Perception and Attitude Towards Wildlife-Based Tourism: Bangladesh Perspective

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Abstract

This study aims to know the prospect of wildlife tourism and measure visitor satisfaction in this market segment. The world tourism industry is proliferating with many changes, and destinations must cope with all these changes that are determined to tourist satisfaction. Bangladesh is an emerging tourism destination and shows immense prosperity in wildlife tourism. This study adopted a quantitative research approach. A well-structured questionnaire was designed to collect data, and 207 questionnaires were selected for further analysis. Statistical Package for the Social Sciences (SPSS) was used for data analysis. This study shows that tourists are satisfied and interested in wildlife tourism in Bangladesh. The challenge of wildlife tourism today is to develop more marketing strategies to attract more tourists. Wildlife operators must make appropriate connections with other attractions to maximize exposure. Policymakers must consider wildlife conservation and ensure the proper security systems in developing wildlife tourism in Bangladesh.

Keywords: Wildlife Tourism; Bangladesh; Tourist satisfaction; Natural Environment

Introduction

Dramatic ecological changes and keen competition to draw tourists' attraction have an impact on the rapidly growing field of wildlife tourism. Although wildlife tourism is a growing sector, its execution can have unfavourable effects (Newsome et al. 2005; Rodger et al., 2010). The tourism of wildlife is being identified in many developing nations as a means of aiding local economies in shifting from resource consumption that is not sustainable to non-consumption that is sustainable (Voumik et al., 2023a). Deeper knowledge of the connections between living beings and tourists is required for those nations whose economies depend on wildlife tourism. Wildlife tourism's ecological and human aspects must be addressed and balanced to achieve efficient management (Duffus & Dearden, 1990). Neglecting the requirements, preferences, and opinions of tourists may lead to a decline in the wildlife or the wildlife tourism experience (Reynolds & Braithwaite, 2001). The natural environment's fauna and flora are included in the term "wildlife." (Shackley, 1996). Tourism connected with wildlife emerged from the natural surroundings. Animals and plants play a major role in shaping

the attractions of nature. National parks, game reserves, wildlife sanctuaries, zoos, and aquariums are a few examples of attractions where wildlife makes it a destination. Adventure in nature and wildlife tourism are getting popular day by day in Bangladesh and all over the world. Exciting forest camping, thrilling mountain hiking, rousing ecotourism, amazing safari park experience with animals etc. are few examples of wildlife tourism attractions. These serve as tourists' primary travel destinations in many countries like Kenya, Tanzania, Zimbabwe, India, Australia, Ecuador and so on. Throughout the world, wildlife viewing is a unique and captivating activity. People's exhilaration when seeing marine animals and other creatures can be inspiring. Witnessing these animals in their natural habitats is an amazing experience and can inspire individuals to take a more active role in preserving the environment.

Since tourism exclusively depends on its clients, building a devoted clientele requires a sizable financial and marketing effort (Raihan, 2023; Sharma and Upneja, 2005). The chance of revisiting is highly affected by visitor satisfaction. Effective word-of-mouth advertising could be cheaper and more effective than other forms of promotion (Dharmaratne et al., 2000; Roy et al., 2021). For tourists to enjoy an unforgettable experience of observing wildlife without compromising the well-being of the animals they are seeing in the wild, observation techniques must be tightly controlled and maintained for tourists to enjoy an unforgettable experience of wildlife viewing to develop and expand. Authorities and other tourism-related organisations must collaborate to reduce the impact that tourism has on wildlife and to guarantee the long-term sustainability and viability of the sector.

