

# Rookie Tourism- Impact of Risk variables on the Propensity to Return of Tourists

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## ABSTRACT

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Established tourism attractions encounter numerous challenges as they strive to draw repeat visitors and eventually turn into undiscovered gems. Various obstacles faced by destination marketing organizations give rise to typical and frequently encountered "rookie mistakes" in susceptible destinations. This study sought to examine the relationship between destination marketing elements (risk variables) and revisit intention in Sundarban, the biggest mangrove forest in the world, which is a relatively unknown yet popular tourist destination. While there are studies that identify developing destinations as rookie destinations, the focus of this study is on how a trending destination can gradually transition into a rookie destination with significant DM characteristics, which represents a research gap.

**Keywords:** Destination marketing factors, risk factors, rookie destination, revisit intention, Sundarban, DMOs

## INTRODUCTION:

Armenskhi (2018), pointed a major drawback for a specific tourism site could be the absence of many tools that could promote tourism in that setting. It is apparent that the majority of tourism-related study areas focus on popular places for touring, linking various ideas to increase their acceptability to tourists, as well as researching several elements that can satisfy tourists (Marques et al, 2021). However, inexperience, combined with a lack of amenities such as lodging, service facilitation, and the ability to uphold standards of the place can harm a destination's reputation and discourage visitors from returning; and Milan et al, (2021) have referred to these locations as "rookie destinations. There is fierce rivalry to gain market share for a particular place with cutting-edge new amenities in this cutthroat global tourism industry. Destination marketing organizations (DMOs) have found that place attachment (Hui et al., 2017), memorable travel experiences (Hongmei et al., 2017), and motivation (Sri et al., 2014) are essential determinants for review the goal of tourism. However, recall desire for revisit, is listed as the top factor for destination marketing planners, and it is essential for the travel industry to ensure that tourists intend to return to a particular place. (Osman and Sentosa, 2013; Sri et al., 2014) Despite the fact that the tourism business has several risk concerns, (Dolnicr, 2005; Fangnan et al., 2016), a number of these factors have not been thoroughly studied in the backdrop of Bangladesh's tourism industry. A compiling of additional risk-related factors and examining their impact on repetition visit with a particular emphasis on the "rookie" destination of Sundarban, the world's largest mangrove forest, has been emphasized in the study. Hence, the prime potentiality in evolution of Bangladesh's economy derives from tourism which has the contribution of GDP is about 4.4% and \$391(m) (Bangladesh Parjatan Corporation, 2019).

A handful of attractions have been mentioned by DR. Shariful and Abdul, Md. Masud (2019), Tauhid (2019), Kamruzzaman (2018), Mehedy and Shahnewaz (2014), and others in tandem with Bangladeshi tourism, where multiple difficulties has been spotted. From now on, researching risk factors for "rookie" destinations is the newest development in Bangladesh's tourism market The perseverance of this inventiveness is to collect fresh data about

the nation's tourism business by developing a "rookie" destination that combines significant risk factor characteristics. The current study examines how risk characteristics affect the intention to return to a particular risky place, on which destination marketers have indicated that it is crucial to concentrate: Berry and Parasuraman, (1991). In fact, the field of study is less narrowly focused, and the concept of a "rookie" destination does not receive consistent attention in the literature on the context of tourism and that what made the author to flourish more on this topic of tourism. This study focused on an alternative hypothesis based on the stated objective, namely, is there any effect of risk variables towards intent to reconsider Sundarban, in order to determine the existence of risk variables in tourism field along with its acceptance among the visitors for the intention to revisit to rookie destination of Bangladesh.

## **REVIEW OF LITERATURE:**

### **2.1 Risk factors:**

Research from the 1980s, defines risk in tourism as the likelihood of several mishaps that can occur with visitors while they are visiting a certain location as well as through excursion operator groups (Dolnicr,2005, Fangnan et al.,2016). According to Tasci and Gartner (2007), the tourism industry is made up of service-oriented businesses that are vulnerable since their products are described as intangible and hence involve threats and risks such as social unrest, political unrest, health risks, natural disasters, and criminal activity. Tourism study has examined the negative impact that criminal activity or acts of terrorism have on tourists' insights and the tangible figure of visitors to a particular destination (Yang and Wong,2012). Researchers have discussed violent crimes such as in the study of Ryan (1993): assault, , Lind (1986): rape, and De Albuquerque and McElroy(1999):murder. In addition to violent crimes of intensity fixated on assault. Consequently, crimes involving assets are classified as robbery or theft (Boakye, 2012), which are frequent in a variety of locations that tourists visit.

