

Influencing Factors of E-Tourism Marketing in Bangladesh: A Study on Khulna City

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ABSTRACT

Purpose: The purpose of this study is to analyze and identify the factors affecting consumer attitude toward e-tourism marketing in Bangladesh.

Methodology: The target population of this quantitative study was the actual and potential tourists of Bangladesh familiar with e-based tourism marketing. Convenience sampling technique was used and there were 27 statements on different aspects of e-tourism marketing to measure the attitude of customers toward e-tourism marketing. Hypothesis were tested by using regression analysis.

Findings: Six independent variables i.e. website trust, available information in the websites, contents and design of websites, physical accessibility of technology, technological advancement, risk and security issues have significant effect on attitude of tourists toward e-marketing; whereas personal experience and interactivity of the website have no significant effect on tourist's attitude toward e-marketing.

Value/Originality: As there is limited research on the determinants of e-tourism marketing that describe consumer's attitude towards tourism, this research has focused on this issue and offers valuable insights for tourism and marketing sectors.

Practical Implications: Understanding the factors that affect success of e-tourism assists the tourism marketers to determine how they should organize their online based tourism marketing activities to attract the right market segment. The result will contribute to the success of e-marketing of the tourism firms.

Limitations: The result of this study cannot be generalized for the region as it does not represent the whole population. There were difficulties to get honest and actual opinions from the respondents especially from potential tourists.

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1. Introduction

Tourism is one of the fastest growing industries in the world. Three key waves of information and communication technologies have made a significant impact on the global tourism business during the past 30 years: (i) The Computer Reservation System (CRS) in the 70s, (ii) the Global Distribution System (GDS) in the 80s and (iii) the Internet from the mid-90s onwards (Islam, 2012). The old tourism business models are greatly influenced by recent developments in telecommunications, networking databases, data processing, and electronic marketing, which offer numerous prospects for tourism. Using information and communications technology (ICT) makes the tourism products and services valuable, which also boosts industry networks and clusters. E-tourism has the potential to influence process management and service delivery across the whole tourism value chain, including information on locality, circumstance, transportation, package tours, and services.

Since the middle of the 1990s to the present, tourism industry of Bangladesh has been gradually expanding. The country serves as a gateway to the Far East due to its location on the east-west airline corridor. It is blessed with a wealth of natural resources and tourism potential. Bangladesh has enormous potential to attract foreign tourists, but unfortunately, the tourism industry of Bangladesh has not made necessary progress over the last twenty years and is losing a great amount of revenue every year (Parveen, 2013). The improper planning and execution of the tourism sector's marketing are few of the main causes.

The impact of innovations and technologies in our daily lives is significantly expanding and it affects almost every element of our life, including communication, production, distribution, transportation, entertainment, and so forth. Global digitization is happening gradually and we are now living in the world of internet of things (IoT). The travel and tourism sector has led the way in technological advancements (WTTC, 2014) and early technological attempts, particularly in marketing activities, were adopted by this sector. The marketing of tourism adventures is now more readily organized and coordinated because of advancements in computer technology and global communication networks. These advancements in tourism have, directly or indirectly, led to the creation of new job possibilities across several industries (Parveen, 2013). Almost all tourism marketing operations are now carried out through online and electronic channels and mediums inside the majority of developed countries. This e-based marketing strategy offers a variety of new possibilities for the development of the travel and tourism sector in these nations. E-based tourism marketing enables tourism companies to offer services instead of products. It makes a substantial contribution to meeting the rising global demand for travel and tourism. Tourism businesses can build closer relationships with clients and gain more insight into their preferences by marketing their operations and processes using technological means. By supplying real-time information, it has an impact on the workers in the sector and helps with decision-making. In this era of online communication, e-marketing has emerged as a crucial tool for the development of the travel and tourism sector (Oskam, 2013). However, Bangladesh's electronic tourism marketing efforts are not effective to attract potential customers. E-marketing faces problems even as it transforms the traveling sector. The speed of change, out-of-date laws, fixing flaws in legacy systems, funding both physical and digital infrastructure, and the identification of talents necessary for the future are a few examples (Digital Transformation Initiative, 2017). Therefore, it is essential to recognize the factors influencing the effectiveness of e-tourism marketing in order to solve these issues and apply e-marketing strategies efficiently.

