

ABSTRACT

Sumon Dewan 2015: Tourist satisfaction with Rangamati, Historical/ Cultural Destination. Master of Business Administration, Major Field Business Administration, Master of Business Administration International Program. Independent Study Advisor: Dr. Vijit Supinit.

In this era where technology is at the forefront of every industry, the evolving dynamics of tourism have expanded rapidly and providing tourism satisfaction in the tourist had become significant. This researcher state that in current age of technology, tourism satisfaction is largely depending on customer service and infrastructure.

This research tried to investigate tourists' demographic and travel behavior characteristics in order help tourism managers and marketers better understand the consumer. In addition, this study investigates which destination attributes satisfy tourists who visit the historical/cultural site as well as helps tourism managers and marketers develop the strategy to attract the consumer.

The research design employed a quantitative approach. This study used the survey research via questionnaire to collect the data of participants' attitudes on each identified factors. The questionnaire used 12 closed-ended questions on survey instruments. Participants rated the questions based in a closed-ended 1-to-5 likert scale format .The survey was distributed by the researcher. The sample size of this study was 304 respondents.

In this study, the multiple regression analysis was employed to measure the relationship between 9 independent variables and receptivity to direct selling experience. The score of Beta weight presented that all independent variables had positive statistical significant effect to direct selling acceptance. Among the 7 factors, the strongest influencers of the highest to lowest were

Safety and security, telecommunication, responsiveness, price fairness, customer service, friendless and transportation.

This study might contribute not only to a better understanding on what and how strongly the factors are involved tourism satisfaction , but also this study provides the effectively manage and recommendations. However, tourism sector should keep mind that tourism behavior might change in time to time. Should investigate the tourism behavior in time to time.