



Influence of tourism constituents on tourist satisfaction: A study in Sylhet region

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ABSTRACT

It is important to know that what is essential for making tourism possible, comfortable, and satisfactory to tourist. This study focused on the constituents or essential elements of tourism those influence tourists satisfaction. This study is undertaken in Sylhet region in 2019. It is conducted following quantitative method through regression analysis. Though the study it is found that there are three main constituents of tourism and they are namely transportation, accommodation, and food. These three elements have a huge influence on tourist satisfaction in Sylhet. The infrastructure and facilities of transportation should be developed in Sylhet region in near future. The two other elements, accommodation and food, are satisfactory for welcoming tourists in the region while availability of healthy and tasty food around different remote spots will make tourists more relaxed.

Keywords— Tourism, Transportation, Accommodation, Food, Satisfaction

1. BACKGROUND OF THE STUDY

In the age of globalization, the term tourism bears an extensive meaning. Most probably, tourism is one of the commonly pronounced words in our everyday life. People of all works of life are engaged with tourism. Generally, the term tourism means the movement of people outside the place where the usually dwell and work mainly for the purpose of leisure. But today, it is not just a leisure trip. Now people move for various reasons. They move for business, treatment, education and learning, job assignment, visiting families and friends, pilgrims, adventure, sports, leisure, and recreation. (Lundberg, 1971). Throughout the study we have found that there are a few constituents of tourism. Mainly, these are the essential infrastructural or physical facilities for encouraging tourists to a particular geographical territory. The most common tourism constituents are transportation, accommodation, and food (Cook et al. 2001; Zhang X. et al. 20009; Sethi 2002). In this study the main focus was to investigate influence of these three main constituents or requirements of tourism in selecting Sylhet region as a suitable destination.

For ages, Sylhet is a popular tourist destination in Bangladesh. People from all over Bangladesh and abroad normally use to come to Sylhet to dive into its 'green', the nature. From the very beginning, natural environment of Sylhet is exceptionally charming for its green hilly landscape. In addition, Sylhet region is the pioneer of cultivating tea in this part of the globe (Sen, C. T. 2004). Normally, in a tea garden there are hundreds of hectares of land are covered by green carpet and it seems that the flow green is surrounding all over the horizon (Nasir and Shamsuddoha, 2011). At the same time, in Sylhet region there are numerous Hill Rivers, hundreds of *haors* i.e. huge water reservoirs having floating water especially in rainy season. These phenomena of the region always attract people to visit again and again. Moreover, for last seven hundred years, Sylhet is famous for a Muslim preacher Hazrat Shah Jalal (Eaton, 1993). Everyday thousands of people visit Sylhet to visit the shrine of him, although theologically Islam does not allow such kind of devotion (Haque and Islam, 2015). In recent years, a number of new exclusive tourist spots have been discovered and have become very popular. Altogether, popular tourist spots in Sylhet region are Bisnakandi, Panthumai, Ratargul Swamp Forest, Bhulagonj, Jaflong, Lalakhil, Lovachora, Tanguar Haor, Jadukata, Madhabkunda waterfall, Sreemongol and around, Lawachara National Park, Sathchori National Forest, Rema Kalenga, and many more (Roy and Roy 2015). Thus now Sylhet region has got further importance and prospects for branding as an attractive and obvious tourist destination in Bangladesh. In such a background this study will investigate the current scenario of the basic constituents of tourism in Sylhet region. Simultaneously, the desire and recommendations of tourists will be taken into account.

2. LITERATURE REVIEW

On tourism, from different perspective, hundreds of scholastic works have been accomplished by the researchers. Each of them has its significant contribution. As we study vital works on tourism we find different scenarios.

The tourism infrastructure is the physical development that are planned, formulated and established of the purpose to serve the tourist according to their demand and desire. Now, it is theoretically proven that the relationship between the development of infrastructure and tourism is highly positive (Adebayo, Iweka, 2014).