Isaac and Velden (2018), claimed that political unrest can significantly affect the touristy industry. The domineering scene is that the state government guarantee that a destination is free from political difficulties of any sort that could impede the development of social harmony among visitors (Reichel et al, 2006).According to Elanie and Siti (2013), political unrest in a place of interest can lead to risk factors for society, including rising commodity prices and other unfavorable side effects. There is a community relationship between natural catastrophes and vacation industry (Chung et al., 2019). UNISDR in 2002, stated natural disaster as a situation in which there is a natural link between dangers and physical hazards. This creates a significant threat, shortens the time needed for decision-making, and adds an element of surprise, making it difficult to plan for survival in any given destination. Mair et al. (2016) outlined the key areas pertaining to post-disaster crises in destinations that may be resolved with cooperation from DMOs and stakeholders and a solid strategy from the disaster management administration. Mehedy and Shahnewaz (2014) have observed that a destination's health concerns have a substantial role in determining the intention to return, with aid in medical emergencies related to health risks being particularly noteworthy in this regard.

### **2.2: Intention to revisit:**

Referred from Sri et al. (2014), travelers' purposes to return in any tourist spot are inferred from their actions, which then influence their decision to repurchase the tourism service that meadows as a means of returning. Any attitude that a person exhibits in their action and feels strongly connected to it might be interpreted as a revisit intention (Ryan and Glendon, 1988). In the meantime, customers' intentions to experience a specific location, brand or product are also characterized as part of their behavior intention (Zeithaml et al., 1996). Marketing efforts throughout the world, according to Zeugner and Zabkar (2015), generate a diffusion on possible customers towards the destination in a sense that is constant for purpose to return between the torusits. In many tourist destinations, the number of visitors must be consistently segmented in order to comprehend their desires to stay for extended periods of time at particular destinations that provide them with positive and realistic experiences. Oppermann, 2000 stated as decisive to track that low commodity costs foster positive relationships with visitors and encourage their intention to return (Lehto et al., 2004; Oppermann, 2000; Zhang et al., 2014).

### 2.3 Study area :

The world's prevalent mangrove forest, known as Sundarban, placed in the Bay of Bengal, where it spans the River Hoogly of India, to Baleswar River Bangladesh (Giri et al., 2007). The land is articulated as mangrove primarily focused on cultivation, where terrestrial is barren, honored as one of the World Inheritance Site of UNESCO.

Referred through Arnebski et al. (2018), rookie destinations typically are lacking key amenities that can detract from their allure for tourists. These include inadequate lodging and a dearth of services tailored to the destination, which can make it difficult for visitors to decide whether to return. Emerging tourist destinations are known to face numerous challenges from DMOs, which can result in renowned snares and faults stated as "rookie" tourism (Milan et al., 2020). Several factors have been studied in "rookie" tourism to analyze reenter intention and its possessions on satisfaction with attractiveness. Sundarban lacks sufficient tourist amenities in addition to far more effective activities, particularly in the areas of transportation and simple communication.

### RESEARCH GOAL AND HYPOTHESIS DEVELOPMENT:

It is suggested that this study look at risk variables (natural disasters, social and political unrest, health problems, and criminal activity) that have been identified as research gaps in the current body of literature in order to determine their impact on the likelihood of returning to Sundarban.

#### 3.1 Hypothesis Development:

H1: Social and political issues effect positively towards revisit intention.

H2: Natural disaster effect positively towards revisit intention.

H3: Health issues effect positively towards revisit intention.

H4: Crime effect positively towards revisit intention.

