

Impact of Indigenous Culture on Tourists Satisfaction and Loyalty: Studying Bandarban Sadar as Potential Destination

Mst. Jannatul Mawa*

Noakhali Science and Technology University (NSTU). Bangladesh.

ABSTRACT

The purpose of this article empirically investigates whether any significant impact of indigenous culture affects the tourists satisfaction which ultimately leads to tourist loyalty at Bandarban Sadar considered as a tourist appealing destination. Two hypotheses were developed. Descriptive research has been conducted to gain an insight of the topic and to find out the determinants and in turn, this paper reports on the findings based on a conclusive (descriptive) research. Semi- structured questionnaire is developed and administered to a non-probabilistic convenience sample of 100 tourists. To conduct this article quantitative data have been collected that belongs to descriptive research respectively. The respondents ratings of 13 statements are then factor analyzed to determine the underlying indigenous cultural factors. It has been observed that there are some interdependent indigenous cultural determinants affecting tourist's satisfaction and loyalty towards Bandarban. Three factors emerged and used as independent variables in regression analysis. Results indicate that significant impact of some of the indigenous cultural determinants to tourists' satisfaction and loyalty at Bandarban. This helps to highlight that (Tourists - Host Interaction, Cultural Diversity with Ethnic Beauty, Memorable Experience from Cultural Attractions) these all three factors are interrelated and highly influential in tourist's satisfaction and loyalty at Bandarban Sadar as a potential destinations for tourists.

Keywords: Bandarban, Destination, Factor Analysis, Indigenous Culture, Loyalty, Regression Analysis, Tourist Satisfaction.

1. INTRODUCTION

It is very imperative to determine the destination image while taking decisions which tourism destinations is the most attractive for tourists. Because it is assumed that it will result in a positive image of a destination, loyalty to tourist destinations and satisfaction felt by tourists, such as variables. In addition, the loyalty is a concept closely related to tourists' satisfaction and as a result even with the ideas there is a high degree of satisfaction with loyal tourists. It is well established in the tourism literature that both the tourist's overall satisfaction and his /her intention to return that denote as tourist loyalty are partially determined by his /her assessment of the different attributes or determinants related to that destination. As we did this article based on tribal indigenous culture on Bandarban, so in this case, many studies explore the performance of that destination and the lifestyles of tribal people based on the article of the satisfaction expressed by its tourists regarding different factors such as vital indigenous cultural determinants that describe the destination. These

* E-mail: orin7860@gmail.com

studies presuppose that to find out how the tourist feels about a destination and including its indigenous culture of the tribal it is enough to examine his/her satisfaction, as measured on a Likert scale Strongly Disagree (SD, Disagree (D), Neither Agree nor Disagree/ Indifferent (I), Agree (A) or Strongly Agree (SA).

2. LITERATURE REVIEW

Culture is a concept that is constructed and represented symbolically (Linnekin, 1997). Representations not only reflect reality but help to constitute reality (Duncan, 2001). Cultural representation has received increased attention in tourism studies in recent years (Cornelissen, 2005; Hoffstaedter, 2008; Pritchard, & Morgan, 2001; Santos, & Yan, 2008; Tang, 2005). Tourism exerts a powerful influence shaping cultural images of ethnic groups in many countries (Berghe, 1984). Therefore, examinations of the impacts of tourism on cultural representation are needed, particularly in areas such as ethnic tourism.

Research considering tourism and cultural industries highlight mainly the reciprocal benefit that industry can gain from common strategies (McKercher, Ho, & Cros, 2005). Previous studies have demonstrated that cultural tourists have relatively high income or wealth, better education, higher age and are female (Kim, Cheng, & O'Leary, 2007). Other studies focus on the influence of culture on tourist behavior (Correia, Kozak, & Ferradeira, 2011; Tohmo, 2005). For example, Correia et al. (2011) demonstrate that the national culture influences directly the pattern of vacation decision in various ways (quality, brand and price). Empirical studies investigate the relationship between tourism and a wide range of cultural experiences (Guzman, Leones, Tapia, Wonga, & Castro, 2006; Formica, & Uysal, 1998; Kim et al., 2007; McKercher et al., 2005). According to Cuccia, and Rizzo (2011) cultural tourism is an increasing segment of tourism demand that can reduce seasonality in tourism. But they also show that the contribution of cultural heritage is rather limited in destinations close to the sea. Difference in domestic and foreign tourism are also investigated in various studies (Papatheodorou, 1999), for two main reasons, from one hand domestic tourism is dominant with respect to international tourism flows in terms of both size and economic contribution.