Seeing wildlife encompasses a diverse array of different species in varying places; some species are simple to find, while others pose challenges and costs for visitors. The type of activity and venue, along with the level of service and cost available to tourists, determine where and how to view wildlife. Planning carefully, wildlife-related tourism can present a number of possibilities, foster social development, and boost revenue and support for the preservation of wildlife (Tapper, 2006; Deb et al., 2022a). In order to boost this industry, this study emphasises how visitors view wildlife tourism and offers ways to draw in more travellers. The study will explore ways to improve current practices while examining the primary factors affecting tourist attitudes toward wildlife attractions. Bangladesh is a nation in South Asia with stunning landscapes, distinct wildlife, and a unique climate. Bangladesh offers a plethora of alluring locations for sightseeing that draw more visitors. One of the primary forces behind Bangladesh's economic expansion could be tourism. If efficiently planned and effectively executed, wildlife tourism has potentials to emerge as an essential component of Bangladesh's tourism economy. Many nations use it as one of their most efficient economic growth and diversification instruments. For instance, many nations, including Brazil, Australia, Costa Rica, and few African countries like Zimbabwe, Kenya have backed and promoted wildlife tourism, which has contributed positively in their exponential economic growth.

There has been a dearth of research on visitors' attitudes and perceptions regarding wildlife tourism (Mariki et al., 2011; Bitanyi et al., 2012; Nafi & Ahmed, 2017). Most of the research emphasises on the nature and aspects of wildlife tourism (Reynolds and Braithwaite, 2001; Newsome and Rodger, 2012); community involvement in wildlife tourism (Ashley and Roe, 1998) and social impact of wildlife tourism (Rodger et al., 2009). However, there are only a few studies on visitor attitudes and perception about wildlife tourism. In the Bangladesh context, no research has been done on wildlife tourism and tourism development. The findings of this study will be beneficial to the tourism and travel arena since they will shed light on visitor requirements and behaviour as well as ways to harness wildlife's natural assets to draw in more visitors. This study's primary goals are to assess visitor satisfaction in this particular market category and determine the potential of wildlife tourism in Bangladesh. The objectives of this study are to: a) find out the current and potential factors that influence tourists' satisfaction in Bangladesh; b) examine wildlife management schemes in designated areas in order to boost visitor satisfaction, develop sustainable wildlife, and create jobs; and c) find out ways to deal with possibilities and obstacles that might arise in the future and gauge tourists' satisfaction with their wild encounters.

Literature Review

Tourism is a kind of growth that elicits significant transformations in the socio-economic circumstances of those residing in the host location. Tourism has led to significant improvements in the conservation of animals and vegetation. A prime origin of a foreign currency depends on wildlife tourism (Reynolds & Braithwaite 2001), as the majority of tourists prefer nature-based destinations as their travel attraction. According to the definition provided by the United Nations Environment Programme (UNEP), wildlife viewing tourism refers to a specific kind of tourism that is systematically arranged and pursued with the primary objective of seeing or encountering various forms of wildlife and this form of tourism primarily encompasses non-consumptive activities centred on wildlife, such as seeing animals, sometimes engaging in tactile interactions, and providing sustenance, as opposed to consumptive practices like hunting and fishing (UNEP, 2006, pg. 12). Wildlife tourism, also known as nature-based tourism, is the practice of engaging in tourism activities primarily inside designated conservation zones, whereby visitors are offered the unique chance to see and capture photographs of untamed fauna in their undisturbed ecological settings (UNWTO, 2014), where sharing photographs on social media like Facebook, Instagram etc. will affect the decisions of other tourists to travel those attractions (Halim, 2022).

In 2012, the Government of Bangladesh did a commendable job by announcing Wildlife Act to protect and support both wildlife and forests. The law has wildlife friendly directives including strict sections having provisions of severe punishment against crime related to poaching, hunting, killing, injuring, or damaging any part of a wildlife body, including migratory birds (Wildlife Act, 2012). The 2010 national tourism policy emphasises the planning and development of wildlife tourism through proper management. The 1972 Bangladesh Parjatan Corporations (BPC) Ordinance also identified and accentuated the development of wildlife tourism in different ways. In addition to the Bangladesh Wildlife Law 2012, the Article 18 (a) of the Constitution of Bangladesh states that the conservation of biodiversity is a legal obligation for all citizens of the country, which can significantly support the evaluation of this industry. Visitor interest in wildlife varies widely, from scientific study to entertainment value, and can change over time (Çetinkaya & Öter, 2016).

