

Identifying Factors Influencing Visitors to Visit Museums in Bangladesh and Setting Marketing Strategies for Museums

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Abstract: Museums with its cultural significance, as an integral part of cultural heritage, play vital roles in the economic development of a country by attracting both local and foreign tourists. Museums in Bangladesh may also contribute positively to the country's economic development. This study investigates individuals' visit behavior to museums in Bangladesh and tries to identify dominant influential factors. Total fifty four (54) attributes have been taken into consideration in designing questionnaire for the study. A questionnaire survey method has been used with 220 visitors and response rate of 91 percent. Initially an exploratory factor analysis has been directed using SPSS (version 18.0). The key consequence of the analysis presents total seven (7) explanatory factors. The factors are cultural values, archeological, motivational, aesthetic, services, learning and promotional. One of the most dominant factors is cultural values. We have identified service factor as a new one and also provided strategies for museum marketing. The museum marketing strategies which have three parts namely promotional, service operation and service delivery strategies that ultimately help to understand and inform the visitors, satisfy visitors' motivational, psychological needs, facilitate learning and ensure how the services and experiences can be provided in more enjoyable manner to visitors. The findings of the study will help to ensure visitors' satisfaction efficiently for sustainable development of the museums as well as tourism sector of Bangladesh.

Keywords: Tourism Marketing, Museum, Visitors, Factors, Museum Marketing Strategies

I. Introduction

Bangladesh is unique and renowned for its archeological and historical places like Mahastangar, Paharpur Buddhist Vihar, and many archeological museums. Tourism sector is an integrated sector that includes cultural, heritage, scenic beauty of spot, archeological and historical places, socio political and infrastructure development. Historical and archeological sector includes museum. Museums are part of a cultural heritage and are important heritage destinations as well as a primary tourist attraction to both local and foreign tourists in many destinations [1]. A country's touristy appeal depends on largely on its history, archeology, natural beauty and old places. From this view point Bangladeshi museums can claim to be cultural, archeological and heritages tourism spot. Museum marketing can play a vital role in the economic development of Bangladesh. Total contribution of tourism and travel sector to GDP in Fiscal Year 2013 was around US \$ 5 billion [2] whereas in the year 2001 it was only 2653.80 million (BDT) respectively (www.wttc.org, 2013). The country's tourism sector got 5.28 lakh foreign tourists and 50 lakh domestic tourists in the FY (2013-2014) which proves that tourism sector is growing in Bangladesh (www.newstoday.com.bd, September 28, 2013). In Bangladesh there are many museums namely Varendra Research Museum, National Museum, Bangabandhu Memorial Museum, Zia Memorial Museum, Ahsanmanzil Museum, Folk Art Museum, Science Museum, Shilaidaha kuthibari Museum, Ethnological Museum and many others. Generally museum is a place which represents the nation's culture and past history. But different people view museum from different view point. The most well-known and recognized definition of museum is given by International Council of Museums (ICOM). It defined museum as "A non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment" [3]. Develop of museum sector depends on proper marketing strategies as well as its implementation. Museum marketing can play or make significant contribution to the socio economic development of country through increasing foreign exchange earnings and creating employment opportunity. The success of museum marketing is strongly depends on understanding the factors and attributes that influence the visitors to visit the museums. If we able to identify the factors that influence the visitors to visit museum that will helpful to develop museum marketing strategies and attract the tourist. Because visitors attraction play a critical role in the success of museum marketing where these factors act as key motivators for visiting museum.

II. Literature Review

Numerous research studies have been initiated to look at the antecedents of museum visit behaviors in the past few years [4, 5, 6, 7, 8, 9, 10, 11, 12, 1, 13].

Brida, Disegna and Vachkova (2013) conducted a study on visitors' satisfaction at the museum context [4]. The paper explored what comprises and influences visitor's satisfaction, feeling as well as motivation. [4, 14, 8, 10, 11, 15] identified factors like to satisfy curiosity, rest or relax, having specific interest in such an attraction, to accompanying friend and family members, to learn something new and something which one ought to do which act as motivation to visit museums and cultural heritages destination. Brida, et al., (2013) classified the motivational factors into two groups namely push as well as pull factors [4, 14].

