



**Project Paper on**  
**PROSPECTS AND ASPECTS OF RANGAMATI**

**BUS 498**

*Prepared For*

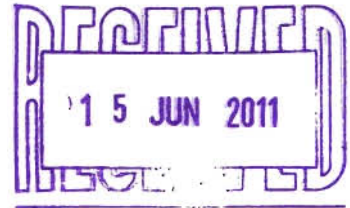
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**Mamunuzzaman**

**I.D: 2004-3-10-136**



**Date of Submission: 18<sup>th</sup> December, 2008**



**East West University**

## **Letter of Authorization**

November 19, 2008

**Mamunuzzaman**  
Student of BUS-498  
Dept. of Business Administration  
East West University

Dear Student:

The project work is a precondition for the completion of the Bachelor of Business Administration Program of East West University. In order to complete the course requirements of BUS-498, you Mamunuzzaman ID# 2004-3-10-136, have to prepare a project. The subject for the project is "PROSPECTS AND ASPECTS OF RANGAMATI"

The project paper is due on December 18, 2008.

Finally, do not feel hesitate to consult me during my office hours, on any matters regarding the project.

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**M Sayeed Alam**

# Letter of Transmittal

December 18, 2008

M. Sayeed Alam  
Assistant Professor  
Department of Business Administration  
East West University

**Subject: Submission of the project report**

Sir:

I am very pleased to submit the project report on “**Prospects and aspects of Rangamati**” that you have assigned to identify the problems associated with this tourist place and prospects remains of this tourist place in Bangladesh. This is my report where I have tried to find out the key factors that the customers are characterized as major problems associated in tourism marketing. After finishing the report, I think that I have gathered a lot of knowledge about the consumers’ insight and based on the findings how to implement them. Thus this report not only enhances my knowledge but also enhance my communication knowledge to my target audience as marketing major student. This report extends my knowledge and may help me 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,

Mamunuzzaman

ID#2004-3-10-136

## **Acknowledgement**

Completion of this report has made me grateful to a number of persons. First, of all I would like to acknowledge my project instructor M Sayeed Alam not only for giving me the opportunity to prepare the report but also for providing help when I knocked him for suggestions and guidelines. I would like to thank the respondents of my survey, for sparing the time to fill out the questionnaires. This research would not have been possible without their valuable inputs. Thanks to all of my classmates who gave me some valuable suggestions for preparing this report. Last but not least, I sincerely thank ALLAH to give me the opportunity & strength to fulfill the report.

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## **Executive Summary .:**

Rangamati is a reputed tourism spot in our country. It has earned the trust and confidence of consumers and is one of the leading tourism venues which contribute a lot to raise the economy's GDP through the tourism sector. Rangamati has a lot to show the world. As consumers are not satisfied with Rangamati, that's why we are always interested in market researches to find out which kind of promotion can bring about the right demand and takes steps accordingly to promote that Rangamati's offerings to meet consumer wants.

For our product development, we chose to launch such a product that has a slow growing market. The product is Rangamati. First defining the target market, our advertising plan has been created in such a way so that it meets Rangamati's overall marketing objectives. Our product will be having a message theme. Our differentiated approaches to market the product effectively involves a number of ways to advertise such as: print, electronic and outdoor ads. Perfect media plan is important to promote a product flawlessly. We chose the highest circulated newspapers, magazines, TV channels etc. to do that. Finally, we opine that will enrich Rangamati's current product list and fetch a significant amount of profit for the organization.

### **Origin:**

This project report “**Prospects and aspects of Rangamati**” has been authorized by M Sayeed Alam as a fulfillment of the course (BUS 498) requirement.

### **Objective**

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

### **Specific Objectives:**

- To know the consumer insight about Rangamati
- To know and make a comparative analysis of the competitors.
- To know the most visited places in Rangamati
- To know the purpose of Rangamati
- To know how the visitor learn about Rangamati
- To know influential factors regarding consumer decision making
- To know the recreation activities done by the tourists.
- To understand consumers' current insight
- To identify consumers' level of awareness regarding Rangamati
- To identify consumers perception about cost of visiting Rangamati
- 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 Rangamati can satisfy required immediate need of the visitors.
- To find out whether there is any relationship between age group and going tendency.
- To find out the critical factors, which governs the choice of decision making in favor of Rangamati
- To identify whether tourists are price sensitive or not.

**Scope:**

To conduct this report I have taken interviews of experts in this respective field and tourist who actual visited Rangamati. The focus of this report is to find out prospect and aspect of Rangamati. We have also collected information from published papers, articles and journals which are very much available in internet.

**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.

<b>INFORMATION</b>	<b>SOURCE</b>	<b>SOURCE TYPE</b>	<b>DATA</b>	<b>INSTRUMENTS</b>
Prospect of Rangamati	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.

▪ **Primary sources:** Primary sources were individuals around us who have visited Rangamati.

Following factors were considered to collect information:

- Sampling method: Convenient sampling
- Information collection instrument: Structured questionnaires for the respondents.
- Sample size: 30

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

**Analysis techniques:** Statistical techniques were used to analyze the collected information .I have use Statistical software SPSS and Microsoft Excel to prepare this report. By the help of SPSS I have analysis Frequency distribution, one sample T-test 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:**

At the time of doing this project, I had faced several limitations. One of them was the small sample size. The sample size of my project paper was only 30; hence I could not come to an accurate conclusion about Rangamati. Moreover, because of the imbalance between my busy class schedules I had, there were some obstacles regarding information collection, which eventually forced me to depend on various secondary sources. All together, though the experience being interesting and knowledgeable for me, it was really a crucial job to get the project done with such a small size. Another limitation was I am not able to analyze our competitors properly due to time shortage, if we had more time we could have analyzed our competitors and hence could have planned a better promotion campaign.

## BODY PART

### INTRODUCTION:

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

- 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 Chittagong a 77 km road amidst green fields and winding hills will take us to Rangamati, the headquarter of Rangamati Hill District which is a wonderful repository of scenic splendours with flora and fauna of varied descriptions. The township is located on the western bank of the Kaptai Lake. Rangamati is a favorite holiday resort because of its beautiful landscape, scenic beauty, lake, colorful tribes (Chakma, Marma etc)., its flora and fauna, tribal museum, hanging bridge, homespun textile products, ivory jewellery and the tribal men and women who fashion them. For tourists the attractions of Rangamati are numerous, tribal life, fishing, speed boat cruising, water skiing, hiking, bathing or merely enjoying nature as it is.

**Rangamati District** (CHITTAGONG division) with an area of 6116.13 sq km, is bounded by the Tripura State of India on the north, BANDARBAN district on the south, Mizoram State of India and Chin State of Myanmar on the east, KHAGRACHHARI and CHITTAGONG districts on the west.

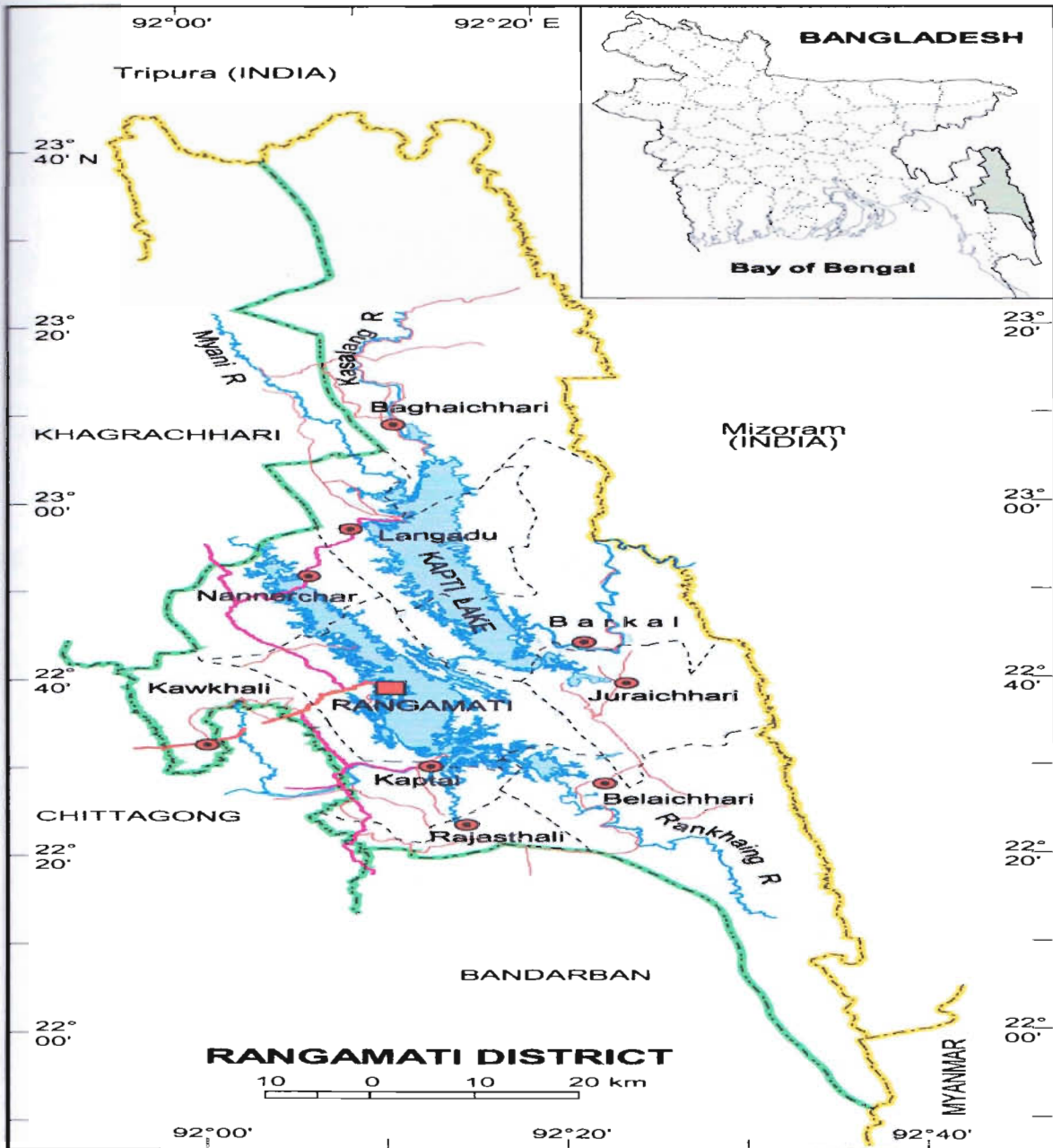
Annual average temperature: maximum 34.6°C, minimum 13.4°C; annual rainfall 3031 mm.

Rivers are KARNAFULI, Thega, Horina, Kassalong, Shublang, Chingri, Rainkhiang and Kaptai.

**Rangamati** (Town) a municipal town consists of 9 wards and 35 mahallas. The area of the town is 64.75 sq km. The town has a population of 65294; male 57.68%, female 42.32%. Density of

population is 1008 per sq km. Literacy rate among the town people is 60.8%. The town has one dakbungalow.

Population 507180; male 53.59%, female 46.41%; Muslim 39.28%, Hindu 5.62%, Christian 1.12%, Buddhist 53.83%, and others 0.15%; ethnic nationals: Chakma, Bome, Chak, Khumi, Kheyang, Lusai, Mo, Murang, Panku, Santal, Manipuri.



## **HISTORY OF RANGAMATI:**

Before the Muslim conquest Rangamati region was a contesting ground between the kings of the Tripura and the Arakan. In 1666 this region came under the Mughals. It was leased to the English East India Company in 1760-61. In 1737 one tribal leader Sher Mosta Khan took refuge with the Mughals. From this time onward the Chakmas settled in this region that was followed by other ethnic nationals.

Rangamati Hill Tracts, a land of green hills and valleys with a heavenly view of lake and deep forest. This district was once called karpas mahal (1715-1860). After 1860, this region was turned into an administrative unit as Rangamati Hill Tracts. Subsequently, two sub-division of this district Bandarban and Khagrachari was upgraded as district in 1981 and 1983 respectively. This area has a distinct and different history, literature, culture and heritage. Tribal and non-tribal people are living together with their own life style and living pattern harmoniously.

This district is administered by the Chittagong Hill Tracts Manual 1900. Though this manual is not yet been repealed but massive changes and reconstruction in the administrative frame work has been done to meet the need of the time. Local Government Council was established by the Act of 19 in 1989, by which 22 Govt. departments were transferred to them.

For the special situation armed forces was deployed here from 1976. They are working here to maintain security in this region.

Govt. has given special attention in this area for developing it's infra structure micro and macro economy. After signing the peace treaty and solving the prevailing problems, we can hope to see a rising tourist city and promising tourism industry.

Both the tribal and non-tribal members of the LGC are directly elected by the people of this district. The main objectives of the creation of LGC are to develop this area as well as to save the cultural heritage and to minimize the sense of deprivation among the tribal people. Among 22 different subjects/depts. which were to be transferred so far. The development

programmes of different deputed departments are also supervised by this council. Development programmes taken by different Government department which are,not transferred to this council are also coordinated by it.

The only hydro power generating station of Bangladesh is instituted at this district. It was first contemplated in 1906 and after several surveys in 1923, 1946 and 1950 the work started at 1951 and ultimately started its journey in October, 1957, and started the power generation in 1962.

Rangamati Hill District is one of the most tourist places in Bangladesh. The green hills, vast Kaptai Lake, springs as well as the unique life style of tribal people divert the mind of a tourist. Besides, there are many other fascinating things or places where the tourists visit such as, Rajbon Bihar, Tribal Cultural Museum, Bungalow of Deputy Commissioner, Bain Textile, Hanging Bridge adjacent of Tourism complex, Soubolng, Kaptai Hydro-Electric Project.

Most of the tourists are indigenious. Some foreigners also come for recreation. They are mostly from South Korea, U.K., France, New Zealand, Switzerland, U.S.A., Canada, Netherlands, Norway, Sri Lanka, Italy, Myanmar, Philippines, India, Pakistan, Indonesia, Russia, Australia, Belgium, Denmark, Germany and many others.

The innate beauty of Rangamati makes itself a charming tourist centre of Bangladesh. Many tourists come though insurgency prevailing here. After the peace Treaty (Which is to be signed soon hopefully) we can hope that Rangamati will be one of the promoting tourism centre in the world.

There is no doubt that, for the lack of managerial efficiency and adequate infra structure we can not get the desired output of it. We can hope that, by applying proper management technique and introducing the chain of command and accountability the lake will become the best source of fishes for our country.



## **EXISTING PRODUCT INFORMATION:**

Rangamati offers a wide range of tourism potentials with its lush green hilly terrain, evergreen forests, cultural diversity, crystal clear water of the Kaptai Lake and zig-zag rivulets. But potentials of the hill district headquarters largely remain untapped. Rangamati abounds with resources for tourism from which the government can earn huge revenue. Some private initiatives, though not significant, have been made to help develop tourism in the hill district after signing of peace accord. And all these have given the tourists an escape from the humdrum of routine life for a break and to stay with nature's bounty and make their holidays a memorable one through cruise in the lake and sightseeing in Rangamati

### **Venue List**

- Shuvo Long
- Karnaphuli River
- Buddha Bihar
- Peda Ting Ting
- Rajbari
- Tribal Museum
- Hanging Bridge

Today, Rangamati is a mature state. It has earned the trust and confidence of consumers and is one of the leading venues in the tourism sector of the country.

- **Shuvo Long:** Suvalong Natural Waterfalls is another exquisite place to visit. There are many big and small waterfalls near the Suvalong Bazar. One can easily go to the site by an engine boat or tourist boat, in one hour from the district headquarters. The 4,800-sq km artificial lake of crystal clear water, which was created after damming of Kaptai Hydroelectric Project in 1960, is a picturesque hinterland of large hill and forest. A cruise on the lake water can be a memorable experience

- **Karnaphui River: Kaptai Lake** the largest man-made freshwater body in Bangladesh. Though created primarily for hydroelectric power generation, it contributes to produce significant quantity of freshwater fishes, navigation, flood control and agriculture, etc. The reservoir was created by damming the river KARNAFULI near KAPTAI town in the CHITTAGONG\_HILL\_TRACTS (Latitude 22°09'N and Longitude 92°17'E). The lake is confined within the hill district RANGAMATI and embraces the upazilas of Rangamati Sadar, Kaptai, Nannerchar, Langadu, Baghaichhari, Barkal, Juraichhari and Belaichhari.

