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An Investigation into the Tourists' Revisit Intention towards Heritage Site: A Case Study on Varendra Research Museum

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M.Phil Dissertation

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February 2020

Dedication

With all my love to my dearest parents-

Md. Ashraf Ali and Shahanaz Dil Afroz

Declaration

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgement has been made. This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

Shital Sohani Chitra
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Certificate

This is to certify that **Shital Sohani Chitra** worked under our supervision as M.Phil Fellow, Session: 2014-2015, Roll No: 14306, Department of Marketing, Faculty of Business Studies, University of Rajshahi, Bangladesh. It is our great pleasure to forward her thesis entitled **An Investigation into the Tourists' Revisit Intention towards Heritage Site: A Case Study on Varendra Research Museum** which is a record of exclusive research carried out at Department of Marketing, University of Rajshahi. This work is original and has not been submitted so far in part or in full, for the award of any degree or diploma by any other institute in home or abroad. It is mentioned that **Shital Sohani Chitra** has fulfilled all the requirements for submission of the thesis for the award of the degree of **Master of Philosophy** in Marketing.

Supervisor   **Co-supervisor**

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Abstract

The declaration of the United Nations the United Nations Educational, Scientific and Cultural Organization (UNESCO) as the World Heritage Site of two distinct destinations, the Ruins of the Buddhist Vihara at Paharpur and the Historic Mosque City of Bagerhat, has reinforced the importance of heritage tourism in Bangladesh. Along with these two heritage destinations other cultural heritage sites are also of immense attraction to the tourists. Existing literature on revisit intention predominantly focus on different facts from the perspective of various tourism destinations. However, limited attention has been paid on an understanding of the revisit intention of the tourists towards the heritage site was at the central to the thesis in the context of Bangladesh. Thus, the main research objective is to understand the tourists' revisit intention towards a heritage site.

The theoretical approach in this thesis was based on the Expectation Disconfirmation Theory that helped to understand why the tourists are intended to revisit the heritage sites and to identify the factors generating dissatisfaction in the context of Bangladesh. Along with the selection of study sites, collection of required data was important factors in accordance to the theoretical approach that has been adopted in the thesis. One study site, Varendra Research Museum, was selected where tourists come to see the preserved heritage as the site was a heritage museum.

Under the Interpretive Social Science paradigm a qualitative research methodology was adopted in case of this study in order to explore the comprehensive information from the investigated phenomenon. Semi-structured interviews were conducted as the major data collection method for this study. A total of 19 interviews were conducted with the tourists from at the Varendra Research Museum at Rajshahi in Bangladesh, as at this point the interview data had reached the saturation stage. Thematic analysis was carried out in order to analyze the data which were collected from the research participants.

The findings of the study indicated that the tourists' revisit intention derived from both satisfaction and dissatisfaction resulting from their visit to the museum. Findings showed that tourist' satisfaction was the positive confirmation of their expectation whereas dissatisfaction was the negative disconfirmation of their expectation relevant to their experience of the visit. Dissatisfaction was mainly caused by the incomplete knowledge that resulted from their educational motive from the museum visit. Tourists' revisit intention was caused by the dissatisfaction resulting from the incomplete knowledge.

Finally, this study has implications on the existing literature, practice and tourism policy makers and particularly the heritage museum authority. From the theoretical perspective, a framework has been developed for revisit intention in the context of heritage tourism. Limitations and directions also discussed in detail for future studies.

Acknowledgements

List of Acronyms and Abbreviations

EDT	Expectation Disconfirmation Theory
NTO	National Tourism Organization of Bangladesh
UNESCO	United Nations Educational, Scientific and Cultural Organization
VRM	Varendra Research Museum
WHS	World Heritage Site

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Chapter One
Introduction

1.1 Chapter Overview

This thesis investigates the revisit intention of the tourists towards the heritage sites in the context of the Varendra Research Museum (VRM) at Rajshahi in Bangladesh. It provides thorough understanding of the perceived expectations, satisfactions and dissatisfactions associated with the heritage sites. The intention of revisit towards the heritage sites focuses on satisfaction and dissatisfaction derived from the tourists' involvement in the tourism-related activities at the heritage site. It is important to understand how the revisit intention is developed from both satisfaction and dissatisfaction derived from each visit. However, limited studies have been conducted in order to understand the revisit intentions towards the heritage sites, in terms of perceived experience comparing to the expectations which results in satisfaction as well as dissatisfaction among the tourists from their visits at the heritage sites. Therefore, this research attempts to explore tourists' satisfaction along with dissatisfaction from the visits of heritage site, uncover the forces enhancing their revisit intention, and to examine the tourism authority's support to enhance the revisit intention towards the heritage site. This introductory chapter plots an overview of the study background and its significance, followed by study context. Afterwards, it draws the research objectives and questions. Subsequently, it interprets the scope of this study along with justification and lastly, outline the thesis structure.

1.2 Background of the Study

Among a wide range of tourist destinations heritage sites are becoming one of the fastest growing tourist destinations in many regions of the world (Alzua, O'Leary, & Morrison, 1998; Herbert, 1995; Poria, Butler, & Airey, 2003). Nowadays tourists are more interested in natural and cultural heritage sites rather than enjoying cities and the sun, sea and sand. The United Nations Educational, Scientific and Cultural Organization (UNESCO, n.d.) has listed more than 1000 historical and natural sites as heritage in the world. The core characteristic as well as compulsory aspect of World Heritage Site (WHS) is the fact that whether natural or built alike, these places and sites

are identified by UNESCO as the properties with an 'outstanding universal value' that are enlisted in World Heritage list (Breakey, 2012). Notably, in order to be enlisted by UNESCO, a site should meet certain criteria (Kempiak, Hollywood, Bolan & Beattie, 2017). UNESCO's special consideration in protecting and preserving the heritage sites has further enhanced the tourists' interests in these sites.

South Asia is a culturally rich and diverse region counting numerous sites classified by the UNESCO in the World Heritage of Humanity. With some of the world's most famous sites like The Taj Mahal in India, Kathmandu Valley in Nepal, Central Highlands in Sri Lanka are situated in this region. South Asia is home of 59 wonderful sites that stand out for their natural or cultural values. Bangladesh, a nation in the South Asia, with a population of 166 million people, has two significant religious sites as well as a bio-diverse area that has been listed by UNESCO as World Heritage Sites. UNESCO (n.d.) provided the information that two tourist destinations, the Ruins of the Buddhist Vihara at Paharpur and the Historic Mosque City of Bagerhat have been listed as cultural World Heritage Sites in Bangladesh. Sundarbans, the largest mangrove forest in the world, is designated as a natural World Heritage Site in the country. In addition to the above mentioned UNESCO declared world heritage sites, there are a number of cultural heritage sites in Bangladesh that have immense cultural values and so of tourism potentials. Varendra Research Museum (VRM), affiliated under University of Rajshahi, is considered as a rich cultural heritage sites in the northern region of Bangladesh. About 50 thousand tourists visit this museum in every year.

The collection the Varendra Research Museum consists of stone and metal sculptures, pottery and plaques in terracotta, weapons, epigraphs, Arabic and Persian documents, paintings, coins, books and periodicals along with Sanskrit as well as Bangla manuscripts (Banglapedia, n.d.). The Varendra Research Museum is assumed as the standing tribute for the service it provides in case of preservation of our rich cultural heritage along with the promotion of learning. Till now it also plays a vital role in case of collecting the artifacts from each and every nook of the country (University of Rajshahi, n.d.).

Tourists are motivated to visit heritage sites basing on the place's characteristics in accordance to the tourists' perception regarding their own culture as well as heritage

values (Poria et al., 2003). Tourists, especially heritage tourists' behavioral intention has indirect impact of experience quality (Chen & Chen, 2010), whereas directly linked with emotional experience (Prayag, Hosany, & Odeh, 2013). Studies reveal that perceived values both directly as well as indirectly effects tourists' behavioral intentions (Tarn, 1999), and not mediated by satisfaction (Prayag et al, 2013). But immediate return is tempered by low satisfaction and novelty seeking (Assaker, Vinzi, & O'Connor, 2011). Revisiting is more evidence for a familiar place (Milman, & Pizam, 1995). Researchers found quality and emotion directly impacts on satisfaction (Rojas & Camarero, 2008), while impact of both positive as well as negative switching barriers on satisfaction and revisit intentions is notable (Han, Back, & Barrett, 2009). As suggested by Baker and Crompton (2000), perceived performance quality strongly effect behavioral intentions than satisfaction.

Despite the fact that a wide range of cultural heritage sites are there in different areas of the Bangladesh, research on revisit intention of the tourists in these heritages sites are extremely limited. Thus, this study aims to investigate tourists' revisit intention towards heritage site based on single case study on Varendra Research Museum (VRM). In doing so, this study concentrates on various aspects of tourism and the revisit intentions of those tourists to understand the heritage tourists' revisit intention.

1.3 Study Context

Varendra Research Museum (VRM) has been considered as the case location. University of Rajshahi (n.d.) provides the information that in 1910, "the Varendra Research Society" was founded at first. A significant number of archeological as well as historical artifacts excavating in some villages of Rajshahi were explored by the scion of Dighapatiya Royal Family, Kumer Sarat Ray, who was the founder of the society, accompanied by a leading lawyer and historian, Aksaya Kumer Maitreya, Ramprasad Chanda, a reputed scholar in history, arts and archeology and others. An urge emerged in Kumer's mind to establish an archeological research center at Rajshahi in order to collect, preserve, study and conducting research on the history and culture of Varendra region in particular and that of the ancient and medieval Bangal in general. Thus, in 1910, the Varendra Research Society and Museum was established at Rajshahi.

Figure 1.1: Study Site Photograph of Varendra Research Museum

The Varendra Research Museum provides standing tribute to the good deeds for preserving our cultural heritage along with promotion of learning. The dominating role for collecting the artifacts from each and every corner of the country is still now played by VRM.

1.4 Research Objectives

As mentioned in section 1.2, tourists form revisit intention towards any destination as their behavioral intention. Revisit intention is the outcome of overall satisfaction of the tourists. Along with satisfaction, dissatisfaction is also evident for revisit intention (Opperman, 1998). But how the tourists, especially heritage tourists revisit intention results from dissatisfaction? Literature review indicates that study conducted on this issue is extremely limited, rather than some studies which have been conducted in the context of destination tourism (Opperman, 1998). Hence, it is obvious to argue that there is a need to investigate heritage tourists' revisit intention in particular. In doing so, this study has three fold objectives:

1. To investigate the satisfaction or dissatisfaction forces that shape tourists' revisit intention towards heritage site.

2. To recommend constructs that can enhance revisit intentions of the tourists towards heritage site.

3. To help heritage site authorities in formulating policy guidelines that can enhance revisit of the tourists in heritage sites.

1.5 Scope of Study and Justifications

This research explores satisfaction and dissatisfaction forces of the tourists that shape their future behavior towards the heritage sites in context of the Varendra Research Museum at Rajshahi in Bangladesh. It is assumed that the tourists of a heritage site have three kinds of motives: (1) Educational Motive, (2) Social Motive and (3) Entertainment Motive that are considered as to be satisfied for revisit intention, but first two motives have been found to be considered as important for revisit intention (Pei & Veerakumaran, 2007). Accordingly, understanding the dissatisfaction forces of tourists related to the heritage tourism are important in ensuring the revisit intention. In line with the developing countries, still Bangladesh stands behind in terms of the research along with the scholarly studies on the revisit intention of tourists towards the heritage site. Simultaneously, the revisit intention of the tourists in case of a heritage site is not well documented that might play a vital role for adopting the Expectation Disconfirmation Theory in the context of heritage tourism.

A positive relationship between satisfaction and revisit intention has been found previously (Bigne, Sanchez, & Sanchez, 2001; Bowen, 2001; Kozak, 2001a; Kozak & Rimmington, 2000; Mazursky, 1989; Oh, 1999). But, still there is a need to investigate experiences of tourists rather than satisfaction in case of heritage tourism and the revisit intention in this particular area. Tourists' experiences results on the expectation that have four dimensions adopted in this study namely escapism, entertainment, esthetics and education (Tan, 2017). However, the study of the constructs that form the revisit intention towards a heritage site still lacks in the existing literature in the context of Bangladesh. In fact, it is crucial to understand the heritage authority's supporting strategy in order to enhance tourists' revisit intention towards a heritage site in Bangladesh.

In fact, in order to utilize existing resources in case of heritage tourism development in Bangladesh, it is necessary to understand the revisit intention of the tourists towards heritage destinations. As Bangladesh has two enlisted as World Heritage Site by UNESCO (n.d.) along with many other heritage destinations, Bangladesh has a promising sector for the economic development in case of heritage tourism. In order to accomplish this sector, it is necessary to understand the tourists' behavior, specially the revisit intention towards the heritage site. This study has adopted the Expectation

Disconfirmation Theory (Oliver, 1977), based on which the experiences of the tourists have been examined. As this study aims at understanding the revisit intention from both satisfaction and dissatisfaction perspective derived from the tourists' experiences, this will help in case of developing appropriate strategies by the tourism authorities.

Considering the exploratory and contextual nature of the study, this study has adopted a qualitative means of investigation under the interpretive social science paradigm (Saunders, Lewis, & Thornhill, 2012). This research undertakes an inductive approach using a case study method which is effective in case of yielding new insights (Yin, 2012). In order to confirm participants are knowledgeable about the investigated phenomenon, purposive sampling technique has been adopted in this study. In-depth interviews with 19 tourists at the Varendra Research Museum at Rajshahi in Bangladesh were conducted for which a digital voice recorder was used. Transcribing of the interview data was done appropriately and manually analyzed in order to develop theme through identifying common patterns within the collected data. In case of triangulation and ensuring the credibility of the study, documentary evidence was collected from newspapers, websites and field notes.

This study has proposed an integrated but prudent conceptual framework which is based on the existing literature related to the revisit intention and the Expectation Disconfirmation Theory. These are contextualized by the field study using the in-depth interviews as well as relevant mechanisms from the perspective of revisit intention resulting from satisfaction and dissatisfaction. The relevant information from this study consequently can assist tourism policy-makers in order to establish more effective as well as logical strategies in Bangladesh.

1.6 Research Significance

This study has significance in three ways. First of all, this study has contribution in understanding the revisit intention of the tourists particularly towards the heritage site. It draws the perceived expectations of the tourists from the visiting a heritage site followed by the satisfaction and dissatisfaction in the context of Bangladesh to understand their revisit intention. This study might have potential contribution on the literature of Expectation Disconfirmation Theory and the revisit intention in heritage tourism. The current research can enrich the tourism authorities to develop supporting

strategies to enhance revisit intention towards heritage destinations and thus, the knowledge gap concerning tourists' revisit intention towards the heritage site to be filled. Findings of this research can be perceived as new insights in case of understanding relevant future research of the revisit intention and the Expectation Disconfirmation Theory in the field of tourism. The findings of this research may work even in case of other developing countries of the world.

Secondly, the Varendra Research Museum at Rajshahi in Bangladesh as a unique heritage site and significant case study has yet to be explored in case of study of the tourists' revisit intention. As the tourists are being attracted towards the heritage sites, many heritage destinations along with the two declared heritage sites by UNESCO (n.d.) has become popular among the tourists. However, the Varendra Research Museum at Rajshahi in Bangladesh has become a great attraction to the tourists who are motivated to learn culture of the Varendra region particularly

Finally, from the managerial view point, National Tourism Organization of Bangladesh (NTO) along with the Varendra Museum Authority can implement the findings of the study to enhance the revisit intention of the tourists towards a heritage site through considering the tourists' experience both satisfactory and dissatisfactory from their visits and concurrently formulating constructive strategies for tourism development.

1.7 Theses Structure

This thesis is organized into six chapters. **Chapter 1** represents the background of the study and context, the research objectives, and outlines the contributions, scope and justification for the study.

In **chapter 2**, a literature review provides conceptual foundation on which the methodological framework of the thesis has been based on. To do so, the existing body of knowledge related to tourism and revisit intention has been critically reviewed. This chapter begins with a review of literature in relation to tourism and revisit intention to understand tourists' behavior in general, and the heritage tourists in particular followed by a review of different approaches. In this process, the type, contexts, behavior of tourists are critically reviewed. Finally, the Expectation Disconfirmation Theory (EDT) is reviewed in order to develop a proposed research framework to understand heritage tourists' revisit intention.

Chapter 3 details the research methodology selected to address the research questions formulated, including the rationale for the choice of methods. Topics within the chapter include: understanding the research philosophies, rationale of the research paradigm, an overview case study methodology, a detailed explanation of case study research design which will include sampling, data collection and data analysis procedures. The thematic analysis approach is explained in order develop key themes and sub-themes from the interview transcripts according to the research questions. Lastly, criteria for judging the quality of case study research and also the limitations of the study are discussed.

Chapter 4 presents the comparative discussion based on extant literature and current findings of the study. Findings of this thesis display the outcomes of the participants' in-depth interviews followed by the research questions of this study. It starts with a detail discussion about the revisit intention towards the Varendra Research Museum, Rajshahi, which emerges due to the function of satisfaction and dissatisfaction of the tourists. Thereafter, it focuses on the forces that were inducing tourists' revisit intention towards the heritage site. Finally, it concludes by highlighting supporting strategies recommended by the key participants in order to enhance the revisit intention of the tourists towards the VRM.

Chapter 5 instigates the findings of this study in relation to the outlined research questions which are already outlined and the sub-questions followed by research objectives. Theoretical contribution along with the implications of the research findings to various parties (i.e. tourism industry, policymakers, and tourists) are outlined in this section. Finally, this chapter concludes with a summary of study limitations and directions for the future research.

1.8 Chapter Summery

The first chapter of this thesis has provided an introduction. A background of the study and its research objectives, and description of the study significance are provided in this chapter. The chapter has also incorporated an overview of the theoretical foundations of this study along with methodology, justifications for the research, and definitions of key terms. The next chapter will thoroughly review previous research on the relevant topics to establish the theoretical framework of the thesis.

Chapter Two
Literature Review

2.1 Chapter Overview

Review of the extant literature relevant to the revisit intention and heritage tourism and the Expectation Disconfirmation Theory are the main focus of this chapter. This research reviews studies that are conducted in the context of different type of tourism destination along with the consumer marketing literature, most literature focuses on the revisit intention towards the heritage site. The deficiency of adequate number of academic research in the context of the Varendra Research Museum at Rajshahi in Bangladesh indicates researches are yet to be conducted. In this chapter, tourism along with heritage tourism and the revisit intention were reviewed in a significant manner on contemporary progress confronted by the tourism academics. Critical appraisal of the previous literature is referenced in order to identify research gaps vigorously and allow a clear understanding of the phenomena that are investigated in the context of the Varendra Research Museum at Rajshahi in Bangladesh.

2.2 Tourism

People use to travel various places for plenty of reasons which incorporate leisure, recreation, business, visiting friends, health treatment, events and religion (Weaver & Lawton, 2002). According to World Tourism Organization (2011);

> *Tourism is a social, cultural and economic phenomenon-related to the movement of people to places outside their usual place of residence, pleasure being their more frequent motivation.*

A vivid past is grasped by the history of tourism (Baum, 1996). Researchers along with different international organizations, tourism related government agencies and individual businesses have attempted to define tourism from the perspective its activities, scope, nature and purposes (Weaver & Lawton, 2002). Hence the researchers, different international organizations, relevant government agencies as well as individual businesses have provided the definition of tourism to satisfy their individual requirements; no single definition of tourism can be found which is agreed by everyone (Smith 1988; Weaver & Lawton, 2002).

Medlik (2003) defined tourism as the broad notional framework that identifies the essential attributes in order to distinguish tourism from similar as well as relevant, but different phenomena. According to Smith (1988), tourism is defined as the aggregation of all businesses which directly arrange goods or services in order to facilitate business along with pleasure and leisure activities that takes part away from home environment.