The relationship between loyalty and satisfaction is fairly well documented. However, it not entirely symmetrical: loyal customers tend to be satisfied, but satisfaction does not always translate into loyalty. Moreover, a satisfied customer is not always a loyal one, while dissatisfaction does not necessarily entail the lack of loyalty (Otto, & Ritchie, 1996). Perhaps this results from the fact that loyalty may also be influenced by other factors than satisfaction.

Loyalty towards a travel agency, destination or visitor attraction is one of the major indicators of the success of marketing strategy in tourism and constitutes one of the major axioms in tourism management. Loyal customers are much more resistant to competitors, as they believe their current provider will be able to satisfy their expectations like no other.

Repurchase intention is defined as the customer's decision to engage in future activity with a service provider. In the tourism and recreation sectors, this takes form of a repurchase of tourism or recreational service or a revisit of a destination or visitor attraction. Revisit intentions do not necessarily imply loyalty towards an attraction; they may simply result from mere force of habit or the lack of other opportunities. However, they constitute a more reliable indicator of future behavior than satisfaction or the perception of product quality.

Studies within the tourism sector confirm the relationship between satisfactions and revisit intentions, showing that satisfied customers are more inclined to loyalty towards the provider and to repurchase intentions (Kozak, 2003). Benefits of a loyal base of returning visitors include: an opportunity to lower marketing expenses, an increase in sales and attendance, and a reduction of operating costs. Moreover, loyal visitors need less information and themselves serve as a source of information for others.

3. CONCEPTUAL FRAMEWORK

3.1 Culture and Cultural Tourism Concept

A culture is a set value of norms among a certain group of people, and takes them together to constitute the way these people live. Cultural tourism is experiential tourism based on being involved in and stimulated by the performing arts, visual arts, and festivals.

3.2 Tourist Satisfaction Concept

Customer (tourist) satisfaction has been a subject for discussions on marketing and tourism literature and defined in various ways (Oliver 1980).

3.3 Loyalty Concept

Loyalty can be defined as the future manner assurance to buy a product or service. From this aspect, loyalty can be established by observing direct buying attitude and buying frequency or by focusing on the selling number of a product or service as well as measuring the attitude to buy it once again indirectly

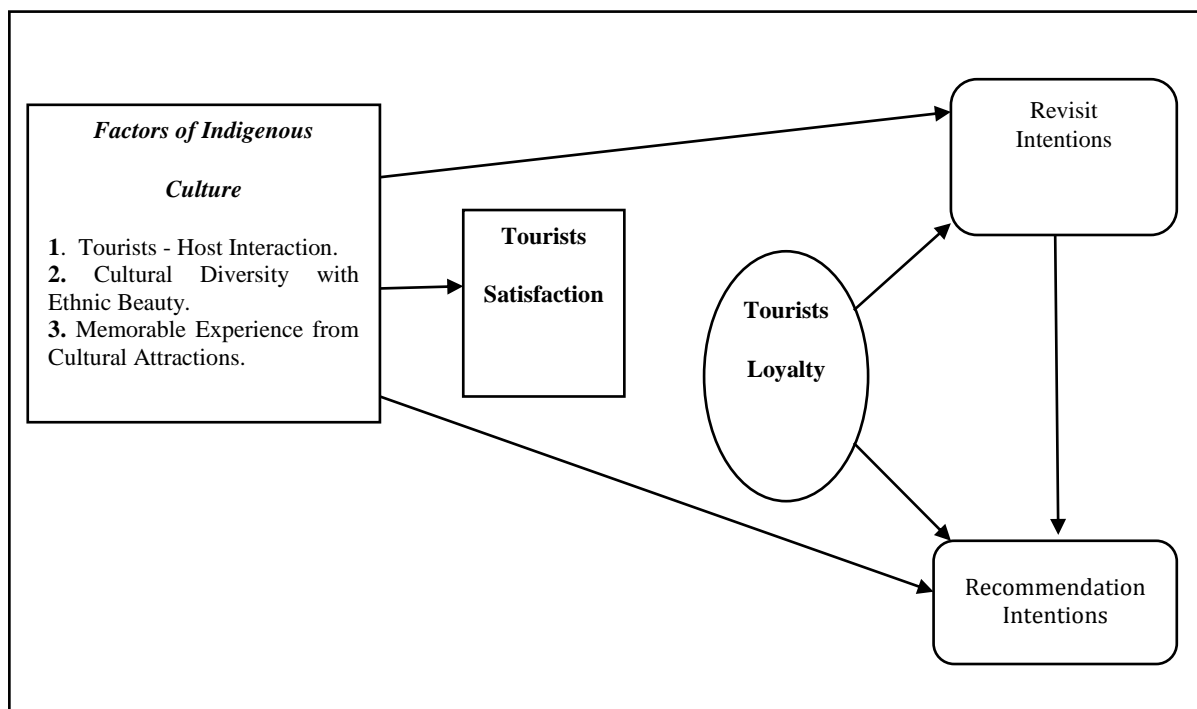


Figure 1: Research model.

