

Factors Affecting Bangladeshi Travelers' Selection of Hotels

Bipasha Sukrana, Tanzina Haque & Farjana Islam Jui

Abstract

Understanding the preferences and choices of travelers is essential for hoteliers and other tourism stakeholders as the hotel and tourism sectors in Bangladesh become more and more competitive day by day. The purpose of this study is to look at the key factors that influence hotel choice among Bangladeshi travelers. This study also seeks to offer insights into the particular requirements and expectations of Bangladeshi travelers by examining the elements that affect the hotel selection process. Considering these elements can help hoteliers and other tourism industry professionals tailor their services to the particular requirements and expectations of Bangladeshi travelers. The data for this research was collected through an online survey. A structured questionnaire with a five-point Likert scale is used and data were collected from 379 respondents, of which the valid response rate is 75.8%. The data have been analyzed using descriptive statistics. Research result highlights that 'Staff Service Quality', 'Safety and Security' and 'Value for money' are the three most influential factors in selecting a hotel.

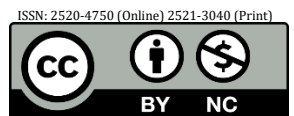


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About Author (s)

Bipasha Sukrana (corresponding author), Lecturer, Department of Tourism and Hospitality Management, European University of Bangladesh, Dhaka, Bangladesh.

Tanzina Haque, Lecturer, Department of Business Administration, European University of Bangladesh, Dhaka, Bangladesh.

Farjana Islam Jui, Lecturer, Department of Tourism and Hospitality Management, European University of Bangladesh, Dhaka, Bangladesh.

1. Introduction

1.1 Introduction

The tourism and hospitality business are vibrant and fascinating one that has emerged as a significant global engine of economic development. As a huge and diverse industry, tourism includes a wide range of travel and leisure-related activities and services. When people go to avail these services, they require a safe place to stay, and hotels perfectly provide this need (Enz, 2009). Indeed, hotels are vital to the expansion and success of the tourism industry (Chen et al., 2012). A hotel is a commercially owned establishment that offers visitors and tourists lodging, food and other related services (Walker, 2002). Internationally, the hotel sector is one of the fastest-growing and due to its labor-intensive nature and its multiplier effect on other sectors, it is also among the sectors that create the most jobs. As a service industry, hotels focus primarily on guest experience and service quality (Hargreaves, 2015). With the passing of time, travelers' traveling behavior and demand are changing, additionally, they have higher travel expectations. So, to provide clients with superior service, sustain the market, and keep their professionalism, it is essential for hotels to completely comprehend travelers' behavior patterns (Yang et al., 2017). Therefore, there is a growth in the building of opulent hotels, so it is incredibly challenging to match the endless range of hotel guests' demands (Chen et al., 2012). So, hoteliers need to have a clear understanding of the distinct characteristics of their visitors so that they can understand the motivating factors, attitudes, and values that influence travelers' impressions and their decision to book a hotel. Since accommodations represent an integral part of the tourism offering, it has a profound effect on travelers' overall satisfaction and how they plan to return or suggest a place to others (Moreno-Perdigón et al., 2021)

In Bangladesh, tourism is now one of the major economic drivers, like in other countries in the world. The people of the country currently travel more frequently than in the past. They travel for a variety of reasons, including as business, recreation, family reunions, education, religious, and other purposes (Collins and Tisdell, 2002). For this reason, they prefer to stay in different types of hotels according to their budget and preferences. In this country, there are currently adequate number of hotels available with one to five stars. Therefore, In the very beginning, the hotelier needs to concentrate on finding the factors that influence travelers' to choose a hotel and then, after carefully examining those elements, they must make an attempt to concentrate more on providing those specific facilities in order to persuade more guests to select their hotel. Furthermore, hotel industry needs to deliver high-quality service and satisfy guests' expectations in order to distinguish their establishment from competitors (Mahdavinia, 2007). Also make the travelers return to the same hotel and promote it to others. This study is designed to learn more about the factors that affect Bangladeshi travelers to select a hotel.

1.2 Overview of the Hotel Industry in Bangladesh

Bangladesh, a true picturesque riverine country is regarded as one of the most well-liked vacation spots on the planet (Chandra and Roy, 2015). For travel and tourism, the country offers adequate lodging facilities across different types of hotels (Miceli, 2023). Different styles of accommodation in Bangladesh such as hotels and resorts have flourished to serve the need for lodging. Sometimes it may be in budget or luxury which helps as a counselor of serving people to discover a worthy accommodation.