2.3 Heritage Tourism

Unlike tourism, heritage tourism is not perceived by the tourists as solely 'recreational' or 'pleasure'. Even tourism in a historical destination is different from heritage tourism (Poria et al., 2003). Richards (2001b) defined heritage tourism as individual's movement to the cultural attractions in a distant location from their place of residence along with the intention to obtain new information and the experiences in order to satisfy their cultural needs. However, visiting the heritage sites is the growing trend in case of today's travel pattern (Kerstetter, Confer & Graefe, 2001). It incorporates a subgroup of tourists who are motivated to visit a heritage site with some characteristics according to their perceptions of own heritage (Poria et al., 2003). Heritage tourism has been regarded as the tourism destinations where tourists' activities are centered on historical artifacts (Garrod & Fyall, 2000). Similarly, Silberberg (1995) defined heritage tourism as:

> *visits by persons from outside the host community motivated wholly or in part*
> *by an interest in the historical, artistic, scientific or lifestyle/heritage offerings*
> *of a community, region, group or institution.*

Heritage tourism has been defined by the World Tourism Organization as "an immersion in the natural history, human heritage, arts, philosophy and institutions of another region or country" (Timothy & Boyd, 2003). Thus, heritage tourism is viewed as an experiential consumption just like different leisure along with tourism activities (Chen & Chen, 2010). Tourists are motivated to visit a heritage site for different factors (Ashworth, 2001). Timothy (1997) indicated four levels of interests among the heritage tourists; personal, local, national and world, which represent personal attachment of the tourists at differentiating degrees with the heritage site or destination. These levels of experience can create the probability of viewing the same destination by one tourist as world heritage site or by another tourist as very personal. People, who assume the heritage tourism as very personal, are doing so in search of their roots as well as

historical identity with an increased appreciation of their own community culture and family legacy (Lowenthal, 1985). Similarly, three types of motive namely educational motive, social motive and entertainment motives influence the tourists to visit a heritage site (Pei & Veerakumaran, 2007). Among these, the satisfactory motivation eventually affects intention to revisit (Yoon & Uysal, 2005).

2.4 Revisit Intention

Research evident for first-time visit and repeat visits (Opperman, 1997; Tosun, Dedeoğlu, & Fyall, 2015; Tan, 2017). Gitelson and Crompton (1984) suggested repeat visitation as a trip to a primary destination previously visited for no specific reason. In different previous occasions a repeat visitor may visit any destination (Opperman, 1997). Repeat visitor is considered as stable market for any destination providing word-of-mouth recommendations to both family members and friends (Lau & McKercher, 2004; Oppermann, 2000). On the other hand, first-time visitor is more likely to seek variety as well as new cultural experiences rather than seeking relaxation at familiar sites which is a common trend among repeaters. Another study by Um, Chon and Ro (2006) defined revisit intention as an extension of satisfaction which is not limited with only the initiative of revisit decision making process. Cong (2016) described revisit intention as one of the two dimensions of loyalty. However, revisit intention is considered as a psychological expression that reflects on the attitudinal loyalty of the tourists (Jacoby & Chestnut, 1978). A few studies have considered revisit as the outcome of competition between a new tourism destination and a prior visited destination(s) (Hong, Lee, Lee, & Jang, 2009). However, repeat visit intention is shaped by the satisfaction derived from the offered services at the destination (Alegre & Cladera, 2009). In the context of destination tourism, service quality perceptions of the accommodation influence destination affective image that develop repeat visit intentions (Tosun et al., 2015).

According to Kozak (2001a), revisit intention is influenced by the overall satisfaction level and the number of previous visits. However, there is no time limit between the present and previous visit (Gitelson, & Crompton, 1984). Jang and Feng (2007) found short-term, mid-term and long-term revisit intention where the first one was the result of satisfaction but the others are the consequences of novelty seeking. Opperman (1999)

found that prior experiences associated with destination decisions, influence to a great extent, on long-term repeat visit at the same destination which further processes future destination decisions. In case of heritage tourism, experience quality has been considered as the crucial factor in order to develop tourists' future behavioral intention (Chen & Chen, 2010). As the heritage tourists are motivated to visit any destination for educational, social and cultural motive (Pei & Veerakumaran, 2007), consequently a tourist in the context of heritage tourism seeks experiences in case of social, culture, leisure and education (Rojas & Camarero, 2008). When the tourist particularly seeks educational experience from the visit of a heritage site, mainly they seek to learn something new. This process requires active involvement of the tourists as it enhances the knowledge of the tourists that impact on their behavior (Chen & Chen, 2010). As a result, the tourists develop their revisit intention (Pratminingsih, Rudatin & Rimenta, 2014).

2.4.1   Types of Revisit Intention

There are debates in literature regarding the typologies of repeat visit. Opperman (1999) proposed a typology tree of tourists with three levels consisting different likelihood indicating whether different categories of tourists are actually visiting the destination in future or not. Two distinctive groups are recognized by Tan (2017). One is domestic holiday makers, who visited the destination just once and the repeaters who visit the same destination more than two times. On the other hand, Jang and feng (2007) indicated three types of revisit intention i.e. short-term, mid-term and long-term revisit intention. Woodside and MacDonald (1994) indicated another kind of repeaters that is continuous repeaters which was termed as undivided loyalty by Brown (1952). Another type of loyalty is termed as spurious loyalty that is not associated with very positive attitude but repeat purchase is high (Opperman, 2000).

2.4.2   Contexts of Revisit Intention

Studies on revisit intention have been considered as primary focus because of its generosity in various aspects. Tosun et al., (2015) conducted their study on revisit intention from the perspective of Destination Service Quality and Destination Affective Image perceived by the foreign tourists. Tan (2017) focused only on Destination selected only by domestic holyday makers. Opperman (1997) considered destination

from both repeaters and first-timers' perspective. Opperman (1999) focused on destination where long-term repeat visitors' future destination decision processes were studied. Another study by Tan and Wu (2016) focused on International City Destinations for future visit intentions. Gitelson and Crompton (1984) considered primary destinations for repeat visit intentions. Mazursky (1989) focused on stalactite cave; nature reserves, whereas Tan (2017) considered Destination Tourism. Another study by Um et al., (2006) studied pleasure tourists' revisit intention. Gyte and Phelps (1989) revealed the resort tourists' revisit intention is significantly differentiating between those who stayed and those who did not stay in their first-preferred resorts. Petrick, Morais, and Norman (2001) focused on entertainment vacationers' revisit intention in case of resort tourism. A new aspect of revisit intention for working holiday tourism was revealed by Meng and Han (2018). Zhang, Yang, Zheng, and Zhang (2016) focused on the revisit intention from the perspective of dark tourism.

2.4.3   Behavioral Process of Revisit

Despite the fact that there is emerging number of studies conducted on revisit intention towards various aspects of tourism research, limited number of studies is there along those lines in the narrower context of heritage tourism. According to Opperman (2000), many tourism attractions are vastly dependable on the revisit intention of the tourists; heritage sites are also not different from that. Revisit intention is the result of level of overall satisfaction and the number of previous visit (Kozak, 2001a). Satisfaction along with number of previous visits positively effect on revisit intention (Alegre & Cladera, 2009). Day (1969) argued that positive attitude is must to be truly loyal, whereas, intent to return has been considered as the indicator of loyalty (Ostrowski, O'Brien, & Gordon, 1993). Perceived performance quality would have a stronger total effect on behavioral intentions. Perceived value has great effects on behavioral intentions of both direct and indirect (Tarn, 1999). Along with these, unlike variety seeking tendency and new cultural experiences, relaxation seeking tendency influences previous visitors to choose the same destination. Gitelson and Crompton (1984) identified five causes behind repeat visit; to find same kind of people at the destination, emotional childhood attachment, further exploration of the destination, desire for a planned trip, and risk reduction. Bello and Etzel (1985) focused on familiarity of the environment for the tourists who lead a hectic life and thus repeat visitation is occurring. Satisfaction, the

result of destination image, tourist motivation and perceived quality, positively influence on perceived value of a destination which subsequently results in the level of constraints along with the revisit decision (Kim, Jung, Kim, & Fountoulaki, 2015). According to Tan (2017), although constrains provide possibilities for repeat visit, but more positive effects are found for first-timers rather than repeaters. The experiences which were missed in the previous visit along with escapism positively influence on revisit intentions of both first timers and repeaters. Gyte and Phelps (1989) reveal that first-choice holidays are generating more revisit intentions. Past behavior is the best predictor for the entertainment travelers revisit intention, although some other good predictors like satisfaction and perceived value significantly influence on the entertainment vacationers' revisit intention (Petrick et al., 2001). Meng and Han (2018) found in their study some significant attributes i.e. quantity aspect of intergroup contact, immersion of the destination and economy of the trip with similar importance for inducing Word of mouth communication and repeat visit behavior. They also found the more the activities performed by the tourists the more the revisit intention is formed. Both country image and destination image influence on repeat visit intention where the memorable tourism experience is a mediator (Zhang & Buhalis, 2018). According to Cong (2016) there is a positive relationship between perceived quality by the tourists and their overall satisfaction which shape the relationship between satisfaction and loyalty intention for a tourist area. In addition, satisfaction with the offered services at any destination is considered as the base of repeat visitation intention (Weiermair, 2001). Facility aesthetics, service staff along with lighting play the role as significant predictor for both first-timers and repeat visitors (Ryu & Han, 2011). Familiarity with the destination is one of the most important motivating factors for revisit (Hong et al, 2009). Study of Jang and Meng (2007) revealed direct relationship between satisfaction and short-term revisit intention unlike mid-term and long-term revisit intention where novelty seeking is significant. However, Oppermann (1998) reveals that when a tourist becomes somewhat dissatisfied, might return to the destination because that destination is perceived as less risky rather than going somewhere else with familiar shortcomings as because visiting a new destination might be worse. Opperman (2000) indicated that person with less positive attitude towards destination returns year after year to provide turnover needed. Despite this fact, previous studies did not take into account dissatisfaction resulting from the expectation, as the antecedent of revisit intention.

2.5 Satisfaction, Dissatisfaction and Revisit Intention

Satisfaction is considered as the key determinant for post-adoption process (Bhattacherjee, 2001; Limayem, Hirt, & Cheung, 2007) based on which perceived expectation is compared to the performance and repurchase decision continues. Similarly, satisfaction is defined as the positive feelings evoked from the experiences (Rust & Oliver, 1994). On the other hand, dissatisfaction occurs when the performance varies from the perceived expectation (Oliver, 1980). Burkisk and Rothe (1970) reveal that dissatisfaction is the sense of frustration and bitterness of the consumers, promised more than the realization. Thus, satisfaction and dissatisfaction both result from the comparison between product performance perception and the level of expectation (Oliver & Linda, 1981). However, in case of tourism destinations, studies show that the tourists decide to revisit a destination based on their prior satisfaction from the destination (Alegre & Cladera, 2006; Yoon & Uysal, 2005). In contrast, tourists' revisit intention is determined more clearly from what they have been actually attracted to than satisfaction (Um et al., 2006).

2.6 Link between Revisit Intention and Heritage Tourism

Tourists compare four dimensions of their experience with the expectation including escapism, entertainment, esthetics and education (Tan, 2017). The heritage tourists seek dissimilar experiences for their diverse motives and behaviors (McKercher, 2002; Prentice, 1993). Along with the other experience quality, the educational experience of the tourists of a heritage site has been critically considered (Chen & Chen, 2010). Packer and Ballantyne (2002) indicated that the acquisition of knowledge is a strong motivational factor for the heritage tourists as they visit a heritage site not for entertainment and social interaction purposes. Revisit intention of a tourist towards a heritage site results from the need of the tourists (Kempiak et al., 2017). As the heritage tourists are likely to be the best educated (Timothy, 2011), these motives of the heritage tourists influence on positive revisit intention (Wang & Leou, 2015).

Despite the fact that the heritage tourists are intended to revisit a heritage site due to their motive to know more about the heritage site (Nguyen & Cheung, 2014),limited attention has been paid by the researchers to find out the gap between dissatisfaction and revisit intention where knowledge is influencing on dissatisfaction. This research attempts to bridge this gap.

2.7 Theoretical Basis

The Expectation Disconfirmation Theory (EDT) provided by Oliver, 1977, has been adopted as the underpinning theory for this research.

2.7.1   Expectation Disconfirmation Theory

Oliver (1977) documented the effect of expectation and disconfirmation on post purchase behavior of any product. Oliver (1977) summarized the concept (See Figure 2.1) as the implicit assumption where consumers are acquiring cognitive expectations for the most credible level of the product performance. To what extent these expectations of the consumers are met determines perceived disconfirmation experience. Notably, if the product performs more poorly than expected, one's expectations will be negatively disconfirmed and confirmed in case of product performance as expected. On the other hand, expectations positively disconfirmed when performance is way better than anticipated (Churchill, & Surprenant, 1982). Thus, Disconfirmation results from both satisfaction deficit and surplus (Oliver & Linda, 1981). Disconfirmation is the extent to which pre-purchase expectations are not met. Thus expectation plays the role as an anchor for different levels of satisfaction (Anderson & Sullivan, 1993). Basically, satisfaction and repurchase intentions are immense while exceeding expectations (Anderson & Sullivan, 1993). However, the existing extant literature indicates four constructs of the disconfirmation paradigm i.e., expectations, performance, disconfirmation and satisfaction (Churchill & Surprenant, 1982).

Figure 2.1: Model of Expectation Disconfirmation Theory
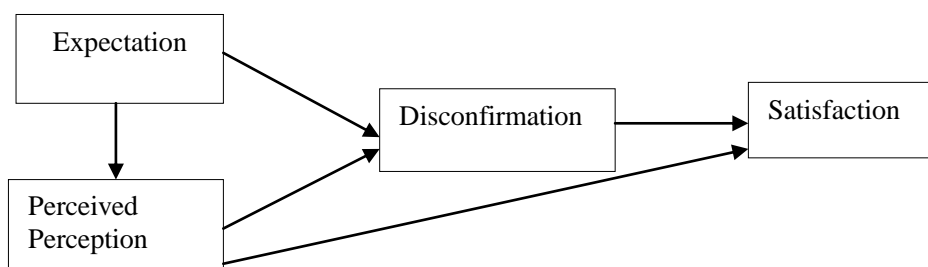
Source: Oliver, (1977).

Expectations are defined by the consumers as the probabilities of occurring either positive or negative events in case of engagement of any behavior by the consumers (Olson & Dover, 1979; Oliver, 1980). Thus, expectations are assumed as a

pre-perception about the performance in order to satisfaction to be gained from the purchased product in terms of salient attributes and as a whole (Oliver et al., 1981). According to Oliver (2015), "An expectation's function relates to why it is engaged by the consumer—what it does or what it is intended to do." Thus, expectation is reflected as the anticipated performance (Churchill & Surprenant, 1982).

Performance is assumed as the standard of comparison based on which disconfirmation is assessed while affecting satisfaction directly (Churchill & Surprenant, 1982). In addition, states of both satisfaction and dissatisfaction are assumed as a result of comparison between individual's perception of product performance and the expectation level (Oliver et al., 1981).

Disconfirmation is defined as the discrepancies between expectation and the product or service performance (Pizam & Milman, 1993; Thong, Hong, & Tam, 2006). Similarly, the discrepancy from the standard is defined as disconfirmation (Oliver, 2015). An extant literature of disconfirmation shows that when the expectation is exceeded, positive disconfirmation occurs while short fall of it indicates negative disconfirmation (Oliver, 1980; 2015; Churchill & Surprenant, 1982; Pizam & Milman, 1993). Thus, disconfirmation is categorized as positive disconfirmation and negative disconfirmation (Oliver, 1977; 2015; Oliver et al, 1981; Pizam & Milman, 1993). "When performance is equal to standards or expectations", another dimension of disconfirmation i.e., zero disconfirmation, also termed as confirmation, occurs (Oliver 1977, 2015). Thus, disconfirmation is viewed as a good predictor of the overall satisfaction (Pizam & Milman, 1993).

Satisfaction is defined as the function of perceived quality and disconfirmation (Anderson & Sullivan, 1993). Also, satisfaction is relevant to the size as well as the direction of disconfirmation experience that results from initial expectation of an individual (Churchill & Surprenant, 1982). Thus, satisfaction is the outcome of product or service performance (Spreng, Mackenzie, & Olshavsky, 1996). On the other hand, intention is the function of satisfaction (Oliver & Linda, 1981). Moreover, a combination of both expectations and disconfirmation defines satisfaction level that affects the repurchase intention (Venkatesh & Goyal, 2010).

However, Yoon and Uysal (2005) suggested that the generally used theory in consumer loyalty can be applied to tourist loyalty in the tourism research. Kozak (2001a) enlisted the Expectation Disconfirmation Model in order to evaluate tourists' satisfaction that results in revisit intention. Notably, Smith (1988) defined tourism as the aggregation of different business which incorporates both goods and services. In contrast, the expectation-disconfirmation paradigm assumes different levels of consumer satisfaction develop their repurchase intention for both products and services (Thong et al., 2006). Chon (1989) suggests that tourist satisfaction results from the function of expectations and the evaluated outcome of the perceived experience. However, various studies have been conducted supported by the Expectation Disconfirmation Theory since long (Hui, Wan, & Ho, 2007). Pizam and Milman (1993) implemented the Expectation Disconfirmation Theory over different tourist market segments where disconfirmation is a good predictor in case of the overall satisfaction of a destination.

Weber (1997) reveals that the destination attributes are positively confirmed while exceeding the perceptions of expectations. Another study by Cho (1998) conducted on the Korean young tourists visiting Australia where the tourists were delighted and positively disconfirmed.

However, based on the Expectation Disconfirmation Theory, perceived satisfaction deficit is found resulting from performance and disconfirmation occurs (Oliver & Linda, 1981), which is likely to be excluded from the study of revisit intention. An indirect relationship is existed between disconfirmation (expectation minus satisfaction) and satisfaction whereas more direct relationship is existed between the perception and the satisfaction (Hui et al., 2007). Although a positive relationship is existed between customer satisfaction and loyalty intention, it is not necessary to be same always (Hui et al., 2007).

However, in order to critically investigate the issue of disconfirmation resulting from dissatisfaction and its impact on the tourists' revisit intention particularly in the context of heritage tourism, this study has adopted the Expectation Disconfirmation Theory originated by Oliver (1977).

2.7.2   Proposed Theoretical Framework

Based on the Expectation Disconfirmation Theory, it is implicit that the dissatisfaction of the tourists results from the comparison of results between the performance and expectation and thus the discrepancy is known as disconfirmation, either positive or negative (Oliver & Linda, 1981). As the disconfirmation is at closer proximity in case of post-exposure evaluation (Oliver, 1977), revisit intention will be developed from both satisfaction and dissatisfaction as both are disconfirmed from the comparison of expectation with the performance. In terms of Expectation Disconfirmation Theory, a relationship should be developed between dissatisfaction and revisit intention towards heritage site which is indicated in the proposed theoretical framework adopted from Oliver (1977) and Hui et al. (2007) (see figure 2.2).

Figure 2.2: Conceptual Research Framework for the study of Revisit Intention towards Heritage Site
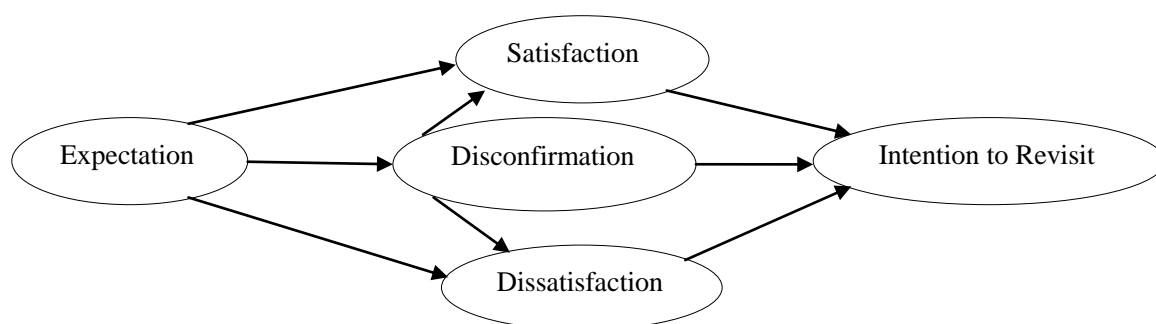
Source: Adopted from Expectation Disconfirmation Theory, Oliver (1977), Hui et al., (2007)

Figure 2.1 illustrates a proposed research framework, so-called because it provides a broad overview of the major extant literature related to the research topic and forms a framework to be tested in this study. Based on the conceptual research framework, the researcher's plan is to collect qualitative information in order to examine the nexus between the dissatisfaction and revisit intention towards a heritage site in the context of Bangladesh.

