How Does Experience Impact Domestic Tourists' Satisfaction? Testing the Mediating Role of Service Quality

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Abstract

The aim of the present paper was to explore the impact of tourists' experience on their satisfaction levels and examine the mediating effect of service quality in this relationship with reference to Bangladeshi domestic tourists. The study utilized a review of literature to propose a conceptual model that posits that: Tourists' experience is positively related to their overall satisfaction when service quality mediates the relationship. The model was examined in an empirical study with data from a survey conducted among 280 domestic tourists by utilizing the convenience sampling procedure from selected tourist destinations in Bangladesh. The constructs were then analyzed by using exploratory factor analysis, and validation was done through the use of confirmatory factor analysis and structural equation modeling. The findings of the study suggest that experience plays a significant role in tourists' satisfaction, while service quality plays a strong mediating role. The findings from this research provide a meaningful source of information about domestic tourists' experience and their expectations from the service providers. This paper demonstrated how service quality mediates the relationship between tourists' experience and tourists' satisfaction. To the best of our knowledge, this is the first ever and only research that has been conducted on Bangladeshi domestic tourists' perception in testing their experience and satisfaction by considering service quality as a mediating role.

Keywords : experience, service quality, satisfaction, tourism, Bangladesh

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Bangladesh is a country of natural beauty, with rich traditions, natural beauty, beaches, forests, lakes, hills, wild life, archaeological attractions, monuments, handicrafts, sanctuaries, religious festivals, cultural heritage, incredible greenery, mighty rivers, sunny beaches, tribal life, and cultural roles, which offer great attractions to both domestic and international tourists (Haque, 2005; Hossain & Nazmin, 2006; Islam, 2009; Majbritt, 2010). In recent times, experts from different school of thoughts believe that the tourism industry in Bangladesh has contributed significantly to the national gross domestic product. Among the three sectors that generate revenue for Bangladesh, the tourism sector (which is part of the services sector) is a major contributor to the total GDP (Shamsuddoha, 2004). Thus, to attract more tourists, the players in the tourism industry need to initiate more activities to attract both domestic and international tourists.

The concept of service quality and its connection with the services sector has become a key concern of today's business environment (Zeithaml, Berry, & Parasuraman, 1993). This is the reason why the most significant challenge for the players in the tourism business of Bangladesh is to bring all stakeholder partners together. In this

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manner, they will be able to develop an integrated marketing mix and services towards the customers at large (Buhalis & Cooper, 1998; Buhalis, 2000). As per the statistics (as in 2007), over 40 private tour operators were engaged in tourism marketing in Bangladesh. Some of them dedicate their services solely for domestic tours, while others offer both domestic and outbound tours for the tourists (Bangladesh Monitor, 2007).

Previous published reports have highlighted that in countries like Bangladesh, tourists are concerned about their safety and security issues as compared to other factors. In Bangladesh, travel agencies and tour operators currently play a crucial role in the promotion and development of tourism in the country (Hossain & Nazmin, 2006). The travel agencies in Bangladesh are licensed by the Registration Authority under the Ministry of Civil Aviation and Tourism, and are controlled by the same authority under the Travel Agencies Registration and control ordinance of 1977 (Hossain & Nazmin, 2006 ; Jobber, 1986). In addition, Ali and Mohsin (2008) conjectured that in Bangladesh, spot attraction and the cost of service have a positive impact on the tourism sector and thus suggested integrated marketing communication programs to develop this sector. Research from previous studies has revealed that before the service is encountered, a tourist develops his or her service expectations based on his/her experience of using different intrinsic and extrinsic cues, which reflect the criteria of the service quality they receive from the service providers (Gould-Williams, 1999). Therefore, the reputation of a firm, accurate information provided through advertising programs, and maintenance of standard quality assurance can help the customers to distinguish high-quality services from those of lower quality (Dewally & Ederington, 2006 ; Dey, 2014).

As a result, we can say that customers' experience from the service consumption can increase or decrease their expectations from their service providers. Mathews (1994) explained that experience is an important variable that strengthens the relationship with customers' overall satisfaction if the quality of service remains of high standard. Boulding, Kalra, Staelin, and Zeithaml (1993) said that experience plays a significant role in customers' expectations regarding the quality services that represent a realistic prediction of service quality by the customers, which strongly influences their overall satisfaction. In light of the above discussion, it can be argued that tourists' experience strongly impacts their overall satisfaction in the presence of the mediation effect of service quality. This relationship under tourism research was generally neglected by previous academic researchers, especially in the context of a developing country like Bangladesh.