The hotel industry in Bangladesh has been experiencing steady growth in recent years (Islam, 2008), as the country's economy continues to expand and more people travel to Bangladesh for business and leisure purposes. There has been a significant increase in the number of hotels, resorts, and guesthouses in major cities and popular tourist destinations throughout the country. The fragmented hotel industry of Bangladesh is ruled by small as well as mediocre-sized proprietor-owned businesses. Like the developed country the United Kingdom and

France, Chain hotels are now labeled as national or multinational in control of some of the most well-known chain as well as designer lodging facilities in the planet. The hotel industry in Bangladesh is growing highly competitive (Talukder et al., 2022) with several international hotel chains having a presence in the country, including Radisson, Westin, Marriott, and Intercontinental. In addition to international hotel chains, there are also many locally-owned hotels, guesthouses, and resorts throughout the country, ranging from budget to luxury accommodations. Some significant star-recommended hotels in Bangladesh are given below:

Table 1: Some significant star hotels in Bangladesh (Source: Booking.com, Tripadvisor)

Category	Hotel Name	Location
Five Star	Pan Pacific Sonargaon Hotel	Dhaka
	Sayeman Beach Resorts	Cox's Bazar
	Radisson Water Garden Hotel	Dhaka
	The Westin Dhaka	Dhaka
	Zabeer Hotel International	Jessore
	Le Meridian Dhaka	Dhaka
	Momo Inn Hotel	Bogura
	Intercontinental Hotel	Dhaka
	Renaissance Dhaka	Gulshan
	Dhaka Regency Hotel	Dhaka
	Hotel Sarina	Dhaka
Four Star	Best Western Plus Maple Leaf	Dhaka
	Hansa- A Premium Residence	Dhaka
	Fars Hotel and Resort	Dhaka
	Platinum Grand	Dhaka
	Hotel Star Pacific	Dhaka
	Hotel Nurjahan Grand	Sylhet
	Amari Dhaka	Dhaka
	Nondini Hotel	Dhaka
	Doreen Hotel	Dhaka
Three Star	Hotel the Capital	Dhaka
	Hotel Shuktara	Dhaka
	The Al Aqsa	Chittagong
	Hotel Khan Palace	Kuakata
	Hotel Afford Inn	Dhaka
	Ascott the residence Dhaka	Dhaka
	Royal Inn Dhaka	Dhaka
	Grand Prince Hotel	Dhaka
	Hotel La Vinci	Dhaka
	Hotel Givenci	Dhaka

International hotel groups such as Holiday Inn, JW Marriott, Swiss otel, Hyatt Regency, Element Hotel, Saint Regis Hotel, and Dusit Hotels are growing their operations in Bangladesh (Uddin and Siddiqui, 2021). Almost 17 star-standard hotels, including 13 five-star hotels, with investments totaling BDT 6, 000 crore will launch in the upcoming years. The Bangladesh Bureau of Statistics (BBS) calculates that the tourism industry generates 3.02 percent of the country's GDP (The Daily Star, 2021). The economic development of Bangladesh has been focused on the hotel business, which contributes 9.3% of the nation's GDP (Gross Domestic Product) (Rahman, 2022). In the 1980s, Bangladesh had just two hotels of a high international standard: one is Hotel Sheraton and another one is Sonargaon (Ashfaq, 2019). More than seven multinational hotel chains now monopolize Bangladesh's regional hospitality market, and they constantly outperform their domestic counterparts in terms of output as well as performance. More hotels with worldwide brands are anticipated to open in the hospitality business over the next ten years.

The demand for travel and tourism in Bangladesh is estimated to reach US\$1853m in the year 2023 (Travel & Tourism - Bangladesh: Statista market forecast, 2023). In this projected market

volume, the market's largest portion is hotel which is US\$972m. The number of hotel user (Guest) penetration is 5.3% in 2023 and this is expected to aim at 6.8% by the year 2027 (Hotels - Bangladesh: Statista market forecast, 2023). The long-term outlook for hotel industry is very positive. 135,186 people visited Bangladesh in December 2021 (Bangladesh visitor arrivals). According to a global tourist survey; the global hotel business would grow at a pace of 4.07% every year through 2023. The growing number of hotels ensure a huge amount of job opportunities. The number of employees including owner, full-time as well as part time workers and inter or trainees engaged in the hotel industry that rose by almost 153% during the 20s from the previous 10 years. Overall, the hotel industry in Bangladesh is poised for continued growth, as the country's economy continues to expand and more people travel to the country for business and leisure purposes.