Firstly, the tourist destination must be accessible to the tourists. For making the destination accessible to the tourist it requires the development of roads, railways, airports, and waterway terminals etc i. e. transportation facilities. Secondly, tourists need to stay safe, pleasant and comfortable. For this purpose, it requires to establish hotels, motels, resorts, guesthouses and dormitories with all essential facilities. Thirdly, as obvious requirement, tourists require having food for survival. In case of tourism, food is not only a matter of survival element it also plays a vital role for choosing a particular place as tourist destination. So, the tourist infrastructural development also includes the establishment of restaurants and other facilities for safe, hygienic, and really tasty (Popesku, 2011).

Few years back, Ali and Parvin emphasize to develop the management factors for improving tourism so that this sector can contribute the economy significantly (Ali and Parvin 2013). They argued to use SWOT, PESTEL, and VRINE model for performing the activities.

In their study, Jahan and Amin, shows the importance of socio-cultural, environmental and ecological, economical, and political factor should be addressed to ensure the sustainable tourism (Jahan and Amin 2014). They put a little emphasis on the basic infrastructural development for the core essentials of tourism industry.

Monika and Katerina, have found a positive relation among the image of the destination, loyalty to the destination and the satisfaction that a tourist perceive from a particular tourist destination. They mean that a positive image of a destination makes tourists feel happy and makes them happy about a tourist destination. Subsequently, the tourists become loyal to a destination (Monika and Katerina, 2015).

Islam emphasizes on the sustainability of tourism. He mentioned that the sustainability of tourism addresses many vital issues we face in twenty first century. The main of them are economic development, environmental and ecological issues, and social factors (Islam, 2015).

Sorupia, in an article titled Rethinking the Role of Transportation in Tourism, established that transportation is the very vital factor for occurring tourism. Tourism is all about travelling towards a destination. At the same time, tourists require transportation for moving around the destination for exploring the place. Therefore, without a suitable transportation system it is impossible to think about tourism (Sorupia, 2005).

Lumsdon and Page has considered transportation in two ways in tourism. Firstly, transportation for tourism – it is obvious and very essential that tourists need transportation for reaching the tourist destination. These types of transportation mainly include air transportation, rail transportation, and road transportation. First two modes of transportations are generally public transportation and the third one may be either public or private transportation. For all of these cases, transportation operators must ensure the comfort and pleasers of travellers, and affordability in terms of money for the travellers. Secondly, transportation as tourism – it is also a very charming feature of tourism. In many places on the earth, transportation itself is tourism. There are many route of scenic journey in the tourism world where tourists enjoy their journey seeing the natural beauty of the location. (Lumsdon and Page 2004).

It is notable that in the Sylhet region, there are some tremendous routes where tourists can lose themselves into the natural gorgeousness. For example, driving or journey by bus through tea gardens, boating on Piyain river must make tourists fall in love of nature.

The second basic and vital factor for tourism is accommodation – the facility that allows tourist to stay safe, sleep sound, and refresh themselves for next day or hours. Now a day, accommodation is considered as a matrix factor of tourism. Both, the quality and the quantity of accommodation are equally important. Accommodation is one of the core factors for tourism planning. If someone far from his / her home finds the comfort in a destination place, he would come back to the same place in future. Day by day, this place becomes famous as tourist destination. On the other hand, if people from different parts of the world come to visit a particular destination and become embarrassed for the accommodation facilities, this destination or location of tourism will lose its worth as a tourist destination. Subsequently, people will not feel comfortable to visit the place anymore (Saxena 2008, Ahliya 2010). Tourist accommodation can be divided into many categories. Firstly, hotels – it is known as traditional accommodation for the tourists. In hotels, tourists book rooms as they require. Most of the cases hotels have their own catering services. Tourists may take their meals from the hotel if they feel it is convenient for them. Some big hotels have facilities for swimming, physical exercise, and many types of bars. Secondly, resorts – it is a special type of accommodation along with restaurant, bar, sports, entertainment, gardens, Lawns, and attractive landscapes for recreation of guests. Thirdly, tourists may choice many types of government and nongovernment official guesthouses. This type of facility normally is not for common people. There are some terms and conditions for getting a room in these guesthouses. Normally these types of accommodations cost a little from the guests. Fourthly, sometimes, tourists receive hospitality from their friends and families who live around tourist destination.