2. Literature Review

Tourism is the act of spending time away from home in search of amusement, relaxation, and pleasure while utilizing the commercial provision of services. A growing number of intensive, economically planned, and business-focused activities make up modern tourism. Making decisions on tourism involves extensive information research. In addition to making decisions, consumers obtain information

to verify and assess the decisions they have already made. The travel and tourism sector nowadays are greatly influenced by the internet, hence e-tourism has become one of the most significant focus areas in case of tourism activities nowadays. With the growth of e-commerce over the past several years, the travel and tourist business has expanded (Kabir et al., 2012). Recent advancements in communication, linking system, information management, and digital advertising, which provide several new opportunities for tourism, have a significant impact on the traditional tourism business models. Tourism products and services get value from the use of information and communications technology (ICT), which also helps organization management (Islam, 2012). The tourism business is undergoing a significant transformation as a result of new technology, more informed clients, the rapid rise of the global economy, and growth-restraining environmental factors (Mitas et al., 2015). Among the digital innovations internet is one of the most significant ones which adds a new level to the tourism industry. It is more than just a source of knowledge because it allows users to engage and share knowledge more personally and often in real time (Alan Fyall, 2009). With the use of this technology, businesses now have a new approach to carry out operations, communicating with customers, and managing their finances (Quaddus & Achjari, 2005). In particular, e-commerce has grown significantly and is still gaining ground in the tourism sector.

Traveling for amusement is now a common activity, as compared to being a luxury enjoyed by a limited people. In the past, only those from the elite and wealthy classes were permitted to travel. From the Roman era through the 17th century, young men from royal families were encouraged to do a "world tour" throughout Europe (Chaney, 2000). The word 'Tourist' at first was written down in 1772 (Griffiths, 1772). The words "tour" and "tourist" are connected to the Greek and Latin words for "circle" and "turn," respectively, and they both apply to activities that require leaving home and returning. (Theobald, 1998). According to United Nations World Tourism Organization, tourism is an economic, cultural, and social phenomenon that involves people traveling for work or pleasure to various locations across the world and engaging in a variety of activities (Athanasopoulou, 2013). In 1941, tourism was described by Hunziker and Kraft as "the sum of the phenomena and interactions originating from non-residents' travel and stay, insofar as they do not result in permanent residency and are not related to any earning activity. It includes movements for all purposes (Hunziker & Krapf, 1942). In 1976, The Tourism Society of England defined tourism as the occasional, short-term movement of individuals to places outside of their usual areas of residence and employment, as well as their activities while visiting such destinations. In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home. In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home (Spode, 1998). Sometimes, the words tourism and travel are used synonymously. Travel is defined similarly to tourism in this sense, but indicates a more intentional voyage. Sometimes the phrases "tourism" and "tourist" are used derisively to imply a superficial interest in the cultures or places visited. Traveler, on the other hand, is frequently employed as a mark of distinction. The cultural values underlying these divisions and their effects on class relations have been examined by tourism sociology (Edensor, 1998). From a social viewpoint, tourism is a socio-economic fact that is unique to modern civilization, closely linked to societal life and evaluation, having a significant impact on both the national and international levels, and focusing on large social segments (Maria et al., 2008). They proposed that a variety of elements, including economic and touristic offers, population income, pricing, and tariffs, can have an impact on tourism; social-recreational time; demographics: socioeconomic classes, age, and life spans; Political- boundary formalities, the visa system; educational attainment and psychological profile of people; Technical: created transit methods and cutting-edge construction technology (Maria et al., 2008). Because of the change in the social structure from a traditional economy based on production to an economy based on service and consumption industries, tourism is now considered as a social phenomenon. Therefore, tourism has evolved into a more diversified industry that not only consumes human and financial

resources but also has a big impact on society and the economy. International tourism affects a country's balance of payments in both the incoming and outgoing directions.

2.1 Tourism in Bangladesh

Bangladesh is blessed with so many natural wonders which attract the tourist from different countries. With the exception of a small section that it shares with Myanmar, this nation has an entirely Indian border. The Ganges, the Padma, the Brahmaputra, and the Meghna are the main rivers flowing through this nation. Because of its wetlands, extensive forests, mangroves, and other well-known locations, Bangladesh is well-known on a global scale. A wide range of plants and fauna can be found here. Royal Bengal tigers, the majority of which are found in this nation (Roy & Roy, 2015).

Bangladesh has excellent weather, making it a popular travel place for visitors throughout the world. Historical sites, location, picnic areas, woodland, ethnic people, and a variety of wildlife species are some of Bangladesh's tourism attractions. Tourists can go fishing, water skiing, driving down rivers, hiking, rowing, yachting, and taking a dip in the ocean (Afrin & Hassan, 2020). Sultana (2016) emphasized the significance of tourism in Bangladesh as well as its advantages for socioeconomic growth. The benefits of tourism are multifaceted and include the GDP contribution, employment creation, profits in foreign currencies, market benefit, retrenchment of poverty, tax income, and advancement of art (Salam, 2014). According to (Chowdhury, 2012), the importance of tourism can be seen from a variety of perspectives, including economic, social, cultural, and political ones. Our total domestic output today only includes less than 1% of tourism. If it could be raised to 5%, it would result in the creation of roughly 5 lac direct and indirect jobs, which would boost the economic index overall (Chowdhury, 2012).

