

Determinants of Tourists' Satisfaction and Revisit Intention: Evidence from Beach Tourism in Bangladesh

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Abstract

Bangladesh is a coastal country located adjacent to the Bay of Bengal. The shoreline has pristine beaches that highlight tourism's latent potential. Bangladesh's sea beach tourist sector tells a riveting story of economic prospects, cultural relevance, and environmental benefits on its stunning sandy coasts and turquoise waters. Hence, the objective of this study was to examine the impact of destination facilities, perceived value and quality on tourists' satisfaction and intention to revisit Kuakata sea beach in the context of Bangladesh. The study employed a quantitative research approach and utilized a descriptive research methodology. Using a purposive sampling method, 141 data were collected and it was evaluated and the hypotheses were tested using a partial least square structural equation modelling (PLS-SEM) method. The results showed a strong correlation between perceived value, perceived quality, and tourists' satisfaction. Tourists' satisfaction significantly influenced revisit intention at Kuakata sea beach in Bangladesh. This research provides guidance for stakeholders in making strategic decisions, with the aim of promoting investments in destination amenities, ensuring quality assurance, enhancing marketing efforts, fostering community participation, and implementing sustainable practices. The ultimate goal is to build a more attractive and sustainable tourism environment at Kuakata sea beach in Bangladesh.

Keywords: Beach Tourism, Kuakata, Bangladesh, Satisfaction, Revisit Intention, PLS-SEM

1. Introduction

At the international level, tourism is seen as a leader in the emerging service sector (Fourie & Santana-Gallego, 2011). Due to its favorable social, cultural and economic impact, tourism will soon surpass all other industries as the most important industry in the world. Because it creates less pollution and has fewer negative impacts than other sectors, it is known as the "clean industry." Numerous nations intend to capitalize on it by establishing suitable venues and infrastructure and catering to tourist needs. A key source of income, increased employment and accelerated international trade is tourism (Haber & Reichel, 2005). The tourism business in many countries provides considerable profits and these countries set an example for other countries to develop their own tourism industry. To participate in this market, a country (or region) must have the required infrastructure and offer tourists appealing services and experiences. Identifying the many needs and desires of tourists and developing mechanisms to meet them is necessary for the development of tourism.

Potential tourists evaluate various factors when deciding where to go. The destination may be the one that best meets the expectations of tourists, thereby reducing adverse impacts. Tourism decision makers are more likely to consider and choose the location that most satisfies them (Yüksel & Yüksel, 2003). Most tourists have visited some places, and comparisons between facilities, attractions and service levels can influence their perceptions (Laws, 1995).

The quality of service as perceived by visitors is one of the contributing variables in this regard. Although the literature on tourism generally emphasizes the significance of Service Quality, little research has focused on how tourists actually perceive Service Quality. When a product or service is consumed or utilized, the customer's emotional reaction to its quality occurs. According to (Baker & Crompton, 2000) service experience influences customer happiness and Perceived Value.

Few studies have examined service experience compared to Service Quality (Lee et al., 2007). According to earlier research (Baker & Crompton, 2000; Petrick, 2004; Petrick & Backman, 2002), three factors— Perceived Quality, Perceived Value, and customer satisfaction— are the factors that make customers return Possibility of tourist attractions. According to (Žabkar et al., 2010), the competitiveness of a tourist location is its ability to provide superior services and unique experiences that increase customer satisfaction, referrals, and revenue. In other words, the likelihood of a visitor returning to a place depends on their overall satisfaction with that place. The relationship between Destination Facilities, Perceived Quality, Perceived Value, Tourist Satisfaction, and intention to revisit a location using structural equation modeling (SEM) methods has not been investigated in any study of tourism in Bangladesh. Due to its unique physical characteristics (panoramic beach, forest cover, proximity to forest and ocean, and unobstructed sunrise and sunset), Kuakata is popular in Bangladesh as a tourist destination. Also, tourists in the area seem to care more about Kuakata. By comprehending why tourists return to Kuakata, suppliers and marketers can improve their market position. Identifying the factors that impact tourists' propensity to return may motivate venues to spend more money to enhance their reputation. The goal of the current study is to provide relevant information to assist the development of tourism business in Kuakata. This knowledge will provide a stable growth environment for tourism in the region. Therefore, the goal of this study was to examine the impact of destination facilities, perceived value and quality on tourists' satisfaction and intention to revisit Kuakata sea beach in the context of Bangladesh.