2.8 Chapter Summery

This chapter has conferred the relevant literature coordinating the research questions of this study. It also incorporates the insights into the tourists' revisit intention towards the heritage site, leading to the research gaps. Besides, this chapter provides an

understanding about the Expectation Disconfirmation Theory underpinned in the research. Moreover, this research aims at contributing in the heritage tourism stakeholder literature by providing supporting strategies to the heritage site authority in the context of the VRM. The next chapter will focus on the methodology in order to answer the research questions for this particular study.

Chapter Three
Research Methodology

3.1 Chapter Overview

The overall methodological philosophy alignment along with the research objectives and research questions of the thesis has been outlined in this chapter. It illuminates the causes in opting for case study in qualitative research for this study and outlines the research design as well. This chapter spots the tools and techniques adopted for attaining access to the participants, sampling methods, data collection techniques as well as data analysis methods. At last, this chapter ends up with an appraisal of validity and reliability, ethical perspectives, limitations of the case study method and summary of the chapter.

3.2 Understanding Research Philosophies

Every researcher must start the study with a clear understanding of philosophical phenomena which is the fundamental of all studies. The best suitable paradigm is usually dependent on the knowledge, background and the training of the researcher. According to Guba (1990), paradigm is 'a basic set of beliefs that guides action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry'. On the other hand, a methodology 'is a model, which entails theoretical principles as well as a framework that provides guidelines about how research is done in the context of a particular paradigm' (Sarantakos, 1998; Stanley & Wise, 1990). Guba (1990) found 'methodology' as the part of structure that constitutes a paradigm. According to Morgan and Smircich (1980), from the perspective of social sciences research, the researcher's own assumptions of ontology and epistemology result in any specific research project's methodological part. Din and Mapjabi (2010) indicate that a good understanding of philosophical assumptions in research such as ontology and epistemology are essential.

Table 3.1: Summery of methodological terms and their definitions

TERM	DEFINITION
Paradigm	A set of beliefs
Ontology	The nature of reality
Epistemology	The relationship between the researcher and the subjects/objects
Methodology	The set of guidelines for conducting research
Methods	The tools for data collection and analysis

Source: Adopted from Jennings (2001).

The view of researcher about the multiple social reality features and human beings are the concern of ontology (Riley & Love, 2000). objectivism versus subjectivism are the two dominating views of ontology (Saunders et al., 2012). According to Morgan and Smircich (1980), an objectivist views social phenomena as being governed by constant regulations which regards community behavior just as visible realities along with quantifiable relationships. In this way, the objectivist assumptions pay attention to the quantitative analysis for the investigated phenomenon (Saunders et al., 2012).

However, a subjectivist considers social reality as derived from insights which are resulting from the behaviors of social actors, views these like very much subjective, dynamic, and numerous in nature (Morgan & Smircich, 1980). In light of information generation through interactive sessions, it is crucial to know the subjective awareness which is derived from the 'inside' of the social actors hence it underlies the self-understanding of the individual (Schwandt, 2000). Such information may institute multiple realities which are structured under a framework of mutual understandings, practices and language, and so forth. Hence subjectivists usually use epistemology of the interpretive social science which strains the eminence of understanding the way people make appropriate their affiliation to the surroundings. Therefore, the subjectivist's viewpoint involves the acceptance of the qualitative method to conduct research (Morgan & Smircich, 1980). Cunliffe (2011) found research methods engaged in the subjectivist viewpoint incorporates observation of the participant, unstructured or semi-structured interviews, along with narrative analysis.

Different types of philosophical approaches are used on positivism-interpretivism continuum as a means to expand knowledge. Particularly, this research adopted the interpretative social science paradigm on a positivism-interpretivism continuum. The researcher strongly believed that the research is attached with norms, values, and

beliefs in which researcher needs to be immersed with the objective of the study where findings of the study will be subjective (Saunders et al., 2012). In this research, hence the tourism destination is heritage site, the participants' knowledge are of contextual, realistic, as well as unique. Notably, how the dissatisfaction derived from the tourists' visit is subjective in nature in case of the interrelationships between the dissatisfaction and revisit intention in this heritage destination is crucial. Consequent section will administer more account for the selected qualitative research approach particularly for this study.

Table 3.2: An overview of the paradigms that inform tourism research

	Positivism	**Interpretive Social Sciences**	**Critical Theory**
Ontology	Universal truths and laws	Multiple realities	Complex world organized by overt and hidden powers
Epistemology	Objective	Subjective	Between objective and subjective
Methodology	Quantitative	Qualitative	Predominantly qualitative
Hypothetical example drawn from tourism: new management has taken over the running of the regional tourism association and wants to develop a database of visitation patterns.	The researcher might gather statistical data on visitation patterns from all available sources, such as accommodation venues, tourist attractions and transportation networks, and collate this into a database would establish the factual (objective) arrangements of visitor patterns based on available statistics.	The researcher might decide to interview key people, such as tourism operators, local residents and local government personnel in the region, to ascertain their perceptions of visitor patterns over the time period being studied. This would develop knowledge of visitor patterns based on the subjective viewpoints of those who are interviewed.	The researcher might choose to investigate the visitor patterns of minority groups such as the aged, the disabled or the lower socioeconomic groups.

Source: Adopted from Jennings (2001).

3.3 Rationale for Interpretive Social Science Paradigm

In social science research, positivism, pragmatism, interpretivism and constructivism are the widely used approaches (Strang, 2015; Tao, 2018; Mao, 2015). As a paradigm, the interpretive social science paradigm which is also known as constructivist paradigm 'assumes a relativist ontology (there are multiple realities), a subjectivist epistemology (knower and subject create understandings), and a naturalistic (in the natural world) set of methodological procedures' (Denzin & Lincoln, 1994). The interpretive social

science paradigm views the world is constituted of various realities. The interpretive social science researcher assumes an inductive approach to research, and commences their study in the empirical world in order to develop explanations of phenomena. These generalizations are used as the basis for 'theory' building and generation. 'Empathic or appreciative accuracy is attained when, through sympathetic participation, we can adequately grasp the emotional context in which the action took place' (Weber, 1978). An interpretivist assumes that individuals creates implications towards certain objects in which this might differ from one to another because of one's belief, culture, value, religion, background, and education. Interpretivists rely on human action which is meaningful with intentional content that completely depends on the context (Schwandt, 2000). In order to attain the interpretive social science paradigm, the researcher is compelled to enter into the social context and turn into one of the particular social actors to act in a particular social setting (Blummer, 1962). In the interpretive social sciences paradigm, the research process is subjective rather than objective data are being collected from real world. Furthermore, data are being collected from the insider's perspective rather than from an outsider's perspective. The interpretive social sciences paradigm is supposed to view the researcher as an 'insider' and afterwards experience the phenomena. The interpretive social sciences paradigm is viewed appropriate in the context of travel experiences, host-guest interactions, hospitality experiences, host/residents' experiences and so on (Jennings, 2001). Thus, the interpretive social sciences paradigm is undertaken in real-world setting of social action and consequently in heritage tourism.

Case study approach is proper match in this study context of Varendra Research Museum where heritage tourists are found and keen to share different views and knowledge, their likelihood to revisit the museum under certain circumstances. The study context has been broadly illustrated in chapter 2 of this thesis. The heritage tourists are aware of heritage site which is crucial to get response from them. Notably, the heritage tourists are highly attached with the knowledge researcher as visitors, significant results can be obtained from this study. Therefore, the researcher has undertaken a qualitative case study method that enables an effective outline of the research participants' views and more vivid statement can be obtained rather than presenting statistically.

3.4 Case Study Research

A case study is defined 'as the study of the particularity and complexity of a single case, coming to understand its activity within important circumstances' (Stake, 1995). A case study research incorporates 'intensive study of a single unit for the purpose of understanding a larger class of (similar) units… observed at a single point in time or over some delimited period of time' (Gerring, 2004). On the other hand, a case study is defined as an empirical study that investigates a present phenomenon within the real-life context, mostly when the area of phenomenon and context are unclear evident (Yin, 1994). Likewise, Jennings (2001) found certain bright sides of case study hence the researcher collects in-depth data; it is applied in methodological triangulation where evidence is fundamental in social setting. Moreover, Merriam and Tisdel (2015) mentioned distinguishing features of case study research as 'particularistic' that focuses on specific situation or phenomena; 'descriptive' where explanation of phenomena is focused; and 'heuristic' that focuses on the reader's understanding of the phenomena. In this way, researcher will be able to obtain holistic view and deeper understanding of the research problem that might enhance describing, understanding and clarifying the research problem under certain circumstances (Baxter & Jack, 2008; Baškarada (2014).

The case study as the research approach of this study has been widely used in the context of tourism research and education (Beeton, 2005; Page, Hartwell, Johns, Fyall, Ladkin & Hemingway, 2017; Phillips & House, 2009; Tahir, Khilji, Hussain & Hussain, 2016; Mao, 2015). This research method enables the researcher to understand the research problem in depth (Baškarada, 2014) and depends on various sources of evidence (Beeton, 2005). According to the case study approach, various questions are asked to address 'what' and 'how' to explore the heritage tourists' revisit intention towards VRM that are relevant to this theses. The research questions that have underpinned this study have been specified in chapter 1.

3.5 Case Study Protocol

Case study protocol is a dominant instrument to design and apply the case study research (Yin, 2009). An overview of the study indicating the procedure of field setting, interview question preparation and the case study report preparation is the outcome of this protocol (Yin, 2009). The study can be benefitted in two significant ways. Firstly,

case study protocol incorporates the researcher with the procedure of data collection with the necessary requirements. Secondly, significant outcome is found in case of direction, flexibility for the required investigation along with reliability of the desired thesis outcome (Perry, 1998). According to Patton (1990), 'The process of being taken through a directed, reflective process affects the persons being interviewed and leaves them knowing things about themselves that they didn't know- or at least were not aware of- before the interview.' Thus, when observing the participants directly is difficult researcher will conduct interviews for collecting the data (Patton, 2002). Interviewing enables the researchers to explore the interviewee's inner perspective intensely.

Along with primary data from interviewing, a wide range of secondary data was collected from different tourism websites, newspapers, and literatures. Visiting VRM by the researcher allows observing the Museum authority and their functioning. Informal data collection occurred by the casual conversation of the museum officials at the museum site which supported as additional evidence. This diversity of the process of data collection is significant for the comprehensiveness and clear understanding of the investigated phenomenon that enhances reliability of the case study (Eisenhardt & Graebner, 2007; Yin, 2012; Beeton, 2005).

3.5.1 In-depth Interview

In this study, qualitative data was collected through the semi-structured in-depth interviews from the visitors of VRM at Rajshahi. Hence significant research gap from the literature is found along with scarcity of knowledge in this context; in-depth interview is the preferred method for collection of insightful data for this study (Johnson, 2002). According to Geertz (1973), in-depth interviews make the researcher capable to gather both 'rich' data along with 'thick' descriptions. In doing so, in-depth interviews seek for the interviewer's intensive involvement that results in the most pivotal insights of the phenomenon that is being studied (Johnson, 2002). This method seeks understanding of the phenomena that yields from the investigation with 'deeper' insight retrieved from knowledgebase, experience as well as the values of individuals. These insights can be achieved from the interviewee's elucidations of the issue by in-depth interview that is very crucial in qualitative research (Miles & Huberman, 1994). Moreover, the main focus of the in-depth interview method is on interviewee's

perspective that supports in developing desired outcomes better (Hwang & Lockwood, 2006; Yang & Hung, 2014).

Researchers choose this method of in-depth interview as the means of data collection for several reasons in case study research. Firstly, it enhances researcher's understanding towards the world views of the participants along with their perceptions, norms, beliefs, and feeling that derive from casual conversation (Rossman & Rallis, 2012). Secondly, hence the researcher can personally communicate with the participants through in-depth interview, the perspectives of the participants are explored effectively (Maureira & Stenbacka, 2015). Flexibility is evidence because of the interactive discussion with the participants whatever the nature of the in-depth interview is, whether unstructured or semi-structured. Moreover, the participants can freely and openly reply to the in-depth interview questions where further questions can also be asked by the investigators basing on the answers that previously were provided (Legard, Keegan, & Ward, 2003). Thus, a set of follow-up questions can be arranged through implementing this in-depth interview method due to open-ended nature of this method. Therefore, this way of data collection has been selected logically for this thesis. Hence the method of semi-structured interviews   constitutes a set of questions that is 'non-standardized', the investigator has certain scope to modify the format of question asking to evoke in-depth information (Gray, 2014).

3.5.2   Interview Questions

Interviews were conducted in accordance with the research objectives and research questions. The interviews enabled the researcher to understand how the revisit intention is formed for the heritage tourists though the tourists disconfirmed their expectation from their visits. Notably, the interviews provided the researcher with adequate information about the museum stakeholders in developing tourist's satisfaction along with dissatisfaction.

A set of semi-structured research questions was developed for this case study so that the participants could have clear understanding of the issues to be discussed while simultaneously the interviewer might not be distracted from the topic of interest. The interview question for this study was designed in to two main sections. Sixteen relevant questions in section 1 and 6 relevant questions in section 2 were developed to attain the

main aim of this research related to the investigated phenomena. Questions were incorporated in the interview to retrieve required insights from the heritage tourists, in this case study VRM visitors, about how they develop their revisit intentions. For the better understanding of the revisit intention of first-timers and repeaters, questions of main section 1 and main section 2 were outlined respectively. Thus, the answers of these questions enabled the researcher to obtain meaningful insights from both type of visitors more effectively.

3.5.3 Information Collection Technique

It is necessary for the researcher to act as a member participant of the research for immersing into reality and collecting the qualitative information (Hammersley & Atkinson, 1993). The researcher operating under this paradigm tries to understand different phenomena from the perspective of an insider rather than the out sider (Jennings, 2001). In doing so, researchers have suggested the emic approach particularly in the interpretive social science approach (Fetterman, 2010; Jennings, 2001). Hence the advantage of any single method over another is rarely found, various techniques are suggested for the data collection of qualitative research (Denzin & Lincoln, 2005). In determining the appropriate data collection method(s), the researcher has to take into account the knowledge of the different kind of phenomena to be investigated, availability of research participants along with the study fields' accessibility (Silverman, 2000). Time and available resources e.g. finance are being considered as crucial influencing factors to select any data collection method (Jennings, 2001).

Under the interpretative social science paradigm, one of the techniques of data collection is in-depth interview (Jennings, 2001). In-depth interview has been recommended for qualitative inquiry to understand the phenomena being investigated (Murray & Ozanne, 1991). However, the data collection techniques used for this thesis was face-to-face, unstructured interviews with the visitors at the VRM.

3.5.4 Pre-Test

At the outset, 4 interviews were conducted in pre-test after developing interview questions. The pre-test interviews were conducted to enable the researcher to improve the interview questions. In doing so along with familiarizing the researcher to conduct

the interviews, pre-testing is conspicuous (Yin, 2012). The major purpose of conducting pre-test was to check whether the interview questions enable the researcher in gaining deeper insights or not. Subsequently, the participants required to make the question easy to understand. For example, interview question eleven in the main section one was as follows:

11.   *If you intend to come here again what, in fact, will be the cause(s) to come?*

During the discussion of question eleven, the pre-test participants mentioned about dissatisfaction as their reason to visit the museum again. On the basis of such kind of response from the pre-test participants, a discussion held among the researcher, supervisor and co-supervisor in order to comply such type response with the research objectives and thus two questions were developed and a change was brought in the sequence of interview questions in main section, then the previous question eleven became question thirteen. The analysis also continued to adopt the change. Two new interview questions as question eleven and thirteen then incorporated in order to achieve the research objectives that were refined:

11. *If you are not satisfied with your first visit, then will you come here again?*
12. *Could you please mention the reason(s) to revisit this museum with such dissatisfaction(s)?*

During pre-testing, most of the respondents who have visited VRM previously, indicated about dissatisfaction as their reason to revisit. This insisted the researcher to insert two questions in the main section two as question no. five and six, which are as follows:

5.   *Could you please mention the reason(s) of dis/satisfaction during your first visit?*
6.   *Do you think that this visit will remove your dissatisfaction if any?*

Thus, pre-testing brought significant changes in the questionnaire for the final data collection of this study. In addition, questionnaire formation was refined in order to ensure the participants' understanding.

3.5.5   Participant Sampling

Sampling is the way by which study units are incorporated in any research project (Sarantakos, 1998). Sampling is the important stage of research which is required to select and arrange the data sources of the study phenomenon (Minichiello, Aroni, &

Hays, 2008). Purposive sampling was selected as non-probability sampling techniques for this study in order to select knowledgeable participants who provide research question's answers (Creswell, 2009). Purposive sampling that is also known as judgmental sampling enables the researcher to decide on who or what study units are going to be involved in any study (Jennings, 2001). In case of this case study, the prime objective for selecting purposive sampling method is to reach the potential research participants and to motivate them to participate in the in-depth interview session. Significant aspects of the issues relevant to the study can be extracted through this technique hence it represents prime informants (Gray, 2014).

As the researcher was supposed to collect data from the heritage tourists and VRM is the case, the researcher selected the potential research participants who were visiting VRM. The criteria of purposive sampling enable the researcher to select informative case or case studies that reflect directly the objective of the study (Merriam & Tisdell, 2015). The selection of research participants did not consider whether the visitors were first timers or repeaters.

As the researcher has to easily access to the participants of the study, convenience sampling technique was also adopted by the researcher along with the purposive sampling. The researcher attempts to conduct the in-depth interviews with the participants who were available during the data collection period. Thus, the study unit reflected by this sampling was convenient to the researcher while the study was conducted (Jennings, 2001). Based on the proximity to the researcher, she can access the tourists of the Varendra Research Museum easily.

3.5.6 Research and Interview Questions

Interviews were conducted in accordance with research objectives along with research questions. The research participants were asked about both satisfaction and dissatisfaction regarding their visit at the VRM and how their revisit intention can be developed. In doing so, at first they were asked whether it was their first visit or repeat visit and further, their expectation from the museum visit, level of satisfaction or dissatisfaction and revisit intention were discussed. The topics of interview included dissatisfaction from the previous visit and how did it effect on next visit. Beside this,

the participants were asked to say about removal of such dissatisfaction from their repeat visits.

The in-depth interviews were conducted based on a semi-structured questionnaire. A list of questions was developed in such a manner so that the participants could understand the issues to be discussed at the same time the interviewer not perhaps distracted from the main topic of interest. Into three sections the interview questions were divided into: five introductory questions to develop easiness and relaxation among the participants. The main section one was designed for the first time visitors at VRM. Main section two was designed for the repeat visitors. Sixteen and six questions were developed respectively in these sections concerned with the research objectives (Appendix-B).

3.5.7   Data Collection Stages

Collecting qualitative information is comprised of three stages that include gaining access to the site, conducting interview and confirming the saturation stage.

3.5.7.1   Gaining Access

To gain access for data collection from the studied heritage site, it is supposed to have permission from the VRM authority. During the field work the researcher understood the necessity of prior permission from the concerned authority in order to get access as well as interview the participants. Particularly, before data collection it is important to develop trust among the interview participants to obtain more reliable information through getting the approval from the concerned authority as they are known to the participants (Minichiello et al, 2008; Johnson, 2002). Interviews are needed to be conducted on 'a relationship of mutual trust', in exception cases the interview outcomes will be 'particularly dismal' (Oklay, 1981). In order to avoid such unexpected results, the underpinning theory for this study elicited the researcher to conduct interviews in the real world and natural settings (Jennings, 2001).

The tourists of the VRM were considered as the most relevant interview participants as they are the heritage tourists. Particularly, the researcher primarily communicated with the museum authority. The researcher talked to the staff of the museum and then communicated with the Deputy Chief Conservation Officer and the Director of the museum. A prior permission was required from the Director of the museum before

approaching the tourists for being interview participants, mentioned the Deputy Chief Conservation Officer of the museum. In order to gain access to the museum to reach the research participants, the researcher applied to the Director of VRM for prior permission. In fact, an introductory letter (Appendix-A) was forwarded to the Director of the Museum indicating the objective of this research along with the ways which are going to be adopted by the researcher in order to conduct the field study. The proper identity of the researcher along with the supervisors was also mentioned in the letter with contact detail. Instead of being semi-structured interview, a number of questions were developed as questionnaire along with the participants' personal information collection (Appendix-B). The museum authority was also provided the questionnaire as they required it. It was composed of the main themes of the research from which the research participants get understanding of the requirement of the research issue and assist them to assume the questions that asked by the researcher.