1.3 Objectives of the Study

The current study attempts to place some significant contribution on the hotel industry in Bangladesh and make hoteliers understand how travelers make their decisions for selecting a particular hotel and what attributes satisfied them and made them revisit the same hotel so that the hotel industry knows their customers exact needs and by meeting them they can survive in this highly competitive hotel industry. Additionally, the following particular goals are supported by this study: (i) To identify various factors that influence travelers' selection of a hotel in Bangladesh, (ii) To determine the factors that affect travelers' levels of satisfaction while staying in their preferred accommodations in Bangladesh, & (iii) To investigate the variables that affect guests' choice of hotels and the likelihood that they will return.

2. Literature Review

In the hospitality industry, sometimes known as the "Hotel industry", is one of the most dynamic industries of the twenty-first century and is crucial in this regard. Hotels are essential to the success and expansion of tourism, which boosts a region's economy (Mahdavinia, 2007). A hotel is a place where travelers can pay to receive services including accommodation, food, safety, and security etc. The hotel industry is a subset of the service sector. The importance of hotels to travelers is universal. Sometimes choosing a hotel can be challenging for travelers because they have to keep a lot of factors in mind. This makes it difficult for them to choose a hotel for their stay at (Chen et al., 2012). The features of services have become such a key concern since customer happiness is determined by the accessibility of client services (Choosrichom, 2011). It is justifiable to state that contentment with a hotel stay is a sum of satisfaction with all the individual aspects of all the items and services that compose the experience because the majority of hospitality experiences are an aggregation of products and services (Pizam et al., 2016). According to Mahdavinia (2007), Hotels have a major impact on how satisfied tourists are. Although there is a boom in the building of opulent hotels, it is extremely difficult to satisfy the endless variety of hotel guests' expectations. Hotel management must offer their customers the highest level of service and fulfill their expectations in order to distinguish their establishment from competitors (Mahdavinia, 2007). Customer satisfaction and word-of-mouth marketing combined with the development of a strong hotel-guest connection, which is essential to the success of hospitality businesses (Yang et al., 2017). Liu et al. (2017) added that guest satisfaction is the determinant of and the secret to success in the hotel industry, as hotels are not able to compete effectively without fulfilling their customers' wishes.

From the perspective of some researchers, one of the main hurdles for a traveler in making decisions is the choice of hotel. Choosing the best place to stay can occasionally be a very difficult task. An extensive hotel selection strategy could assist in enabling hotel owners,

general managers, and the tourism sector as a whole to decide on more useful measurements of good service quality for a higher rate of contentment (Sohrabi et al., 2012).

Another significant aspect that affects guests' choice of hotel is the standard of the services offered by the establishment. Travelers frequently favor hotels that provide top-notch services. According to Karadag & Dumanoglu (2009), the majority of hotels think that IT-related apps will modestly improve employee and service quality, which will increase guest satisfaction. This finding implies to how foreign tourists perceive the effectiveness of booking and check-in/check-out, so efficiency in the check-in and check-out processes is vital (Choosrichom, 2011). General amenities, which are significant and can be linked to room characteristics, hotel amenities, and room amenities are another factor that influences a customer's decision to book a hotel (Choi and Chu, 2001). Although general amenities provided as part of hotel facilities, room conveniences, and room quality may not be the most crucial factors for guests to consider when selecting a hotel to stay at, but hoteliers must uphold high standards in relation to these comforting qualities (Poon and Lock-Teng Low, 2005). Another crucial component that affects tourists' hotel choices is the hotel's location. Travelers frequently favor accommodations that are conveniently located, adjacent to well-known tourist sites, and accessible (Choi and Chu, 2001). In their survey, (Yang et al., 2017) mentioned that hotel price is as one of the most crucial criteria when choosing a hotel. Consumers use price as an indicator for the quality of the services and amenities given by hotels. Another essential element that cannot be shifted once chosen is location. Location cannot be moved; hence it is a vital component in the pre-construction phase that will determine the future performance of the hotel. Hotel management can modify facilities, room rates, interior décor and service standards but location cannot. Additionally, the project's geographical position is a crucial consideration in the feasibility analysis. Typically, the intangible factors that influence guest choice are price and location. Choosrichom (2011) revealed that for international travelers, security and safety was the most crucial element determining the choice of hotels, followed by price and staff service quality. Furthermore, Poon and Low's (2005) study finds that security and safety play a significant role in how satisfied western travelers are. Additionally, according to Yang et al. (2017), factors like income level, employment history, personality traits, travel plans, level of experience, and attitude can all be used to identify customers. The author claims that people's behavior in making choices varies depending on their upbringing. Choi and Chu (2001) suggests that the interaction between customers and hotel employees plays a significant role in shaping customers' perceptions of service quality and overall satisfaction with hotels. It is crucial for hotels to satisfy customers in order to survive, as customer satisfaction affects their likelihood of returning for future stays (Choi and Chu, 2001). Suanmali (2014) also added that a higher degree of customer satisfaction encourages returning customers, as well as they will endorse to others.