Rajesh, R. (2013) described that tourist perceptions, destination image, satisfaction, destination loyalty are influenced by historical, cultural attraction, destination affordability, entertainment [5, 9, 13], natural attraction and infrastructure. The study revealed out the satisfaction construct has been influenced by factors like entertainment, destination attractions and atmosphere, accommodation, food, transportation services.

Dragicevic, Letunic and Pisarovic (2012) illustrated factors that influence the visitors to visit museums and art galleries are image of museum, curiosity, education, entertainment, value of collection, price, self-realizing and experiencing something new [6] and also illustrated what tourist want from museum and art galleries experience (Museums are unique contexts for learning, often called "free-choice" learning environments [6, 12, 13, 16]. Ranjanthran and Mohammed (2010) explored factors that act antecedents of museum visit behavior physiological, psychological, entertainment, educational, learning and discovery, promotional, tourism image as well as cultural factors [7].

Kelly, (2009) showed factors like exciting place, learning, getting information, cultures that attract the tourist to visit museums [12]. Learning and learning for children [9, 12, 1, 10, 11]. Williams (2009) showed evolution of museum marketing, challenges and opportunities of museum marketing, marketing strategies [10]. This study highly focused on understanding museum customers and seven approaches to museum marketing. This article described museum motivation drivers namely social, intellectual, emotional and spiritual [11].

Morris Hargreaves McIntyre (2007) conducted a study on why people visit museums and galleries, and what can be done to attract them [11]? They identified different reasons and factors like learning for children [12], children want to go, exhibition and display, general interest, academic purposes, to meet friends, just passing time, cultural reasons [12, 1], entertainment, learning [12, 1, 17], hobby and interest, experiences the past, aesthetic pleasure, nostalgia, meeting needs. The study identified top reasons for visiting museum and galleries want to take children (32%) and children asked to go (20%) [11].

Benediktsson (2004) steered a study on Museums and tourism: Stakeholders, resource and sustainable development [18]. This paper showed the relationship between tourism and museum marketing. It also has defined cultural tourism heritage tourism and related to the museum marketing. Blattberg and Broderick (1991) applied the marketing into art museum and represented the application of marketing in the art museum [19]. Prince (1990) "Factors Influencing Museum Visits: An Empirical Evaluation of Audience Selection." This paper is basically on factors influencing visitors to visit museum [20]. Actually, the analysis was drawn on behavioral psychology theory – a theory explored and applied to the museum context by the author in his doctoral thesis and presented in previous publications [20]. People will visit museum or not it depends on two psychological elements or factors namely cognitive element and effective element. It reviewed that how visiting museum is influenced by socio-demographic factors and also explored the people's perception toward visiting museum [18, 20]

In short we can say past studies mostly have provided that museum visit behavior is primarily guided by psychological and motivational factors such as motivational factors [4, 14, 8, 15, 10, 11]; psychological factor [11, 1, 17]; physiological factor and learning factors [10, 11].

Surprisingly a limited effort has been observed to study this aspect comprehensively by combining a range of variables and dimensions that influence visit behavior in context of Bangladesh. This study is an initiative to explore the influential factors that can contribute in the visitors visit behavior in Bangladesh.

III. Objective Of The Study

Following are the main objectives of the study.

- ❖ To identify the factors and attributes that act as antecedents of museum visit behavior.
- ❖ To provide strategies that will help policy makers for effective marketing of museums.

IV. Methodology

4.1. Sampling Design: The target populations and sample sources were all visitors of the museums in Bangladesh. Actually data have been collected from 220 respondents out of which usable questionnaire were 200 for this study. So the sample size was considered two Hundred (200) in this study. For the study two types of sampling technique namely simple random sampling and convenient sampling have been used.