Food is the number one precondition for lives to live on. We need food for our survival when we stay at home and when we stay far from our home. People who stays out of the home they face unusual conditions. Likewise, tourists also face problem of finding suitable food. It refers safe, healthy, hygienic and tasty food is a must for tourists' survival and roaming around the destination. Therefore, food is an essential and constituent factor for tourism. Like transportation we may look at the food from two points of view. One is food for tourism and the other is food as tourism. When we consider food for tourism we think about food for the survival of tourists. On the other hand, when we think about food as tourism, we think the about a special food, food of special kind, or food of special geographic location (Haven-Tang and Jones, 2006, Sims, 2009).

In a recent study researcher found that in Sylhet, the main factors for satisfying tourists are natural beauty of the landscape of Sylhet, the facilities of transportation and accommodation, condition of safety and security, and the cost of staying in Sylhet (Roy et. al. 2016).

From the above review of literature, we found that researches who work tourism emphasized on many vital issues for developing tourism. Almost, all of the researchers have come to a common point that tourism is one of the fastest industries and contributing in economic development (Zhang, 2015). Many of the researchers have emphasized on natural scenario, sustainability, environment, ecology, culture and heritage, people's lifestyle etcetera. Some of them have talked about the proper management and positive image of the tourist destination. But most of the researchers looked into the infrastructural development for the development of tourism. They have recognized many infrastructural issues that should be addressed for developing a geographic location as a popular tourist destination. Almost all the researchers have agreed that the main two issues are transportation and accommodation. For the third issue of infrastructural development they have a little argument. Some of them have talked about entertainment, activities, shopping, and so on. On the other hand, most of the researchers have taken the development for food and beverage facilities under consideration as these are the essential constituent for survival. So, according to this literature review, it can be said that the most essential and vital requirements for tourism development is to develop three main constituents of tourism. There are – 1. Transportation, 2. Accommodation, and 3. Facilities for food and beverage. Throughout the literature review it has not been examined that the influence of these three constituents on tourism.

In this current study, it is taken under consideration to examine the influence of these three constituents on tourism in Sylhet region.

3. OBJECTIVES OF THE STUDY

Objectives of the study are as follows:

- (a) To examine the influence of transportation on tourism in Sylhet region,
- (b) To examine the influence of accommodation on tourism in Sylhet region,
- (c) To examine the influence of food and beverage facilities on tourism in Sylhet region,
- (d) To find out what other developments are expected development by the tourists in near future in Sylhet region.

4. METHODOLOGY

This study is conducted following quantitative research method using regression analysis. A question was designed including five Likert scales. Convenience random sampling method is used as it is really tough to find out floating tourists who will show eagerness to answer survey questions.

5. LIMITATION OF THE STUDY

The main limitation of the study is the sampling technique. It would better if the cluster sampling method could be used.

6. ANALYSIS

Aim of the study is to find out the influence of tourism constituents on tourist satisfaction in Sylhet region. For the purpose of finding the influence, firstly, through literature review, it is found that the main three constituents of tourism are-(a) Transportation, (b) Accommodation and (c) Food. These three constituents, again, are the products of some other factors.

In case of transportation, there are many modes transportation like road transportation, bus service, train service, and air transportation service. At the same time, there are some other facts like expensiveness of transportation in Sylhet and transportation facility for visiting favorite tourist spots. So, these six are considered as independent variables those contributes the overall condition of transportation in Sylhet which is a dependent variable.

For accommodation, there are three independent variables, namely, accommodation facility in Sylhet, accommodation around favorite site, and expensiveness of accommodation in Sylhet are considered. These variables contribute to overall condition of accommodation in Sylhet which is considered as a dependent variable.

