

## Factors Influencing the Visitors' Destinations in Bangladesh: A Study on Rangpur Central Zoo, Rangpur

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### ABSTRACT

*This study has been conducted to explore the relevant factors that are highly considered by the visitors visiting Rangpur Central Zoo, which is the most amusing and famous place in Rangpur city. This paper aims to know the key factors that influence the visitors to visit the Rangpur Zoo. This is an empirical study where 150 samples are used. In this study there are 43 individual factors which are used to collect the primary data. The main outcome of the analysis presents under the total number of thirteen (13) explanatory factors. For the data analysis, SPSS (version 20.0) is used here. The major findings of this study show that safety & security and pricing factors of tourist destination are the most important issues for choosing the destination. The immediate ones are transportation & communication and destination location of the zoo for selecting the tourist destination. Besides, attritional & educational factors as well as the availability of foods and beverage at the zoo are very important considerable factors. All the marketing decisions should be designed on the basis of the interest of the target visitors. Moreover, the discovery suggests that this study is to support the concern authorities for making suitable plan with proper implementation to attract the new target segment and meet the demand of them perfectly. The guidelines of this paper will also help to enrich a suitable marketing strategy to ensure the sustainable development of the Zoo as well as it will be very helpful to the policy maker to conduct long term profitable business. Overall, it can be said that the application of the outcomes of the study is able to increase the tourist satisfaction towards the Rangpur central zoo.*

**Key words:** Factors, Visitors, Tourism, Zoo, Rangpur

### 1. INTRODUCTION

Tourism has become very important and dynamic sector in the world as well as Bangladesh. Tourism is very special and complex industry because of its multifaceted activities which produce the tourist products. After developing a product or a tourist destination, the task of tourism marketers do not end. The marketers need to have relatively better understanding of their target customers' attitude towards the destination. In tourism marketing destination has a great role to attract and retain its target customers. Measuring the attitude towards the destination of tourism is very helpful to make the marketing plan and implementation. Since tourism has a multi-pillar effect, the concerned authority should take into consideration of some relevant factors whether the destination is fulfilling their requirement or

not. Attitude refers to the inclinations we hold towards various products and services and the places where we buy them [1]. Tourism marketer should have accurate information and knowledge about the tourists' attitude towards the destinations in order to satisfy the tourist.

Bangladesh has great potential of the world tourism sectors in the world due to its' natural and archeological variation. Tourism industry is primarily service based industry. An attitude is favorable and unfavorable expression or dynamic concept towards an organizations, persons and ideas [2]. Positive attitude is very much important towards the tourist destination. Tourist form their attitudes on the arrangements of tourism products (attractions, services and facilities), price channel and promotions of destinations [3].

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Tourism destination is branding a new way of thinking about the places.

## 2. RATIONALE OF THE STUDY

This study has been considered the Rangpur central zoo as a field of study. The significant reason to choose this area as the study area is that no previous research has been done in this site or a few related academic researches have been conducted in the context of Bangladesh. Rangpur is a divisional area where a large number of visitors visit the place in different purpose. There are about 17 tourism spots in Rangpur. For example, Rangpur Central Zoo, Taj Hat Zamiderbari, Rangpur town hall, Carmichael college, Jadu Nibas, Surovi Uddyan, Kellaband Musque, Pargacha landload house, Devi Caudhuranir Zamiderbari, Itakumari Jaminder Bari, Chicli vata, Annondonagor, Vinnojoget, Rangpur Zella Porishod, Proyeash Senabinodon Park etc. Among them, Rangpur zoo is very attractive one. Since this zoo has a lot of contribution to the local economy as well as the national economy, a good research is required to evaluate the necessity of the park. Tourism is treated as one of the world's fastest growing industries. Tourism sector has got tremendous potentialities but not developed as per expectation. In 2001, world foreign exchange earns from tourism sectors Tk. 2653.80 million but in 2010, it was Tk. 5562.70 million (Bangladesh Bank). In many countries whether developed or developing, tourism has been treated as an important industry contributing economic development of the country. The World Travel & Tourism Council (WTTC) makes a projection that by 2015, travel and tourism will constitute 7.8 trillion US dollar economic activity and over 269 million jobs worldwide. This economic activity constitutes 11.3% of global GDP, 8.9 % of total employment or 1 in every 11.2 jobs. World Tourism Organization (WTO) forecast that by year 2020 international arrival of tourist will exceed 1.6 Billion. The contribution of this sector to the GDP of many countries is significant. In China it was 3.64% in 1995 followed by Singapore 5.2% (The Bangladesh Monitor, 1996). According to WTTC estimate, Bangladesh's tourism industry contributed around 1.5% or around \$998.2 million to the country's GDP in 2007. It indicates that

