

Effectiveness of Proper Health and Hygiene Practices: A Study on Ensuring Hygienic Environment in Bangladeshi Tourist Destinations.

Md. Kamruzzaman

Assistant Professor,

Department of Tourism and Hospitality Management,

Faculty of Business Studies,

University of Dhaka.

Email: kamruzzaman@du.ac.bd

Mahfuza Sultana Fariha

Masters of Business Administration (MBA)

Tourism and Hospitality Management

Faculty of Business Studies

University of Dhaka

Abstract

Tourism in Bangladesh is becoming a developed industry that serves thousands of international and domestic tourists yearly. With the increasing tourist's arrival rate to Bangladesh, tourists can show careful forethought about the all well-integrated accommodation and associated services in their selected destination and those should be safe. Access to improved drinking water and sanitation and a technical guidance to maintain a complete hygiene safety are important for the comfort and health of travelers. This paper attempts to probe the scope of tourism in Bangladesh by concentrating more on as part of a commitment that appears to improve health and hygiene safety within the tourism accommodation sector, through collaboration with public and private stakeholders and associated organizations. A suitable methodology was developed and justified in order to collect profound quantitative data and a structured questionnaire was used to survey around 205 people who seemed to be regular tourists, young people concerning about hygiene issues (poor infrastructure, lack of clean water and sanitation) of Bangladeshi tourist destinations. This study adopted a statistical analysis design, the overall purpose of this paper is to highlight and give an attention to what product and services tourists need most for hygiene and sanitation safety and how foreign tourists are comfortable with the current scenario of hygiene and sanitation troubles of Bangladesh.

Keywords: Hygiene and sanitation, health risks.

1. Introduction:

Inspiring tourism through maintaining the actual propriety system of improved sanitation and hygiene in places of tourist attraction is a pathway to the efflorescence of Bangladesh tourism industry. Adequate sanitation (safe, hygienic, proper arrangements of sewage disposal and wastewater, public water supplies, refuse disposal and environmental hygiene) can potentially direct the flourishing business of tourism to greatest economic return. This study further extends to research in the area of how the hygiene and sanitation safety can potentially increase the performance of country Bangladesh as a host to its tourists. The beneficiary part of this role can be reserved for both the parties; host and the guests.

Bangladesh is soon to be emerged as a global leader by providing the combined activities and services that deliver transportation, accommodation, food, shopping, entertainment and hospitality services available to the travelers. However, the emerging challenges of sanitation system hamper the development as the foreign tourists are not so

familiar with the local issues. If the tourist destinations are not clean, it will keep away the tourists and ultimately the tourism business will go down. There is a considerable disease burden attributed to inadequate water, sanitation and hygiene facilities and practices, particularly in over-crowded destinations (Sylhet, St.Martin, Cox's Bazaar, Saint Martin coral island, Nijhum Island, Bandarban). Both the local and foreign tourists are contributing to nation's GDP while they are not fully satisfied with few systems such as hygiene, sanitation, healthy food facilities, and security of our Bangladesh. It is high time to invest in tourism, health water and sanitation equally.

Hygiene and sanitation are the most cost-effective public health interventions. This study analyses the essential importance of proper sanitation system and its impact that it can have on tourism. As per the current statistics, Bangladesh is not maintaining the standard rates in hygiene safety, water supply and sanitation in comparison with other South Asian countries and that is affecting the local economic and tourism culture prospects. It really is not so difficult to practice good travel hygiene while out there in the world. But in our country to maintain this practice a lot of time will be taken by both the people and the tourists. The more is the tourism activity rate, the more demand for local water and sanitation infrastructure utilities will be observed, putting a pressure on their sustainable use and development. There is a belief that no supportive movement has perhaps not been prompted by professional interest. A well-developed, sustainable management of local infrastructural system has become a necessary objective for the appropriateness of tourism amenities and attractions to avoid the adverse water pollution effects.

To measure the existence of new and more complex threats to health, this investigation refers Sustainable Development Goals (SDGs) as this new agenda directly focused on health and on nutrition and water supply and sanitation, and addressed the major determinants of health. This paper's main aim is to robust the progress in improving health and to relate the 'SDG Goal 6: Clean Water and Sanitation' with Bangladesh tourism, as a reliable indicator of progress in implementing to make a privileged place for tourists.