The present study bridges experience, service quality, and satisfaction concepts to examine one question: Does the experience of domestic tourists has a meaningful impact on their satisfaction levels, where service quality plays a mediating role? Improving service quality in the context of the Bangladeshi tourism industry is often regarded as an important issue for the government and non government sector. So far, it is noted that a significant research gap exists to test the experience and satisfaction by using service quality as a mediating factor from a developing country's domestic tourist perspective. There are very few studies that have been conducted on the Bangladeshi domestic tourism industry. Therefore, the purpose of the present paper is to understand the impact of the mediating role of service quality in between experience and satisfaction in the context of the Bangladeshi domestic tourists.

Our research contribution, in turn, is relevant for both academics and practitioners. From a theoretical perspective, we offer a comprehensive understanding of the impact of experience on satisfaction by utilizing the mediation of service quality variable in the domestic tourists' context. In terms of practical implications, our findings should help the policy makers and the industry players to strengthen their firm's image by providing good experience, service quality, and satisfaction. The present study collected primary data from domestic tourists belonging to multicultural, multi-religious groups who frequently travelled to various destination sites in Bangladesh.

Conceptual Framework and Hypothesis

⮥ **Tourist Experience :** It is important for marketers to understand how the consumers' experience impacts in generating strong attitudes towards a particular object. Research also revealed that attitudes based on

product/service experience (direct experience) are more potent than the attitudes based on indirect product experience, which is developed through exposure to an advertisement (Rajagopa & Montgomery, 2011 ; Smith & Swinyard, 1983).

Bitner (1990, 1992) and Mossberg (2003) both related "experiences" to service quality. Similarly, Hoch and Young-Won (2002) found that consumers' experience seduces the consumers into believing that they learn more than actual so because the experience is more engaging, intentional, memorable, nonpartisan, and ambiguous. Hoch and Young-Won (2002) also highlighted that experience supports a pseudodiagnosticity which identifies consumers' in the seduction process. As a result, the endogeneity factor allows consumers to manage the chosen alternatives and results in the infrequent regrets of being seduced. A significant number of past research has demonstrated a firm connection between experience and service quality, especially in the tourism sector (Beedie, 2005; Curtin, 2006; Galloway, Mitchell, Getz, Crouch, & Ong, 2008; Jewell & Crotts, 2001; Noy, 2004; Poria, Butler, & Airey, 2004; Shipway & Jones, 2007; Stone & Sharpley, 2008 ; Tassiopoulos & Haydam, 2008). In addition, Christou (2006) explored that adopting online technology to serve the tourists will eventually generate positive attitudes towards the service providers. In addition, a substantial number of researchers agree that the travellers' experience can be enhanced by proper utilization of advertising (Chiou, Wan, & Lee, 2008), effective service encounters (Wu, 2007), efficient management of tour operations (Williams & Richter, 2002),   and adoption of Internet marketing for promotion of tour services (Choi, Lehto, & Oleary, 2007 ; Cho, Wang, Fesenmaier, 2002).
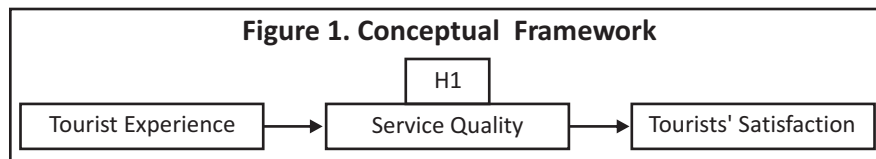
⮷ **Impact of Experience on Satisfaction :** Satisfaction is the desire of consumers that determines their future loyalty towards the firms (Spreng, MacKenzie, & Olshavsky, 1996 ; Yi , 1990). Baker and Crompton (2000) and Spreng et al. (1996) also supported this position by indicating that factors such as desires, needs, and disposition can influence the measurement of satisfaction. In fact, experience always affects whether the consumers are satisfied or not. For example, experience in the delivery of core services ; employee attitude towards the consumers ; feelings during the service consumption; service operations and service delivery time have a direct effect on satisfaction and dissatisfaction of the ultimate consumers (Babin & Babin, 2001; Bitner, 1990; Bramwell, 1998 ; Danaher & Mattsson, 1998 ; Reynolds & Beatty, 1999).