4.2. Data Collection: To serve the purposes at first the researchers reviewed literature about factors influencing visitors to visit museum and then they prepared a pre questionnaire to identify the attributes that influence the visitors to visit the museum. Through literature review and field survey with open ended questionnaire (semi structured) they found more than 76 attribute (See Appendix). Then, the relationships of similarities and dissimilarities (+, -) among the variables were portrayed based on empirical research. Then respondents comment and ideas were incorporated into the design of the final questionnaire. After the several round revisions a total number of 54 attributes were considered for designing final questionnaire which we tried to collect data from the respondents. A detail structured questionnaire was developed and used to collect data. For the data collection process, 10 students from the graduate program of BBA, Department of Marketing, University of Rajshahi, were selected as Research Assistants (RA). They were trained for two days so that they can collect data uniformly. Training covered making the initial contact with the respondents, asking the questions, probing, recording the answers, and terminating the interview etc. They collected data from the museums' visitors from different museums all over the country.

4.3. Measurement Scales: In the questionnaire the respondents were asked about the attributes those are usually considered for visiting museum. The respondents were asked about different attributes using 7 point Likert scale (7 for very strongly believe, 6 for strongly believe, 5 for believe, 4 for somewhat believe, 3 for disbelieve, 2 for strongly disbelieve, and 1 for very strongly disbelieve) to measure overall belief of the attributes and Stapel scale (+3 to -3) was used to measure overall evaluation of respondents where 3 for extremely good, 2 for very good, 1 for good, 0 for neither good nor bad, -1 for bad, -2 for very bad, and -3 for extremely bad. For scale reliability Alpha value is considered. In addition nominal scale was used to measure socio-demographic characteristics of participants through structured questionnaire in exploratory phase.

4.4. Data Analysis and Interpretation: After collecting data the researchers have analyzed the data with the help of different statistical tools. In this paper they have used the percentage method, mean, standard deviation, variance and etc. Finally they have interpreted the data in table, chart and graph.

V. Findings And Discussions

5.1. Profile of Respondents: Table-1 presents the profile of survey respondents. 85% of the respondents are male and 15% female. 11.5% individuals surveyed are from government service, 4.5% NGO, 8.5% business, 2% unemployed, and 73.5% from student category. The sample includes individuals from various age groups. 12.5% respondents surveyed are young with age less than 20 years; whereas 75.5% respondents 21-30 years, 10.5% respondents 31-40 years, and only 1.5% are individuals fall in 41-50 years age group. 6% of the respondents surveyed have SSC certificate, 12.5% have HSC certificate, 71% have graduate degree and 10.5% respondents have post graduate degree. 13% respondents have monthly income less than 10000 Taka, 48% have 10-20 Tk., 32% have 20-30 Tk. and 4.5% have 30-40 Tk. while 2.5% have over 40000 taka per month income. The sample includes 74.5% unmarried visitors. The respondents have mostly 1-5 time's visit experience. 26% of the respondents have visited more than two or three museums of Bangladesh. 38% visited 2-5 times and 36% have first time experiences. A significant amount of respondent (96%) has a desire to re-visit and 99.5% of the respondents' surveyed wish to recommend their family members and friends to visit the museums whichever they have visited.

Table 1: Demographic Profile

Demographic information				Demographic information			
Demographic dimension	Frequency	Percent (%)	Cumulative %	Demographic dimension	Frequency	Percent (%)	Cumulative %
Gender of the Respondent				Marital Status of the Respondent			
Male	170	85.0	85.0	Single	149	74.5	74.5
Female	30	15.0	100.0	Married	51	25.5	100.0
Total	200	100		Total	200	100.0	
Age of the Respondent				Education of the Respondent			
Less than 20 Years	25	12.5	12.5	SSC Level	12	6.0	6.0
21 - 30 Years	151	75.5	88.0	HSC Level	25	12.5	18.5
31 - 40 Years	21	10.5	98.5	Graduation Level	142	71.0	89.5
41 - 50 Years	3	1.5	100.0	Post-Graduation Level	21	10.5	100.0
Total	200	100		Total	200	100.0	
Profession of the Respondent				Monthly Income of the Respondent/Parents			
Student	147	73.5	73.5	Less than 10000	26	13.0	13.0
Govt. Employee	23	11.5	85.0	10001 - 20000	96	48.0	61.0
NGO Employee	9	4.5	89.5	20001 - 30000	64	32.0	93.0
Business	17	8.5	98.0	30001 - 40000	9	4.5	97.5
Unemployed or Housekeeper	4	2.0	100.0	40001 - 50000	5	2.5	100.0
Total	200	100.0		Total	200	100.0	