Wildlife tourism usually refers to interacting with habitat or uninhabited animals in the wild or nature and captivity (Newsome et al., 2005; Tapper, 2006; Hvenegaard, 2006). Wildlife tourism is carried out to find non-domesticated fauna inhabiting their natural ecosystems, which mainly involves non-consuming interaction with wildlife, such as observing and capturing images of animals in their undisturbed ecological environments (Tapper, 2006; Newsome et al., 2005; Reynolds & Braithwaite, 2001) and activities such as sport hunting, trapping, and fishing (Reynolds & Braithwaite, 2001).

Wildlife tourism, especially in some cases, is an activity shaped by imagination and untouchable. Commonly paired with wildlife safaris are various activities, such as adventure sports, fishing, cultural heritage exploration, and other nature-centric pursuits (UNWTO, 2014). There is no guarantee that the core species will be seen. However, five factors are derived for the enjoyment of wildlife tourism, such as seeing animals in their indigenous environments, observing a diverse array of creatures, engaging in close proximity interactions with untamed fauna, exploring the concept of feeling of location, and exchanging experiences with others (Curtin, 2005). Reynolds & Braithwaite's (2001) research entails a comprehensive examination of wildlife tourism, focusing on six key elements that contribute to the overall quality of the experience. These criteria are intensity, reliability, originality, species recognition, species situation, and length.

Nevertheless, to guarantee the achievement of sustainable development in the realm of wildlife tourism, it is essential to assess tourists' happiness with visitors' own experiences. Visitor satisfaction or dissatisfaction is contingent upon three primary elements: the quantity and variety of fauna, the volume of transports and tourists, and the expertise and proficiency of guides and drivers (Egresi & Prakash, 2019). Tourist satisfaction is also

connected with the support for tourism development. Tourists are more likely to support tourism development when they receive social, economic, and environmental outcomes from the tourism business (Halim et al., 2022). Tourism is an amalgamation of various needs or desires that can influence travel frequency (O'Leary & Deegan 2005). Charm alone does not determine motivation; some people are driven by the desire to preserve or consider biodiversity in general rather than just charismatic species (Hausmann et al., 2016). Wildlife tourism entails engaging in activities that involve exploring natural environments and observing wildlife (Cloke & Perkins, 2005; Curtin, 2013). Internal driving must be removed from the immediate surroundings without incident, the push, pull, and external factors that attract more visitors to certain places (Iso-Ahola, 1982; Dann, G.1977). A travel destination can be rated differently depending on the judgment (Orams, 2002; Tam, 2012), a contrast between expectations before and after the trip (Çetinkaya & Öter, 2016; Truong & Foster, 2006).

Studies have shown that happy tourists are likelier to recommend places to their friends and return for another visit (González et al., 2007). The tourist with excellent travel experiences and high satisfaction with the characteristics of the destination is more likely to be a loyal tourist who revisits the destination. Tourists have positive experiences with products, services, and other resources provided by travel destinations that help create positive word of mouth (Hughes et al., 2005). Wildlife tourism is strongly influenced by the attitudes of tourists towards travel destinations. When tourists have a positive attitude, they are more likely to revisit the destination, discouraging others from visiting.

Perception is closely related to an attitude that explains and organises the sensation to create a meaningful experience so that it can thoroughly examine and integrate visitors' perceptions, along with the various factors that impact their existing perceptions of protected areas, into forthcoming management strategies aimed at attaining conservation objectives. (Jones et al. 2011). Because of how conservation works, managing protected areas can be challenging because they have to meet both nature conservation and visitors' needs. It can be maximised by understanding the broad differences between attitudes and perceptions of an inconsistent tourist population and examining their long-term effects on nature conservation and the development of the tourism industry (Suckall et al. 2009).

Egresi and Prakash (2019) explained that explaining visitor expectations can be part of your animal experiences, as a reasonable interpretation of the quality goes a long way towards visitor satisfaction. Several studies have shown that analysing data on interactions with or views of wildlife effectively may increase public support for wildlife conservation. Wildlife tourism measures economic growth with positive social-environmental benefits. Visitor happiness is essential in promoting, planning, and developing tourism items within a vacation location (Yoon and Uysal, 2005). Understanding the attributes of the target that increase loyalty provides merchants and target managers with helpful information to scale the success of their marketing strategy and build strong loyalty (Kweka, 2004).