This research paper will look at the water, sanitation and hygiene problems that Bangladeshi tourist destinations are facing today, as well as the concerned people and fundamental projects that are pioneering simple, effective life-saving solutions to the difficult challenges for a healthy tour to Bangladesh. Though Bangladesh Government's related ministries have some prime programs and interested in achieving all supreme health targets, however, require further scientific evaluation with recommendations and strategic innovations to move further in efficient ways. Fortunately, few strategic actions and new medical products is somewhat managing the leading causes of ill sanitation hygiene at urban areas. Now target should cover the unsettled and root places with the intention of putting in place effective policies for reaching universal health coverage, including sanitary risk protection, ensures liaison with local government to build organized, stable, and cohesive initiatives while also dominating the regional tourism.

2. Literature Review:

Even though a large number of core elements encourage people to visit destinations, mental and physical health relaxation possesses a dominant position amongst all. Experiencing a hygienic environment while travelling, makes individuals more satisfied and no immediate alternatives can replace this need. Despite the importance of sanitation and hand hygiene safety during tour time, concepts are not developing to review the guard against hygiene-related illness some of which may be fatal while others can lead to expensive medical care. The goal of this paper is to provide guidance on applications to prevent any adverse consequences for the travelers coming to Bangladesh.

Studies on travel safety have tended to focus on regulations and measures required to develop and enforce the all safety regulations, education and technical sophistication to be applied to safeguard the health of travelers. Murphy (1985) argues that it is the responsibility of the tourism industry to, "develop and protect its attractions, whether they are natural or man-made, and become a hospitality industry to make visitor experiences as enjoyable as possible" (p. 10). Though it is argued that too much emphasis is placed on relatively short term economic impacts at the cost of considering the long term social and environmental impacts of tourism, thereby encourages in a better awareness of the problems that the industry creates (Holloway et al., 2009).

Few international research findings support the view that sanitation includes far more than toilets, but a range of elements, which are interrelated and of equal importance, such as physical infrastructure, disposal of waste water and solid waste, safer living environments, knowledge of sanitation-related health practices. Previous hand hygiene studies have indicated that children with proper hand washing practices are less likely to report gastrointestinal and respiratory symptoms. Hand washing with soap has been reported to reduce diarrheal morbidity by 44% and respiratory infections by 23%. However, globally, the rates at which hands are washed with soap range from only 0-34% of the time (7). Lee and Kozarsky emphasize that "Travelers are as unique as their itineraries, covering all age ranges and having a variety of preexisting health concerns and conditions". The infectious disease risks that travelers face are dynamic-some travel destinations have become safer, whereas in other areas, new diseases have emerged and other diseases have reemerged.

3. Impact Factor

More than 2.5 billion people - nearly 40% of the world's population - lack access to good sanitation such as clean water to wash with or proper toilets. These statements are apparently correct for the potentially developing countries like Bangladesh. In Bangladesh, currently, the era is fascinating with crowd of tourists while there are risks that safety, security and hygiene issues may prevent the growth phase as well as a higher probability of serious health risks has perceived and that should put a higher concern in areas where accommodation is of poor quality (Bandarban, Khagrachari, Birishiri-Netrokona and other highland areas) hygiene and sanitation are inadequate, medical services are not well developed and clean water to drink and wash hand properly is unavailable. With other related issues and problems associated with tourism development, it is also important to protect travelers against infectious diseases as health risks stemming from lack of awareness in the remote destinations which are the main attraction sites of Bangladesh tourism.

4. Travel Disease Risks

As tourism grows, the emerging market will also be liable for a commitment phase which plays the role of an assurance party. Letting tourist informed about many important infectious diseases since these can be the major causes of illness while travelling such as; Diarrhea, Malaria, Hepatitis, cholera, typhoid fever and many more is also a much - required responsibility.

5. Rationale of Topic Selection

Despite the economic benefits of the tourism sector, it has been recognized as a potential hazard to public health when pure drinking water, solid foods and sanitized public toilets, is not well prepared. Both foreign and domestic tourists are always aware of and urge the authority to prioritize hygienic imbalance and climate change fallouts so that they do not have to suffer anyway repeatedly. They have the mindful thoughts that many tourists hotels, restaurants, companies do not have any license while few have expired licenses for years and the water, food, accommodation quality are very low.