the contribution of Bangladesh's travel and tourism industry to its GDP will stand at around 3.9 per cent or over \$2.9 billion in 2008. Bangladesh's tourism industry can contribute around 4.0 per cent or over \$ 6.39 billion to the country's Gross Domestic Product (GDP) by 2018 if the government develops infrastructure to entice more local and foreign travelers, said a report. Here promotion can be an important tool to avail those business opportunities and contribute to the economy of the country. A number of research works has been done which deal with different aspects of tourism. But a small amount of research has been done regarding the influencing factors for choosing destinations.

## 3. AN OVERVIEW OF RANGPUR CENTRAL ZOO

Rangpur central zoo is the largest zoo in the North Bengal of Bangladesh. With an area of 20.27 acre of lush green trees and grasses, the zoo is located east side of Hanuman-tola road beside police-line, not far from Rangpur District Administration Office. Rangpur central zoo is one of the main amusement and recreation spots of Rangpur city. It was established in 1989, and two years later, in 1992, opened for the visitors. The entry fee of this park is ten (10) taka for adult and it is free of cost those are under three (3) years. The park is one of the well-furnished tourist spots in the northern area of Bangladesh which keeps open for visitors from 8.00 am to 6.00pm in the whole year. Over the year, more than one lacks visitors visit this destination. It provides a significant contribution in the socio economic development of the Rangpur region. It is operated with the help of Government as well as private organizations. A large number of small and medium enterprises are directly or indirectly dependent on the park.

The Zoo has 193 individual animals of 28 species. Those include Mammal, Aves and Reptilians. Many wild animals are available to attract the visitors. A few of them are The Royal Bengal Tiger, African lion, Black Panther, Rhinoceros, Leopard, Hippopotamus, Bear, Spotted Deer, Monkey, Alligators, Turtles, Snakes. There are different kinds of birds, including Cockatoo, Domestic pigeon, Myna, Parrot, Peacocks, Heron and so on. There are also a park, restaurants, lake and different kinds of local plants. Bangladesh University of Engineering and Technology (BUET) completed

a digital survey and feasibility study of “Dhaka and Rangpur Zoo Modernization Project” to upgrade the facilities to international standard.

#### 4. OBJECTIVES OF THE STUDY:

The followings are the main purposes of the study:

- √ To find out the considerable factors that influence visitors for visiting towards the destination.
- √ To provide necessary suggestions that will help policy makers for destination operation properly.

#### 5. REVIEW OF RELEVANT LITERATURE

**Gilbert (1989)** conducted a study on Tourism Marketing – its emergence and establishment. Tourism industry needs to develop sustainable competitive advantages for tourism attractions and products [4].

**Hossain (2002)** states foreign tourists’ attitudes towards the marketing mix fundamentals of the tourism industry in Bangladesh are relatively better than the perceived image of the foreign tourist before their visit to Bangladesh. The overall attitude scores towards the marketing mix elements were found lower than the mid value of the scale [3].

**Siddiqui (2005)** states tourism is a complex functional system which is a combination of five elements; Tourists, Attractions, Service facilities, Transportation and Proper direction of information [5].

**Chenge (2008)** illuminates that recreational attractions consist of human resources, natural resources, and artificial landscape resources to attract visitors. Destination choice is highly associated with trip characteristics comparison to socio-demographics and travel motivation factors e.g., trip expenditure, length of stay during the trip, size of the travel party, monthly household income, discovering new places and/or things and getting away from daily routine, role, obligation, stress and troubles [6].

**(Guilleteral, 2011)** The main factors of tourists’ loyalty, income satisfaction with natural environments, social environments, facilities, operations, and management

as well as current residential locations and revisiting (Lin, Yen, and Li, 2009) [7].

**Ahamed et al., (2010)** conducted a study on factors affecting the tourist’s interest in a particular tour destination in Bangladesh and found out nine factors such as service quality, natural beauty, familiarity of destination, convenient lodging, adventure, security, effective and efficient transportation, safe and quality food and shopping facility. However, the study overlooked the rotational items like entertaining options, different rides etc. and had a lack of available authentic informational source regarding the destination [8].

The success in tourism sector of the park in future will mostly depend on the quality of the service that highly values the identified managerial aspects of the industry [9]. They indicate procedural complexity of management hinders tourists’ service satisfaction.