Wildlife tourism creates opportunities for the community and helps conserve endangered and endemic species and their habitats, thereby benefitting the economy of the host country. The economic advantages of wildlife tourism may have extensive implications when there is an efficient establishment of tourism goods, services, and value chains designed to encourage visitors to use their funds on-site (Lickorish & Jenkins, 2007). Tourism transactions with providers of tourism services and products such as accommodation, food, recreational activities, transport, ticket prices, duties, travel guides, and gifts; tourism concessions and leases, together with volunteers and donations, may also constitute significant contributions (Font et al., 2004; Goswami et al., 2019). Tourism stimulates other economic sectors through its demand for products and services, services from other local sectors (such as agricultural producers), and families' increased spending on local goods and services.

Locals' attitudes have a significant role in determining the success of the tourist business (Raihan et al., 2022; Yoon et al. 2001), as residents' negative attitudes towards tourism can affect the success of the tourism industry.

Tourism can have positive effects such as employment opportunities, prosperity, effectiveness, and improvement of income and infrastructure, strengthen the international friendship between people and provide the local community with assets that enhance the perception of the local population, which can change population-based wildlife tourism (Tosun, 2002). On the other hand, the increase in tourism activity benefits environmental quality since the most popular tourist destinations worldwide prioritise adopting clean energy technologies and promoting ecotourism in the long term (Rahman et al., 2022).

Wildlife tourism is a distinct sector within the broader tourist business and is recognised as a lucrative global enterprise (Rodger & Moore, 2004; Reynolds & Braithwaite, 2001). However, it has been observed that there is a dearth of scholarly investigations about this particular domain. Visitor satisfaction or attitudes may vary due to factors affecting the visitor's perception of wildlife.
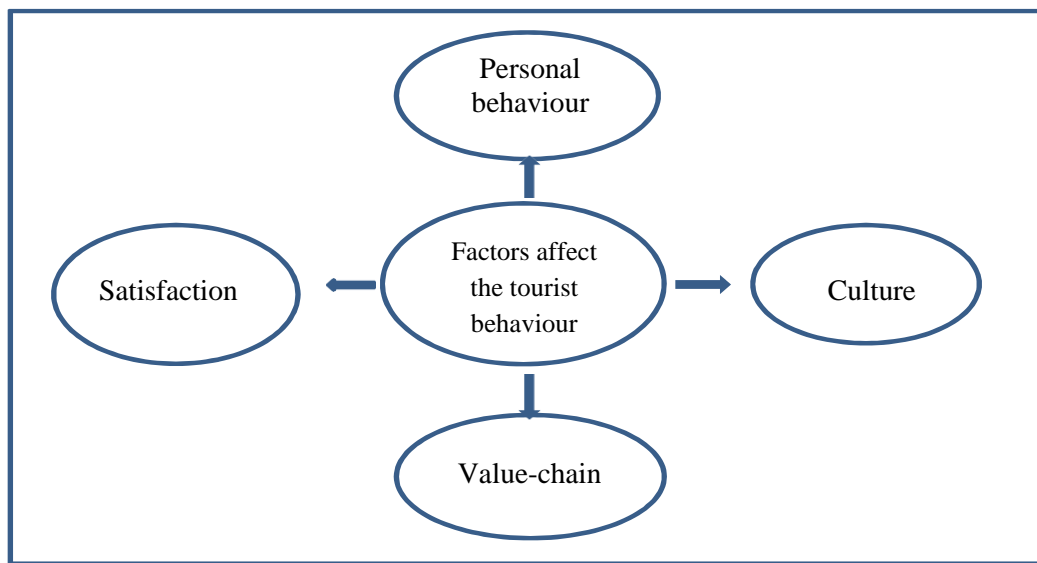
Figure 1: Key factors influence tourist behaviour

