

Sustainability Factors and Future Prospects of Tourism Destinations: A Study on Bisnakandi and Pantumail, Sylhet, Bangladesh

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ABSTRACT

Tourism industry is one of the largest growing industries around the world but tourism in Bangladesh is lag behind due to various circumstances despite of its countless opportunities. Many Least Developed Countries (LDCs) in South East Asia tourism industry is playing a significant role of their economic development. But, unfortunately having many prospects, this industry in Bangladesh remains neglected. Focusing on that issue this paper investigates the sustainability factors and future prospects of two tourism destinations -Bisnakandi and Pantumail, Sylhet in Bangladesh which is very closer distance and naturally enriched. So, it is indispensable to identify which factors around these destinations have impact on overall future prospects and can contribute to economy. It is found that the sustainability of both destinations greatly depends on transportation and accommodation facilities, safety and security and costs. This study reveals the sustainability factors which effect on new prospects of those tourist spots and become an important driver of economic prosperity and social progress.

Keywords: Sustainability, Tourism, Destination, Future Prospects

INTRODUCTION

Tourism sector in Bangladesh is an emerging sector and it has direct prospects of contribution to GDP. Bangladesh has a great potential to become one of the market leaders since it has the perfect combination of natural beauty, environment and resources (Roy, D.; MoktaDhir, M. G.; &Ahsan, M. K. 2017). Sustainability of two destinations has been analyzed by tourism researchers within a variety of dimensions of tourist trips. It consists of many aspects, such as deciding with whom to travel, what destination to travel to, where to buy the product, accommodation, food, entertainments etc. Sylhet is the most picturesque and naturally affluent regions in Bangladesh, is a major tourist destination in Bangladesh and has the great potential to be developed and promoted as a major sustainable tourism destination of Bangladesh (Jahan. N. & Amin, M. R. 2014). Bisnakandi and Pantumail, Sylhet are the largest visiting spot to tourist for holidays, friends and family tours, couples, students as well as all aged people. For the development of those spots - Bisnakandi and Pantumail, Sylhet, will be more enjoyable if a

series of factors will be developed, including infrastructural aspects, as well as service elements: transportation, hotel, restaurants, number of activities, service level in general, the nature/surroundings, travel party, food, etc. After the journey all these factors are viewed as possible influences on overall satisfaction (with the destination) and subsequently on the intention to re-visit and communicate via positive word of mouth. Accommodation and food factors are significant to the entire sustainability factors of these destinations. Moreover, accessibility, transportations, communications, safety and security, and culture are significant for tourists for long time staying and re-visit or recommend to friend and family. Thus, tourism board, responsible authorities as well as service providers such as national/local government, public and private sectors of tourism and hospitality should pay attention to the relevant characteristics that might be very important building sustainable tourism destinations. The social, cultural, environmental, economical, political and other factors affect the sustainability of the Sylhet through factor analysis and other measurements

(Jahan, N. & Amin, M. R. 2014). Based on the existence of such differences, Hui et al. (2007) suggested that Singapore should adopt a balanced approach to satisfy the differing tourists' needs and requirements.

OBJECTIVE OF THE STUDY

The future prospect of tourism sector in Sylhet is growing trends for some natural sites and pilgrims. The exotic tea gardens in Sylhet, and this is just to name a few attractions. Bisnakandi and Pantumail is the most visiting destination in the current years. Bisnakandi and Pantumail have tremendous potential for becoming a national and international tourist hotspot but in reality, that is not exactly the case. Due to the under-developed sector of tourism, Bangladesh is missing out on huge amounts of revenue every year (Parveen, D. J. A. 2013). In this study, the main objectives are identified;

1. To identify the factors of sustainability of two destinations- Bisnakandi and Pantumail, that affect tourist visit,
2. To evaluate various prospects of tourism destination and existing promotional facilities for the development of the said destinations and industry,
3. To find out the future prospects of Bisnakandi and Pantumail, Sylhet as a tourist destination, and
4. Identify the level of maintenance of two destinations-Bisnakandi and Pantumail, Sylhet as a tourist spots.