Why people visit Bandarban? And basically what are the main indigenous cultural determinants which have an influential role to grab more tourists which leads tourist satisfaction at the same time increases tourist loyalty?

This research paper is mainly based on thirteen (13) vital indigenous cultural determinants such as: 1) welcoming attitude of the host community, 2) multi-colored lifestyles of tribal or cultural displays, 3) performing arts or concerts and craft workshops, 4) festivals or fairs/cultural event with memorable experience, 5) tribal cuisine and food habit, 6) tribal rituals, 7) local handicrafts exhibition of tribal community, 8) tribal traditional appearance or dress code, 9) theatre or entertainment activities of tribal, 10) traditional items of tribal, 11) direct interaction between tourists and host, 12) cross- cultural contact, 13) dissimilarity issues related to color, language and way of living of tribal, And here we tried to find out the *indigenous cultural factors* affect tourist satisfaction and loyalty either directly or indirectly and to investigate the effect of satisfaction on loyalty was carried out according to the research model in figure 1. And for this reason this 13 vital determinants have been converted into three (3) key factors that is 1) Tourists - Host Interaction, 2) Cultural Diversity with Ethnic Beauty and 3) Memorable Experience from Cultural Attractions.

4. OBJECTIVES OF THE ARTICLE

The first and foremost objective of this research is to develop a deep understanding of “the impact of indigenous culture of Bandarban which affects tourist’s satisfaction which ultimately leads to tourist’s loyalty. So here our main research objective is:

4.1 Broad Objective

To discover and analyze the influential indigenous cultural determinants that affect tourist’s satisfaction which ultimately leads to tourist’s loyalty at Bandarban Sadar as a potential tourist’s destination.

4.2 Specific Objectives

To address our broad objective, several sub-questions need to be researched:

- i. To investigate the various indigenous cultural events, festivals, occasions as well as tribal lifestyles as the main criteria people want to visit Bandarban as a potential tourist destination.
- ii. To examine the whole set of interdependent relationships among the identified cultural determinants and represent those in terms of few underlying factors.
- iii. To analyze whether there is any associative relationship between satisfaction (dependent variable) and the selected independent variables (underlying indigenous cultural factors) as well as to measure the strength of this association.
- iv. To investigate if there is a direct positive relationship between tourists satisfaction and revisit intentions as well as direct positive relationship between tourists satisfaction and recommendation intention to others regarding Bandarban Sadar as a potential destination for the tourists.

5. METHODOLOGY

5.1 Research Design

This article is a descriptive type of research and data have been collected by using a purposive sampling method. To conduct this article quantitative data have been collected that belongs to descriptive research respectively. The survey questionnaire consisted of total 13 most vital sample questions that were used to evaluate 100 people who have already visited Bandarban Sadar.

a. Sources of Data

Necessary information is gathered from both primary and secondary sources to bring out the research objective. The literature review part of the report is mainly based on *secondary data* which is gathered from the websites and journals. For the purpose of the article, *primary data* have been collected from various relevant sources who have already visited Bandarban. *Statistical data* was collected from Bangladesh Parjatan Corporation (BPC), Bangladesh Tourism Board (BTB), Bangladesh Bureau of Statistics (BBS), Tourism Operators Association of Bangladesh (TOAB), Association of Tourism Agency of Bangladesh (ATAB), Ministry of Civil Aviation & Tourism (MoCAT), Government of Bangladesh (GoB), National Hotel & Tourism Training Institute (NHTTI), Dhaka University (DU), NGO, and Tourism Stakeholders. Moreover some data are gathered from review of available documents, questionnaires, Young generation or students from colleges/ universities.

b. Measurement and Scaling Techniques

For scaling purpose, the *5-point Likert Scale* of the itemized rating scale (*Noncomparative Scaling*) has been used. Respondents were asked to rate thirteen (13) cultural dimensions on a 5-point Likert Scale from Strongly Disagree (SD), Disagree (D), Neither Agree nor Disagree/ Indifferent (I), Agree (A) to Strongly Agree (SA) relative to whether or not the impact of indigenous culture of Bandarban affects tourist's satisfaction which ultimately leads to tourists' loyalty.

5.4 Sampling Design and Procedure

5.4.1 Target Population

- Elements: Both male and female tourists (age between 20 to 50)
- Target Group: Tourists, students, backpackers, short-term visitors, culture-seekers, adventurous, nature-lovers, as well as majorly from some tribal.