Although inconsistent behaviour can be caused by various factors such as knowledge, which is seen as a critical determinant of human behaviour (La Barbera et al. 2016), traditional culture, social norms, and customs within the family determine a person's behaviour or attitudes Person (Kollmuss & Agyeman 2002; Voumik et al., 2023b). Individuals can be irrational and characterised by social and institutional constraints with gaps between the "value-action gap" (Blake, 1999). The psychological and sociological satisfaction process underlying human and animal relationships is necessary for understanding wildlife tourism (Newsome et al., 2005; Dey et al., 2019; Deb et al., 2022b). The wildlife tourism experience has been shown to have favourable benefits on tourists' environmental behaviour, resulting in long-term improvements. In exploring the human dimensions of interactions with wildlife, humans need contact with nature, and an emotional bond with wildlife could play an essential role in motivating environmentally friendly behaviour. In contrast, motivational forces like enjoyment and seeking to organise budget tours among young Bangladeshi tourists (Roy et al., 2021) may drive them to choose travel options which is less environmentally friendly.

Methodology

The investigation provides the researcher insights into the problems or situation of the research. In order to collect

information from the tourists, a structured questionnaire was designed. In the tourism and hospitality industry, people are more willing to fill in questionnaire forms due to the ease and absence of long open questions (Brace et al., 2004). A structured survey was conducted using questionnaire forms where the entire questionnaire was divided into two parts consisting of twenty questions; the first consisted of questions on the respondents' socio-demographic characteristics, and the second consisted of questions on tourists' perception of wildlife tourism in Bangladesh.

The questionnaires were distributed and collected from tourists choosing the wildlife destinations in Bangladesh, i.e., zoos, safari parks, eco-parks, Sundarbans, and other places. A Google Forms Survey questionnaire was created and posted on the social media to collect data. Travelers were asked to fill out the form as respondents based on their experiences visiting wildlife destinations. The survey was conducted between February 25 and March 10, 2023; this week-long survey was completed in English first and translated into Bengali to better understand the respondents.

The second part of the questionnaire used a five-point Likert scale in which respondents were asked to rate their satisfaction with each point on a five-point Likert scale. The method of administration was used to analyse the quantitative approach that explains the theoretical assumptions to be understood. Almost 250 questionnaires were distributed among different groups of people to collect data. After collecting data 207 questionnaires were selected for further analysis. SPSS 20.0 software was used to get the statistical analysis. This study used quantitative methods to collaborate the data collected through primary and secondary sources. The socio-demographic features of the respondents were scrutinised using statistical methods such as frequency, mean, standard deviation, and percentage. The link between independent and dependent variables was examined using Multiple Linear Regression and Pearson Correlation. A p-value below 0.05 was deemed significant.

Findings and Discussion

This section of the study presents the survey data with regression analysis, reliability tests, hypothesis tests, and descriptive statistics.

Demographic Profile of the Respondents

However, the summary of the socio-demographic information of the respondents are given in Table 1. However, 64 per cent of the respondents have previously visited wildlife tourism destinations in Bangladesh. The results gave a total of 207 respondents (approx.), with 39.1 per cent male and 60.9 per cent female. The results also showed that 40.1 per cent of those surveyed are students, 21 per cent of those surveyed are service providers, 15.5 per cent of respondents are business people, and approximately 22.7 per cent are from other professions. Most respondents were, 46.9 per cent, between 25 and 37 years old, while 17.9 per cent were younger than 38 to 50 years. The age group and occupations of the respondents were mainly service providers or students, which means that they were not regular visitors but occasionally visited these destinations; it also shows that most visitors are for educational or entertainment purposes.