LITERATURE REVIEW

This study focus on sustainability factors and future prospects of two closer tourism destinations-Bisnakandi and Pantumail, Sylhet, where have a lots of potentiality, but tourists feel absence of such deservedness. In the contexts of tourism spot in Sylhet region as well as Bangladesh, there have been opined some literatures as: Jahan, N. & Amin, M. R. (2014) conducted research, and they came to know many important aspects which influence the future potential of Sylhet to be a major STD. Though Sylhet has many natural sites and cultural heritages, due to the absence of proper maintenance and appropriate policies, those heritages and sites are losing their beauty and attraction day by day. The authority should be more strict and careful in adapting and implementing policies to ensure the long-term sustainability of the social, cultural and natural

attractions of Sylhet. Another important consideration of their research was that stakeholders should be strictly maintained the watchful utilization of natural resource and need to improve awareness in using the natural resources carefully in order to maintain the ecological balance of Sylhet.

Parveen, D. J. A. (2013) also have identified some important issues that hinder the development of tourism industry in the country. Inadequate infrastructure facilities, lack of long term plan (master plan) by government, lack of modern recreation facilities, promotional activities, traditional weather forecasting techniques, lack of sufficient safety & security system etc. are vital ones in this regard. It is the government, who can handle the issues in an urgent basis. Committed efforts are needed from both public and private sectors especially Public Private Partnership (PPP) initiated programs for full development and utilization of the potentials of the tourism industry. The policy measures included in this study can help both government policy makers and private sector (investors) to make their future programs for building Bangladesh as an important tourists' zone and destination to the world wide tourists.

Hasan (1992) investigated the current situation of Bangladesh tourism industry and current marketing strategies in his research book "Problems and Prospect of Bangladesh Tourism Industry" has blamed that Bangladesh tourism industry could not achieve there markable progress in comparison to other neighboring (South Asian) countries though the country is endowed with different tourism attractions.

Rahaman, M. A. (2009) studied his paper as the "Development of tourism industry in Bangladesh: Issues and Strategies". These treasures are relatively unknown in the world and are rich resources for the development of tourism in Bangladesh. But time has not yet past over. Still there are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to the potential tourists properly through implementation of some strategies like taking an effective promotional measure, can take some initiatives to develop some infrastructural facilities, facilitate easy access to different destination, building better image of Bangladesh and ensuring safety and security of tourists, the country would be able to earn many times higher than the present by attracting more

tourists within a short time. But unfortunately, this sector has remained almost in the dark and failed to draw proper attention to the government and the policy makers.

Haque, M. A. & Islam, F. (2015) investigated, Sylhet region has different attractive places to visit as the tourists are very keen to get test of visiting these places. It's found more than four different places were easily coverable to visit at a time. Sightseeing, relaxation, health, work, and fun were identified as reasons of visiting. Although at some points, the reasons were varied but as a whole tourist suggested that Sylhet region has a great potentiality of expanding tourism as it has ability to fulfill the purpose of the tourists. Their observation was travelling places are not yet popular to the tourist due to proper maintenance and obviously tourist visiting places are found limited in a range of a few only. It's not a positive syndrome found to extend the spaces of tourism in Sylhet region due to limited number of availability of proper environments.

Moreover, some scholars have given their opinion about the sustainability of a tourist destination. From a tourism perspective, the same concept applies to tourists because tourists are also subscribers to the services provided. Thus, their decision to visit again also depends on the satisfaction factor. Tourists compare their present destination with other alternative or past experience (Yoon & Usal, 2005). Tourist satisfaction with a particular destination may be the result of multiple factors, including the expectations generated before and during the trip, as well as the tourist's perception of service received. Tourist satisfaction reflects both a cognitive and an emotional phenomenon (Bigne & Andreu 2004). The analysis of the causes of that generate satisfaction is much scarcer. Among the different types of antecedents that influence tourist satisfaction, a great deal of analysis has been directed towards the attributes of the service offering.

Most studies on tourist satisfaction focus on measurement techniques and types of variables related to customer satisfaction (Noe and Uysal 1997; Zeithaml, Berry and Parasuraman 1993). Tourist satisfaction is defined as post-consumption evaluation concerning a specific product or service (Westbrook & Oliver, 1991). Hence, tourist satisfaction is a well-established, long-standing focus marketer attention (Yuksel & Yuksel, 2002). Tourist satisfaction is

important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000).

Handszuh, (1995) identified in his research that many reasons cause tourists to be satisfied with their trip or journey, including the quality of the services provided, such as infrastructure, security, cleanliness, natural situation, consumer protection and easily obtained. According to Cornin& Taylor (1992), and Ekinci & Riley (1998) quality of service is part of the process which leads to the formation of the overall satisfaction.