2. Review of Literature

2.1 Kuakata as a Destination

In the Patuakhali district of southern Bangladesh, the town of Kuakata is known for its expansive waterfront. It is located 320 kilometers south of the country's capital, Dhaka, and 70 kilometers from the administrative center of the district. Sand dunes stretch 18 and 3 kilometers along Kuakata Beach. One can observe the dawn and sunset of the Bay of Bengal unobstructed from the beach. Buddhists and Hindus travel here for religious ceremonies. Countless devotees come here during the festivals of "Rush Purnima" and "Maghi Purnima". On these days, pilgrims attend traditional fairs and take holy baths in the bay. A statue of Sakyamuni Buddha and two 200-year-old water wells are located in a 100-year-old Buddhist temple. Cuacata Beach is a waterfront in the town of Kuakata. Although the beaches there are not as internationally renowned as Cox's Bazar Beach, it is still a popular tourist destination in Bangladesh. Kuakata National Park, Kuakata Ecological Park, Fatra Forest, Kuakata Well, Shima Buddhist Monastery, Rakhine Village of Keranipara, Mishripara Buddhist Monastery and Gangamati Forest are just some of the attractions that tourists visit. These features contribute to the destination's allure.

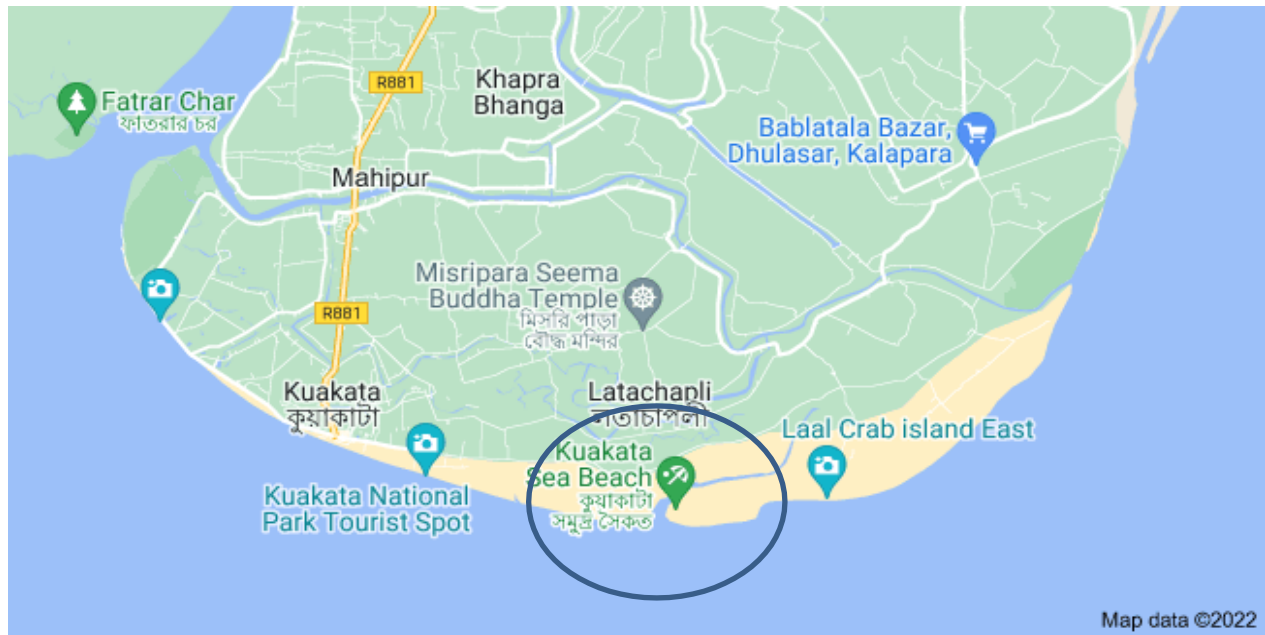


Figure 1. The Geographical Location in Kalapara Upazila, Patuakhali District, Bangladesh. Source: Wikipedia contributors. (2022, June 28).