Recommendation status				Revisit intension of the respondent			
Yes	199	99.5	99.5	Yes	192	96.0	96.0
No	1	.5	100.0	Under Consideration	8	4.0	100.0
Total	200	100.0		Total	200	100.0	
				Number of visitation			
				First Time	72	36.0	36.0
				2 - 5 Times	76	38.0	74.0
				More Times	52	26.0	100.0
				Total	200	100.0	

5.2. Dominant Factors and Attributes of Museum visit: To identify the dominant factors and attributes that influence the visitors to visit museums the principal component analysis was used as the extraction method associated with the rotation method of Varimax with Kaiser Normalization. This study has examined communalities of each attribute accounted for the research. Initially 54 items were approached for this test. This study did not find absolute communalities score for all items. Hence, 24 items that scored less than 0.5 have been dropped from the data set. Since data have been collected from field survey, author has considered current score level for 30 items included in 7 factors. After analyzing final data collected from the respondent, the convenience factor analysis has been assessed. Kaiser-Meyer-Olkin (KMO) sample convenience size has been found as sample normalization **value is 0.802**. For scale reliability Alpha value is considered. In this study thirty (30) items have been considered. In scale reliability analyze we found that the value of **Alpha is 0.823** which is highly reliable (Nunnaally, 1978; 0.70 and above are high level of acceptance according to O’Leary-Kelly and Vokurka, 1998) [21]. This study results show dominant factors that influences the visitors to visit the museum. The attributes which are highly related or similar to each other are considered within the factor. This study found seven (7) factors that robustly influence the visitors to visit the Museums in Bangladesh. These factors are motivational, services, promotional, learning, aesthetic, archeological, and cultural values.

i. Motivational: Motivational factor is leading factor for visiting a museum. Motivational factor includes psychological, physiological, social, cognitive and self-actualization. Basically for psychological and physiological needs visitors visit museum. In different literature the researchers found that motivational factor is the major consideration for visiting museum. [14] Identified some push factors (intrinsic) like personal motivation, personal desire and enjoyment. It also identified extrinsic factors called pull factors like image, promotion, attraction that influence visitors to visit museum. In this study they found two types of motivational factors namely intrinsic such as meet the thirst of soul, overcome stressfulness, satisfy the inner desire, and refresh the mind as well as extrinsic factors like art and craft, archeological elements, precious statues, sculptures and monuments, place of excitement. Nine (9) attributes that have constituted this factor and showed attributes are highly correlated. Broadens the mind got the highest average score (5.77) from the respondents within the factor. Outputs from the analysis are showing that attributes of motivational factor stalwartly encourage visitors to visit the museums. The mean value of this factor is 5.344 that indicating it is dominant factor which influences the visitors to visit the museums. This factor’s Cronbach’s Alpha is 0.890 that shows the high level of acceptance [21]. All the information related to factors and attributes of the museums has been stated elaborately in Table: 2.

ii. Services: Services provided by museums also influence various individuals to visit the museum. Past studies have not much empirical evidences in support of this factor. However, the field study suggests a significant influence of the services provided by museums on individuals’ museum visit behavior. Four attributes have constructed the service related factor where staff behavior is showing the highest strength (Mean: 5.115) which is also indicative to the fact that the Museums’ staff behavior are good. The composite mean is 4.725 which indicating a lower standard of services. The reliability of service related factor ($\alpha=0.825$) is well acceptable.

iii. Promotional: Promotional factor of museum refers to the specific blend of advertising, sales promotion, public relation and direct marketing tools that museum uses to persuasively communicate visitor value and build a relationship with the visitors [22]. The main objective of promotion is to inform, remind and persuade visitors to visit the museums. The factor analysis has suggested promotional factor a composite of three attributes where the attribute ‘electronic media coverage’ obtains lowest average score (Mean: 1.20).

iv. Learning: Learning new things, getting lot of new experiences, learn about past are the nature of human beings. Human beings are always curious to learn new things. Visitors go to museum to see new things, to learn new things. Sometimes children would like to learn a new thing that’s why parents go to museum with their children to let their children see new things (Williams, 2009). The four attributes have constructed the learning factor and each other is very much interrelated. The average of this factor is 4.425 which reveal that to learn new things visitors visit the museums. The factor analysis indicates that the learning factor (Mean: 4.425; $\alpha=0.703$; Eigen value=2.146) is dominant in the individuals museum visit behavior.