E-tourism in Bangladesh is gradually taking place the traditional tourism industry by integrating digital technologies for better service, promotion and tourist engagement. With increasing use of smartphone and internet, tourism related businesses like travel agencies, accommodation, transport, dining and customer support are adopting online platforms (Alauddin, Shah & Ullah, 2014). Government is also promoting digital tourism portals to enhance tourists experience in the areas like Cox's Bazar, the Sundarbans, and Sylhet. However, various challenges like limited digital literacy, lack of information and support, poor infrastructure etc. are hindering the digitization of tourism industry (Aziz & Paul, 2015). Despite the fact, e-tourism in Bangladesh has a significant potential to boost the country's tourism sector, attract both domestic and international tourists and support sustainable development (Islam, 2020).

If the government and nongovernment institution take the responsibility for digital marketing of the tourism sector, it will earn a lot more revenue and create new job opportunities as well (Carrico & Donato, 2019). It will also be helpful to create a better image of Bangladesh as a tourism destination to foreign nations. It will also accelerate the cultural exchange and communication between different countries and cultures (Hossain et al., 2020).

2.2 E-Marketing

Electronic marketing or E-marketing refers to the practice of carrying out marketing activities using various electronic media, especially the internet. E-marketing refers to all of the operations carried out by a business organization to advertise and market products and services online. It includes a variety of technologies to assist organizations in connecting with both current and potential customers. Electronic marketing is the interchange of product or items between a seller and a buyer using one or more electronic techniques or media (Hoge, 1993). E-marketing started in the nineteenth century with the usage of telegraphs. E-marketing is the practice of using information technology to create, communicate, and deliver value to customers as well as to manage those relationships in a way that is advantageous to the organization and its stakeholders (Biru, 2019). According to this perspective, e-marketing is much

more than just using IT to sell goods or deliver services. It is not merely traditional marketing carried out with the aid of information technology; rather, it is a systematic approach to building brand value and ensuring customer satisfaction. Information technology is a useful addition to conventional marketing, regardless of the size and nature of the organization. Therefore, both small and large companies have websites and are actively participating in the transactional side of e-marketing. It has improved business capacity to carry out operations more quickly, precisely, affordably, over a longer period of time and with individualized and customized client offerings via websites (Kumar & Ramachandran, 2021).

2.3 E-Tourism Marketing

The phrase "tourism marketing" refers to the area of business that attracts tourists to a specific location, which might be a state, a city, a particular heritage site or tourist attraction point, a hotel or a convention center, or anything else. According to Paynter, tour marketing is a planned process including marketing goals, plans, schedules, and media that is targeted at a certain market segment and has a high return on investment (Islam, 2020).

The process of designing and producing a variety of tourism services and goods to offer visitors a fulfilling and memorable experience while also achieving the economic, ecological, and human progress goals of the host community is known as tourism marketing (Hsu et al., 2008). Any venue that has the potential to draw tourists seeking to discover a new area can serve as the location.

The above definitions can be used to identify the following features-

- E-Tourism Marketing is a challenging process.
- Choosing and identifying the target market.
- The duration of the product and positioning are crucial.
- Upcoming tourism marketing plans.
- Proactive or innovative marketing.

Generally, the demands from the business, political, technological, social, and economic spheres resulted in the formation of the marketing concept. However, the level of economic and business growth throughout the 20th century, which has resulted in the improvement of living standards, an enlargement of the population, an increase in discretionary income, and an increase in time, has been the importance of marketing within the travel and tourism industry. Construction of infrastructure, housing, transportation, and other recreational facilities has also resulted from these changes. Travel and tourism have quickly risen to prominence as one of the biggest industries in the world.

The most successful tourism businesses or tourism organizations have shown a clear sense of offering the correct organizational structure and products offer for the tourists. Modern tourism marketing has emerged as a business reaction to changes in the Socio-Economic environment.

The distribution of tourism sales and information has undergone one final transformation because of the internet. Additionally, the internet is increasingly serving as the primary B2B and B2C communication channel. It gives suppliers the opportunity to cut out middlemen in the value chain and expands their earning base. E-marketing and IT provide the informational framework for the growth of business operations of travel service providers so they can attract clients and provide for them globally. E-marketing makes it easier to carry out marketing campaigns using electronic tools like the internet and a phone. Internet and electronic devices were once used as a tool to increase the diversity and pace of marketing activity. Numerous approaches are developed with significant techniques, tools, advantages, and chances as a result of the development of electronic devices, the growth of relevant information, and the increase in users. Rita & Lages (2002) introduced a number of strategies for electronic marketing such as websites, online chat, e-mail, e-sales, offline news group marketing, and other forms of

electronic marketing. Utilizing E-Marketing for businesses has become a priority in the modern world. The need for E-Marketing in the tourism sector is growing every day along with the popularity of E-Marketing. It is crucial for the tourist sector to survive and compete in the tourism market (Schertler, 1999).