**Ray et al. (2013)** studied on factors influencing visitors for visiting towards Shaheed A H M Kamrujjaman Central Park and Zoo, Rajshahi, Bangladesh found that services of the visitors are more important factors for selecting tourist destinations and variety of animals and birds are less important factors to the tourist [10].

**Hossain et al. (2013)** conducted a study on Measuring Visitors’ towards Zia park at Rajshahi in Bangladesh the outcomes that environmental factors are more important while the price factors is less important issue for tourist [11].

There is still significant gap because of the existing body of visitor research employees survey research either to collect data for demographic profiles of respondents or evaluation of studies to the attributes of places, socio economic mobility, importances and visitors satisfaction [9, 12]. Many more researchers consider the factors like environment, location, foods and beverages etc but yet to consider some factors like variety of animals, decoration, medical service etc. in Bangladesh’s context. This study will minimize this gap as well as assess the influencing factors of tourist for visiting Rangpur Central Zoo.

## 6. METHODOLOGY OF THE STUDY

### 6.1 Nature of research

The study has been designed to know the factors that can influence the choice of the tourist destination. It helps to understand the real picture of the Rangpur Central zoo. In this context, empirical research is appropriate for this study.

### 6.2 Sampling plan and study area

#### 6.2.1 Target population:

All the tourist and visitors of Rangpur zoo are the target population in this study.

#### 6.2.2 Sampling technique:

Convenience sampling procedures are used here.

#### 6.2.3 Sample sizes:

Total sample size of the study is 150 visitors.

### 6.3 Survey area

The respondent mentioned about 6 places; like Rangpur central zoo, Tajhat Zamidar Bari, Chikkli Bill, Prayash Sena park, Shorovi Uddan, Vinnogogotect from different professionals.

### 6.4 Types of data

This research has conducted with primary and secondary data.

#### 6.4.1 Primary sources:

Primary data are collected by survey from the respected visitors.

#### 6.4.2 Secondary sources:

The secondary data are collected from a range of sources such as published documents as various articles, statistical yearbooks, news, reports, statements, websites etc. as well as published research reports such as thesis and dissertations.

### 6.5 Data collecting instruments

#### 6.5.1 Questionnaire Development

A questionnaire was designed with some close-end questions which has been considered as the major

tool of study. With the questionnaire, respondent were asked for the 13 explanatory factors and related 43 variables that are usually considered for selection criteria to tour destination. The respondents were asked for different issues to measure overall evaluation of respondents using 5 point scale where **1= NAI= Not at All Important, 2= NI= Not Important, 3= N= Neutral, 4=I= Important, 5=VI= Very Important.**

#### 6.5.2 Pre-testing of the Questionnaires

The objective of steering questionnaires pretest was to get a brief list of visit destinations available in Rangpur region that people usually visit, the features that affect to select the destination and what features should add to create more attraction by providing them an open ended semi structured questionnaire. There were 35 questionnaires distributed to the respondent at the time of entry in the zoo and finally obtained 34 usable questionnaires where response rate is 60%. Respondents were highly encouraged to give feedback and comments about the initially developed. An expert also helps to finalize the final questionnaire.

### 6.6 Survey Style

By using 43 variables data were collected from the spot of the Zoo following structured questionnaires. Before issuing the questionnaire to the respondents a brief description and motive of the study was conveyed through assigning a total number of 3 (three) trained research assistants. It takes approximately 10-15 minutes for each respondent to complete the questionnaire properly. Finally, a total number of 150 effective questionnaires are attained for further analysis.

### 6.7 Data analysis

Suitable techniques have been used in processing data by using a computer. Various tables represent the data. SPSS 20.0 (Statistical Package for Social Science) is used to represent and analyze the data in an understandable manner.

**7. FINDINGS AND ANALYSIS OF THE STUDY**

Findings and analysis of thirteen factors are represented into these sectors. At first demographic information of the respondents is reported (Table 1).