Conceptual Framework

Figure 1 demonstrates the factors that affect Bangladeshi travelers' selection of a particular hotel. The five key characteristics have listed here include a number of items that directly influence how a traveler selects a hotel.

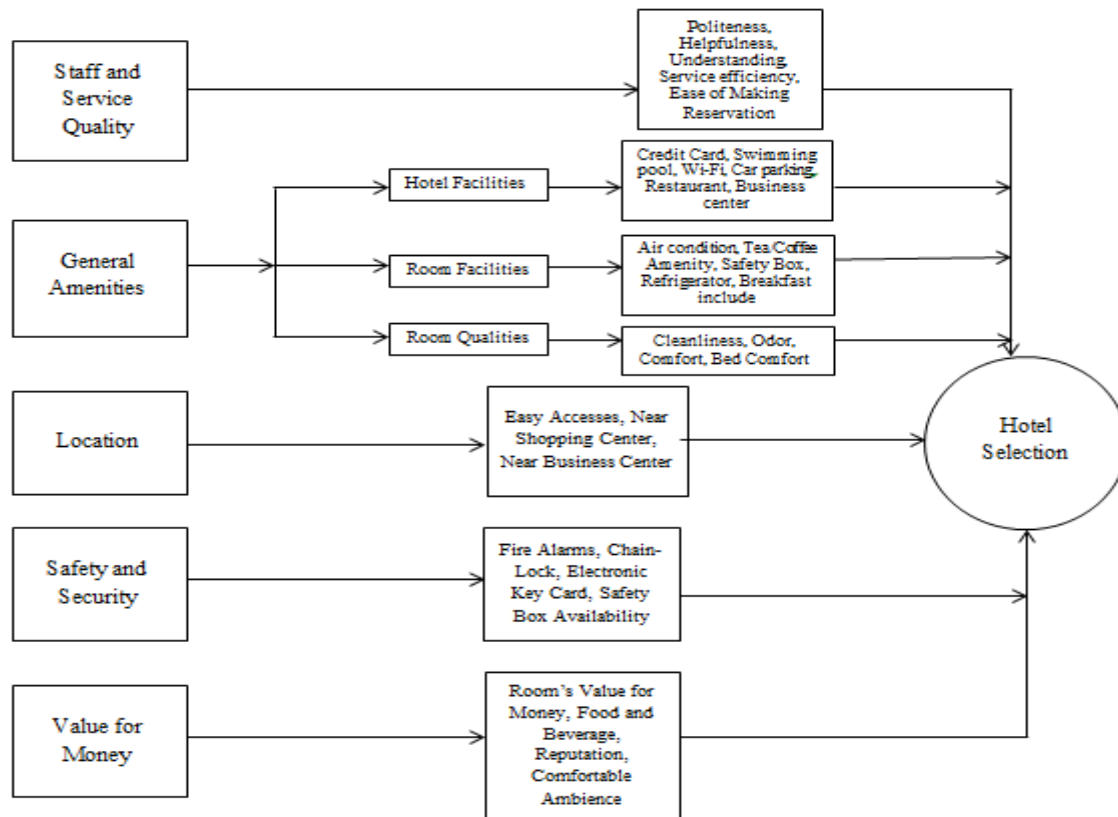


Figure 1: Conceptual Framework (Source: Authors)

3. Methodology

3.1 Methods of Data Collection: The research is fully quantitative in nature. The data was collected from travelers in different parts of the country using a questionnaire based on previous literature. A survey process took place over a 60-day period from March to April 2023. In this study, the target population is people who have stayed overnight or more in a hotel either inside or outside the country. Therefore, anyone who has visited a hotel within the previous six months was qualified to participate in this study. A fresh memory about the subject is required in order to meet this criterion (Cherdchamadol and Sriboonjit, 2013). Researchers used simple random selection procedure to collect data. The sample consisted of 7-8 travelers every day for sixty days from March to April month, yielding a total of 500 replies for the research. Only 379 of the 500 responses were deemed usable, representing a 75.8 percent response rate. All of the data in this study were collected from primary sources. The data that have been used in this study were basically collected by the online based interview through Google form questionnaire. Research collaborators shared the link using their networks to get the proper feedback.