v. Aesthetic: People love beauty. Aesthetic value also forces visitors to visit museum. It is believed that visitors are mostly attracted with the high aesthetic value of the museums and its contents. Past literature supported the

hypothesis that aesthetic value influence visitors to visit the destination (Morris, 2007). The analyses indicate aesthetic value (Factor mean: 5.305) of this museum is good, and by argument, which positively influences visitors to visit the museum. The factor estimate is reliable ($\alpha=0.754$; Eigen value=1.605).

vi. Archeological: A museum is an institution that cares for (conserves) a collection of artifacts and other objects of scientific, artistic, cultural, or historical importance and makes them available for public viewing through exhibits that may be permanent or temporary (en.wikipedia.org/wiki/Museum). People visit museum to know about historical and archeological information of a certain nation, country or region. Museum is a heritage place which is an important repository of valuable information, facts and instances of the ancient civilization [5, 16, 10]. The factor analysis has indicated that the archeological factor (Mean: 5.545; $\alpha=0.589$) is dominant in the individuals museum visit behavior.

vii. Cultural Values: Culture is the set of values, beliefs, ideas, norms, art, morals, and customs that are transmitted and shared in a given society. Ordinarily people go to a museum to look the cultural elements of a given country or society. Museum provides information about life style of ancient civilization, customs, and human beliefs. Many past studies supported the significant influence of Cultural factor on museum visit behavior [5, 11, 7, 8, 12, 10, 16]. The analysis has showed that cultural factor is the most dominant factor (Mean: 5.757) which is also indicative that cultural perspective is also important for the visitors motivation to visit museums in Bangladesh.

5.3. Rank of the Factors:

The researchers have identified the seven factors that stalwartly influence the visitors to visit the museums in Bangladesh. The factors are ranked on the basis of mean value of the factors.

Table 2: Ranking of the Factors

S.L.	Name of the Factors	Factor Mean
I.	Cultural Values	5.757
II.	Archeological	5.545
III.	Motivational	5.344
IV.	Aesthetic	5.305
V.	Services	4.725
VI.	Learning	4.425
VII.	Promotional	1.310

5.4. Information about the all factors is summarized in below:

Table 3: Loading and Cronbach's Alpha score of the retained factors:

Factors	Attributes	Mean	Standard Deviation	Factor Mean	Factor Loading	Cronbach's Alpha	Eigen Value	Variance (%)	Cumulative Variance (%)
Motivational	Meet the thrust of soul	5.1400	.87993	5.344	.834	0.890	7.033	23.445	23.445
	Overcome stressfulness	5.3200	.81912		.806				
	Satisfies the inner desire	5.3850	.83080		.802				
	Art and craft	5.4850	.80811		.688				
	Refresh the mind	5.6700	.75761		.671				
	Broadens the mind	5.7700	.61563		.667				
	Place of excitement	4.0950	1.1544		.595				
	Archaeological elements	5.6200	.86565		.584				
	Precious statues, sculptures, monuments	5.6100	1.1199		.573				
Services	Information desk facility	4.7700	1.2184	4.725	.898	0.825	3.412	11.372	34.817
	Quality of providing services	4.7050	1.1895		.850				
	Guide facility	4.3100	1.2616		.736				
	Behavior of staff	5.1150	.99838		.672				
Promotional	Print media coverage	1.2950	.59137	1.310	.770	0.659	2.621	8.736	43.553
	Electronic media coverage	1.2000	.54910		.760				
	Audio visual system	1.4350	.69150		.673				
Learning	Adequate books and research paper	4.1950	1.0403	4.425	.865	0.703	2.146	7.154	50.707
	Educational and academic objects	4.4450	1.0595		.828				
	Enough documentary collection	4.3850	1.0059		.558				
	Existing Antique things collection	4.6750	.87934		.545				
Aesthetic	Exterior design	5.1550	.88026	5.305	.794	0.754	1.605	5.350	56.057
	Interior design	5.5700	.67630		.736				
	Infrastructure	5.1300	.75228		.587				
	Surroundings environment	5.3650	.81554		.523				
	National history	5.2600	.99869		5.545				

Cultural Values	representation					1.255	4.183		
	Local history reflection	5.1200	.87718		.685				
	Heritage place	6.2550	.67992		.629				
	Life style of ancient civilization	6.2150	.62508	5.757	.798	0.702	1.226	4.087	64.328
	Information about custom	5.6550	.74076		.736				
	Information about human belief	5.4000	.77004		.654				
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 6 iterations.									