3.5.7.2 Interview

Before starting interviews the researcher conducts little bit casual conversations with the interview participants so that they feel free and comfortable during the interview session. Interviews are "merely one of the many ways in which two people talk to one another' (Benney & Hughes, 1970). According to Denzin and Lincoln (1994);

> *The interview is a conversation, the art of asking questions and listening. It is not a neutral tool, for the interviewer creates the reality of the interview situation. In this situation answers are given. Thus the interview produces situated understandings grounded in specific interactional episodes.*

Unlike the structure questionnaire used in survey, interview begins with general questions. There should be 'a relationship of mutual trust' between the interviewee and the interviewer in order to avoid the outcomes from being 'particularly dismal' (Oakley, 1981). The relationship between research objectives and research questions is determined initially by the researcher that helped the researcher through advance preparation of questions in order to make the interview more meaningful (Fontana & Frey, 1994). The research participants are properly convinced prior to the interview that they were free to answer the questions whether right or wrong because there were no constraints for stating their thoughts. Thus, the interviews are reflective process which affects the interviewees through enabling them to become aware of their thinking about

which they were unknown prior to the interview (Patton, 1990). The entire process made them more enthusiastic to explain their experiences about the topic issues. Before starting the conversation, the research participants were asked for their permission to record the conversation by using a voice recorder which is mandatory in order to collect qualitative data. Consequently, researcher used a digital tape recorder to record views along with the opinions of the research participants of this study for data collection (Rasmusse, Østergaard, & Beckmann, 2006).

In order to eliminate the ambiguity about the topic it was helpful to provide the research participants some idea regarding the scope of questions. After ensuring meaningful understanding of the participants, the researcher became able to collect accurate and relevant information with substantial clarification. Notably, the researcher prepared required documents relevant to the interview in English language. Though most of the research participants were graduates, but because of being Bengali they did not have English language proficiency. They were given the option to choose the medium of interview language as per their comfort level. As a result, everyone chose the Bengali language hence they felt hesitation to communicate in English. The researcher asked the office staff if they could make some seating arrangement within the museum compound so that the research participants feel relaxed to continue the interview for a longer time. The Deputy Chief Conservation Officer of the museum provided us a calm area to conduct the interview seating on chairs adjacent to his office. Notably, environment is a crucial factor which might impact on the participants while conducting the in-depth interview (Minichiello et al., 2008). Each participant was asked for permission during their visit of the museum. After getting their permission researcher approached to conduct the interview at the end of their visit of the museum. Notably, in order to extract accurate and relevant information from the research participants, the researcher solely conducted all in-depth interviews. The researcher addressed the given interview questions. It was depended on the flow of the answers of the research participants that allowed the researcher to investigate further through probing. The recorded interviews were transcribed. As the researcher recorded all interviews with prior information of the participants, while transcribing the recorded interviews possibility of being overlooked of any information was least. Notably, 19 in-depth interviews were conducted for this case study.

3.5.7.3 Information Saturation

In case of qualitative research, information or theoretical saturation is considered as an integral part (Glaser & Strauss 1967; Strauss & Corbin 1998). The researcher could not continue for an infinite time the procedure of collecting qualitative information (Strauss & Corbin 1998). In case of qualitative research if the researcher adopts in-depth interview method for data collection, the possible end point should be the data redundancy or theoretical saturation (Lincoln & Guba 1985). Bowen (1998) indicated that;

> *Data saturation entails bringing new participants continually into the study until the data set is complete, as indicated by data replication or redundancy. In other words, saturation is reached when the researcher gathers data to the point of diminishing returns, when nothing new is being added.*

However, by July 2019, a total of 9 interviews were conducted by the researcher for this study. Transcribing of 9 interviews was also performed. The researcher manually developed the themes from the transcription of interviews which were conducted according to the interview questions. During the development of themes from the interviews the researcher found new information were emerging from each interview and there was no replication of information. According to Sandelowski (1995), such situation requires the researcher to incorporate more participants in order to reach the information saturation stage.

After having a discussion between the researcher and the supervisors, they researcher come to the point that information saturation stage was not reached yet. Consequently, the researcher was supposed to conduct more interviews in order to reach the information saturation stage. By October 28, 2019, the researcher further conducted 6 interviews and the researcher found no new theme emerged from those interviews. One more discussion took place between the supervisors and the researcher. The researcher was supposed to conduct a few interviews again. After conducting total 19 interviews by November 24, 2019, it was finally confirmed by the researcher that the saturation stage had been reached as no new information was emerging from the interviews. Both the supervisors confirmed that no more interviews are required.

3.6 Data Analysis Process

This study adopted thematic analysis as the main method of data analysis which was provided by Braun and Clarke (2006), as well as Fereday and Muir-Cochrane (2006). This was further supported with Word Document (Ose, 2016). Through this method a flexible Word Document with interview data was produced basing on the open-ended questions which were asked to the participants during the interview (Stucky, 2015). This method facilitated the researcher in case of sorting and structuring the unstructured qualitative data by assigning codes for developing themes and sub-themes (Ose, 2016).

The method of identifying, analyzing, along with reporting the patterns (themes) of data is defined as thematic analysis (Braun & Clarke, 2006). This method is adopted by the researcher while analyzing the data in accordance to the theme. Braun and Clarke (2006) recommended six stages of the thematic analysis adopted in this study which include (1) familiarizing oneself with the data, (2) generating initial codes, (3) searching for themes, (4) reviewing themes, (5) defining and naming themes, and (6) producing the report.

The total procedure of data analysis in qualitative research is critical in case of summarizing as well as describing the information gathered from in-depth interviews. It can be defined as a systematic process which attempts to bring out the accurate meaning of the collected data through interpreting thoroughly in a study (Silverman, 2013). Another interactive model of data analysis (figure 3.1) was proposed by Miles and Huberman (1994), which consists three significant components of data analysis; (1) data reduction, (2) data display, and (3) conclusion. Data reduction incorporates the process of selecting, focusing, abstracting, simplifying, and transforming respondents' words into meanings (Miles & Huberman 1994). Afterwards, data analysis steps incorporate organizing and assembling the information which are required of being displayed as table, texts or matrices in order to make the readers clearly understood the research for drawing the conclusion (Miles, Huberman, & Saldana, 2014).

Figure 3.1: Interactive Model of Data Analysis
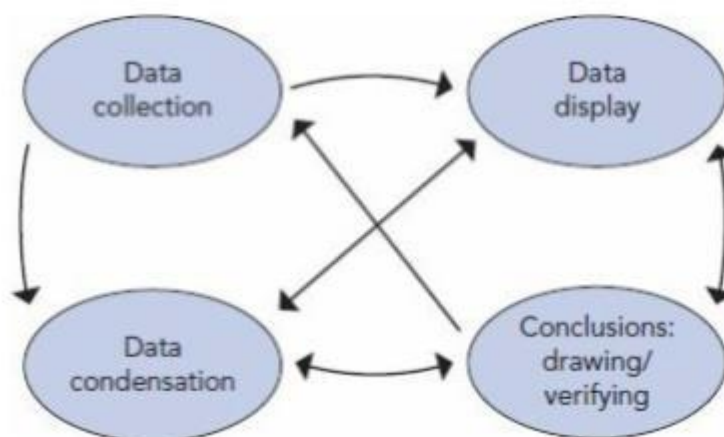
Source: Miles and Huberman (1994)

The study aims at to understand the tourists' revisit intention towards heritage site where the case is Varendra Research Museum. Only the tourists of the museum were considered in order to design the data collection along with analysis.

Any software such as NVivo, Atlas.ti, MAXqda cannot appropriately analyze the qualitative data without the researcher's support while analyzing the data (Faherty, 2010). However, in case of analyzing the qualitative data some studies have indicated using Nvivo software as a sophisticated way (Tobi, 2014; Gibbs, 2002). Though there are several benefits of using software in case of qualitative data analysis, this study has adopted thematic analysis manually to analyze the data for a number of reasons. Firstly, in case of interpretative social paradigm manual coding is needed and the researcher is allowed to deal with the data in such a way so that the researcher can make sense in language of research participants (Marshall & Rossman, 2014; Denzin & Lincoln, 1994). Secondly, according to Yin (2009), "computerized tools cannot readily handle this more diverse array of evidence" which include the filled notes along with the archival documents and the participants' observations.

Thirdly, the study contexts are not considered by any software e.g. Nvivo and the abstraction of variables is also very rigid while using software (Khoo-Lattimore, 2008).

Moreover, according to Tobi (2014), "using NVivo in PhD (including other qualitative research) journey, there is no right answer and there is no right code". Punch (2013)

also claimed that the analysis of qualitative data does not have any write way to follow. Thus, the researcher's own analytic rationale has been used (Yin, 2012) to analyze and interpret the collected interviews.

3.6.1 Overall Understanding

In case of qualitative data analysis first important step is to understand the meaning of data which requires intense involvement of the researcher. Theme development through reviewing the data without coding can help in case of ensuring connections between the concepts and context (Bradley, Curry, & Devers, 2007). The researcher is required to be familiar with qualitative data in case of generating themes. Since while conducting total number of 19 interviews the researcher recorded those by using a digital voice recorder, this created an option for the researcher to listen the recorded interviews repeatedly whenever it was necessary. This enabled the researcher to enhance accuracy to understand whatever the interview participants said. The researcher used to listen to the voice recording of each interview after coming back at her residence. This activity ensured proper understanding regarding the interview information, the awareness regarding the necessity of the relevant information for the study along with an interest to analyze the data accordingly the context of research questions.

3.6.2 Transcribing

The process of transcribing is important in order to initiate the process of data collection (Gubrium & Holstein, 2002). Consequently, the researcher started to transcribe after the first in-depth interview. The first language of both researcher and the participants was Bengali, which ensured comfort to the researcher in order to extract deeper information through in-depth interviews. The length of each the interviews remained between 28 minutes to 35 minutes. The purpose of the researcher of performing such transcription was to be immersed in accordance to the qualitative data. As a result, it enabled the researcher to get accurate understanding of the voice recordings of each interview.

Nonetheless, to translate by using a voice recorder from one language to another such as from Bengali to English is a complex task (Twinn, 1997). Particularly, this study required to the interviews from Bengali to English. In doing so, at first the researcher

converted the voice recordings into the written transcripts with Bengali language. Secondly, these Bengali transcripts were converted into English language. After that, the transcripts were sent to the interview participants in order to confirm their statements. This process of member-checking enhanced the research reliability (Legard et al, 2003; Islam, 2012). This process of checking confirmed the validity of the transcripts for this study.

3.6.3 Coding and Theme Development

Researcher started the procedure of coding and theme development at the end of interview data transcription. This study adopted the thematic analysis provided by Braun and Clarke (2006). Researcher conducted the overall procedure of coding, theme development and the theme assembling into format manually which lent themselves to emerge the findings. Notably, while developing theme through intense concentration basing on the research questions, to reduce and manage the interview data in order to focus on the phenomena being investigated by the researcher was possible.

The information retrieved from the interviews was coded by the researcher. Codes are defined as tags or labels which are assigned for the segments of documents or whole documents, for example- words, sentences or paragraphs in order to help in identifying the key concepts emerging from interview transcripts (Huberman & Miles, 1994). The researcher enlisted the idea which seemed interesting extracting from the data in accordance to the research questions along with objectives, while the researcher was reading and familiarizing herself with the data. In addition, the researcher extracted relevant quotes from interview transcripts and then coded accordingly. The process adopted by the researcher for coding was considered as one of the most vital parts of analysis (Huberman & Miles 1994). This process of coding the interview transcripts enhanced the researcher's ability to organize the raw data into meaningful data (Tuckett, 2005).

While conducting the coding manually by the researcher at very early stage, total number of 19 interviews was coded in accordance to the interview questions. For example, in the interview question's main section 1, question no. 10 was regarding revisit intention of the first time tourists, thus, responses relevant to the revisit intention was selected from the interview transcripts underlie Code Ten which was then labeled

as Revisit Intention. Similarly, this process of coding was applied to interview responses relevant to each interview questions. During the systematic coding process through entire data set, reciprocated patterns of the themes emerged. Basically this was the indication towards reaching the saturation stage for the data ideas.

Once the data had been coded, the researcher started to search the themes and sub-themes. The researcher developed themes and sub-themes from the list of the codes where the research participants' responses were stored. The codes relevant to the research question were considered by the researcher for sorting and developing themes and sub-themes. The researcher then assembled the developed themes in an organized way to understand accurately the investigated phenomena. At this stage, table was used in order to label the appropriate names for the themes.

While developing themes based on interview questions from the interview responses, the researcher found under Research Question One, that was relevant to understand role of satisfaction and/or dissatisfaction of tourists towards heritage site, two categories were found from the participants' responses. One category included the satisfactions of heritage tourists at VRM and another category included dissatisfactions of the same. As a consequence, two sub-themes were categorized by the researcher; one is satisfaction and another is dissatisfaction. Similarly, while developing the themes from the Interview Questions 10 based on the responses of the participants, the researcher found that some tourists indicated satisfaction resulting from their experiences from the visit, while others indicated dissatisfaction and the consequence. Under these circumstances, two categories of the themes were identified by the researcher that included tourists' likes/dislikes have key role to form satisfaction/ dissatisfaction and tourists' dissatisfaction and its consequence.

Table 3.3: Codes Applied in order to extract Responses from the Interviews

Data Extracted	Coded for
I liked almost all the galleries. But the galleries which have preserved the artifacts of Morya Period and the collection of coins represent our rich culture and history. The interest of art and culture of ancient people is really remarkable. …………... Two negative sides I have noticed were dissatisfactory. Firstly, there should be a brochure in English. I guess it gets financial support of government. So definitely around 1000-1500 brochures should be printed regularly. Another thing is, a narrator must be there who will be engaged in describing especially of every artifacts of the museum. **Interview No. 16, Personal Communication, 23/11/2019**	**Q1.** Tourists' likes/dislikes have key role to form satisfaction/dissatisfaction
To some extent. But it is not possible to know everything in a single visit. I have to back today. To know everything properly more time is required. That is why I will come again. I hope next time the problems I found will be reduced. **Interview No. 13, Personal Communication, 05/10/2019**	**Q2.** Tourists' dissatisfaction and consequence
Even I have studied lot of things regarding this museum in the text book. My friends also came here. I became inspired after hearing from them. Here are lot of elements from history and culture. Traditions of rural Bangladesh. Then many historical monuments are here. I became delighted after seeing these. **Interview No. 8, Personal Communication, 10/02/2018**	Q3. Tourists' experience from visiting the museum
I want to know ins and outs of everything in this museum. I want to complete my knowledge. Everyone comes here and returns with the perception that in this museum there are some artifacts based on Hindu Mythology. Most of the tourists are Muslims and they only perceive that the artifacts are for Hindu Religion. But why these are preserved here they do not know. The old staff sitting over there beside the 'Mihrab' told me that the stones which were dumped as wastage had been collected for reuse in different factories. From my first visit I could not become to know that some works were done in factories. But this time I become to know by talking to the staff. I want to know about the extract of knowledge about the artifacts from here which I cannot get properly from books. **Interview No. 14, Personal Communication, 05/10/2019**	**Q4.** Supporting services by the Museum Authority

The researcher had to utilize the expertise knowledge of her supervisors just as an external auditor in order to test the validity of the themes as well as sub-themes which emerged from interview transcripts. After completion of the themes and sub-themes development based on the interview questions, the researcher sent those to her supervisors regularly. The supervisors responded on the basis of necessity to the themes as well as sub-themes. This process of rigorous members helped checking in achieving

validation of the themes along with sub-themes which emerged from the immense interview transcripts.

3.6.4 Summary of Key Themes and Sub-Themes

According to the Research Question One, one of the key themes derived from the interview responses is Tourists' likes/dislikes have key role to form satisfaction/ dissatisfaction (See Table 3.4). A wide dimension of sub-themes under this key theme has been emerged which were categorized as the satisfaction and dissatisfaction of the heritage tourists at VRM in the context of Bangladesh. Holistic image and expertise of the craftsmen are the sub-themes which are considered to develop satisfaction of the tourists towards heritage site. However, from the responses of the participants the bases of the dissatisfaction were identified that included incomplete knowledge, insufficient museum guide, lighting problem, and absence of museum map.

Table 3.4: Key Theme- Tourists' likes/dislikes have key role to form satisfaction/ dissatisfaction

Key Theme	Sub-Themes	
Tourists' likes/dislikes have key role to form satisfaction/ dissatisfaction	Satisfaction	Dissatisfaction
	Holistic Image Expertise of the Craftsmen	Incomplete Knowledge Insufficient Museum Guide Lighting Problem Absence of Museum Map

Another key theme to address the Research Question 1 emerged as tourists' dissatisfaction and the consequence that was further divided into two sub-themes (See Table 3.4 and 3.5). Incomplete knowledge categorized as negative consequences and revisit intention was categorized as positive consequences are the sub-themes under this key theme.

Table 3.5: Key Theme- Tourists' dissatisfaction and consequence

Key Theme	Sub-Theme	
Tourists' dissatisfaction and consequence	**Positive Consequence**	**Negative Consequence**
	Revisit	Incomplete Knowledge

The key theme relevant to Research Question Two is conferred in Table 3.6, 3.7, and 3.8. In the Table 3.6, the key theme tourists' experience from visiting the museum has been exhibited that was divided into the sub themes as leisure, escape from the daily hectic life, family and group visit, holistic image, craftsmanship, acquisition of knowledge, incomplete knowledge and history and culture.

Table 3.6: Key Theme- Tourists' experience from visiting the museum

Key Theme	Sub-Themes			
Tourists' experience from visiting the museum	**Escapes**	**Entertainment**	**Esthetics**	**Education**
	Leisure Escape from the Daily Hectic Life	Family and Group Visit	Holistic Image Craftsmanship	Acquisition of Knowledge Incomplete Knowledge History and Culture

Table 3.7 incorporated the key theme tourists' intention to revisit which was divided into subthemes knowledge, desire of familiarity, free time and group visit which were categorized as educational motives, entertainment motives and social motives.

Table 3.7: Key Theme- Tourists' intention to revisit

Key Theme	Sub-Themes		
Tourists' intention to revisit	**Educational Motives**	**Entertainment Motives**	**Social Motives**
	Knowledge	Desire of Familiarity Free Time	Group visit

Another key theme tourists' recommendation for other people to visit was divided into two sub-themes as knowing history and culture and repeat visit and was presented through Table 3.8.

Table 3.8: Key Theme- Tourists' recommendation for other people to visit

Key Theme	Sub-Theme
Tourists' recommendation for other people to visit	Knowing history and Culture Repeat Visit

For the Research Question Three, Table 3.9 illustrated the relevant key theme arranging supporting activities for the tourists. A wide range of sub-themes under this key theme are sufficient museum guides, brochure in different languages and website.

Table 3.9: Key Theme- Arranging Supporting Activities for the Tourists

Key Theme	Sub-Theme
Arranging Supporting Activities for the Tourists	Sufficient Museum Guides Brochure in Different Languages Website

The researcher analyzed the interview data manually to generate themes. The key themes which emerged from interview transcripts are: tourists' likes/dislikes have key

role to form satisfaction/ dissatisfaction, tourists' dissatisfaction and consequence, tourists' experience from the museum visit, tourists' intention to revisit, tourists' recommendation for other people to visit, and arranging supporting activities for the tourists. Based on the key themes mentioned above, a wide dimension of sub-themes is emerged from interview transcripts. These themes along with the sub-themes are illustrated in the next chapter and interview quotes from the transcripts are used to support the key themes and sub-themes.

3.7 Techniques to Improve Rigour of the Research

Argument on validity along with reliability issues are proof of differences between qualitative and quantitative research (Decrop, 2004). Qualitative or quantitative, whatever the approach is, researchers argue to fallow the basic principles for which trustworthiness of the total investigation process is evaluated (Marshall & Rossman, 1995).

Researchers have suggested several criteria in case of examining the validity along with the reliability of the qualitative research. This case study research adopted the most widely accepted and mentioned criteria of Lincoln and Guba (1985) which enhance the trustworthiness of any qualitative inquiry. Lincoln and Guba (1985) suggested four criteria named credibility, transferability; dependability and confirmability that have become broadly adopted benchmarks in case of qualitative investigations (Merriam & Tisdell, 2015; Patton, 2002; Tao, 2018).