3.2 Research Instrument: An organized questionnaire was designed, where the plot has split into three categories. The initial part is designed to rectify general information related to travelers’ demographic profiles and travelers’ traveling characteristics. Travelers’ demographic profile is analyzed by the determinants of gender, age, education, occupation and income. The travelers’ traveling characteristics is analyzed by the determinants of hotel standards, pricing, reasons for stay, available information and reservation system. The second part comprises five significant factors; namely staff and service quality, general amenities (hotel facilities, room facilities, room quality), location, safety and security, value for money are

included to determine travelers' hotel preference. A five-point Likert scale (1=Least important, 5= Most important) was used to evaluate each item of these factors. Then, three questions were posed to determine their level of loyalty toward the hotel they visited. In the final part of this questionnaire, travelers were asked to rank the most influential factors that shape their hotel selection.

Table 2: List of hotel selection factors

Factors	Determinants	Source of Instrument	No. of Items
1. Staff and Service Quality	i. Politeness ii. Helpfulness iii. Understanding iv. Service efficiency v. Ease of making reservation	Choosrichom (2011)	5
2. General Amenities	i. Credit card acceptance	Choosrichom (2011); Yang (2017)	6
2.1. Hotel Facilities	ii. Swimming pool iii. Parking iv. Wi-Fi v. Restaurant vi. Business centered		
2.2. Room Facilities	i. Air conditioning ii. Tea-coffee amenity iii. Safety Box iv. Refrigerator v. Breakfast vi. Wi Fi internet access in room		
2.3. Room Quality	i. Cleanliness ii. Room odor iii. Room comfort iv. Bed/Mattress/pillow comfort		
3. Location	i. Easy access ii. Near shopping center iii. Near business area		
4. Safety and Security	i. Fire alarms ii. Chain lock iii. Electronic key card iv. Safety box availability		
5. Value for Money	i. Room's value for money ii. Food and beverage iii. Reputation iv. Comfortable ambience	Choosrichom (2011)	4
6. Customers' Loyalty	i. Repeat stay ii. Recommend to others iii. Tell others about service quality	Poku et al., 2013)	3

3.3 Data Analysis: In this study, Descriptive statistics including simple frequencies and percentage were computed on the travelers' demographic profile and travelers' traveling characteristics. Mean, Standard deviation rating method were computed for significant factors analysis. Furthermore, to find out more about travelers' loyalty, total responses with a percentage count are calculated to measure the tendency to repeat their stay in the same hotel and the tendency to inform and recommend others. Lastly, to rank significant factors from one to five categories on the basis of respondents' preferences based on the simple ranking method through respondents' preference percentages are calculated. Analyses are done with the help of "IBM SPSS 26" software. The results are presented in percentage numbers, figures and tables, and then discussed with suggestions.

4. Data Analysis and Findings

4.1 Demographic Characteristics of the Respondents: The study was conducted with the involvement of a total of 379 respondents. According to the survey, most respondents were

male 61.7% (234) compared to 38.3% (145) females. In the previous six months, each had visited a hotel for some purpose. Data were collected from different age groups of respondents. The majority of the respondents from whom the data were collected included the age groups of 26-35 years (42.7%), which is the highest number. However, it might be said that this group of people tends to travel a lot and reside in hotels for different purposes.

The current study also found that most of the respondents are well educated, as most of them have a bachelor's degree 45.6% (173) or a master's degree 34.6% (131). Here it is noticed that the majority of our respondents' 43% (163) worked in the private sector, followed by students 21.6% (82) and the remaining percentage was made up of self-employed people, public employees etc. In terms of income, 33% of respondents make less than 20,000 BDT. It was evident that, as a significant portion of our respondents were students, their income level was low. Other than this, 19.8% of respondents make between BDT 20,000 and 40,000 per month, and 9.8% make above 100,000 BDT per month, therefore, we have a heterogeneous group of respondents from extremely low to extremely high-income range categories.

Table 3: The respondents' demographic characteristics

Variables	Frequency	Percentage
Gender		
Female	145	38.3
Male	234	61.7
Total	379	100.0
Age		
Less than 25	64	16.9
26-35	162	42.7
36-45	82	21.6
46-55	60	15.8
Above 55	11	2.9
Total	379	100.0
Education Levels		
Less than Bachelor Degree	65	17.2
Bachelor Degree	173	45.6
Master's Degree	131	34.6
PhD. Degree	10	2.6
Total	379	100.0
Occupational Status		
Government Servant	40	10.6
Private Sector	163	43.0
Retired	9	2.4
Self-employed	64	16.9
Student	82	21.6
Unemployed	21	5.5
Total	379	100.0
Monthly Income		
Under BDT 20000	125	33.0
BDT 20000-40000	75	19.8
BDT 40000-60000	55	14.5
BDT 60000-80000	46	12.1
BDT 80000-100000	41	10.8
Over 100000	37	9.8
Total	379	100.0

4.2 Traveling Characteristics of the Respondents: Regarding the travel preferences of the respondents, almost 38.3% had stayed at 4-5 star hotels, 31.1% at 3-star hotels, and 30.6% at budget hotels. When it comes to preferred lodging rates, 29.3% of respondents select the range of BDT 3600 to 4500. According to the respondents' travel purposes, most of them travel for leisure 44.3%. The information about hotels received from hotel/resort websites represents

34% of the total population, which was the highest percentage. And the majority of respondents (38.5%) booked their reservations over the phone.