Given this scenario, the purpose of this study was to examine hygiene practices and the possibilities of introducing health and sanitation safety assurance systems based on quantitative methods to increase awareness in tourist destinations. The need for the study arose from lack of evidence on the hygiene and related manufacturing products as well as practices and the possibility of promoting hand sanitizer products as a quality assurance system in tourists' destinations.

6. Objective of the Study:

The **broad (general) objective** of this research is to:

'To find out tourists hygiene expectations by encouraging secured sanitation safety in Bangladeshi tourist destinations'

This study was also determined by few **specific objectives** that inter-relate the general and major variables involved in this study:

- I. To understand the tourist's perceptions about hygiene safety and its effect on their decision making process.
- II. To make everyone aware of the current demand of tourists and how they are facing all health issues and the most needed good hygiene practices.
- III. To determine awareness of sanitation and hygiene by restaurant and hotel workers.
- IV. To establish a culture of using instant hand sanitizer and other related products by the tourists and associated persons.

The main aims of analyzing these objectives are to make travelers aware about the current issues creating by not maintaining the proper hygiene rules and to follow the latest general state that helps to secure the destinations with the theory of strategic management of decision making process where the tourists will generally feel the drive to be with principle sustained rules to the specific requirements and that will be set by the stakeholders. Moreover, initiators possibly use some effective promotional tools and criteria to observe the effectiveness of current strategies and to examine the expected scenarios.

7. Responsibility of Playing Host:

Tourism is perceived as a multifunctional strategic industry that has political, economic, socio-cultural, ideological roles based on its market-oriented economic outcome. Recently, Economy of Bangladesh is claiming that she is 43rd biggest in the world (as per IMF last report) called the ‘Oriental Tiger’ in South Asia and tourism is one potential sector that is contributing to this attainment. In 2016, the total contribution of the Travel and Tourism sector to employment, including jobs indirectly supported by the industry was 3.8 percent of total employment (or 2,187,000 jobs) and the direct contribution of this sector to GDP was 421.4 billion taka (\$5.3 billion), or 2.2 percent of total GDP in 2016, and forecasts suggest sector growth will increase 6.2 percent annually between 2017 and 2021.

To retain tourism sector one of the influential earning sectors of Bangladesh as well as to promote sustainable growth for the sector, government should work with international institutions driving exports and generating prosperity. In accordance with the report of Travel and Tourism Competitiveness Index (2017), Bangladesh ranked 107th (remained the same as 2015) with score 4.34(value) in the list of Indicator 3: ‘Health and Hygiene’ among 136 countries and behind of all South Asian competitors. Germany secured the first position with a score of 6.86 maintain the all principles of this column.

A healthy and clean destination evidently plays a great role for boosting tourism, which is a key factor in economic development and employment generation. This factor has become a major drive towards enhancing the knowledge of both tourists and host communities. Considering the significance of adequate personal and environmental cleanliness, a consciousness in terms of education, demonstration and training needs to be created to ensure that these norms become part of a national principle, at home and outside. Since, authority alone cannot confront these fatal challenges with medieval tactics like facilitating enough public toilets to ensure sanitation safety. With modern business and scientific ideas and the right tools and products, concerned people can construct a new framework for the future of travel to keep tourist connected and make all proud.

Although Bangladesh has potential to maintain a very expected neat and clean tourist destination, therefore the following criteria’s are crucial for the development for implementing the marketing plan for tourism in Bangladesh:

Health and Hygiene
Criteria
1. Physician density per 1,000 pop.
2. Access to improved sanitation (% pop.)
3. Access to improved drinking water (% pop)
4. Malaria incidence per 100,000 pop.
5. Hospital Beds per 100,000 pop.
6. HIV Prevalence % adult pop.

Source: The Travel & Tourism Competitiveness Index 2017

+

Table 1: Health and Hygiene Competitiveness Criteria

Survival and growth of the tourism industry will depend to a large extent healthy environment. Countries are competing with each other to market their destinations by fulfilling every single required determinant to achieve more and better prosperity. Though the arrival rate is increasing but there always an uncertainty about health and hygiene security in Bangladesh.