One of the most relevant research issues for sustainability factors and future prospects of tourism destination: *A Study on Bisnakandi and Pantumail, Sylhet* is to analyze why people visit and what they expect from their destination; what are the motives behind the trip. This implies further empirical testing of tourists with different nationalities visiting a variety of destinations.

DESTINATIONS

Tourism in Sylhet has been flourished because of the religious rites rather than motives of tourism. Besides, people visit different places while come in Sylhet. Among visiting places Bisnakandi and Pantumail are the most preferred and visited spots for tourist. However, there is good scope to develop Bisnakandi and Pantumail, as a tourist for the natural views, stones, waterfall, clustering around mountains which attractions tourist could be turned into those spots. The most promising area for tourism development would be the frontier containing hill tribe culture (Rahaman, M. A. 2009). Tourist destinations are a unity of tourist destination products which in which consist of several types of organizations and tourism operations in their geographic areas, including accommodation, transportation, attractions, safety and security, transport facilities, accessibility, accommodation, food, facilities for children, developing infrastructure etc. Tourism destinations include everything in the region, its people, landscapes, other industries and other things that can be part of the destination experience, local specialties that can be enjoyed by tourists even though they are not part of the tourism economy specifically (Agustina, N. K. W. 2019). Tourist destinations within the framework of development include several main

components. The main components according to Sunaryo (2013) are divided into five, including objects and tourist attractions, accessibility, amenities, ancillary services, and institutions.

SUSTAINABILITY FACTOR OF DESTINATIONS

According to (Echtner, 1991) the tourist destination image is a number of beliefs and judgments of an attraction or activity in a destination that shapes the overall picture of the destination. A good destination is a destination that must be able to provide tourist facilities that are appropriate to the needs of visitors to provide convenience and meet their needs during the visit (Agustina, N. K. W. 2019). The ability to provide tourist facilities, make visitors comfortable when visiting (Kotler, 2009) states that facilities are all things that are intentionally provided by service providers to be used and enjoyed by consumers aimed at providing maximum levels of satisfaction. Facilities tend to support rather than push and tend to develop at the same time or after the attraction developed (Loebbecke, 1997). The instruments used to measure sustainability of destination-Bisnakandi and Pantumail by the following seven indicators namely safety and security, transport facilities, accessibility, accommodation, food, facilities for children, and developing infrastructure.

1. Safety and security includes the security of freely arrival at tourist sites without physical hassle, availability and help of law force agency, availability of financial booth and support, residents' hospitality and freely moves at spot, and tranquility of the atmosphere.
2. Transport facilities are a state of condition of road and transport system and risk free entrance.
3. Accessibility fluency or ease of access to reach tourist sites by vehicles, boats and other transport support.
4. Accommodation the state of hotel/motel, lodge, resort, that help to stay for relaxation long time at spot. Relaxation is a condition or condition where a tourist object can help visitors to calm their mind and refresh their body.
5. Food states the availability of restaurant and prices and values all costs incurred by visitors/ tourists while they are in tourist attractions.

6. Facilities for children provide outdoor activities can be carried out by visitors in the open in and around tourist attractions, events and entertainment at tourist sites.

7. Developing infrastructure states infrastructure of sites, road, environment, and physical construction, supporting facilities based on international tourism benchmark those are in around tourist attractions.

FUTURE PROSPECTS OF TOURISM DESTINATIONS

Sylhet has a bright future prospect of developing its tourism sectors as its treasures weather it is going to miserable situation in the absence of proper plan and realistic steps (Haque, M. A. & Islam, F. 2015). Tourist who has an interest in revisiting can be marked by a willingness to review the same destination in the future and recommend destinations to others. The feeling of wanting to revisit a similar tourist destination can appear for several reasons. According to (Alegre, 2009), the reason or main factor that determines the interest to return to a destination is satisfaction during the visit, certain motivation in choosing a tourist destination, and the tourist's love of the destination. Tourists' love of destinations can be measured by the number of repeat visits made by these tourists (Agustina, N. K. W. 2019). The four future prospects of tourism destination which are identified as it will be really a sustainable tourist destination, visitor will re-visit again and recommend to friends and family, they will visit for longer periods of time, and it will be a sustainable profits sector of tourism and contribute to economy;

1. These two places will be really a sustainable tourist destination: Many factors motivate tourists to visit again, so a company must see what motivates tourists to return.
2. Visitor will re-visit again and recommend to friends and family: Reflect on the good experiences of other previous travelers so that they can give other travelers the desire to visit a destination.
3. Visitors will visit for longer periods of time: In order to see what are the obstacles that will be faced by tourists in making a visit.
4. Selected two destinations are closer to each other and both will be a sustainable profits sector of tourism industry and can contribute to national economy.