Finally, for the case of food, quality of food in Sylhet, food around favorite site, and expensiveness of food in Sylhet are considered as independent variables those contribute to overall condition of food in Sylhet which is another dependent variable.

Now, for examining the tourist satisfaction from travelling Sylhet, the aforementioned three dependent variables are here considered as independent variables as these three variables are the constituents of tourism. Tourist satisfaction from travelling Sylhet is considered as dependent variable.

6.1. Overall condition of Transportation in Sylhet

To examine the overall condition of transportation a regression analysis has been conducted. In this analysis, overall condition of transportation in Sylhet is considered as dependent variable and road transportation, bus service, train service, air transportation service, transportation facility for visiting favorite tourist spots, and expensiveness of transportation in Sylhet are considered as independent variables.

The model summary of the analysis in Table 1 shows that value of $R=.857$ which indicates that there is a strong correlation between dependent and independent variables in this regression model. On the other hand, Adjusted R^2 indicates 72.10% of the variability in overall condition of transportation in Sylhet can be explained by the six independent variables. From ANOVA table, Table 2, it is found that the P value is less than .05 which is significant.

If we look at the Coefficients, Table 3, we see the average overall condition of transportation in Sylhet is increased by 0.173 for every additional score on road transport facility for travelling to Sylhet; the average overall condition of transportation in Sylhet is increased by 0.167 for every additional score on bus service for travelling to Sylhet; the average overall condition of transportation in Sylhet is increased by 0.166 for every additional score on train service for travelling to Sylhet; the average overall condition of transportation in Sylhet is increased by 0.104 for every additional score on air transport service for travelling to Sylhet; the average overall condition of transportation in Sylhet is increased by 0.129 for every additional score on transportation for site visit; and the average overall condition of transportation in Sylhet is increased by 0.226 for every additional score on expensiveness of transportation in Sylhet.

From this analysis we find that expensiveness of transportation in Sylhet have the highest impact on overall condition of transportation in Sylhet while air transport service for travelling to Sylhet plays the least.

Table 1

| Model Summary | | | | | | | | | | |
|---------------|------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | | Durbin-Watson |
| | | | | | | F Change | df1 | df2 | Sig. F Change | |
| 1 | .857 | .734 | .721 | .257 | .734 | 55.317 | 6 | 120 | .000 | 2.059 |

a. Predictors: (Constant), Expensiveness of transportation in Sylhet, Train service for travelling to Sylhet, Air transport service for travelling to Sylhet, Road transport facility for travelling to Sylhet, Transportation for site visit, Bus service for travelling to Sylhet

b. Dependent Variable: Overall condition of Transportation in Sylhet

Table 2

| ANOVA | | | | | | |
|-------|------------|----------------|-----|-------------|--------|------|
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 21.883 | 6 | 3.647 | 55.317 | .000 |
| | Residual | 7.912 | 120 | .066 | | |
| | Total | 29.795 | 126 | | | |

a. Dependent Variable: Overall condition of Transportation in Sylhet

b. Predictors: (Constant), Expensiveness of transportation in Sylhet, Train service for travelling to Sylhet, Air transport service for travelling to Sylhet, Road transport facility for travelling to Sylhet, Transportation for site visit, Bus service for travelling to Sylhet

Table 3

| Coefficients | | | | | | | | |
|--------------|--|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .454 | .213 | | 2.136 | .035 | | |
| | Road transport facility for travelling to Sylhet | .173 | .040 | .227 | 4.356 | .000 | .811 | 1.233 |
| | Bus service for travelling to Sylhet | .167 | .047 | .187 | 3.537 | .001 | .795 | 1.258 |
| | Train service for travelling to Sylhet | .166 | .029 | .296 | 5.753 | .000 | .838 | 1.193 |
| | Air transport service for travelling to Sylhet | .104 | .038 | .135 | 2.767 | .007 | .934 | 1.070 |
| | Transportation for site visit | .129 | .027 | .251 | 4.785 | .000 | .804 | 1.243 |
| | Expensiveness of transportation in Sylhet | .226 | .028 | .427 | 8.021 | .000 | .781 | 1.280 |

a. Dependent Variable: Overall condition of Transportation in Sylhet

6.2. Overall condition of Accommodation facility in Sylhet

To examine the overall condition of accommodation in Sylhet another regression analysis has been conducted. In this analysis, overall condition of accommodation in Sylhet is considered as dependent variable and accommodation facility in Sylhet, accommodation around favorite site, and expensiveness of accommodation in Sylhet are considered as independent variables.