5.4.2 Sampling Technique and Sample Size

Data have been collected using a convenience sampling (non-probability) sampling and the total sample size is 100. Male and female of various ages within 20 to 50 have been selected. Among 100 samples the numbers of male was 58 and the numbers female was 42.

c. Statistical Technique used to Analyze the Data

Factors and regression analysis (dependence technique) of *multivariate techniques* have been carried out and to get the results, SPSS has been used. The data have been collected on 13 variables that are closely related with affecting the tourist's satisfaction and loyalty. For the purpose of the data reduction and summarization, relationships among sets of many interrelated variables are examined and represented in terms of few underlying factors. At

the beginning, the data was factor analyzed using *principle components analysis* with varimax rotation and personal correlation to come up with a set of small number of uncorrelated factors. As the result of this factor analysis need to be used in subsequent multivariate analysis, principle component analysis has been used. From about 13 variables, three (3) factors solution resulted and have been used as independent variables (metric) in the regression analysis. Tourist satisfaction and loyalty served as the dependent variable (metric). Then *multiple regression analysis* has been conducted to show how the dependent variable changes according to the changes in independent variables.

6. APPROACH TO THE PROBLEM

6.1 Analytical Model (Mathematical):

For the Factor Analysis:

$$F_i = W_{i1}X_1 + W_{i2}X_2 + W_{i3}X_3 + \dots + W_{ik}X_k \quad (1)$$

Where,

F_i = Estimate of the i th factor

W_i = Weight or factor score coefficient

K = Number of variables

Where,

X1= Welcoming attitude of host community

X2= Multi-colored lifestyles of tribal

X3= Performance arts or concerts

X4= Festivals or Fairs with

X5= Tribal cuisine and food habit

X6= Tribal Rituals, Ceremonies, Music and Tradition

Memorable Experience

X7= Local Handicrafts Exhibition

X8= Tribal Traditional Appearance or Dress code

X9= Theatre or Entertainment Activities of Tribal

X10= Traditional Items

X11= Direct Interaction between Tourists and Host

X12= Cross-Cultural Contact

X13= Dissimilarity Issues related to Color, Language and Way of Living

For the Regression Analysis:

$$Y^{\wedge} = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_kx_k \quad (2)$$

Where,

Y= Dependent or Criterion Variable

x= Independent or Predictor Variable

a= Intercept of the Line

b1= Slope of the Line

6.2 Hypothesis

Hypothesis-1

H0: There is no correlation among the set of identified indigenous cultural determinants that affect tourist's satisfaction which ultimately leads to tourist loyalty at Bandarban Sadar considered as a tourist hot spot. That means thirteen (13) identified variables are uncorrelated.

H1: The variables are highly correlated.

Hypothesis-2

H0: No relationship exists among the dependent variable (tourist's satisfaction) and the independent variables (obtained uncorrelated factors, i.e., tourists - host interaction, cultural diversity with ethnic beauty, memorable experience from cultural attractions) that form the indigenous cultural impact on tourist's satisfaction & loyalty.

H1: there is relationship among the tourist's satisfaction on indigenous culture of Bandarban and the obtained uncorrelated factors.

7. DATA ANALYSIS AND RESULT

7.1 Factor Analysis

There were thirteen (13) variables, most of which are correlated and which must be reduced to a manageable level. By using factor analysis, the whole set of interdependent relationships among variables have been examined. Using varimax rotation, thirteen (13) variables are reduced into three (3) uncorrelated factors having Eigenvalue greater than 1.0. *Principle Component Analysis* has been selected to determine the minimum number of factors that will account for maximum variance in the data for use in subsequent multivariate analysis.

7.1.1 Testing Hypothesis-1: KMO and Bartlett's Test

The null hypothesis, that the thirteen (13) variables are uncorrelated to the population or the population correlation matrix (Table 1) is an identity matrix, is rejected by the Bartlett's test of sphericity (Table 2). The test statistic for sphericity is based on a Chi-Square transformation of the determinant of the correlation matrix. A large value of the test statistic favors the rejection of the null hypothesis. From the table, it has been found that the approximate chi-square statistics is 1800.054 with 78 degrees of freedom which is significant at .05 levels. Besides, high values (between .5 and 1.0) of KMO measure of sampling adequacy indicate that the factor analysis is appropriate. Here, as the value of the

KMO statistic (Table 2) is .712, the factor analysis is considered an approximate technique for analyzing the data.