METHODOLOGY

Structured questionnaires were used to collect attitudinal and socio-demographic data. The local and non local visitors are the research participants of this study. Besides, secondary data have been gathered from different books, journals, documentaries, newspapers, internet etc. For secondary data both qualitative (descriptive) or quantitative (numerical) tools has been used in this study. In this study 100 respondents had been selected through accidental sampling from different spots in Sylhet.

Population and Sampling Design

The data were collected from different tourism spots in Sylhet division from January, 2019 to May, 2019 who has already visited these spots one or more times. The sample size was 100 and sampling method adopted was a combination of judgmental and convenience (Table 1).

Sample Characteristics

The respondents were chosen irrespective of gender, age, income, education, occupation, religion, location. All the interviewed respondents were tourist in Sylhet division and outside of Sylhet.

Instrumentation

The instrument used for data collection was a questionnaire developed to identify the factors that affect tourist perception. A five point scale of strongly agree (5), Agree (4), Neutral (3), Disagree (2) and strongly disagree (1) were used to measure the responses for the respondents.

Data Analysis

Collected data were analyzed through factor analysis and regression. Statistical software SPSS-16.0 was used for data analysis.

Reliability

Table -2 shows the reliability of variables, which were used in this research. Cronbach's Alpha describes the internal consistency of the instrument. Here the Alpha value represents an excellent internal consistency among the variables.

Hypothesis

H₀: There is no significant relationship between sustainable factors and future prospects of tourism destinations.

H_A: There is a significant relationship between sustainable factors and future prospects of tourism destinations.

DATA ANALYSIS AND FINDINGS

From the literature review and personal observation, researchers found out seven variables which may significantly influence to visit several times building future prospects of selected destinations - Bisnakandi and Pantumail, Sylhet.

Demographic Profile

Data was collected from 100 tourists from different tour destinations in Sylhet region. During collecting responses of tourists regarding prospects of Bisnakandi and Pantumail and their demographic details also collected. The demographic descriptions of the respondent are presented in table-1.

Data Scaling

The research site was conducted on sustainability factors and future prospects of tourism destination - Bisnakandi and Pantumail, Sylhet province data has been collected by survey with questionnaire. Furthermore, the data collection method used is a questionnaire (Agustina, N. K. W. 2019).

The scale of data collection used in this study is the Likert scale. According to (Sugiyono, 2017) the Likert scale can be used to measure attitudes, opinions and perceptions of a person or group about social phenomena. In this study the respondent's answers were assessed with 5 rating points.

Data Analysis Technique

Test Instrument

Validity test

Validity test is used to measure the validity or validity of a questionnaire, a questionnaire is declared valid if the question in the questionnaire is able to express something that will be measured by the questionnaire (Ghozali, 2016). Testing is done by correlating the scores of items for each item with a total score. Furthermore, the interpretation of correlations produced is compared with rabel. If the correlation is less than 0.30 then the item question in the instrument is declared invalid. Instrument item is declared valid if the pearson correlation value is more than 0.30.

Table1. Respondents' Profile

Items		Frequency	Percent
Gender	Male	44	44%
	Female	56	56%
	Total		100
Age	< 25 Years	30	30%
	26-35 Years	28	28%
	36-45 Years	18	18%
	46-55 Years	13	13%
	56 > Years	11	11%
	Total		100
Marital Status	Married	41	41%
	Single	59	59%
	Total		100
Education	SSC	11	11%
	HSC	26	26%
	Undergraduate	42	42%
	Others	21	21%
	Total		100
Occupation	Student	30	30%
	Doctor	7	7%
	Service holder	37	37%
	Business Man	18	18%
	Others	8	8%
	Total		100
Household Income	<15000	22	22%
	15000-20000	18	18%
	21000-30000	20	20%
	31000-40000	23	23%
	40000>	17	17%
	Total		100

Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable (Agustina, N. K. W. 2019). A questionnaire is said to be reliable or reliable if someone's answer to the statement is consistent over time. The reliability test results can be seen in Table 4 as follows:

Table2. Reliability Test Result

Variables	Cronbach's Alpha	Remarks
Sustainability Factors (X)	0.777	Reliable
Future Prospects of Tourism Destination (Y)	0.753	Reliable

Source: processed data

The questions used to measure variables are declared reliable if the Cronbach Alpha value is above 0.70. Based on Table 2 above, it can be seen that all statements relating to the

independent variable have a Cronbach's Alpha value bigger than 0.70 so that it can be concluded that all data used in the questionnaire are said to be reliable.