The model summary of the analysis in Table 4 shows that value of R=.873 which indicates that there is a strong correlation between dependent and independent variables in the regression model. On the other hand, Adjusted R² indicates 75.60% of the variability in overall condition of accommodation in Sylhet can be explained by the three independent variables. From ANOVA table, Table 5 it is found that the P value is less than .05 which is significant.

If we look at the Coefficients, Table 6, we see the average overall condition of accommodation in Sylhet is increased by 0.318 for every additional score on accommodation facility in Sylhet; the average overall condition of accommodation in Sylhet is increased by 0.350 for every additional score on accommodation around favorite site; and the average overall condition of accommodation in Sylhet is increased by 0.317 for every additional score on expensiveness of accommodation in Sylhet.

From this analysis we find that accommodation around favorite site has the highest impact on overall condition of accommodation in Sylhet while Expensiveness of accommodation in Sylhet has the lowest impact.

Table 4

| Model Summary | | | | | | | | | | |
|---|------|----------|-------------------|----------------------------|-----------------|----------|-----|-----|---------------|---------------|
| Model | R | R Square | Adjusted R Square | Change Statistics | | | | | | Durbin-Watson |
| | | | | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .873 | .762 | .756 | .232 | .762 | 131.442 | 3 | 123 | .000 | 1.879 |
| a. Predictors: (Constant), Expensiveness of accommodation in Sylhet, Accommodation around favorite site, Accommodation facility in Sylhet | | | | | | | | | | |
| b. Dependent Variable: Overall condition of Accommodation in Sylhet | | | | | | | | | | |

Table 5

| ANOVA | | | | | | |
|---|----------------|--------|-------------|-------|---------|------|
| Model | Sum of Squares | df | Mean Square | F | Sig. | |
| 1 | Regression | 21.295 | 3 | 7.098 | 131.442 | .000 |
| | Residual | 6.642 | 123 | .054 | | |
| | Total | 27.937 | 126 | | | |
| a. Dependent Variable: Overall condition of Accommodation in Sylhet | | | | | | |
| b. Predictors: (Constant), Expensiveness of accommodation in Sylhet, Accommodation around favorite site, Accommodation facility in Sylhet | | | | | | |

Table 6

| Coefficients | | | | | | | | |
|---|--|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .353 | .186 | | 1.902 | .059 | | |
| | Accommodation facility in Sylhet | .318 | .043 | .352 | 7.462 | .000 | .866 | 1.154 |
| | Accommodation around favorite site | .350 | .031 | .513 | 11.482 | .000 | .967 | 1.034 |
| | Expensiveness of accommodation in Sylhet | .317 | .035 | .436 | 9.093 | .000 | .842 | 1.188 |
| a. Dependent Variable: Overall condition of Accommodation in Sylhet | | | | | | | | |

6.3. Overall condition of Food in Sylhet

To examine the overall condition of food in Sylhet the third regression analysis has been conducted. In this analysis, overall condition of food in Sylhet is considered as dependent variable and quality of food in Sylhet, food around favorite site, and expensiveness of food in Sylhet are considered as independent variables.

Here, the model summary of the analysis in Table 7 shows that value of R=.895 which indicates that there is a strong correlation between dependent and independent variables in this regression model. On the other hand, Adjusted R² indicates 79.50% of the variability in overall condition of food in Sylhet can be explained by the three independent variables. From ANOVA table, Table 8, it is found that the P value is less than .05 which is significant.