5.5 Museum Marketing Strategies:

The challenge for museum marketing is to understand the needs of diverse tourists and provide experiences that meet and satisfy those needs in an environment of increasing competition and enormous social and world change. The museum marketing is very much related with services marketing. It is high contact service marketing. Here the degree of visitors’ involvement is high; Museum visitors physically visit museums and observe the services facilities. So the physical facilities like interior and exterior design should be highly qualified. The surroundings of the environment should be sound, because the museum actually providing the customer experience. To provide better experience to visitors and for sustainable development of museums, museum marketing strategies are recommended. The proper implementation of the strategies leads to attract the visitors and tourists to visit the museums. The museum marketing strategies are shown below.

Museum Marketing Strategies:

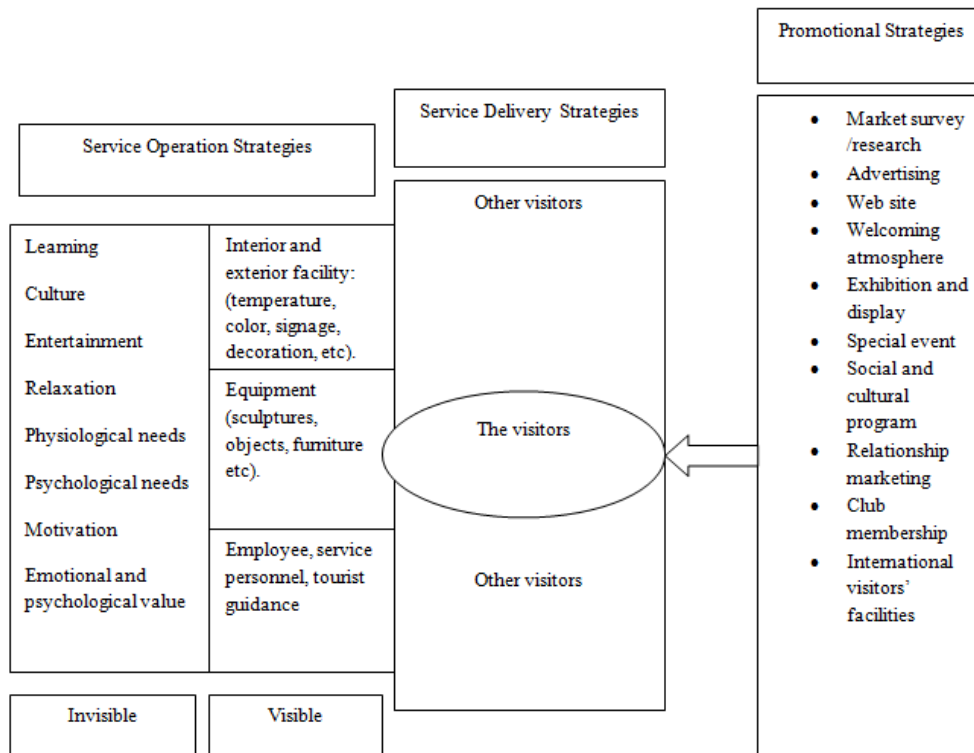


Figure 1: High contact service marketing system is adapted in museum marketing for museums of the Bangladesh. The original Model is sourced from (C.H. Lovelock and J. Wirtz (2011). Services Marketing: People, Technology, Strategy (7th Ed.).Pp. 53-55. [23]

The figure 1 shows that museum marketing strategies are classified into three major groups:

