception and preference	Respondents	Primary	Primary	Questionnaire



**Nature of the study:** Exploratory

**Sources of information:** Both primary and secondary information sources were used to complete this study.

o **Primary sources:** Primary sources were individuals around us who have visited Sreemangal.

Following factors were considered to collect information:

- a. Sampling method: Convenient sampling
- b. Information collection instrument: Structured questionnaires for the respondents.
- c. Sample size: 40 tourists

o **Secondary sources:** Secondary information was collected from the internet and books.

**Analysis techniques:** Statistical techniques were used to analyze the collected information. Frequency distribution, one sample T-test, crosstab and regression analysis.

**Presentation of information:** Collected information and findings of the analysis are presented in text as well as in a graphical form.

### **Limitations:**

- ✚ As this project work is conducted only for academic purpose that is why the main constrain was cost and time. For the in depth analytical purpose, adequate time is required. But inadequate time was a major hindrance to prepare such a in-depth study
- ✚ Such a study is carried out by me for the first time. So, inexperience is one of the main factors that constituted the limitation of the study
- ✚ This study did not covered respondents beyond Dhaka City and *Sreemangal* thus many of the tourists are being unreached
- ✚ Another vital constrain of the study was insufficiency of information. It is hard to get consumers insight because tourists are not willing to provide sufficient information
- ✚ Since the respondents are very busy with their daily life transaction, as a result they failed to cooperate and sometimes were unwilling to provide the actual information.

### **Preparation and Submission of the Report:**

This report is prepared and will be submitted to the respective course instructor Mr. Mohammad Shahajahan Miah, Senior Lecturer, Department of Business Administration for evaluation.



## Chapter 1: Introduction

Discussions on:

- Geographic Locations
- Facts about Sreemangal
- Way to Reach
- Climate
- Scenic Beauty



# 1. INTRODUCTION



Tourism is travel for predominantly recreational or leisure purpose. Tourism can be defined as follows:

- one or more nights away from home, or a day trip of over 40 km
- includes foreign and domestic travelers
- includes many industries, e.g. accommodation, attractions, food and beverage, recreation, culture, entertainment, transportation, retail

Bangladesh has so many potential in the tourism sector. From our outstanding natural resources we can easily earn so many foreign currencies which can increase our GDP significantly. A competitive advantage for Bangladesh is everything is natural and we do not need to develop or build some artificial monuments. Having these advantages over nature we can build an enormous reputation as a tourism country. But somehow and some where we are lacking behind than our next door neighbors. Beside the longest beach on the earth and the largest Mangrove forest we have so many beautiful places to promote. One of the most promising tourist spot can be **Sreemangal**. As a tourist spot it possesses some advantages than any other places in Bangladesh. In brief we can say that **Sreemangal** is a complete package.

## 1.1 Geographic Location:

**Sreemangal** is under the Sylhet division since the year 1996. Previously it happened to be under Chittagong division. It is close to Bangladesh-India border line. During liberation war **Sreemangal** was one of the popular gateways of trespassing. Now a day **Sreemangal** city road is used as detour for Dhaka-Sylhet district.

It is nearly 160km northeast of Dhaka, approximately 60km south of Sylhet city. It takes 3 and half hours by road and 4 and half hours by train to **Sreemangal** from Dhaka and from Sylhet city it takes only 2 hours.



## 1.2 Facts about Sreemangal:

**Sreemangal** is the place of tea gardens, hills and forest areas on the hills. Within your eyesight you will find green throughout. It is famous for the largest tea gardens of the world covered by lush green carpet. One can have a look into how the tea is being processed at Tea Research Institute. Bangladesh produces and exports a large quantity of high quality tea every year. Most of the tea estates are in **Sreemangal**. It is called “*The land of two leaves and a bud*”.

It is also called camellia, green carpet or Tea Mountain. There are 47 tea estates including the largest one in the world. The beautiful terraced tea garden, pineapple, rubber and lemon plantations form a spectacular and beautiful landscape. It is known as the ‘*tea capital*’ in Bangladesh. **Sreemangal** offers its visitors to step into the tea estates and enjoy the nice smells and green beauty that will lead its visitors to a place they will love to lose in, from the ever hectic city life.

## 1.3 Way to reach:

Different level of transport is available to reach **Sreemangal**. Both the public and private transportation is available. Bangladesh Railway runs their daily train service to Sylhet from Dhaka & Chittagong, not to mention, **Sreemangal** is one of the important junctions of all. Among the private sector ample amount of bus service is available. Some of them use **Sreemangal** as detour way to Sylhet and some of them have their service up to **Sreemangal**. Popular transportation services are:

- Bangladesh Railways (BR)
- Volvo
- Scania
- Shohag
- Holy City
- Saudia
- Hanif Enterprise
- Shamoli
- Maulvi Bazar Express



Almost all the companies are providing AC and Non AC bus services. There are some hotels in **Sreemangal** for tourists, but if any one wants to stay in the Tea garden that will give them a memorable experience. But to stay there you have to get permission from the owner of any tea state. Nevertheless, Bangladesh Rifles (BDR) have also their very own rest house at the bay of the city

### 1.4 Climate of Sreemangal:

It possesses moderate climate with heavy rain fall in the rainy season. Hilly areas with reserve forest blows gentle breeze from the north corner of the city. Sreemangal is also famous for most rainfall in the rainy season and also most cold place in the winter season. Some weather related facts are mentioned below:

- Wind: 36 mph/58 km/h from the north
- Pressure: 30.18 in/ 1022 hPa
- Elevation: 72 ft/ 22m

### 1.5 Scenic beauty of Sreemangal:

It is known as city of green. Scenic places of **Sreemangal** are:

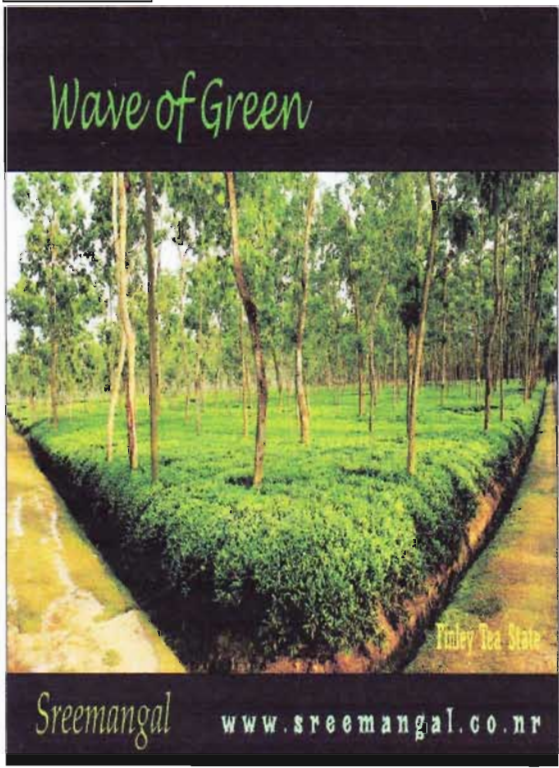
- Tea Gardens
- Lawacherra Rain Forest
- Madhobpur Lake
- Khasia/Monipuri Punji /Polli (Tribal ethnic group)







Picture: 2



### 1.5.1 Tea gardens:

The land of two leaves and a bud is **Sreemangal**. These tea gardens are carpeted all across

What makes **Sreemangal** a unique place in Bangladesh is its 47 tea estates and all of them are now in production phase and this tea leaves are supplied across the whole country as well as 26 foreign countries. Some reputed tea companies of Bangladesh have their plant in **Sreemangal**. Among them *Finlays*, *Ispahani*, *NTC (National Tea Company)* are well established brands.

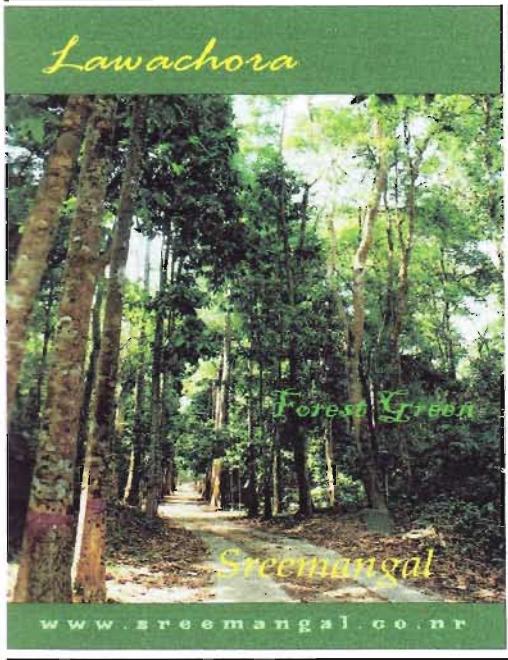
*Location:* 1-2 km away from the **Sreemangal** city.

#### *Features:*

- Carpet of green leaves
- Tea gardens surrounded by the hilly areas.
- View of tea plucking by the labors.
- Sun rise and sun set view
- Processing of tea leaves. Permission to visit the manufacturing plant is mandatory.



Picture: 3



### 1.5.2 Lawacherra Rain Forest

The park was originally under West Bhanugach Reserve Forest of MaulviBazar Range. The National park was notified in 1996 as per the wild life Act 1974, with a total forest area of 150 ha.

*Lawacherra* Rain Forest is one of the important & well-reserved forests in Bangladesh. Here visitor may see gibbons swimming through the trees and birds like bee-eater owls parrot. It is a good habitant of Deer, leopard, wild chicken, squirrel, and python. Don't miss it especially if you are bird watcher. The terrain is hilly and vegetation is fairly thick.

Only one rare Chloroform tree of Asia is a prime attraction. If any one wants to do tracking in *Lawacherra*, it is the perfect place to do so. Visitors can ride to different animals for fun. For taking rest a reserved government rest room is available but this is only available to prior permission.

*Location:* 8 km east of Sreemangal town.

*Area:* The 1250 hectare park is located with in the larger 2740 hectares West Bhanugach Reserve Forest.

*Features:*

- Largest group of Hoolock Gibbon in Bangladesh
- 155 species of birds' identified
- Agar plants and more than 20 species of wild orchids
- Presence of tow ethnic minority (Tripura and Khasia)
- Marked hiking trails of ½ hours, 1 hour and 3 hours.





Picture: 4



### 1.5.3 Madhobpur Lake:

8 km away from Bangladesh-India border line. *Madhobpur* lake is surrounded by hills and trees. Around 4 km long lake is famous for so many reasons. Through out the whole year water level of *Madhobpur* lake remains constant.

*Location:* 5-6 km east of Sreemangal city. IT takes 30 minutes to reach *Madhobpur* Lake by road from **Sreemangal**.

*Area:* Approximately 4 km long.

#### *sFeatures:*

- Lake surrounded with hilly area
- Various species and fishes
- Tea garden near by the lake and NTC (National Tea Company) tea producing factory
- Eucalyptus trees surrounded the lake
- “Ovhoyaranno”(Reserve Forest) of Assam, Meghaloy’s hilly Parrots.
- Seasonal birds from Siberia landed at Madhobpur Lake
- Marked hiking trails of ½ hours, 1 hour and 3 hours
- Camping facilities at the top of the lake hill.



Picture: 5



### 1.5.4 Tribal Ethnic groups: A Piece of Paradise:

*Khasia & Manipuri* is two important ethnic-tribe live in *Sreemangal*. They are basically originated from Assam and Meghaloy of India. In the year 1952 they came to Komolgong (*Sreemangal*) area and start cultivating betel leaf which is better known as Khasia Pan. This leaves is especially famous for his spicy taste.

*Manipuri*: *Manipuri* is famous for its rich culture especially for dancing, singing. They are also famous for their traditional weaving. Handicrafts exquisitely woven woolen is also available. Shawls, Sharee, Napkin, bed-cover and fine bags are different from traditional one. It is known as

colorful community.

***Khasia***: *Khasia* tribe is famous for their betel leaf cultivation. This betel leaf cultivation also known as “Zum” cultivation. They make their villages high on hilltop in deep forest and so far from town. It is like "A Piece of Paradise". Most scenic beauty regarding their living place is railways just pass through their hills.

***The Honey Queen***: Sweetest and best quality pineapples and oranges grown here in *Sreemangal*. Pineapple is really a greatest offer of summer but now it is cultivated round the year. This juicy summer fruit is also cultivated by most of the tribal people. Now a day’s orange of *Sreemangal* is also becoming popular home and abroad.



## Chapter 2: External & Internal Environment Analysis

### Discussions on:

- Past Information & Forecasts
- Resources & Constraints
- Buyer Behavior
- Legal Environment
- Economic Environment
- PLC of *Sreemangal*
- BCG Matrix Analysis



## 2. EXTERNAL ENVIRONMENT ANALYSIS



Tourism has a tremendous social and economic contribution in developing countries. It helps to grow necessary supportive industries i.e. hotels, restaurant, and hospitality management. The contribution of tourism industry in GDP in developed countries is significant enough that often they compete each other to attract more tourists in their respective countries.

**2.1 Past Information and Forecasts:** Unfortunately one of the problems that I have faced is the scarcity of data. There is no available data about the tourism industry especially about *Sreemangal*. Therefore, it is difficult to identify the trends and forecast the future prospects tourism industry in Bangladesh hence *Sreemangal*. But we can anticipate the scenario based on FGD and Expert Interview. Approximately 1 million Bangladeshi residents visit the country. But most of them like to visit Cox's bazaar because transportation and accommodation system are well managed up there. The emergence of *Sreemangal* as a hot tourist spot depends partly on developing the proper transportation and accommodation system and mostly on security. Young generations are the most frequent visitor than any other age segment.