If we look at the Coefficients, Table 9, we see the average overall condition of food in Sylhet is increased by 0.337 for every additional score on quality of food in Sylhet; the average overall condition of food in Sylhet is increased by 0.274 for every additional score on Food around favorite site; and the average overall condition of food in Sylhet is increased by 0.289 for every additional score on expensiveness of food in Sylhet.

From this analysis we find that quality of food in Sylhet has the highest impact on overall condition of food in Sylhet while Food around favorite site has the lowest impact.

Table 7

| Model Summary | | | | | | | | | | |
|--|------|----------|-------------------|----------------------------|-----------------|----------|-----|-----|---------------|---------------|
| Model | R | R Square | Adjusted R Square | Change Statistics | | | | | | Durbin-Watson |
| | | | | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .895 | .800 | .795 | .245 | .800 | 164.299 | 3 | 123 | .000 | 1.969 |
| a. Predictors: (Constant), Expensiveness of food in Sylhet, Food around favorite site, Quality of food in Sylhet | | | | | | | | | | |
| b. Dependent Variable: Overall condition of Food industry in Sylhet | | | | | | | | | | |

Table 8
ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|---------|------|
| 1 | Regression | 29.630 | 3 | 9.877 | 164.299 | .000 |
| | Residual | 7.394 | 123 | .060 | | |
| | Total | 37.024 | 126 | | | |
| a. Dependent Variable: Overall condition of Food industry in Sylhet | | | | | | |
| b. Predictors: (Constant), Expensiveness of food in Sylhet, Food around favorite site, Quality of food in Sylhet | | | | | | |

Table 9
Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---------------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .656 | .142 | | 4.616 | .000 | | |
| | Quality of food in Sylhet | .337 | .038 | .425 | 8.896 | .000 | .711 | 1.407 |
| | Food around favorite site | .274 | .031 | .373 | 8.969 | .000 | .940 | 1.064 |
| | Expensiveness of food in Sylhet | .289 | .034 | .416 | 8.505 | .000 | .679 | 1.472 |
| a. Dependent Variable: Overall condition of Food industry in Sylhet | | | | | | | | |

6.4. Tourist satisfaction from travelling Sylhet

Finally, it is time to examine the tourist satisfaction from travelling Sylhet the fourth regression analysis has been run. For this analysis, tourist satisfaction from travelling Sylhet is considered as dependent variable and overall condition of transportation in Sylhet, overall condition of accommodation facility in Sylhet, and overall condition of food in Sylhet are considered as independent variables.

In the final analysis, the model summary in Table 10 shows that value of R=.755 which indicates that there is a strong correlation between dependent and independent variables in this regression model. On the other hand, Adjusted R² indicates 55.90% of the variability in tourist satisfaction from travelling Sylhet can be explained by the three independent variables. From ANOVA table, Table 11, it is found that the P value is less than .05 which is significant.

If we look at the Coefficients, Table 12, we see the average tourist satisfaction from travelling Sylhet is increased by 0.173 for every additional score on overall condition of Transportation in Sylhet; the average tourist satisfaction from travelling Sylhet is increased by 0.257 for every additional score on overall condition of Accommodation in Sylhet; and the average tourist satisfaction from travelling Sylhet is increased by 0.278 for every additional score on overall condition of Food industry in Sylhet. From this analysis it is found that overall condition of Food industry in Sylhet has the highest impact on tourist satisfaction from travelling Sylhet while overall condition of Transportation in Sylhet; has the lowest impact.

Table 10

Model Summary

| Model | R | R Square | Adjusted R Square | Change Statistics | | | | | | Durbin-Watson |
|--|------|----------|-------------------|----------------------------|-----------------|----------|-----|-----|---------------|---------------|
| | | | | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .755 | .569 | .559 | .239 | .569 | 54.237 | 3 | 123 | .000 | 1.944 |
| a. Predictors: (Constant), Overall condition of Food industry in Sylhet, Overall condition of Transportation in Sylhet, Overall condition of Accommodation in Sylhet | | | | | | | | | | |
| b. Dependent Variable: Tourist satisfaction from travelling Sylhet | | | | | | | | | | |