Tribe and Snaith (1998), Kozak (2001), Gyte and Phelps (1989) highlighted tourists' satisfaction with their vacation experience and pointed out that the measurement of satisfaction provides some indication of the level of customer loyalty which will influence them to induce repeat visits. Therefore, based on the above discussion, we can conclude that "tourism satisfaction" can be explained as an emotional state of tourists' post exposure of the service experience (Baker & Crompton, 2000).

⮷ **Impact of Service Quality on Satisfaction :** Service quality is a key ingredient of business strategy and academic research. Jayawardena (2002) pointed out that the tourism markets are dependent on the power of tourism countries to deliver a high quality of services, which corresponds to the changing tastes, needs, desires, and demands of the travellers. Given the importance of service quality to attain customer satisfaction in the tourism business, Plog (1974) was one of the first researchers to find out two psychographic types, for instance, psychocentrics and allocentrics that are the determining factors when deciding to travel to a particular destination.

In fact, there is no general consent regarding consumers' expectations within marketing literature. The issue of consumers' expectations appears mostly in the definitions of service quality and consumer satisfaction (Amsaveni & Kokila, 2014). However, most of the agreement lies in the range from being subjective desires to more objective predictions (Brown & Swartz, 1989; Oliver, 1981 ; Parasuraman, Zeithaml, & Berry, 1985). Furthermore, service quality is itself theorized as "the degree and direction between consumers' perceptions and expectations," whereas "service quality is directly influenced only by perceptions" (Boulding et al., 1993, p. 24 ; Parasuraman, Zeithaml, & Berry, 1988, p. 1).

On the other hand, ascertaining the connection between tourists' experiences on the service quality which impacts their satisfaction is even more complicated in the tourism area because "service quality" setting includes

Figure 1. Conceptual Framework

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                        ┌──────┐
                        │  H1  │
                        └──────┘
┌──────────────────┐   ┌──────────────────┐   ┌──────────────────────┐
│ Tourist Experience│──▶│ Service Quality  │──▶│ Tourists' Satisfaction│
└──────────────────┘   └──────────────────┘   └──────────────────────┘
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many interactions with a variety of providers (Day & Peters, 1994). With respect to the socioeconomic conditions in Bangladesh, the domestic tourists are likely to appear critical and more demanding of services at a lower price (Swedish Tourist Authority/Turistdelegationen, 2001). Kandampully (2000) emphasized that delivering superior service quality is the primary thrust of the tourism industry in Bangladesh. In this regard, service quality is often regarded as a mediating factor in between experience and satisfaction (Bergman & Klefsjo, 2003 ; Boulding et al., 1993).

Therefore, the review confirms the importance of experience and its impact on service quality as well as on satisfaction, but relatively little is known about whether and how the experience impacts the domestic tourists' satisfaction, when service quality plays a mediating role. This study uses the concept of flow as an overarching framework and draws theoretical support from previous empirical research. The conceptual framework depicted in the Figure 1 exhibits the tourists' experience as an independent variable, service quality as a mediating variable, and tourists' satisfaction as a dependent variable. The proposed schematic diagram is presented in the Figure 1 and will be tested to prove its appropriateness. To test the relationship between the variables of interest, we constructed the following hypothesis for further exploration:

⮑ **H1: Service consumption experiences have a significant influence on satisfaction, with service quality playing a mediating role.**

Research Methodology

To carry out the research objective, this study adapted 18 items in the questionnaire generated from previous empirical research. Each variable was measured by six items. Data were collected during September to December 2013 via survey methodology by using convenient sampling procedures from significant tourist destinations in Bangladesh namely Dhaka (Old Dhaka, Ahasan Monjil, Lalbagh Fort, National Museum); Rajshahi (Shopnopuri, Mohasthangar, Paharpur Buddhist Monastery); Sylhet (Madhabkunda Waterfall); Chittagong (Cox's Bazar) ; and Khulna (Shat Gambuj Mosque). In addition, each of the named items in the questionnaire was evaluated using a 7-point Likert scale (1= *strongly disagree* ; 2 = *moderately disagree* ; 3 = *slightly disagree* ; 4 = *neutral*; 5 = *slightly agree* ; 6 = *moderately agree* ; and 7 = *strongly agree*).

