

CONTENTS

Abstract

Acknowledgement

Contents

Chapter	Page
1.0 Introduction	1
1.1 Overview of the destination, Cox's Bazar Sea Beach	2
1.2 Problem Statement	3
1.3 Research Objective of the study	4
1.4 Hypotheses of Study	5
1.5 Rationale of the study	5
1.6 Conceptual Framework of the study	6
2.0 Literature Review	7
3.0 Methodology	14
3.1 Research Paradigm	16
3.2 Target Population and Sample size	17
3.3 Research Design	18
3.3.1 Questionnaire Development	19
3.4 Data Collection Procedure	20
3.5 Data Analysis	22
4.0 Data Analysis	23
4.1 Test of The Hypotheses	24
4.1.1 Age and Overall Satisfaction	24
4.1.2 Income and Overall Satisfaction	24
4.1.3 Occupation and Overall Satisfaction	24
4.1.4 Marital status and Overall Satisfaction	24
4.1.5 Time to visit and Overall Satisfaction	25

4.1.6 Days to stay and Overall Satisfaction	25
4.1.7 Purpose of visit and Overall Satisfaction	25
4.2 Results of The Analysis	25
5.0 Discussion and Conclusion	28
5.1 Conclusion	28
5.2 Future Research	29
References	30
Appendix	32