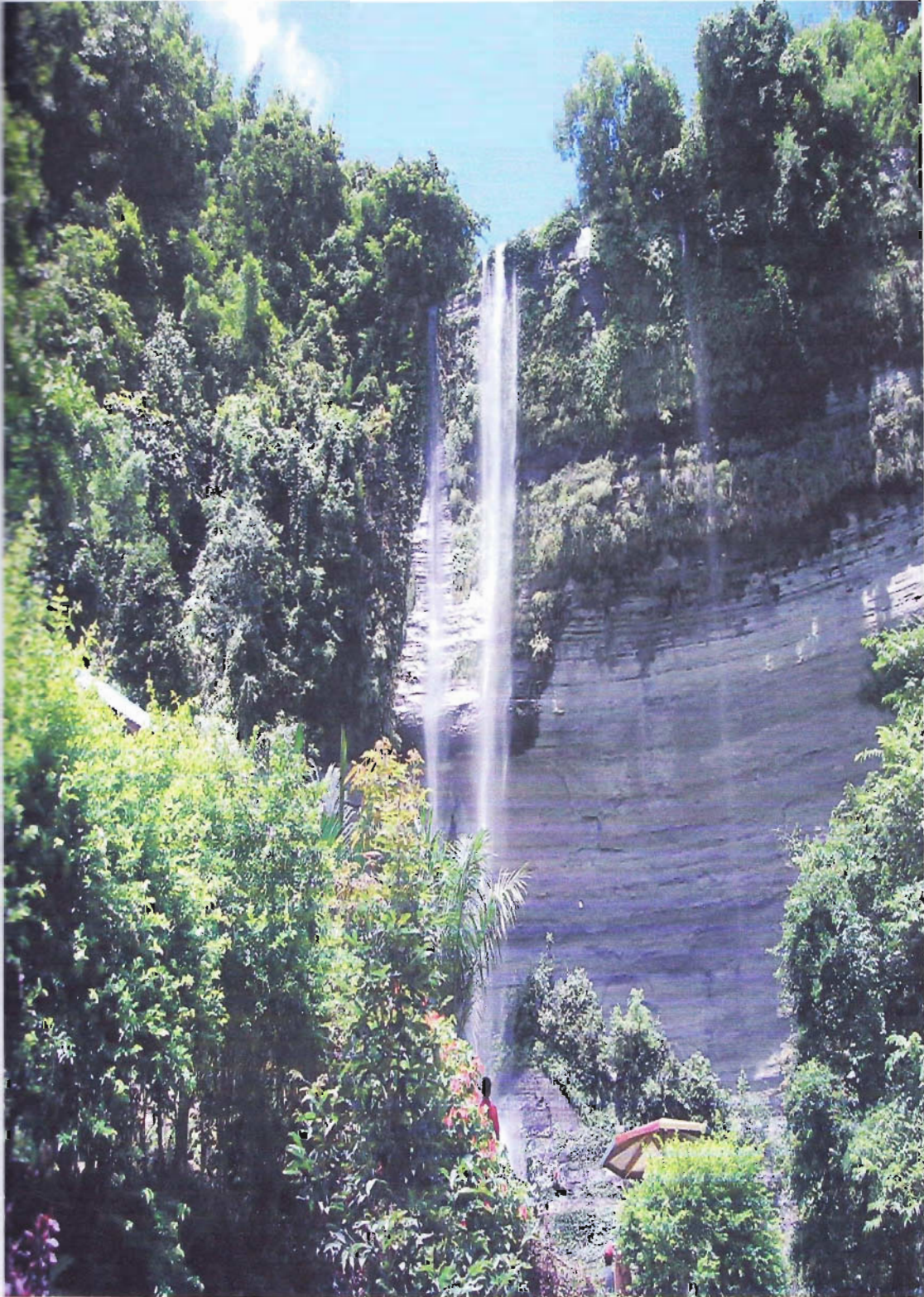
The Kaptai Lake is a wonderful spot for boating and cruising. Parjatan and private operators offer a number of cruises by mechanical boats. One can go to various scenic spots in Shuvalong, Barkal, Longadu, Mainimukh and other areas by boat from Rangamati

- **Buddha Bihar:** Rajban Bihar is an internationally well-known Buddhist temple wherein venerable spiritualist and principal of the monk of Rajban Vihara Shrimath Sadhana Nanda Mohasthabir (Ban Vante) lives. Situated on 100 acres of land in the hill town, it is also an attractive place for the tourists.
- **Hanging Bridge:** Hanging Bridge is the most favourite spot for the tourists and visitors. Bangladesh Parjatan Corporation (BPC) built the bridge.
- **Peda Ting Ting:** Peda Ting Ting a restaurant, is located at the mouth of Suvalong Channel, about five km east of Rangamati town. It is about a 20-minute ride on an engine boat to reach the site. The restaurant provides varied dishes ranging from traditional cookery to indigenous people's delicacies.

- **Rajbari:** Any visitor can directly visit Chakma Royal Palace and talk to the royal family members. Barrister Debashish Roy is the present king of the Chakma community.
- **Tribal museum:** The only Tribal Cultural Museum in the Hill Tracts region was established at Rangamati town in 1978 and run by the Tribal Cultural Institute. It preserves valuable objects and articles of different tribes depicting their socio-economic, cultural and historical tradition. These include typical tribal dresses, ornaments, arms and ammunitions, coins, statues made of wood, bronze and other metals, musical instruments, ivory products, handicrafts, paintings on tribal life etc. Open: Saturday- Thursday, 10.00 a.m. - 4.00 p.m. Closed: Friday & Public Holidays. Admission is free.



**PHOTO GALLERY: Shuvo Long**



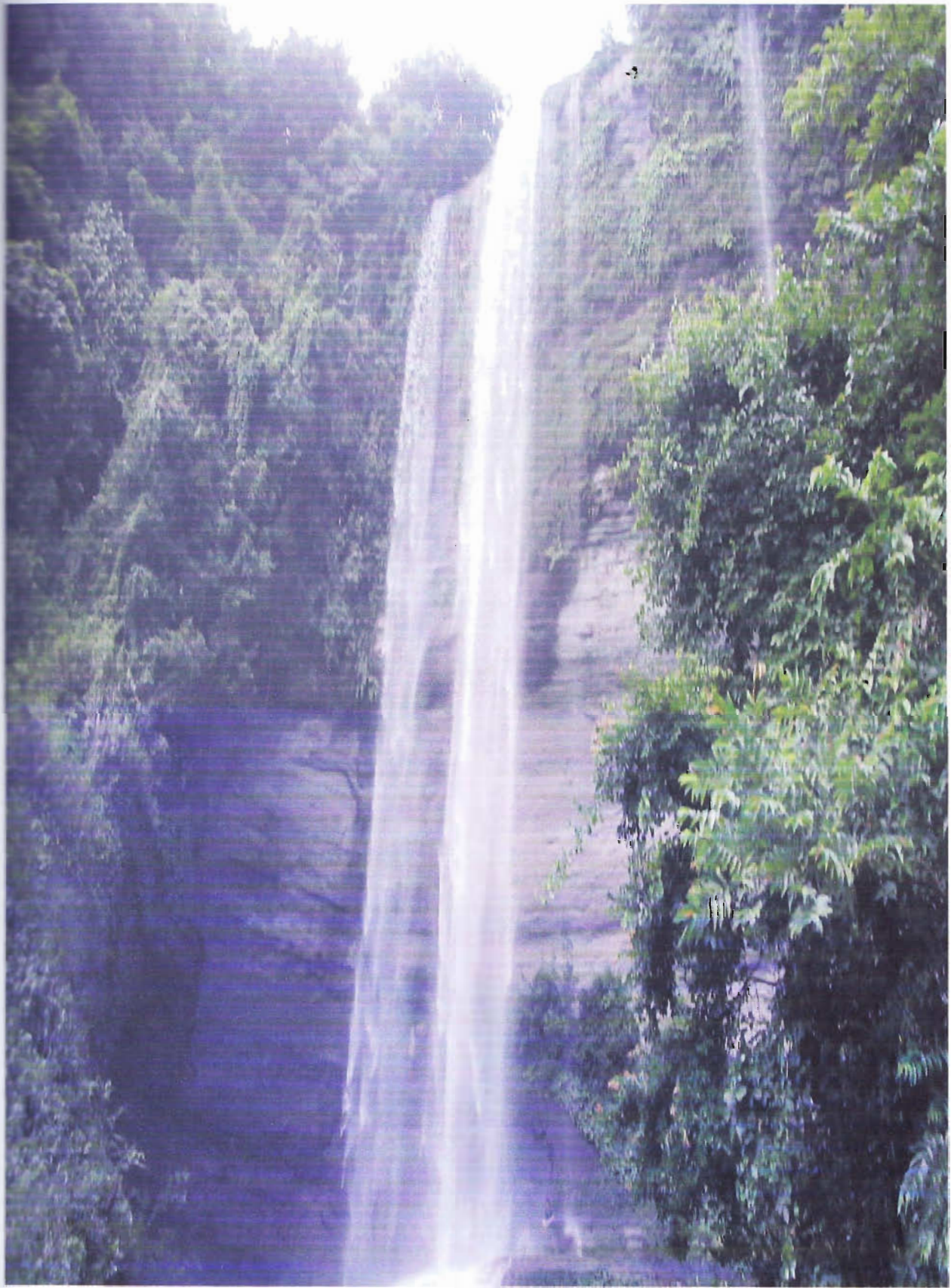






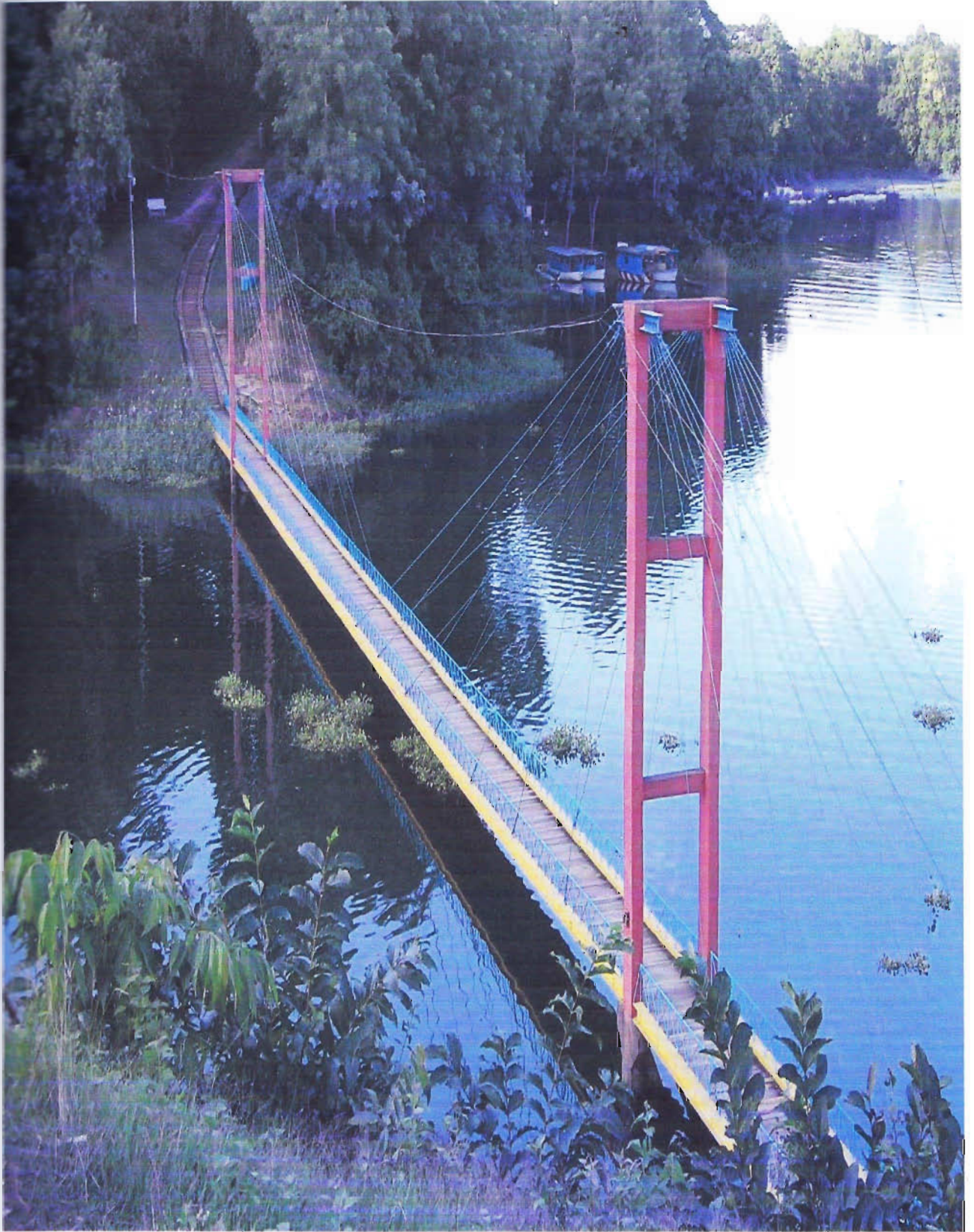








## Hanging Bridge









## Kaptai Lake

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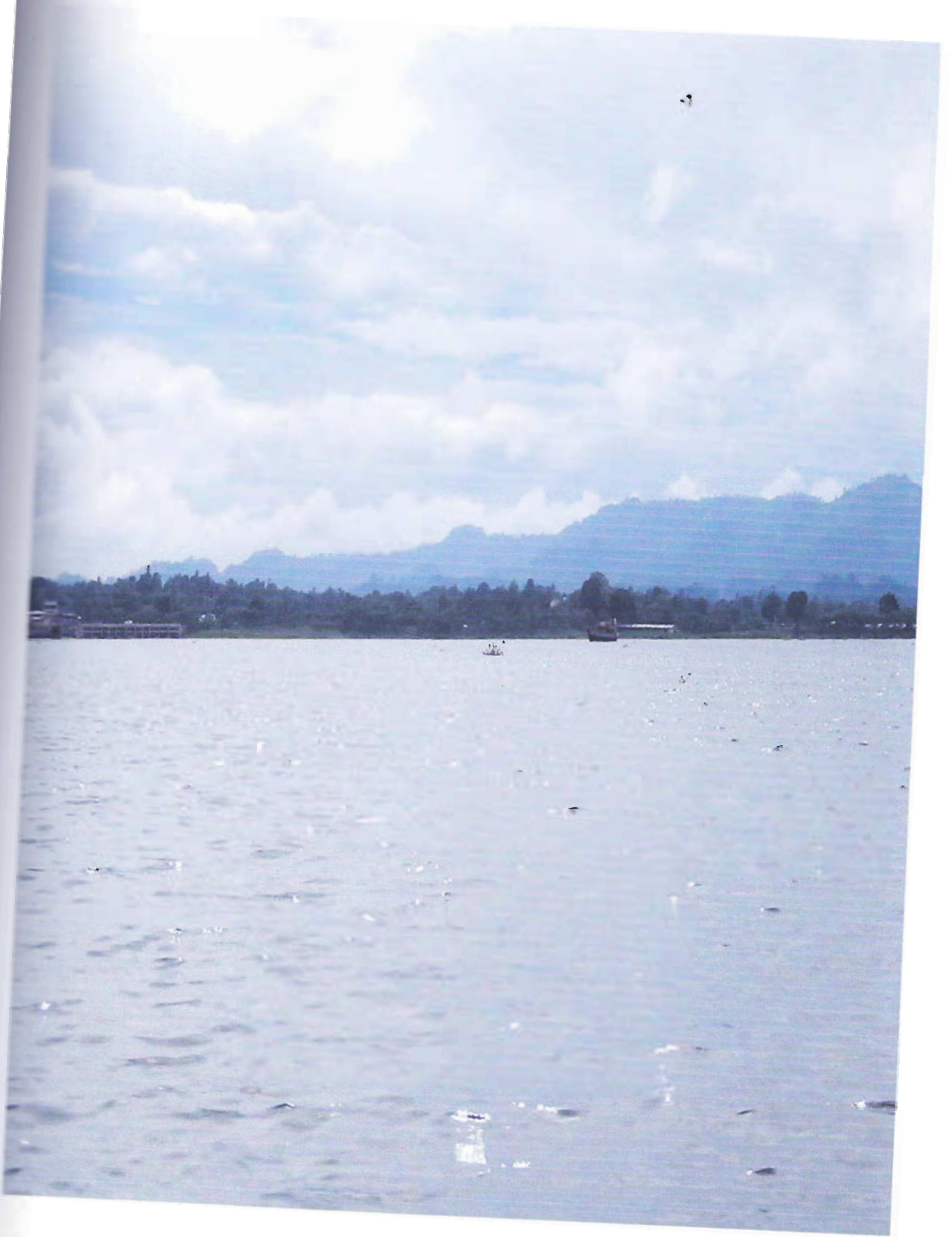