8. Pattern, Process and Role of Primary Stakeholders:

This paper aim is to highlight some of the most critical challenges related to hygiene safety faced by tourists in the developing sustainable tourism destinations (Coastal areas, Hill Tracks areas, North-east wetlands, Haors & Bird watching spots, North Eastern hills, Ports, Chars, emerging and newly discovered) in Bangladesh also to study few strategies needed for unadulterated sanitation adeptness, water supply development. To stimulate the discussed process, designing and implementing the strategies are vital for sustainable tourism economic development in

Bangladesh, emphasizing on private - public associates and a mutual and practical relationships between the two sectors are necessary.

Policy and Instrumental Arrangements of Public and Private Stakeholders:

- Providing a public awareness centre especially for tourist’s health and hygiene purpose appears to have a major positive impact with little effect on health and replaces the traditional strategies that was heavily contaminated and always harmful for surviving.

Relativity Connections or Points to Remember:	
Public or Community Sector	Private Sectors
<ul style="list-style-type: none"> • Seasonality • Existing negative health impact studies • Quality of services. • Shortage of evidence. 	<ul style="list-style-type: none"> • Productivity ratio • Reasonable access to information • Cost • Quality • Risk (competing brands)

Table 2: Relativity Connections between Public and Private Sectors.

- With the firm commitment of country’s largest FMCG Companies are passionate about introducing and supplying instant hand washing products to the customers partially thinking about tourists, with branded solutions that are creative, customized and commercially viable. These type of products marketed as a regular, antiseptic instant hand sanitizers, particularly before and after certain activities, are good enough to remove germs and avoid getting sick.

9. Research Methodology:

This study is Quantitative in nature and the research design is Evaluative. For the purpose of the study, data was collected from both primary and secondary sources. The target population of this study consists of those who have the tendency to travel frequently (young people or backpackers) or minimum twice in a year and also who prefer to have a healthy family tour.

The strategy adopted for collecting primary data was the personal but online interview which was absolutely based on a questionnaire survey evaluation and conducted on 204 travelers with the help of the questionnaire of 12 questions, depending on the target population’s availability and the extent of the population has not been limited to only Dhaka city.

Research Design:

The research was based on primary data and collected from a questionnaire based structured and a quantitative survey method was used.

Instruments of Data:

A structured questionnaire has been used to conduct this survey and that followed the rules of close-ended questions and there have been combinations of Dichotomous or Two Points Questions, Multiple Choice Questions as well.

Sample Size:

A sample of **204** respondents was surveyed online, the sample group for the survey consisted mostly of urban middle to high income families. Majority of the respondents were male (52%) who mostly get the chance to travel alone or

with friends for once or more groups around the year and others were female respondents who are taking major part of the travelling stories in Bangladesh.

The age of the respondents were asked direct with exact figure. 58% of the sample group consists of respondents in the (22-24) age group. This is mostly because the online sample group was dominantly young. The survey questions were also accepted by some industry personnel.

9. Data Analysis Result and Major Findings:

This survey stresses the importance of proper conception and behavioral perspective of tourists and suggests that the travel industry has a 'duty of care' to its customers regarding hygiene and sanitation part.

I. Frequency of Visit

Respondents were first asked about how frequently they visit places or they spend time for travelling in a year. 47.3% of the sample group consists of respondents who travel below three places around in a year whereas 42% people expressed that they visit at least four to seven destinations in their home country in a year.

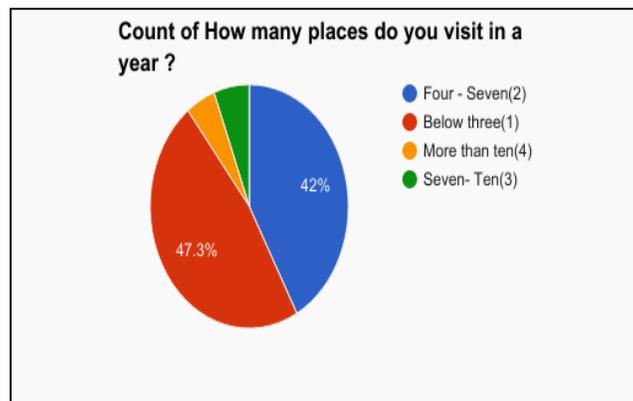


Figure 1: Frequency of Visit

II. Last Visit to Tourist Place

This portion describes the relativity with the first question that a respondent's last visit time according to his frequency of travel. 55.6% people visited any tourist place last one to four months ago expressing that in winter season people travel most.