3. Hypothesis Formulation

Despite the fact that numerous studies on electronic-based tourism marketing have been carried out, very little research has been done to understand the determinants of e-tourism marketing that describe the consumer's attitude towards tourism. The previous researches have shown different aspects of e-tourism marketing which positively affect the tourism industry. But more research should be conducted to identify whether the electronic based tourism marketing attracts the tourists more towards tourism than before. Therefore, the present study focuses on finding out the factors that affect consumers' attitude toward e-tourism marketing. Through literature review, total of eight factors have been identified to formulate hypothesis.

3.1 Personal Experience

The tourist experience is frequently thought of as a unique experience that is separate from what a person lives and feels in the process of his daily activities (McCain, 2003). Tourism's experiential added value has been seriously promoted for at least the last three decades. This is no longer a matter of selling a service to operators, such as tour guides, hosts, and management of attractions, but rather of selling an experience.

New technologies have both advantages and disadvantages for the user. According to the official definition, perceived risk is a multitude of ambiguity and consequence of harshness (Featherman, 2003). The extent of the perceived risk and the perceived benefit are inversely related. Customers' perceptions of danger will increase as the technology's benefits become less noticeable (Hung, 2006). The context of perceived risk in an e-marketing strategy depends on the significant risk, a customer's prior technology experiences, and their impression of their ability to control the risk's consequences. People may be more willing to take greater risk as their level of experience with e-marketing methods increases (Sitkin, 1995). The process of establishing and enhancing trust in electronic based tourism services heavily relies on prior experiences (Milloy et al., 2002). Concerns regarding the privacy aspects of private details provided on the online sites have increased as Internet experience has increased (George, 2002). The chance that a customer will use an online process again or not to use it depends on their prior experience with it. Customers will use e-tourism services more frequently if they have a positive experience using them, which will make e-tourism marketing efforts more successful (Yang, 2019).

H₁ : Personal experience influences consumer attitude toward e-tourism marketing.

3.2 Website Trust

Every business needs trust to succeed, and the travel and tourism sector is no exception. This is especially true when providing a service that is largely discretionary, where online shopping has increased price competition, where social media amplifies and spreads every negative experience, and where technology is replacing once-trusted intermediaries. The primary differentiator that makes or breaks a travel service is consumer trust in a brand. According to Wu, Lin, and Huang, trust is the perspective that customers are eager to believe that the people are sincere and acknowledge their high levels of dependability during online shopping and transaction procedures, producing the goodwill belief of customers that the salespeople are friendly (Lee, 2018). According to Heijden, Verhagen, and Creemers, the level of trust that consumers develop through the use of websites for online marketing is significantly influenced by the efficacy, kindness, dedication, reputation, image, and operating performance of hypermarkets (Heijden, 2003).

The authenticity of sources of tourism information typically determines how influential they are (Brogan, 2009). The development of quality in traditional mass media is dependent on the generalization of "influence," which can be based on moral insight, rationally motivated trust, or aesthetic judgment (Habermas, 1989). Communication through media can involve either cognitively specialized influence (such as knowledge sharing on wikis or blogs) or normatively specialized impact (such as understanding of the positive and negative sides of hotel services) (Habermas, 1989). Active online media contributors have also been classified as "trust agents," gathering social capital by creating Web-based networks and relationships (Brogan, 2009). Social indicators like having access to a reviewer's personal profile can affect how trustworthy travel-related advice is considered (Smith, 2005). The social media platforms where information is posted could potentially have an impact on trust (Gretzel, 2008). Similar to this, successful corporate branding is frequently associated with customer trust in business websites (Gefen, 2000). The depth of background and social cues may also affect how trustworthy someone is. The appropriate media type may have a significant impact on one's ability to produce and disseminate knowledge.

H₂ : Website trust influences consumer attitude toward e-tourism marketing.

3.3 Available Information in the Websites

The tourism sector has transformed quickly as a result of the Internet's explosive growth in popularity (Ho, 2007). To achieve their organizational goals, businesses, notably information-intensive and customer-focused tourism operations, are adopting an increasing number of e-business models. As a result, creating and maintaining an excellent website that offers all types of information requested by tourists is turning into a crucial component for a business to improve relationships with its clients and capture a larger market share. Numerous academic academics have argued that it is essential to assess the effectiveness of websites. Numerous academic scholars have argued that it is important to assess the effectiveness of websites. The pioneers in the subject, Lu and Yeung, proposed a methodology for evaluating the performance of websites that bases a website's usefulness on its usability and functionality (Lu, 1998). Liang and Lai suggested a consumer-based approach to gather realistic needs for e-store design (Liang & Lai, 2002). The explorative findings, which were based on three e-bookstores, showed that the consumers' purchasing decisions were significantly and directly influenced by the quality of the e-store design. On the basis of the most extensively researched online characteristics of travel and hospitality websites, Hashim et al. (2007) established five factors that determine the quality of a website: relationships, process, value-added information, design, and usability. Additionally, they discovered that the most desired aspects of hotel websites were their offerings, booking options, specials, and contact details.