Out of 350 distributed instruments, 300 responses were received by using the street intercept survey methods. After examining these instruments, only duly completed ones were retained. After careful screening, this research used responses obtained from 280 respondents for further statistical analysis. Data was coded and analyzed by using SPSS and AMOS software. In the final steps of data analysis, four stages were undertaken; descriptive analysis, exploratory factor analysis, confirmatory factor analysis, and structural equation modelling to test the hypothesis.

The first phase of the data analysis used means, frequency, and percentages to present the respondents' overall demographic profile. The second stage of the data analysis conducted via exploratory factor analysis (EFA) aimed to identify the gene structure and the validity and the reliability of the scale. In this research, factor loading greater than 0.5 and an eigen value equal to or greater than 1 were used as criteria for selection of the items for a factor. The Cronbach's alpha coefficient was used to test the reliability of the scale. In the third phase of the data analysis, this research employed confirmatory factor analysis and structural equation modeling for testing the proposed hypothesis.

To perform the mediation analysis, this research adopted bootstrapping technique. Throughout our discussion of mediation, we applied the standard convention of referring to the exogenous causal influence as a tourist experience *(X)*. The endogenous causal influence, or mediator, is referred to as service quality *(M)* , and the dependent variable or outcome is referred to as tourists' satisfaction *(Y)*. This research confirmed three conditions which must be met in order to claim the presence of mediation (Baron & Kenny , 1986; Kenny, Kashy, & Bolger, 1998; MacKinnon, Lockwood, Hoffman, West, & Sheets, 2002). These are: X is considerably related to M ; M is significantly related to Y ; the relationship of X to Y diminishes when M is in the model.

There are a number of fit indices developed by the previous researchers to assess the model fit. Among them, this research used chi-square statistic/degree of freedom as well as model fit indices such as a comparative fit index (*CFI*- Bentler, 1990), non-normed fit index (*NNFI* - Bentler & Burnett, 1980 ; Tucker & Lewis, 1973), and root-mean-square residual (*RMSEA* - Nevitt & Hancock, 2000) to examine the adequacy fit of models. Hu and Bentler (1999) and Kline (1998) highlighted that X^2/df less than 3 is considered a good fit. For *CFI* and *NNFI,* values should be closer to one so as to be considered a good fit. A value of less than 0.5 for *RMSEA* indicates a good fit.

Analysis and Results

⮫ **Descriptive Analysis Results of Survey and Respondent's Profile :** Out of 280 respondents, the number of male respondents were more (60.0%) than the female respondents (40.0%). The majority of the respondents were married (70%), followed by respondents who were single (30%). In terms of choice of destination, majority of the respondents preferred to travel to Chittagong (50%), followed by Khulna (20%), Rajshahi (10%), Barisal (10%), and Dhaka (10%). Most of the respondents were Muslims (80%), followed by 15% of the respondents who were Hindus, and the remaining 5% were Christians. Furthermore, majority of the respondents were in the age group of 25-35 years (80%) followed by respondents who belonged to the age group of 35> years (20%).

Majority of the female respondents were housewives, only 20% of the female respondents were employed. Among the male respondents, the majority of them (60%) were students and only 40% of them were employed in public and private organizations. Amongst the students, 70% were from private universities and only 30% were from public universities. In addition, 80% of the respondents reported that they often traveled during the winters to various places in Bangladesh every year during the time of school/university/public/ religious holidays. The degree of intensity of believers for exploring their own country was high (average score of 6.64 out of 7), indicating that most of the tourists (respondents) in Bangladesh had strong feelings towards their individual beliefs of exploring their own country.

The internal consistency of the instrument was assessed by using Cronbach's alpha. The Cronbach's alpha value for the overall scale (18 items) is 0. 77, which reflects that the overall items of the instrument are in an acceptable range. This means that the stability and consistency of the items in the instruments were good.

⮫ **Exploratory Factor Analysis (EFA) :** Exploratory factor analysis was conducted and identified the structure of a set of variables from 18 items. The overall measure of sampling adequacy (MSA) was calculated as 0.851, which is meritorious (Kaiser, 1974). The principal component analysis revealed the presence of three components with eigenvalues exceeding 1, explaining 30.011%, 10.754%, and 8.938% of the variance respectively. An inspection of the scree plot revealed a clear break after the three elements. Ultimately, the commonalities were all above 0.3, further confirming that each item shared some common variance with the other items. In the analysis process, four items were eliminated due to high cross-loadings, insufficient values of the anti-image matrix, and their item-to-total correlation. We used the approach of successively eliminating items with low loadings on all factors, or high cross-loading on two or more factors.