**Table 1: Demographic information of the respondents**

Demographic profile Variables		Frequency	Percentage (%) of Respondents
Gender	Male	79	52.7
	Female	71	47.3
Area of Living	Urban	44	29.3
	Rural	106	70.7
Age of the Respondent	Less than 15 years	10	6.7
	15-25 years	35	23.3
	25-35 years	32	21.3
	35-45	23	15.3
	45-55	27	18.0
Marital Status	Unmarried	95	63.3
	Married	55	36.7
Level of Education	Primary education	below SSC	24
	Secondary education	SSC	40
	Higher education	HSC	49
	Others	Graduate	14
		Post Graduate	23
Occupational Status	Student	76	50.7
	Govt. employee	23	15.3
	Private employee	23	15.3
	Business	5	3.3
	Household	9	6.0
	others	14	9.3
Monthly Income	0- 5000	58	38.7
	5000-10000	50	33.3
	10000-20000	37	24.7
	20000-30000	5	3.3
Division	Dhaka	26	17.3
	Rajshahi	25	16.7
	Khulna	15	10.0
	Rangpur	84	56.0
Number of Visited time	1st time	57	38.0
	2-5 times	70	46.7
	More than 5	23	15.3

The Table 1, summary of demographic statistics, shows that 52.7% male and 47.3female belong to less than 15 years 6.7%, 15-25 years 23.3%, and 25-35 years 21.3%

35-45 years 15.3%. Here, 37% respondents of this study higher education and 49% having secondary. 63.3% of respondents are unmarried. The analysis also shows that 15.3% respondents were service holder (Govt. & private) and 6.0 %of household rest of them are others profession. As per the Table 1, the study also shows that 17.3% of visitors from Dhaka, 16.7% from Rajshahi, 56% from Rangpur and rest of them from Khulna division. 46.7% of respondents visited 2-5 time, 38% 1<sup>st</sup> time and 15.3 % more than 5 times.

Environmental factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
1	The park comprised the natural environment	12.0	21.3	13.3	38.0	15.3	3.4293
2	The park comprised eco features	2.7	6.0	11.3	52.0	28.0	
3	The parks is neat and clean up to mark	14.0	30.7	0.7	53.3	1.3	
4	The park is noiseless, quiet and clam	2.7	15.3	0.0	73.3	8.7	
5	Weather condition is comfortable at parks	9.3	18.7	16.0	47.3	8.7	

Food and beverage factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
6	Foods for animal and birds are enough	4.0	27.3	0.7	52.0	16.0	3.5733
7	Foods for visitors are satisfactory	18.0	10.0	18.7	31.3	22.0	
8	Quality of foods are enough	2.7	9.3	26.0	49.0	12.7	
9	Pure drinking water facility is good	2.7	9.3	26.0	49.3		
10	Fast food facilities are available at the park	6.0	1.3	32.0	19.3	41.3	

Safety and security factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
11	Safety and security of parks up to mark	2.0	10.7	18.0	23.3	46.0	3.8433
12	Significant number of security guards are available	7.3	16.0	0.7	20.0	20.0	

Price factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
13	Entry ticket price is fair	7.3	26.0	0.0	32.7	34.0	3.7422
14	Rides price is fair	0.0	18.7	0.0	40.7	49.7	
15	Food price is fair	18.7	8.7	0.0	40.0	32.7	

Services of the visitors' factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
16	Payer facility is up to mark	3.3	27.3	13.3	13.3	49.0	3.3778
17	Picnic facility up to mark	7.3	26.0	8.7	51.3	6.7	

Structural factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
18	Seating arrangement is sufficient	6.0	24.7	3.3	44.0	22.0	3.5733
19	Toilet and Over bridge is available in zoo	8.0	10.7	21.3	32.0	28.0	
20	Zoo has well entry and exit gate	10.7	16.7	6.7	34.7	0.0	

Animals and birds' factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
21	Enough animal and birds of the park for the visitors	8.7	48.7	10.0	32.0	0.7	3.02
22	All the animals and birds are healthy and attractive	8.0	21.3	6.0	55.3	9.3	

Location factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
23	The zoo has a vast area	6.0	32.0	6.0	8.0	10.0	3.6267
24	Behavior of the local people up to mark	1.3	6.0	10.0	45.3	37.3	

Entertainment factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
25	The zoo is amusing place for children	6.0	17.3	8.7	38.0	30.0	3.5044
26	The zoo is suitable for all ages	5.3	16.7	8.0	43.3	26.7	
27	Boating facilities are available in the premises of the zoo	23.3	9.3	19.3	26.7	21.3	

Decoration factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
28	Various trees are available in zoo	8.7	24.7	10.0	45.3	11.3	3.4667
29	Beautiful garden is available of the zoo	8.0	7.3	30.7	40.0	14.0	
30	The park is well decorated	6.0	19.3	7.3	34.0	33.3	

Attraction & Education factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
31	The park has good image	8.7	24.7	10.0	45.3	11.3	3.6033
32	Child place and playing facilities are available here	10.7	16.7	6.7	34.7	31.3	
33	Orientation of birds is possible	6.7	6.0	20.0	25.3	42.0	