H₃ : Available information in the websites influences consumer attitude toward e-tourism marketing.

3.4 Contents and Design of Websites

Content on a website combines a variety of factors, including information, links, appearance, usability, entertainment value, reliability, and portability. Customers use e-tourism websites as informational resources, so this feature is essential. They must therefore be created to satisfy the requirements and expectations of end users (Inversini et al., 2014). Lists of details about a service or place are ineffective for assisting travelers in making travel plans (Delgado & Davidson, 2002). Additionally, website content can conjure up ideas of products and create a virtual shopping experience, which affects how visitors view the business or travel destination (Choi, 2007). Thus, this important component of website design can improve user experience (Park & Gretzel, 2007). Moreover, numerous studies emphasize the importance of content in relation to key attitudinal and behavioral outcome variables (Floh & Madlberger, 2013). Content is a key factor for tourism websites that encourages visitors to return and raises their happiness and purchase intentions (Cao & Mokhtarian, 2005). A well-organized website presents as less complicated and more user-friendly, which improves the user experience (J. Murphy,

1996). Another important aspect is usability (Calero et al., 2005). It represents how simple a user finds it to interact with a website and how simple they find the user interface. It seems to be synonymous with usage, utility, or usability. There is some evidence linking user experience and usability directly. According to Calero et al (2005), usability represents for 47.8% of the quality factors used to categorize web metrics. Usefulness and usability explain intentions to utilize electronic commerce since they shorten the transactional time. When usability is achieved by effective web design, which influences users' affective responses and evokes pleasant sentiments through its use, it is easier for users to decide how to fulfill their consuming goals (Flavian et al., 2009).

H₄ : Contents and design of websites influences consumer attitude toward e-tourism marketing.

3.5 Interactivity of the Website

One of the key factors that can influence tourists' decision to make an online purchase is the website's interactivity. The website's interactivity may have an impact on how customers or tourists decide where to purchase their hotel accommodations or airline tickets (Katawetawarak, 2011). If an online company can offer simple access to a range of valuable information on appealing products and customer service, they can convert a consumer into a purchaser.

Tourism businesses should create and maintain safe websites with user-friendly interactive features. The websites must offer sufficient details about their goods and services without becoming overly attractive. Including inadequate and poorly organized content on the website could make it more difficult to use and less useful (Bigné-Alcaiz, 2008). The probability that customers would use online shopping alternatives will decrease if the websites of tourism organizations lack information that is simple to search for and compare. To prevent customers misunderstandings and improve website engagement, online travel site sellers and companies should double-check every word and piece of information on their websites. Customer repurchasing and retention are crucial components of the success of e-tourism marketing. Repurchasing decisions are significantly influenced by the visual design and information quality (Koo, 2008). The secret to attract people is the websites' elegant design and dynamic, sociable layout. Therefore, if tourism businesses want to convert visitors into actual customers, they should improve their website by giving users a hassle-free, comfortable, easy-to-access approach that includes engaging features, clear language, and smooth functional design (Broekhuizen, 2009).

H₅ : Interactivity of the website influences consumer attitude toward e-tourism marketing

3.6 Physical Accessibility of Technology

Physical accessibility of technology is seen as a crucial requirement for any interactive computer systems. One of the most significant elements linked to the employment of technology in both IS literature and corporate communication is the physical accessibility of IT (Johnson-Lenz, 1982). All users can use accessible technology because of the way it has been created. People who use technology are incredibly diverse, with a vast range of traits and environments.

Since the invention of digital computers, there has been recognition of the potential for electronic technologies to provide new opportunities for people with disabilities (Isaak, 2000). Digital technology accessibility is frequently regarded as a technical difficulty. Of course, this is not an unrealistic opinion, but for those concerned in actually improving the current situation, it is terribly oversimplified.

E-tourism gives businesses the tactical ability to handle their business activities and engage in electronic commerce. E-tourism strategically transforms corporate operations, the entire value chain, and stakeholder relationships. The physical accessibility of technology to customers has a significant impact on how effectively the marketing processes work in e-tourism marketing. Because more interaction with the systems is guaranteed when different technologies are physically accessible to

customers. It allows for the user to interact with the systems and build productive relationships with the travel agencies. An information system's increased usability is ensured by its greater accessibility (Compeau, 1999).

H₆: Physical accessibility of technology influences consumer attitude toward e-tourism marketing.

3.7 Technological Advancement Information and communication technologies (ICTs) are evolving into a significant factor in determining organizational competitiveness, and a variety of technology advancements are driving this change. In order to enhance organizational competitiveness, successful ICT deployment demands imaginative management to regularly assess advances and embrace acceptable technology solutions. Tourism has been changed globally with collaboration of information and communication technologies (ICTs). ICTs give customers the ability to find, personalize, and buy travel items. They also assist the industry's globalization by giving the public resources for creating, coordinating, and dispersing offerings globally. ICTs are becoming more and more important for the profitability of tourist businesses and also achieving goal and objectives (Buhalis, 1998). Successful ICT deployment calls for creative management to continually examine advancements and take up workable technological accomplishments for increasing corporate competitiveness. Widespread networking is expanding across and within partner organizations (Amor, 2002). Intranets and Enterprise Resource Planning (ERP) systems that provide an integrated electronic infrastructure and provide inter-organizational across processes, departments, and functions allow businesses to cut labor costs.