**2.2 Resources and Constraints:** it is required to have a sound infrastructure to establish *Sreemangal* as a preferred tourist spot. Resources required to develop include skilled manpower, infrastructure development etc. Our country has a very good reputation of warm hospitality therefore we can utilize this image to attract more tourists in Bangladesh hence in *Sreemangal*. But government needs to formulate proper policy in favor of promoting tourism and private sector investment must be encouraged to achieve the goal.



**2.3 Buyer Behavior:** Most of the target customers are young people. They frequently tour the country than any other age segment. They are adventurous in nature who likes excitement. They are the trend setter and bring change in the society. It gives us a precise idea of the future growth prospect of tourism industry hence *Sreemangal*. But the most important consideration is cost of the tour. Users are very much cost sensitive. If the services are expensive related to their expectations they may not explore it.

**2.4 Legal Environment:** There is no separate or concentrated policy or rules and regulations to promote tourism in Bangladesh. However, there are some inadequate policies. Therefore, it is required to establish a sound policy or rules and regulations so that it can not be exerted for illegal exploitation. Government and private sector together must work with experts to consolidate the legal environment.

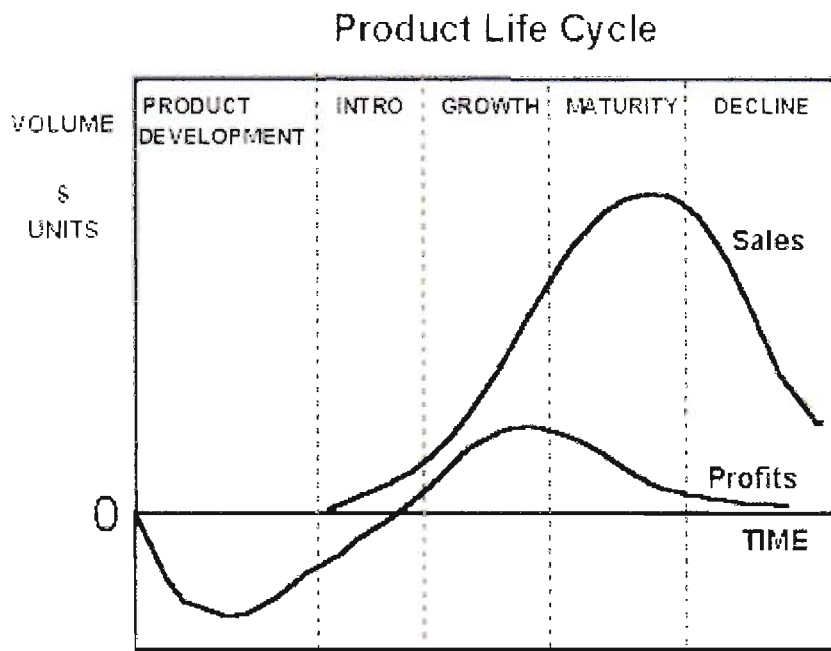
**2.5 Economic Environment:** Economic factors also influence the touring behavior of the target customers. As I have stated earlier that most of the target customers are young therefore, they are very much cost sensitive. The major reason is most of them plan for a tour based on the money they get from their parents and from their part time job if any. However, other considerations are country's economic development especially stability, infrastructure development, adequate investment on tourism industry etc. Service providers must gain necessary experience so that they can better utilize the sector and achieve customer satisfaction.





## 2.6 PLC of *Sreemangal*:

*Sreemangal* has already passed its embryonic stage, now it is in the growth stage because now-a-days more than thirty thousand visitors visit *Sreemangal* every year. This ratio is quite impressive and this ratio indicates that there is a huge opportunity to bring this ratio into the top of the sky.



As *Sreemangal* has already reached into the growth stage so the strategy should be to grab the market share. Market share does not build overnight; it takes considerable time and investment to build a healthy market share. The most common way to increase market share is to provide some distinctive value to the customer.

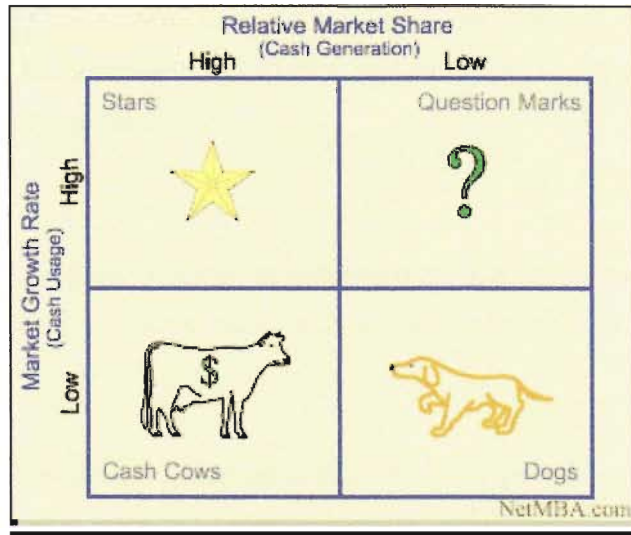




Stages of Brand life Cycle	Typical characteristics	Period	Strategies implemented by <i>Sreemangal</i>
<i>Introduction</i>	Promotional expenditure are at their highest ratio to the sales because the promotional effort will lead to inform potential customer about the unknown brands and will induce customers to trial the brand.	1990-2000	No promotional campaign
<i>Growth</i>	<ul style="list-style-type: none"> <li>* The improvement of service quality and addition of new service feature</li> <li>* Increase in distribution coverage</li> <li>*Shift from product awareness advertising to product preference advertising</li> </ul>	Year 2000-continue	Yet to follow any strong marketing strategy to promote <i>Sreemangal</i> , only a few numbers of article and story are published in some dailies and magazine.

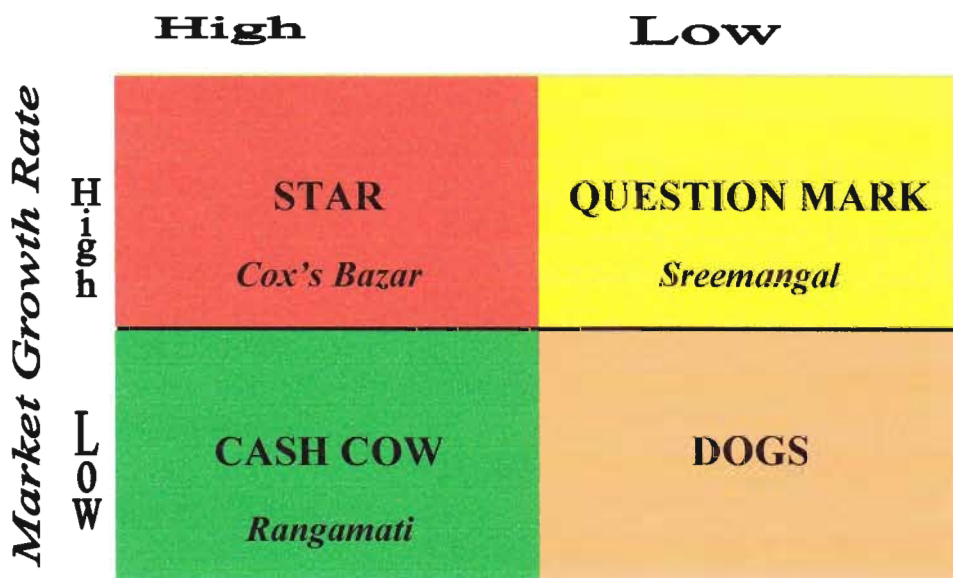


**2.7 BCG MATRIX of Sreemangal:**



*Sreemangal* in the Growth Share Matrix:

***Relative Market Share***







**Star:** Cox's Bazar is the star in tourism industry if we put it on BCG Matrix. The reason is *market share* and *growth rate* of Cox's Bazar which is significantly *higher*. Moreover, sales potentiality is also higher. *Hold* and *continue* previous investment.

**Question Mark:** *Sreemangal* could be placed on question mark quadrant. It has *high growth rate* but has *less market share*. Therefore, it requires investing a lot to promote *Sreemangal* to explore its potentiality.

**Cash Cow:** Rangamati takes this position. *High market share* but *growth rate* is *slow*. So invest for the last time and if the situation does not improve increase some investment and then cut down the investment.



## Chapter 3: Defining the Market and the Product

### Discussions on:

- Marketing Process
- *Sreemangal* as a Brand
- Products/ Services



### 3. MARKETING PROCESS

The marketing process consists of analyzing marketing opportunities, researching and selecting target markets designing marketing strategies, planning programs, and organizing, implementing and controlling the market effort.

The following diagram may describe the marketing process in a simplified way.



**Figure-3.1: Marketing Process**



## 4. SREEMANGAL as a BRAND



*Sreemangal* is one of the most prosperous, natural, environment friendly and tourist place where it has all characteristics to be a strong brand and a premier place in Bangladesh for tourism. With a vision to create awareness among the tourists throughout the country and as well as throughout the world that *Sreemangal* is the only place where you can find the “*Ocean of Green*” in everywhere and every moment. Below is a snapshot of the *Sreemangal*:

<b><i>Year of establishment</i></b>	<i>Sreemangal</i> city is under the Sylhet division since year 1996. Previously <i>Sreemangal</i> city was in the Chittagong division.
<b><i>Vision</i></b>	Discover <i>Sreemangal</i> , Know Bangladesh
<b><i>Mission</i></b>	To promote the “ <i>Ocean of Green</i> ” of <i>Sreemangal</i> .
<b><i>Origination of Idea</i></b>	My respected instructor Mr. Shahajahan Miah was the inspiration behind the selecting <i>Sreemangal</i> as my project work
<b><i>Location of Sreemangal</i></b>	<i>Sreemangal</i> is nearly 160km northeast of Dhaka, approximately 60km south of Sylhet city.
<b><i>Target Market</i></b>	Middle to Upper income, Age bracket 16-35 both male and female.
<b><i>Positioning</i></b>	<i>Ocean of Green</i> and it is nothing but <i>Sreemangal</i>
<b><i>Main selling Idea</i></b>	Green
<b><i>Pricing Objective</i></b>	Win-Win situation
<b><i>Pricing Method</i></b>	Perceived Value Pricing
<b><i>Designing Integrated Mkt. Comm.</i></b>	1.0 Advertising only to promote “ <i>Sreemangal</i> ” 2.0 Designing Ad. message to build brand equity, budgeting etc.



**Product Variety**

1. Tea garden
2. Madhavpur
3. Lawacchara
4. Monipuri para
5. Khachiya polli

**Exiting Brand Strategy**

No set brand strategy has been followed by *Sreemangal*

**Existing Brand Knowledge**

From the Questionnaire Survey --

**BRAND AWARENESS**

*Recognition* level is moderately high at 80%

*Favourability*: currently low due to lack of promotion.

*Uniqueness*: In terms of brand uniqueness is high.

**Objective of Relationship Mktg.**

- 1.0 Hold Down Promotional Costs
- 2.0 Build Integrity
- 3.0 Ensure repeat purchase.

**Attracting & Retaining Customers**

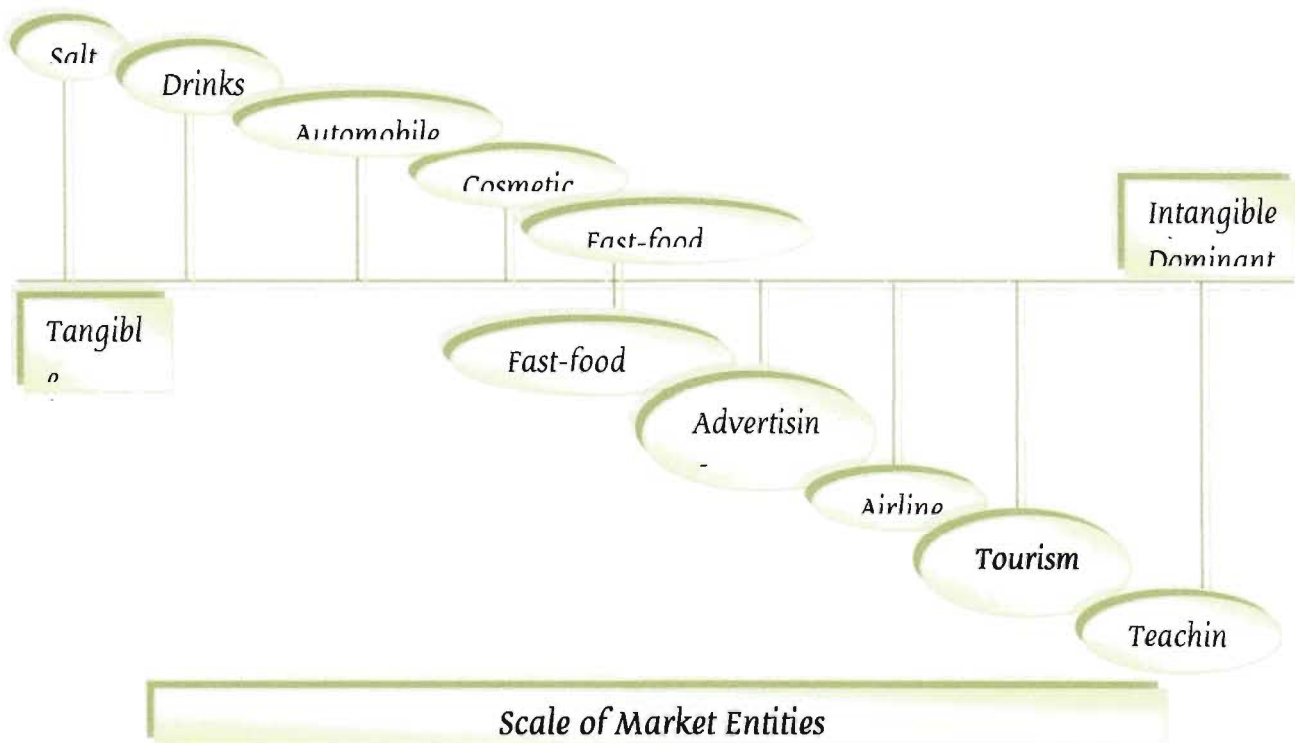
- 1.0 Through implementation of relationship marketing.
- 2.0 Through innovation and providing quality service.