Simple Linear Regression Test

Regression analysis is the coefficient for each independent coefficient. This coefficient is obtained by predicting the value of the independent variable with an equation. Regression coefficients with two objectives at once, first minimize deviations between the value of actuation with the estimated value of independent variables based on existing data (Ghozali, 2016) With the equation as follows:

$$Y = \beta_0 + \beta_1 X_1$$

Remarks;

Y = Future Prospects of Tourism Destination

β_0 = Constants

β_1 - β_2 = Regression Coefficient

X = Sustainability Factors

e = Disturbing component

a. Multiple Correlation Analysis

This analysis is used to determine the degree of influence simultaneously between independent variables and dependent variables, interpretation criteria for correlation coefficient (Sugiyono, 2009).

Table3. Interpretation of the correlation coefficient Relationship Level Coefficient Interval

Interval Coefficient	Relationship Level
0.000 – 0.199	Very Low
0.200 – 0.399	Low
0.400 – 0.599	Average
0.600 – 0.799	Strong
0.800 – 1.000	Very Strong

Coefficient of Determination (R²)

The coefficient of determination is between zero and one. A small R² value means the ability of independent variables to provide almost all the information needed to predict variations in the dependent variable. The weakness of the coefficient of determination (R²) is a bias towards the number of independent variables entered into the model. Each additional an independent variable then (R²) must increase no matter whether the variable has a significant

Table4. Tourists' Affecting Factors

SL. No.	Factors	Average
Sustainability Factors		
1	Safety and Security of Tourist	4.02
2	Transport Facilities for Visitors	4.41
3	Accessibility to Destination	3.96
4	Accommodationfor tourist	4.07
5	Food for Visitors	4.48
6	Facilities for Children	3.50
7	Infrastructural development of the destination	3.76
Future Prospects of Tourism Destinations		
1	These places will be really a sustainable tourist destinations	3.37
2	Visitor will re-visit again and recommend to friends and family	3.33
3	Visitors will visit for longer periods of time	3.06
4	These will be a sustainable profits sector of tourism and contribute to Economy	2.94

Source: processed data

Based on Table 4, it can be seen that the highest rating related to destination image is the first question, "Safety and Security of Tourist" with an average value of 4.02 which means that tourists need a lot of demandof "safety and security"about those destinations - Bisnakandi and Pantumail, Sylhet. The highest rating related to interest in future prospects of tourism destination "these places will be really a sustainable tourist destination" with an average

effect on the dependent variable. Therefore, in this study used the value of Adjusted R². Adjusted R² values can go up or down if an independent variable is added to the model.

Statistical test t

The t statistical test basically shows how far the influence of an explanatory variable/ independent individually in explaining the variable variation of the ministry (Ghozali, 2016). The t test can be done by looking at the significance values of each variable. The criteria for decision making are:

- 1) If the significant value of the independent variable is less than 0.05, the independent variable has an effect on the dependent variable.
- 2) If the significant value of the independent variable is more than 0.05, it means that the independent variable has no effect on the dependent variable.

RESULTS AND DISCUSSION

Descriptive Analysis Results

The results of tourist perceptions of the seven indicators used to measure the sustainability factors of these destinations and four indicators for future prospects as tourism destinations are presented in table 4 below:

of 3.37, which means tourists who have visited are happy to recommend Bisnakandi and Pantumail as one of the best tourist attractions in Sylhet.

Instrument Test Results

1) Test Validity

Validity test is used to measure the validity or validity of a questionnaire, a questionnaire is

declared valid if the question in the questionnaire is able to express something that will be measured by the questionnaire (Ghozali,

2016). The results of the validity test can be seen in Table 5, as follows.

Table 5. *Validity Test Result*

Items Statistics	Pearson Correlation	Sig	Remarks
Sustainability Factors (X)			
X ₁	0.345	0.000	Valid
X ₂	0.308	0.000	Valid
X ₃	0.496	0.000	Valid
X ₄	0.375	0.000	Valid
X ₅	0.306	0.000	Valid
X ₆	0.395	0.000	Valid
X ₇	0.373	0.000	Valid
Future Prospects of Tourism Destinations (Y)			
Y ₁	0.396	0.000	Valid
Y ₂	0.398	0.000	Valid
Y ₃	0.553	0.000	Valid
Y ₄	0.530	0.000	Valid

Source: processed data

Instrument item is declared valid if the pearson correlation value is more than 0.30. In Table 5 it can be seen that all indicators used to measure the variables in this study have a person correlation value greater than 0.30 and significance is smaller than 0.05 so it can be concluded that all indicators used are declared valid.