Visitor's facilities factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
34	Behavior of employee is satisfactory at the park	8.7	48.7	10.0	32.0	0.7	3.305
35	Information desk facilities is available at the park	8.0	27.3	8.7	40.0	16.0	
36	Free entering facilities applicable at the park.	5.3	35.3	9.3	48.0	2.0	
37	Management service is good						

Transportation and communication factors							
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important	Mean
38	Public transport is available	10.7	15.3	8.0	26.7	39.3	3.7333
39	Road transport is available	6.0	6.0	12.7	22.7	52.7	
40	Mobile network is available	2.7	30.7	12.0	48.7	6.0	
41	Car Parking facilities are available at the park	8.7	48.7	10.0	32.0	0.7	
42	Is it accessible in the zoo?	6.7	6.0	20.0	25.3	42.0	
43	Internet network facilities are available in the Zoo	5.3	9.3	29.3	32.7	23.3	

Table 2: Descriptive Statistics				
	N	Mean	Median	Std. Deviation
Safety and security factors	150	3.8433	4.5	0.9379
Price factors	150	3.7422	3.6667	0.66009
Transportation and communication factor	150	3.7333	3.75	0.73541
Location factors	150	3.6267	3.5	0.52516
Attraction & education factors	150	3.6033	3.5	1.00217
Structure factors	150	3.5733	3.6667	0.83824
Food and beverage factors	150	3.5733	3.6	0.6849
Entertainment factors	150	3.5044	3.3333	0.67083
Decoration factors	150	3.4667	3.5	0.78673
Environmental factors	150	3.4293	3.5	0.45606
Services of the visitors' factors	150	3.3778	3.3333	0.61265
Visitor's facilities factor	150	3.305	3.25	0.53397
Animals and birds' factors	150	3.02	3	0.71155
Overall Attitudes	150	3.89	4	1.15
Valid N	150			

The descriptive statistics Table 2, shows that mean and standard deviation value of all the questions which has been designed under five (5) Point's Likert scale considering as values 5-strongly agrees and 1-strongly disagrees feeling on the statement that was given to the respondent. The observed mean value is 3.0200 or more with little value of standard deviations of all statements that experienced the attitude level towards the Rangpur zoo. Overall result justifies that the respondents are showing multicolored attitude towards the Rangpur central zoo.

## 8. RECOMMENDATIONS

Based on the findings of the study the overall attitude toward the Rangpur zoo is in satisfactory level i.e. (mean 3.89) but the attitude towards the collection of animals and birds is 3.02 which is for good at all. In case of zoo marketing, availability, attractiveness and collection of exclusive animals and healthy birds are the main indicators for choosing any zoo. So, the authority should redesign and be more careful about the health status and nutritious of the animals and birds. Various

types of visitors' facilities should be extended to attract the visitors as well as to make it destination branding. The attitude towards the services of the visitors should be more than the existing. The overall decoration of the zoo should be modernized as per the demand of visitors. Entertainment facilities for the visitors should be extended specially for the children, women and old age people. The zoo authority should provide the various values as per the tourist's requirement. The entertainment facilities of the zoo are very important to create a loyal group of customers towards the Rangpur central zoo. It should be more developed as per the segmenting, targeting and position.

## 9. LIMITATIONS OF THE STUDY

Firstly, the number of sample considered for this study was 150 that might not be enough for appropriate generalization. In addition, the convenor factors analysis was conducted based on authors judgement. The support of literature may not provide the accurate statistical tools. For future study researcher should consider all these factors.

## 10. CONCLUDING REMARKS

The significance of tourism is viewed from many angles like economic, social, cultural, political, etc. Tourism is now the fastest growing and single largest industry in the world. Though the growth of tourism is impressive world-wide, the same in Bangladesh is not so. It is not because of lack of eye-catching tourist's attraction to the destination of Bangladesh, rather it is the result of inadequate marketing program measures. This study will be very helpful for the concerned people by letting them known about the attitude towards the Rangpur zoo. It will also play a significant role in making the zoo more lucrative and attractive spot. Destination branding may be possible if the suggestions get implemented successfully. The result of the study may be of great help to policy makers, academicians and other researchers interested in this area. As per the recommendations, authority should take some corrective course of actions. They should be offering quality products and services that will be acting as destination branding by the satisfying visitors.

