

Abstract

Customer satisfaction is extremely important in the service based business especially in tourism sector. The factors that influence tourist satisfaction are likely to help in developing strategies to maximize tourist satisfaction and profitability of tourism business. The aim of this very paper is to investigate the influence of sociodemographic characteristics on the level of tourist satisfaction with the tourist attractions. The destination of the study was chosen the tourist capital of Bangladesh, Cox's Bazar, the most popular and visited place in the country. Quantitative method was chosen for the study. The primary data was collected from the tourists visiting Cox's Bazar through questionnaire which was used to measure the tourist satisfaction through ANOVA model. The secondary data was collected from articles, journals and online resources. The analysis of collected data was carried out through various statistical techniques. A hypotheses testing is undertaken on the data to verify the dimensionality and reliability of the scale used to measure the customer satisfaction. SPSS (Statistical Package for Social Science) Version 22 software packages were used in this study. The study revealed that there are positive relationship between the sociodemographic characteristics of the tourists and Overall Satisfaction. The findings of the study may be useful to the policy makers and destination planners to produce effective plan that will help the business planners to reset the service setup at the destination and guide them for effective tourist segments.

Keywords: Cox's Bazar, Tourist Characteristics, Tourist Satisfaction.