## 5. PRODUCTS/ SERVICES

Tourism industry is a service industry. The core value of this industry is recreation. Therefore, **Sreemangal** is a service as it is a tourist spot. The natural beauty of **Sreemangal** is so astonishing that it delights the tourists. It helps them find some sort of peace out of their complex urban life. The different shades of natural green that **Sreemangal** possess with the opportunity to view the wild life, indeed, entertain tourists. It provides them a unique experience that they can share with others. **Sreemangal** is a service because it is intangible dominant. Let's define it through a scale:



**Figure-3.2: Product/Service Continuum**

The four unique location of **Sreemangal** helps it distinguish itself from other competitors. They are:

- *Madabpur*: Spring green
- *Lawachera*: Forest green
- *Tea Garden*: Wave of green
- *Magurchora Khasia Punja*: Ever green



The heart pounding and sparkling green of ***Sreemangal*** leave me no options but to name it the ***Ocean of Green***.

***Sreemangal*** is our core service as tourist spot. The augmented services that facilitates are:

- Accommodation
- Transportation
- Restaurants
- Shopping opportunities
- Hiking facilities etc.



## Chapter 4: Scrutinizing the Competition

Discussions on:

- Competitors Analysis
- SWOT Analysis for *Sreemangal*
- SWOT Analysis for Competitors
- Promotional Activities of *Sreemangal*



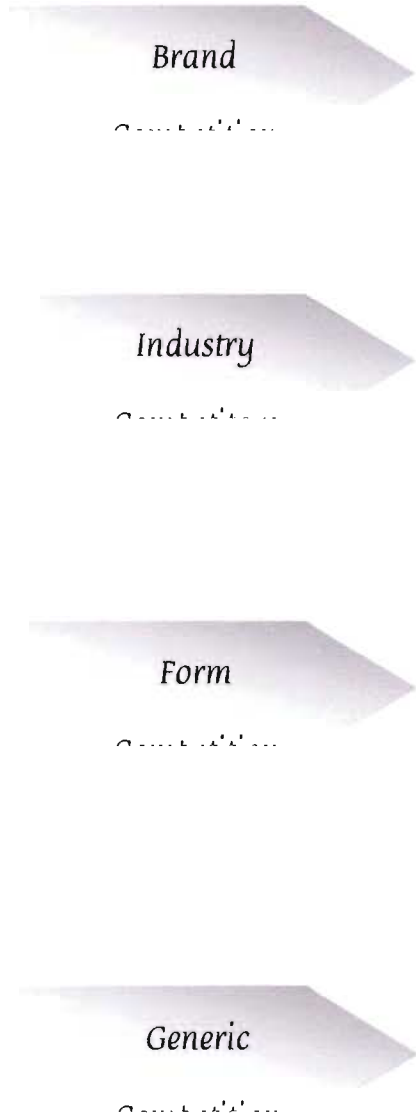


## 6. COMPETITORS ANALYSIS



### ● Industry Overview

#### *Types of competition*



- Cox's Bazar
- St'Martin
- Rangamati
- Bandarban
- Kuakata
- Sundar Ban

All the places that provide the same facilities, natural attraction and view as Sreemangal provide.

Sherpur, Shylet, Durgapur, Rangamati, Bandarban, etc.

Amusement park, Fantasy Park, as a competitor for Sreemangal.

Any other products that can be used as a substitute for Sreemangal.

Competes for the same consumer income group and age group.

Figure-3: Defining Competition



## 7. SWOT ANALYSIS FOR SREEMANGAL



<p style="text-align: center;"><b><u>STRENGTH</u></b></p> <ul style="list-style-type: none"> <li>• There is demand</li> <li>• Has a lot of product variety</li> <li>• Has some unique characteristics, which don't have in others</li> <li>• Loyal customer base, means who have already visited would like to visit again.</li> </ul>	<p style="text-align: center;"><b><u>WEAKNESS</u></b></p> <ul style="list-style-type: none"> <li>• No initiative from the government as well as from the private sector</li> <li>• Do not have sufficient financial support to promote <i>Sreemangal</i></li> <li>• Low promotional effort</li> <li>• Safety and security</li> <li>• Transportation</li> <li>• Accommodation</li> <li>• Lack of tourist market</li> <li>• Information</li> </ul>
<p style="text-align: center;"><b><u>OPPORTUNITY</u></b></p> <ul style="list-style-type: none"> <li>• <i>Sreemangal</i> has the opportunity to establish as a brand in the mind of the prospect</li> <li>• Radical improvement of media vehicle</li> <li>• People now-a-days would like to travel more for the recreation purpose than in before</li> <li>• Population in Bangladesh, specially the literate population, is growing; these people are more curious to know about our country</li> <li>• The buying power of the target market is increasing.</li> </ul>	<p style="text-align: center;"><b><u>THREAT</u></b></p> <ul style="list-style-type: none"> <li>• Other existing or hidden tourist spot may come to the field to compete with <i>Sreemangal</i></li> <li>• Being politically victimised</li> <li>• Local people may resist.</li> </ul>

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## TORS

<u>STRENGTH</u>	<u>WEAKNESS</u>
<ul style="list-style-type: none"> <li>• There is demand for the others tourist spot</li> <li>• Loyal customer base</li> <li>• Proper accommodation and transportation system</li> <li>• High promotional effort</li> <li>• Initiative taken form govt. and private sector.</li> </ul>	<ul style="list-style-type: none"> <li>• Do not have enough product variety</li> <li>• Cost is too high</li> <li>• Too crowded</li> <li>• Low promotional activity</li> </ul>
<u>OPPORTUNITY</u>	<u>THREAT</u>
<ul style="list-style-type: none"> <li>• Radical improvement of media vehicle</li> <li>• People now-a-days would like to travel more for the recreation purpose than in before</li> <li>• Population in Bangladesh, specially the literate population, is growing; these people are more curious to know about our country</li> <li>• The buying power of the target market is increasing.</li> </ul>	<ul style="list-style-type: none"> <li>• Other existing or hidden tourist spot may come to the field to compete</li> <li>• Customer may switch</li> </ul>



## 9. PROMOTIONAL ACTIVITIES OF THE COMPETITORS



As a whole tourist spot promotion in Bangladesh has no pattern and it is hard to observe and conclude in a theoretical base. Number of visitors of different place is that much high and it is one of the reasons that I don't find mass promotion of any sort in tourism sector. May be, poor facilities in most of the Bangladeshi tourists spot, is the reason behind it. But by learning from different countries that are generating healthy revenue from tourism sector, Bangladesh government is taking steps to improve facilities and building infrastructure and promoting through Bangladesh Porjoton Shongstha. Business opportunities in different tourists spot is increasing day by day and firms like different bus service, entertainment park (concord), hotels and restaurants are promoting them selves by using the name of that place (secondary brand association).

Except these in recent time Shundarban and Cox's Bazar has been promoted highly because of program. People are not only participating through  talking about these two places but also voting.

BTL campaigns are very common in promoting different tourist spots in Bangladesh like seminar, round table discussion etc. Print media has been highly used in promoting tourist spot as well as articles in newspaper and Magazine as publicity. Another important thing has been used to promote especially Shundarban and different part of Chittagong, documentary. A number of world class documentaries have been made by and shown on BBC and National Geography Channel as well as our national channel like Channel 1. Boishakhi etc.





## Chapter 5: Segmentation, Targeting and Positioning

Discussions on:

- Segmentation, Targeting & Positioning
- Perceptual Mapping
- Influential Factors on Decision Making



## 10. STP ANALYSIS FOR SREEMANGAL



Segmentation of the market has been done on mainly the following variables (S=Segmentation, T=Targeting, P=Positioning):

Variable	Breakdown
<b><u>Geographic</u></b>	
<i>Region</i>	All around the Bangladesh.
<b><u>Demographic</u></b>	
<i>Age</i>	18 to 35
<i>Income</i>	From the questionnaire I have found that tourists who have at least 20000tk monthly income are likely to visit or tour most. So people with middle income to upper income group can effort it. So our target income group will be within middle income to upper income group.
<i>Occupation</i>	Students and young Executive
<i>Social Class</i>	Generally Middle to Upper class.
<b><u>Psychographic</u></b>	
<i>Lifestyle</i>	Progressive lifestyle, outgoing, Adventure Seekers, Positive Attitude Towards Traveling, social and Cable generation. The buyer has to have the urge to have a tour and get the natural attraction and view.



<b><u>Behavioral</u></b>	
<i>Occasion of purchase</i>	Occasion (e.g. Eid, Puja, Winter Season, Rainy season, Summer vacation 31st December, Poornima or Full Moon etc.
<i>Benefits seeking</i>	Adventure, Safety, Good accommodation and transportation, natural attraction. For those who appreciate scenic beauty and look for quality service & safety at moderate price
<i>User Status</i>	Regular, occasional, potential
<i>Loyalty Status</i>	None or medium
<i>Readiness Stage</i>	Aware, informed, interested, intending to go
<i>Attitude Toward Sreemangal</i>	Positive

### 10.1 Age and Life-Cycle Stage:

*Sreemangal*'s target market is the youth to young generation segments of the population. A secondary target market it aims is the 50+ segments. According to *Sreemangal*'s it is the 16-35 age group market in Bangladesh that will be its future potential visitors and hence it focuses on appealing to them.

### 10.2 Income:

The target market includes all those individuals having a monthly income of at least 20000+tk (MHI = Tk.20000+).

### 10.3 Density:

*Sreemangal* must focus all its resources on appealing to the population living in the both rural and urban areas, especially to people who live in urban areas. The focus should be on some selective areas where the disposable income of the population is higher.



#### **10.4 Social Class:**

*Sreemangal* is a place for the moderately affluent segment of the society. As such *Sreemangal* should target the mid to upper strata of society.

#### **10.5 Lifestyle:**

People believe that having tour is an indicator of their personality and prosperous standard of living. *Sreemangal* visitors or potential visitors are assessed to be individuals with active lifestyles those who are adventurous and fun lover.

#### **10.6 Personality:**

*Sreemangal* must endow its services with a brand personality that corresponds to its present and potential consumers. Some of the personality traits of *Sreemangal* are: town which preserves and cherishes nature, town with traditional cultures, environmentally friendly town, tourist town, agricultural town etc.

#### **10.7 User Status:**

*Sreemangal*'s target market can be segmented into regular, occasional, potential visitors.

#### **10.8 Attitude:**

*Sreemangal*'s must endeavor to attract people who have positive attitude toward traveling and Sreemangal.

#### **10.9 Targeting**

*Sreemangal* utilizing the attractive segments mentioned above will go for selective specialization, i.e. diversifying risk among different segments. Hence the populations of Bangladesh belongs to youth and young generation, have a income bracket of 20000+ and have the urge for fun and adventure are the target market.

#### **10.10 Positioning**

Product differentiation should be delivered by providing values. The product should be positioned with excellence so that the tourists are pursued to think that *Sreemangal* is the only place where they can get everything what they want and obviously the "Ocean of Green".





### 10.11 Perceptual Mapping

Perceptual Mapping offers marketing managers a useful technique for measuring and developing a product's position. It takes consumers' perceptions of how similar various tourist places are to each other and relates these perceptions to product attributes.