Simple Linear Regression Analysis

Simple linear regression analysis is used to find out or obtain an overview of the effect of independent variables on the dependent variable (Agustina, N. K. W. 2019). The influence of destination sustainability factors independent variables on the dependent variable of future prospects are presented in Table 6 below:

Table 6. *Simple Linear Regression Analysis Result*

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.131	.370		5.761	.000
	Sustainability	.259	.091	.277	2.851	.005
a. Dependent Variable: Futrure prospects						

Source: processed data

From the results of the regression analysis in Table 6, it can be seen in the Unstandardized Coefficients column in the value B so that the regression equation is arranged as follows:

$$Y = 2.131 + 0.259$$

Based on the results of the equation, it can be explained the pattern of the influence of the sustainability factor (X) on the future prospects of tourism destination (Y), as follows:

- a = 2.131 means that if the sustainability factors of the destination does not change or remains, then the amount of interest in returning to tourists is 2.131.

- b1 = 0.259 means that if the future prospects increases by one unit then the level of interest in returning tourists will increase by 0.259. This means that every increase in sustainability factor also increases future prospects of tourism destination.

a) Correlation Test Results

Correlation is a statistical test to determine the strength or weakness of the relationship between independent variables and the dependent variable whose results can be seen in Table 7 below.

Table7. Simple Correlation Test Result

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.477 ^a	.377	.307	.51078	.077	8.126	1	98	.005
a. Predictors: (Constant), Sustainability									

Source: processed data

Based on Table 7 can be seen in column R, which is a correlation value of 0.477. Based on criteria, the value is between 0.400 - 0.599, which means there is a relationship with the moderate level between sustainability factors and future prospects of tourism destination to Bisnakandi and Pantumail.

b) Determination Test Results

Determination is a statistical test to determine the percentage of influence between independent variables on the dependent

variable. Based on Table 8 in the R Square column, it can be seen that the determination value is 0.377 or 37.7%. This means that 37.7 percent of visiting interest is again influenced by the sustainability of destinations. The remaining 62.3% is influenced by variables outside the study.

c) Hypothesis Testing (t test)

Hypothesis testing is done by using a significance level of 0.05 ($\alpha = 5\%$). The results of t test can be seen in Table 8 as follows:

Table8. T-Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.131	.370		5.761	.000
	Sustainability	.259	.091	.277	6.851	.005
a. Dependent Variable: Future Prospects						

Source: processed data

Based on the test results in Table 8 can be seen in columns t and Sig which can be explained that the value of Sustainability Factors t count (X) is 6.851 with a significant value of 0.005 smaller than 0.05 this means that the sustainability factors (X) has a significant effect on future prospects of tourism destination (Y).

DISCUSSION

The results of the study show that the sustainability elements of two destinations has a significant effect on the future prospects of tourism destination-Bisnakandi and Pantumail, which means that the hypothesis proposed in the study is accepted. This can be seen in the results of the hypothesis test the value of t arithmetic obtained is equal to 6.851 with a significance value of 0.005 smaller than 0.05. Based on the correlation test, the relationship between the two variables is at a moderate level with a percentage of influence of .377 or 37.7% (Table 7). According to visitors who have visited Bisnakandi and Pantumail in Sylhet that is a

must visit attraction. The results of this study are in line with the results of research obtained by Aviolitasoa (2017), FitriHayati (2016) and Handawan (2015) who obtained a sustainability image results significantly positive effect on the interest of tourists to visit again.

Regarding the study limitations, it is necessary to highlight that the results obtained are not generalizable because only two destinations were analyzed in an exploratory way, and the sample used was not very large. Therefore, future studies should consider broader groups of visitors in various tourist destinations in Sylhet region and include qualitative analysis. Another limitation of this study is that the evaluations of the sustainable factors and the future prospects have only been determined from the perspective of the visitors, and the opinions of the visitors have not been analyzed. Future studies should determine the main sustainability factors and the performances based on the whole region of Sylhet, and compare the results with those obtained from the perspective of the visitors.

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