Composite scores were created for each of the three factors, which are based on the mean of the items that had their primary loadings on each element. Descriptive statistics are also shown in the Table 2. The skewness and kurtosis were well within the tolerable range for assuming a normal distribution, and the scrutiny of the histograms suggested that the distributions looked approximately normal. Concerning the structure of the

Table 1. Distribution of Eigenvalues

	Eigenvalues		
Component	Total	% of variance	Cumulative %
1	4.802	30.011	30.011
2	1.721	10.754	40.765
3	1.430	8.938	49.703

Table 2. Summary of Exploratory Factor Analysis

Factor Name	Component Variables	Factor Loading
Tourists'	Friendly local people (e1)	0.757
Experience (TE)	Experience of transportation services (e2)	0.737
α = .83	Sense of excitement (e3)	0.697
M (SD) - 5.29 (. 21)	Family and friendly environment (e4)	0.647
Service Quality (A)	Provide services as its promise (s1)	0.727
α = .82	Perform services right at the first time (s2)	0.725
M (SD) - 5.01 (. 27)	Performance of stable service (s3)	0.725
	Service variety is very attractive (s4)	0.604
Tourist's Satisfaction	Location base services enhance satisfaction (Sat1)	0.643
(SAT)	Customer representative efficiency increases customer satisfaction (Sat2)	0.651
α = .72	Service delivery of service provider is important (Sat3)	0.530
M (SD) - 5.38 (.10)	Positive experience and customer satisfaction (Sat4)	0.635
	Satisfaction increases with prior experience (Sat5)	0.635
	Satisfaction based on prior and present experience (Sat6)	0.651

Note: Principle Components Analysis for 14 items (N = 280), *M* = Overall Mean; *SD*- Overall Standard Deviation; Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 6 iterations.

variables, three separate factors and distinct dimensions of each factor were clearly revealed. The first component was interpreted as representing the Experience (α = 0.83). The second factor was labelled as Service Quality (α= 0.82), and the third factor was labelled as Tourists' Satisfaction (α =. 72) (see Table 2). The scree test also showed that the three genes may be appropriate when looking at the changes in the eigenvalues. The initial eigenvalues showed that the first factor explained 30.011% of the variance, the second factor 10.754% of the variance, and the third factor 8.938% of the variance (Table 1).

➲ **Confirmatory Factor Analysis (CFA) :** To examine the generalizability of multidimensional measures of the concept, confirmatory factor analysis (CFA) was applied. Overall, the fit indices were generally improved from the default to revise the model after certain adjustment on the variables, that is, Experience and Service Quality. Results from the CFA using AMOS software are summarized in the Table 3. Furthermore, all the constructs AVE (average variance extracted) were calculated based on the loadings which were greater than or equal to 0.6, which confirms convergent validity. Furthermore, the correlation between each construct (i.e. Experience, Service Quality, and Tourists' Satisfaction) is less than 0.75, which confirms discriminant validity. The fit indices demonstrated good fit of the measurement models to the data. The construct validity was also examined by using confirmatory factor analysis (Table 3). All the factor loadings are significant across the variables.

⮱ **Structural Equation Modeling and Test of Hypothesis :** The entire model was tested based on the measurement model previously validated from CFA in the study (Figure 2). The fit indices of the full model are χ^2/df = 2.822 (χ^2 = 3576.133, df = 1267); *GFI* =.931; *AGFI* =.915; *RMSEA* =.032; *CFI* =.910; *NFI* =.912. Although a relative chi-square statistic (χ^2/df =2. 822) indicates a good fit, other indices were at the lower end of acceptable ranges to indicate a good model fit.

To perform this empirical test of mediation, we compared the magnitude of direct and indirect effects between Tourists' Experience and Satisfaction. As a result of assessing the mediating effects of service quality in between tourist experience and their desired satisfaction, we examined the full effect (direct and indirect) by using the bootstrapping technique. The total effect is 0.64 with an indirect effect of 0.50 and direct effect of 0.14. We,