2.2 Destination Facilities

Travel agencies, lodging, transportation, catering, bar and entertainment services, and other businesses all exist in tourist locations. Public facilities and services, as well as man-made and natural features, are included in tourist destinations. These components are named after the destination (Buhalis, 2000; Poonyth et al., 2002; Ritchie & Crouch, 2003). These are the components that make up a destination, where guests can stay and enjoy. They include: Hotels, vacation homes, apartments, condos, villas, campgrounds, guesthouses, farms, and RV parks are all examples of lodging facilities. From fast cuisine to sophisticated dining, bars and cafes are available.

There are bicycles, taxis and buses. Among the places for sports and hobbies are sailing schools, golf clubs, and stadiums including the Arts and Crafts Center and the Natural Studies Centre, Health clubs and language schools are additional amenities. Retail establishments: shops, tour operators, souvenir shops and camping stores. Information services, equipment rental and tourist police are additional services.

The efficiency of a given leisure time provider, especially in tourism, is measured by the quality of service (Al-Ababneh, 2013), so the level of service provided during travel is critical to the delivery process (Buhalis, 2000). Several studies have examined the link between customer happiness and Service Quality. (Gounaris et al., 2003), for instance, discovered that Service Quality had a considerable impact and a positive association with customer satisfaction in the Greek retail business. (Osman & Sentosa, 2013) investigated how Service Quality affects customer satisfaction in rural tourism in Malaysia and found a strong effect and a favorable association between the two. To determine the causal relationship between various elements of tourism products and overall Tourist Satisfaction in Jerash, Jordan, (Ali & Howaidee, 2012) conducted a study. The study provides evidence that site amenities, accessibility and attractions have a direct impact on visitor pleasure. Most tourists have visited some places, and comparisons between facilities, attractions and service levels can influence their perceptions (Laws, 1995). Based on the above discussion, we have developed the following hypothesis,

H1: Destination facilities have a positive impact on tourists' satisfaction.

2.3 Perceived Value

Perceived Value is a detailed consumer evaluation of the attractiveness of a product or service based on what customers pay for and receives (Zeithaml, 1988). It signifies the establishment of a transaction between received benefits and anticipated expenses (Chen, 2008). Value and satisfaction are precursors of behavioral intentions.

Perceived value affects the contentment of tourists, and contentment determines their future destination behavior (McDougall & Levesque, 2000; Parasuraman & Grewal, 2000; Petrick, 2004). (Holbrook, 1999) offered a taxonomy of values based on three dimensions: self-direction vs. altruism, active vs. passive, and external vs. internal. Perceived Value may be a significant determinant of customer satisfaction and readiness to return to a tourist destination, according to research (Cronin Jr et al., 2000; Dmitrović et al., 2009; McDougall & Levesque, 2000; Quintal & Polczynski, 2010).

More recently, (Pandža Bajsić, 2015) found that tourists' perceived value directly affects their satisfaction, while satisfaction has a direct impact on their future behavioral intentions toward the destination. Based on the above discussion, we have developed the following hypothesis,

H2: Tourists' perceived value has a positive impact on tourists' satisfaction.