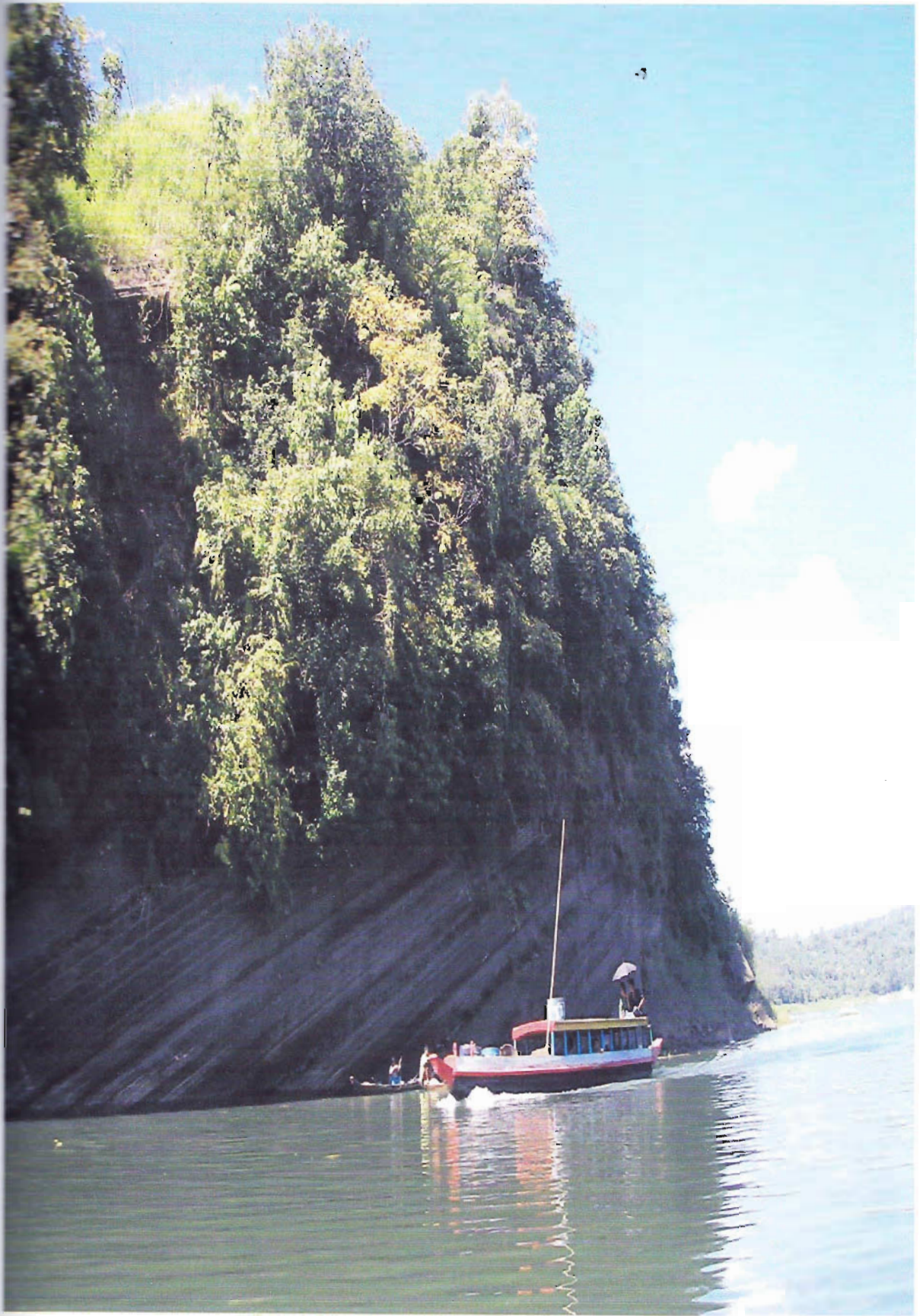












**Buddha Bihar( Statue of Sitting Buddha)**



**Chakma Raj Bari**





## **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.

**Past information and forecasts:** Unfortunately one of the problems that we faced is the scarcity of data. There is no available data about the tourism industry especially about Rangamati. Therefore, it is difficult to identify the trends and forecast the future prospects tourism industry in Bangladesh hence Rangamati. 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 as the transportation and accommodation are well managed. The emergence of Rangamati 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.

**Resources and Constraints:** It is required to have a sound infrastructure to establish Rangamati as a preferred tourist spot. Resources 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 Rangamati. But government need to formulate proper policy in favor of promoting tourism and private sector investment must be encouraged to achieve the goal.

**Buyer Behavior:** Most of our 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 tourism industry hence Rangamati. 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.

**Legal Environment:** There is no separate policy or rules and regulations regarding tourism. But 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.

**Economic Environment:** Economic factors also influence the touring behavior of our target customers. As we have stated earlier that most of our target customer 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.

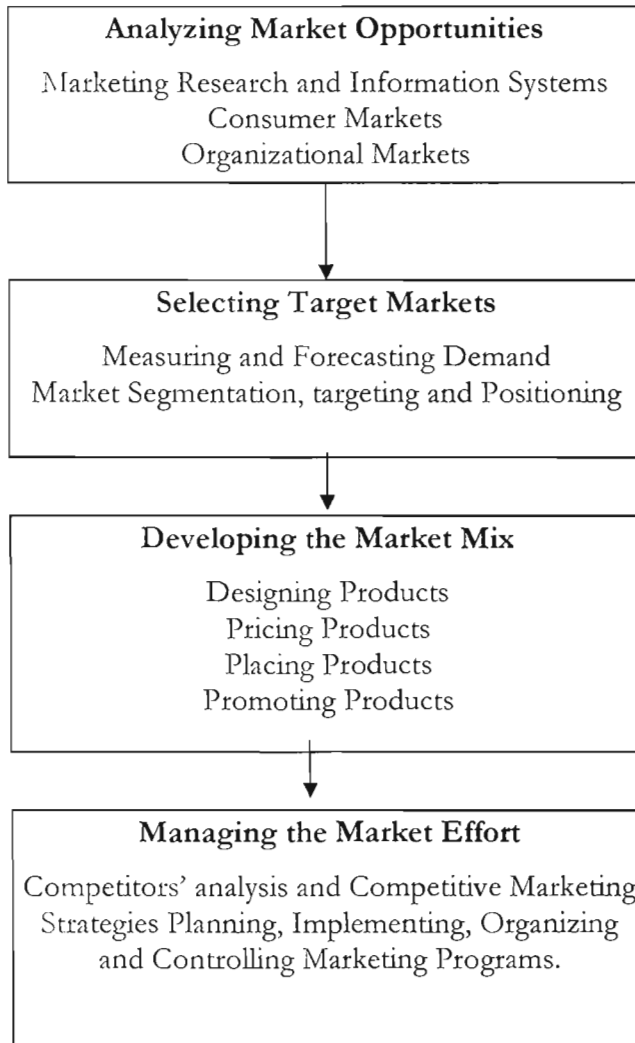




## MARKETING PROCESS:

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.



## PROPOSED MARKETING MIX OF RANGAMATI PRODUCT:

-3

### Functional Benefits

- Leisure & Relaxation
- Adventure Activities
- Recreational Activities

### Symbolic Benefits

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

### Experimental Benefits

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

### Price

- Initially perceived value pricing will be followed.
- But gradually value based pricing will be adopted depending on the intensity of market competition.

■ **Printed media**

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

■ **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.

## SWOT ANALYSIS FOR RANGMATI

### STRENGTH

- There is demand for the Rangamati
- Rangamati has a lot of product variety
- Rangamati has some unique characteristics, which don't have in others.
- Loyal customer base, means who have already visited Rangamati would like to visit again.

### WEAKNESS

- No initiative from the government as well as from the private sector.
- Do not have sufficient financial support to promote Rangamati
- Low promotional effort
- Safety and security
- Transportation
- Accommodation
- Lack of tourist market
- Information

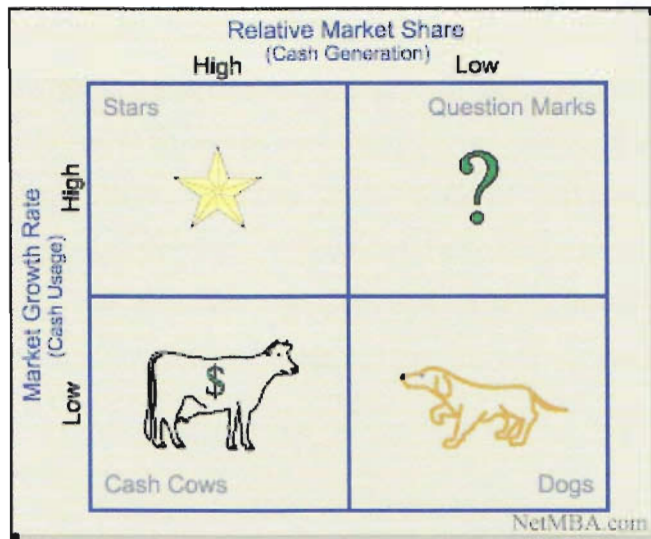
### OPPORTUNITY

- Rangamati has the opportunity to establish as a brand in the mind of the prospect
- Radical improvement of media vehicle
- People now-a-days would like to travel more for the recreation purpose than in before.
- Population in Bangladesh, specially the literate population, is growing; these people are more curious to know about our country.
- The buying power of the target market is increasing.

### THREAT

- Other existing or hidden tourist spot may come to the field to compete with Rangamati
- Being politically victimized.
- Local people may resist.

## BCG MATRIX OF RANGMATI:



### Relative Market Share

High	Low
<p><b>STAR</b> <b>Cox's Bazar</b></p>	<p><b>QUESTION MARK</b> <b>Sreemangal</b></p>
<p><b>CASH COW</b> <b>Rangamati</b></p>	<p><b>DOGS</b> <b>Kuakata</b></p>

### **Star: Cox's Bazar**

Stars generate large amounts of cash because of their strong relative market share, but also consume large amounts of cash because of their high growth rate; therefore the cash in each direction approximately nets out. If a star can maintain its large market share, it will become a cash cow when the market growth rate declines. The portfolio of a diversified company always should have stars that will become the next cash cows and ensure future cash generation. Cox's Bazar is in the position in the star. Because, high market share and Growth rate of Cox's Bazar is high. And sales potentiality is high. Hold and continue previous investment.

### **Question Mark: Sreemangal**

Question marks are growing rapidly and thus consume large amounts of cash, but because they have low market shares they do not generate much cash. The result is large net cash consumption. A question mark (also known as a "problem child") has the potential to gain market share and become a star, and eventually a cash cow when the market growth slows. If the question mark does not succeed in becoming the market leader, then after perhaps years of cash consumption it will degenerate into a dog when the market growth declines. Question marks must be analyzed carefully in order to determine whether they are worth the investment required to grow market share.

Sreemangal takes this place effectively. It has high growth rate but has less market share. So, have to invest a lot and also promote its potentiality.

### **Cash Cow: Rangamati**

As leaders in a mature market, cash cows exhibit a return on assets that is greater than the market growth rate, and thus generate more cash than they consume. Such business units should be "milked", extracting the profits and investing as little cash as possible. Cash cows provide the cash required to turn question marks into market leaders, to cover the administrative costs of the company, to fund research and development, to service the corporate debt, and to pay dividends to shareholders. Because the cash cow generates a relatively stable cash flow, its value can be determined with reasonable accuracy by calculating the present value of its cash stream using a

discounted cash flow analysis. Rangamati takes that position. High market share but growth rate is slow. So invest more to increase the growth more and at a time make people aware about Rangamati.

#### **Dogs: Kuakata**

Dogs have low market share and a low growth rate and thus neither generate nor consume a large amount of cash. However, dogs are cash traps because of the money tied up in a business that has little potential. Such businesses are candidates for divestiture

### **RATIONALE BEHIND THE BRAND ELEMENTS:**

#### **Consumer's perspective:**

- They will have the source 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.
- As we will be providing 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.

#### **Service provider's perspective:**

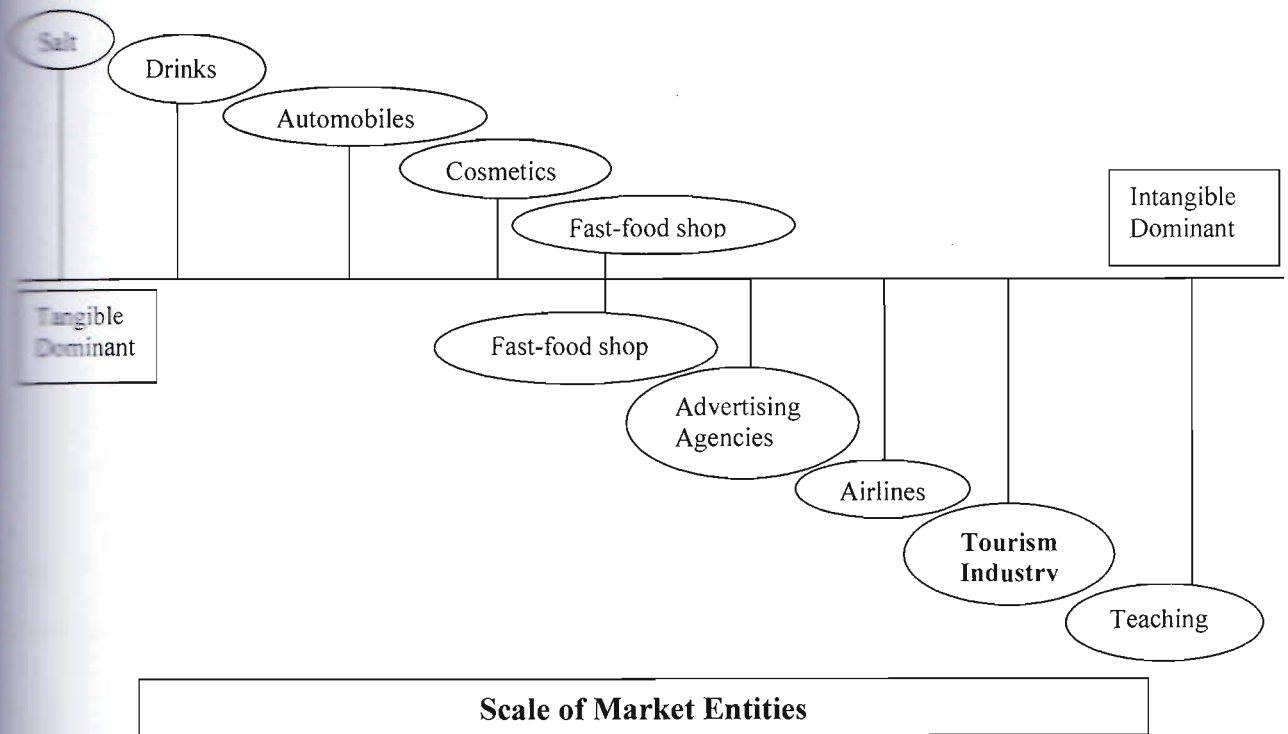
- Means of identification to simplify handling or tracing.
- The brand will provide ample information of quality to satisfied customers.
- It will act as a source of competitive edge.

## RANGAMATI AS A BRAND

Rangamati 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 Rangamati is the only place where you can find the “The Palace on Water” in everywhere and every moment.