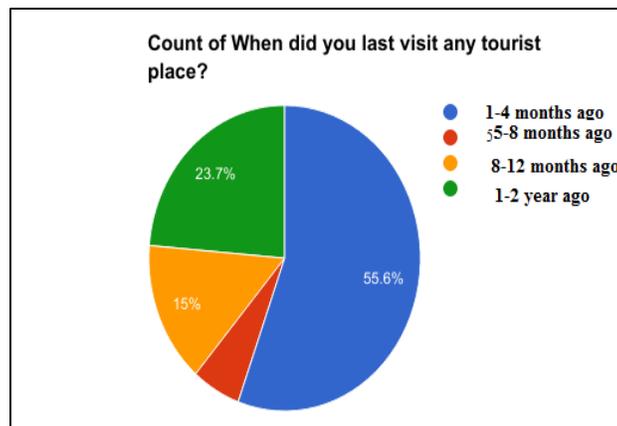


Figure 2: Last Visit to Tourist Place

III. Most Preferred Destinations in Bangladesh

This question further investigated the prevalence of the place and gets some idea about the market demand of tourists. Nearly 58% of the respondents prefer Cox's Bazaar/St.martin as destinations at least to some level of regularity. The second most favorite place to visit is Bandarban region with 25.1% respondents consent.

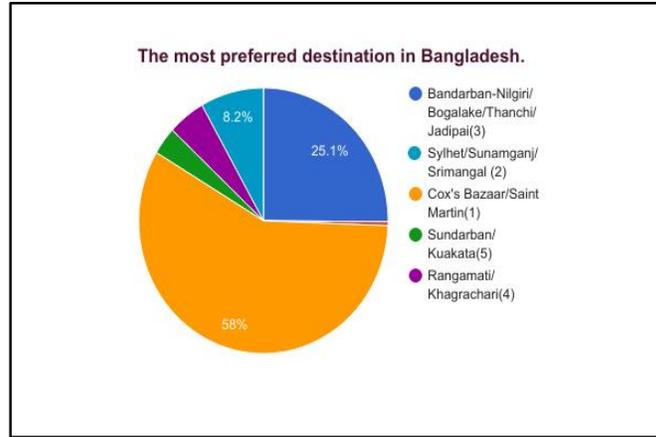


Figure 3: Most Preferred Destinations in Bangladesh.

IV. Belief that a hygienic and sound environment of tourist places puts positive impact on tour time

The main basis of this survey conveniently depends upon this question's result. As this survey's result has been concluded with a regression analysis, this question was fixed as the independent variable (x) to get the most appropriate idea of how significantly tourist of Bangladesh are taking hygiene issue during their time of travelling. Of the 207 respondents, 59.4 % people gave opinion expressing that they are strongly supporting that hygiene and sound environment does affect on their travelling time specially not for remote destinations for all types of travelling.

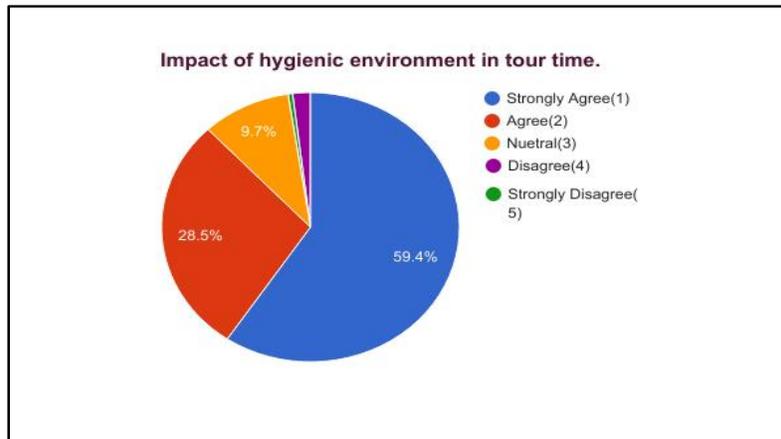


Figure 4: Impact of Hygienic Environment in Tour time

V. How foreign and health conscious people taking 'hygiene and sanitation issues of Bangladesh'

Respondents were first asked how they are responding to hygiene and sanitation issue of any tourist place and this question is highly related with question four. Certainly, this question has also value as dependent value, considered as (y). From the descriptive statistics it was seen majority of the population (46.4% Agree and 31.4% strongly agree) strongly link hygiene issue directly with their decision to visit Bangladesh or not.