Table 4: The respondents' traveling characteristics

Variables	Frequency	Percentage
Type of hotel stayed		
Budget Hotel	116	30.6
3 Star Hotel	118	31.1
4-5 Star Hotel	145	38.3
Total	379	100.0
Room Rate Preference		
BDT 1500-2500	73	19.3
BDT 2600-3500	104	27.4
BDT 3600-4500	111	29.3
BDT 4600-5500	48	12.7
Above 5500	43	11.3
Total	379	100.0
Purpose of Travel		
Business	77	20.3
Culture	12	3.2
Health	19	5.0
Leisure	168	44.3
Others	35	9.2
Visiting friends and relatives	37	9.8
Attending conference, seminar or study	31	8.2
Total	379	100.0
Sources of hotel Information		
Friends and relatives	71	18.7
Hotel/Resort website	129	34.0
Local travel agent	26	6.9
Social Media	96	25.3
Online travel agency	38	10.0
Others	19	5.0
Total	379	100.0
Booking method		
Over the Phone	146	38.5
Email	23	6.1
Hotel Website	120	31.7
Social Media	20	5.3
Online Travel Agency	62	16.4
Others	8	2.1
Total	379	100.0

4.3 Reliability Analysis: The purpose of a reliability test is to ascertain how closely linked the questionnaire's items are to one another, as well as to evaluate internal consistency and spot

problematic items that should be removed from the scale. In this study, the Cronbach's Alpha test is used to measure reliability of its questionnaire. The below mentioned table summarizes the value of Cronbach's Alpha for each factor. The general rule of thumb is that a Cronbach's alpha of .70 and above is good, .80 and above is better, and .90 and above is best (Lee J. Cronbach). The result shows that the factor staff and service quality with five items has highest alpha value that is 0.947 whereas the factor location with three items has lowest value that is 0.838. All other factors have brought alpha value greater than 0.83. So that, we can decide that all factors estimated are reliable with Cronbach's Alpha.

Table 5: Reliability analysis

	Cronbach's Alpha	Number of Items
Staff and Service Quality	.947	5
Hotel Facilities	.875	6
Room Facilities	.937	6
Room Quality	.921	4
Location	.838	3
Safety and Security	.888	4
Value for Money	.913	4
Customer Loyalty	.931	3

4.4 Hotel Attributes: Table 6 displays the descriptive statistics, including the mean scores and the standard deviations for each hotel attribute used in this study. Generally, a higher mean score indicates that a certain type of hotel attribute has more influence on selecting a particular hotel. When evaluating staff and service quality attributes, staffs are polite and friendly had the highest mean with 4.03 in these criteria, followed by staff provide efficient service, which had the second highest mean (mean=4.02). In the hotel facility factor, the most significant considerations were found to be the restaurant inside the hotel (mean=3.9) and Wi-Fi internet access (mean=4.19). Among the room facilities, Wi-Fi internet facilities in the room (mean=4.12) and air condition facilities (mean=4.10) were the top most important factors to select a hotel. In room qualities, hotel and room cleanliness (mean=4.32) were the most important factors, and it is one of the factors that affected customers' overall satisfaction (Choosrichom, 2011). The room comfort (mean=4.22) received the second-highest mean in this category. The vast majority of respondents needed convenient access to the hotel (mean=4.06) when it came to location. In terms of safety and security, a fire alarm (mean=3.99) was the most crucial item for travelers. Regarding the issue of value for money, the majority of the respondents required their room to be worth the value for money (mean=4.12). This is also demonstrated by the literature on customer satisfaction with hospitality services (Poon and Lock-Teng Low, 2005; Rahimi and Kozak, 2016).