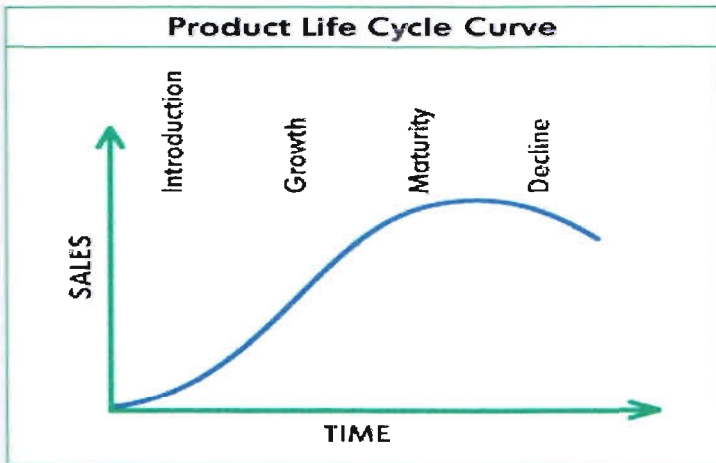
## PRODUCTS/ SERVICES

Tourism industry is a service industry. The core value of this industry is recreation. Therefore, Rangamati is a service as it is a tourist spot. The natural beauty of Rangamati 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 nature that Rangamati possess. It provides them a unique experience that they can share with others. Rangamati is a service because it is intangible dominant. Let's define it through a scale:





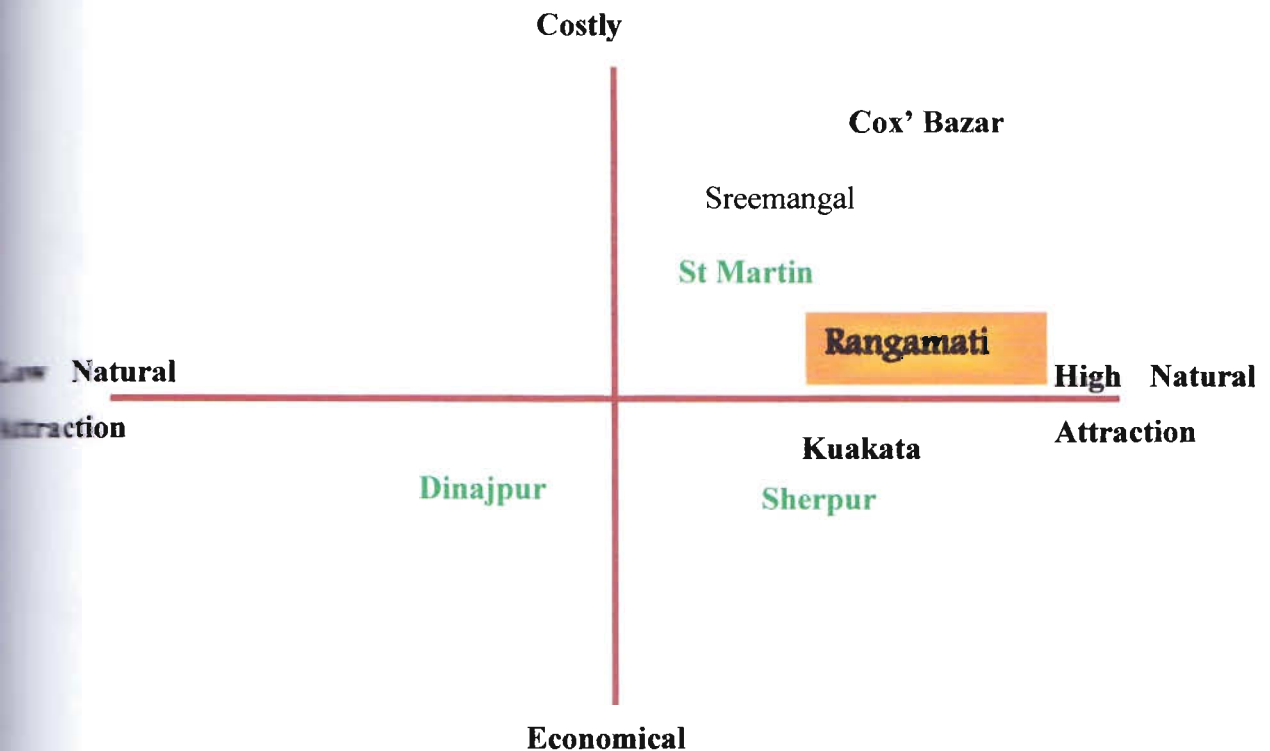
## Product Life Cycle:



As Rangamati is a pretty old venue it is in its maturity stage as it has gained a lot of customers but is not rapidly nowadays.

## 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.



## FACTORS INFLUENCING ON DECISION MAKING:

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

## COMPETITORS ANALYSIS:

### Industry Overview

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#### Types of competition

Brand  
Competition

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

Industry  
Competitors

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

Form  
Competition

Amusement park, Fantasy Park, as a competitor for Rangamati Any other products that can be used as a substitute for Rangamati

Generic  
Competition

Competes for the same consumer income group and age group.

But the scope of this reports mainly the brand competition with less emphasis on industry competition.

## **SWOT ANALYSIS OF THE COMPETITORS**

<b><u>STRENGTH</u></b>	<b><u>WEAKNESS</u></b>
<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>
<b><u>OPPORTUNITY</u></b>	<b><u>THREAT</u></b>
<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>

## 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 we don't find mass promotion 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 who are earning huge money from tourism sector, Bangladesh government is taking steps to improve facilities and building infrastructure and promoting through Bangladesh Parjaton Corporation. 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.

ETL 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 may be not to promote but those videos promote a lot because those were made by and shown on BBC and National Geography Channel as well as our national channel like ATN Bangla, NTV etc.

## **MEDIA PLAN FOR RANGAMATI:**

From the existing product information segment, we came to know that Rangamati has a huge and differentiated product line. Therefore, Rangamati's target audience plays a crucial part whenever we are to launch or position a specific product. After talking to visitors of Rangamati, it was acknowledged that Rangamati has water, greenery and hill tracts: a combination which cannot be found anywhere in Bangladesh except for Rangamati. And the type of the product cannot itself actually defines its target customer group. Anyone can visit Rangamati, he/she does not have to be in a specific category to have fun in Rangamati, moreover people of young age groups and lifestyle will be able to have fun in Rangamati. We target the young people and executives (age 18 -35) as target market. Hence, acceptance and positioning Rangamati would be fast and lasting. About the target audience, we found out that upper class, middle class and middle class in urban, semi-urban and rural areas would be the most appropriate for the product as a minimum income level is required in order to tour. In the target segment, our aim was to influence:

- New Consumers to make a visit to Rangamati.
- Consumers who have already been to Rangamati, to make a 2<sup>nd</sup> visit to Rangamati as in advertisements we have tried to promote venues which are not that popular but attractive.

The above segment constituted a sizeable portion although some of them might have already been to Rangamati or other attractive places of Bangladesh. We made our consumer profile influencing people who already have been to Rangamati and those who may not find worth it to go for a trip to Rangamati.



## **PROMOTIONAL ACTIVITIES:**

**Promotion** involves disseminating information about a product, product\_line, brand, or company. It is one of the four key aspects of the marketing mix. (The other three elements are product management, pricing, and distribution.)

Promotion is generally sub-divided in the textbooks into two parts:

- Above the line promotion: Promotion in the media (e.g. TV, radio, newspapers, Internet) in which the advertiser pays an advertising agency to place the ad .
- Below the line promotion: All other promotion. Much of this is intended to be subtle enough that the consumer is unaware that promotion is taking place. E.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows

The specification of these four variables creates a promotional mix or promotional plan. A promotional mix specifies how much attention to pay to each of the four subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate\_image.

## **ADVERTISING STRATEGY:**

### **Product Ad (Print)**

- Stress on the single minded Message “ Palace on Water ”
- Combined ad for image building
- Group ad to draw relationship
- Focused ad to talk more about product attributes
- Feature and utilities

### Product Ad (TV Commercial)

- Stress on the single minded Message “ Palace on Water ”
- Display Core product
- Try to give consumers a feeling about how would they feel if they had a boat ride in Rangamati.

### Product Ad (Outdoor)

- Billboards
- Airport Trolleys
- Mega Signs
- Traffic Canopy
- Window Stickers
- Posters

A Venue as big as Rangamati obviously has to make advertising choices with great care. After talking with the visitors, we have decided that we would concentrate on the beauty of water and it's surroundings that we can get in Rangamati . Our single minded Message “Palace on Water” is also focused in all the advertisements.

For newspaper advertisements, we have chosen them considering their circulations both in English and Bengali. Those that are rated highest qualify to do the ads. We have also placed ads in regional newspapers. Quarterly and monthly magazines are also used. One of the most important strategies that we are following in this regard is that whenever we are going for press advertisements, we are basically focusing on three types of ads. One of them is combined ad for the overall image building and the other is group ads. Examples of group ads can be of **Venues of Rangamti** that covers most of the places in Rangamati. Sometimes we will be going for promoting a single venue in Rangamati which will not be done very often.

For TV commercials, the ads centers around the core product, i.e the beauty of water in Rangamati and its surroundings, in the ad we try to give consumers a feeling about how would they feel if they had a boat ride in Rangamati.

Apart from these, for outdoor advertising, we are using eye-catching spots mostly and have chosen billboards, airport trolleys, mega signs, traffic canopies and posters to advertise the products.

In our opinion, the overall promotional actions are Rangamati is meeting its business demand and marketing objectives. It is wise to set the target audience according to the products, as the company has to maintain such a huge differentiated product mix. The sales promotion and public relation activities are also adding values. Also, it makes sense to stress on the maturity of the venue in each of the advertisements, as there are only a few Tourism spots in our country with such a long experienced business background. But still because of the pattern of the filed of advertisement itself, there is always an opportunity to do more, use more creativity and improvise on whatever planned.

Before going for the promotion of our products, we carried out some research. Properly conducted market research helped us to identify the kinds of products that consumers would switch to if they become available. That involves asking the right questions of the right people, and also placing a proper interpretation on their answers. Successful organizations find out what the consumer wants and then produce this product for them. This is done via research.

- **Qualitative research.** We have worked with several small focus groups comprising, for example, people who have already been to Rangamati and discussing with them what they look for in that type of product. This generates a core understanding of HOW consumers think about the experience.
- **Quantitative research.** We have used a questionnaire with a sample size of 30; the data helped us to broaden the view of the information, looking more at the numerical objective data rather than the more subjective data acquired via qualitative research.

For example, how many people have liked or disliked Rangamti, what is their experience, how about the communication and security services etc.



From consumer research, we will move into more research and development. This will involve converting a good idea into a product feature and then discovering whether these ideas will be able to attract visitors.



## ADVERTISING PLAN FOR RANGAMATI:

### Advertising Objectives:

Advertising is one part of the promotional mix, and therefore, advertising objectives should be set in line with overall Promotional and Marketing Objectives, which in turn will relate to Rangamati's objectives. In general, however, there are three main categories of advertising objectives a business might set itself in terms of whether it seeks to **Inform**, **Persuade** or **Remind** the target audience. The following proposed advertising objectives for this product can help us to achieve Rangamati's overall marketing objectives:

- **INCREASE SALES:** For most organizations, an advertising objective that calls for an increase in sales is most desirable. But there remains a question that is such an objective useful as the advertiser develops an advertising campaign? A general objective, like increase sales for a completely mature product, provides no guidance or direction. In order to increase sales, Rangamati should emphasize on its best attributes and comparatively low cost compared to other venues in Bangladesh, so that customers will take interest in it and eventually go for the product.
- **INDUCE TRIAL:** When Rangamati is going to launch it's in the market, the advertising goal may be to get people to try it. Every ad will be developed with this idea in mind. Benefits will be much in evidence in the copy. For this, we can use such incentives that will help us to accomplish the ultimate goal of attracting potential customers. For example: coupons may be used. Free offers are also quite popular. If a person tries the product just once, the objective has been met.
- **PRODUCT AWARENESS:** "Palace on Water". Such a campaign has as its objective to build awareness through curiosity. All of our ads contain attractive pictures of Rangamati

which try show how Rangamati would look if a person would feel if he/she had a boat ride in Rangamati.

- **CHANGING CUSTOMER ATTITUDES:** In our country's perspective, a common attitude of the general people is that most of them consider issues in a very short-term aspect. That's why, whatever they find in a comparatively lower price, they just go for that. Moreover, people in our country tend to like chaotic fun rather than finding peace. Unlike, Cox's Bazar or St. Martin, Rangamti is much more peaceful and soulful venue where visitors can really have a good time and be lost in the beauty of the water, hill tracts and greenaery. It is for this that our ads must be designed in such a way that it will change the customers' attitude in no time.
- **PROMPT DIRECT ACTIONS:** Direct action advertising can be designed to motivate customers to act. It facilitates customers' purchase decision. For example : our first 1 month ad campaign may include such an offer that whenever a person decides to purchase a Rangamti Ticket, he/she will be having an option to fill out a form by completing which he/she will be eligible to participate in a sweepstake where there will be a chance of winning a Free Hotel Stay. There will also be prizes like refrigerators, washing machines, a/c and fans. Then, the customers are likely to get interested and by counting those forms, we can measure direct response.

### **Single minded Message: PALACE ON WATER**

By this message, we basically emphasize on the worldly issues that call us to be more concerned about our limited natural resources and use more environment-friendly products on a regular basis as well as enjoying the benefits one can get by using our product.

We have divided the whole advertising planning program into two stages. These are mentioned below:

- ✓ **At the opening period or Roll-out stage**
- ✓ Continuation of the campaign

## **Rollout Stage**

Rollout stage is the period where the company tries to make its potential customers aware of its existence and the features that make it unique (and thereby preferable) to its competitors. Rollout stage can last from one week to several months depending on the type of market (and also on funds). We propose to continue the rollout phase for at least one month. The nature of the market and the characteristics of the market segment suggest that consumers will go for the "coolest" one if they know where it is and of course, if they are certain (rather made certain) that it is the "coolest" one. During the rollout stage, we intend to do just that, which is to assure (at least) a group of people belonging to the segment that Rangamati is the best to brand to buy quality fluorescent energy-saving bulbs at a very convenient price. With this end in view, in accordance with the psychological aspects of buying process, we want to go from the first phase (awareness) to the fourth phase (preference) in the shortest period possible.

## **Continuous Ad Campaign**

After the rollout stage the continuation stage begins. Here we will represent the promotional proposal for the rest of the year. Once again we will spend the largest amount for the newspaper ads. Only 3 national dailies will be used in this stage. But this time the ads will be published for total 4 days in a month for 12 months using colors. The budget also includes for the festive seasons. We will feature Rangamati in every monthly Magazine of the selected News Papers For the whole year we are going to carry out some outdoor promotional activities; for example : electronic billboards.

Keeping a prudential budgeting plan (that will be discussed later) in mind, we will carefully use different media and advertising strategy at different stages.

An effective media strategy is very important for a new product. It helps to break through the competition and clutter to reach the target audience more effectively. It also helps to take the advantage of media used for the maximum benefit of the institution. As we are trying to re-launch a mature product in the market, we will try to use an effective mix of print and electronic



media. Plus, as the brand name “Rangamti” is reputed and the customers already have some sort of idea about the Venue and its image, it will always be a positive enforcer for us whenever we advertise our. That’s why, prioritizing the brand name in all the media we’ll use, must be kept in our mind constantly. We will also use some other supplementary media as well.

However, in selecting time and place, we will keep in mind what our competitors are doing.

#### **1. For Print Media**

- Newspaper and Magazine advertising
- Pre- printed inserts
- Posters
- Flyers

#### **2. For Electronic Media**

- Television advertising

#### **3. Out-of-Home Advertising**

- Brochure
- Billboards
- Electronic billboards
- Airport trolleys
- Traffic canopy
- Mega signs

#### **4. Direct Marketing**

- Gifts

One of the noticeable factors here is that as our product is very old, so in this time, we will be making our advertisements for only the attractive spots. Each of the advertisements will give the same message to our consumer’s i.e “PALACE ON WATER” completely separate ad. No type of combined group ad that the company uses most of the time will be applicable here.

Although all the media that we will use have their own characteristic of reaching people, we will emphasize more on print media. It will be less expensive and will be able to reach more of our target audience.

#### Media plan at a glance in different stages

<b>Roll-out Stage</b>	Newspaper ads, TV spots, Press conference, Cable TV spots, Internet
<b>Continuous Ad Campaign</b>	Ads in newspapers, magazines, TV spots, Posters, Bill Boards.

#### NEWSPAPER ADVERTISING

**Medium:** For newspaper advertising we have selected three widely subscribed daily newspapers, which we think are closely versed with our target audience. These are:

1. The Daily Prothom Alo
2. The Daily Star
3. The Daily Ittefaq

By putting ads in these newspapers, it will give us total market penetration. We will be able to target our market with more concentration and run ads aimed at them. It will save us money and show us more specific ways to run ads. Moreover, there will be scope for responsive timing that is, we can change the ad immediately and quickly measure audience reaction by using daily newspapers. Again, we can put our ads according to our needs. We can make them colorful, large or small and make them all- text or illustrated or any other way we want. We can use newspaper advertisement any time during any special day, festival time etc. By using newspaper, we will be able to send reminder to our customers from time to time.

## **PRE- PRINTED INSERTS**

We will also distribute pre- printed inserts inside the newspapers. This is another medium through which we can communicate with our audience effectively. People usually take interest in them because they contain pictures, colors etc. We can even use them to send free-standing- inserts (FSI) during any sales promotion offer. Then counting the inserts, we can measure the response. It is to be mentioned here that these inserts will be in the magazines & newspapers in which we are not giving advertisement in the first place.

## **POSTER ADVERTISING**

We will also place posters in the cities like Dhaka, Chittagong, Khulna, Rajshahi and Sylhet on the Bus Stations of the specific cities. This is a very effective print media because it attracts a lot of audience. The posters will be of 20" x 14" and will be printed on normal white paper. These will be four color ads informing about the product, brand, the product attributes and the offer. By this, we can cover a wide range of people which can be time saving and very cost effective.

## **TELEVISION ADVERTISING**

Television is a very strong mass media. It offers endless creative opportunity to reach viewer's hearts and minds along with sound and motion. Therefore, we have also decided to carry television advertising to reach our target audience in a more creative way. Now, putting ads on TV sounds a lot of money preliminary. But it is very cost-effective. We can calculate cost-per-thousand to see the actual cost. We can select the programs that attract our audience and put ads in those programs. So, we can reach them with more objectives. Moreover, we can put our ads according to our needs. We can make them colorful. We can use different kinds of graphics, illustrations, sounds, motions etc. It is also possible to change the duration of the ad at any time.