- i. Promotional strategies;
 - ii. Service operation strategies;
 - iii. Service delivery strategies
- i. Promotional Strategies: Museum marketers should take promotional strategies to know their visitors’ needs, inform and contact with their visitors as well as to attract visitors. It can be done by taking various ways like conducting market survey/research, advertising, developing web site, creating welcoming atmosphere, arranging exhibition, special event, social and cultural program and developing relationship marketing.
- ii. Service Operation Strategies: Visitors come to the museums for getting experiences that indicates visitors physically arrive at the service stations. Museum Marketers should manage lot of activities in this part. For developing the service operation strategies marketers have to consider two major parts of museums.

a. Strategies for Front Stage (Visible): Front stage consists of interior and exterior facilities, equipment, service personnel and employees. Museum Marketers and policy makers have to ensure the aesthetic design of interior and exterior view. Museums are required to be designed in a way that provides better experiences like maintain good atmosphere in the museums through air conditioning. Services personnel and employees should be trained up to provide standardized services. Tourists' guidance facilities may be ensured for foreigners.

b. Strategies for Backstage (invisible): Backstage is also known as technical core. Actually visitors do not see it. So services and attributes in museums should be designed in a way that will provide information about the culture, facilitate learning, give entertainment, relaxation, motivation as well as meet physiological and psychological needs of visitors.

iii. Service Delivery Strategies: Here the service delivery strategies indicating how the services and experiences can be provided in more enjoyable and pleasurable manner to visitors. When visitors visit the museum other visitors also involve, one may influence the experience of other visitors. So visitors should be managed properly so that one cannot influence other visitors negatively. So visitors' management should be ensured in museum. For example; manage the children so that they cannot create noise and influence the other visitors experience negatively, develop facilities for disabled person.

By implementing the aforesaid museum marketing strategies the Museums of Bangladesh are expected to satisfy their visitors and attract the domestic as well as foreign visitors and tourists.

VI. Conclusions And Implications

The museum marketing is a high contact service marketing where the degree of visitors' involvement is high and visitors physically visit the services facilities. Thus, the physical facilities, i.e., interior and exterior design of the establishment should be of highly standard. The surroundings environment should be maintained in better way. Environmental factor has a significant impact on museum visitation [16]. Environment inside and outside of museums should be auspicious. Temperature inside museums should be controlled [16].

To develop effective marketing strategies for museum, identifying visitors' expectation and the reasons of their visiting the museums are crucial. This paper has explored seven factors and 30 attributes that visitors consider while deciding to visit any museum. These factors are cultural values, archeological, motivational, aesthetic, services related, learning and promotional. The study has revealed out that the cultural factor, motivational, service and promotional factors are the dominating factors which suggest that visitor's thirst to learn about culture and their affection to the culture related matter as well as attitude towards various attributes have significant roles in the formation of individual's museum visit behavior. Services provided and various promotional programs [7, 24, 16] and events, among other factors, have also important roles in individuals' museum visiting behavior. After all for the development of cultural heritages of tourism the destination marketers should think about the communication and transportation facilities. Communication and transportation facilities act as predictors of visit attitudes and intention [5, 7]. Every visitor considers the risk and safety issues in case of visiting any destination [25, 26]. Personal safety and safe place are preconditions for taking a visit decision. Perceived risks like theft, robbery, attacks, hijacking, cheating, eve teasing, and sexual harassment should be minimized during the visitation. Personal security and safety must be ensured for sustainable development of tourism sector. Exploratory findings of the study provide important implications for the researchers who involve in investigating museum visit behavior. This study provides a conceptual ground for developing research hypotheses for initiating a quantitative research to predict the practical relationships among the study constructs.

VII. Limitations And Further Research

The present study is not out of limitations. Some constraints are appended like our sample size was limited. Convenience sampling technique was used to collect data which is not well enough to serve the purpose. The visitors were too busy to provide researchers much time for responding to the questionnaires. The authors did not have the opportunity to compare the visitors' attitude among the various Museums of Bangladesh. So further research is encouraged to consider more samples as well as compare attitudes of visitors from museum to museum. In this study authors have identified factors and attribute that influence visitors to visit the museum. The authors have the plan to measure visitors' satisfaction on the concerned attributes of the museums. Therefore, further research may be conducted on comparison between visitors' attitude and museums in Bangladesh.

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