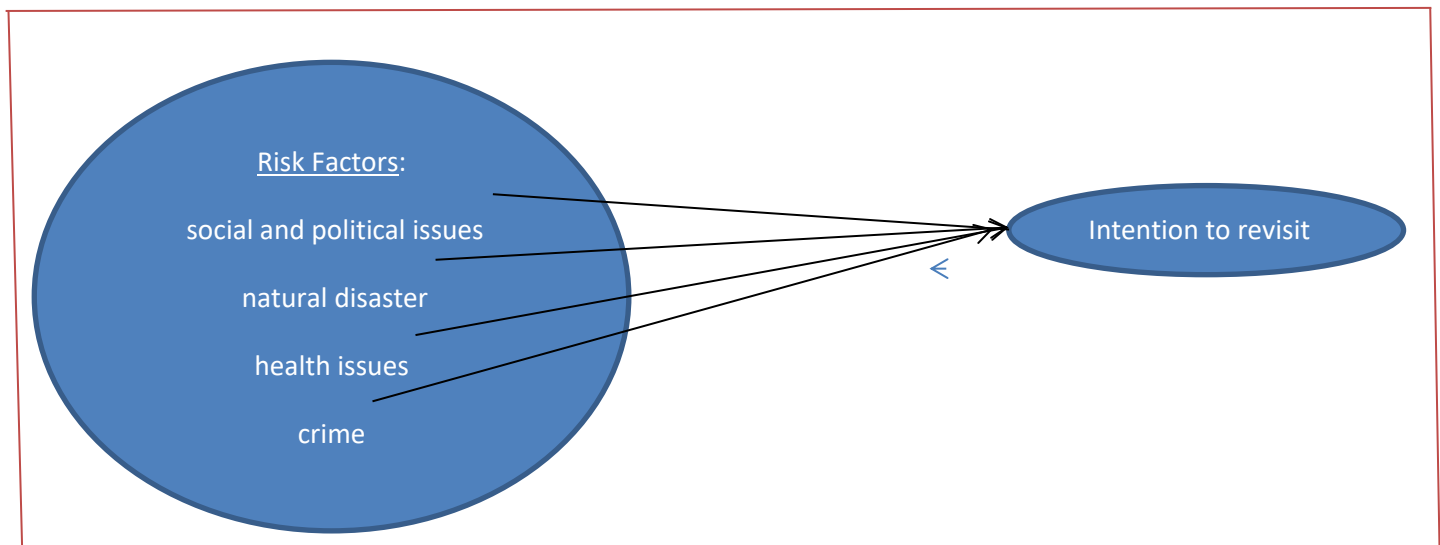


Fig1: Proposed study's framework

### STUDY METHODOLOGY

#### 4.1 Questionnaire and dimension of construction:

The study's questionnaire was split into two parts: first-time visitor risk factors and inclination to return. In the meantime, to account for potential bias, 5-point Likert scales were employed in this investigation (Hui et al., 2017).

As a result, the part under consideration concentrated on particulars of risk: as crime, natural disasters, social and political unrest, and health glitches. Risk factors has been essentially identified on earlier research done in the context of tourism in different study region. They are also regarded as research gaps and have been suggested for further study (Jihye et al., 2020; Nan et al., 2020).

#### 4.2: The gathering of data, sampling tactics, and analysis:

Data for this study was obtained utilizing a non-probability sampling method called purposeful sampling, sometimes referred to as judgmental sampling. It involves selecting respondents based on the judgment of the researcher benchmarked as appropriateness for a particular study (Tauhid, 2019). This sampling strategy was used because it is low-cost and allows for flexibility in selecting respondents who are specifically relevant to a given study (Andika et al., 2017). This research has a descriptive focus.

In employment male and female respondents from Bangladesh who visited the site during the survey are the study's target respondents. They also represent a range of professional backgrounds, gave their permission to take part after being made aware of the investigation's purpose. The initial questionnaires were created in English and for better understanding it translated into Bangla. The hypothesis were tested using the bootstrapping method (PLS 3) and Cronbach's alpha was used to ensure validity and dependability due to large number of thoughtful and well-informed responses and the requirement for authenticity in data collection.

#### 4.3: Findings of the research:

##### 4.3.1 Profile of respondents

Particulars	%
Gender:	
Male	65
Female	35
Age:	
18-30	55
31 to above	45
Occupation	
Business	35
Service	65
Income (BDT):	
8000 to 30,000	52
31,000 to above	48
Marital Status:	
Single	38
Married	62

Tab:1: Profile of respondents

On the account of participants in the research as 370, percentage of male is relatively high (65%) at the juncture of the female (35%) respectively. Perceiving inside respondents of aged between 18 to 30 (55%) seemed to be higher than the aged between 31 to above as 45%. From Occupation, service is leading the table as 65% and business as 35% respectively. Income table represents the high-test as 52% from 8000bdt to 30,000bdt and 48% on 31,000bdt to above. A semblance has been observed as highest respondents as single 38% and unmarried as 62% in Marital Status.