**Medium:**



For electronic media, we will use two private TV channels (ATN Bangla) and

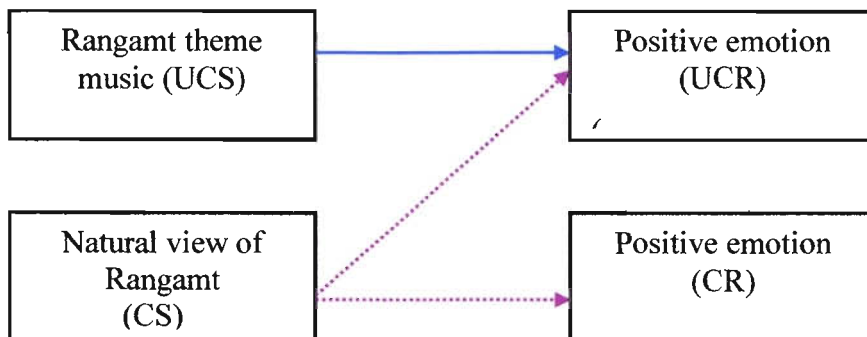


(NTV) and our national TV Channel BTV as it is the most viewed channel in Bangladesh. However we think that people in our target area (urban & suburban) are more interested in these private channels. Because of our market segmentation itself, putting ads on these channels is likely to grab the required consumer attention. Moreover, as nowadays there is cable connection almost at every household, very few people watch BTV. Again, advertising in BTV is more expensive than other channels. But we will use other bangla channels for our promotion campaign.

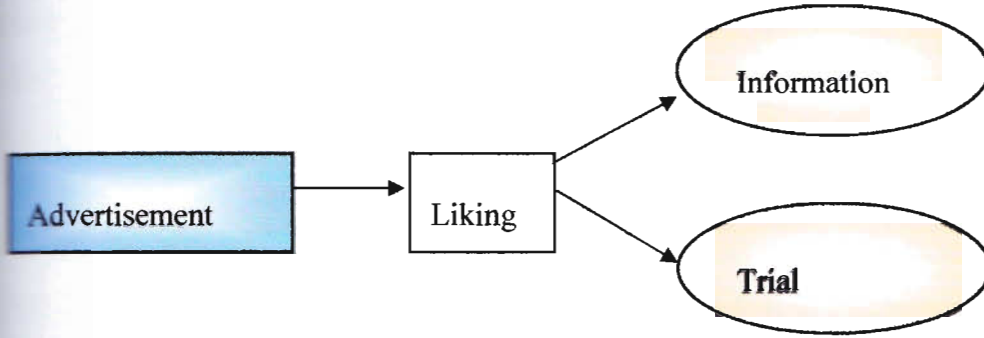
We have also planned to put our ads with the cable operators who have their own channel to show movies and music. Our ads will appear in the bottom of the screen. They will carry the brand name, the product, brief features and the offer. We will also use other channels on a pulsing basis but these channels will be used on a continuous basis

**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).



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:



### **OUT-OF-HOME ADVERTISING:**

With out-door advertising, it is possible to apply creative approaches and grab the audience attention in unexpected ways and in unusual places. As outdoor messages are on display for 24 hours, it can gain wide and repeated exposure as we will place these in proper locations. We will go for this kind of ads as they have tremendous impact and this thing goes on and on, because, they cannot be turned off or no one can throw them off. The creative choices for out door advertising is virtually end less. We will use lights, colors, graphics, any mechanical or electrical device and many more things.

### **Medium:**

- Brochure
- Billboards
- Electronic billboards
- Airport trolleys

## **Proposed Content in Media**

Whichever media we use, whatever our budget is or whatever quality services and products we offer – all will end in vain if our objectives are vague to customers. That means if we fail to make them understand and realize that we are the best in providing an experience, all our efforts will end up for nothing. The way to let the consumer know about our features, services and products are to provide fruitful and attention compelling content in the ads. In placing ad to media, we emphasize more on the content of print media (newspaper ad and leaflet) and other media. We will be using broadcast media to promote our products to reach those people, who can't be reached through print & outdoor advertising. Since broadcast media has a wide coverage of reaching target consumers we will be using this media extensively through the beginning stage of our promotional campaign. The average cost of reaching target consumers in view of CPM is low compared to other media. Besides TV has both sound & sight effect, which can keep attention of viewers for a long time.

### **Sample Advertisements (Print / Electronic)**

#### **Print**

For the rollout stage, our newspaper and magazine ads will basically highlight the display of our venues. For the ad campaign continuation part, the offer part will be included. In all the ads, our brand name will be prioritized. Plus, our message theme will also be mentioned in all print advertisements. The ad will be of a mondrian format which will contain the following pictures:

#### **Electronic**

- **THE TELEVISION AD:** We have chosen emotion and beautiful scenes as well as reality to be our key instrument while placing the ad. Our ad shows a person who has a boat ride in Rangamati. In the beginning, a closeup of the boat is shown which slowly fades away and then shots of the view surrounding the boat are given. As the Boat moves on, the greenery, clear water and the hill tracts of Rangamati are even more exploited. Later, the person gets down from the boat and some scenes are shown do not require a boat. In the end, a child from Rangamati is shown who says, Rangamti “ THE PALACE ON WATER”

The ad will also be aired on all the electronic billboards we are going to use.



## Research part:

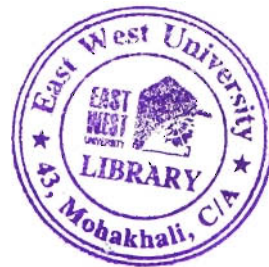
### Interview with experts

Goutam Dewan, former local government council chairman and owner of the Holiday Blast & Paha Ting Ting said there are huge potentials to build Rangamati an international-standard tourist spot, but unfortunately the successive governments have not taken any steps in this regard. Developing more attractive spots, infrastructures and road communications are very important to attract the tourists, he said.

Goutam said ban on free movement of foreign tourists is hampering development of tourism in Chinagong Hill Tracts (CHT) and due to the ban the number of foreign tourists is declining.

BPC (Bangladesh Parjatan Corporation) Manager Sunirmol Talukder said number of tourists and visitors has increased after signing of the CHT peace accord.

Saiful Islam, owner of Sufia Hotel, however, said unnecessary watch on the tourists and harassment to them by the law enforcement agencies and non-qualified guides are obstacles to expanding tourism in Rangamati.



**Focus Group Discussion:**

**Points:**

- Safety is the major concern of the tourist. Hill tracks are a controversial area, people fear to visit. Tourist fear kidnapping. Kidnapping happens frequently in the hill tracks. Foreign tourists number decrease fast after the case of foreign tourists kidnapping in 2001.
- Lacking of standard tourist motels and hotels are not sufficient. Presence of accommodation both in the public and private sector is not sufficient. To attract both the national and international tourist, proper accommodation with all the modern facilities should put up together.
- Guest House and Resorts are much too expensive for middle class people. These is causing because of limited number of competitors. When the number of hotels and motel will increase the price of available
- Transportation system is not structured for tourist place. There is not enough bus for traveling around those places and some places there are no transports are available.
- Hotels don't have there own transportation for tourists.

## **PROBLEM DEFINITION:**

-3

**Management decision problem**→ How to developed Rangamati as a most preferable tourist spot?

**Marketing Research problem**→ To identify the triggering factors which will work as the crucial element for the promoting Rangamati. We will identify the relative strength and weakness of Rangamati compare to others competitors.

**Broad Objective** → to measure the prospects and aspects of Rangamati

### **Specific Components of Marketing Research Problem**

**Triggering Factors**→ what are the variables, overtly and covertly influence consumers in terms of tourism services or the factors that stood as a barrier for wide spreading tourism industry. (Weather conditions, Natural beauty and landscapes/environment, wildlife, pristine natural environment, heritage, adventure/sports activities and so on.)

**Specific Objective**→ Our research is about to identify the problems associated with Rangamati and its prospects in Bangladesh.

### **Specific objectives are as follows:**

- To understand consumers' current insight
- To identify consumers' level of awareness regarding Rangamati
- To identify consumers perception about cost of visiting Rangamati.
- 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 Rangamati can satisfy required immediate need of the visitors.



- To find out whether there is any relationship between age group and going tendency.
- To find out the critical factors, which governs the choice of decision making in favor of Rangamati
- To identify whether tourists are price sensitive or not.

## APPROACH TO THE PROBLEM:

### Theoretical Framework

So the theoretical framework of the research "*Prospects and Aspects of Rangamati*" is:

To identify the factors that may influence in terms of decision making in favor of Rangamati. We 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 we 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.

### 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

## Verbal Model

Rangamati is yet to be developed as a favorable tourist spot and the reasons behind it bad 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 is only happens due to lack of promotion. In the case of Rangamati, we have found above mentioned factors in terms of selecting a tourist place.

## Mathematical Model

The mathematical model of graphical model and verbal model is:

$$Y = f(x)$$

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**

**RESEARCH QUESTIONS & HYPOTHESES:**

<b>Research Question</b>	<b>Hypothesis</b>
1. Does good weather condition is important to the customers?	H1: Good weather condition is important to the customers
2. Does natural beauty and landscapes/environment is important to the customers?	H2: Natural beauty and landscapes/environment is important to the customers
3. Does opportunity to see wildlife is important to the customers?	H3: Opportunity to see wildlife is important to the customers
4. Does visits to parks and other pristine natural areas is important to the customers?	H4: Visits to parks and other pristine natural areas is important to the customers
5. Does opportunity to stay in pristine natural environment is important to the customers?	H5: Opportunity to stay in pristine natural environment is important to the customers
6. Does desire to learn about other cultures, their ways of life and heritage is important to the customers?	H6: Desire to learn about other cultures, their ways of life and heritage is important to the customers
7. Does participation in major cultural or religious events is significant to the customers?	H7: Participation in major cultural or religious events is significant to the customers

Q8: Does opportunity to visit an indigenous or traditional community is significant to the customers?	H8: Opportunity to visit indigenous or traditional, communities is significant to the customers
Q9: Does opportunities to experience traditional ways of life is important to the customers?	H9: Opportunities to experience traditional ways of life is important to the customers
Q10: Does opportunities for learning about and experiencing natural and cultural attractions is significant to the customers?	H10: Opportunities for learning about and experiencing natural and cultural attractions is significant to the customers
Q11: Does opportunities for adventure/sports activities are important to the customers?	H11: Opportunities for adventure/sports activities is important to the customers
Q12: Does good prices for quality received is important to the customers?	H12: Good prices for quality received is important to the customers
Q13: Does excellent transportation system is important to the customers?	H13: Excellent transportation system is important to the customers
Q14: Does recommendations from a friend/book are important to the customers?	H14: Recommendations from a friend/book is important to the customers
Q15: Does facilities for children are significant to the customers?	H15: Facilities for children is significant to the customers
Q16: Does accessibility is significant to the customers?	H16: Accessibility is significant to the customers
Q17: Does safety is significant to the customers?	H17: Safety is significant to the customers



H18: Does interest in business investment in visited area is preferable to the customers?	H18: Interest in business investment in visited area is preferable to the customers
H19: Does overall you believe that Rangamati is a charming place for recreation is important to the customers	H19: Overall you believe that Rangamati is a charming place for recreation is important to the customers

## Research Design

### Types of Research Design

Our research is limited to narrower areas. The study is conducted in Dhaka. So I mainly focus on narrower area rather than wider area.

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 we 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 will be 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)

<b>Data collection:</b>	Survey method (involve structure questionnaire given to respondents and elicit specific information
<b>Questionnaire:</b>	Structured questionnaire
<b>Survey method:</b>	Personal interviewing has been followed
<b>Scaling:</b>	Non comparative scaling technique: Itemized rating scale-Likert scale (5 points)
<b>Data analysis:</b>	Parametric and non parametric

### Information Need

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

#### **Basic information:**

We tried to identify the relative factors which determine the traveling needs of our target customers. Our 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.

#### **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.

#### **Identification information**

It includes name, age, gender, income, occupation, viewer ship, listener ship, readership etc. it is the respondents profile in the questionnaire.

### **Data collection from secondary sources:**

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

### **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 we have conducted depth interview and FGD of the relative field. At last we have conducted a survey of 30 visitors of Rangamati.

### **Scaling Technique**

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 we have got is easy to implement for data analysis.

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

Structure questionnaire is developed for the research. The questionnaire starts with screening questions to screen the potential respondents, that is that are for the visitors of Rangamati. The main questions start to know respondents' are aware about Rangamati.; The questionnaire ends with respondent profile, which include name of the respondent, age, gender, income, occupation, viewership, readership, listenership etc.

### **Pre-testing**

To improve the questionnaire, we did pre-testing and sufficient steps are taken to improve questionnaire and eliminate errors.

### **Sampling technique**

#### **Target population**

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

#### **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 will be used.

#### **Sampling element**

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

#### **Sample size**

Total sample size= 30

## **Data Analysis**

### **Methodology**

For data analysis we used both the parametric and non-parametric approach. As in our questionnaire the last part of the question is screening that is just use to know the respondent demographic information, so we use nominal scaling under non-parametric data analysis technique. But for other questions, which are in likert form, we use scale under parametric data analysis technique. We 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 we have used scale under parametric data analysis technique. Here we used t-test as all of the statements deals with one variable. We also used multiple regression model to know the independent variables impact over dependent variable and which one is the most significant. We used significance level is equal to .05 and develop the hypotheses.

For null hypotheses (H<sub>0</sub>), we develop the statement, which comprise of existing situation, and an alternative hypotheses (H<sub>1</sub>) we have develop statement, which we to prove. If the outcome comes greater than 0.05 than we will accept null hypotheses. But if the outcome comes less than 0.05 then we will accepted alternative hypotheses. Thus:

Probability > 0.05, Accept null hypotheses (H<sub>0</sub>)

Probability < 0.05, Accept alternate hypotheses (H<sub>1</sub>)

At the end for each result we make statistical decision and marketing decision.

### Hypotheses 1:

H<sub>0</sub>: Good weather condition is not important to the customers

H<sub>1</sub>: Good weather condition is important to the customers

$\alpha$  (Significance level) = 0.05

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
good weather condition	30	4.27	.868	.159



## One-Sample Test

	Test Value = 3 .,					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
good weather condition	7.990	29	.000	1.267	.94	1.59

### 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:

H<sub>0</sub>: Natural beauty and landscapes/environment is not important to the customers

H<sub>1</sub>: 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/enviro ment	30	4.50	.630	.115

### 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/environment	13.047	29	.000	1.500	1.26	1.74

### 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:

H<sub>0</sub>: Opportunity to see wildlife is not important to the customers

H<sub>1</sub>: Opportunity to see wildlife is important to the customers

$\alpha$  (Significance level) = 0.05

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
opportunity to see wildlife	30	3.47	1.106	.202

### One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Opportunity to see wildlife	2.311	29	.028	.467	.05	.88

### Statistical decision

From the t-test we can see that, since probability (0.028) 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:

H<sub>0</sub>: Visits to parks and other pristine natural areas is not important to the customers

H<sub>1</sub>: 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
visits to parks and other pristine natural areas	30	4.13	.629	.115



### One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
visits to parks and other pristine natural areas	9.872	29	.000	1.133	.90	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

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

#### Hypotheses 5:

H<sub>0</sub>: Opportunity to stay in pristine natural environment is not important to the customers

H<sub>1</sub>: 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
opportunity to stay in pristine natural environment	30	4.23	.774	.141

## One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
opportunity to stay in pristine natural environment	8.729	29	.000	1.233	.94	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

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

### Hypotheses 6:

H<sub>0</sub>: Desire to learn about other cultures, their ways of life and heritage is not important to the customers

H<sub>1</sub>: 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
desire to learn about others cultures, their ways of life and heritage	30	3.73	1.413	.258

### One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
desire to learn about others cultures, their ways of life nad heritage	2.843	29	.008	.733	.21	1.26

### Statistical decision

From the t-test we can see that, since probability (0.008) 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
- α (Significance level) = 0.05

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
participation in major cultural or religious events	30	3.40	1.102	.201

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
participation in major cultural or religious events	1.989	29	.056	.400	-.01	.81

**Statistical decision**

From the t-test we can see that, since probability (0.056) is higher than significance level (0.05), so we should not accept alternative hypotheses (H1), we accept null hypotheses (Ho)

**Marketing decision**

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



**Hypotheses 8:**

H0: 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
Opportunity to visit an indigenous or traditional community	30	3.27	1.258	.230

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Opportunity to visit an indigenous or traditional community	1.161	29	.255	.267	-.20	.74

**Statistical decision**

From the t-test we can see that, since probability (0.256) is higher than significance level (0.05), so we should not accept alternative hypotheses (H1), we accept null hypotheses (H0)

**Marketing decision**

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

### Hypotheses 9:

H<sub>0</sub>: Opportunities to experience traditional ways of life is not important to the customers

H<sub>1</sub>: 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
opportunities to experiences traditional ways of life	30	3.57	1.194	.218



