

Program Profile

Program	Program name	Perceived Tourists' Expectations on Experience at a Destination: A Study on Domestic Tourists of Bangladesh
	Category	A8

Summary of Program

Program Name	Perceived Tourists' Expectations on Experience at a Destination: A Study on Domestic Tourists of Bangladesh
Category	A8
Abstract of Program	Tourism in Bangladesh has become increasingly reliant on domestic travelers, who accounted for approximately 96% of total tourism expenditure in 2019. This study seeks to examine the expectations of domestic tourists regarding destination experiences and the extent to which these expectations are realized. Employing a quantitative, survey-based methodology, the research will identify salient dimensions of tourist expectations encompassing accommodation quality, environmental cleanliness, transport efficiency, safety, hospitality, and recreational opportunities and evaluate discrepancies between anticipated and actual experiences. The analysis is grounded in Expectation-Disconfirmation Theory, positing that satisfaction emerges when performance meets or exceeds prior expectations. Findings are expected to contribute to a deeper understanding of the determinants of tourist satisfaction in the Bangladeshi context, with implications for destination management, service quality enhancement, and the promotion of sustainable domestic tourism. Ultimately, the study aims to advance scholarly discourse while providing evidence-based insights for strengthening Bangladesh's tourism sector.

Details of Program

Planning

Objectives	Long-term Goals	1. Improve satisfaction of domestic tourists. 2. Strengthen Bangladesh's tourism industry through sustainable growth.
	Short-term Targets	1. Survey domestic tourists at key destinations. 2. Identify expectation gaps and recommend improvements.
	Rationale	Domestic tourists contribute most of Bangladesh's tourism spending, yet their expectations remain under-researched. Understanding and addressing these expectations is vital for satisfaction, repeat visits, and sustainable growth. This study fills that gap, offering evidence to improve services and strengthen the industry's long-term resilience.
Subject (Leader)	Initiator(s)	Sara Murtaza
	Champion(s)	Sara Murtaza
	Major team member(s)	N/A

Environment	Nature/Society	Domestic tourism in Bangladesh is shaped by cultural heritage, natural attractions, and social trends like increased youth travel. Safety, hospitality, and cleanliness strongly influence satisfaction.
	Industry/Market	With 96% of tourism spending from domestic travelers, the industry depends heavily on local demand. Competition is less international but high among local destinations offering value and quality.
	Citizen/Government	Citizens' expectations drive demand, while government policies, infrastructure investment, and promotion (e.g., branding Bangladesh as a value destination) set the framework for growth.
Resources	Human resources	Researchers, surveyors, tourism professionals, and policymakers collaborating to design and implement improvements.
	Financial resources	Based on institutional and external research funding.
	Technological resources	Use of digital surveys, statistical software, and data platforms for analysis; social media insights as a tool for understanding tourist expectations.
Mechanism	Strategy (Weight/Sequence)	1. Start with expectation mapping 2. Analyze experience gaps 3. Recommend improvements 4. disseminate results to stakeholders.
	Organization	Research team structured around data collection, analysis, and dissemination; collaboration with tourism boards and destination managers.
	Culture	Promoting a research-driven, visitor-centric culture within Bangladesh's tourism sector to ensure long-term sustainability and responsiveness to traveler needs.
Doing		
Launch date		June, 2025
Responsible organization		Department of Tourism and Hospitality Management, World University of Bangladesh
Program content and process		The program focuses on understanding domestic tourists' expectations and how well destinations in Bangladesh fulfill them. A quantitative, survey-based study will be conducted at major destinations to identify expectation themes, measure experience gaps, and analyze satisfaction using Expectation-Disconfirmation Theory. Findings will be shared with policymakers, tourism managers, and academic forums.
Key highlights of the content/process		1. Focus on domestic tourism, which represents the backbone of Bangladesh's industry. 2. Application of Expectation-Disconfirmation Theory as the analytical framework. 3. Survey-driven data collection capturing firsthand insights from Bangladeshi travelers. 4. Practical recommendations aimed at improving services, ensuring satisfaction, and fostering sustainable tourism growth.
Differences from traditional approaches		1. Shifts the lens from international tourists to domestic travelers, a group often overlooked in tourism research. 2. Moves beyond descriptive tourism studies by quantitatively testing gaps between expectations and experiences. 3. Bridges academic research with actionable policy

	recommendations, ensuring both theoretical contribution and practical impact.
Progress as of today	15%
Problems in implementation	1. Difficulty in reaching a diverse sample of domestic tourists. 2. Possible biases or inconsistencies in survey responses. 3. Limited resources for wide-scale data collection.
Approaches to solve the problems	1. Use targeted sampling across major destinations to ensure representation. 2. Apply clear, structured questionnaires to reduce bias. 3. Focus resources on key sites and partner with tourism authorities for support.
Completion date, if completed	December, 2026
Seeing	
Impacts on students	Gain practical skills in survey design, data analysis, and tourism research.
Impacts on professors	Expand research output and integrate findings into teaching.
Impacts on university administration	Enhance institutional reputation and attract partnerships.
Responses from industry/market	Use insights to improve services and competitiveness.
Responses from citizen/government	Guide policy, infrastructure, and ensure better tourist experiences.
Measurable output (revenues)	N/A
Measurable input (expenses)	N/A
Cost-benefit analysis for effectiveness	N/A
Future Planning	
Where does the project go from here?	The project will move from surveys to analysis, then share recommendations with policymakers and industry. Findings will be published and can later be scaled to more destinations or adapted for broader tourism planning.
Addendum	
Exhibits, pictures, diagrams, etc.	N/A
Reports, mimeos, monographs, books, etc.	N/A
Others which may help explain the program (including website links)	N/A