2.4 Perceived Quality

The method and effects of providing services (such as friendliness, efficiency, dependability, and personnel competence) constitute tourism quality (eg housing, food and leisure facilities). According to (Grönroos, 1984), there are two technical and operational dimensions to Service Quality. The result of a service is known as the technical dimension (what the customer gets). Quality of operations refers to service delivery (how the customer obtains such service). This paradigm defines perceived Service Quality as "the consequence of a customer's beliefs regarding many service dimensions of a package, taking into consideration both technical and operational (functional) qualities. Obviously, functional quality and technical quality cannot be compared (Grönroos, 1984). Due to the significance of service sector quality as perceived consumer value, a substantial amount of research has been conducted in this field. The SERVQUAL tool, developed in the mid-1980s, is frequently used to evaluate Service Quality (Parasuraman et al., 2002). Since the 1990s, it has been used in the tourism and service industries (Armstrong et al., 1997; Atilgan et al., 2003; Hsieh et al., 2008; Hui et al., 2007). However, if the purpose of the study is to evaluate visitor experience as opposed to Service Quality (eg, for hotels, restaurants, electronic excursions, etc.).

Major components of destination-level services include attractions, entertainment, and cultural experiences are omitted from the rating process when SERVQUAL is used simply to evaluate services. Five service dimensions are evaluated to form the basis of SERVQUAL (Reliability, Assurance, Empathy, Responsibility, and Tangibility). Because of this, the majority of tourism research evaluates the quality of tourism products based on Service Quality. (Baker & Crompton, 2000) for instance, utilized four criteria to evaluate the quality of a festival: "overall festival quality, distinctive entertainment attractions, information resources, and amenities." According to (Lee et al., 2007), the tourism product at the destination level consists of a variety of components, including tourism, food, entertainment, and convenience products. Perceived Quality influences satisfaction and behavior in the administration of tourist destinations (Clemes et al., 2011; Lai & Chen, 2011). Based on the above discussion, we have developed the following hypothesis,

H3: Tourists' perception has a positive impact on tourists' satisfaction.

2.5 Tourists' Satisfaction and Revisit Intention

According to tourism research (Baker & Crompton, 2000; Sanchez et al., 2006), customer satisfaction is the emotional state of tourists after a trip. Customer satisfaction with a destination vacation refers to the degree to which tourists enjoy overall and the degree to which the travel experience meets their expectations, needs, and desires (Chen & Tsai, 2007). According to (CARLSEN, 2004), customer loyalty is directly affected by customer satisfaction.

Excellent customer service and high levels of satisfaction stimulate repeat business and boost the host country's finances. According to previous research, satisfaction levels are influenced by the Perceived Value of services, which in turn affects travelers' intentions to return to certain locations (Chen, 2008; Chen & Tsai, 2007; De Rojas & Camarero, 2008). Based on the above discussion, we have developed the following hypothesis,

H4: Tourists' satisfaction has a positive impact on the intention to revisit.