Table 3. Level of Acceptance of the Individual Construct

Theoretical Construct	Model	χ^2	df	χ^2/df	GFI	AGFI	RMSEA	CFI	NFI	TLI
Tourists'	Default (4 Items)	256.09	35	7.374	0.877	0.807	0.126	0.647	0.619	0.547
Experience (TE)	Revised (4 items)	26.695	14	1.906	0.98	0.961	0.048	0.951	0.905	0.927
Service Quality (SQ)	Default (4 items)	18.716	2	9.358	0.979	0.893	0.145	0.938	0.933	0.815
	Revised (4 items)	3.258	1	3.258	0.996	0.960	0.075	0.992	0.988	0.95
Tourists' satisfaction (SAT)	Default (6 items)	5.392	2	2.696	0.993	0.966	0.065	0.981	0.977	0.943

Figure 2. Hypothesized Model of Relationships among Key Variables

(TE = Tourists' Experience; SQ= Service Quality; SAT= Tourists' Satisfaction)
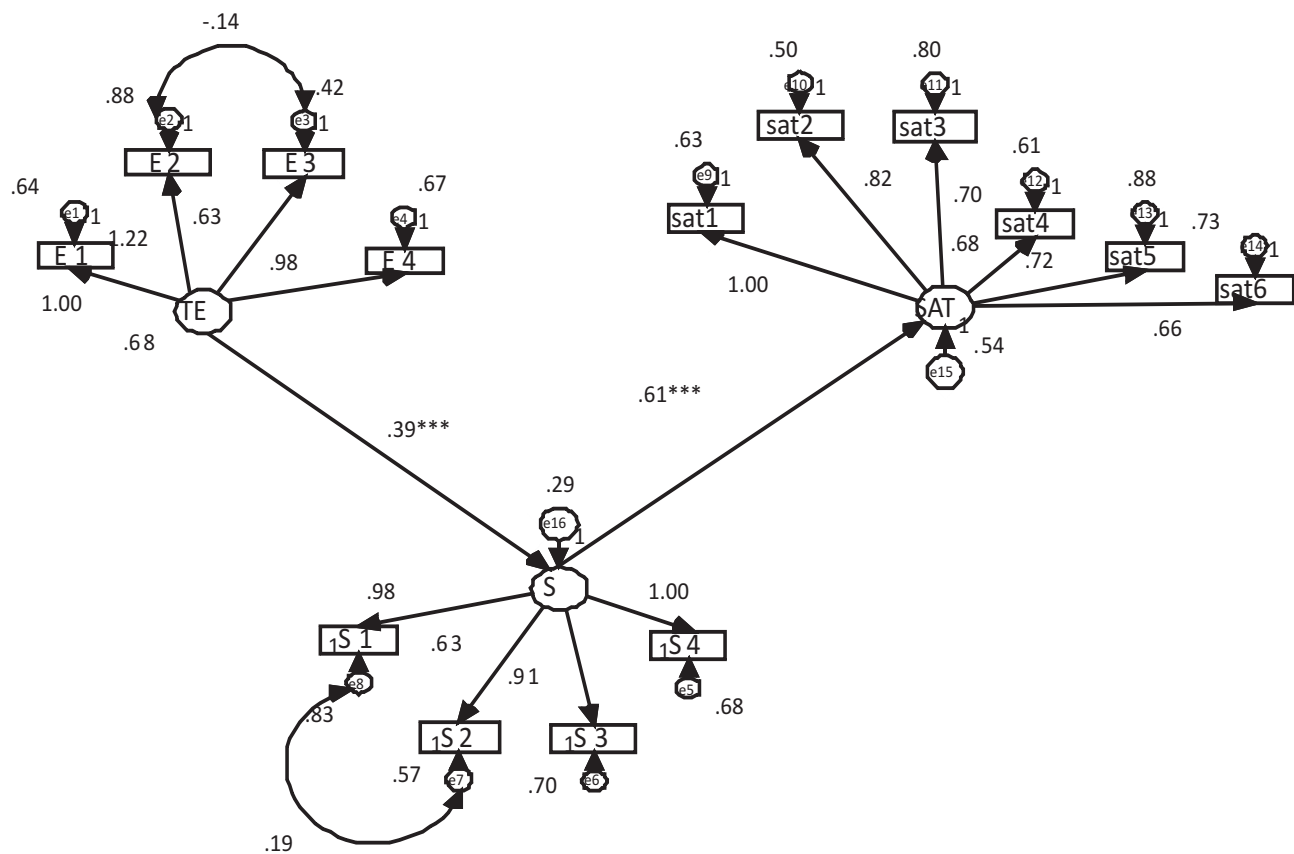
Table 4. Estimates of the Mentioned Variable

Path	Estimates (Estimate of regression weight)	S.E (Standard error of regression weight)	C.R (Critical ratio of regression weight)	p (Level of significance for regression weight)
Service Quality ← Experience	.386	.074	5.233	**0.000**
Satisfaction ← Service Quality	1.013	.139	7.315	**0.000**

therefore, conclude that the indirect effect through service quality is more dominant than the direct effect in explaining the total effect between the tourists' experiences and their satisfaction.