### One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
opportunities to experiences traditional ways of life	2.599	29	.015	.567	.12	1.01

### Statistical decision

From the t-test we can see that, since probability (0.015) is less than significance level (0.05), so we should accept alternative hypotheses (H<sub>1</sub>)

### Marketing decision

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

**Hypotheses 10:**

H<sub>0</sub>: Opportunities for learning about and experiencing natural and cultural attractions is not significant to the customers

H<sub>1</sub>: 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
opportunities for learning about and experiencing natural and cultural attraction	30	4.20	.610	.111

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
opportunities for learning about and experiencing natural and cultural attraction	10.770	29	.000	1.200	.97	1.43

**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:**

H0: 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
opportunities for adventure or sports activates	30	3.20	1.518	.277



## One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
opportunities for adventure or sports activates	.722	29	.476	.200	-.37	.77

### Statistical decision

From the t-test we can see that, since probability (0.476) is higher than significance level (0.05), so we should not accept alternative hypotheses (H1), we accept null hypotheses (Ho)

### Marketing decision

Opportunities for adventure/sports activities is not 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	30	4.03	.999	.182

### 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	5.663	29	.000	1.033	.66	1.41

### 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:

H<sub>0</sub>: Excellent transportation system is not important to the customers

H<sub>1</sub>: Excellent transportation system is important to the customers

$\alpha$  (Significance level) = 0.05

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
excellent transportation system	30	3.87	.937	.171

## One-Sample Test

	Test Value = 3 .7					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
excellent transportation system	5.066	29	.000	.867	.52	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

Excellent transportation system is important to the customers

### Hypotheses 14:

H<sub>0</sub>: Recommendations from a friend/book is not important to the customers

H<sub>1</sub>: 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
recommendations from a friend or book	30	4.00	.743	.136

## One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
recommendations from a friend or book	7.374	29	.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

Recommendations from a friend/book is important to the customers

### Hypotheses 15:

H<sub>0</sub>: Facilities for children is not significant to the customers

H<sub>1</sub>: 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 are excellent	30	3.57	1.073	.196



### One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Facilities for children are excellent	2.894	29	.007	.567	.17	.97

### Statistical decision

From the t-test we can see that, since probability (0.007) 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	30	4.00	.910	.166

## One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
accessibilit	6.021	29	.000	1.000	.66	1.34

### 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:

H<sub>0</sub>: Safety is not significant to the customers

H<sub>1</sub>: Safety is significant to the customers

$\alpha$  (Significance level) = 0.05

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
safety	30	4.00	1.145	.209

## One-Sample Test

-3

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
safety	4.785	29	.000	1.000	.57	1.43

### 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:

H<sub>0</sub>: Interest in business investment in visited area is not preferable to the customers

H<sub>1</sub>: 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 business investment in visited area	30	2.83	1.392	.254

## One-Sample Test

.3

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
interest in business investment in visited area	-.656	29	.517	-.167	-.69	.35

### Statistical decision

From the t-test we can see that, since probability (0.517) is higher than significance level (0.05), so we should not accept alternative hypotheses (H1), we accept null hypotheses (Ho)

### Marketing decision

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

## Multiple Regression Analysis

A statistical technique that simultaneously develops a mathematical relationship between two or more independent 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 Rangamati 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	.938(a)	.880	.684	.411	.880	4.489	18	11	.007

a Predictors: (Constant), interest in business investment in visited area, opportunity to visit an indigenous or traditional community, facilities for children are excellent, good price for quality received, recommendations from a friend or book, natural beauty and landscapes/environment, accessibility, opportunities for adventure or sports activates, good weather condition, visits to parks and other pristine natural areas, opportunities for learning about and experiencing natural and cultural attraction, desire to learn about others cultures, their ways of life and heritage, safety, opportunities to experiences traditional ways of life, excellent transportation system, opportunity to see wildlife, participation in major cultural or religious events, opportunity to stay in pristine natural environment

## ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.643	18	.758	4.489	.007(a)
	Residual	1.857	11	.169		
	Total	15.500	29			

a Predictors: (Constant), interest in business investment in visited area, opportunity to visit an indigenous or traditional community, facilities for children are excellent, good price for quality received, recommendations from a friend or book, natural beauty and landscapes/environment, accessibility, opportunities for adventure or sports activates, good weather condition, visits to parks and other pristine natural areas, opportunities for learning about and experiencing natural and cultural attraction, desire to learn about others cultures, their ways of life and heritage, safety, opportunities to experiences traditional ways of life, excellent transportation system, opportunity to see wildlife, participation in major cultural or religious events, opportunity to stay in pristine natural environment

b Dependent Variable: overall you believe that Rangamati is a charming place for recreation

## Coefficients (a)

-7

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.151	1.665		-.691	.504
	good weather condition	.130	.159	.154	.816	.432
	natural beauty and landscapes/environment	.406	.279	.350	1.455	.174
	opportunity to see wildlife	-.043	.147	-.065	-.293	.775
	visits to parks and other pristine natural areas	-.197	.208	-.170	-.951	.362
	opportunity to stay in pristine natural environment	.697	.250	.738	2.794	.017

desire to learn about others cultures, their ways of life and heritage	-.114	.117	-.220	-.974	.351
participation in major cultural or religious events	.117	.165	.176	.708	.494
opportunity to visit an indigenous or traditional community	.126	.127	.217	.994	.342
opportunities to experiences traditional ways of life	-.460	.142	-.752	-3.234	.008
opportunities for learning about and experiencing natural and cultural attraction	.455	.225	.380	2.024	.068



opportunities for adventure or sports activities	.085	.115	.177	.744	.472
good price for quality received	-.055	.139	-.076	-.400	.697
excellent transportation system	.234	.165	.300	1.415	.185
recommendations from a friend or book	.211	.130	.215	1.621	.133
facilities for children are excellent	-.007	.138	-.011	-.053	.958
accessibility	-.116	.187	-.145	-.624	.545
safety	-.202	.141	-.316	-1.429	.181
interest in business investment in visited area	.045	.095	.086	.478	.642

a Dependent Variable: overall you believe that Ranganmati is a charming place for recreation

$$Y (\text{overall satisfaction}) = -1.151 + 0.130 * x_1 + 0.406 * x_2 - 0.043 * x_3 - 0.197 * x_4 + 0.697 * x_5 - 0.114 * x_6 + 0.117 * x_7 + 0.126 * x_8 - 0.460 * x_9 + 0.455 * x_{10} + 0.085 * x_{11} - 0.055 * x_{12} + 0.234 * x_{13} + 0.211 * x_{14} \dots$$

0.130 that means good weather condition has a positive impact on the dependent variable which is overall you believe that Rangamati is a charming place for recreation. If weather condition is changed by 1% overall satisfaction will be changed by 13.0%.

### **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 = 0.738 that means 73.8% impact on decision making.

Recommendation from friends = 0.215 means 21.5% impact on decision making.

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

Adjusted R<sup>2</sup> = 0.684, means all 18 independent variables collectively have as moderately strong impact as 68.4% on decision making regarding tour planning.

## **Profile of respondents:**

### **DEMOGRAPHIC FACTOR:**

The study and description of human population in terms of size, density, location, age, gender, race, occupation and statistics in any country is called demography of that country. Dividing the market into groups based on demographic variables such as age, gender, family, size, family life cycle, income, occupation, education, religion, race and nationality is called demographic segmentation which is necessary for any product's survey. From the survey I found the following demographic data:

### **AGE:**

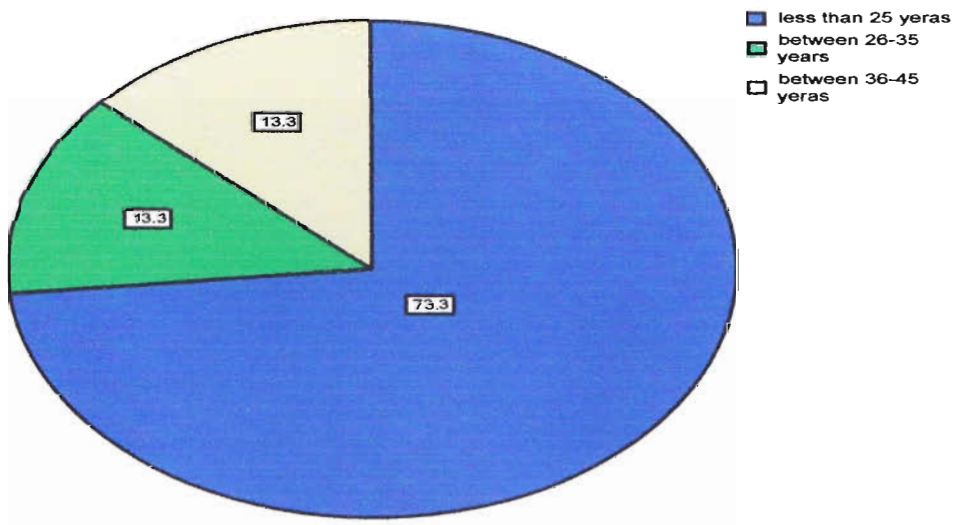
In today's world a company needs to choose a particular age group for which the company is going to develop its campaign. Same rule applies in case of Rangamati. Following I have shown the findings from my survey. It seems that most of the respondents who already visit Rangamati

are in the age groups of less than 25. The largest segment of respondents possesses a percentage of 73.3%.

**Age**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	less than 25 years	22	73.3	73.3	73.3
	between 26-35 years	4	13.3	13.3	86.7
	between 36-45 years	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

**age**



## GENDER:

Bangladeshi market is always male dominated in some sectors in the sense that guys make the decision. In our survey we have identified that around 73.3% of the population is male & around 26.7% of the population is female.

### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	22	73.3	73.3	73.3
female	8	26.7	26.7	100.0
Total	30	100.0	100.0	



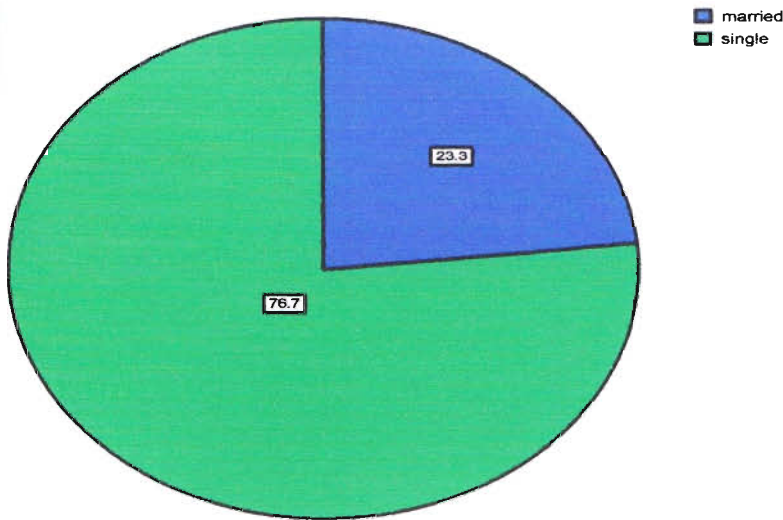


**Marital status:** The 23.3% of the respondent's are married and 76.7% of the respondent's are single.

**Marital status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid married	7	23.3	23.3	23.3
single	23	76.7	76.7	100.0
Total	30	100.0	100.0	

**marital status**



**SOCIAL FACTORS:**

**Societal factors or units** within society that is applicable within the theories. Families, peers, schools, and socioeconomic status are all social factors that are examined in many of the causal theories. Demographics and the relationships one has in society are also examined in some of the explanatory theories.

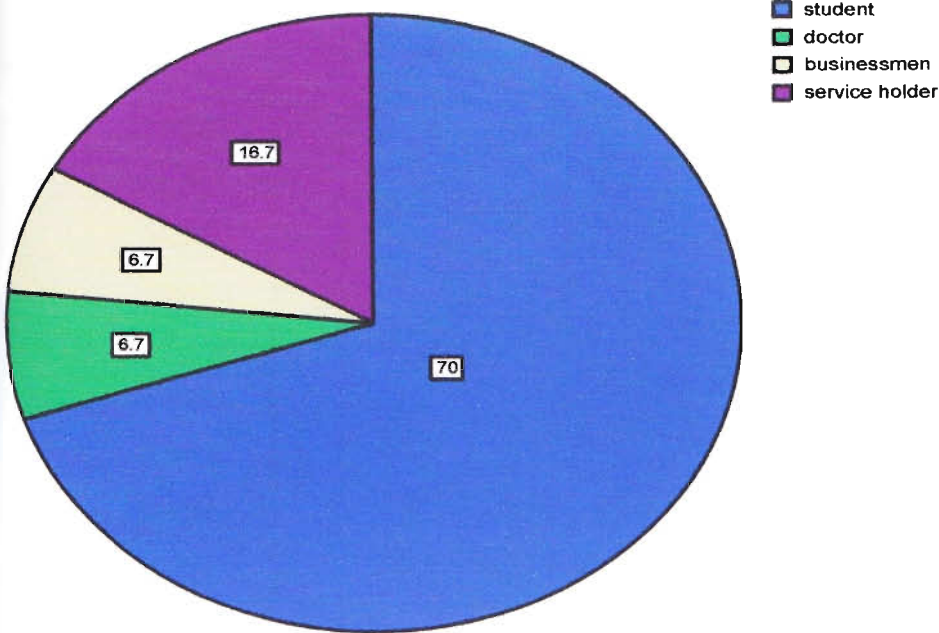
**OCCUPATION:**

Occupation is important for a company because it helps the company to identify what kind of products or what attributes should be added in its products. Occupation determines the consumer group's income level, their preferences etc. In our survey paper we classified the occupation sector in 8 categories; businessman, service holder, student, doctor, engineer, advocate, scientists and others.

**Profession**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid student	21	70.0	70.0	70.0
doctor	2	6.7	6.7	76.7
business men	2	6.7	6.7	83.3
service holder	5	16.7	16.7	100.0
Total	30	100.0	100.0	

### profession



### AVERAGE MONTHLY INCOME:

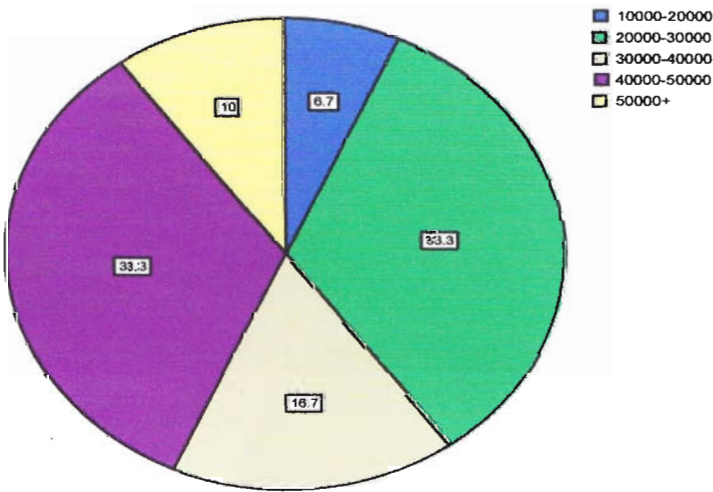
Determination of average monthly income helps one to understand the buying capability of the customer group. It helps the company to set the price of the products according to that. Also it is a strong determinant of the social class of the particular consumer group. With the help of this survey I figured out that from the consumer group around 33.3% of the people belong to the both income level of 20000-30000 tk and 40000-50000 tk. And the lowest income level group is 10000 -20000 tk which accumulates 6.7% of the total.

## Family monthly income

-3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000-20000	2	6.7	6.7	6.7
	20000-30000	10	33.3	33.3	40.0
	30000-40000	5	16.7	16.7	56.7
	40000-50000	10	33.3	33.3	90.0
	50000+	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

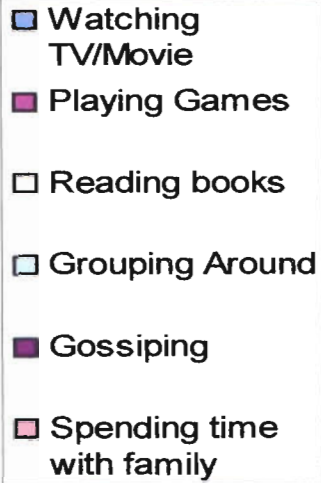
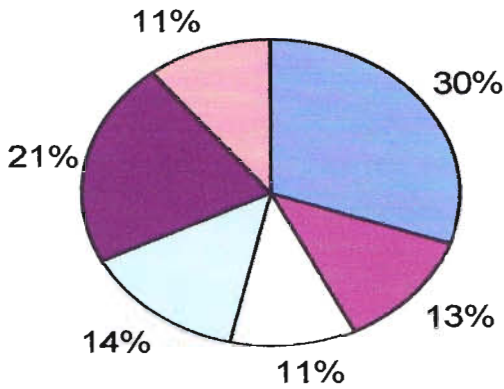
family monthly income



## LEISURE ACTIVITIES:

Leisure activities of a customer speak a lot about what the person is and what characteristics he or she possesses. From my survey it was found that around 30% of the customers watch TV in their leisure time. Both around 11% read books or magazines and spending time with family.