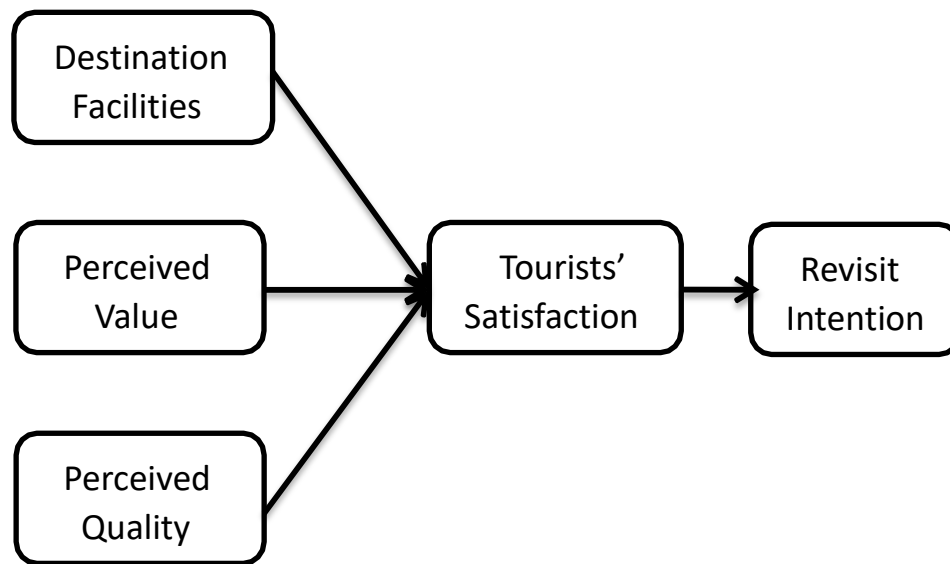


Figure 2. Research Model

3. Research Methods

To validate the proposed model, the study surveyed individuals. The research was conducted through an online questionnaire. Participants are citizens of Bangladesh.

3.1 Measurement Items

Constructs	Items	Sources
Destination Facilities	The quality of food is excellent.	(Ali Howaidee, 2012)
	Employees are friendly and patient.	
	Reasonable for price paid.	
	There are different attractive items in the souvenir shops.	
	The tour guide leads understanding points of interest.	
Perceived Value	My decision to go there gave me great pleasure.	(Quintal Polczynski, 2010)
	The trip improved the way I was perceived among my friends.	
	The trip made a good impression among other persons.	
	The trip gave me greater social approval.	
Perceived Quality	Cultural/Historical diversity was attractive one.	(Žabkar et al., 2010)
	Accommodation, food and transportation qualities were pleasing.	
	I found the local people friendly.	
Tourists' Satisfaction	Overall cleanliness noticeable.	(Canny, 2013)
	I am satisfied with my visit to Kuakata.	
Revisit Intention	I have enjoyed my visit to Kuakata.	(Canny, 2013)
	I will recommend others to visit Kuakata.	
	My experience during my visit in Kuakata to others.	
	I will revisit Kuakata in the future.	

3.2 Instrument development

Quantitative analysis methods were used to test the hypotheses in this study using a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The items in the questionnaire were used to improve the validity of the study. To examine data on Destination Facilities, Perceived Value, Perceived Quality, visitor satisfaction, and willingness to return, a three-part full questionnaire was used. In the first part of the survey, demographic information on the participants was collected, including their gender, age, education level and marital status. The screening questions in the second part of the survey were designed to ensure that respondents had actually been to Kuakata. As a result, the study participants were actual travelers to the location. The final part of the questionnaire was designed to understand how visitors felt about the main structure of the study.

Eighteen items were assessed using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

In addition, the instrument for data collection was a questionnaire adapted from (Ali & Howaidee, 2012) to measure Destination Facilities and (Žabkar et al., 2010) to measure Perceived Quality; (Quintal & Polczynski, 2010) to measure Perceived Value; from (Canny, 2013; Žabkar et al., 2010) to measure tourist satisfaction; and from (Canny, 2013) to measure intention to revisit.

3.3 Data Collection

People who visited Kuakata were given the questionnaire via private messaging on social media sites like Facebook. Target groups include service workers, businessmen and students visiting Kuakata for leisure, business and recreation. Respondents without targets in the sample are being purged. Through personal messaging on social media, 200 online questionnaires were provided, of which 141 were available and are currently being used in the study. Participants ranged in age from 18 to 42, with 59.6% male and 40.4% female.

3.4 Research method

A questionnaire survey method was used in the study and data were obtained by managing a structured questionnaire. In this study, to determine the sample size we follow, (Hair Jr et al., 2017) suggest that the measurements of every independent variable do not fall below five (5), but for each independent variable, the optimum ratio is a minimum of ten respondents (10:1). The structural equation modeling (SEM) used in this investigation (SEM). SEM is a well-liked method in social research (Anderson & Gerbing, 1988; Bandalos, 2002). A partial least squares method (PLS) in SEM is an effective method for handling complex data in a low-structure setting (Vinzi et al., 2010). When there is little theoretical information available, such as in the tourist and hospitality industries, PLS is a great choice (Chin et al., 2003). SEM-PLS is a useful technique for evaluating the reliability and validity of constructs (Wasko & Faraj, 2005).