Table 1 Correlation Matrix

	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
X1	1.00 0	.163	.178	.217	-.036	.171	.078	-.043	.135	.752	.922	.822	.885
X2	.163	1.00 0	.788	.918	.090	.808	.098	.099	.096	.189	.174	.198	.149
X3	.178	.788	1.000	.788	.155	.937	.079	.212	.109	.223	.219	.195	.271
X4	.217	.918	.788	1.000	.087	.755	.105	.091	.096	.240	.213	.231	.243
X5	-.036	.090	.155	.087	1.000	.153	.842	.917	.783	.005	.080	-.004	.044
X6	.171	.808	.937	.755	.153	1.000	.029	.215	.065	.187	.211	.171	.233
X7	.078	.098	.079	.105	.842	.029	1.000	.758	.939	.110	.182	.113	.116
X8	-.043	.099	.212	.091	.917	.215	.758	1.000	.762	-.006	.070	-.031	.058
X9	.135	.096	.109	.096	.783	.065	.939	.762	1.000	.147	.243	.141	.192
X10	.752	.189	.223	.240	.005	.187	.110	-.006	.147	1.000	.768	.937	.810
X1 1	.922	.174	.219	.213	.080	.211	.182	.070	.243	.768	1.000	.779	.914
X1 2	.822	.198	.195	.231	-.004	.171	.113	-.031	.141	.937	.779	1.000	.768
X1 3	.885	.149	.271	.243	.044	.233	.116	.058	.192	.810	.914	.768	1.000

Table 2 KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.712
Approx. Chi-Square	1800.054
Bartlett's Test of Sphericity	Df
	78
	Sig.
	0.000

7.1.2 Communalities, Initial Eigen Values and Extraction Sums of Squared Loadings

In Table 3, 'Initial' column of 'Communalities' shows that the Communality for each variable is 1.0 as unities are inserted in the diagonal of the correlation matrix. The second column (Extraction) gives relevant information after the desired numbers of factors have been extracted. The total variance accounted by all the thirteen variables is 13, which is equal to the number of variables. Factor 1 account for a variance of 5.119, which is (5.119/13) or 39.375% of the total variance. Likewise the next two factors account for 26.149 % and 22.096% of the total variance respectively. Here the first three (3) factors combined account for 87.621% of the total variance. The 'Extraction Sums of Square Loadings' shows the variances associated with the factors that are retained. These are the same as under 'Initial Eigen Values'.

Table 3 communalities, initial eigen values and extraction sums of squared loadings

Communalities		
	Initial	Extraction
Welcoming Attitude of Host Community	1.000	0.889
Multi-colored Lifestyles of Tribal	1.000	0.879
Performance of Arts or Concerts	1.000	0.886
Festivals or Fairs with Memorable Experience	1.000	0.853
Tribal Cuisine or Food Habit	1.000	0.903
Tribal Rituals ,Ceremonies, Music and Tradition	1.000	0.882
Local Handicrafts Exhibition	1.000	0.898
Tribal Traditional Appearance or Dress code	1.000	0.857
Theatre or Entertainment Activities of Tribal	1.000	0.880
Traditional Items	1.000	0.836
Direct Interaction between Tourists and Host	1.000	0.891
Cross-Cultural Contact	1.000	0.853
Dissimilarity Issues related to Color, Language, and Way of Living	1.000	0.882
Extraction Method: Principal Component Analysis.		

Table 4 Determining the number of factors

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.119	39.375	39.375	5.119	39.375	39.375
2	3.399	26.149	65.525	3.399	26.149	65.525
3	2.873	22.096	87.621	2.873	22.096	87.621
4	0.500	3.848	91.469			
5	0.394	3.029	94.498			
6	0.228	1.751	96.249			
7	0.155	1.194	97.443			
8	0.097	0.749	98.192			
9	0.089	0.682	98.873			
10	0.051	0.395	99.269			
11	0.039	0.297	99.566			
12	0.032	0.245	99.811			
13	0.025	0.189	100.000			

The numbers of factors have been determined based on several considerations: (i) Eigen Value (only three (3) factors with eigen values greater than 1.0 are retained, [Table 3]); (ii) Scree plot (the plot [Figure 2] has a distinct break (at 3 factors) between the steep slope of factors, with large eigenvalues and gradual trailing off (Scree) associated with the rest of the factors); (iii) percentage of variance (the factors extracted should account for at least 60% of the variance and here, the first three (3) factors account for 87.621% of the total variable [Table 3]).