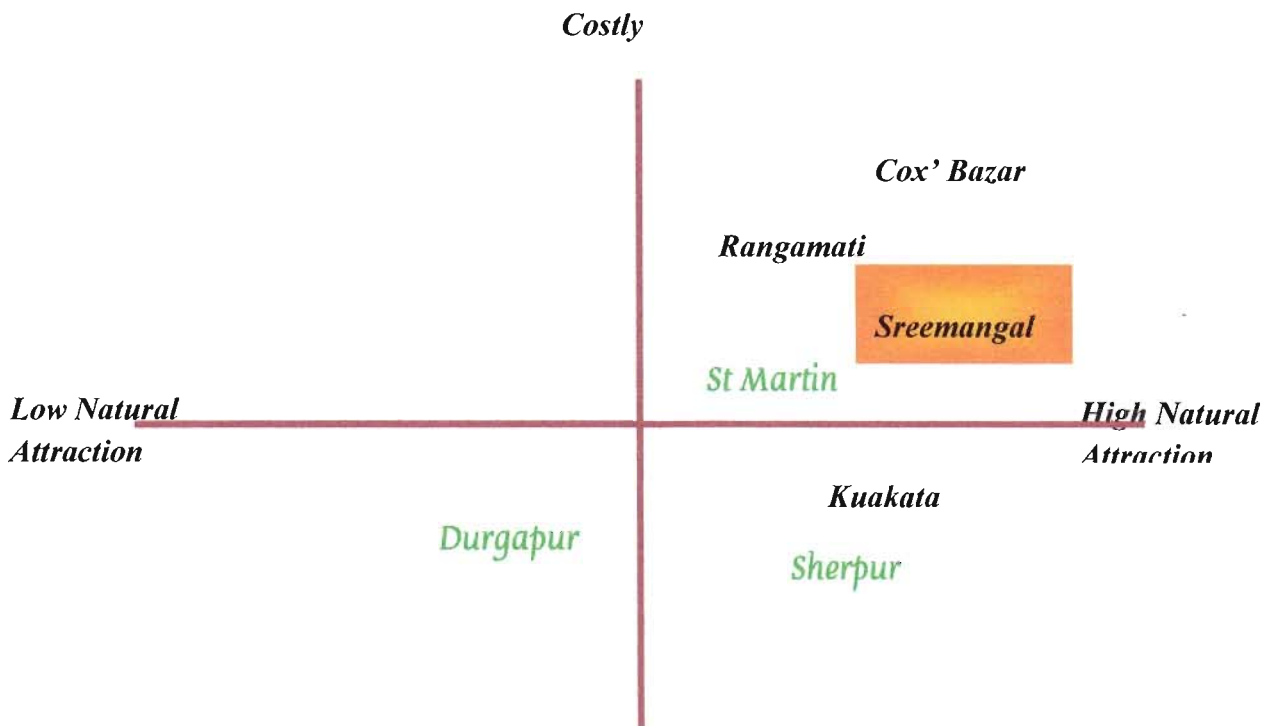


Figure-4: Perceptual Mapping

### 10.12 Factors Influencing on Decision Making

- *Cultural factors:* The social class will influence the potential customers to have a tour to **Sreemangal**.
- *Personal factors:* Age and lifestyle will also generate stimulus.
- *Psychological factors:* Motivation will lead tourists to go for a visit to **Sreemangal**.



## Chapter 6: Proposing the Brand Sreemangal

Discussions on:

- Proposed Marketing Mix
- Perceptual Mapping
- Influential Factors on Decision Making



## 11. PROPOSED MARKETING MIX

### 11.1 Product:

#### 11.1.1 Functional Benefits

- ↳ Leisure & Relaxation
- ↳ Adventure Activities
- ↳ Recreational Activities

#### 11.1.2 Symbolic Benefits

- ↳ Association with Adventure
- ↳ Association with Out-going Nature
- ↳ Association with Nature and Beauty
- ↳ Association with Isolation
- ↳ Association with Upper Class Prestige
- ↳ Association with Safety

#### 11.1.3 Experimental Benefits

- ↳ Hassle Free Accommodation
- ↳ Efficient Top Quality Service
- ↳ Exquisite Cuisine
- ↳ Feeling Of Real Explorer

### 11.2 Price:

- Initially '*perceived value pricing*' should be followed
- But gradually value based pricing can be adopted depending on the intensity of market competition.

For example, we may conduct a survey and perform a competitor analysis later some time to find out on what visitors are willing to spend on a tour.



## **11.3 Promotion:**

### **■ Printed media**

- Newspaper
- Yellow pages (future plan)
- Magazines and Journals
- Stickers
- Brochures
- Calendars (future plan)

### **■ [www.sreemangal.co.nr](http://www.sreemangal.co.nr)**

Web-page development and email option for further clarification and information.

### **■ Non-printed**

- Billboard

#### **Location:**

- Bus-stand
- Airports
- Highways
- Important road crossing where jam traffic prevails
- Posters near school, college and university campus

### **■ Sales Promotion**

- Commission to the independent travels and tour operators.
- Discount to the off season tourists.
- Enhance the transportation facility
- Proper accommodation
- Special discount policy for the repetitive customers.



### ■ **Publicity**

- *Massive launching ceremony*: Can be held at “Pan Pacific Sonargaon Hotel”.
  - Representative from each community e.g. Business, education, etc.
  - Press coverage in different media.
- *Organizing Concert*: The earning from the concert will go to the “Development of Sreemangal” program.

The Coverage of these events by the media will act as publicity.

### ■ **Media coverage**

- Lonely planet TV program.
- Discover Bangladesh on TV, i.e. Channel i.

## **11.4 Leverage of Secondary Associations:**

- Young people can easily associate the romanticism and serene environment described by the famous writer Humayun Ahmed
- Event sponsorship (concert) will easily communicate the feeling of enthusiasm and vividness to the adventure loving young generation.

## **11.5 Brand Awareness:**

### ■ **Recognition**

- The brand elements themselves are the key to recognition.
- Initial launching ceremony, publicity and extensive advertisement (distinctive, unique and similar theme and character) campaign will generate the necessary recognition level.

Therefore, recognition level of the brand will be high.





■ **Recall:**

- This is a new concept in this service category of our country
- Higher rate of recall in case of seeking for adventure (balloon, campfire, trekking, cruising)
- Need for isolation
- Vacation itself.

Breadth of the brand will be high. Therefore brand awareness will also be high.

## 11.6 Brand Image:

- Brand image will be determined by the type of strength, favorability and uniqueness of brand association
- The basis of the brand association will be the “*positive attitudes*” of the target audience
- HOW? the brand features some unique product related attributes (*point of difference*) and non product related attributes (*e.g. Value pricing; targeting of the positive, adventurous & out going people; promising to provide good time, trying to associate a feeling of exploration & finally, creating & communicating a brand personality as isolated yet lively and exotic.*). These attributes help form an attitude of the brand. The match of these two sides, both from the customers’ attitude and the brand attitude portrayed by the company will be able to induce a potential customer to form a positive attitude towards the brand. In this regard, it should be mentioned that the promotional efforts will be directed towards generating the desired positive attitude.

The ‘Brand Association’ must be strong. Strength will depend upon relevance and consistency. The promotional campaign should target those who are able, eligible and willing for the package (target market described earlier). And the campaign must be intensified during particular time of the year (*e.g. winter*).



Therefore, personal relevance will be high. The information that flow through different promotional tools and the service rendered from the resort must be consistent. A customer database should be developed and a sense of relationship must be developed with them; word-of-mouth will spread out from their direct experience. Top quality promotional campaign conforming to the service rendered will ensure high assumption about the brand.

*Favorability* depends on desirability and deliverability. It satisfies safety, social and ego needs. On the other hand, a well scheduled package, wide distribution chain and skilled workforce will provide the promised service performance. Nevertheless, picture and endorsement of the satisfied customers should be well publicized. Thirdly, an active quality control team must ensure the sustainability of the performance through regular inspection and customer survey.

## **11.7 Uniqueness:**

- Point of parity & Point of difference contributes to the unique association of the brand
- Apart from all the standard features provided by other tour operators and hotels (point of parity), the additional features are as follows (point of difference):
- Rich Service Portfolio
  - Cultural Show
  - Wildlife
  - Parks
  - Hill tracks
  - Cultural or religious events
  - Adventure/sports activities
  - Hiking/trekking
  - Biking

Based of the point of parity and point of difference, featuring the competitive edges, *Sreemangal* will be able to build a positive image in the mind of the target audience.

## **11.8 Brand Knowledge:**





- With intended level of awareness & proper image, it is expected that a desired knowledge structure must be embedded in the target customers' mind.

## **11.9 Distribution:**

Zonal Office must be established in Dhaka, **Sreemangal**, Chittagong and in other major cities. Independent commission sales agent in different metropolitan cities must be placed to encourage customers to come through the channels. However, Selling agency rights can be vested to the independent tour operators and travel agents.

Part time “*Vacation Sales Person*” can be appointed who will go to different institutions and demonstrate the package and try to sell advance bookings and maintain liaison with travel-agent and hotels, luxury bus services.

Their stake will be primarily on commission and free ads on brochures and leaflets and incorporating our customers into their service.



## 12. BRAND ELEMENTS



### 12.1 Brand Name:

## SREEMANGAL

**Explanation:** Sree stands for “beauty or nice” and Mongol stands for “all the good things is happening around us”. The greenery of Sreemangal is looks like painted carpet throughout the city. Also it is a self explanatory name for a brand.

### 12.2 Logo, Symbol and Slogan:



**Explanation:** The logo is designed according to characteristics of *Sreemangal*. In this particular logo four leafs have been shown and it is actually indicating the tea leaf and a gentle reminder that it is the highest tea producing city in Bangladesh. In the lower part of this logo ocean of green is written because *Sreemangal* is the city where greenery view is found in everywhere.

The colors primarily used in the logo are:

- **Black** – Black gives the consumers the feel of sophistication
- **Green** – *Sreemangal* keep your mind fresh and joyful
- **Lemon Green** – Eye catchy color, which will grab the attention of the viewer

**Slogan:**

*Explore the Paradise*



**Explanation:** Basically this is a heaven that is not very known to common tourists of our country. It is still full of serene and tranquility. The location and scenic beauty is incomparable. And the greenery view possessed by *Sreemangal* could be stated as an illusion of green.

## 13. Brand Personification



### 13.1 Importance:

The non-product related attributes have a great impact on brand image. The feel or the association that certain visiting spot provides plays an important part in the choice of a particular place or brand. *Sreemangal* will be used a character for personification of the brand. In the promotional campaign it will be used.

### 13.2 The brand character of *Sreemangal*:

The proposed character for *Sreemangal* could be a “*Green Angel*” because of two reasons. First of all *Sreemangal* is could be proposed as “*Ocean of Green*” city so a green angel can portray the image in the consumers mind. Secondly this green angel can keep the tourists fresh and happy all the time by using its magical stick.

Brand	Character
Sreemangal	Green Angel holding a Magical Stick

### 13.3 The contribution of personification to the brand equity:

The character should appear in the advertisements in different surroundings. The characters should portray a rich used imagery. These situational cues will help the consumers to recall the brand name and create positive association towards the brand.



## 14. Rationale behind the Brand Elements



### 14.1 Consumer's perspective:

- This will demonstrate the source of credibility and identification
- It will reduce their search time and reduce risk at the same time as there are a few competitors in the brand form.
- If *Sreemangal* provides augmented level of service (compared to the competitors), the level of satisfaction will make them feel better, build a base for referral marketing and repetitive consumption.

### 14.2 Service Provider's Perspective:

- Means of identification to simplify handling or tracing
- The brand will provide ample information of quality to satisfied customers
- It will act as a source of competitive edge.





## Chapter 7: Promoting the Brand Sreemangal

### Discussions on:

- Media Plan for *Sreemangal*
- Classical Conditioning
- Other Promotional Medias
- Building Brand Equity



## 15. MEDIA PLAN FOR SREEMANGAL

For the Year 2009

<i>Month</i>	<i>Communication Options</i>	<i>Reason</i>
JAN	<ul style="list-style-type: none"> <li>◆ TVC</li> <li>◆ Print ad</li> <li>◆ Bill Board</li> <li>◆ Poster</li> <li>◆ m-advertising</li> <li>◆ website</li> <li>◆ Event</li> <li>◆ Brochure</li> <li>◆ School yard &amp; Bus stop Campaign</li> <li>◆ Sticker</li> </ul>	<ul style="list-style-type: none"> <li>- New Year Day's Event</li> <li>- The popular Daily news paper &amp; magazine (Prothom Alo, Daily star, Annonna)</li> <li>- Free brochure and a informative CD will be given to the corporate client</li> </ul>
FEB	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Print ad</li> <li>◆ Sponsorship</li> <li>◆ Bill Board</li> <li>◆ Brochure</li> <li>◆ m-advertising</li> <li>◆ website</li> <li>◆ Sticker</li> </ul>	<ul style="list-style-type: none"> <li>- Concert for Mother Language day.</li> <li>- Print ad design will change simultaneously but message will remain same</li> </ul>
MAR	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Print ad</li> <li>◆ Bill Board</li> <li>◆ website</li> </ul>	<ul style="list-style-type: none"> <li>- Continued</li> </ul>
APR	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Event</li> <li>◆ Billboard</li> <li>◆ website</li> </ul>	<ul style="list-style-type: none"> <li>- Pohela Baishakhi Event</li> <li>- Personal selling in several Fairs</li> </ul>
MAY	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Billboard</li> <li>◆ website</li> </ul>	<ul style="list-style-type: none"> <li>- Continued</li> </ul>



<b>JUN</b>	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Print ad</li> <li>◆ School yard &amp; Bus stop Campaign</li> <li>◆ Billboard</li> <li>◆ website</li> </ul>	- Continued
<b>JUL</b>	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Print ad</li> <li>◆ Billboard</li> <li>◆ website</li> <li>◆</li> </ul>	- Billboard design will be changed
<b>AUG</b>	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Print ad</li> <li>◆ Billboard</li> <li>◆ website</li> </ul>	- Continued
<b>SEP</b>	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Billboard</li> <li>◆ website</li> </ul>	- Continued
<b>OCT</b>	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Print ad</li> <li>◆ Billboard</li> <li>◆ Website</li> </ul>	- Continued
<b>NOV</b>	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Print ad</li> <li>◆ Billboard</li> <li>◆ website</li> <li>◆ Poster</li> <li>◆ Sticker</li> <li>◆ Brochure</li> <li>◆ m-advertising</li> </ul>	- Frequency of all the media tools will be increase.
<b>DEC</b>	<ul style="list-style-type: none"> <li>◆ TV ad</li> <li>◆ Billboard</li> <li>◆ website</li> <li>◆ Poster</li> <li>◆ Sticker</li> <li>◆ Brochure</li> <li>◆ m-advertising</li> </ul>	- Frequency of all the media tools will be increase.