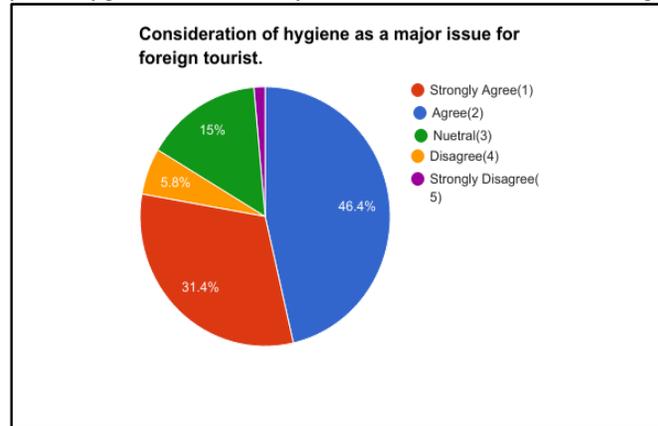


Figure 5: Considering Hygiene Issue a Significant Concern for Foreign Tourist.

VI. Most used media for gathering tour information

78.3% out of 207 respondents stated that they use mostly Facebook, Instagram to seek out information and interact with all stakeholders of any tourist place. People are also using YouTube in the context of plan for any tour as it shares every particular details of any destination in a homemade video.

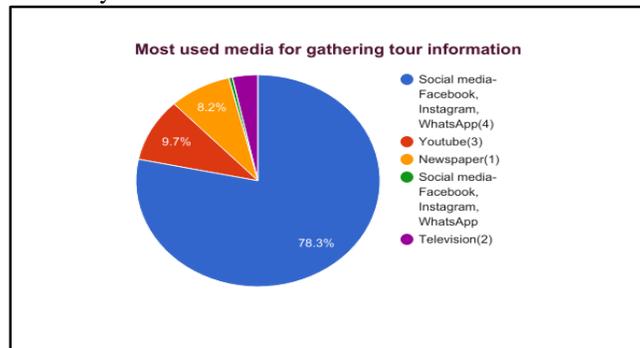


Figure 6: Most Used Media for Gathering Tour Information

10. Major Findings:

- The current rate of annual demand flow of potential tourists has increased.
- Tourists want authentic experiences filled with satisfactory levels of services and they are familiar with the devastating situation of public health facilities of Bangladesh.
- The effect of the unorganized planning system is not only confined to local tourists but to foreign tourists of Bangladesh.
- Tourists are concerned about the relative factors of the interrupted sanitation and hygiene safety to health.

11. Summarized Recommendations:

The tourism industry does not only belong to let people seeing or enjoying the best scenic beauty of any nations or place but should cover the whole process of making a tourist happy. According to this report hygiene issue is one prime issue that resisting tourists not to visit affected destinations frequently.

If Bangladesh tourism is to get the full benefit of being a healthy destination and serving the best source of amazement to tourists, stakeholders can follow the below strategies:

1. Simply having access to major City Corporations to ensure one Chief Health Inspector for every tourist destination. If the place is much bigger to operate there can two or three sub-inspector working for health and hygiene.
2. In response to global demand, increasing access to sanitation and improving, practicing ideal hygienic behaviors are keys to reducing this enormous disease burden.
3. Getting sanitation and hygiene right and make those more concise by law enforcement.
4. Making information flow available to all and strengthening partnerships between private and public stakeholders. Innovation of mobile apps that will provide tourist instant help in critical health problems.
5. Focusing on water sanitation.