Credibility: The truthfulness of the findings is referred as credibility (Lincoln & Guba, 1985). Credibility denotes the extent to which the research findings are authentic in nature (Miles et al, 2014). In order to meet the requirements to reach at the point of credibility, the researcher has implemented various techniques in case of data collection which include in-depth interviews along with observation, field visiting, different archival records and documentation (Saunders et al., 2012). This technique underpins the interview participants to be invited in order to read out their transcripts and/or the summary of the interview transcripts respectively are equipped by the researcher (Decrop, 2004). This approach of data triangulation enhances the credibility of research (Merriam & Tisdell, 2015). Interview transcripts were sent to respective research participants in order to cross-check after end of the interviews for the purpose of

ensuring the accuracy of each participant's statements. Data were only used after coming back from the interviews.

Transferability: The extent to which findings of qualitative research can be applied to other context is the subject matter of transferability (Lincoln & Guba 1985). Transferability of any research can be achieved only when the study findings can be fitted into another setting or when the readers found the research findings just as meaningful and suitable for their own context (Sandelowski, 1986).

Hence the research has been conducted in the context of Bangladesh, a developing country, the study findings can be of interest to other developing country, which is referred as the transferability of the study.

Dependability: Dependability is considered as another crucial criterion to enhance the trustworthiness of research hence it refers to the degree to which the study findings are consistent (Merriam & Tisdell, 2015). The dependability of the qualitative inquiry can be boosted up through the significant techniques of prolonged engagement of researcher and the audit trial (Decrop, 2004). Yin (2012) mentioned that the case study protocol and the development of case study database can confirm the dependability of a case study research. In order to achieve the dependability of this study for the readers, the researcher undertook these tactics. A case study protocol incorporates field procedures, the interview questions and the guidelines to the study report. In addition, recognition of the researcher as university teacher supported to attain the trust of museum tourists. Eventually, the systematic procedure at each phase of research design, data collection, accurate documentation, consistency of the phenomenon ensured the dependability of this study.

Confirmability: In case of qualitative research, confirmability criteria focus on the neutrality of the findings of the research and logical conclusion is drawn from the data (Lincoln & Guba, 1985).

Researcher confirmed audit trail technique in this study in order to increase the confirmability of this qualitative investigation. Audit trial provides the appropriate documentation of research instruments such as recorded interviews, the signed consent forms, interview transcripts, memo reports, the collected secondary documents, notes,

pictures, tour diaries of the researcher and so on (Lincoln & Guba, 1985) and are rigorously maintained in this qualitative study. All these useful documentations definitely boost up confirmability of the qualitative research.

3.8 Research Ethics

In case of qualitative research, ethical issues have been considered as very important and the ethical issues encompass the research participants' consent to ensure that the study will exclude adverse effects on research participant through ensuring the respect towards cultural practices, values as well as beliefs of the research participants (Gaglio, Nelson, & King, 2006; Giordano, O'Reilly, Taylor, & Dogra, 2007). Moreover, the researcher should maintain privacy of the research participants to the extent that they will not be deceived about the motive of the research (Bryman, 2004).

The researcher conducted her study as a student of Master of Philosophy under the Department of Marketing of University of Rajshahi. Data collection process was started only after getting approval from the Research Committee. In order to maintain some ethical values which are required to conduct a qualitative research, researcher followed some principles. Prior to the starting of each interview researcher asked for the permission of the participants verbally. Notably, the researcher obtained written permission from the Director of the museum to get access to the participants for interviewing.

Researcher ensured the participants that the interviews are very confidential and the interview information whatever they provided would be used for research purposes only and the transcripts would be kept in a secured place with restricted access to the supervisors as well as the researcher only. The participants were assured by the researcher that no information provided by them would be used which enabled the participants of the study to be identified.

3.9 Limitations of Case Study

Generally every research project has some limitations in case of selecting research methods to reach the study findings. This case study research is also restrained about the preferred methods. These limitations can be identified in several areas. Basically, the interviews for this study were conducted with VRM tourists at Rajshahi. In doing so, researcher adopted purposive sampling technique to identify knowledgeable research

participants for the study because of the proximity of the researcher along with the ease enabling the researcher to reach the participants (Jennings, 2001). Apart from this, the participants might cover up the true facts about the topic issue. Moreover, in most of the cases the women tourists were found as hesitant to participate in an interview for the social contexts of the destination, though for the generalization of the findings their perceptions might be important. To avoid these constraints, the researcher conducted the interviews at the place which was provided by the museum authority in order to ensure security, freedom and confidence to provide the answers. The researcher adopted a casual form of conversation to encourage the enthusiasm of the participants in order to share the desired information at the participants' best of knowledge. Moreover, the participants were assured regarding the privacy concerns prior to the starting of each interview. Various data collection methods like in-depth interview, websites relating to tourism, reviewing the relevant articles were employed.

3.10 Chapter Summery

In this chapter the methodological approach adopted for this study has been discussed. The qualitative-inductive case study has been justified as an appropriate approach to explore the research participants' experiences as well as opinions relating to the revisit intention through the tourism at the heritage destination under interpretative social sciences paradigm. The researcher adopted a single-case study method where the purposive sampling technique along with the convenience sampling technique was applied in order to select the relevant participants for this study linked to heritage tourism at the Varendra Research Museum. In order to collect the primary data the researcher chose semi-structured interview method from the VRM tourists along with various kind of secondary sources such as tourism websites, field notes and direct observation which were also included in the data collection process. The researcher used systematic data analysis was to condense data along with display and theme development. Hence this study emphasizes on the primary qualitative data as well as intends to investigate the deeper insights of the participants, social reality, limitations and statement for the participation in repeat tourism activities, the qualitative case study seemed best suited method for this study. The findings of the study will be discussed in the next chapter relevant to the clearly addressed research questions for this study.

Chapter Four
Research Findings and Discussion

4.1 Chapter Overview

This chapter presents the findings derived from the meticulous analysis of in-depth interviews basing on three research questions which are developed for this research. To facilitate clear understanding as well as contrasting with existing literature, findings of the research along with the discussion are illuminated altogether into one single chapter in case of this research. This chapter has been outlined in accordance with the sequential research questions and the findings are presented in the themes and the sub-themes. The summary of the research findings has been presented to the end point of every research questions. This chapter concludes with the overall summary of findings from in-depth interviews along with the next chapter direction.

4.2 Research Question 1: How does satisfaction or dissatisfaction force shape tourists' revisit intention towards heritage site?

The first research question of this case study attempts to investigate the process of shaping the revisit intention of the tourists towards heritage site in accordance with their experience of both satisfaction and dissatisfaction derived from their visit. Anderson and Sullivan (1993) specified satisfaction as the function of the perceived quality. According to Anderson and Sullivan (1993), when the quality short falls the expectation, the satisfaction and repurchase intention are impacted immensely rather than the quality that exceeds expectation. Thus, prior to the visit of any heritage site, the tourists perceive some quality attributes regarding that site and then evaluate their expectations after visiting the site. This case study investigates the expectation of the tourists in order to evaluate the forces that shape satisfaction along with dissatisfaction of the tourists at the Varendra Research Museum at Rajshahi in Bangladesh.

4.2.1 Tourists' likes/dislikes have key role to form satisfaction/ dissatisfaction

According to the research participants, the satisfaction or dissatisfaction is the consequence their liking or disliking regarding the heritage site. In this case study both satisfaction and dissatisfaction derived from their expectation while visiting the museum

and thus the revisit intention is the result of both. In this section the satisfaction and dissatisfaction related issues are discussed.

4.2.1.1 Holistic Image

In this case study, the participants mentioned their expectations regarding the holistic image that they perceived prior to their visit. It was found that the participants' perceived the museum as the place preserving the rich history and culture of this Varendra region. According to one of the key informant:

> *Different galleries of the museum display the artifacts of different era along with a rich collection of coins. I did not assume this museum represents such a rich history and culture which is our very own. This is just beyond my expectation.*
>
> (Interview No. 14, Personal Communication, 05/10/2019)

In addition, some of the participants indicated the overall environment of the museum very calm and peaceful what the desired. The participants admired the environment in case of gaining their desired knowledge.

> *I am interested of gaining knowledge regarding our history and culture. This heritage museum is treasure of our country. Before coming here I thought this museum will satisfy my thirst of knowledge only if it has a perfect environment to observe the preserved heritage minutely. And I found the museum just as I assumed before coming here. Though the museum is located almost at the heart of the city, but the environment is really charming.*
>
> (Interview No. 7, Personal Communication, 13/11/2018)

Findings show that the tourists liked the museum because of its holistic image. As the heritage tourists they mainly emphasized on the issue of gaining knowledge of history and culture and they found the museum attractive one in order to acquire their required knowledge. This finding is aligned with the findings of McIntosh (1999) that the heritage tourists are provided the heritage settings in order to learn through their observation. The tourists perceive the museum like a place that presents important information interestingly (Packer & Ballantyne, 2002).

4.2.1.2 Expertise of Craftsmen

The participants of this study expressed their attitude in a positive manner towards the expertise of craftsman. Most of the participants become surprised to see the evidence of expertise knowledge of the craftsman through different artifacts made at different part of the Varendra Region.

I am surprised to see the expertise of the then craftsmen who did not have any machinery to make these artifacts. I observed that each sculpture of Vishnu is almost similar. These are collected from different areas of Dinajpur, Nowgaon and Natore. This matter insisted me to think how it was possible. These are really amazing.

<div align="center">(Interview No. 12, Personal Communication, 07/09/2019)</div>

Findings show that the tourists praised the expertise of craftsmen who made the artifacts of the museum. This finding indicates the tourists' reaction regarding the collection of the museum. Though there is a scarcity of literature regarding the expertise of craftsman, but this study focus on the tourists' authentic purposes to fulfill one of their purposes for tourism (Conn, 2011; Lowenthal, 1990a; Prentice, 2001).

4.2.1.3 Incomplete Knowledge

In this case study, the participants mentioned their dissatisfaction regarding knowledge acquisition. They were mainly dissatisfied as they could not completely acquire their desired knowledge. One of the key informants stated that:

I am dissatisfied because I could not acquire complete knowledge. As this museum preserves the history and culture it requires long time to know all completely. If I could spend some more time here then definitely I could know more. This time I am going back with the dissatisfaction that I could not learn about the preserved heritage completely. I have to come again to know all things completely.

<div align="center">(Interview No. 12, Personal Communication, 07/09/2019)</div>

Findings reveal that the tourists of the heritage site are mainly interested to know deeply about the preserved history and culture through different artifacts. This finding resembles the category of cultural tourists defined as specialized cultural tourists acknowledged by Stebbins (1996), where the tourists are intended to revisit due to gain complete knowledge which is deeper and specific.

4.2.1.4 Museum Guide

The participants of this study were found dissatisfied with their visit due to the unavailability of museum guide. As they came from diverse location of the country, they did not have familiarity with the museum and its preserved artifacts. They collected information from various sources, but most of the key informants indicated how they would get better experience from their visit if there were a museum guide. Even the participants took help from the local tourists who previously visited the

museum and had some knowledge regarding this museum. One of the key participants mentioned that:

> *I took the help of a student during my visit. If there were a guide then he or she could describe the entire preserved heritage which could help me to gather knowledge more deeply. Museum guide is essential in case of visiting such a heritage museum.*

(Interview No. 14, Personal Communication, 05/10/2019)

Findings reveal that the tourists felt the necessity of a tourist guide in order to obtain better experience from their visit to any heritage museum. The museum guide cannot influence the tourists to revisit the museum, but it can significantly satisfy the tourists which supports the finding of Um et al., (2006).

4.2.1.5 Lighting Problem

In this case study, it was found that the participants highlighted the problem of proper lighting in the display that constraints to read the information of the display clearly. One of the participants assumed this as a dissatisfactory factor in case of visiting any heritage museum, where the tourists are mainly motivated to know the preserved artifacts. According to one key participant:

> *I could not read the information provided in the display due to the scarcity of light. As I am greatly interested to know the sources from where the artifacts are collected in order to enhance my knowledge, I tried to read the information. Most of the display seemed to me dark.*

(Interview No. 11, Personal Communication, 07/09/2019)

Some of the participants indicated that the display area is running from shortage of light that hindered their observation of the artifacts. One of the participants stated that:

> *I tried to read the letter of Rani Bhabani for a while as the letter was not clear to me. After a few minutes I found that the letter was not written in Bengali and then I stopped trying to read the letter. It happened because of the shortage of sufficient light.*

(Interview No. 13, Personal Communication, 05/10/2019)

Findings show that the tourists' satisfaction level was negatively affected as the scarcity of light in the display hindered them to have clear view of the artifacts. The tourists perceived the proper lighting in the display as a vital element for the museum visit. It corroborated the findings of Lord and Lord (2002).

4.2.1.6 Absence of Museum Map

In this research, it was observed that the participants mentioned the museum map could help them to access each gallery of the museum easily. The participants felt the necessity of a museum map in case of having the clear idea of the museum arrangement while entering into the museum. According to one participant:

> *I felt the necessity of a map of the museum at the entrance so that I can know at the beginning what is going to be explored while visiting the museum. The map could be kept at the entrance of the museum indicating each part of this region along with the history and culture of those parts. The availability of a museum map could reduce the necessity of a guide also.*
>
> (Interview No. 14, Personal Communication, 05/10/2019)

Some of the participants indicated the necessity of a museum map in case of playing the role as a museum guide.

> *A map could assist to know about what is going to be visited in this museum as the museum guide is not available here. Proper knowledge of the museum is definitely an added value to me.*
>
> (Interview No. 15, Personal Communication, 26/10/2019)

Findings show that the tourists feel the necessity of a museum map in order to mitigate the problem of obtaining minimal idea prior to the entering into the museum. Findings reveal that value addition is possible with the availability of a museum map that supports the findings of Wang and Leou (2015). As the tourists' perceived satisfaction of a museum map is not fulfilled and their experience in this regard is negatively disconfirmed. It corroborates the findings of Oliver and Linda, (1981).

4.2.2 Tourists' dissatisfaction and consequence

This section presents tourists' dissatisfaction in case of visiting a heritage site resulting from their experience derived from the educational motive. Education has been identified as one of the important dimension of tourists' experience by Tan (2017). However, Anderson and Sullivan (1993) found that when the experience quality short falls than the perceived expectation, satisfaction and the repurchase decision are significantly affected. In case of this research, tourists of the Varendra Research Museum are intended to revisit as their dissatisfaction arises from their expectation of knowledge development.

4.2.2.1 Incomplete Knowledge

Unlike other tourism destinations, heritage sites are attractions to the tourists who have interest in obtaining knowledge from their visits. In case of this study, it was found that the participants spent their time here to get knowledge regarding the preserved heritage of the Varendra region. The participants perceived the museum as the source of knowledge regarding history and culture prior to their visit and came here to obtain that knowledge. But most of the participants mentioned that they are not fully satisfied in case of knowledge creation from a single visit as they could not know in detail about the preserved artifacts from their visit. For example:

> *I am interested in history and culture, specially the route of our own culture. I am here to gain deep knowledge but I am not fully satisfied in case of knowledge gathering from this visit as I could not obtain complete knowledge this time.*
>
> (Interview No. 16, Personal Communication, 23/11/2019)

Though the participants had the desire for knowledge from their visit but at the end of their visit they felt incompleteness of knowledge.

> *We cannot say that we have complete knowledge about any subject matter. I had the desire to know the heritage of this region since long. I become to know so many things regarding this. But still I feel the lacking of knowledge. If I could spend more time here then I could know more.*
>
> (Interview No. 12, Personal Communication, 07/09/2019)

Findings reveal that the tourists are motivated to visit the museum from their educational motive that is very much similar to the finding of Mansfeld, 1992; Poria et al., 2003; and Kim and Eves, 2012, where the culture education is considered important by the tourists. The finding also confirm the finding of Wang and Leou (2015) where heritage tourism is the result of educational motive and the motivation and destination loyalty is positively related.

4.2.2.2 Revisit Intention

In this study, it was found that the participants are dissatisfied from their first visit in case of knowing history and culture in detail from the preserved artifacts. Most of the participants have the intention to revisit the museum as they are dissatisfied in case of their educational motive. According to one participant:

I will come to know the history and culture in detail which I could not do this time completely. I have read so many books of History as I am always interested in it. Even I have visited many heritage sites at home and abroad only for this reason. This museum attracts me to visit since long. I realized after coming here this museum is a treasure for the tourists like me. And single visit is not sufficient to satisfy my thirst of knowledge. I will definitely come again.

(Interview No. 16, Personal Communication, 23/11/2019)

Similarly, the participants' perception regarding the collection of artifacts of the museum was positively disconfirmed as they found a rich collection of artifacts that include the collections of different part of the country along with that of the Varendra region. According to the participants, they want to revisit the museum in order to gain complete knowledge regarding the preserved artifacts of the museum. For example:

I will come again definitely to know more. I felt that it is not possible to know detail of these vast collections from a single visit. I had the perception prior to the first visit to this museum that this museum preserves only the artifacts of the Varendra region. But my perception became wrong after seeing that the collection of artifact preserved here is not only collected from this particular region, but also from different region. The rich collections of this museum require more than one visit. So I have to come again.

(Interview No. 14, Personal Communication, 05/10/2019)

Findings reveal that the tourists' intention to revisit results from the experiences they gather from their visit and educational experience is one of those experiences. This finding supports the finding of Tan (2017). Findings also show that the tourists' behavior is closely related with the education, interest and the individuals' learning. This finding supports the finding of Stephen and Stephen (2013).

4.3 Research Question 2: Which factors can enhance tourists' revisit intention towards heritage sites?

The second research question of this study aims at to investigate the factors that enhance tourists' revisit intention towards heritage sites. In context of Bangladesh heritage tourism, tourists are mainly motivated to visit any heritage site due to some perceived experience which can be derived from the visits. Tan (2017) indicated four experience dimensions: escapism, entertainment, esthetics and education. These experiences have been adapted in this study to investigate the role of experience through developing satisfaction or dissatisfaction in heritage tourism for the tourists at the Varendra Research Museum at Rajshahi in Bangladesh. Chen and Chen (2010) mentioned about hedonics in case of quality of those experiences.

4.3.1 Tourists' Experience from Visiting the Museum

This section exhibits tourists' experience emerged from the museum visit which enhances the revisit intentions among them towards any heritage site. As the tourists' perceived experience prior to the visit to the museum is supposed to be contrasting with different dimensions of the experience, consequentially tourists' revisit intentions are emerged. Therefore, from the interviews it was found that most of the experiences of the tourists enhanced their revisit intention towards heritage site.

4.3.1.1 Leisure

The participants recognized that the museum visit is done during the free time they get. Without any long term planning they make the decision to visit this museum. According to the interviewees, they come in this museum to spend some quality time when they have some leisure time. It was found from the interviews that the most of the tourists who were from outside Rajshahi, come to visit the museum during the gap or at the end of their tour at Rajshahi. It was observed that leisure of the tourists was directly linked to the revisit intention towards heritage site. For example, a participant of this research stated a real life example that was presented in as followed:

> *There is free time when we have nothing to do. We can see so many thing if we come here. So many things can be learnt. Quality time can be spent.*
>
> (Interview No.1, Personal Communication, 06/02/2018)

Findings reveal that tourism as leisure activities influence on revisit intention towards heritage sites. It confirms that the tourists during their leisure are motivated to escape from the routine and stressful settings and to explore recreational opportunities (Mannell & Iso-Ahola, 1987). This finding is persistent with Stebbins (1996) that leisure and heritage tourism combines special skills, knowledge, as well as experience. Consequently, tourists at the heritage site come to get some knowledge while spending leisure time.

4.3.1.2 Escape from daily hectic life

It was found in this case study that most of the interview participants indicated they came to the museum to know their route. At the end of the present hectic schedule of daily life they want to get rid of stress. According to one participant of this study,

Nowadays we are always in hurry. We are adopting modern technology so rapidly. Whenever I come to this museum for a while I get the sense of lost in our past.