Table 11

ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|--------|------|
| 1 | Regression | 9.318 | 3 | 3.106 | 54.237 | .000 |
| | Residual | 7.044 | 123 | .057 | | |
| | Total | 16.362 | 126 | | | |
| a. Dependent Variable: Tourist satisfaction from travelling Sylhet | | | | | | |
| b. Predictors: (Constant), Overall condition of Food industry in Sylhet, Overall condition of Transportation in Sylhet, Overall condition of Accommodation in Sylhet | | | | | | |

Table 12

| Coefficients | | | | | | | | |
|--------------|---|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.296 | .213 | | 6.081 | .000 | | |
| | Overall condition of Transportation in Sylhet | .173 | .048 | .233 | 3.616 | .000 | .841 | 1.189 |
| | Overall condition of Accommodation in Sylhet | .257 | .052 | .336 | 4.928 | .000 | .754 | 1.325 |
| | Overall condition of Food industry in Sylhet | .278 | .044 | .419 | 6.397 | .000 | .817 | 1.224 |

a. Dependent Variable: Tourist satisfaction from travelling Sylhet

7. KEY FINDINGS

From literature review and the above analysis, few findings have been drawn. These are as follows:

- Strong relationship between constituents of tourism and tourist satisfaction:** Satisfaction of tourist largely depends on the three main constituents of tourism. In case of Sylhet region, it is found that condition of the constituents of tourism plays role for satisfying tourists.
- Poor condition of transportation facilities in Sylhet:** Overall condition of transportation facilities has the least influence on tourist satisfaction from traveling Sylhet. In all aspects of transportation, tourists are not that satisfied. For all types of transportation mode, tourists show their dissatisfaction while they were responding to the questionnaire survey and it is reflected in the analysis result.
- Satisfactory accommodation facilities in Sylhet:** According to this study, the accommodation facilities in Sylhet are satisfactory. There is a good positive influence of accommodation facility on tourist satisfaction.
- Unavailability of foodstuff around favorite tourist spots:** In many tourist sites in Sylhet, it is a huge problem to find out healthy and tasty food for tourists.

8. RECOMMENDATIONS

On the basis of the entire study, there are some recommendations for concerned authorities for attracting more tourists to Sylhet region. These are as follows:

- Development of transportation infrastructure and facilities:** It is essential to develop suitable and safe transportation infrastructures and facilities for tourists so that they can reach Sylhet and roam around their favorite tourist spots. These infrastructures and facilities should include different modes of transportation *i.e.* roads, railways, waterways, terminals, stations, airports, vehicles etc. At the same time, it is also essential to develop service oriented human resource to ensure tourists' pleaser and comfort.
- Maintaining accommodation facilities:** This study is conducted in Sylhet region and the respondents are satisfied with the accommodation facility in Sylhet. Now it is time for maintaining the accommodation facility for tourists who are coming next so that Sylhet region can carry on its good will as a popular tourist destination. Two things should be considered here – one is the comfort ability, and the other one is affording ability. Again, service oriented human resource should be developed and maintain to ensure services for tourists' pleaser and comfort.
- Foodstuff around favorite tourist spots:** Healthy and testy foodstuff should be available at an affordable price around different favorite tourist spots. This initiative will make tourists more relaxed while they will spend their time in a spot.

9. CONCLUSION

As this study was conducted to find out the influence of the elements which affect tourist satisfaction in Sylhet region, the focus of the study was only on the relationship of the constituents of tourism and tourist satisfaction. So it was not possible to investigate other influential issues that can affect tourist satisfaction. This study shows a strong relationship between constituents of tourism and tourist satisfaction. The main three constituents of tourism are transportation, accommodation, and food. All of these tree elements have impact on tourist satisfaction in Sylhet region. There are a few recommendations for concerned authorities for making Sylhet as an attractive popular tourist destination. It will help Sylhet foe economic development and employment generation. Every things should be undertaken keeping all the characteristics of Sylhet as it is.

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