Table 1: Respondents Demographic Profile

	Frequency	Percentage	Valid Percentage
Yes	133	64.3	64.3
No	74	35.7	35.7
Total	207	100.0	100.0
Male	81	39.1	39.1
Female	126	60.9	60.9
Total	207	100.0	100.0
12- 24 years old	19	9.2	9.2
25-37 years old	23	11.1	11.1
38-50 years old	98	47.3	47.3
51-73 years old	38	18.4	18.4
74 years old or older	29	14.0	14.0
Total	207	100.0	100.0
Student	83	40.1	40.1
Service-holder	32	15.5	15.5
Business	45	21.7	21.7
Others	47	22.7	22.7
Total	207	100.0	100.0
0- 10 thousand	92	44.4	44.4
10- 20 thousand	30	14.5	14.5
20- 30 thousand	21	10.1	10.1
30- 40 thousand	37	17.9	17.9
Above 40 thousand	27	13.0	13.0
Total	207	100.0	100.0

Source: Survey data

Descriptive Statistics

Table 2 shows the descriptive statistics of the study. This table shows the mean score, standard deviation, and variance of all factors. The table shows the overall positive perception of travellers on wildlife tourism. Respondents express that wildlife tourism can help to enrich knowledge which gets highest mean score followed by adventure facilities, services at destinations, transportation facilities, recreation facilities, trained employee, reasonable price of services, and rich beauty of the destination area. After that, respondents express their moderate expression about recreation facilities at the destination, proper security systems, hygiene system at destination area.

Table 2: Descriptive Statistics

Statement	N	Mean	Std. Deviation	Variance
Liked the spot because of its rich scenic beauty.	207	3.7681	1.39150	1.936
The place was clean, comfortable and maintains hygiene.	207	2.9082	1.31691	1.734
The area ensured proper security.	207	3.1159	1.11307	1.239
Recreational amenities were not available and convenience.	207	3.0903	3.84151	14.757
The price of locations products or services was very much reasonable.	207	3.8357	1.27412	1.623
Preferred the spots to exploit the wildlife of animals.	207	3.9469	1.27030	1.614
Venue service was very good to expand amusement.	207	4.0145	1.25210	1.568
The site had good transportation facilities.	207	3.9108	1.17675	1.385
Services provided at promised time.	207	4.1256	1.20825	1.460
Received an unforgettable adventure while visiting the venue.	207	4.1159	1.15165	1.326
Felt the shortage of spot operator's service.	207	4.0580	1.17272	1.375
Staffs were well trained.	207	4.1111	1.24722	1.556
While providing service, there was discrimination against different tourists.	207	3.81	1.16531	1.358
Touring the site can enrich the knowledge about wildlife.	207	4.26	1.1276	1.258

Source: Survey data

Regression Analysis

The relevant factors in the regression equation were observed as a function of the beta coefficients in order of importance. The multiple correlations (R), the determinant (R2), and the quotient F are examined to predict the quality of the regression model. The value of R related to autonomous factors and the dependent variable is .544, which shows that tourists have a positive perception of wildlife tourism; showed that the value of R2 is 0.296, indicating that fourteen variables explain more than 50 per cent of the variance, which explains tourists' perception of wildlife tourism services. The adjusted R-square shows that 0.245 is the local community, and tourists had positive and moderate correlations in wildlife tourism.

Table 3: Model Summary

Model	R	R Square	Adjusted Square	R	Std. The error of the Estimate
1	.544[a]	.296	.245		.98474

Source: Survey data

Table 4: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	78.461	14	5.604	5.779	.000[b]
	Residual	186.186	192	.970		
	Total	264.647	206			

Source: Survey data

Table 4 displays, as a result of the analysis of variance (ANOVA), the p-value is .000, which is less than the significance level of .05, about 54 per cent. In other words, at least one of the factors is essential to contribute to wildlife tourism. The importance of the factors is analysed in the coefficient tablet, which represents all of the study variables.

Table 5: Coefficients

Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.637	.415		3.943	.000
Liked the spot because of its rich scenic beauty	.032	.056	.039	.572	.568
The place was clean, comfortable, and maintain hygiene.	.179	.072	.208	2.470	.014
The area ensured proper security.	-.191	.074	-.188	-2.582	.011
Recreational amenities were not available and convenient.	-.018	.053	-.023	-.342	.733
The price of locations products or services was very much reasonable.	-.032	.066	-.035	-.479	.633
Preferred the spots to exploit the wildlife of animals.	.111	.071	.124	1.560	.020
Venue service was very good to expand the amusement	-.066	.065	-.073	-1.022	.308
The site had good transportation facilities	.185	.073	.193	2.529	.012
Services provided at the promised time.	-.057	.076	-.061	-.759	.449