In tourism marketing, one of the key factors influencing how effectively marketing efforts are carried out is the comfort of the client with regard to the methods and equipment used to communicate promotional or advertising messages to tourists (Sichel, 1997). Individuals are adapting their system-based perceived ease of use to indicate their interaction with the system as direct experience with the target technology and system grows. This ultimately improves in communication and marketing effectiveness (Gould, 1983).

For the purpose of addressing individual demands, tourism organizations must offer customized service supported by technology. They should gather client information to better understand the choices, concerns, and factors of consumer behavior before, during, and after a visit.

H₇: Technological advancement influences consumer attitude toward e-tourism marketing.

3.8 Risk and Security Issues

Depending on the product and service category, the physical, psychological, and financial risk involved with online shopping has a negative relationship with the consumer's experience with e-marketing (Egeln, 2012). Customers may choose traditional shopping over online shopping if there is more risk involved with online booking (Egeln, 2012). Conversely, the likelihood of a customer participating in online purchasing increases with decreasing e-booking risk. The studies of Mayer, Davis, and Schoolman show that perception of risk and trust have a very significant relationship (Davis, 1989).

The growing lack of safety and security has significantly harmed the tourism sector over the last few years. One of the five drivers responsible for the changes in the tourism industry in the new millennium has been identified as this element. The main issues of concern include crime, terrorism, food safety, health problems, and natural disasters. Periodically, governments, travel agencies, and the news media issue cautions regarding the dangers of international travel. It is well known that worries about crime and safety, whether they are true or just perceived as such, have a negative impact on tourists' decisions about where to go and how enjoyable their experiences were. Political chaos and conflict can make travel destinations seem more dangerous. All calamities have the potential to divert tourist flows away from the afflicted areas, but war, terrorism, or political instability have a significantly more detrimental psychological impact on potential travelers when they are making travel plans (Cavlek, 2002).

3.9 Attitude Toward E-Marketing

Businesses that are attempting to penetrate the global market now have additional options, including e-marketing and e-commerce (McCue, 1999). E-marketing is viewed as a chance for marketers to compete with their competitors at the least expensive administrative level (Jeffcoate, 2002). According to Davis, a person's attitude toward e-marketing is a physical propensity that is expressed by how they feel about a particular organization (Davis, 1989). Attitude directly affects a person's intention to use technology (Fishbein & Ajzen, 1977). The most effective influences on one's intention to use online marketing are thought to be one's attitude about it. Customers' intention to use electronic marketing is heavily influenced by their attitude and sense of compatibility with it (Nguyen, 2006). Individual perspectives and attitudes affect how individuals conform their intention to utilize e-marketing.

H₈ : Risk and security issues influences consumer attitude toward e-tourism marketing.