## 16. CLASSICAL CONDITIONING

Hearing good music (unconditioned stimulus – *UCS*) elicits a positive emotion (unconditioned response – *UCR*) in individuals. Consistently pairing products (conditioned stimulus – *CS*), the brand itself comes to elicit positive emotion (conditioned response – *CR*).

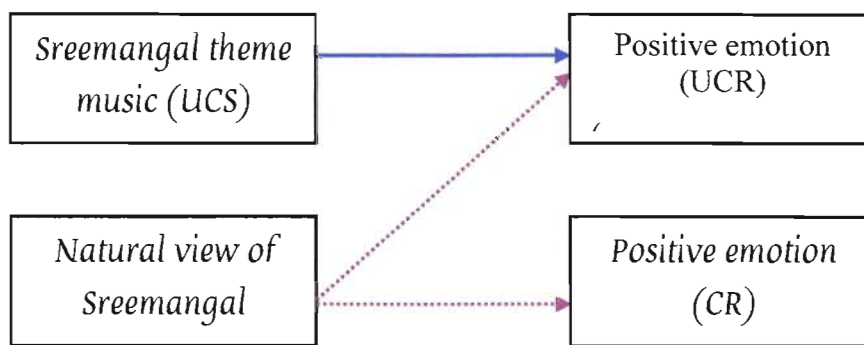


Figure: 7.1

After seeing a commercial what is learned is generally not information but emotion or an affective response. If and when this affective response leads to learning about the product or leads to a product trial, we have this situation:

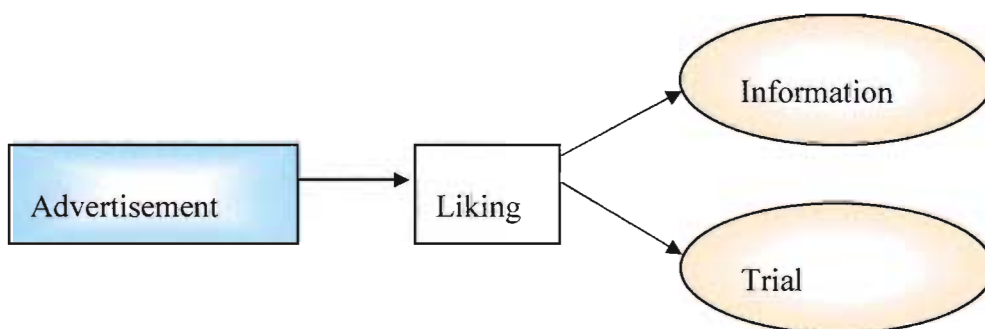


Figure: 7.2



## 17. OTHER PROMOTIONAL MEDIAS



### Event Sponsorship:

- Best tourist of the year
- Organizing a photography exhibition.
- Art exhibition
- Organizing a concert show

### Stickers:

Attractive stickers can be pasted on inside the cyber café, intra and inter city AC buses, popular fast food shops, restaurants and other cool hang around places for the young generation.

### Poster:

Eye catchy posters can be posted on outside the university campus, school and college ground, cyber café, bus stops, popular fast food shops, restaurants and other cool hang around places for the young generation.

### Website:

[www.sreemangal.co.nr](http://www.sreemangal.co.nr) can be developed to promote *Sreemangal* through web address, where the interested visitors will get their required information regarding *Sreemangal* as well as others information like hotel booking, transportation, shopping place and restaurant.



## 18. IMPACT of PROMOTIONAL TOOLS on BRAND EQUITY



<i>Tools</i>	<i>Cues</i>	<i>Impact</i>
<i>TV Ad</i>	Showing different places of <i>Sreemangal</i> and their natural attraction, highlighting mainly the greenery and natural beauty.	Create strong and favorable image and the eye catching greenery will persuade the audience for a visit to <i>Sreemangal</i> .
<i>Stickers</i>	Colorful and exotic design consisting brand name, slogan, main selling idea and web address.	Increase recognition level and reinforce positive association
<i>Billboard</i>	Same theme of TV Ad in a still picture	Increase recognition through linking cues in memory nodes
<i>Paper Ad.</i>	Same theme of TV ad. and billboard Language will be different and catchier.	Increase recognition and if any sales promotion or new product assortment is announced then recall will increase substantially
<i>Website</i>	Details about <i>Sreemangal</i> and how to go, where to stay and other information will be available there.	Reduce the searching time and also create a strong favorability
<i>m-advertisement</i>	Initially start with a funny type of story and finally end with the	Create WOM and influence to



	message about <i>Sreemangal</i>	have a visit
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## Chapter 8: Marketing Research

Discussions on:

- Adapting Different Marketing Research Techniques



## 19. Interview with the Experts:

*Industry Expert:* Former MP of *Sreemangal* Mr M.A.Sahid

Mr Khorshed Alam, CEO Advance Tourism *Sreemangal*

To satisfy my purpose I have taken two experts' interview who are directly involved in developing the tourism sector of *Sreemangal*. One of them is the former Member of the Parliament (MP) of *Sreemangal* Mr M.A. Sahid and other person is a sole proprietor of Advance Tourism. Both of them talked about the prospect and aspect of *Sreemangal* in Tourism sector. I have gathered the information from both the governmental and private sector. Bulleted points from the expert interviews are given below:

- ◆ First and foremost concern is safety issues. Safe and secure traveling should be ensured. To attract tourist safety need should be fulfilled at prima facie. Our government is also concern about the safety issues. Secondly, it is required to create new experiences that will attract visitors to visit *Sreemangal*. Promoting new experience to the target market can add value to *Sreemangal*. Like most of the tea gardens in inhabit in *Sreemangal*. The rain forest can be a new and diverse experience for the tourist. Here the tourist can do hiking and tracking also. Both of the experts focused on the *Madhobpur lake* as it more beautiful and attractive than “Fayez Lake”. Last but not the least all of them mention the famous five colored tea.
- ◆ Enhance the infrastructure that supports tourism. Only natural beauty is not sufficient to be a tourist spot. Infrastructure development is a prime concern after proposing the experience. Here only government alone can not develop the infrastructure. Helping hand from the private sector is immensely mentioned. Now days so many tourist agency and tourist resort is building at *Sreemangal* but this not sufficient according to the demand.
- ◆ Develop strong destinations. Both of the experts were focusing on one issue of *Sreemangal* that is ‘green’. Convincing tourist that *Sreemangal* is a green city. It is the real *ocean of green*. Private and public sector both should provide a single minded message.
- ◆ Raise the awareness. Awareness should be raised in the international level. Here private sector is working tremendously well. Building websites, personal communication with the foreigners is only done by the local private tourist agents like Mr. Khorshed Alam. Government intervention can create a huge demand in the international level.



## 20. Focus Group Discussions

Important discoveries are:

1. Lack of standard tourist motels and hotels are the major obstacles. Presence of accommodation both in the public and private sector should be developed. To attract both the national and international tourist, proper accommodation with all the modern facilities should put up together.
2. Guest House and Resorts are much too expensive for middle class people. When the number of hotels and motel will increase the price of affordable for all.
3. Transportation system is not structured for tourist place. There is not enough buss for travelling around those places and in some places there are no transports at all.
4. Hotels don't have there own transportation for tourists.

There are some places in *Sreemangal* which are stunning. Like *Madhabpur*, *LawaCherra*, *Magurchora(Khashiapolli)*, *Komolgong(monipuripara)* and *Tea States*. *Madhabpur* is not really well known place to people but it is the most attractive place in *Srimongol* after *tea states*. The biggest natural lake in Bangladesh located in *Madhabpur*. *Lawacherra*, is one of the most gorgeous place in *Sreemangal* where forest and hill both mates together. There are 47 *Sreemangal* in *Sreemangal* which are making that place more beautiful and greener. These entire places are very close to *Sreemangal* city and most of the places are of same distance. So to view these entire places, people need only 2-3 days.

## 21. Statement of the Problem

### 21.1 Management Decision Problem

How to developed *Sreemangal* as a most preferable tourist spot?

### 21.2 Marketing Decision Problem

To identify the triggering factors which will work as the pivotal element for promoting *Sreemangal*. I will identify the relative strength and weakness of *Sreemangal* to compare with others competitors.

### 21.3 Broad Objective

To measure the prospects and aspects of *Sreemangal*.





## 22. Specific Components of Marketing Research

### Problem:

#### 22.1 Triggering Factors

What are the variables, overtly and covertly influences consumers in terms of tourism services or the factors that stood as a barrier for widely spreading tourism industry.(weather conditions, Natural beauty and landscapes/environment, wildlife, pristine natural environment, heritage, adventure/sports activities and so on.)

#### 22.2 Specific Objective

Our research is about to identify the problems associated with tourism sectors and its prospects in Bangladesh.

#### Specific objectives are as follows:

- ✚ To understand consumers' current insight
- ✚ To identify consumers' level of awareness regarding *Sreemangal*
- ✚ To identify consumers perception about cost of visiting *Sreemangal*
- ✚ To identify preferred places
- ✚ To identify the consciousness about safety during visiting
- ✚ To identify whether consumers preferred accessibility
- ✚ To identify the level of importance is placed on adventurous activities
- ✚ To see whether currently available facilities in *Sreemangal* can satisfy required immediate need of the visitors.
- ✚ To find out whether there is any relationship between age group and touring tendency
- ✚ To find out the critical factors, which governs the choice of decision making in favor of *Sreemangal*
- ✚ To identify whether tourists are price sensitive or not.



## 22.3 Theoretical Framework

So the theoretical framework of the research “*Prospects and Problems of Sreemangal*” is:

To identify the factors that may influence in terms of decision making in favor of *Sreemangal*. I have initially identified some variables/factors, which are significantly correlated with the consumers’ decision making process regarding tourist places. These factors are: *weather conditions, natural beauty and landscapes/environment, wildlife, pristine natural environment, heritage, adventure/sports activities* and so on. These variables are trying to be described under the exploratory research design (qualitative research), then for data collection I have selected both non probability and probability sampling, for analyzing data I have to determine both parametric and non parametric data analysis technique and finally findings will be interpreted with the existing body of knowledge.

## 22.4 Analytical Model

Analytical model is a set of variables and their interrelationships designed to represent, in whole or in part, some real system or process. Model can have many different forms. The most common are

- ✚ Verbal model
- ✚ Graphical model
- ✚ Mathematical model

### 22.4.1 Verbal Model

*Sreemangal* is yet to be developed as a favorable tourist spot and the reasons behind it is *poor facilities, unavailable accommodation, lack of good transportation system and lack of trusted sources of information*. It also happens due to lack of awareness among the customers and this scenario only happens due to lack of promotion. In the case of *Sreemangal*, I have found above mentioned factors in terms of selecting a tourist place.



### 22.4.2 Graphical Model



### 22.4.3 Mathematical Model

The mathematical model of graphical model and verbal model is:

$$Y = a_0 + f(x)$$

Where, Y= dependent variable (Decision)

F(x) = Independent variables (factors which influence the decision making)

X1= **Good weather condition**

X2= **Awareness**

X3= **Natural beauty and landscapes**



X4= **Wildlife**

X5= **Promotion**

X6= **Safety**

X7= **Adventure/sports**

X8= **Good prices for quality received**

X9= **Transportation**

X10= **Accessibility**

## **23. Research Questions**

*RQ1:* Does good weather condition is important to the customers?

*RQ2:* Does natural beauty and landscapes/environment is important to the customers?

*RQ3:* Does opportunity to see wildlife is important to the customers?

*RQ4:* Does visits to parks and other pristine natural areas are important to the customers?

*RQ5:* Does opportunity to stay in pristine natural environment is important to the customers?

*RQ6:* Does desire to learn about other cultures, their ways of life and heritage is important to the customers?

*RQ7:* Does participation in major cultural or religious events is significant to the customers?

*RQ8:* Does opportunity to visit an indigenous or traditional community is significant to the customers?

*RQ9:* Does opportunities to experience traditional ways of life is important to the customers?

*RQ10:* Does opportunities for learning about and experiencing natural and cultural attractions is significant to the customers?

*RQ11:* Does opportunities for adventure/sports activities are important to the customers?

*RQ12:* Does good prices for quality received is important to the customers?

*RQ13:* Does excellent transportation system is important to the customers?

*RQ14:* Does recommendations from a friend/book are important to the customers?

*RQ15:* Does facilities for children are significant to the customers?

*RQ16:* Does accessibility is significant to the customers?



RQ17: Does safety is significant to the customers?

RQ18: Does interest in business investment in visited area is preferable to the customers?

RQ19: Overall do you believe that *Sreemangal* is a charming place for recreation is important to the customers?

## 24. Research Design

### 24.1 Types of Research Design

Our research is limited to narrower areas. The study is conducted in Dhaka and *Sreemangal*. So I mainly focused on narrower area rather than wider area. The time duration of the whole research is from October 2008 to December 2008.

The research will be inductive-deductive in nature. It will be quantitative as well. Both exploratory and conclusive research will be performed. Under conclusive research I will follow the descriptive research design because it will provide the clear understanding of the market characteristics.