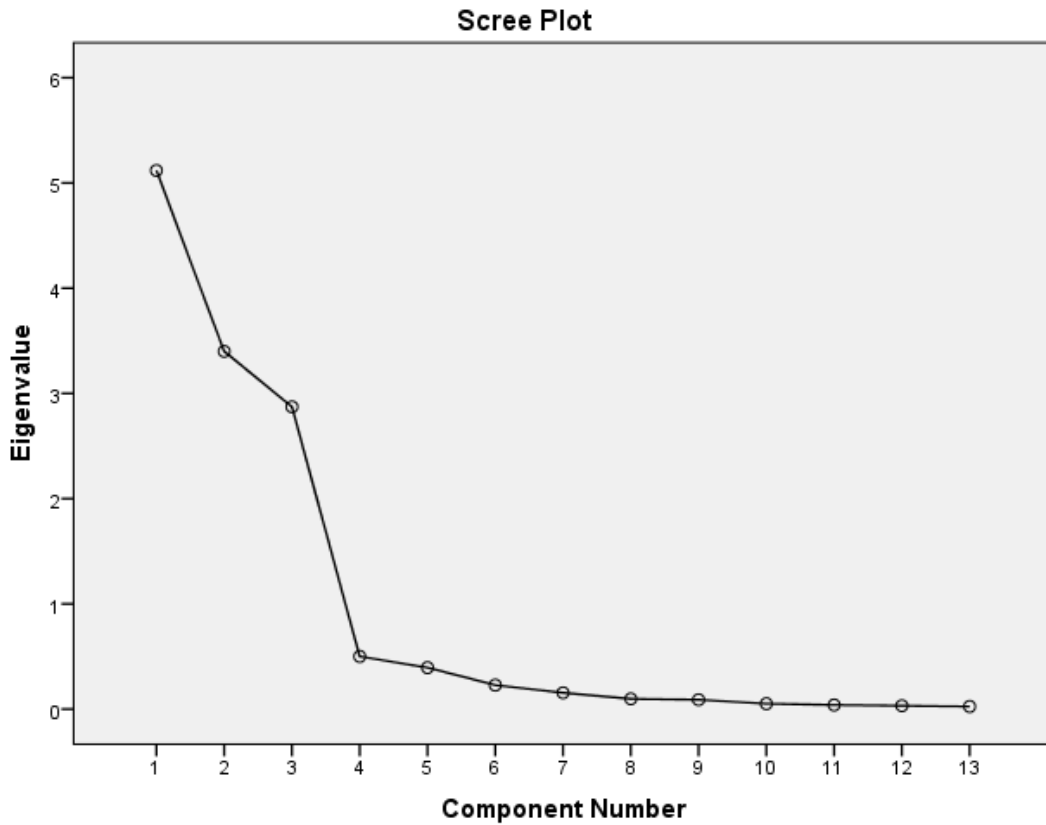


Figure 2: Scree plot

7.1.3 Rotated Component Matrix

Table 5 Rotated component matrix

	Rotated Component Matrix		
	Component 1	Component 2	Component 3
Welcoming Attitude of Host Community (X1)	.939	-.011	.082
Multi-colored Lifestyles of Tribal (X2)	.084	.039	.933
Performance of Arts or Concerts (X3)	.125	.089	.929
Festivals or Fairs with Memorable Experience (X4)	.146	.037	.911
Tribal Cuisine or Food Habit (X5)	-.035	.946	.081
Tribal Rituals, Ceremonies, Music, and Tradition (X6)	.098	.065	.932
Local Handicrafts Exhibition (X7)	.096	.943	.008
Tribal Traditional Appearance or Dress code (X8)	-.049	.916	.123
Theatre or Entertainment Activities of Tribal (X9)	.153	.925	.017
Traditional Items (X10)	.907	.019	.116
Direct Interaction between Tourists and Host (X11)	.932	.111	.099
Cross-Cultural Contact (X12)	.918	.008	.102
Dissimilarity Issues related to Color, Language, and Way of Living(X13)	.929	.064	.126

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 4 iterations.

A three (3) factor solution resulted from the thirteen (13) variables, with the factors being labeled as:

1	Tourists- Host Interaction (X1)	:	Welcoming attitude of host community (X1), Traditional Items (X10), Direct Interaction between Tourists and Host (X11), Cross-Cultural Contact (X12), Dissimilarity Issues related to Color, Language and Way of Living (X13)
2	Cultural Diversity with Ethnic Beauty(X2)	:	Tribal cuisine and food habit(X5), Local Handicrafts Exhibition(X7), Tribal Traditional Appearance or Dress code (X8), Theatre or Entertainment Activities of Tribal (X9)
3	Memorable Experience from Cultural Attractions (X3)	:	Multi-colored lifestyles of tribal (X2), Performance of arts or concerts (X3), Festivals or Fairs with Memorable Experience (X4), Tribal Rituals, Ceremonies, Music and Tradition (X6)

7.2 Regression Analysis

The three (3) factors that have been identified from the factor analysis are used as independent variables (metric) in the regression analysis and the dependent variable (metric) is 'tourist's satisfaction and loyalty on indigenous culture of Bandarban Sadar'.