(Interview No. 8, Personal Interview, 13/11/2018)

Based on the interviews conducted at the VRM, it was found that some of the participants assumed visiting the museum as personal escape for their recreation which justified the findings of Snepenger, King, Marshall, and Uysal (2006). Hence the tourists seek higher level of recreation at heritage sites, their involvement in tourism activities accelerating experiences of being escaped. One research participant stated his experience in the following way:

My father is a teacher at the University of Rajshahi. Since my childhood he used to generate interest in me to gather knowledge about different subject matter. Even after coming back completing his higher study from UK, he shared his experience of visiting different museums in UK. For the first time I visited this museum with my father when I was a primary school student. After that several times I have visited this museum. This museum unfolded many things like an untold story in front of me. As I have been brought up in Rajshahi, whenever I get scope I come at this museum. I feel a sense of lost in my childhood days. I can clearly recall my sweet memories with my father. Then I regain the energy of struggling against present hectic life.

(Interview No. 15, Personal Communication, 26/10/2019)

Notably, tourists who come to visit from different places rather than Rajshahi also indicated their experience of escape. It was also found from the interviews that the experience of escape was not different for both first time and repeat tourists. As stated by one participant,

I have never been in Rajshahi before. This time I got the chance to come at Rajshahi and I did not want to lose the opportunity to visit this museum. While I was visiting the museum, it seemed that I got rid of all my anxieties. I think I have to visit our heritage sites in order to get relief from our modern life.

(Interview No.13, Personal Communication, 05/10/2019)

It was found from this case study that the tourists generally come at this heritage museum are distinctive from the 'mainstream tourists' that corroborated the findings of Ateljevic and Doome (2000). The tourists of this museum usually plan to visit either at the weekends or during their visit for in Rajshahi. Some of the tourists also indicated their visits as the consequence of experience familiarity that aligned with the findings of Tan (2017). Thus, the tourists visiting this museum are forming their revisit intention due to their experience from the visits.

4.3.1.3 Family and Group Visit

Most of the interviewees mentioned that, either they have come alone or they have come with friends and family. During their visit in the museum they felt the absence of other friends and family members who have interest in heritage tourism. They intended to come again with them. According to one participant:

> *I want to know for myself and make other known about the museum. Especially a few of my friends and family members are there who enjoy heritage sites for the distinctive nature of those. For me, it is a perfect place to hang out with those friends and family members during the working holidays.*
>
> (Interview No. 12, Personal Communication, 07/09/2019)

The tourists who were with their family members had immense enjoyment. They got the sense of family tour. Some of the tourists indicated that they will come next time with their children in order to make them familiar with the rich collection of the museum.

> *During my childhood days, I had been in Rajshahi several times. But I did not get the opportunity to come here. As I already said that for the first time my husband and I have come together in Rajshahi. So I this time I took the opportunity to visit this museum along with my husband and cousins. I will come here again with my children.*
>
> (Interview No. 19, Personal Communication, 07/12/2019)

In this case study it was found from the interviews that some tourists came at the museum several times. But they did not come alone all the time. Specially, the tourists from Rajshahi often come at the museum with their relatives who are from outside Rajshahi. They assumed the museum as a 'must' visit while traveling in Rajshahi.

> *As my parents are living at Rajshahi, many of our relatives come at our home to meet us. During their staying at Rajshahi we use to roam around the prime attractions of our locality. We very often come at this museum with those family members. Even only to accompany them I have visited this museum many times.*
>
> (Interview No. 15, Personal Communication, 26/10/2019)

Findings show that the tourists whether visiting alone or in a group intended to come again with family members and friends. The findings substantiates with Alegre and Garau (2010) that when the tourists are well informed about the destination they intend to revisit only evaluating their dissatisfaction from the prior visit. The motives of these tourists are to expose others toward an experience which was previously satisfactory to the respondents (Gitelson & Crompton, 1984).

In this case study it was found that the tourists either from Rajshahi or outside Rajshahi revisit the museum at least once with others and most of the times the reason is to make others familiar with the heritage site.

4.3.1.4 Holistic Image

The beautiful museum with ancient artifacts, heritage and different atmosphere capitalize tourists' interest positively to revisit VRM. Besides, some interviewees focus on lack of adequate information in displays for better understanding of the ancient artifacts. According to the interviewees, different sculptures which were built mostly on the theme of Hindu Mythology, represents only religious side of different era.

> *Because more detail information are needed. Holistically it is not sufficient. Only religious side is highlighted. We cannot see the social culture and practice of those eras. Only the religious side, but literature, culture these things were needed to be focused also. You cannot develop yourself if you do not know those facts. Step by step we have to know all those things.*
>
> (Interview No. 3, Personal Communication, 10/02/2018)

On the other hand, it was also found from the interviews that tourists liked the entire environment of the museum along with the museum building. Especially the tourists praised about the calm and peaceful environment of the museum. One of the tourists stated that:

> *The environment is calm and peaceful. It seems very beautiful to me. If I consider to come here again definitely I will recall the image that I have kept in my mind of this museum. Information provided in the display helped me to enhance my knowledge though these are not adequate.*
>
> (Interview No.12, Personal Communication, 07/09/2019)

Findings show that tourists' perception regarding the museum was totally different than that of their actual experience regarding the museum. One of the tourists stated that:

> *I am different than other tourists. I have deep knowledge in history. I want to know ins and outs of this museum. I have visited all the museums in Bangladesh. After coming here I was surprised to see that this museum is a treasure of Bangladesh. Before my visit at this museum I could not assume this museum in that way.*
>
> (Interview No. 11, Personal Communication, 07/09/2019)

Findings show that a general consensus is existed among researchers regarding image that plays an important role to make the choice of the tourists before visiting any

destination (Beerli & Martı́n, 2004; Fakeye & Crompton, 1991). The findings also reveal that the decision to visit depends on the prior information regarding the specific features and holistic image of the site (Maclnnis & Price, 1987). In fact, the tourists of the museum revitalize their decision to revisit through capitalizing prior experience about the holistic image. Thus, the finding is consistent with Um and Crompton (1990) and Stylos, Vassiliadis, Bellou, and Andronikidis (2016) that holistic image has greater influence on the tourists than any specific image. It also confirms the importance of holistic image on tourists' revisit intention (Echtner & Ritchie, 2003; Stylos et al., 2016).

4.3.1.5 Craftsmanship

One of the most impressive attractions to the heritage tourists is the ancient artifacts of different heritage sites. In case of heritage tourism, craftsmanship can be showcased (Fu, Kim, & Zhou, 2016), which attract most of the tourists. In this study, the participants emphasized on the expertise of craftsman for their revisit intentions.

> *The artifacts are very attractive. Especially my wife and my daughter are surprised to see the hand carved artifacts. Nowadays we are always in hurry and want anything within shortest possible time. We are becoming impatient. Adaptation of modern technology by us is commonly found. So the ancient people who used to make this kind of artifacts were definitely well skilled. These are almost 2000-2500 years old artifacts. We are just surprised to see the then tasteful expertise knowledge in craftsmanship. It is our responsibility to make our next generation familiar with these. This time my daughter has come with us. Next time I must bring my son here.*

(Interview No. 16, Personal Communication, 23/11/2019)

Tourists of this museum were very much astonished to see the hand carved artifacts and sculptures. According to the participants, the hand carved artifacts are aesthetically unique which seemed very interesting to them.

> *One thing came in my mind that our forefathers were so modern. They had aesthetic sense that is why without modern equipment they could carve with hands so perfectly. They had really very artistic knowledge.*

(Interview No.5, Personal Communication, 10/02/2018)

Findings show that the artifacts of the heritage museum are great attraction to the tourists. In this study, participants specially indicated the artifacts of different period were very interesting to them though they did not have deeper understanding of the artifacts. It is aligned with the findings of Kempiak et al., (2017). Most of the key

participants were amazed after seeing the artifacts and they expressed their intention to come again while talking about these. The findings of this study show that basing on the participants' process of evaluation along with the reflection on the visit to a heritage site is influencing the revisiting the same (Harrison & Shaw, 2004; Rashid, 2013).

4.3.1.6 Acquisition of Knowledge

In this study, the participants' tendency to acquire knowledge while visiting was greatly found. Although the participants were of different age group with diverse background, almost all were looking for some knowledge regarding various elements of the museum in order to strengthen their knowledge base. According to one participant,

> *Whenever we participate in any debate competition we compete basing on our knowledge in history. This museum has preserved history and culture through different elements of ancient time of Varendra region. We can learn history of ancient period in different kind of books. But there is a difference between the knowledge we get through reading books and the knowledge we practically get by direct observation of different elements of history. I did not get vast knowledge about history and culture from any other museum like this museum. I studied about Gautam Buddha in many books. I also studied about Hindu Mythology regarding Hindu God and Goddess. I become to know that many Hindu rulers adopted Buddhism after the advent of Gautam Buddha. A conflict arose among the followers of Hinduism and the Buddhists. The sculptures preserved here are the evidence of different incidents of the then time which gives us some idea about these.*

> (Interview No. 18, Personal Communication, 07/12/2019)

Most of the participants of this study mentioned about their interest to know their route. A certain level of knowledge was required by the tourists on it. They found the museum as the source of knowledge regarding this issue. One of the participants stated that:

> *I am not that much interested in history. But at least a certain level of knowledge we have to have regarding our own history and culture, specially our route. My main interest for visiting this museum was to know about different artifacts of Muslim period, though the artifacts inspired from Hindu Mythology are more in this museum.*

> (Interview No. 19, Personal Communication, 07/12/2019)

Some of the participants also indicated during the interviews about their urge to learn practically instead of having theoretical knowledge about the heritages preserved in the museum. While discussing this issue, they mentioned about the information of the display which enhanced their knowledge at certain level.

I have seen this kind of artifacts several times. The same dancing Shiva, Durga etc. I have read two books regarding the sculptured inspired from Hindu Mythology. But I want to link my theoretical knowledge with my practical observation.

(Interview No. 14, Personal Communication, 05/10/2019)

On the other hand, it was found that the participants considered the museum as knowledge source without considering their own religious views. They were interested to acquire knowledge about different culture and religious views of the ancient period. From the field visits, it was also assumed that the tourists of this heritage site are different than other tourism destinations as they basically visited the museum to gain some knowledge. According to one of the participants:

These galleries represent some religious views. Behind each sculpture there is a myth. It requires studying hard to know all things about those religious views. I do not have such level of knowledge. But the display information was supportive to acquire that knowledge. Our present culture has come out through a process which incorporates all of these.

(Interview No. 13, Personal Communication, 05/10/2019)

Findings show that in case of most of the participants, one of the main reasons to visit the museum was 'to learn something new' which justifies the findings of Schouten (1995). Findings also focused on the importance of learning culture of others rather than own (Mensfeld, 1992; Kim & Eves, 2012) in order to understand the process of the own cultures' development. Moreover, this study suggests that tourists with such kind of interest of acquiring knowledge regarding different culture and history form the intention to revisit as they become satisfied in this particular case. This is corroborated with the findings of Kempiak et al. (2017).

4.3.1.7 Incomplete Knowledge

In the study, the participants mentioned so many causes for the incompleteness of their knowledge including improper display with inadequate information, time constraint, less information in books, unknown meanings of inscriptions. According to the participants, history and culture cannot be learnt from a single visit because of time constraints.

It is not possible to know everything only by reading books. If one visits a place like this, many things can be felt after seeing. The preserved heritage can be felt more deeply by seeing directly rather than by reading book or watching any movie. It is not possible to forget after visit. But one can forget if he/she

has only the knowledge from book. If one wants to know, then definitely has to visit. And it is not possible to know everything by one visit only.

<div align="right">(Interview no. 4, Personal Communication, 10/02/2018)</div>

Similarly, another participant added one more thing that the information in the display were not clearly understandable to understand that also hindered to gain complete knowledge. According to the participant:

Next time I will enter into the museum early morning. Then I will try to observe and learn each artifact by taking long time. I will ask the museum authority to arrange a narrator during that time. I saw some display tags are faded. We know these papers become fad due to the ray of sun. I could not read those faded papers in the display with my glass, and then my daughter helped me out.

<div align="right">(Interview No. 16, Personal Communication, 23/11/2019)</div>

It was also revealed from the study that the tourists who previously visited the museum come again in order to complete their knowledge. As they could not gain complete knowledge during their previous visit, they always looked for an option to visit the museum again, whether in group or individually.

Tourists have several kind of curiosity. To meet up those, numbers of visits are required. I came with my father for the first time at my early age. Though I got the chance to come here repeatedly but I felt the urge to meet up my thirst of knowledge. That urge insisted me to visit this museum repeatedly.

<div align="right">(Interview No. 15, Personal Communication, 26/10/2019)</div>

Findings reveal that due to different reasons tourists could not gain complete knowledge from a single visit. Heritage tourists are supposed to visit the site based on their certain expectations and perceived performance. They are mainly motivated to visit to know the culture of others and to be educated. It is aligned with the existing literature extracted from the study of Poria et al. (2003). The findings also corroborated with Mazursky (1989) that the tourists' future intention stems from the past experience. As the tourists did not gain complete knowledge from the single visit, they intended to come again to visit the museum.

4.3.1.8 History and Culture

Heritage museums are the places where the tourists can found the history, culture and heritage of different era, mentioned by different respondents. In VRM, the tourists come to have some knowledge on history and culture of different era of Varendra

region. According to the participants, the history and culture motivated them to visit this museum. As one participant stated that:

> *Instead of being a student of science, I was always attracted towards history and culture. This attraction motivated me come at this museum. Since my childhood I have been fond of history and culture. This museum seemed to me a rich source of history and culture.*
>
> (Interview No. 12, Personal Communication, 07/09/2019)

In this study, the participants mentioned their excitement for the history and culture they learnt in the museum. Though there was absence of proper display and museum guide, but the preserved history and culture of different era insisted the participants to make the decision to revisit the museum for more knowledge about the history and culture of Varendra region.

> *The unknown part of the history unfolded in front of me. We did not have any plan about where to go at Rajshahi. But we planned to visit this museum before coming at Rajshahi. When I was so young I always thought that I would see some 'magic' in museums. At a certain level this assumption of mine was correct! Because at this museum I become to see some unparallel representation of our history and culture through different artifacts.*
>
> (Interview No. 17, Personal Communication, 23/11/2019)

Findings reveal that the tourists of the heritage site are very much attracted to know the history and culture. Tourists of this museum experienced the uniqueness of the preserved heritage that enhanced their revisit intention. Mazursky (1989) indicated the importance of this to form repeat visit intention. Findings also focused on the perceived attractiveness towards the different historical artifacts of the museum tourists. The finding is similar to existing literature as perceived attractiveness is one of the antecedents of revisit intention (Um et al., 2006).

4.3.2   Tourists' Intention to Revisit

Tourists develop their revisit intention for a variety of reasons. This section explains how the tourists develop their revisit intentions basing on motivations. Based on existing literature, tourists' tourists are motivated to visit any heritage sites for educational motives, entertainment motive and social motive (Moscardo, 1996; Pei & Veerakumaran, 2007). Tourists of this museum were found to have different type of motives aligned under those motives which enhanced the revisit intention. Findings focus on the following educational, entertainment and social motives that enhanced the revisit intention of the heritage tourists.

4.3.2.1 Knowledge

In this study most of the participants indicated knowledge of history and culture preserved in the museum as their motive to visit the museum. But most of the cases the participants were not satisfied in acquiring knowledge while visiting the museum. For example, one of the participants stated that:

> *I had the desire to learn about the history and culture of the Varendra region. Information provided in the display regarding the artifacts are not sufficient. It was not possible to gain desired level of knowledge from those display information.*
>
> (Interview No. 17, Personal Communication, 23/11/2019)

As the participants were motivated to gain knowledge through their visit, the knowledge they gained were mainly three types.

> *The museum is not like a typical museum. It has preserved history and culture of this region since long. So it is not possible to get adequate knowledge from a single visit. Knowledge can be gained here from different perspectives. Some are from historical perspective, some are from aesthetical perspective and some are from cultural perspective. This versatile nature of knowledge in the museum could not make me able to learn all in a day.*
>
> (Interview No. 17, Personal Communication, 23/11/2019)

Thus, though the tourists were dissatisfied regarding knowledge, but the tourists were positively motivated to revisit the museum. It was also found in the study that the participants mainly indicated their thirst of knowledge in history and culture that insist them to revisit. According to one participant:

> *In this present virtual world, we do not have enough time to study different books of history. But we, the debaters, have to study the books of history and culture of different era. I have visited other museums also. But this museum preserves the evidence of ancient history of civilization of Varendra region. This matter attracted me a lot. But within this short visit I could not know everything in detail. Definitely I have to come again to know completely.*
>
> (Interview No. 18, Personal Communication, 07/12/2019)

Findings show that the tourists of the heritage site travel to know the history and culture along with the artistic knowledge which has some aesthetic value. The knowledge of civilization is also another attraction to the heritage tourists. This finding is consistent with Wang and Leou (2015). Findings also show that the tourists tend to explore the heritage site in order to enhance their knowledge and to learn the heritage. It is corroborated with the findings of Kempiak et al. (2017). Though the findings show the

tourists are motivated visit in order to gain knowledge from the different perspective but the main goal is to be educated. This finding is supports the existing literature of Poria et al. (2003). The tourists of the museum observed the display of artifacts which enhanced their knowledge. It supports McIntosh's (1999) work where asserted that the heritage settings assist the tourists with an opportunity of gaining knowledge either through observation or on site activities. It also confirms the findings of Pei and Veerakumaran (2007) the preservation of the heritage site in original form strongly contributes in case of enhancing the tourists' educational motive hence the results unfold that tourists would like to observe the real history conferred in its original form. In this case, the former was supported. Another finding of the study reveals that the tourists are intended to revisit as they did not become to know all aspects of knowledge by the single visit. This finding has similarity with Gitelson and Crompton (1984) that the return of the tourists may occur due to omission of some experience during the previous visit.

4.3.2.2 Desire for Familiarity

In this study, it was found that the participants tend to visit the museum in order to be familiar with the cultural heritage of the Varendra region. As the participants were from different part of the country, the desire of familiarity generated sense of interest among them. According to one of the participants:

> *When I visited some other museums I found different archeological patterns. As I knew that this museum is the ancient museum of our country established in 1910, I thought I would have the opportunity to be familiar with the ancient history, culture and artifacts of the Varendra region if I visit this museum. The then King Narayana had great influence on the establishment of this museum. As we know that there were a large number of zaminders in North Bengle, they greatly influenced on the history, culture and artifacts which are preserved here. I had the desire to be familiar with those.*

<div align="right">(Interview No. 12, Personal Communication, 07/09/2019)</div>

Some of the participants also indicated about the influence of their parents to be motivated to visit this museum. As the history and culture is the identity of any nation, the participants were familiar with it through the story told by their parents in an interesting way. This way of making familiar with the museum seemed very interesting at their early age. Through observing practically the participants got more interest towards the artifacts preserved in the museum.

> *Prior to my first visit I heard about this museum from my father. He tried to generate interest in me regarding the museum through telling stories. Even he brought me here when I was a student of class five. Thus, I felt the urge inside me to come here again and again as the museum seemed very interesting to me till date.*
>
> (Interview No. 15, Personal Communication, 26/10/2019)

In addition, the participants also indicated their intention to revisit due to their desire to make their children familiar with the artifacts along with the history and culture preserved here. One participant stated that:

> *I wanted to visit this museum since my childhood. But unfortunately I could not come before. As I have already said that my husband and my cousins have come with me this time. But I want to come here again with my children to make them familiar with our rich history and culture.*
>
> (Interview No. 19, Personal Communication, 07/12/2019)

Findings show that the museum tourists always found the preserved heritage interesting to them which insisted them to be familiar with those. Though the existing literature does not support that the heritage sites can be a place of entertainment (Pei & Veerakumaran, 2007), findings of this case study shows that the participants enjoyed of being familiar with the interesting preserved heritage of the museum. The desire to be familiar with the interesting things is entertainment motive of the tourists (Falk, Moussouri, & Coulson, 1998). Findings also reveal that the familiarity is an influential factor in case of the tourists' revisit intention. This finding aligns with Tan and Wu (2016).