For exploratory research part depth interview and focus group discussion has conducted to explore new ideas and to formulate hypotheses. These hypotheses will be tested in conclusive research part.

**Type of research:** Quantitative research (to quantify the data and generalize the results from the sample to the population of interest)

**Research Design:** Descriptive research (type of conclusive research used to describe something)

**Data collection:** Survey method (involve structure questionnaire given to respondents and elicit specific information)

**Questionnaire:** Structured questionnaire

**Survey method:** Personal interviewing has been followed



**Scaling:** Non comparative scaling technique: Itemized rating scale-Likert scale (5 points)

**Data analysis:** Parametric and non parametric

## 24.2 Information Need

The type of information obtained in a questionnaire is classified as:

### 24.2.1 Basic Information:

I tried to identify the relative factors which determine the travelling needs of our target customers. My endeavor was to get a better insight of our target customers' lifestyle so that it helps us to design our promotional strategy as our main objective is to align our service to the lifestyle of our target customers.

#### 24.2.1.1 Classification information

It consists of questions that classify the respondents and understand the result. In questionnaire, questions are divided into different categories to know respondents habit, attitude and opinion regarding the improvement of this service.

#### 24.2.1.2 Identification information

It includes name, age, gender, income, education, occupation, viewership, listenership, readership etc. it is the respondents profile in the questionnaire.

#### 24.2.1.3 Data collection from secondary sources:

Secondary data are that have already been collected for the purpose other than the problem at hand. I have collected secondary data from various papers.

#### 24.2.1.4 Data collection from primary sources:



A researcher originates primary data for the specific purpose of addressing the problem at hand. For collecting data from primary sources I have conducted depth interview and FGD of the relative field. At last we have conducted a survey of 40 visitors of *Sreemangal*.

## **25. Scaling Techniques**

In the questionnaire most of the questions are in Likert form, which is a five point rating scale. This scale has specific category and each specific category has its own description. In my research questions I have defined categories and their descriptions are as follows:

**Not important at all= 1**

**Not very important= 2**

**Neutral= 3**

**Important= 4**

**Very Important= 5**

Likert scaling technique is applied because it is easy for our respondents to understand and place their points as for each feature there is one number. More over the outcome I have got is easy to interpret for data analysis.

## **26. Questionnaire Development & Pre-testing**

Structure questionnaire is developed for the research. The questionnaire starts with screening questions to screen the potential respondents to identify the visitors of *Sreemangal*. The main questions start to know respondents' are aware about *Sreemangal*; The questionnaire ends with



respondent profile, which include name of the respondent, age, gender, income, occupation, education, viewership, readership, listenership etc.

### **Pre-testing:**

To improve the questionnaire, I have done pre-testing and sufficient steps are taken to improve questionnaire and eliminate errors.

### **Sampling techniques:**

- *Target population*

The studies generally target all those people who have visited and were visiting *Sreemangal*.

- *Sampling unit*

Target population of the study is based on age group

- *Sampling technique*

Stratified sampling under probability sampling technique should be used. But for academic purpose, hence convenience sampling under non-probability sampling is adopted.

- *Sampling element*

Each individual who have already visited and were visiting Sreemongol is the sample element of this research.

- *Sample size*

Total sample size= 40

## **27. Field Work**

This research has been carried out by 8 volunteers and I worked in the field for collecting data from respondents. While doing the survey in field, some steps have been followed:





### **Making the Initial Contact:**

The field work begin by making opining remarks that convinced potential respondents to participate: monitoring that this research is conducted for the project word of East West University as part of BUS 498 and this will be done only for academic purpose.

### **Asking Questions:**

Questions have been asked to the respondents by following some guidelines:

- ✚ Questions are asked in the order in which they appear in the questionnaire
- ✚ Exact wording have been used which is given in the questionnaire
- ✚ Questions have been read slowly
- ✚ Questions that are not understood have been repeated.

### **Recording the answers:**

All the answers are recorded in the questionnaire so that it becomes easy to insert data into SPSS.

### **Terminating the Interview:**

All the information has been obtained properly and necessary answers have been given to the respondent's questions about the survey on Sreemongol. The survey ends with thanking the respondents and expressing appreciation.

## **28. Data Analysis**

### **Methodology:**

For data analysis I have used both the parametric and non-parametric approach. As in my questionnaire the last part of the question is screening that is just used to know the respondent's demographic information, so I have used *nominal scaling* under *non-parametric data analysis technique*. I have used *cross tab analysis* to know about whether demographic variable is significant to the dependent variable or not. But for other questions, which are in Likert form, I have used scale under parametric data analysis technique. I have used *one sample t-test* and



*multiple regression model* to know about the impact of independent variable over dependent variable.

### **Plan for Data Analysis:**

As most of our questions are in Likert form so I have used scale under parametric data analysis technique. Here I have used t-test as all of the statements deals with one variable. I have also used multiple regression model to know the independent variables' impact over dependent variable and which one is the most significant. I have also used cross tab analysis to know the impact of demographic variable on the customers' satisfaction. I have used significance level is equal to **.05** and developed the hypotheses. The hypotheses are:

*H1: Good weather condition is important to the customers*

*H2: Natural beauty and landscapes/environment is important to the customers*

*H3: Opportunity to see wildlife is important to the customers*

*H4: Visits to parks and other pristine natural areas is important to the customers*

*H5: Opportunity to stay in pristine natural environment is important to the customers*

*H6: Desire to learn about other cultures, their ways of life and heritage is important to the customers*

*H7: Participation in major cultural or religious events is significant to the customers*

*H8: Opportunity to visit indigenous or traditional communities is significant to the customers*

*H9: Opportunities to experience traditional ways of life is important to the customers*

*H10: Opportunities for learning about and experiencing natural and cultural attractions is significant to the customers*

*H11: Opportunities for adventure/sports activities is important to the customers*

*H12: Good prices for quality received is important to the customers*

*H13: Excellent transportation system is important to the customers*

*H14: Recommendations from a friend/book is important to the customers*

*H15: Facilities for children is significant to the customers*

*H16: Accessibility is significant to the customers*



H17: Safety is significant to the customers

H18: Interest in business investment in visited area is preferable to the customers

H19: Overall you believe that *Sreemangal* is a charming place for recreation is important to the customers

For **null hypotheses (Ho)**, I developed the statement, which comprises of existing situation, and in **alternative hypotheses (H1)** I have developed statement, which I want to prove. If the outcome comes greater than 0.05 then I will accept null hypotheses. But if the outcome comes less than 0.05 then I will accepted alternative hypotheses. Thus:

**Probability > 0.05, Accept null hypotheses (Ho); Probability < 0.05, Accept alternate hypotheses (H1);** At the end of each result we make statistical decision and marketing decision.

### Hypotheses 1

Ho: Good weather condition is not important to the customers

H1: Good weather condition is important to the customers

$\alpha$  (Significance level)= 0.05

#### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Weather_condition	40	4.25	.840	.133

#### One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Weather_condition	9.415	39	.000	1.250	.98	1.52

#### Statistical decision

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

#### Marketing decision

Good weather condition is important to the customers



**Hypotheses 2**

Ho: Natural beauty and landscapes/environment is not important to the customers

H1: Natural beauty and landscapes/environment is important to the customers

$\alpha$  (Significance level)= 0.05



**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Natural_beauty_and_landscapes	40	4.50	.641	.101

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Natural_beauty_and_landscapes	14.811	39	.000	1.500	1.30	1.70

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Natural beauty and landscapes/environment is important to the customers

**Hypotheses 3**

Ho: Opportunity to see wildlife is not important to the customers

H1: Opportunity to see wildlife is important to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Wildlife	40	4.08	.917	.145



**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Wildlife	7.417	39	.000	1.075	.78	1.37

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Opportunity to see wildlife is important to the customers

**Hypotheses 4**

Ho: Visits to parks and other pristine natural areas is not important to the customers

H1: Visits to parks and other pristine natural areas is important to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Parks_and_pristine_areas	40	4.00	.877	.139

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Parks_and_pristine_areas	7.211	39	.000	1.000	.72	1.28

**Statistical decision**



From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Visits to parks and other pristine natural areas is important to the customers

**Hypotheses 5**

Ho: Opportunity to stay in pristine natural environment is not important to the customers

H1: Opportunity to stay in pristine natural environment is important to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Pristine_natural_environment	40	4.13	.563	.089

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Culture_ways_of_life_and_heritage	8.473	39	.000	.900	.69	1.11

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Opportunity to stay in pristine natural environment is important to the customers.

**Hypotheses 6**

Ho: Desire to learn about other cultures, their ways of life and heritage is not important to the customers

H1: Desire to learn about other cultures, their ways of life and heritage is important to the customers

$\alpha$  (Significance level)= 0.05



**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Culture_ways_of_life_and_heritage	40	3.90	.672	.106

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Culture_ways_of_life_and_heritage	8.473	39	.000	.900	.69	1.11

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Desire to learn about other cultures, their ways of life and heritage is important to the customers

**Hypotheses 7**

Ho: Participation in major cultural or religious events is not significant to the customers

H1: Participation in major cultural or religious events is significant to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Cultural_and_religious_event	40	3.55	.783	.124



**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Cultural_and_religious_event	4.444	39	.000	.550	.30	.80

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Participation in major cultural or religious events is significant to the customers

**Hypotheses 8**

Ho: Opportunity to visit indigenous or traditional communities is not significant to the customers

H1: Opportunity to visit indigenous or traditional communities is significant to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Indigenous_and_traditional_communities	40	3.88	.757	.120

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Indigenous_and_traditional_communities	7.306	39	.000	.875	.63	1.12

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Opportunity to visit indigenous or traditional communities is significant to the customers





**Hypotheses 9**

Ho: Opportunities to experience traditional ways of life is not important to the customers

H1: Opportunities to experience traditional ways of life is important to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Traditional_ways_of_life	40	3.98	.832	.131

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Traditional_ways_of_life	7.415	39	.000	.975	.71	1.24

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Opportunities to experience traditional ways of life is important to the customers

**Hypotheses 10**

Ho: Opportunities for learning about and experiencing natural and cultural attractions is not significant to the customers

H1: Opportunities for learning about and experiencing natural and cultural attractions is significant to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Natural_and_cultural_attractions	40	3.93	.616	.097



**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Natural_and_cultural_attractions	9.505	39	.000	.925	.73	1.12

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Opportunities for learning about and experiencing natural and cultural attractions is significant to the customers

**Hypotheses 11**

Ho: Opportunities for adventure/sports activities is not important to the customers

H1: Opportunities for adventure/sports activities is important to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Adventure_or_sports_activities	40	4.00	.847	.134

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Adventure_or_sports_activities	7.464	39	.000	1.000	.73	1.27

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Opportunities for adventure/sports activities is important to the customers



**Hypotheses 12**

Ho: Good prices for quality received is not important to the customers

H1: Good prices for quality received is important to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Good_price_for_quality_received	40	3.95	.846	.134

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Good_price_for_quality_received	7.104	39	.000	.950	.68	1.22

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Good prices for quality received is important to the customers

**Hypotheses 13**

Ho: Excellent transportation system is not important to the customers

H1: Excellent transportation system is important to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Transportation_system	40	3.98	1.000	.158



**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Transportation_system	6.168	39	.000	.975	.66	1.29

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Excellent transportation system is important to the customers

**Hypotheses 14**

Ho: Recommendations from a friend/book is not important to the customers

H1: Recommendations from a friend/book is important to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Recommendation_from_friends_or_books	40	3.98	.891	.141

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Recommendation_from_friends_or_books	6.919	39	.000	.975	.69	1.26

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Recommendations from a friend/book is important to the customers

**Hypotheses 15**



Ho: Facilities for children is not significant to the customers

H1: Facilities for children is significant to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Facilities_for_children	40	3.70	1.067	.169

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Facilities_for_children	4.149	39	.000	.700	.36	1.04

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Facilities for children is significant to the customers

**Hypotheses 16**

Ho: Accessibility is not significant to the customers

H1: Accessibility is significant to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Accessibility	40	3.80	.823	.130



**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Accessibility	6.150	39	.000	.800	.54	1.06

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Accessibility is significant to the customers

**Hypotheses 17**

Ho: Safety is not significant to the customers

H1: Safety is significant to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Safety	40	4.22	.862	.136

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Safety	8.988	39	.000	1.225	.95	1.50

**Statistical decision**

From the t-test we can see that, since probability (0.000) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Safety is significant to the customers

**Hypotheses 18**



Ho: Interest in business investment in visited area is not preferable to the customers

H1: Interest in business investment in visited area is preferable to the customers

$\alpha$  (Significance level)= 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Interest_in_investment	40	3.53	.987	.156

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Interest_in_investment	3.365	39	.002	.525	.21	.84

**Statistical decision**

From the t-test we can see that, since probability (0.002) is less than significance level (0.05), so we should accept alternative hypotheses (H1)

**Marketing decision**

Interest in business investment in visited area is preferable to the customers

**Multiple Regression Analysis**

A statistical technique that simultaneously develops a mathematical relationship between two or more independents variables and an interval scaled dependent variable. In this research paper we have taken 18 independent variables, good weather condition, awareness, natural beauty and landscapes, wildlife, promotion, safety, adventure/sports, good prices for quality received , transportation, recommendations, accessibility etc and 1 dependent variable, which is overall you believe that Sreemongol is a charming place for recreation. For this analysis we have developed a regression model, which is following below:

$$Y(\text{overall satisfaction}) = \alpha_0 + \beta_1 * X_1 + \beta_2 * X_2 + \beta_3 * X_3 + \beta_4 * X_4 + \dots + \beta_{14} * X_{14}$$