Hence, the Bangladeshi domestic tourists were highly satisfied by visiting a destination when their experiences influenced their satisfaction levels, where service quality played a strong mediating role. Thus, we can conclude that a strong mediating effect flows from $TE \rightarrow S \rightarrow SAT$. As a result, the hypothesis H1 is accepted (See Table 4). The detailed results from the AMOS output are depicted in the Table 4.

Discussion

The results of the present study present practical evidence that service quality plays an important role in between tourists' experience and their overall satisfaction. Several conclusions can be pitched concerning the function of service quality in this regard. This result is in accordance with Mathews's (1994) remarks that experience is an important antecedent of satisfaction as service quality strongly influences this relationship. The indirect impact through service quality on tourists' experience of overall satisfaction (0.50) in the present study was more significant than the direct effect of tourists' experience on overall satisfaction (0.14). These results confirm the findings of Tassiopoulos and Haydam (2008), Galloway et al. (2008), Yu and Dean (2001), Stone and Sharpley (2008), Baker and Crompton, (2000), Brown and Swartz (1989), Parasuraman et al. (1985), Oliver (1981), & Day and Peters (1994) who reported that a relationship between experience and satisfaction is strongly observed when service quality has as a mediating role.

The result also means that managers should place emphasis on maximizing service experience performance by using service quality attributes in increasing customers' satisfaction. The tourism industry represents both a high-contact service situation, and we may conclude that the technical and operational characteristics of service quality-based model is best suited to improve tourists' overall satisfaction when tourists are vigorously involved in service delivery (Lovelock, 1996). Lastly, it should be obvious that no business enterprise today can afford to ignore the customer. According to Davidoff (1994), high-quality service does not happen by accident, it takes place as a result of planned and clever attempts by the service organization. Even in the Bangladeshi tourism industry, there are simply too many alternatives for customers within the competitive environment. In the present times, customers' satisfaction is critical for the survival of a business. Success of an enterprise depends upon its ability to deliver a consistently better experience to its target segments. That is why players in the tourism sector have to invest a high amount of resources in the delivery of superior levels of service quality as a means of achieving competitive differentiation (Barsky, 1995; Berry, 1995).

Conclusion

The results of this research suggest that experience significantly impacts the tourists' satisfaction when service quality plays a mediating role. It appears that core service processes such as providing dependable services, courtesy of the service representative, the equipment of the service process, appearance of the service personnel, individual attention provided to the customers by the employees can hugely impact the positive experience of the tourists' perception. This will ultimately impact their overall satisfaction levels, and this empirical study confirms this viewpoint. Majority of the previous researchstudies explored the individual influence of each pair of variables (Kandampully, 2000 ; Rajagopa & Montgomery, 2011 ; Spreng et al., 1996; Smith & Swinyard, 1983; Yi, 1990).

This research further explored the influence of experience on the overall satisfaction of tourists by using service quality as a mediating factor.

Implications for Managers

In many respects, tourism marketers in Bangladesh face numerous challenges; such as communicating of intangible offerings to the target customers and maintaining service delivery whilst keeping customers' expectations. The tourism companies have to maximize the experience of the visitors by delivering superior service quality so that customers will be satisfied. The participants in the tourism industry also need to be aware that if a respondent is a frequent visitor to one destination specifically, then their expectations will be higher. This frequency of visit factor may be taken as a benchmark for their satisfaction levels. Therefore, providing the visitors with superior service by generating a positive experience may be beneficial to the firms. In Bangladesh, most of the tourism companies still use the traditional ways of delivering their services. So, it is suggested that companies should adopt new and advanced technologies within their core service delivery, which could provide a positive experience to the tourists' overall satisfaction.

Limitations of the Study and Scope for Further Research

This study suffers from some limitations relating to data collection and interpretation of the results. Further research can be undertaken to validate these results from the perspective of other developing countries like India, Nepal, and Pakistan. That is why researchers suggest that a longitudinal study can be applied in the future, which can help the researchers with insights to further other major experiences and service quality attributes perceived by the tourists.

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