Table 6: Descriptive statistics for all the hotel selection factors

Factors	Item	Mean	Std. Deviation
Staff and Service Quality	Staff are polite and friendly	4.03	1.211
	Staff are helpful	3.85	1.355
	Staff understand your request	3.99	1.158
	Staff provide efficient service	4.02	1.135
	Ease of making reservation	3.82	1.337
Hotel Facilities	Credit card	3.29	1.448
	Swimming pool	3.50	1.326

	Car parking	3.64	1.351
	Wi-fi	4.19	1.291
	Restaurant	3.92	1.222
	Business center	3.28	1.309
Room Facilities	Air condition	4.10	1.332
	Tea/Coffee making	3.84	1.384
	Safety box	3.86	1.372
	Refrigerator	3.73	1.419
	Breakfast includes	3.91	1.349
	Wi Fi internet access in room	4.12	1.362
Room qualities	Room odor	4.08	1.364
	Hotel and Room cleanliness	4.32	1.300
	Room comfort	4.22	1.265
	Bed/Mattress/ Pillow comfort	4.10	1.255
Location	Convenient to access the Hotel	4.06	1.240
	Close to the shopping center	3.44	1.313
	Close to the business area	3.34	1.333
Safety and Security	Fire alarms	3.99	1.342
	Chain lock	3.66	1.276
	Electronic key card	3.75	1.399
	Safety box availability	3.97	1.275
Value for Money	Room value for money	4.12	1.136
	Hotel food and beverage	4.10	1.152
	Hotel is part of reputation	3.91	1.138
	Hotel provide comfortable ambience	4.06	1.175

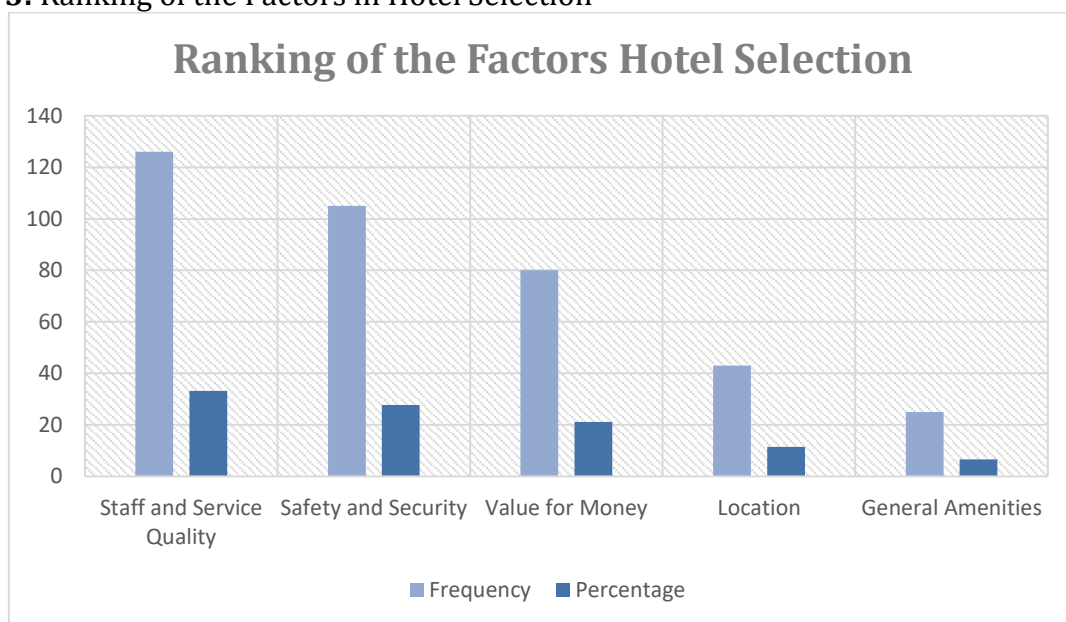
4.5 Customer Loyalty: In the questionnaire, the respondents were also surveyed about whether they would stay in the same hotel again, their tendency to suggest the hotel to others, and inform others about the hotel's quality. A total of 29.6% (112) and 30.3% (115) of the respondents strongly agreed that they would stay at the same hotel again. 33.8% (128) and 31.7% (120) strongly agreed and agreed to repeat their stay. About 33.8% (128) and 31.7% (120) strongly agreed and agreed that they would recommend the same hotel to others. And then 38.5% (146) and 30.6% (116) strongly agreed and agreed to tell others about the hotel's quality.

Table 7: Customer Loyalty

Item	Scale	Response	Response by Percentage
Stay in the same hotel again	Most Agree	115	30.3
	Agreed	112	29.6
	Neither Agreed nor Disagree	74	19.5
	Disagree	56	14.8
	Most Disagree	22	5.8
Total		379	100.0
Recommend the same hotel to others	Most Agree	128	33.8
	Agreed	120	31.7
	Neither Agreed nor Disagree	62	16.3
	Disagree	42	11.1
	Most Disagree	27	7.1
Total		379	100.0
Tell others of hotel quality	Most Agree	146	38.5
	Agreed	116	30.6
	Neither Agreed nor Disagree	74	19.5
	Disagree	36	9.5
	Most Disagree	7	1.5
Total		379	100.0