$\alpha_0$  = intercept of y axis or constant

$\beta$  = Slope or rise over run

X = Independent variable



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.862 <sup>a</sup>	.743	.523	.413	.743	3.377	18	21	.004

a. Predictors: (Constant), Interest\_in\_investment, Parks\_and\_pristine\_areas, Culture\_ways\_of\_life\_and\_heritage, Facilities\_for\_children, Natural\_beauty\_and\_landscapes, Weather\_condition, Good\_price\_for\_quality\_received, Cultural\_and\_religious\_event, Natural\_and\_cultural\_attractions, Traditional\_ways\_of\_life, Pristine\_natural\_environment, Safety, Accessibility, Wildlife, Transportation\_system, Recommendation\_from\_friends\_or\_books, Indigenous\_and\_traditional\_communities, Adventure\_or\_sports\_activities

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.387	18	.577	3.377	.004 <sup>a</sup>
	Residual	3.588	21	.171		
	Total	13.975	39			

a. Predictors: (Constant), Interest\_in\_investment, Parks\_and\_pristine\_areas, Culture\_ways\_of\_life\_and\_heritage, Facilities\_for\_children, Natural\_beauty\_and\_landscapes, Weather\_condition, Good\_price\_for\_quality\_received, Cultural\_and\_religious\_event, Natural\_and\_cultural\_attractions, Traditional\_ways\_of\_life, Pristine\_natural\_environment, Safety, Accessibility, Wildlife, Transportation\_system, Recommendation\_from\_friends\_or\_books, Indigenous\_and\_traditional\_communities, Adventure\_or\_sports\_activities

b. Dependent Variable: Overall\_satisfaction







Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.474	1.557		2.231	.037
	Weather_condition	.187	.136	.262	1.367	.186
	Natural_beauty_and_landscapes	.022	.179	.023	.120	.905
	Wildlife	.155	.152	.238	1.019	.320
	Parks_and_pristine_areas	.238	.229	.349	1.040	.310
	Pristine_natural_environment	.508	.236	.478	2.155	.043
	Culture_ways_of_life_and_heritage	-.056	.175	-.063	-.321	.751
	Cultural_and_religious_event	-.133	.127	-.173	-1.047	.307
	Indigenous_and_traditional_communities	.135	.224	.171	.604	.552
	Traditional_ways_of_life	.046	.145	.065	.320	.752
	Natural_and_cultural_attractions	-.267	.167	-.275	-1.603	.124
	Adventure_or_sports_activities	-.392	.208	-.555	-1.883	.074
	Good_price_for_quality_received	-.027	.112	-.038	-.237	.815
	Transportation_system	-.185	.142	-.308	-1.301	.207
	Recommendation_from_friends_or_books	.374	.171	.557	2.182	.041
	Facilities_for_children	-.067	.159	-.120	-.425	.675
	Accessibility	.099	.136	.136	.731	.473
	Safety	-.183	.178	-.264	-1.030	.315
	Interest_in_investment	-.334	.122	-.550	-2.734	.012

a. Dependent Variable: Overall\_satisfaction

$$Y(\text{overall satisfaction}) = 3.474 + 0.187 * x_1 + 0.022 * x_2 + 0.155 * x_3 - 0.238 * x_4 + 0.508 * x_5 - 0.056 * x_6 - 0.133 * x_7 + 0.135 * x_8 + 0.046 * x_9 - 0.267 * x_{10} + 0.243 * x_{11} - 0.392 * x_{12} - 0.027 * x_{13} - 0.185 * x_{14} \dots \dots \dots$$

$\beta_1 = 0.187$  that means good weather condition has a positive impact on the dependent variable which is overall you believe that Sreemongol is a charming place for recreation. If weather condition is changed by 1% overall satisfaction will be changed by 18.7%.

### Beta Analysis

Independent variables have some impact over the dependent variable. Some of the independent variables have weak impact, some have moderate impact and some of them have strong impact over the dependent variable.

Pristine natural environment = 0.478 that means 47.8% impact on decision making.



Recommendation from friends = 0.557 means 55.7% impact on decision making.

### Adjusted R<sup>2</sup>

Adjusted R<sup>2</sup> = 0.523, means all 18 independent variables collectively have as moderately strong impact as 52.3% on decision making regarding tour planning.

### Cross Tab Analysis

#### CROSS TABULATION

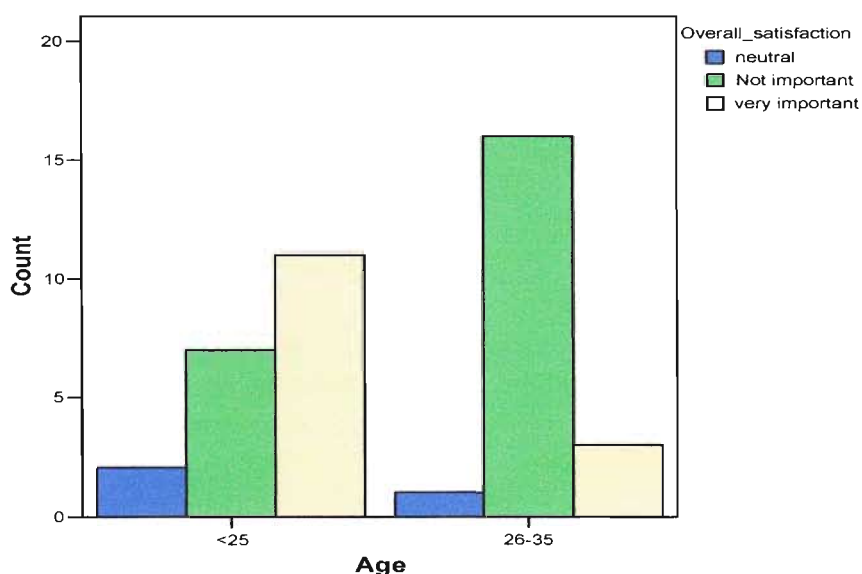
A statistical technique that describes two or more variables simultaneously and results in tables that reflects the joint distribution of two or more variables that have a limited numbers of categories or distinct values. We have taken gender and age as independent variable our cross tabulation analysis. An overall you believe that *Sreemangal* is a charming place for recreation has been taken as dependent variable in both of the cases.

Population size (N) is 40

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Overall_satisfaction * Age	40	80.0%	10	20.0%	50	100.0%

Bar Chart





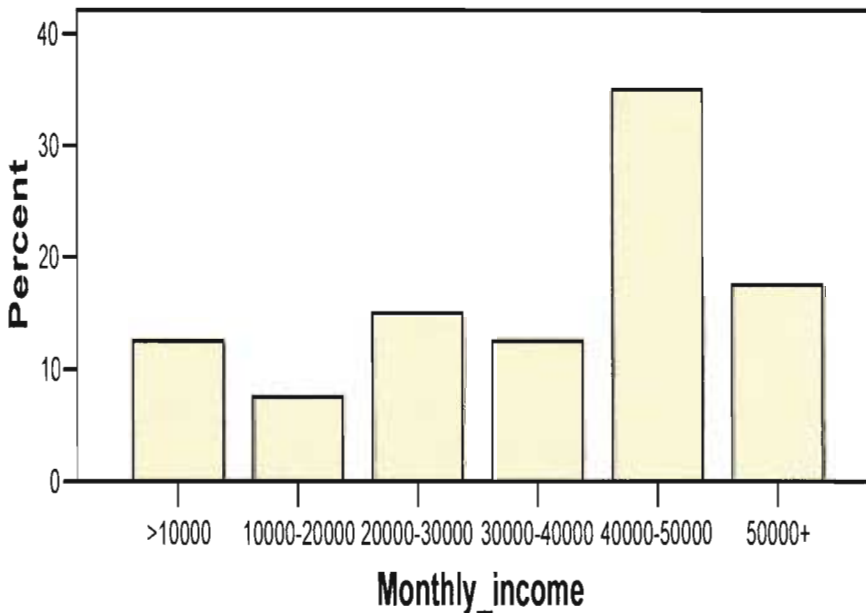
- 30.4%, among < 25yrs old respondents, said that the factors are not important on overall satisfaction and the impression, and the percentage is 69.6% in the age group of 26-35
- 78.6%, among < 25yrs old respondents, said that the factors are very important on overall satisfaction and the impression, and the percentage is 21.4% in the age group of 26-35

**Frequency**

**Monthly\_income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>10000	5	10.0	12.5	12.5
	10000-20000	3	6.0	7.5	20.0
	20000-30000	6	12.0	15.0	35.0
	30000-40000	5	10.0	12.5	47.5
	40000-50000	14	28.0	35.0	82.5
	50000+	7	14.0	17.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Monthly\_income**



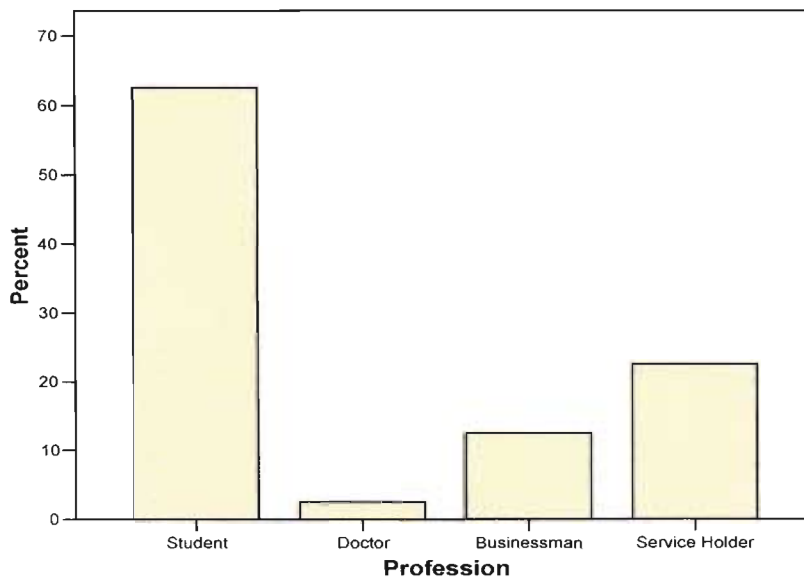
**Interpretation:** Almost 80% respondents belong to 20,000-50,000+ income group. Among them 36% of our respondents resides in 40000-50000 income group. It indicates that people with ample money to spend frequently make tour.



**Profession**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	25	50.0	62.5	62.5
	Doctor	1	2.0	2.5	65.0
	Businessman	5	10.0	12.5	77.5
	Service Holder	9	18.0	22.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Profession**



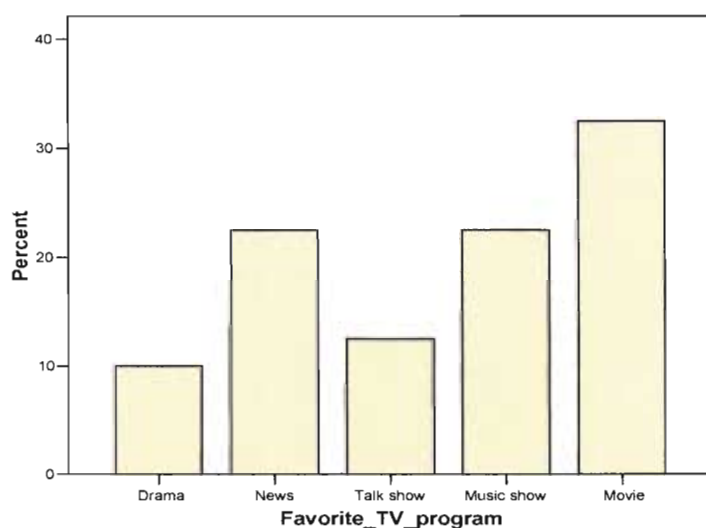
**Interpretation:** 60% of our respondents are students because they are very much adventurous. 23% of the service holder makes tour for their recreation.



**Favorite\_TV\_program**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drama	4	8.0	10.0	10.0
	News	9	18.0	22.5	32.5
	Talk show	5	10.0	12.5	45.0
	Music show	9	18.0	22.5	67.5
	Movie	13	26.0	32.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Favorite\_TV\_program**



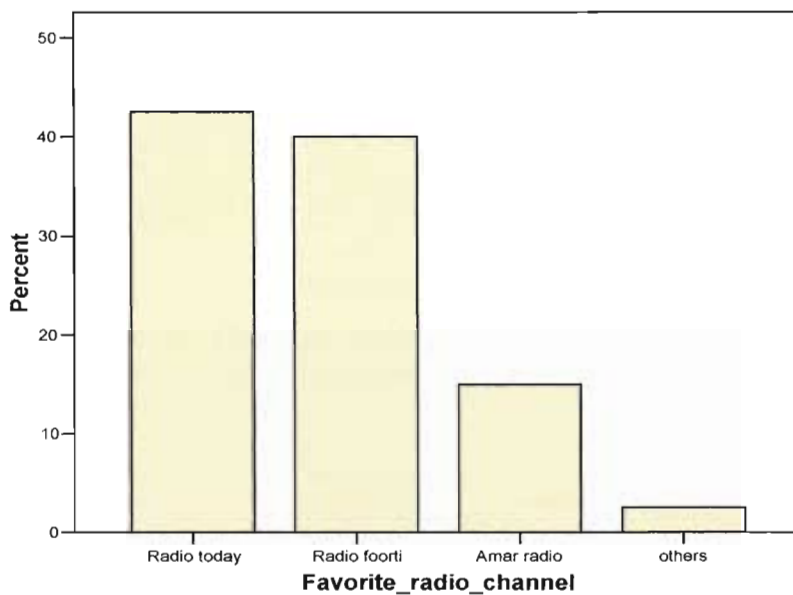
**Interpretation:** Most of our respondents love movie, music and news.