Received unforgettable adventure while visiting the venue	.135	.075	.138	1.811	.042
Felt the shortage of spot operator's service	-.005	.067	-.005	-.067	.947
Staffs were well trained.	.036	.069	.040	.527	.599
While providing service, there was discrimination against different tourists.	.089	.074	.092	1.211	.228
Touring the site can enrich the knowledge about wildlife.	.231	.072	.229	3.218	.002

Source: Survey data

Table 5 displays, tourist perception towards wildlife tourism services = 1.637+ .032 (scenic beauty) + .179 (hygiene of spot) + (-.191) (security of place) + (-.018) (amenities) + (-.032) (price) + .111 (exploiting spot) + (-.066) (venue service) + .185 (transportation)+ (-.057) (service time) + .135 (unforgettable adventure) + (-.005) (shortage of service) + 0.36 (well-trained staffs)+ .089 (discrimination with tourist) + .231 (enriching knowledge) this equation shows that all the critical success factors are not similar importance to measure tourist perceptions towards wildlife tourism. The significant critical factors identified from the regression result are as follows: enriching knowledge (.002), security of place (.011), transportation (.012), hygiene of spot (.014), and unforgettable adventure (.072) are highly significant for measuring visitors perceptions towards wildlife tourism.

Ho (Null hypothesis): There is no clear correlation between destination attributes and tourist perceptions towards wildlife tourism.

H1 (Alternative hypothesis): There is a clear correlation between destination attributes and tourist perceptions towards wildlife tourism.

In the finale, all the factors are not equally significant but greatly affect the dependent variable. Thus, the results of multiple regression analysis accept H1 (Alternative hypothesis): "There is a clear correlation between destination attributes and tourist perceptions towards wildlife tourism". So, the null hypothesis is rejected, and the alternative hypothesis has been accepted.

Reliability of the Study

In order to measure the reliability of the perception of tourists towards wildlife tourism, the internal consistency test of Cronbach's Alpha was included in the questionnaire. This test also measures that respondents answer the consistency of all elements used in the questionnaire. "Several values for alpha calculations in the Chronbach area fell to acceptable values of 0 or 0.6 in a national or international study" (Van Griethuijsen, 2015).

Table 6: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	No of Items
.764	.839	14

Source: Survey data

Table 6 illustrates Cronbach's alpha scale as a measure of reliability. The value is 0.839, which means the study is standard and reliable. The proposed Cronbach alpha above 0.70 is taken into consideration as ideal (Bonett and Wright, 2015). Therefore, analysing the size of the traveller's notion of natural world tourism has positive, dependable, and ideal effects.

Recommendations

Some Specific recommendations are given below:
- Wildlife management should enhance visitor amenities like campgrounds, restrooms, and rest areas. According to the findings, visitors concurred that higher-quality improvements should be made to the facilities for visitors. These facilities need to be improved to improve the quality of the tourist experience and encourage return visits.
- The Bangladesh Tourism Board, Bangladesh Parjatan Corporation, and the Ministry of Civil Aviation and Tourism should collaborate to enhance the marketing plan. In addition to the current website, using social media platforms like Instagram, Facebook, and Twitter is a good marketing tactic that can be used. In a short time, social media can reach more potential travellers.
- The authorities and stakeholders should guarantee that visitors receive the highest calibre services to encourage positive word-of-mouth. When visitors come to our national parks and receive excellent service, they will return home with positive recommendations. Proper carrying capacity must be maintained strictly in the destination area.
- Bio-diversity and natural resources should be adequately maintained to ensure the destination's sustainability.

Conclusion

In this study, several interesting conclusions can be drawn from the outcome of the research, with the hope that future research will increase understanding of tourist behaviour in wildlife tourism, as the current study showed an excellent future for wildlife tourism where tourists are delighted and interested in wildlife tourism. The previous results showed that the likelihood of wildlife tourism is high as it is still growing and needs an adequate management and management committee to regulate its programs precisely.