4.3.2.3 Free Time

In case of this case study, some participants mentioned about their interest of visiting the museum during their free times. They try to get satisfaction as more as they can get. The participants, who were from Rajshahi city, mainly showed their interest of visiting museum during their free time. One of the participants stated that:

> *Rajshahi is not a big city. People living here do not get so many options to move around. We can easily visit this museum during our free times as the museum is conveniently located. Quality time can be spent here while observing the artifacts of the museum.*
>
> (Interview No. 15, Personal Communication, 26/10/2019)

Findings show that in case of local participants of the study, they usually think of visiting the museum during their free time as they do not have enough option to go at some other places for their recreation. They get satisfaction from their visits at the

museum and thus they revisit the museum for the same. This finding supports the existing literature source that the satisfaction of the tourists, who seek entertainment through their visits, is an important antecedent in predicting the revisit intention (Petrick et al., 2001).

4.3.2.4 Group Visit

The case study reveals from the interviews of the participants that the tourists have the intention to revisit the museum with their friends or family groups. The reason they mentioned behind this is as they assume the museum a great resource of our history and culture. They felt the necessity of knowing the preserved heritage of this museum for those who have interest in history and culture. The participants also indicated the group visits as an interesting activity whether the group members are friends or family.

> *I have many colleagues who are not aware of this museum. I will tell them about this museum. Even I will share my experience through Facebook with my friends. Many of my friends have great interest towards heritage site. I want to come again with them at this museum. I think such a group visit will be more interesting to everyone including me.*

<div align="right">(Interview No. 17, Personal Communication, 23/11/2019)</div>

From the statement it is clearly found that the participants intend to revisit the museum with group of friends who have desire to know history and culture and who assume the heritage museum as the source of knowledge.

Moreover, some of the participants of this case study mentioned they already have visited the museum with family group as they found this museum one of the remarkable heritage site to visit in Rajshahi. They did not assume the museum as a knowledge source. They repeatedly visited this museum in order to hang out either with the friends or the family members. Instead of several times visit at the museum, they still have the intention to revisit the museum for the same reason. For example:

> *As my family has been living in Rajshahi since long, our relatives use to visit us some times. Whenever they come, we visit this museum with our relatives. Even I have visited this museum several times with my friends during my college days. Still now I look forward to get such an opportunity to come here again with my family or friends.*

<div align="right">(Interview No. 15, Personal Communication, 26/10/2019)</div>

Findings reveal that the participants want to revisit the museum in group. The intention is generated due to the urge of knowing the history and culture. This finding supports the finding of Kempiak et al. (2017). Findings also reveal that the participants visit the museum several times with friends and family members as it is here and they do not have any other option though the finding dose not corroborate the findings of Poria et al. (2003). Poria et al. (2003) indicated that "heritage tourism" should not include the tourists who are visiting the place "just because it is there". Even the tourists who primarily got motivation for the desire to learn. But the finding supports the existing literature that the activities of visiting or experiencing any heritage are defined as heritage tourism (Nguyen & Cheung, 2014). It is also corroborated with the existing literature that tourists visit the heritage sites as they have the desire to spend some time with their family and friends and to share whatever information they got with others after leaving (Pei & Veerakumara, 2007).

4.3.3   Tourists' Recommendation for other People to Visit

This section represents how the tourists recommend other people to visit this heritage museum through sharing their knowledge and experiences relevant to the museum. As the tourists discuss with others about their experience and recommend them to visit the museum, people intend to visit the museum after being motivated from that recommendation. This is the consequence of one of the three motivations of tourists asserted by Moscardo, (1996) and Pei and Veerakumaran, (2007). Here, educational motive is the crucial factor for the heritage and cultural tourists. Another group of tourists are also there who think to know the history and culture completely and single visit is not sufficient until they get complete satisfaction of their knowledge.

4.3.3.1   Knowing History and Culture

The case study reveals from the response of the participants that while the tourists were visiting the museum they decided to share their knowledge and experiences with their family members, friends and acquaintances after returning. Some of the participants acknowledged similar kind of recommendations they also got before coming here. However, this intention is found mainly among the tourists who have desire to gain knowledge about history and culture. According to one of the participants:

I will suggest to some of my friends to visit this museum who have thirst of knowledge, specially regarding our history and culture. As this museum mainly preserves artifacts of the heritage of Varendra region, so definitely I will recommend them to visit this heritage site. I will mainly emphasize on the matter that if you want to know the history and culture you must visit this museum to experience it along with reading different history books.

(Interview No. 18, Personal Communication, 07/12/2019)

The participants also indicated that they will share their experiences through different social media in order to make their friends and acquaintances make aware of the museum so that they can visit this rich museum. One participant stated that:

As I told that I always observe any heritage so deeply. I want to spread my knowledge among different people through writing, at least through the social media. As my professional activity, very often I have to develop different documents for training and other purposes. I want to my knowledge and experience relevant to this heritage site there also.

(Interview No. 14, Personal Communication, 05/10/2019)

Finding reveals that people get motivated to visit museum by knowing about the tourists who already have visited it. This finding was also applicable for those tourists who knew about this heritage museum from different books. This finding supports the existing literature of the ICOMOS and WTO (1993) where heritage tourists are categorized into one type as 'general visitors' who come to visit heritage sites because instead of hearing or reading little bit about the sites they still do not have adequate relevant knowledge.

4.3.3.2 Repeat Visit

In this case study most of the participants did not directly recommend to anyone for repeat visit of the museum. But they said in favor of repeat visit. For example:

I will recommend others to visit this museum. As in this museum preserves various unique   evidence of this Varendra region is preserved, so people like me, who are interested to know the historical and cultural attributes of this region, will definitely come here again if they visit once this museum.

(Interview No. 18, Personal Communication, 07/12/2019)

Some of the participants emphasized on repeat visit, while they were talking about recommending others to visit this museum.

The museum is not like a typical museum. It has preserved history and culture of this region for long. So it is not possible to get adequate knowledge from a

> *single visit. Knowledge can be gained from different perspective. Some are*
> *from historical perspective, some are from aesthetic perspective and some are*
> *from cultural perspective. So the tourists cannot meet up their thirst of*
> *knowledge from a single visit.*

<div align="right">(Interview No. 17, Personal Communication, 23/11/2019)</div>

Findings show that though the participants would not recommend any other for repeat visit, but their recommendations will be inducing for doing so. The participants generally asserted that this museum is an appropriate site to visit where the tourists will be able to observe the broader context for the construction of a culture (Park, 2010) which enhances the tourists' educational motives in order to observe the actual history in the original form (Pei & Veerakumaran, 2007). Findings also reveal that the tourists are motivated to revisit in order to gain satisfaction (Pei & Veerakumaran, 2007) and in this case the satisfaction of knowledge is required by the tourists.

4.4 Research Question 3: How can the heritage site authority get help in formulating policy guidelines that can enhance revisit of the tourists in heritage sites?

The third research question of this case study attempts to understand the factors that support the heritage authority in formulating different policies in order to enhance tourists' revisit intention towards heritage sites. The World Heritage List incorporated both demand and supply sides of the heritage tourism addressing the subsequent growth with increased attention in the late 20th century, where both the demand and supply sides of heritage tourism have received increasing attention and subsequent growth (Nguyen & Cheung, 2014). Certainly, a heritage or the world heritage status has become a compelling selling point for the tourism destinations (Timothy & Boyd, 2003). In the context of heritage tourism in Bangladesh, the scenario is not different. As it is necessary to attract different heritage tourists in different ways, nowadays the policy makers of the heritage tourism are required to improve or modify their products and services in order to meet the demand and needs of different tourists (Nguyen & Cheung, 2014).

4.4.1 Arranging Supporting Activities for the Tourists

In case of developing revisit intention of the tourists; the authority of the heritage site can commence various supportive activities that enhance tourists' revisit intention. This section highlights different issues found out from both field study and existing literature

prescribed by the tourists in order to enhance their revisit intention which should be formulated by the museum authority. As different tourists are required to be attracted in different way (Nguyen & Cheung, 2014), the practitioners are required to arrange supporting activities considering this issue in order to enhance tourists' revisit intention. According to Nguyen and Cheung (2014), some issues are needed to be taken into account by the heritage site authority in order to increase attractiveness and unique value proposition of the heritage site. In this case study, the following issues are highlighted by the participants in this regard.

4.4.1.1 Sufficient Museum Guides

In this case study, the participants mostly emphasized on the issue of arranging a museum guide. Most of the participants mentioned that their desire for knowledge could be met up if they were guided by a museum guide while they were visiting the museum. For example:

> *I think in this museum a narrator or guide must be engaged in describing specialty of every artifacts of the museum. If there is no post for the guide, it can be created by the authority. The guide can help the tourists to know history and culture behind each artifact preserved here. The guide could also help the tourists to obtain their desired knowledge from a short time visit.*

(Interview No. 16, Personal Communication, 23/11/2019)

In addition, another participant mentioned the necessity of a museum guide in following way:

> *The museum guide could provide detail information regarding the artifacts. For example, I found some tourists are just visiting the museum without having any information regarding the artifacts. Before visiting the museum one tourist may have his or her own perception regarding the museum. If there were a tourist guide then he or she could properly associate the perception with the reality which could help to develop proper knowledge in an interesting way. And the tourists would have the revisit intention towards this heritage museum. Obviously it is a gap of the museum authority.*

(Interview No. 12, Personal Communication, 07/09/2019)

Findings show that the availability of a museum guide can enhance the tourists' interest to visit the museum more than one time. As the heritage tourists are intended to know the culture and heritage (Poria et al., (2003), this interest of the tourists can be enhanced through describing in an interesting way by providing a guide. It supports the finding of Wang and Leou (2015).

4.4.1.2 Brochure in Different Languages

In this case study, some of the participants indicated the necessity of brochure. As this museum is an attraction to both national and international tourists, the necessity of a brochure in both English and Bengali were felt by some of the tourists. For example:

> *I have noticed two negative sides of this museum which were dissatisfactory to me. One is there should be a brochure in English and Bengali as the international tourists are also visiting this museum as a heritage attraction. Brochure could enhance my perception regarding the preserved heritage of this museum prior to my visit as I did not have enough idea about this museum. Even it can generate the revisit intention among the tourists by describing the artifacts in an interesting way. I guess it runs with the support of government. So definitely the authority can easily make the brochure of the museum for both domestic and international tourists.*

<div align="right">(Interview No. 16, Personal Communication, 23/11/2019)</div>

Findings reveal that the brochure in English and Bengali is a demand of the tourists as some of the tourists do not have any perception regarding the heritage preserved in this museum. Brochure is required to attract various types of tourists in different ways regarding the preserved heritage. This finding corroborates the finding of existing literature source of Nguyen and Cheung (2014). The finding also support Nguyen and Cheung (2014) by complementing that the tourists who have enormous interests towards heritage attraction can be induced to revisit this museum because of the interest that can be generated through the brochure.

4.4.1.3 Website

The participants of this case study felt the necessity of a website of the museum while they were expressing their experiences with the researcher. As the museum is under the administration of University of Rajshahi and only a brief description of the history of the museum is there in the University's website, the tourists were not able to get detail idea from that website. In addition, the participants also mentioned the necessity of a museum website as they felt they could have adequate information regarding the museum from that website. According to one of the participants:

> *As the display cannot contain large number of information, the website could be helpful to mitigate the requirement for the detail information. Even the pictorial representation of the museum could attract a large number of tourists from both home and abroad.*

<div align="right">(Interview No. 17, Personal Communication, 23/11/2019)</div>

Findings show that the participants asked for a website of the museum in order to get detail information about the museum prior to their visit. This finding corroborates the existing literature that tourists having prior information about the detail of the museum are tend to be more satisfied in case of their experience and acquisition of knowledge (Davies, 2001). This satisfaction effects the revisit intention without considering any other factor in case of revisit decision making process (Um et al., 2006).

4.5 Proposed Model of Tourists' Dissatisfaction and Revisit Intention towards Heritage Site

The proposed model is the integration of dissatisfaction to the existing model of Expectation Disconfirmation Theory (see Figure- 4.1). The model has been proposed based on the findings along with the discussion of the study in order to explore the effect of dissatisfaction on the revisit intention of the tourists towards a heritage site where incomplete knowledge has been positively capitalized as the component of dissatisfaction. It is observed from the findings and the discussion that the tourists visit any heritage site due to their perceived expectations where knowledge development regarding the history and culture is considered as one of the prime motives of the tourists. Most of tourists' experience from the visit to the heritage museum results in incomplete knowledge. Based on the findings and discussion it is found that prior to the visit to the museum, tourists perceived expectation was to have knowledge regarding the preserved artifacts relevant to the history and culture in the museum. Their expectation to gain knowledge in detail is not fulfilled that dissatisfy the tourists regarding their expectation and as a result they form the intention to revisit the museum. This finding brings a new dimension to the existing model of the Expectation Disconfirmation Theory where the intention to repeat purchase is exclusively the function of satisfaction (Oliver & Linda, 1981).

According to Pizam and Milman (1993), when the outcome matches expectations, the confirmation occurs. Disconfirmations found to be occurred in case of differences between the expectations and the outcomes. Negative disconfirmation is occurring when the outcome is less than the expectations or in other words, when product or service performance seems to be less than the expected. Positive disconfirmation is found to be occurred when the outcome is greater than the expectations or when

product or service performance seems better than the expected. However, disconfirmation, whether positive or negative, derives from satisfaction or dissatisfaction that results from the perception of product performance and the expectation level Oliver & Linda, 1981). In case of negative disconfirmation, the performance of the product is poor than the expectation (Oliver, 1977; Pizam & Milman, 1993). Notably, the findings of this study have revealed that the negative disconfirmation occurs from the dissatisfaction of incomplete knowledge that positively effects on the revisit intention. Thus, the proposed model has shown the positive relationship between the dissatisfaction and the revisit intention.

Figure 4.1: Proposed Model of Tourists' Dissatisfaction and Revisit Intention towards Heritage Site
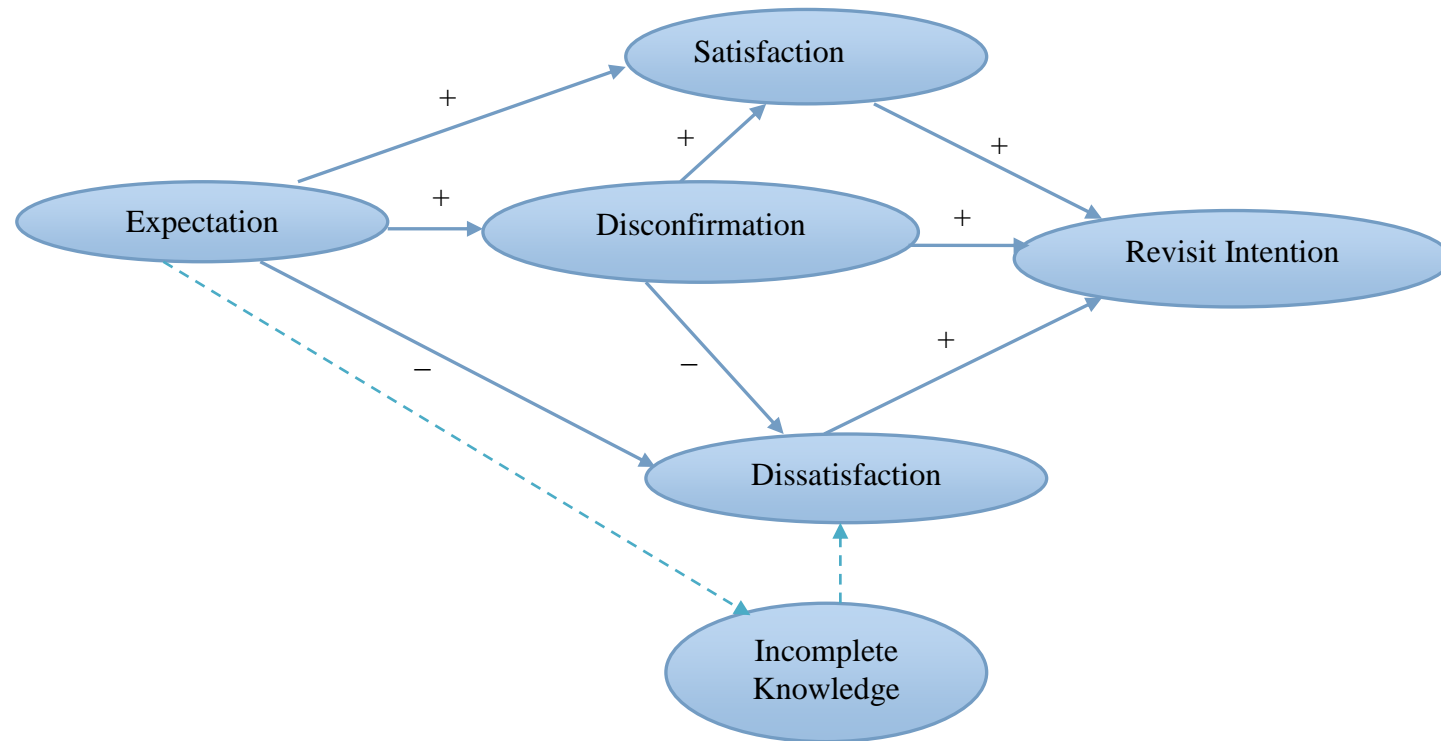
Based on the extant literature, this theory has four constructs i.e., expectations, performance, disconfirmation and satisfaction (Oliver, 1977; 1980) which form the repurchase intention of the satisfied consumers (Bhattacherjee, 2001). But while quality falls short of expectations then greater impact is found in case of satisfaction and repurchase intentions (Anderson & Sullivan, 1993). Thus, the findings of this research have validated the inclusion of dissatisfaction as a construct of the proposed model of dissatisfaction and revisit intention.

Dissatisfaction might be assessed by the degree of discrepancy between expectations and perceived performance of a product (Anderson, 1973). Dissatisfaction is defined as "displeasure of underfulfillment" (Oliver, 2015). As the heritage tourism provides the opportunity to acquire knowledge (McIntosh, 1999), tourists at different heritage sites have expectations to acquire knowledge from their visits (ICOMOS & WTO, 1993).

Incomplete knowledge has been regarded as important by emphasizing on the learning of knowledge regarding culture and heritage (Wang & Leou, 2015). The tourists of a heritage site have the expectation of deeper along with specific knowledge that results in revisit intention (Stebbins, 1996) as the expectation of deeper and entire knowledge is not fulfilled from the first visit.

Revisit intention is the outcome of the disconfirmation of expectation, though disconfirmation might be either positive or negative (Pizam & Milman, 1993). The tourists of a heritage site lack from complete, deeper and specific knowledge and develop intention to revisit (Stebbins, 1996) that results from the negative disconfirmation or dissatisfaction (Oliver, 1977; 1980; 2015; Churchill & Surprenant, 1982; Pizam & Milman, 1993).

However, the functions of negative disconfirmation or dissatisfaction in case of revisit intention of tourists towards a heritage site have received limited attention. Though existing literature supports for the revisit intention resulting from the lack of deeper and specific knowledge (Stebbins, 1996), but surprisingly disconfirmation of expectations resulting on dissatisfaction is excluded from the existing Expectation Disconfirmation Theory.

4.6 Chapter Summary

This chapter of this case study has presented the findings from the participants' in-depth interviews from the Varendra Research Museum. At the outset three research questions of this study were discussed. Tourists' revisit intention was examined from both satisfaction and dissatisfaction perspective where a few antecedence have been come out from the discussion.

Finally, a new level of knowledge has been developed resulting from the input of the research participants through the proposed model that interprets the nexus between the dissatisfaction of the heritage tourists resulting from incomplete knowledge and their revisit intention towards the heritage site in the context of the heritage tourism in Bangladesh.

The next and final chapter ends up the research by summing up the entire case study, deliberating the implications along with the limitations of this research and providing some recommendations for the future research.

Chapter Five
Conclusion

5.1 Chapter Overview

The previous chapter of this thesis paper has discussed the findings according to the addressed research questions basing on themes and sub-themes of this study and simultaneously contrasting them with the current literature sources in order to acknowledge the new contributions as this research has made. This chapter winds up the research after presenting the contributions. It begins with the key findings of the study followed by theoretical contributions and also with managerial along with social implications of this study. At the end, the limitations of this study are presented through addressing some indications for future studies.