##### 4.3.2: Validity and Reliability

In order for assessing construct cogency, face validity—that involves grading, rating, and appraisal on the items that is used as instrument which can be appropriate for the nominated paradigm and valuation of objectives—was carried out (Saiful, 2019). The study, the raters were doctorates (Ph.d) and research intellectuals on the concerned field. In the end, the objects were gathered based on the researchers' assessments on what was suitable. Four of the research's constructs showed results that fell within the predetermined range when factor analysis was performed within the parameters that are set, according to Croy (2003), where the items that are loaded should be more than or equal to 0.5. Reliability, according to Sekaran and Bougie (2010), is the ability to determine the amount of consistency of the variables while evaluating through multiple measurements, and in that measurement, Cronbach's Alpha must be more than 0.70. Table 2 further elucidated the same descriptive statistics findings for the

study's variables, demonstrating that all constructs had means that were higher than neutral points and that their reliability met the established coefficient alpha principle to a great degree (Otto and Mishra.,2018)

Variables	Mean	C. alpha
Social & Political issues	4.733	.808
Natural disaster	4.802	.812
Health issues	4.502	.811
Crime	4.600	.802
Revisit Intention	18.95	.888

Table:2: Descriptive statistics

#### 4.3.3: Hypothesis testing:

Grounded on the objectives that were investigated through (SEM) with Smart PLS 3.3 (bootstrapping method, MacKinnon, 2009), the study's hypotheses, H1, H2, H3, and H4, were developed. When assessing the effect relationship among different constructs, SEM takes into account all of the properties for the measurement model (Hair et al., 2010). It assesses how dependent an endogenous variable is on exogenous variables and uses route estimation to examine the importance of various hypotheses.

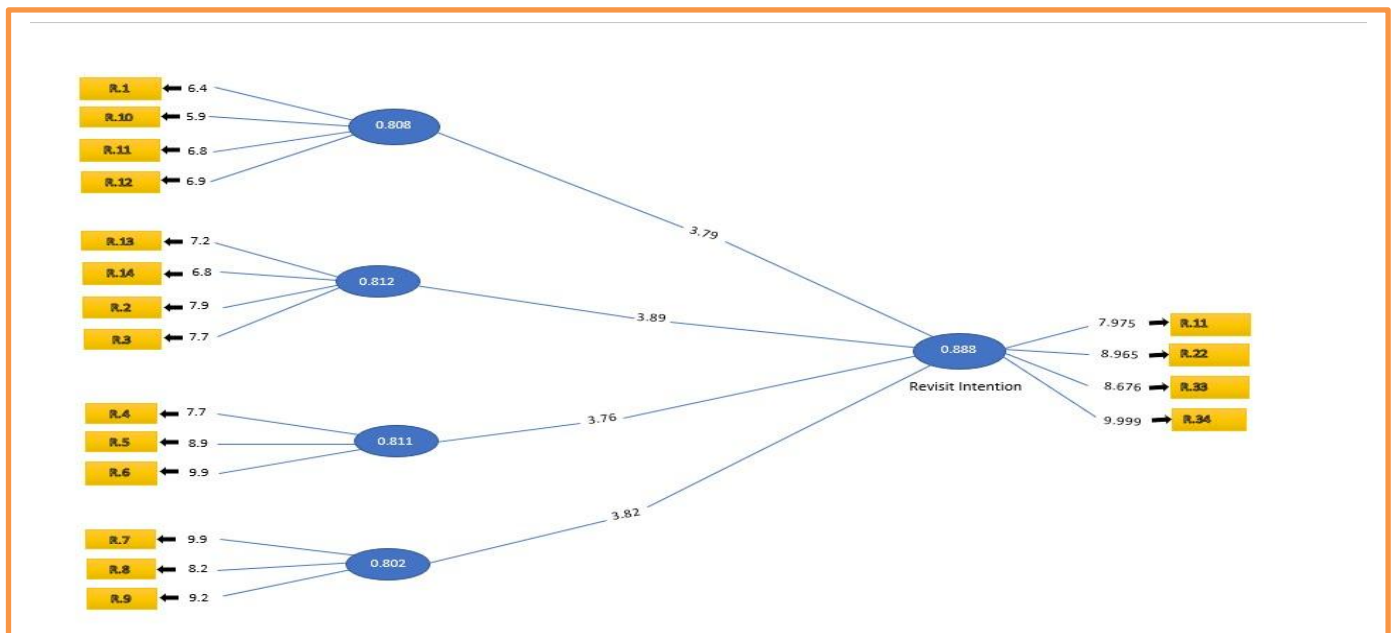


Fig:1 Model Analysis

Statements	R <sup>2</sup>	Path Coefficient ( $\beta$ )	T statistics(p values)	Result
H1: Social and political issues effect positively towards revisit intention	0.468	0.468	3.79(0.000)*	Accepted
H2:Natural disaster effect positively towards revisit intention.	0.477	0.446	3.89(0.001)*	Accepted
H3:Health issues effect	0.480	0.445	3.76(0.000)*	Accepted

positively towards revisit intention.				
H4:Crime effect positively towards revisit intention.	0.448	0.448	3.82(0.001)*	Accepted