Although wildlife tourism attracts many visitors, there are still not many people who visit wildlife. The challenge of wildlife tourism today is to develop pragmatic marketing strategies to attract more tourists. Wildlife operators need to make appropriate connections with other types of attractions to maximise exposure. Developing a code of conduct and a standard operating procedure (SOP) can be a good strategy. The operators are aware that customers carefully check their operations for environmental protection, sustainable practices and ethical systems. A code of conduct for the industry would be precious, especially if it were developed by the industry participants themselves (Cooperative Research Centre, 2009).

Many researchers have identified multiple goals and areas for future wildlife industry benefits improvement. First and foremost, local investment should be the focus of interest, as, without local involvement, a conflict continues to grow and only poses a threat to this industry. Second, the problems between tourism development, ecology, and local population in and around the location of wild animals need to be resolved. This should be achieved through collaboration between locals, park rangers, conservationists, and tour operators when arrangements are made to meet all interests equitably. In addition, roads and means of transport need to be expanded, updated, and improved to allow adequate access to many parts of the country that are isolated and inaccessible. Third, the infrastructure across the country needs to be improved, for example, the energy and water supply, since, in addition to poor water quality, inconsistencies in the provision of these resources can occur (Smiley, 2016; Banerjee & Morelia, 2011). Tourism can be a way of supporting the development of such infrastructure projects while providing support for and through tourism.

This study evaluated the variables influencing visitors' attitudes and perceptions of Bangladeshi wildlife tourism. In summary, the significance of characteristics, effectiveness, attitude, and drive function to gauge visitor contentment and jointly impact overall satisfaction in wildlife destinations. Visiting experience was assigned to the categories of motivations. This study is conducted using various internet panels and may have errors or limitations. Wildlife tourism is a huge industry and has the potential to boost economic growth in Bangladesh. Some residents feel that wildlife tourism has not yet brought sufficient economic benefits to the local population. Many researchers have high hopes and positive prospects for developing wildlife tourism in rural areas, although some have been concerned about undesirable cultural effects and social degradation. However, the operators of this industry need to remember not to focus solely on profits, which may not be the only reason for animal conservation. Using a market-oriented protection strategy implies that these animals and their habitats can only be saved if they are profitable, which is a cruel judgment of the operators. Tourism should be declined, which would put these animals at risk again (McCauley, 2006).

Wildlife tourism is a specialised aspect and a niche of nature-based tourism. Wildlife tourism is about exploring the great outdoors and raising awareness of different types of wildlife. In the future, wildlife tourism needs more research and guidance from tourism researchers and institutions that provide more opportunities to expand the branches of wildlife tourism and achieve success. Policymakers need to ensure that proper security systems are in place to develop wildlife tourism in Bangladesh. At the same time, wildlife conservation is also significant for tourism. It will call for and offer an action plan to use potential wildlife resources to attract more tourists. This research will benefit the Bangladeshi wildlife tourism industry, as hardly any study has been conducted specifically. Hopefully, this study will open new avenues for researchers to explore and analyse the immense potentiality of wildlife tourism in Bangladesh in the coming days. This research was conducted to measure the perception of visitors about wildlife tourism in Bangladesh, and there are some limitations. In this study, parameters related to tourism and tourism-related services are considered for calculations. However, the perception and attitude of the local community, tourism stakeholders and policymakers should be the prime concern for the future studies.

Declaration

Conflict of Interest: The authors declare no conflict of interest.

Authors contribution: Conceptualization, S.H., M.A.H., S.M.N. and M.R.A.; Methodology, M.A.H and S.M.N.; Validation, M.A.H. and S.M.N.; formal analysis, S.H., S.M.N., and M.A.H.; writing—original draft preparation, S.H., M.A.H., S.M.N. and M.R.A.; writing—review and editing, M.A.H., S.M.N. and M.R.A.; supervision, M.A.H and S.M.N. All authors have read and agreed to the published version of the manuscript

Data availability: The data is only available for academic purposes, and the associated authors may be contacted for more information.

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