Conclusion:

The above analysis expresses that of correlation between health and hygiene with tourism or tourist arrival to Bangladesh is very high. It is in the interests of the travel industry that travelers should have the fewest possible problems when travelling to any destination This study importantly suggesting that it is high time to start project based activities especially in health and hygiene fields and it is imperative that tourist be given a continuously positive experience from arrival through to departure to ensure they leave Bangladesh with pleasant memories with a fresh healthy mind. This research also tries to establish a guide to health safety and hygiene for tourism sector competitiveness in Bangladesh and it should design as training assistance and one of the key factors for alluring tourist by focusing attention on the most important barriers to contamination, a checklist should develop by health inspectors. Considering all of the current situations, it can be said that maintaining the quality of hygiene safety for tourism services and the instant, available and globally accepted facilities should be on the demand force by Bangladeshi tourism professionals and if needed some emergency, additional steps be prepared as additional assurance that good hygiene and sanitation is being achieved.

References

- Dr. Margaret Chan, Director-General of WHO. (November, 2016). Health in the Sustainable Development Goals. (Online) <http://www.who.int/mediacentre/commentaries/2016/health-sustainable-goals/en/>
- Dolnicar, Sara, Yanamandram, Venkata, Cliff, Katie. (2012). "The Contribution of Vacations to Quality of Life." *Annals of Tourism Research*, 39 (1): 59-83.
- Hutton G.J *Water Health*. 2013 Mar; 11(1):1-12. Global costs and benefits of reaching universal coverage of sanitation and drinking-water supply.
- International Travel and Health. Available at: http://www.who.int/ith/other_health_risks/infectious_diseases/en/
- Porter, M. E. 1985. *Competitive advantage: Creating and sustaining superior performance*. New York: Free Press.
- Procedia Economics and Finance* 19 (2015) 373 – 382. (December 2015). Sonja Jovanovic, Vesna Jankovic – millic, Ivana Illic.
- Klaus Schwab, World Economic Forum. Insight Report. (2017-18). The Global Competitiveness Report. Available at <http://www3.weforum.org/docs/GCR2017-2018/05FullReport/TheGlobalCompetitivenessReport2017%E2%80%932018.pdf>.
- Sandy Cairncross and Vivian Valdmanis. (2006). Disease Control Practices in Developing countries Chapter 41: Water Supply, Sanitation and Hygiene Promotion (Online). Available at: <https://www.ncbi.nlm.nih.gov/books/NBK11755/>
- Simona Frone, Dumitru – Florin Frone. (December 2013). *Journal of Hospitality and Tourism Management* 1(3):140-153. Sustainable Tourism and Water Supply and Sanitation Development in Romania.
- World Health Organizations< General Precautions. Travel related risks: (Online version) http://www.who.int/ith/precautions/travel_related/en/.
- Zain, M.M., Naing, N.N., & Sains, U. (2002). Southeast Asian J T. Public health socio demographic characteristic of food handlers and their knowledge, attitude and practices toward food sanitation.

Appendix 1

Effectiveness of the Proper Health and Hygiene Practices: A Study on Ensuring Hygienic Environment in Bangladeshi Tourist Destinations.

This statistical test and analysis seek to examine the awareness of Bangladeshi tourists and concerned stakeholders about the hygiene and sanitation principles during traveling period. In order to prevent infectious diseases in tour time or after tour, travelers need to be aware and accustomed to hand sanitizers or other hygiene products. Some Bangladeshi FMCG companies are very much interested to launch hygiene care products under different brands and there also few established instant hand sanitizers available in markets and these companies are doing it not just for short term monetary purposes, but also for building brand equity by increasing conscious presence. Given this scenario and using quantitative approach, close-handed questionnaire (a set of eleven questions) distributed through online and this analysis assist to find out the real perception of general people about using sanitizer and hygiene products such as hand-wash, instant hand-sanitizer etc.

▪ **Sample Size:**

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	116	37.8	56.0	56.0
	2	91	29.6	44.0	100.0
	Total	207	67.4	100.0	

Table 3: Total Sample Size

▪ **Age Distribution of Sample:**

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	2	.7	1.0	1.0
	17	1	.3	.5	1.4
	18	1	.3	.5	1.9
	19	3	1.0	1.4	3.4
	20	14	4.6	6.8	10.1
	21	20	6.5	9.7	19.8
	22	35	11.4	16.9	36.7
	23	60	19.5	29.0	65.7
	24	47	15.3	22.7	88.4

Table 4: Age

Distribution of Sample

Survey Questions Results:

1. Frequency of Visit

Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	98	31.9	47.3	47.3
	2	87	28.3	42.0	89.4
	3	12	3.9	5.8	95.2
	4	10	3.3	4.8	100.0
Q	Total	207	67.4	100.0	