Table 4: Hypothesis Table

#### 4.3.3.1:Analysis Summary

1. ***H1: Social and political issues effect positively towards revisit intention***
2. ***H2:Natural disaster effect positively towards revisit intention***
3. ***H3:Health issues effect positively towards revisit intention***
4. ***H4:Crime effect positively towards revisit intention***

Summary of made hypothesis, from the table 4, the made hypothesis 1, 2, 3 and 4 are accepted as alternate. The description of the analysis (fig 1 and table 4) are elaborated through Coefficient of determination ( $R^2$ ), Path coefficient ( $\beta$ ), T-statistics and P values. Meanwhile, from the ***H1, H2, H3, H4***, it is observed ,the dimension of effect (determination of coefficient),  $R^2$  as: 0.468/ 47%, 0.477/ 48%, 0.480/ 48%, 0.448/ 45%, respectively and according to Nakagawa,(2017), all the size of the exogenous variables moderately explains the variance of the endogenous variable (revisit intention).

Path coefficient ( $\beta$ ) explains the good impact of revisit intention towards Social and Political issues (0.468), Natural Disaster (0.446), Health Issues (0.445), Crime (0.448), where as the referred value should be more then 0.1 (Ringle et al.,2014). T-statistics referred value should be more then 1.96 and p values (0.05) according to Sarstedt et al., (2021), observing so, the T-statistics and p values (\*) of ***H1, H2, H3, H4*** as 3.79(0.000)\*, 3.89(0.001)\*, 3.76(0.000)\*, 3.82(0.001)\* respectively. As per all the T-values (including the constructs of items in fig.1) are more then 1.96, p values are less than 0.05 and the accepted values of Cronbach's alpha Bornsteing,(2018) shows that all the made alternate hypothesis are accepted for the study.

## DISCUSSION AND CONCLUSION:

The study acknowledge the relationships concerning a key destination marketing components linked to a first-time visitor's inclination to revisit Bangladesh. By evaluating the impact of destination marketing on revisit intention for areas that demand more attention from the country's leading tourism industry, this study seeks to close a research gap.

Based on demographic data, it is anecdotal that male are more likely than female visitors wish to revisit the place. Therefore, destination marketing planners should focus on reducing risk factors as they have a positive correlation with revisit intention. Senior residents of the nation should also be heavily involved in branding the location to indicate their wish to return. Because Sundarban is a mangrove forest, it is very nature sensitive, and risk considerations are strongly thought to be in charge of visitors' intentions to return. The most market-demanding factor, on the other hand, has been highly appreciated by respondents for being appropriate in the destination choice. This is because many respondents expressed dissatisfaction with the risk factors that were examined, and in actuality, the government of the nation and other parties involved in marketing for the world's largest mangrove forest deserves to be more focused on studied particulars t o be emphasized.

Given that a variety of age groups and socioeconomic backgrounds have been identified as potential tourists, this study will assist DMOs in developing strategies and programs that will best promote the Sundarban to all strata. Bangladesh's tourism board could investigate how more the location might make sense to tourists taking into account the criteria of this study since Sundarban, the biggest ecosystem of mangroves in the world, has been acknowledged in this study as an essential tourist destination. The study's findings suggest that marketing strategies should be updated often to account for shifting visitor behavior and to identify factors that are crucial for both preventing a location from being a rookie mistakes and determining how visitors behave there.

Nevertheless, the study had a number of drawbacks. One may argue that there is a dearth of study on rookie destinations in the literature at the moment since researchers must pinpoint the key factors that make a destination

rookie even if it has a solid reputation. On the other hand, the study's sample size is insufficient; however, this can be improved over time. While there may be debates about including many more variables in the study, the researchers in this study felt that these were the most appropriate given their placement. Future research in the setting of Bangladeshi tourism could identify further new travel place using the attributes besides with other aspects can be focused as well.

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