4. Results and Analysis

4.1 Demographic Breakdown of the Respondents

In the current sample, the majority of the participants were male (59.6 percent). Approximately 67.4 percent of respondents were aged between 24 and 30. In addition, 55.3 percent were graduates and 44 percent were undergraduates. In addition, 61 percent were unmarried and 39 % were married.

Table 1. Demographics of the Participants

The obtained demographic data analysis is illustrated and summarized in Table 1.

Variables		Frequency	Percentage
Age	18-24	23	16.3
	24-30	95	67.4
	30-36	19	13.5
	36-42	4	2.8
	18-24	23	16.3
Gender	Female	57	40.4
	Male	84	59.6
Education	Graduate	78	55.3
	HSC	1	.7
	Undergraduate	62	44.0
Profession	Business	43	30.5
	Service	40	28.4
	Student	58	41.1
Monthly Income	10000-20000	55	39.0
	20000-25000	34	24.1
	25000-30000	36	25.5
	30000 and above	16	11.3
Marital Status	Married	55	39.0
	Unmarried	86	61.0
Frequency	1	47	33.3
	2	74	52.5
	3 and more	18	12.8
Stay	1 night	13	9.2
	2 nights	64	45.4
	3 nights	50	35.5
	3 nights and above	14	9.9
Type	Family tour	44	31.2
	Free Individual Tourist	34	24.1
	Group tour	62	44.0
Purpose	Business	31	22.0
	Leisure	55	39.0
	Recreational	55	39.0

4.2 Measurement Model

Measurement models were evaluated by examining internal reliability, convergent validity, and discriminant validity. Construct reliability was confirmed using Cronbach's alpha and composite reliability. Table 2 shows that all constructs exhibit composite reliability and that Cronbach's alpha is consistently higher than 0.70, which is ideal (Fornell & Larcker, 1981).

Therefore, all latent variables in the model can be guaranteed to have sufficient reliability. The extracted mean variance (AVE) was assessed for convergent validity. Each construct has an AVE greater than 0.5, indicating that each construct meets the requirements for convergent validity (Fornell & Larcker, 1981; Henseler et al., 2009). (Fornell & Larcker, 1981; Henseler et al., 2009) Check discriminative validity using the AVE cross-loading matrix.

The square root of the AVE for each latent variable (given in Table 3) is greater than the correlation of that variable with other latent variables, meeting the criteria for discriminant validity (Fornell & Larcker, 1981; Henseler et al., 2009). The results of the measurement model support the notion that the construct has acceptable reliability, convergent validity, and discriminant validity. Structural models can be tested using constructs.

Table 2. Measurement Model

Constructs	Items	Factor Loadings	Cronbach's Alpha	CR	AVE
Destination Facilities	DF1	.701	.846	0.506	0.836
	DF2	.673			
	DF3	.690			
	DF4	.794			
	DF5	.692			
Perceived Value	PV1	.723	.777	0.489	0.793
	PV2	.716			
	PV3	.676			
	PV4	.680			
Perceived Quality	PQ1	.720	.883	0.636	0.874
	PQ2	.764			
	PQ3	.927			
	PQ4	.763			
Tourists' Satisfaction	TS1	.686	.723	0.506	0.672
	TS2	.736			
Revisit Intention	RI1	.750	.814	0.554	0.788
	RI2	.726			
	RI3	.756			

Note. AVE: Average variance extracted; CR: Composite reliability

Table 3. Correlation matrix and the square root of the AVE

Constructs	PF	PV	PQ	TS	RI
DF	.757**				
PV	.746	.765**			
PQ	.599	.443	.779**		
TS	.585	.321	.682	.662**	
RI	.543	.304	.554	.564	.695**