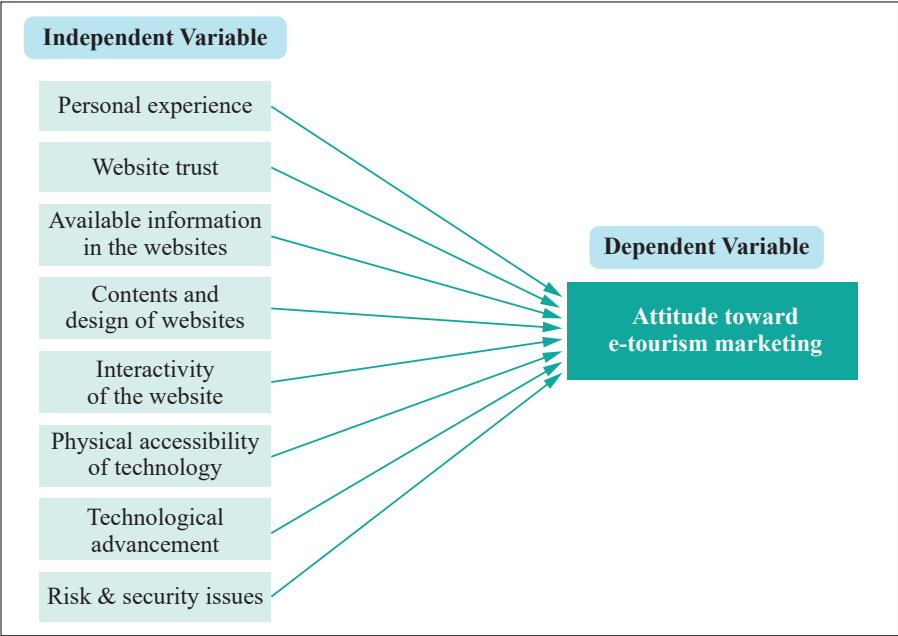


Figure 1. *Conceptual Framework*

Source: Authors Derived

4. Methodology

The research is quantitative in nature and was conducted through survey questionnaire to collect standardized information from both the actual and potential tourists. The population of this research is the actual and potential tourists of Khulna City who are informed about the e-marketing processes and services of the tourism industry and also other technologies like internet, social media, websites etc. People above 18 years were selected as the respondents for this research and the total sample size of this research is, n=120. A convenience sampling method has been applied for the research to collect primary data. The sample size is determined by following a guide line by Malhotra: “there should be at least four or five times as many as sample size as there are statement (Malhotra & Dash, 2011). In this study, total number of statements under the variables is 27 (twenty- seven). Therefore, the sample size is in between four or five times of the statements. A structured questionnaire including close ended questions was used to collect data. All variables were measured on 5-point Likert scale which ranged from 5 = Strongly agree, 4 = Agree, 3 =Neutral, 2= Disagree to 1 = Strongly disagree. The questionnaire was divided into two parts, demographic information and consumer attitude. To test the reliability and

internal consistency of the items, Cronbach's Alpha was measured and found no item below 0.60, which indicates high reliability of the items in questionnaire. To analyze the data collected from questionnaire, statistical tools and software like SPSS 23.0 and Microsoft Excel have been used. Although other analysis techniques like PLS-SEM could be used to prove the hypothesis of the study, only regression was used to understand the influence of independent variables on dependent variable, as this is the main objective of the study and the researchers perceive it enough to prove the hypothesis of the research.

5. Analysis and Findings

To test the hypothesis of the study, regression analysis was conducted, as it determines whether a relationship exists between independent and dependent variables. It also identifies how much of the variation in the dependent variable can be explained by the independent variables.

Table 1. *Summary of Regression Model*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	664 ^a	0.441	0.401	0.8338

a. Predictors: (Constant), Personal experience, Website Trust, Available information in the websites, Contents and design of websites, Interactivity of the website, Physical accessibility of technology, Technological advancement, Risk & Security issues

b. Dependent Variable: Attitude toward e-Marketing

Source: Authors Calculation

Table 1 represents a summary of regression model that gives the value R square for the model. Table shows the value of R = 0.664, R Square = 0.441, Adjusted R Square = 0.401, and the Standard Error of the Estimate is 0.834. The value of R Square (0.441) shows that 44% of tourist's attitude toward e-marketing is explained by independent factors. The results of regression based on eight independent variables named Personal experience, Website Trust, Available information in the websites, Contents and design of websites, Interactivity of the website, Physical accessibility of technology, Technological advancement and Risk and security issues in technology driven environment indicate positive and statistically significant relationship. The value of Adjusted R Square (0.401) shows all the independent variables altogether explaining 40% of the total variance in tourist's attitude toward e-Marketing.

Therefore, it is concluded that the relationship between the dependent variable and the independent variables is moderately strong.

Table 2. *Analysis of Variance (ANOVA)*

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	60.88165	8	7.610206	10.944	0.00 ^b
Residual	77.18409	111	0.695352		
Total	138.0657	119			

a. Dependent Variable: Attitude toward e-Marketing

b. Predictors: (Constant), Personal experience, Website Trust, Available information in the websites, Contents and design of websites, Interactivity of the website, Physical accessibility of technology, Technological advancement, Risk and Security issues

Source: Authors Calculation

Table 2 represents the Analysis of Variance (ANOVA). The most important part of this table is the F-ratio, which is the associated significance value. For this data set, F is 10.944, which is quite significant at $p < 0.05$ (as the value in the column labeled significant value is less than 0.05). It means the data set fit the model. Therefore, it can be concluded that this regression model shows better significant prediction of tourist's attitude toward e-marketing than if we use the mean value of tourist's attitude toward e-marketing. In short, the regression model overall predicts tourist's attitude toward e-marketing quite significant.

Table 3. Coefficients

Coefficients					t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.034	.360		.093	.926
	Personal experience	.052	.074	.064	.702	.484
	Website Trust	.213	.291	.145	1.87	.048
	Available information in the websites	.311	.234	.109	2.83	.005
	Contents and design of websites	.256	.338	.149	2.26	.026
	Interactivity of the website	.094	.111	.106	.847	.399
	Physical accessibility of technology	.237	.097	.274	2.431	.017
	Technological advancement	.120	.106	.127	2.28	.025
	Risk and Security issues	.241	.201	.089	2.24	.027

a. Dependent Variable: Attitude toward e-Marketing

Source: Authors Calculated

The above table shows that among the eight factors, six factors i.e. website trust, available information in the websites, contents and design of websites, physical accessibility of technology, technological advancement, risk and security issues have statistically significant correlation with tourist's attitude toward e-Marketing, as the p values of these variables are less than 0.05. The other two factors i.e. personal experience and interactivity of the website do not have statistically significant influence on the success of e-tourism marketing, as the p value is greater than 0.05.