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## Questionnaire For The Respondents

### Research Title: Factors Influencing the Visitors Destinations in Bangladesh – A Study on Rangpur Central Zoo, Rangpur

#### Section 1 (Demographic)

Please give (√) on the right options

1. Gender:                    1) Male                    2) Female
2. Area of Living:        1) Urban    2) Rural
3. Age of the respondent: 1) less than 15 years 2) 15-25 years 3) 25-35 years 4) 35- 45 5) 45-55 6) 55-above
4. Marital Status:        1) Unmarried            2) Married
5. Level of Education: 1) below SSC 2) SSC 3) HSC 4) Graduate 5) post graduate 6) Others/PhD/M.Phil.
6. Occupational status: 1) Student 2) Govt. employee 3) Private employee 4) Business
- 5) Household 6) Others
7. Average monthly Income: 1) less than 5000 2) 5000-10000 3) 10000-15000 4) 15000-20000 5) 25000-30000
- 6) 30000-above
8. Division: 1) Dhaka 2) Rajshahi 3) Chittagong 5) Khulna 6) Rangpur 7) Barisal
9. Number of Visited time: 1) 1<sup>st</sup> time 2) 2-5 time 3) more than 5 times

#### Section-2: Measurement of overall opinion of visitor’s influencing factors towards the Rangpur Cental Zoo attribute

**1= NAI= Not at All Important, 2= NI= Not Important, 3= N= Neutral, 4=I= Important, 5=VI= Very Important.**

Environmental factors						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
10	The park comprised the natural environment	1	2	3	4	5
11	The park comprised eco features	1	2	3	4	5
12	The parks is neat and clean up to mark	1	2	3	4	5
13	The park is noiseless, quiet and clam	1	2	3	4	5
14	Weather condition is comfortable at parks					

Food and beverage factors						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
15	Foods for animal and birds are enough	1	2	3	4	5
16	Foods for visitors are satisfactory	1	2	3	4	5
17	Quality of foods are enough	1	2	3	4	5
18	Pure drinking water facility is good	1	2	3	4	5
19	Fast food facilities are available at the park	1	2	3	4	5

<b>Safety and security factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
20	Safety and security of parks up to mark	1	2	3	4	5
21	Significant number of security guards are available	1	2	3	4	5

<b>Price factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
22	Entry ticket price is fair	1	2	3	4	5
23	Rides price is fair	1	2	3	4	5
24	Food price is fair	1	2	3	4	5

<b>Services of the visitors' factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
25	Payer facility is up to mark	1	2	3	4	5
26	Picnic facility is up to mark	1	2	3	4	5

<b>Structural factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
27	Seating arrangement is sufficient	1	2	3	4	5
28	Toilet and over bridge is available in zoo	1	2	3	4	5
29	Zoo has well entry and exit get	1	2	3	4	5

<b>Animals and birds' factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
30	Enough animal and birds of the park for the visitors	1	2	3	4	5
31	All the animals and birds are healthy and attractive	1	2	3	4	5

<b>Location factors</b>						
SL NO	Statements	SD	D	N	A	S A
32	The zoo has a vast area	1	2	3	4	5
33	Behavior of the local people up to mark	1	2	3	4	5

<b>Entertainment factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
34	The zoo is amusing place for children	1	2	3	4	5
35	The zoo is suitable for all ages	1	2	3	4	5
36	Boating facilities are available in the premises of the zoo	1	2	3	4	5

<b>Decoration factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
37	Various trees are available in zoo	1	2	3	4	5
38	Beautiful garden is available of the zoo	1	2	3	4	5
39	The park is well decorated	1	2	3	4	5

<b>Attraction &amp; Education factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
40	The park has good image	1	2	3	4	5
41	Child place and playing facilities are available here	1	2	3	4	5
42	Orientation of birds is possible	1	2	3	4	5

<b>Visitor's facilities factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
43	Behavior of employee is satisfactory at the park	1	2	3	4	5
44	Information desk facilities is available at the park	1	2	3	4	5
45	Free entering facilities applicable at the park.	1	2	3	4	5
46	Management service is good	1	2	3	4	5

<b>Transportation and communication factors</b>						
SL NO	Statements	Not at all important	Not important	Neutral	Important	Very Important
47	Public transport is available	1	2	3	4	5
48	Road transport is available	1	2	3	4	5
49	Mobile network is available	1	2	3	4	5
50	Car Parking facilities are available at the park	1	2	3	4	5
51	Is it accessible in the zoo?	1	2	3	4	5
52	Dustbin facilities are available at park	1	2	3	4	5

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Respondent Signature

*Thank for your valuable Cooperation*