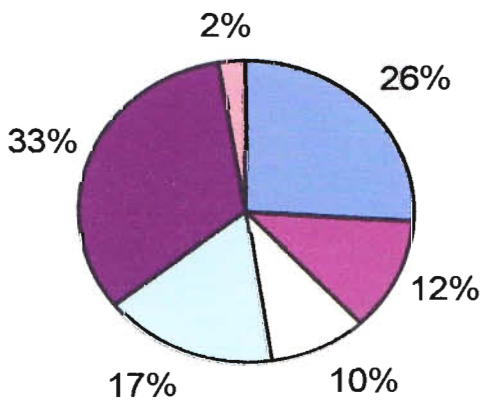
### Favorite leisure activity



### Favorite TV Program

While asked about the favorite TV program highest number of people stood for movie (33%) and the least was others 2%.

### favorite program on Tv



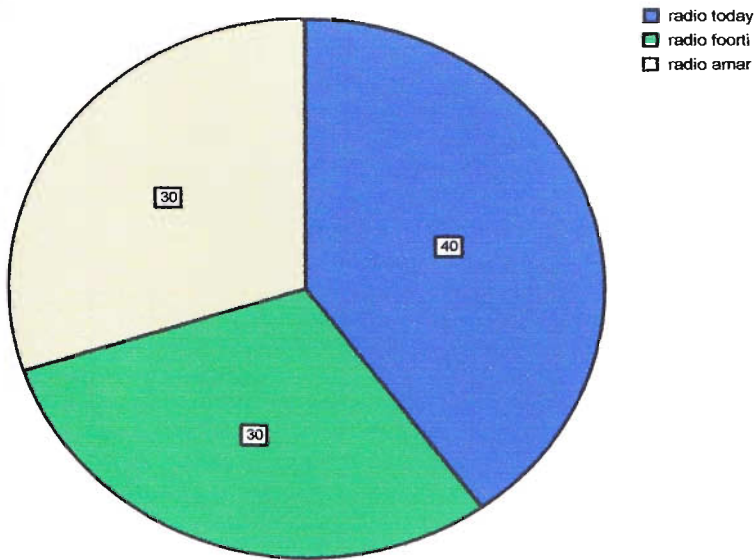


**Favorite radio channel:**

While asked about the favorite radio channel highest number of people stood for Radio Toady (40%) and (30%) stands for both Radio Foorti and Radio Amar.

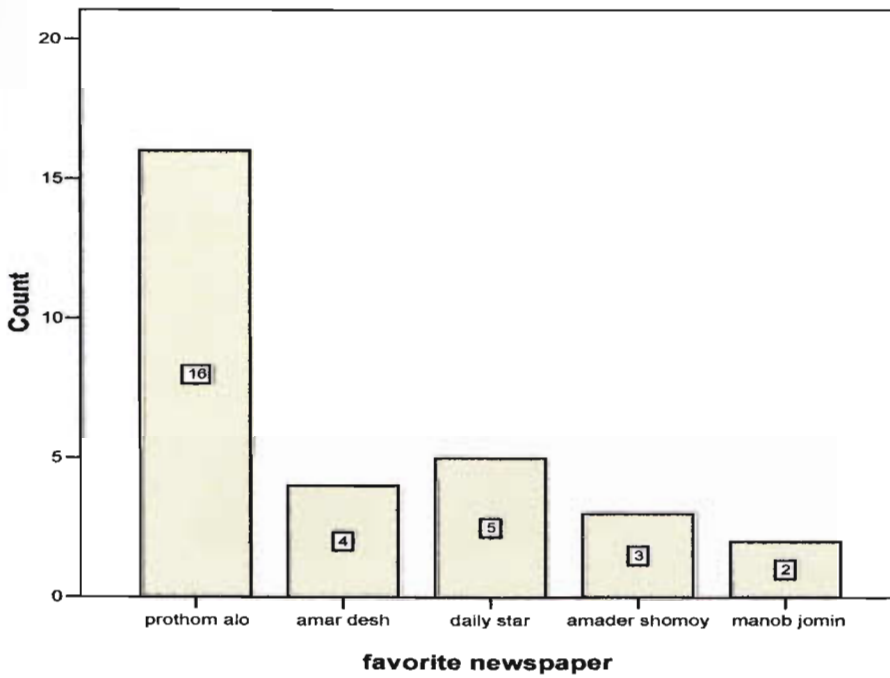
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid radio today	12	40.0	40.0	40.0
radio foorti	9	30.0	30.0	70.0
radio amar	9	30.0	30.0	100.0
Total	30	100.0	100.0	

**favorite radio chanel**



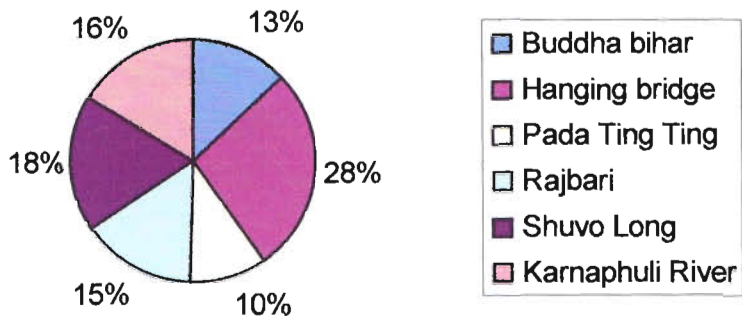
**Favorite newspaper:** The highest 53.3% of the respondent's favorite newspaper is Daily Prothom Alo and 6.7% of the respondent's favorite newspaper is Daily Manob Jomin.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid prothom alo	16	53.3	53.3	53.3
amar desh	4	13.3	13.3	66.7
daily star	5	16.7	16.7	83.3
amader shomoy	3	10.0	10.0	93.3
manob jomin	2	6.7	6.7	100.0
Total	30	100.0	100.0	



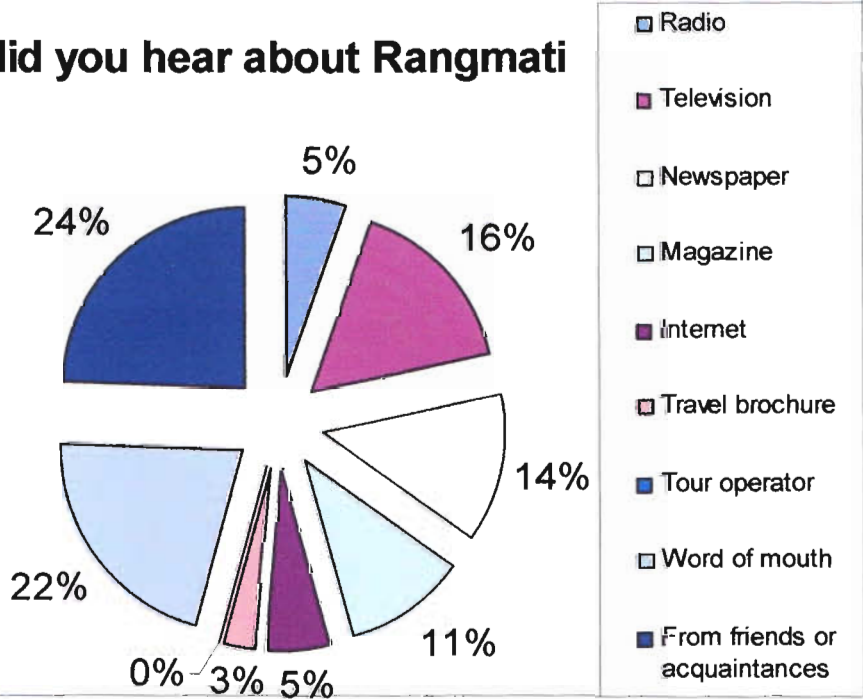
**Most Visited Places in Rangamati:** The highest 28% of the respondent's visited Hanging Bridge and lowest 10% of the respondent's visited Peda Ting Ting while they were in Rangamati.

**places you visited and will visit while in Rangamati**

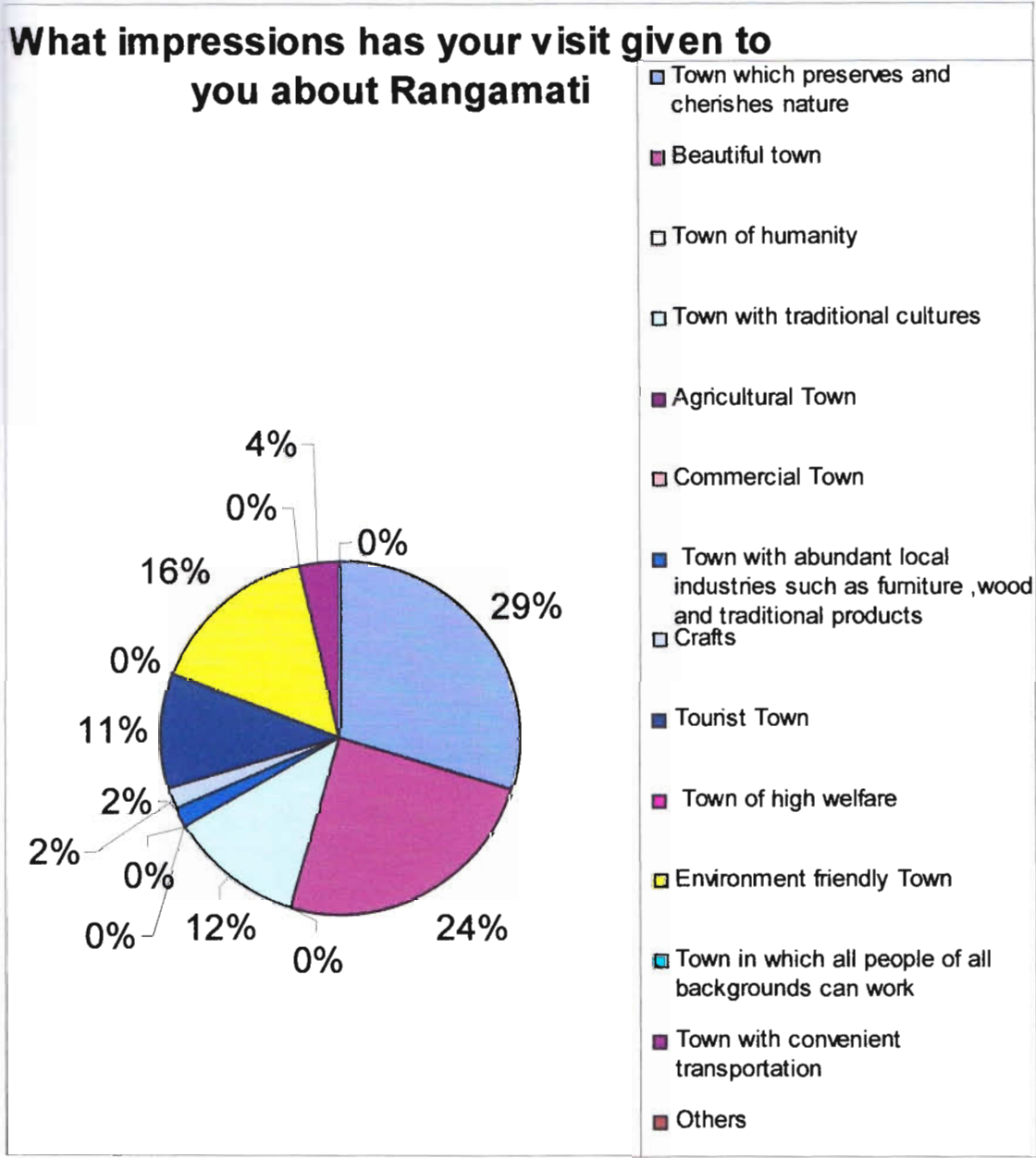


**Information about Rangamati:** While asked to the respondents how they know about Rangamati highest number of people hear from friends or acquaintances (24%) and (22%) hear by word of mouth.

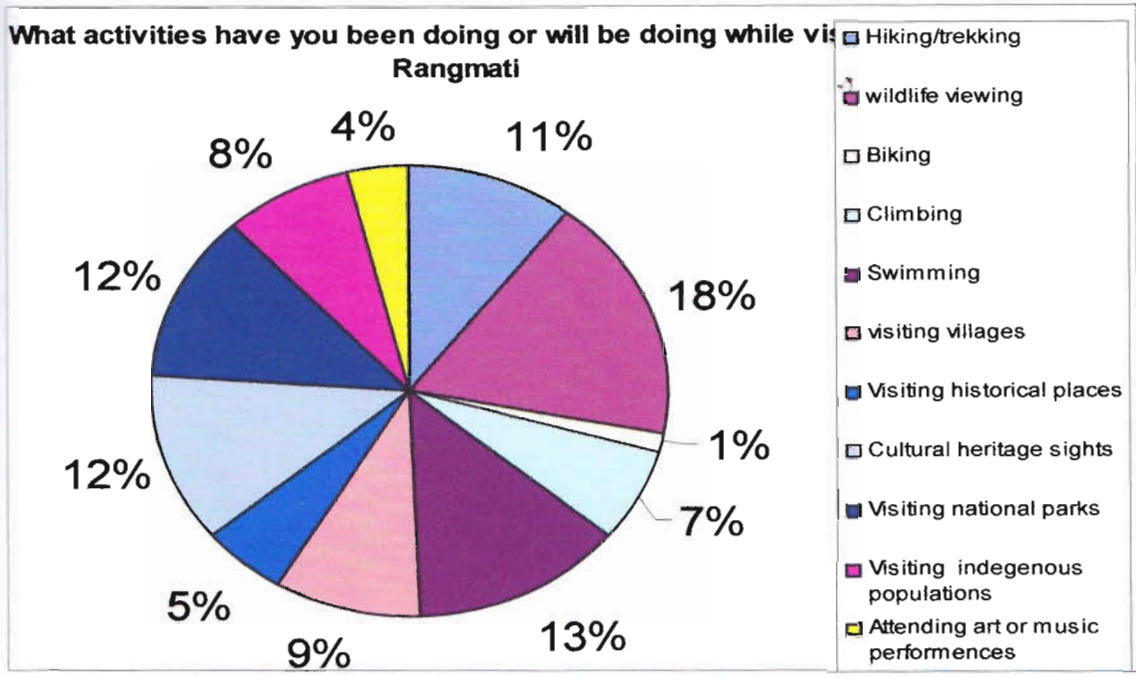
**How did you hear about Rangamati**



**Impression about Rangamati:** : The highest 29% of the respondent's told that Rangamati is a town which preserves and cherishes nature and 24% of the respondent's declare Rangamati a beautiful town after visiting Rangamati.



**Activities in Rangamati while visiting:** While asked to the respondents what activities they had performed while visiting Rangamati highest number of people did wildlife viewing (18%) and 13% did swimming and lowest 1% did biking.



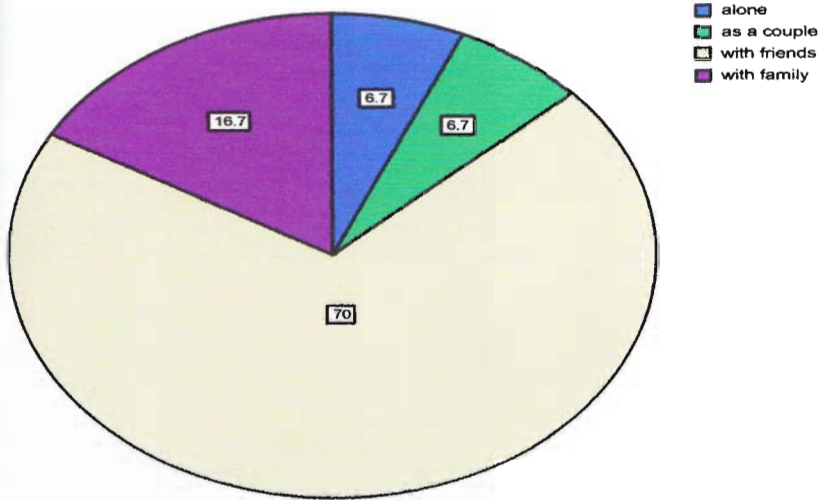
**With whom Respondents travel:** While asked to the respondents with whom they were traveled (70%) of the respondents were travel with friends and both 6.7% of the respondents were traveled as alone and as couple.