Table 4. Hypothesis Testing Results

Hypothesis	Remarks
H ₁ : Personal experience influences consumer attitude toward e-tourism marketing.	Rejected
H ₂ : Website trust influences consumer attitude toward e-tourism marketing.	Accepted
H ₃ : Available information in the websites influences consumer attitude toward e-tourism marketing.	Accepted
H ₄ : Contents and design of websites influences consumer attitude toward e-tourism marketing.	Accepted
H ₅ : Interactivity of the website influences consumer attitude toward e-tourism marketing	Rejected
H ₆ : Physical accessibility of technology influences consumer attitude toward e-tourism marketing.	Accepted
H ₇ : Technological advancement influences consumer attitude toward e-tourism marketing.	Accepted
H ₈ : Risk and security issues influences consumer attitude toward e-tourism marketing.	Accepted

Source: Authors Derived

6. Discussion

This study intended to identify the influencing factors of e-tourism marketing in Bangladesh. The targeted population is the people who were either actual or potential tourists of Bangladesh and familiar with internet, websites, different technological devices and other terminologies related to e-based tourism marketing. The study measures the influence of eight independent variables on a single dependent variable. To measure the influence, regression analysis was conducted. Data reliability was ensured through applying Cronbach's Alpha which was more than 0.60 for all items.

According to regression analysis, all the eight variables have positive influence on the dependent variable consumer attitude toward e-tourism marketing. Among those, physical accessibility of technology has the highest positive influence on consumer attitude on e-tourism. This is because if consumers have easy access to technology, they feel convenient toward the tourism facilities. The other two factors i.e. contents and design of website and website trust have similar influence on consumer attitude, as they have almost same beta co-efficient. Technological advancement also plays a significant influence on consumer attitude, as this advancement allow consumers to use more tourism services easily. Available information in the website and risk and security issues are also important to consumers, because these factors are directly related to their experience and attitude toward e-tourism marketing. The last two factors i.e. personal experience and interactivity of the website also has influence on consumers' e-tourism attitude, but they don't have statistically significant result.

So to conclude, all the independent variables used in the research (personal experience, website trust, available information in the websites, contents and design of websites, interactivity of the website, physical accessibility of technology, technological advancement, risk and security issues) have influence on dependent variable (Attitude toward e-tourism marketing). However, personal experience and interactivity of the website have no significant effect on tourist's attitude toward e-tourism marketing. On the other hand, website trust, available information in the websites, contents and design of websites, physical accessibility of technology, technological advancement, risk and security issues have significant effect on tourist's attitude toward e-tourism marketing.

7. Conclusion

E-marketing has a great potential, especially in the tourism industry. E-tourism marketing provides opportunities for organizations associated with destination marketing in terms of communicating with targeted market segment and potential visitors, creating awareness about destination in a rich environment (Guttentag, 2010). Before this type of communication can be effective, it is very much important for tourism organizations to understand which factors affect the success of electronic based tourism marketing (Guttentag, 2010). Because in every step towards the development of e-marketing, the key factors may restrict or encourage customer's intention to use online tourism services. In this study, it has been found that the factors namely Personal experience, Website Trust, Available information in the websites, Contents and design of websites, Interactivity of the website, Physical accessibility of technology, Technological advancement, Risk and Security issues have impact on tourist's attitude toward e-marketing. For most of the factors, males and females' attitude toward e-marketing does not differ significantly. The findings also show that while designing the e-marketing programs for tourism, the marketers should focus on the availability of adequate information related to destination, transportation, hotels, restaurants and other facilities of tourist in the websites. They should also design the contents of websites in a way that attracts the right target market. Marketers should also ensure high level of interactivity of the website with the users.

Therefore, this study has achieved its objective of identifying the factors affecting the success of e-tourism marketing in Bangladesh. But this study may not be the actual representation of the population because of using relatively small sample size. So, further studies can be executed by increasing the sample size and adding more determinants of e-tourism marketing to obtain a better understanding of tourist's attitude toward e-marketing.

8. Implications for Policy Makers

This study examined the factors affecting the success of e-tourism marketing in Bangladesh. Understanding these factors assists the tourism marketers to determine how they should organize their online based tourism marketing activities to attract the right market segment. The findings suggest that reliable and accessible internet infrastructure and easy access to technology affect user experience of e-tourism, hence it is essential to improve technological infrastructure to support digital engagement of consumers. Marketers should focus on the adequacy of information regarding destinations, tourist hotels, transportation and other facilities before designing the website of their business. Tourism sector face digital literacy challenges which hamper consumers' experience of using e-tourism. By combining infrastructure development, capacity building, trust mechanisms and coordinated digital campaigns, policy-makers can substantially ensure favorable consumer attitude toward e-tourism marketing.

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