4.3 Structural Model

The architectural design was established to determine the relationship between the constructs in the research model. The hypothesis was tested at a significant level of $p < .05$. The relationship between endogenous variables was measured by t -statistics and path coefficient B . The PLS results for the structural model are presented in Table 7. The results show that the relationships between Perceived Value and Tourists Satisfaction ($t = 5.179$, $B = .526$, $p < .05$), Perceived Quality and Tourist Satisfaction ($t = 3.100$, $B = .297$, $p < .05$), Tourists Satisfaction and Revisit Intention ($t = 15.161$, $B = .766$, $p < .05$) were significant and the relationships between Destination Facilities and Tourists Satisfaction ($t = .826$, $B = 0.082$, $p > .05$), were not significant. Thus, H2, H3, H4, were supported and H1 were not supported.

Table 4. Structural Model

	Path	B	t-statistics	p-value	Comments
H1	DF – TS	.082	.826	.410	Not Supported
H2	PV – TS	.526	5.179	.000	Supported
H3	PQ – TS	.297	3.100	.002	Supported
H4	TS – RI	.766	15.161	.000	Supported

Note: Significant at $p < 0.05$

5. Discussions

The findings of this survey, which included a sample of tourists from Kuakata, validated the experimental validity of the link between Destination Facilities, Perceived Value and quality, customer satisfaction, and willingness to go again. The findings showed a clear hierarchy of assessment procedures, affective responses, and comparative responses. The cognitive elements of behavior determine the quality of Perceived Value and destination services. The last measure (revisiting) reveals the cognitive aspects of tourists' behavior after leaving the destination, and tourists' pleasure has both a cognitive and an emotional part.

The findings on the interaction between Destination Facilities, Perceived Quality, Perceived Value, satisfaction, and behavioral intent have important implications for the marketing and management of tourist destinations. The satisfaction of tourists has a great influence on their intentions or loyalty. It is important to focus on both Perceived Value and quality to improve visitor well-being. Visitors' Perceived Quality of Kuakata as a tourist attraction was based on overall cleanliness, the unique characteristics of the natural attraction, the standard of the hotel, and the friendliness of the locals.

The conditions for achieving Tourist Satisfaction include identifying the specific elements with which most tourists interact and working towards improving their quality. The findings show that tourists' behavioral intentions are significantly influenced by Perceived Quality and value. The findings support the cognitive-affective theory that the pleasure of tourists is (indirectly) affected by quality and behavioral intention (return). These results support those of (Cronin Jr et al., 2000), who found that measuring tourists' satisfaction levels alone is not sufficient to predict their behavior. Our findings are consistent with those of tourism-related studies (Baker & Crompton, 2000; Cole & Illum, 2006). According to (Ali & Howaidee, 2012), when considering Service Quality, Destination Facilities, accessibility and attractions have a significant positive impact on Tourist Satisfaction; however, when this study only considers Destination Facilities, this variable is not significant. A large portion of the variation in Revisit Intention can be explained by research models incorporating variables such as Destination Facilities, Perceived Value, Perceived Quality, and tourists' satisfaction with the destination visit. These variables can also demonstrate the fitness of the integrated measurement model. This study establishes and supports the hypothesis that Destination Facilities, Perceived Value, and quality have an impact on customer loyalty, although some other factors (such as weather or natural attractions) may have exogenous (irrelevant) effects (e.g., climate conditions, natural attractions). Most factors that affect Perceived Value are manageable and controllable. Our findings align with tourism-related research. Focusing on Perceived Value or Service Quality variables assists in determining the significance of each statistic. It is necessary to focus on some details to demonstrate how using theoretical concepts and empirical data to demonstrate how the Perceived Value and Perceived Quality of tourist attractions can help predict satisfaction levels and return intentions.

According to the survey results, Perceived Value and quality are critical to creating long-term connections with tourists in Kuakata. However, it is unrealistic to assert that these characteristics will always lead to tourists' happiness and willingness to return, as different cultures may interpret value and quality in different ways. According to researchers, there is no single, ideal competition model that works for all tourist attractions (Gomezelj & Mihalič, 2008).