4.6 Hotel Selection: The final section of the questionnaire asked respondents to rate the factors that were most important to them when selecting a hotel. The results showed that "Staff and Service Quality" was the most crucial aspect that affected the respondents' selection of hotel. Furthermore, "Safety and Security" rises to the rank of second importance, followed by "Value for money," "Location," and "General Amenities." In verdict, Staff and Service Quality was the most crucial factors for travelers in Bangladesh when selecting a hotel. Here, 'Staff are polite and friendly' and 'Staff provide efficient service' were the most two salient items. Additionally, courteousness and a smile when greeting customers are required in the hospitality industry since this helps to make visitors feel at ease and satisfied (Walker, 2002). Subsequently, safety and security are rated as the second-most critical factors, particularly with the availability of fire alarms and safety boxes. This result is in line with Choosrichom's (2011) Lanta Yai Island study. Value for money, which came in third in the study, was another important consideration when choosing a hotel. Value for money is a key factor that clients take into account while selecting hotels (Ren et al., 2018). Since Bangladesh is a developing nation and most of its citizens are not particularly wealthy, they desire to receive accurate service for every penny they spend. When selecting a hotel, location turns out to be the fourth vital factor for travelers in Bangladesh. The outcome showed that for hotel/resort owners and investors considering future initiatives, convenience in accessing the property should be given significant consideration. Finally, while general hotel facilities including room facilities, and room qualities, might not appear to be the most significant considerations for travelers to consider when selecting a hotel to stay at in Bangladesh, hoteliers must still uphold high standards for characteristics such as wi-fi facilities, air conditioning, hotel and room cleanliness.

Figure 3: Ranking of the Factors in Hotel Selection



5. Conclusion

The current study sought to investigate the elements affecting travelers' hotel choice and satisfaction in Bangladesh. The hotel's staff service quality, safety and security, location, general amenities, and value for money were shown to be the primary elements influencing tourists' happiness, according to a content analysis of the data that was gathered. The results are regarded as helpful to the hotel sector since they give a clear indication of how to enhance service provisions and delivery methods in the hotel sector in Bangladesh (Choosrichom, 2011).

Firstly, according to the study, staff service quality is the most significant attribute for guest satisfaction. In addition, service quality is one factor that can satisfy customers in all sizes of hotels (Briggs et al., 2007). Hotels in Bangladesh should take this into account when developing marketing strategies for the market since it has been determined that staff service quality is the factor that influences customers the most when choosing hotels in Bangladesh (Bello et al., 2017). No doubt, staff behavior (Darini et al., 2016) and proper training can make a huge difference in selecting a hotel for any traveler. The authority should take necessary steps, like training the staff for the service code to make it efficient. Maintaining schedules, enhancing communication methods, and encouraging staff to assist visitors could be other major factors to improve service quality (Bhuiyan, 2021). Secondly, according to Maslow's need theory, security and safety are among the second most fundamental human needs (McLeod, 2018). If there is no safety, even if the hotel is too comfortable, it is totally not worth staying there. Therefore, the hotel industry should place a higher priority on protecting the lives and property of visitors staying in hotels (Kolkata, 2022). Information on emergency protocols should be provided, such as multilingual emergency notices (Choosrichom, 2011). Additionally, there should be written directions on how to call for help in an emergency at night and ways to secure bedroom doors from the inside and outside. Additional safety precautions that should be mandated in Bangladesh include the availability of life and property protection, staff on-site or on-call 24 hours a day, and suitable lighting for safety and comfort in all public places.

Other hotel considerations like "value for money," "location," and "general amenities" must be taken into account. Hoteliers should maintain the standards of these services and facilities to satisfy travelers' basic demands (Stephen, 2023), even if the study indicates that these hotel features are less significant in influencing travelers' decisions regarding hotel choice. Hoteliers should be aware that although these elements are not the primary ones influencing travelers' decisions over which hotel to stay at, their absence or failure to live up to expectations could leave guests dissatisfied (Sadik et al., 2021). Guests who are pleased with their hotel stay are happier to return and to recommend the establishment to others (Avey, 2018). On top of that the mentioned factors for hotel operators showcase hotel facilities and amenities as interesting and appealing. A positive perception of the hotel enterprise is likely to be the consequence of customer satisfaction in respect to any one or a summation of hotel amenities.

Thus, in addition to the above contributions, the hotel sector will greatly benefit from this study and is also valuable as a direction for future research. This research work had only been able to scratch the surface. The study conducted a limited number of respondents for data collection in comparison to the huge number of travelers in Bangladesh. If we had chosen a larger sample size, our findings might have been more accurate. Future research may be able to resolve this issue and should highlight a more comprehensive analysis for the expansion of this industry as well as travelers' overall satisfaction.

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