Table 6 Model summary & ANOVA

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941 ^a	.886	.882	.28405

a. Predictors: (Constant), Tourists - Host Interaction, Cultural Diversity with Ethnic Beauty, Memorable Experience from Cultural Attractions.

Table 7 ANOVA (Analysis of Variance)

ANOVA (Analysis of Variance)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.044	3	20.015	248.055	.000 ^b
	Residual	7.746	96	.081		
	Total	67.790	99			

a. Dependent Variable: Relationship between Satisfaction and Revisit Intentions
 b. Predictors: (Constant), Tourists - Host Interaction, Cultural Diversity with Ethnic Beauty, Memorable Experience from Cultural Attractions.

7.3 Strength of Association

Model summary (Table 5) shows that, the *multiple correlation coefficients*, R is .941. That means there are significant positive relationship existing among dependent and independent variables. Relationship between tourist's satisfaction and revisit intentions is highly correlated with the identified predictors (Tourists - Host Interaction, Cultural Diversity with Ethnic Beauty, and Memorable Experience from Cultural Attractions). The strength of association in multiple regression is measured by the *coefficient of multiple determination*, R² and here R² is .886 that means 88% of the 'tourist's satisfaction is influenced by the

indigenous culture at Bandarban Sadar' and that ultimately leads to the direct positive relationship between tourists satisfaction and revisit intentions which is accounted for by the variation in tourists - host interaction, cultural diversity with ethnic beauty and memorable experience from cultural attractions.

7.3.1 Testing Hypothesis-2

7.3.1.1 Significance of the Overall Regression Equation (ANOVA (b))

The F test is used to test null hypothesis for the overall test that the coefficient of multiple determination in the population, $R^2(\text{pop}) = 0$. Here $R^2 = 0.886$ which means that the null hypothesis can be rejected. This is equivalent to testing the null hypothesis: $H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = 0$. Analysis of variance (Table 7) shows that the overall test is conducted by using an F statistic where, $F = 248.055$ which means the relationship is significant at $\alpha = 0.05$ level with 3 and 96 degrees of freedom. B's value associated with each of the independent variables for the model is not same and that means the null hypothesis can be rejected.

7.3.1.2 Significance of the Partial Coefficients (Coefficients (a))

Table 8 Coefficients

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	3.390	0.028		119.344	0.000
Tourists - Host (X1) Interaction	0.471	0.029	0.569	16.504	0.000
1 Cultural Diversity with Ethnic Beauty (X2)	0.399	0.029	0.482	13.974	0.000
Memorable Experience from Cultural Attractions (X3)	0.475	0.029	0.574	16.628	0.000

a. Dependent Variable: Relationship between Satisfaction and Revisit Intentions

To determine which specific coefficients (β 's) are nonzero, the significance of the partial coefficient for all the variables is tested by t-statistics (Table 6.1). The partial regression coefficient for the tourists- host interaction (X1) is 0.471. The corresponding beta coefficient is 0.569. The value t statistics, $t = 16.504$, with 96 degrees of freedom which is significant at $\alpha = 0.05$. The partial regression coefficient for cultural diversity with ethnic beauty (X2) is 0.399, with a beta coefficient of 0.482. The value t statistics, $t = 13.974$, with 96 degrees of freedom which is also significant at $\alpha = 0.05$. Finally the partial regression coefficient for memorable experience from cultural attractions (X3) is 0.475, with a beta coefficient of 0.574. The value t statistics, $t = 16.628$, with 96 degrees of freedom which is also significant at $\alpha = 0.05$.

So the estimated regression equation is:

$$Y^{\wedge} = 3.390 + 0.569 X_1 + 0.482 X_2 + 0.574 X_3$$

(3)

Or,

The influential indigenous cultural determinants have a direct impact on tourist's satisfaction which ultimately leads to tourist's revisit intentions at Bandarban Sadar as a potential tourist's destination ($Y^{\wedge} = 3.390 + 0.569$ (tourists - host interaction) + 0.482 (cultural diversity with ethnic beauty) + 0.574 (memorable experience from cultural attractions))

7.3.2 Frequency Table

From Table 1, we can see that maximum tourists are the male are about 58 and female tourists are about 42 in our 100-sample size

Table 9 Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	58	58.0	58.0	58.0
	Female	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