**Favorite\_radio\_channel**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio today	17	34.0	42.5	42.5
	Radio foorti	16	32.0	40.0	82.5
	Amar radio	6	12.0	15.0	97.5
	others	1	2.0	2.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Favorite\_radio\_channel**



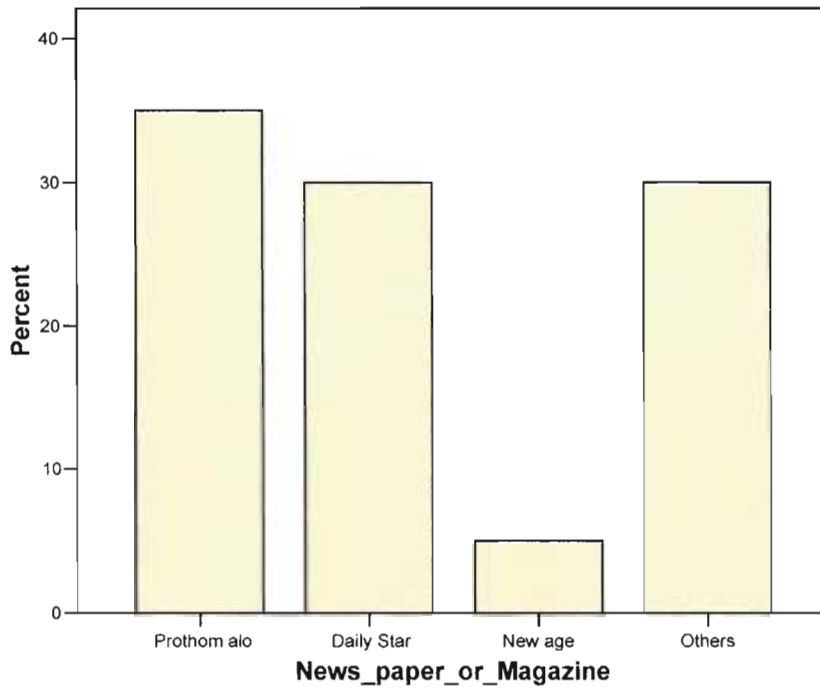
**Interpretation:** Most of our respondents have good impression about radio channels especially towards Radio Today and Foorti.

**News\_paper\_or\_Magazine**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prothom alo	14	28.0	35.0	35.0
	Daily Star	12	24.0	30.0	65.0
	New age	2	4.0	5.0	70.0
	Others	12	24.0	30.0	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		



**News\_paper\_or\_Magazine**



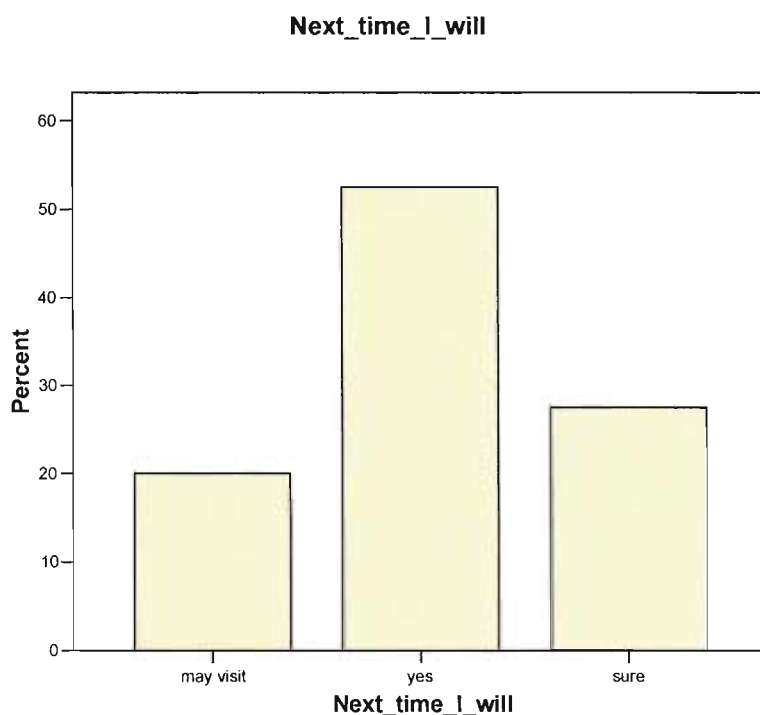
**Interpretation:** The most viewership of the dailies is prothom alo and daily star. Therefore, advertisement on these papers will help to attract more tourists.

**Next\_time\_I\_will**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	may visit	8	16.0	20.0	20.0
	yes	21	42.0	52.5	72.5
	sure	11	22.0	27.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		



than  
will  
25%.



**Interpretation:** More 50% of the respondents visit **Srimongol** whereas the definite are

## 29. Findings

- ✦ This research work helped to find out some of the factors that are mostly important in case of tourism industry, hence in regards of *Sreemangal*, which cause to dissatisfaction among the tourists. The results are as follows:
- ✦ Customers are very much concerned with safety and security issues, transportation, and accommodation as the primary satisfier
- ✦ Most of the travelers would like to visit Tea garden, Madhavpur, Lauyachara and the young adventurous prefer to visit other places i.e Khasiapalli, Manipuri, Magurchara
- ✦ Most of the target customers visit the places with their friends and families only few tourists prefer to visit the places alone or with couple
- ✦ The prime reason for the tour is to pass their leisure time by doing some recreational activities
- ✦ Usually the average tour lasts 2-10 days





- ✚ Most of the respondents visit the *Sreemangal* with the referral of their friends and families and from the referral of others (WOM)
- ✚ The main mode of transportation is bus and train
- ✚ Our respondents' overall impression regarding *Sreemangal* are:
  - Environment friendly town
  - Town with traditional culture
  - Beautiful town
  - Town which preserves and cherishes nature
  - Tourists town
- ✚ The activities that our respondents want to do in *Sreemangal* are:
  - Hiking
  - Climbing
  - Wild life viewing
  - Visiting indigenous population
  - Cultural heritage sights
- ✚ Paradoxically all of our respondents who have already visited *Sreemangal* have said that they will definitely recommend others to have a visit to *Sreemangal* because of:
  - Heavenly nature
  - Ocean of green
  - Unique location in Bangladesh
  - Business opportunities
- ✚ Most of our respondents usually pass their past time by:
  - Watching TV/Movie
  - Reading Books
  - Spending time with family
  - Grouping Around



### 30. Conclusions



Most important thing is people have some idea about Sreemangal as a place. Our job is to let them make an image whenever they face any thing belongs to Sreemangal, which is, we want to make the personality of the brand “Sreemangal”.

From our close observation of the place and research on consumer insight we can conclude that Sreemangal needs lots of development activities that will increase different facilities for travelers. And good facilities that can give travelers better experience which will be the best promotional tool.





**THANK YOU**



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## 32. Appendices



Questionnaire:

### Questionnaire about your impression on *Sreemangal*

**Dear respondents:** I am attempting to make *Sreemangal*, a more attractive place to visit as well as a comfortable place to live in. In order to achieve my aim, I would like to hear your ideas, opinions, or impressions about *Sreemangal*. I would be very grateful if you would spend a bit of your valuable time to fill out the following questionnaire. I assure you that the information obtained will be exercised for educational purpose only. Thank you for your cooperation.

1. Have you ever visited *Sreemangal* \_\_\_\_\_?  yes  no

2. If you answered to the question #1, how often you have visited?

- a. Only once
- b. Twice
- c. Thrice
- d. More than that

3. How often you usually visit

- Once a year
- Twice a year
- Once in a month
- Once in every three months
- Once in every four months

4. If you have visited *Sreemangal* more than once, please state the reasons



5. Please list the places you visited and you will visit while in **Sreemangal**

- a. Madhavpur
- b. Lauyachara
- c. Khasiapolli
- d. Monipuri
- e. Tea Garden

6. I was traveling:

- alone       as a couple       with friends       with family

7. In which country do you permanently reside \_\_\_\_\_

8. You were visiting because of..... (please choose one)

- leisure       business       visiting friends and relatives       education, short-term (less than 1 year)       volunteerism, short-term (less than 1 year)

other (please specify)

9. How long will you be visiting this area? (please choose one)

- for the day       2-4 days       5-10 days       11-20 days       more than 21 days

10. How did you hear about **Sreemangal**? (you can choose more than one)

- radio       television       newspaper       magazine       Internet  
 travel brochure       tour operator       word of mouth  
 from friends or acquaintances

11. What was your main mode of transportation? (please choose one)

- personal/rented car       airplane       tour bus/vehicle       boat  
 taxi       train       motorbike

other, please specify



12. How important were the following factors in your decision to visit *Sreemangal*? (Please circle the number of the answer that represents your evaluation of each factor).

Factors	Very important	Important	Neutral	Not very important	Not important at all
1. Good weather conditions	5	4	3	2	1
2. Natural beauty and landscapes/environment	5	4	3	2	1
3. Opportunity to see wildlife	5	4	3	2	1
4. Visits to parks and other pristine natural areas	5	4	3	2	1
5. Opportunity to stay in pristine natural environment	5	4	3	2	1
6. Desire to learn about other cultures, their ways of life and heritage	5	4	3	2	1
7. Participation in major cultural or religious events	5	4	3	2	1
8. Opportunity to visit an indigenous or traditional communities	5	4	3	2	1
9. Opportunities to experience traditional ways of life	5	4	3	2	1
10. Opportunities for learning about and experiencing natural and cultural attractions	5	4	3	2	1
11. Opportunities for adventure/sports activities	5	4	3	2	1
12. Good prices for quality received	5	4	3	2	1
13. Excellent transportation system	5	4	3	2	1
14. Recommendations from a	5	4	3	2	1



friend/book					
15. Facilities for children are excellent	5	4	3	2	1
16. Accessibility	5	4	3	2	1
17. Safety	5	4	3	2	1
18. Interest in business investment in visited area	5	4	3	2	1
19. Overall you believe that <b>Sreemangal</b> is a charming place for recreation	5	4	3	2	1

13. What impressions has your visit given to you about **Sreemangal** ?

- town which preserves and cherishes nature     beautiful town     town of humanity  
 town with traditional cultures     agricultural town     commercial town     town with abundant local industries such as furniture, wood products and traditional  
 crafts     tourist town     town of high welfare     environmentally friendly town  
 town in which all people of all backgrounds can work  
 town with convenient transportation

others

14. What activities have you been doing or will you be doing while visiting **Sreemangal**? (you can chose more than one)

- hiking/trekking     wildlife viewing     biking     climbing  
 swimming     visiting villages     visiting small towns or villages  
 cultural heritage sights     visiting historical places  
 visiting national parks     visiting indigenous populations  
 attending art or music performances (i.e. dancing, drumming, singing, craft demonstrations)

15. I would recommend friends to visit **Sreemangal**.     Yes     No

Why or why not?





16 Please check the box which is closest to your or your family's monthly income:

- |  |                                      |                                      |
|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> less than 10000 | <input type="checkbox"/> 10000-20000 | <input type="checkbox"/> 20000-30000 |
| <input type="checkbox"/> 30000-40000     | <input type="checkbox"/> 40000-50000 | <input type="checkbox"/> 50000+      |

17 Your approximate age:

- |  |  |
|--|--|
| <input type="checkbox"/> less than 25 years      | <input type="checkbox"/> between 26 and 35 years |
| <input type="checkbox"/> between 36 and 45 years | <input type="checkbox"/> between 46 and 55 years |
| <input type="checkbox"/> between 56 and 65 years | <input type="checkbox"/> over 65 years           |

18 Please check one:  Male  Female

19 What is your profession?

- Student
- Doctor
- Engineer
- Businessmen
- Service holder
- Advocate/Barrister
- Scientists
- Other (please specify)

20. Marital Status

- Married
- Single
- Divorced

21 My favorite leisure activity is

- Watching TV/Movie
- Playing Games
- Reading Books
- Grouping Around



- Gossiping
- Spending Time with Family

22. Your favorite program on TV

- Drama
- News
- Talk Show
- Music Show
- Movie
- Others (please specify)

23. Your favorite radio channel/s (if you listen to)

24. Last books/novels/literatures I read

25. The newspapers/magazines I usually read include/s

26. My favorite music/performer/s is/are

27. The last vacation I took \_\_\_\_\_

28. Other than *Sreemangal* I would like to visit

- Cox's Bazar



- Raangamati
- St Martin
- Kuakata
- Sundarban
- Bandarban
- Others (please specify)

29. How often you would like to visit the above place?

- Once in a year
- Twice in a year
- Thrice in a year
- More than that

30. Next time.....(Please check one)

- I may visit **Sreemangal**
- I will visit **Sreemangal**
- I definitely will visit **Sreemangal**
- 

31. What are the facilities or services that, you think, will be of some help to visitors from abroad so that they can enjoy more while staying in **Sreemangal**? Please feel free to write down your suggestions or ideas in the space below:



Thank You