5.2 Key Findings of the Study

Tourism in Bangladesh has remarkably developed in recent years. A group of tourists are admirer of heritage sites and usually different than other category of tourists. Though in Bangladesh only two destinations have been enlisted by UNESCO (n.d.) as World Heritage Site, but the other heritage sites of Bangladesh are also generating attraction for the heritage tourists. They generally visit any heritage site in order to obtain some knowledge (Kempiak et al., 2017). The tourists' revisit intention towards heritage site is generated in case of dissatisfaction from the first time visit as they intend to acquire knowledge about the preserved heritage. Most of the cases it is not possible to acquire complete knowledge from a single visit to any heritage site, which form revisit intention among the tourists. The main theme of Expectation Disconfirmation Theory differs in such a situation where tourists are intended to revisit due to negative disconfirmation. In case of Expectation Disconfirmation Theory, Mazursky (1989) indicated about both satisfaction and dissatisfaction of the tourists for future visit intention towards any destination. But in case of Varendra Research Museum, the heritage tourists' revisit intention is mainly generated from the dissatisfaction which they get from their first time visit due to incomplete knowledge.

This study has reviewed the tourism, heritage tourism and intention to revisit literature and has found the gap in existing literature of revisit intention in heritage tourism,

specifically in terms of the relevant issues of incomplete knowledge, history and culture and understanding the revisit intentions from the aspect of Expectation Disconfirmation Theory. Although the Expectation Disconfirmation Theory has been broadly investigated in case of consumer products and services perspective, still the scarcity of revisit intention research in the heritage tourism context in view of Expectation Disconfirmation Theory is found. In addition, the studies on the revisit intention of the tourists have been conducted predominantly in the context of developed countries relating to different destinations. Thus, this study has been conducted in the context of a developing country- Bangladesh, in order to understand the factors which influence the revisit intention of the tourists towards heritage sites where the Expectation Disconfirmation Theory is implemented. The Varendra Research Museum at Rajshahi in Bangladesh, presented a unique case for examination as it has attraction as a heritage site to the tourists for its historical background. By investigating the revisit intention of the heritage tourists, this research brought the new insights in case of the Expectation Disconfirmation Theory. The uniqueness of the study is that it has focused on revisit intention of the tourists visiting the heritage site Varendra Research Museum at Rajshahi of Bangladesh, which has no identified and published work conducted on how the tourists' revisit intention is formed by utilizing the Expectation Disconfirmation Theory to the best knowledge of the researcher. However, the main objective of this research was to understand the revisit intention of the tourists towards heritage sites. To achieve the objective of this study, following three research questions were asked.

RQ1:   How does satisfaction or dissatisfaction force shape tourists' revisit intention towards heritage sites?

RQ2:   Which factors can enhance tourists' revisit intention towards heritage sites?

RQ3:   How can the heritage site authority get help in formulating policy guidelines that can enhance revisit of the tourists in heritage sites?

In order to answer the research questions and attain the research objectives, an interpretive social science paradigm was adopted within the qualitative-inductive case study research method in order to examine comprehensive information of investigated phenomenon. Researcher collected primary data from 19 in-depth interviews by using an

electronic voice recorder with the tourists who visited the Varendra Research Museum. In case of triangulation as well as confirming credibility of the data which have been collected from the research participants, secondary data were obtained from various relevant sources such as documentary evidence along with the participant observation was considered also. Subsequently, the collected data were transcribed accordingly and then analyzed thematically in light of the existing literature. Following sub-sections confer the finding of the thesis basing on the research questions of this thesis.

5.2.1   Development of Tourists' satisfaction or Dissatisfaction

The data after being analyzed revealed that the tourists visiting the Varendra Research Museum develop both satisfaction and dissatisfaction from their visits. Tourists develop their satisfaction mainly from the holistic image of the museum and the expertise of craftsman. It was revealed that the entire setting of the museum is appropriate as a heritage site. Tourists of this museum get the exact environment whatever they perceive before visiting the museum. Another important attraction for any heritage museum tourist is the showcasing of craftsmanship. Findings show that the tourists of this museum are satisfied to see the craftsmanship of different artifacts. The elements to attract the heritage tourists are adequately present in this museum.

Another side reveals the dissatisfaction of the tourists. Findings show that the tourists develop dissatisfaction which is mainly in case of a single visit. Dissatisfaction derived from incomplete knowledge, museum guide, lighting problem and absence of map. Considering the expectation of the tourists from visiting the Varendra Research Museum, they become dissatisfied mainly for the incompleteness of their knowledge from the visit along with the absence of museum guide, scarcity of sufficient light as well as a detail map of the museum. Their prime reason to know the preserved heritage is hindered and they decide to visit the museum again. This finding differs from the existing theory of Expectation Disconfirmation Theory, where intention has been assumed as the exclusive function of satisfaction (Oliver & Linda, 1981). In this study, tourists who became dissatisfied from their single visit are intended to visit the museum again to remove the dissatisfaction.

5.2.2 Tourists' dissatisfaction and the impact

In-depth interviews that have been conducted with the participants unfold that the tourists visiting the Varendra Research Museum develop the intention to revisit as the consequence of their dissatisfaction. The prime area of their dissatisfaction was the incompleteness of their knowledge. As the tourists of any heritage site are mostly interested to acquire some knowledge about the preserved history and culture of a heritage destination, they found themselves lacking from adequate level of knowledge from their first visit to the VRM. As a result, instead of being demotivated to visit the museum again, they decide to revisit in order to fulfill their desire for knowledge. Their intention to know the culture (Poria et al., 2003) is not possible from a single visit that induces them to revisit. This finding brings one addition to the existing Expectation Disconfirmation Theory by drawing a direct relationship between dissatisfaction and revisit Intention.

5.2.3 Experience from the visit

Tourists perceive some experiences before visiting any destination. Like other tourism destination, it was found that the tourists of the Varendra Research Museum perceive some experiences while visiting the museum. The VRM positively fulfilled tourists' expectation regarding the perceived experience in most of the cases. But exceptional situation was also found in case of knowledge development. Tourists' experience regarding the knowledge development was not matched with their perceived experience. They feel incompleteness in case of knowledge from their single visit which insists them to revisit the museum. Notably, though the experience is negative but the tourists are motivated to revisit the museum in order to complete their knowledge. This finding indicates the direct influence of dissatisfaction which is derived from the perceived experience on revisit intention.

5.2.4 Intention to revisit

In this research it was found that the revisit intention of the tourists of VRM is the consequence of various motives which include educational motives, entertainment motive and social motive (Moscardo, 1996; Pei & Veerakumaran, 2007). The tourists of VRM are insisted to revisit the museum in case of positive fulfillment of all the motives, only one exception is found in case of revisiting the VRM. In this study it was found

that the tourists' educational motive highly induces them to visit the museum. Tourists of this museum are not satisfied from their single visit for not getting the complete knowledge regarding the preserved history and culture from the museum, though their knowledge enhancement occurs from the display of different artifacts. This incompleteness of knowledge generates certain level of dissatisfaction among the tourists that insists the tourists to revisit the museum.

5.2.5   Tourists' recommendation to others

In this study it was found that the tourists are eager to recommend their friends and family members to visit the Varendra Research Museum at least once in their entire life. Tourists mostly emphasized on the history and culture preserved in the museum in case of recommending others to visit the museum. It was found that the tourists specially want to recommend those who are interested in heritage tourism. Though the tourists will not directly recommend others for repeat visit, but they assume that the people to whom they will recommend the visit of this museum will naturally form their revisit intention after the first visit in order to complete their knowledge in this regard.

5.2.6   Supports to the tourists

In this research it was found that the tourists feel necessity of a few supporting activities by the museum authority in order to improve their experience while visiting the museum. Basically they feel the necessity during their first visit in the museum. Tourists of the VRM indicated the basic elements, e.g., museum guide, brochure in English and Bengali and a museum website as very crucial factors in case of visiting the museum. It was also found that the availability of these can enhance the revisit intention of the tourists towards this museum. It was also found that the tourists of this museum have special interest towards the heritage and want to be educated through their visits. By providing the required support system the museum authority can enhance the revisit intention of the tourists towards this museum.

5.3 Research Main Aim and Objectives Achieved

The summary of findings of the aforementioned six key components namely development of tourists' satisfaction or dissatisfaction, tourists' dissatisfaction and the impact, experience from the visit, intention to revisit, tourists' recommendation to

others, and supports to the tourists indicates the achievement of the main aim as well as the objectives of this research through the answer of research questions. Besides, the evidence from different documents and the participant direct observation confirm the findings are linked with the research objectives as well as the research questions of the study as part of data collection. In this way the research findings and the preliminary conceptual framework have been compared and are modified in order to develop a theoretical framework for revisit intention of the tourists towards a heritage site under the Expectation Disconfirmation Theory.

5.4 Theoretical Contributions

From review of the existing literature (see chapter two), it is found that limited studies have been conducted in this area of study where the Expectation Disconfirmation Theory has been implemented. Contribution of this study has been found in case of existing literature of revisit intention of tourists towards a heritage site by utilizing the Expectation Disconfirmation Theory. It provides the understanding of the tourists' revisit intention towards the heritage site by adopting the Expectation Disconfirmation Theory through incorporating the tourists of the Varendra Research Museum at Rajshahi in Bangladesh. No publications in the academic journals, academic books and/or in research reports have recognized the effectiveness of Expectation Disconfirmation Theory in case of revisit intention towards the heritage site in Bangladesh, to the best knowledge of the researcher.

Considering the tourists of the Varendra Research Museum and their dissatisfaction from the visit in order to generate their revisit intention is the uniqueness of this study. Meanwhile, this study explores a few constructs in order to enhance the revisit intention of the tourists.

5.5 Practical Implications

The present study aims at exploring the revisit intention of the tourists towards the Varendra Research Museum, which is a heritage site at Rajshai in Bangladesh. From the managerial perspective, it is very crucial to have clear understanding of why the tourists intend to revisit a heritage site and which factors can enhance their revisit intention towards the heritage site that can be provided by the museum authority in this

case. Since the tourists perceive heritage sites as their major attractions nowadays, the heritage authority should pay attention to the fullest in order to enhance tourists' revisit intention from the perspective of Expectation Disconfirmation Theory where revisit intentions are the outcome of the satisfaction. Notably, the present study found the positive correlation between dissatisfaction and the revisit intention of the tourists of the museum. Thus, the research have significant indications for Bangladesh Parjatan Corporation, the Ministry of Civil Aviation and Tourism-Bangladesh, Bangladesh Tourism Board as the National Tourism Organization (NTO), the Varendra Research Museum Authority and different tourism policy makers of Bangladesh relevant to the development of tourism.

Firstly, this study found that the tourists visiting the Varendra Research Museum feel the necessity of the tourist guide in order to have demonstration while visiting the museum. The absence of museum guide generated a level of dissatisfaction among the tourists as it is considered as a hindrance for knowledge acquisition. However, the absence of museum guide is revealed as a crucial factor for the tourists' revisit intention. This finding could assist the policymakers in case of providing required support in this regard. Thus, the responsible tourism authorities such as Bangladesh Parjatan Corporation, government agencies should take initiatives in order to facilitate the required support system by the tourists.

Secondly, the study also revealed that brochure both in English and Bengali is highly required providing relevant information regarding the museum in order to make the visit more interesting to the tourists. It was found that the tourists visit the museum with minimum level of knowledge regarding the museum. While visiting the museum it is required by the tourists to have detail information about the museum in order to attract them towards the preserved heritage and to generate immense interest about what they are going to visit here. However, availability of such brochure has been overlooked by the authority. This finding could support the heritage tourism authority such as the Varendra Research Museum Authority to formulate different strategies in order to enhance tourists' revisit intention. Therefore, publishing brochure both in English and Bengali, with the comprehensive information regarding the heritage destination will be immensely required by the tourists at this heritage destination to

enhance tourists intention to revisit as one of their educational motive is strongly found in case of visiting the heritage sites.

Finally, website of the museum has been considered as a crucial requirement in this research as the tourists found the lack of required information in the website of University of Rajshahi. Findings from the research participants' statement exposed the lack of website of the museum is a hindrance to gain detail information regarding the museum prior to the visit in order to grow interest among the tourists. It was found that the tourists who collect prior information are tend to be more satisfied for better experience and adequate knowledge of the museum from the visit (Davies, 2001). Considering these issues, different authority of the heritage destinations along with the museum authority should take the initiatives immediately in order to ensure the heritage tourists' intention to revisit.

5.6 Limitations of the Study

The main aim of this research study was to investigate the revisit intention of the tourists towards heritage site in the context of the Varendra Research Museum at Rajshahi in Bangladesh. The researcher experienced number of restrictions during conducting the research counting that purpose and subsequently as like every research work, the current study has some limitations.

Firstly, in case of selecting the study sites, priority was given on the ability to access the tourists. Therefore, as a result of these criteria and lack of time and resources, study site of this thesis was limited to a single heritage destination although several heritage destinations in Bangladesh are still penurious, and in such a way hampering the generalizability of the thesis findings. However, the findings of the study perhaps relevant to other heritage destinations of Bangladesh or other countries having similar socio-cultural setting as that of the Varendra Research Museum, Rajshahi, Bangladesh.

Secondly, the researcher faced a number of issues while determining the best fitted sampling unit for the study. As this research study was the first effort to investigate the revisit intention of the tourists towards the heritage site where the Expectation Disconfirmation Theory has been adopted in context of the Varendra Research Museum, deciding on the representative sampling unit seemed to be a great challenge

for the researcher. Attaining access to the tourists of the museum was the early constraint. Considering these constraints, researcher had to rely on purposive sampling technique in order to reach knowledgeable research participants for the study. Considering the time constraints as well as the availability of the participants at the same time, it was implausible to organize any focus group discussions and/or any other techniques for the data collection that stands as one limitation of this study.

Thirdly, researcher conducted total 19 in-depth interviews to get information from the participants of this study that may not cover whole range of the demographic or each group of tourists. For example, only one woman agreed to be interviewed by the researcher that provide the evidence that the women tourists were extremely reluctant of being research participants as interviewees because of the predominant socio-cultural aspects of Bangladesh. Therefore, the limited number of female participants might not generalize the information provided over the investigated criterion which poses as the other limitation for this study.

Finally, another limitation of the current research is, it is not certain for the tourists of other heritage sites that they may act in a similar way in case of dissatisfaction derived from the visit of that.

5.7 Recommendations for Future Research

A new avenue has been added to the present literature by capitalizing the Expectation Disconfirmation Theory. Moreover, this study extends the future research scope in the relevant area. Based on the identified limitations, certain recommendations can be made in case of imminent studies. Firstly, the study could be depicted in other heritage destinations of Bangladesh by applying numerous case study of the explored phenomenon in order to improve credibility and transferability of research findings. Concurrently by taking into account the same aspect of this research, in case of other countries future research could be conducted where the similar socio-cultural settings are existed as the Varendra Research Museum at Rajshahi in Bangladesh.

Secondly, in order to confirm the findings of this research are more depictive of the investigated phenomenon, focus group interviews with the tourists at the heritage destinations along with the face-to-face interview methods in order to collect data can

be incorporated in future research in order to avoid biasness and raise the simplification of the research findings.

In case of this study, it was found that the female participants were reluctant to undergo the in-depth interview though their feedbacks might be pivotal for generalizing the investigated phenomenon. Thus, significant number of female participants might be captured while attempting the future studies in this arena.

As this research only focused on the revisit intention of the tourists towards a heritage site implementing the Expectation Disconfirmation Theory, future research might be conducted to do the same in other tourism destinations. In addition, in this study only the qualitative methods of research have been adopted. Future research might initiate to apply the quantitative methods in order to explore the revisit intentions of the tourists towards a heritage site for advancing the Expectation Disconfirmation Theory.

5.8 Chapter Summary

In this study, incomplete knowledge has been revealed as the most pivotal phenomenon to develop revisit intention of the tourists towards the Varendra Research Museum at Rajshahi in Bangladesh. The feeling of incompleteness in case of knowledge acquisition from the visit generates dissatisfaction among the tourists at the museum and as a consequent they intend to revisit the museum. Both satisfaction and dissatisfaction is generated among the tourists from their visit, but incomplete knowledge has been considered as the main reason to draw the direct relationship between dissatisfaction and revisit intention in the proposed model of this research. Though the positive as well as negative disconfirmation has been found to be crucial in case of repurchase intentions in the Expectation Disconfirmation Theory, in this particular case the tourists emphasized on the dissatisfaction resulting from the incomplete knowledge from their visit as the key factor in case of revisiting the museum. Thus, this research has examined the perceived experiences of the tourists in case of revisit intention towards heritage tourism destinations and shown how the intention has been developed in the implementation of the Expectation Disconfirmation Theory at the Varendra Research Museum. Specifically, it was observed in this research that it is vital to investigate how revisit intention is developed from the dissatisfaction

derived from visiting the museum. Moreover, this thesis contributes through investigating the factors that enhance the revisit intention of the tourists towards the heritage site where tourists' intention is developed to mitigate the incompleteness. In essence, this research proposes the comprehensive framework in order to study and understand adopting the Expectation Disconfirmation Theory in case of the tourists' revisit intention towards the Varendra Research Museum and the other similar contexts. This research has contributed to the existing theory of Expectation Disconfirmation through drawing the direct relationship between dissatisfaction and revisit intention. In a nutshell, through answering all three research questions of this study the research objectives were achieved.

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Appendices

APPENDIX-A
Introductory Letter to the Director of the Varendra Research Museum

I am undertaking this study as part of my MPhil studies titled: '**An Investigation into the Tourists' Revisit Intention towards Heritage Site: A Case Study on Varendra Research Museum'** with Department of Marketing at University of Rajshahi, Rajshahi, Bangladesh. The purpose of the study is to develop knowledge and understanding of the revisit intentions of the heritage tourists in order to explore tourists' interests towards heritage sites, especially at Varendra Research Museum. Moreover, the research will investigate tourists' dissatisfaction regarding the heritage sites and whether it shapes the revisit intention or not.

I am writing to request your kind assistance and support in the study. Participation will involve in-depth interviews with the visitors at the museum. The interviews will last for approximately one hour at a convenient place and schedule preferred by the interviewee. I have enclosed an open-ended question so that you may review the same prior to interview. Your cooperation and consent is most vital in accessing the potential interviewees at the Museum. Participation is voluntary and all interviews will be totally confidential and anonymity assured. Participants may also withdraw from the study at any stage without penalty.

If confirmation of these details is needed, please feel free to contact my supervisor Professor Sanjib Kumer Saha, Department of Marketing, University of Rajshahi via email: sksahamkt@yahoo.com or my Co-supervisor Professor Md. Faridul Islam, Department of Marketing, University of Rajshahi via email: mfislam2001@yahoo.com.

I wish to express my appreciation and gratitude for your assistance. I will contact you in the near future with the anticipation of your kind consent in accessing at the Museum for interviews.

Sincerely,

Shital Sohani Chitra
Assistant Professor and M.Phil Fellow
Department of Marketing
University of Rajshahi
Rajshahi, Bangladesh
Email: chitra_niit@yahoo.com

APPENDIX-B
In-depth Interview Questions

<u>Introductory Section</u>:

1. Could you please mention/tell your name?

2. From where you have come?

3. What do you do recently?

4. Could you please tell about your educational background?

5. May I have your contact detail?

<u>Main Section 1:</u>

1. Is it your first time visit at VRM?

Yes		No

2. Could you please tell me the reason you have come for?

3. From where you have come to know about this museum?

4. Is there any person who has motivated/induced you to visit this museum? If no, would you please elaborate?

5. Could you please explain your feelings after coming here?

6. Could you please explain about the gallery(ies) of this museum you like most?

7. Could you please explain the reason(s) you like that gallery most?

8. Could you please explain about the gallery(ies) of this museum you dislike most?

9. Could you please explain the reason(s) you dislike that gallery most.

10. Could you please tell me about your intention to revisit this museum?

11. If you are not satisfied with your first visit, then will you come here again?

12. Could you please mention the reason(s) to revisit this museum with such dissatisfaction(s)?

13. If you intend to revisit, what, in fact, will be the cause(s) to come?

14. Will you recommend/suggest someone to visit this museum?

15. Will you recommend/suggest someone to revisit this museum?

16. If you recommend/suggest what are the reason(s) behind your recommendation/ suggestion?

Main Section 2:

1. Could you please remember your first time visit in this museum?

2. Could you please explain the reason/s to visit the museum again?

3. Could you please mention any kind of change(s) you have noticed regarding the museum between your first time visit and revisit?

4. Do you think that the tourists need to visit this museum more than one time? If so, explain why?

5. Could you please mention the reason(s) of dis/satisfaction during your first visit?

6. Do you think that this visit will remove your dissatisfaction if any?