6. Conclusion

Nowadays, tourism is seen as a leader in the emerging service sector. Due to its favorable social, cultural and economic impact, tourism will soon surpass all other industries as the most important industry in the world. Therefore, this study aimed at identifying the impact of destination facilities, perceived value and quality on tourist satisfaction and intention to revisit Kuakata Sea Beach. The purpose of this study has been addressed by developing a model through this research.

After statistical analysis, the results of this study reveal that perceived value and perceived quality has positive influence on tourist satisfaction and tourist satisfaction has major role in creating revisit intention of tourists. The findings on the interaction between Destination Facilities, Perceived Quality, Perceived Value, satisfaction, and behavioral intent have important implications for the marketing and management of tourist destinations. The satisfaction of tourists has a great influence on their intentions or loyalty. It is important to focus on both Perceived Value and quality to improve visitor well-being. The findings of the study are seen as helping Kuakata destination management, tourism organizations and businesses assess the quality of their current offerings. The study's findings help inform how Kuakata's managers and tourism authorities can enhance the area's appeal and ensure they live up to tourists' expectations of perceived and actual value. However, providing better quality of service often comes at a price, and that price will be passed on to tourists in higher prices, which may negate any potential benefits. This means that visitor satisfaction may not be guaranteed. Therefore, In order to fulfill the rising expectations of tourists, hotel managers in tourist locations should investigate and analyze the quality of their services and be aware of their flaws and strengths.

6.1 Theoretical and Practical Implications

The findings of the research are seen as helping Kuakata destination management, tourism organizations and businesses assess the quality of their current offerings. Therefore, this study shows that tourism Service Quality has a beneficial effect on Tourist Satisfaction by improving other aspects of Destination Facilities and Service quality. The study's findings help inform how Kuakata's managers and tourism authorities can enhance the area's appeal and ensure they live up to tourists' expectations of perceived and actual value. However, providing better quality of service often comes at a price, and that price will be passed on to tourists in higher prices, which may negate any potential benefits. This means that visitor satisfaction may not be guaranteed. Improving tourism services in Kuakata may increase Tourist Satisfaction. Kuakata authorities should pay close attention to these factors as they have a significant impact on tourism demand. These requirements include the enhancement of the public transportation system, parking, tickets, tourist information, personal safety, and visitor security. In addition to enhancing the standard of service in a tourist site, marketers and management should also take initiatives to attract the prospective tourist market. Marketing communications may serve as a tourist attraction. Advertising and public relations are crucial to increasing a holiday destination's Perceived Value. Tourism officials in Kuakata should therefore pay particular attention to these issues. In areas driven by the market, hotel management and municipalities should prioritize the preferences and requirements of guests. Any tourism plan must center on the demands of tourists, and all activities must be geared toward them. The opinions of customers significantly affect the quality of service. In order to fulfill the rising expectations of tourists, hotel managers in tourist locations should investigate and analyze the quality of their services and be aware of their flaws and strengths. Mistakes are occurring, but the guiding principle in all service tourism operations aimed at fostering customer loyalty is to answer tourists' problems and maintain their satisfaction. Tourism hoteliers and civil workers in Kuakata must learn how to increase Service Quality and value in order to develop long-lasting connections with guests. Any tourism destination's management objective is to enhance the visitor experience while preserving its quality. When designing long-term strategy, the management of tourist sites must consider these elements, as they boost Perceived Value and satisfaction. This survey investigates the relationship between perceived service value and quality and tourist behavior, although additional study is required. Although the study was conducted in accordance with rigorous scientific standards, there are evidently some limitations.

7. Limitations and Future Research Directions

As with any empirical investigations, there are limitations to this study. Using a questionnaire as a method for information collection entails constraints on the number of variables and scales that can be employed in order to prevent the creation of an excessively lengthy questionnaire. In addition, the data was gathered through social media private chats utilizing an online questionnaire, thus the results were restricted to a particular time period. To confirm the findings, a second study could be conducted with different groups of tourists in different locations.

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