8. CONCLUDING REMARKS

The first and foremost objective of our research is to develop a deep understanding about whether or not the influential indigenous cultural determinants that affects tourist's satisfaction which ultimately leads to tourist's loyalty at Bandarban Sadar as a potential tourist's destination. By analyzing our data, we can generalize that all the independent variables contribute in explaining the variation in the 'tourist's satisfaction is influenced by the indigenous culture at Bandarban Sadar and that ultimately leads to the direct positive relationship between tourist's satisfaction and revisit intentions'. As we know that cultural tourism is perceived as an important driver for tourism. Consequently, the attention given to the relationship between tourism and the cultural sector has recently increased significantly because ethnicity has been increasingly promoted to attract tourists and to generate income and foreign exchange for ethnic communities and the countries in which they are located. So, from our article we tried to focus that the significant impact of indigenous culture affects the tourist's satisfaction which ultimately leads to tourist loyalty at Bandarban Sadar considered as a tourist hot spot. Finally, various public and private sector should come forward to patronizing various tribal activities to make the local people living standard up to the mark. At the same time government should take initiatives by organizing several types of training program for both local male and female tribal at Bandarban to make busy themselves.

- i. As we know that welcoming attitude of host community is the most important criteria that directly affect tourist satisfaction and ultimately it leads to tourist loyalty. So tribal people at Bandarban should be properly trained up so that they can behave with the tourists more friendly and warmly.
- ii. The importance should be given towards indigenous people in Bandarban regarding their rituals, ceremonies, music, and traditions as a part of indigenous cultural attraction for the tourists which have a potential impact on tourist satisfaction as well as loyalty.
- iii. Local handicrafts exhibition of tribal people should be patronized by various public and private organizations as well as local stakeholders because it's have an influential role to tourist's cultural participation.
- iv. Local administration should patronize or make arrangements of tribal shopping centre for the tribal people at Bandarban so that they can able sell various types of traditional items like ornaments, barmiz pickle, chador, embroidery dress, to the tourists as a source of earning.

REFERENCES

- Berghe, P. L. V. D. (1984). Tourism as ethnic relations: A case article of Cuzco, Peru. *Ethnic and Racial Studies*, 3(4), 375–392.
- Cornelissen, S. (2005). Producing and imaging 'place' and 'people': The political economy of South African international tourist representation. *Review of International Political Economy*, 12(4), 674–699.
- Correia, A., Kozak, M., & Ferradeira, J. (2011). Impact of Culture on Tourist Decision-making Styles. *International Journal of Tourism Research*, 13(5), 433 – 446.
- Cuccia, T., & Rizzo, I. (2011). Tourism seasonality in cultural destinations: Empirical evidence from Sicily. *Tourism Management*, 32(3), 589 - 595.
- Duncan, L. (2001). Facing the future': Tourism and identity-building in post-socialist Romania. *Political Geography*, 20 (8), 1053–1074.
- Formica, S., & Uysal, M. (1998). Market segmentation of an international cultural-historical event in Italy. *Journal of Travel Research*, 36 (4), 16 – 24.
- Guzman, A. B., Leones, J. D., Tapia, K. K., Wonga, W. G., & Castro, B. V. (2006). Segmenting motivation. *Annals of Tourism Research*, 33(3), 1 – 14.
- Hoffstaedter, G. (2008). Representing culture in Malaysian cultural theme parks: Tensions and contradictions. *Anthropological Forum*, 18 (2), 139–160.
- Kim, H., Cheng, C., & O'Leary, J. T. (2007). Understanding participation patterns and trend in tourism cultural attractions. *Tourism Management*, 28 (5), 1366 – 1371.
- Kozak, M. (2003). Measuring tourist satisfaction with multiple destinations attributes. *Tourism Analysis*, 7(3/4), 229 – 240.
- Linnekin, J. (1997). *Tourism, ethnicity and the state in Asian and Pacific Societies*. Honolulu: University of Hawai'i Press.
- McKercher, B., Ho, P. S. Y., & du Cros, H. (2005). Relationship between tourism and cultural heritage management: Evidence from Hong Kong. *Tourism Management*, 26, (4). 539 – 548.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460 – 469.
- Otto, J. E., & Ritchie, J. (1996). The service experience in tourism. *Tourism Management*, 17(3), 165 – 174.
- Papatheodorou, A. (1999). The demand for international tourism in the Mediterranean region. *Applied Economics*, 31(5), 619 – 630.
- Pritchard, A. & Morgan, N. (2001). Culture, identity and tourism representation: Marketing Cymru or Wales? *Tourism Management*, 22 (2), 167–179.

- Santos, C. & Yan, G. (2008). Representational politics in Chinatown: The ethnic other. *Annals of Tourism Research*, 35 (4), 879 – 899.
- Tang, M. (2005). Representational practices in digital museums: A case article of the national digital museum project of Taiwan. *The International Information and Library Review*, 37, 51–60.
- Tohmo, T. (2005). Economic impacts of cultural events on local economies: an input-output analysis of the Kaustinen Folk Music Festival. *Tourism Economics*, 11(3), 121 – 137.