**You were traveling**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid alone	2	6.7	6.7	6.7
as a couple	2	6.7	6.7	13.3
with friends	21	70.0	70.0	83.3
with family	5	16.7	16.7	100.0
Total	30	100.0	100.0	



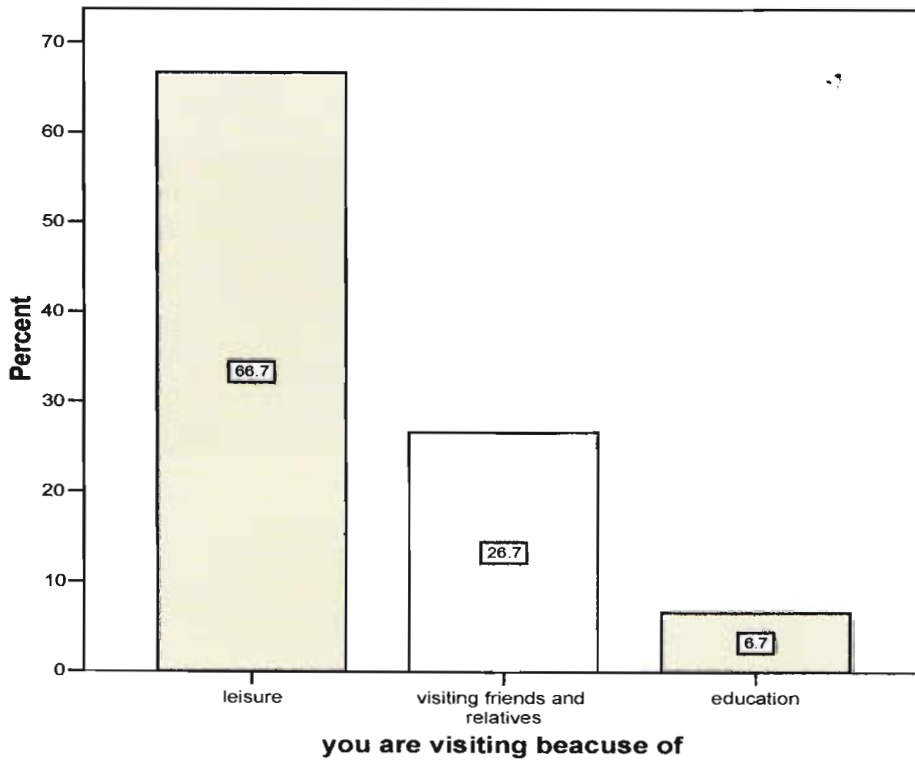
**you were travelling**



**For what purpose Respondents visited:** The highest 66.7% of the respondent's were visited Rangamati for leisure purpose and lowest 6.7% of the respondent's were visited Rangamati for educational purpose.

**You are visiting because of**

	Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid leisure	20	66.7	66.7	66.7
visiting friends and relatives	8	26.7	26.7	93.3
education	2	6.7	6.7	100.0
Total	30	100.0	100.0	

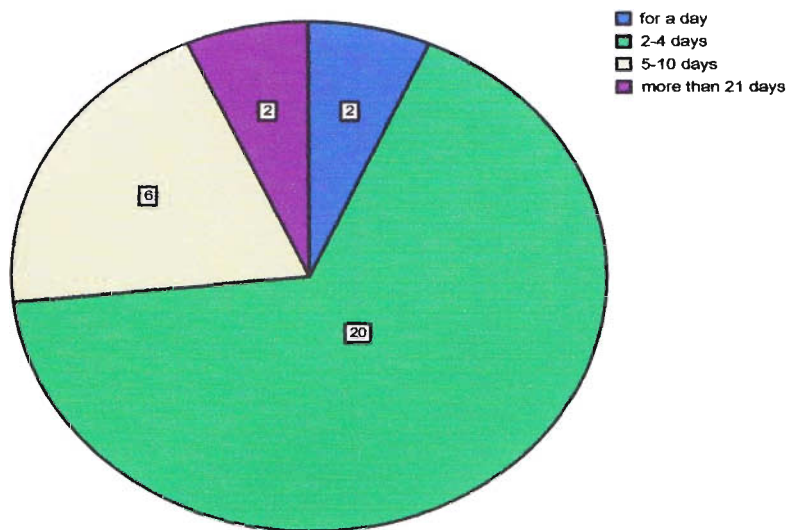


**Respondents stayed in Rangamati for how many days:** While asked to the respondents how many days they were stayed in Rangamati (66.7%) of the respondents were stayed 2-4 days in Rangamati. Both 6.7% of the respondents were stayed for a day and more than 21 days.

**How long will you be visiting this area?**

		Freque y	Percent	Valid Percent	Cumulative Percent
Valid	for a day	2	6.7	6.7	6.7
	2-4 days	20	66.7	66.7	73.3
	5-10 days	6	20.0	20.0	93.3
	more than 21 days	2	6.7	6.7	100.0
	Total	30	100.0	100.0	

**how long will you be visiting this area**

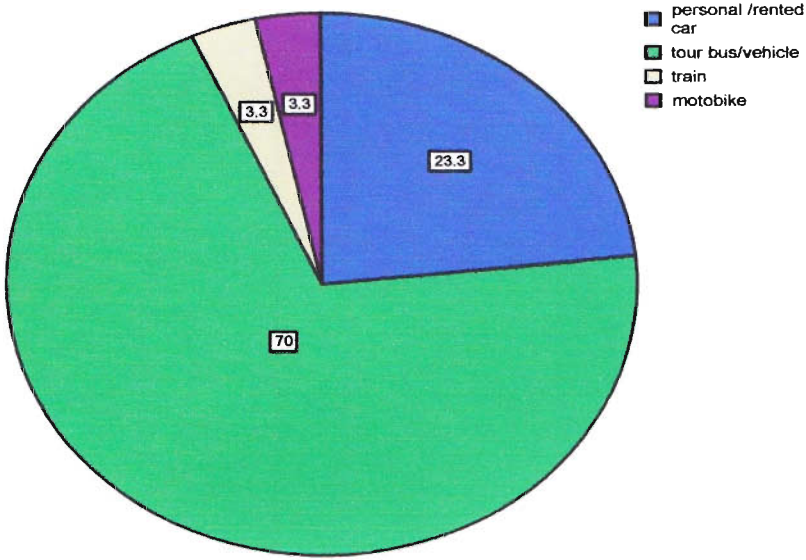


**Transportation mode of the Respondents:** The highest 70% of the respondent's were visited Rangamati by bus and lowest 3.3% of the respondent's were visited Rangamati by both train and motor bike.

**What was your main mode of transportation?**

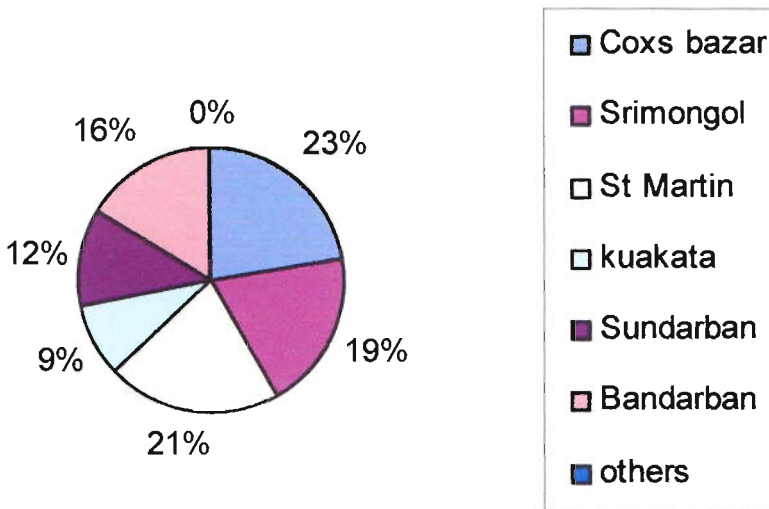
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid personal /rented car	7	23.3	23.3	23.3
tour bus/vehicle	21	70.0	70.0	93.3
train	1	3.3	3.3	96.7
motobike	1	3.3	3.3	100.0
Total	30	100.0	100.0	

**what was your main mode of transportation**



**Respondents like to visit:** The highest 23% of the respondent's told that other than Rangamati they like to visit Cox's bazaar and 21% of the respondent's like to visit Saint Martin other than Rangamati. Lowest 9% of the respondents like to visit Kuakata other than Rangamati.

**other than Rangamati respondents like to visit**



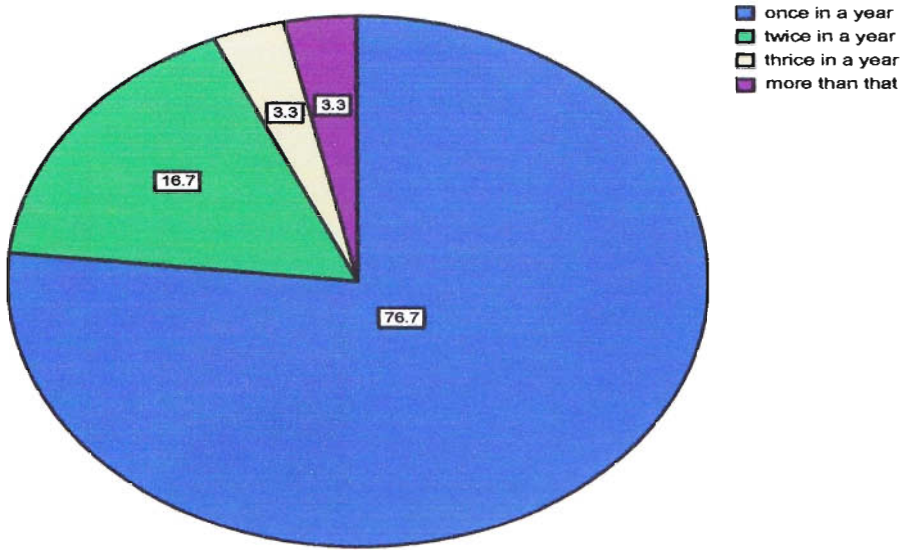
**Respondents visiting Frequency:** While asked to the respondents how often they like to visit the above place (76.7%) of the respondents like to visit once in a year and both 3.3% of the respondents like to visit thrice in a year and more than that.

**How often you would like to visit the above place**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid once in a year	23	76.7	76.7	76.7
twice in a year	5	16.7	16.7	93.3
thrice in a year	1	3.3	3.3	96.7
more than that	1	3.3	3.3	100.0
Total	30	100.0	100.0	



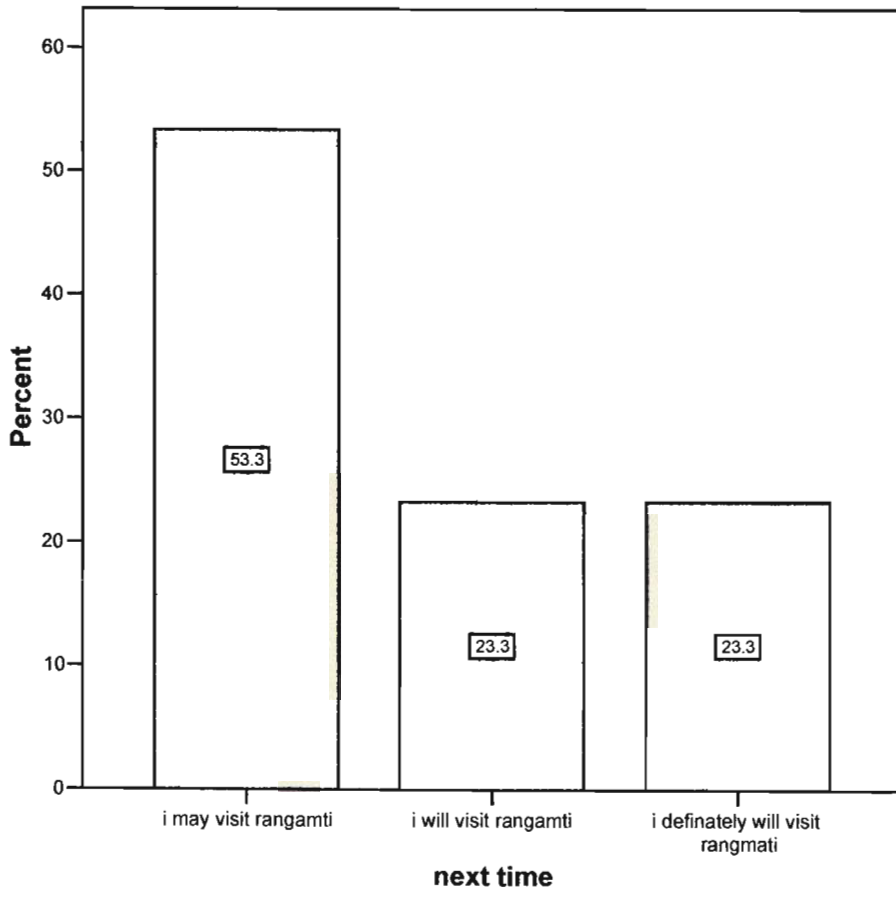
**how often you would like to visit the above place.:**



**Respondent’s attitude toward Rangamati:** The 23.3% of the respondent’s told that they will definitely visit Rangamati and 53.3% of the respondent’s may like to visit Rangamati.

**Next time**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid i may visit rangamti	16	53.3	53.3	53.3
i will visit rangamti	7	23.3	23.3	76.7
i definately will visit rangmati	7	23.3	23.3	100.0
Total	30	100.0	100.0	



## RESEARCH FINDINGS:

This research work helped us to find out some of the factors that are mostly important in case of tourism industry, hence in regards of Rangamati, 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 our travelers would like to visit Hanging Bridge, Shuvo Long, Karnaphuli River and Rajabri.
- 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 for 2-4 days
- Most of our respondents visit the Rangamati with the referral of their friends and families and from the referral of others Word Of Mouth (WOM).
- The main mode of transportation is bus. Other than bus most of the respondents visited Rangamati by their own car or rented car.
- Our respondents' overall impression regarding Rangamati are:
  - Town which preserves and cherishes nature
  - Beautiful town
  - Environment friendly town
  - Town with traditional culture
  - Tourists town
- The activities that our respondents want to do in Rangamati are:
  - Wild life viewing
  - Swimming
  - Cultural heritage sights
  - Visiting National Parks
  - Hiking

- Visiting villages
- Visiting indigenous population
- Paradoxically all of our respondents who have already visited Rangamati have said that they will definitely recommend others to have a visit to Rangamati because of:
  - Nature
  - Unique place in Bangladesh
- Most of our respondents usually pass their past time by:
  - Watching TV/Movie
  - Gossiping
  - Grouping Around
  - Playing Games
  - Reading Books
  - Spending time with family

#### **LIMITATION OF RESEARCH:**

- As this research will be conducted only for academic purpose that is why the main constrain will be cost and time. For an analytical purpose, adequate time is required. But we did not given adequate time to prepare such as in-depth study.
- Such a study was carried out by us for the first time. So, inexperience is one of the main factors that constituted the limitation of the study.
- This study will not cover respondents beyond Dhaka City and Rangamati though 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 with us and sometimes unwilling to provide the actual information.

## **CONCLUSION:**

Rangamati has a long, distinguished history as it has been doing business from the inception of our nation. In a short space of time, the venue converted its idea into highly successful, marketable products. Speed to market has been a characteristic of the famous venue, which still bears its name today. It remains popular and has potential for attracting a large number of tourists. Bangladesh Parjatan Corporation (BPC) is regularly trying to promote the venue as it one of the oldest and most beautiful venues in Bangladesh. Rangamati continues to recognize the importance of 'being ahead of the field' in a competitive market in which consumer requirements are becoming increasingly diverse and demanding. Meeting this challenge involves Rangamati coming up with good ideas for its promotion campaign as well as improvement and then taking advantage of the new government policies rather than feeling constrained.

The venue's longstanding interest in being 'LAKE CITY' remains a key element of its continuing prosperity and progress.



## APPENDIXES:

# Questionnaire about your impression of RANGAMATI

### Dear respondents:

I am attempting to make Rangamati, 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 Rangamati. 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 **Rangamati** \_\_\_\_\_?  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 **Rangamati** more than once, please state the reasons
5. Please list the places you visited and you will visit while in **Rangamati**
  - a. Buddha Bihar
  - b. Hanging Bridge
  - c. Peda Ting Ting
  - d. Rajbari
  - e. Shuvo Long
  - f. Karnaphuli River

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 **Rangamati**? (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 **Rangamati**? (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 friend/book	5	4	3	2	1
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 Rangamati is a charming place for recreation	5	4	3	2	1

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

- 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 Rangamati? (You can chose more than one)

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

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

Why or why not?

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

- Less than 10000
- 10000-20000
- 20000-30000
- 30000-40000
- 40000-50000
- 50000+

17 Your approximate age:

- Less than 25 years
- Between 36 and 45 years
- Between 56 and 65 years
- between 26 and 35 years
- between 46 and 55 years
- 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 **Rangamati** I would like to visit

- Cox's Bazar
- Srimongol
- 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 **Rangamati**
- I will visit **Rangamati**
- I definitely will visit **Rangamati**

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 **Rangamati**? Please feel free to write down your suggestions or ideas in the space below:

**THANK YOU**