Table 5: Frequency of Visit

2. Last Visit to Tourist Place

Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	115	37.5	55.6	55.6
	2	49	16.0	23.7	79.2
	3	12	3.9	5.8	85.0
	4	31	10.1	15.0	100.0
	Total	207	67.4	15.0	

Table 6: Last Visit to Tourist Place

3. Most Preferred Destinations in Bangladesh:

Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	120	39.1	58.0	58.0
	2	18	5.9	8.7	66.7
	3	52	16.9	25.1	91.8
	4	10	3.3	4.8	96.6
	5	7	2.3	3.4	100.0
	Total	207	67.4	100.0	

Table 7: Most Preferred Destinations.

4. Impact of Hygienic Environment in Tour Time:

Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	123	40.1	59.4	59.4
	2	59	19.2	28.5	87.9
	3	20	6.5	9.7	97.6
	4	4	1.3	1.9	99.5
	5	1	.3	.5	100.0
	Total	207	67.4	100.0	

Table 8: Impact of Hygienic Environment in Tour Time

5. Considering hygiene issue a vital concern for foreign tourists:

Q7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	65	21.2	31.4	31.4
	2	96	31.3	46.4	77.8
	3	31	10.1	15.0	92.8
	4	12	3.9	5.8	98.6
	5	3	1.0	1.4	100.0
	Total	207	67.4	100.0	

Table 9: Hygiene Issue Impact to Foreign Tourists of Bangladesh.

6. Most used media for gathering tour information:

Q12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	5.5	8.2	8.2
	2	7	2.3	3.4	11.6
	3	20	6.5	9.7	21.3
	4	163	53.1	78.7	100.0
	Total	207	67.4	100.0	

Table 10: Most Used Media for Gathering Tour Information

7. Consumer's preference while choosing a hygiene product:

Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	136	44.3	65.7	65.7
	2	31	10.1	15.0	80.7
	3	12	3.9	5.8	86.5
	4	28	9.1	13.5	100.0
	Total	207	67.4	100.0	

Table 11: Factors Considering for Hygiene Product

8. Personal care brand with no essential elements or market's best anti-bacterial product?

Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	182	59.3	87.9	87.9
	2	25	8.1	12.1	100.0
	Total	207	67.4	100.0	

Table 12: Preference Percentage of Personal Care Brand

9. Do consumers use instant hand sanitizing product on a regular basis?

Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	132	43.0	63.8	63.8
	2	75	24.4	36.2	100.0
	Total	207	67.4	100.0	207

Table 14: Usage Rate of Hand Sanitizing Product

10. Do tourists prefer to maintain an appropriate hygiene safety code?

Q11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	128	41.7	61.8	61.8
	2	79	25.7	38.2	100.0
	Total	207	67.4	100.0	

Table 15: Essentiality of Appropriate Hygiene Safety Code

11. Importance of social media to make tourists aware about this issue?

Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	55	17.9	26.6	26.6
	2	108	35.2	52.2	78.7
	3	37	12.1	17.9	96.6
	4	6	2.0	2.9	99.5
	5	1	.3	.5	100.0
	Total	207	67.4	100.0	

Table 16: Social Media Importance to Make Tourists Conscious.

Regression Analysis Components:

In this survey, the two independent variables have been taken from the view of both local and foreign tourist context.

- The one main **independent** variable is: Impact of hygiene and sound environment in tour time. And other (Is hygiene issue a major one for foreign and health conscious tourists for not coming over Bangladesh?) can be related with putting more value to foreign tourists who travel or serve business purpose by visiting Bangladesh and its tourist places.
- **Multiple R-Squared and Adjusted R-Squared** are both statistics derived from the regression equation to quantify model performance. In the above table, R square result is 0.0366 which is, this model explains that 3.66% of the variation in the dependent variable. This survey needs to find out whether tourists are taking hygiene issue as a relative major issue or not, where the analysis result is not fitted with a better statistics but according to Standard Error with some unexplained portion of the dependent variable, represented in the regression equation as the random error term with 59.21 %, proven that the data collected from survey can be relied to make the best decision. This is the much fitted result according to the survey intention.
- **Adjusted R-Squared**, this is result of if any other of dependent variables can be added with research as an additional component the regression tool constructs an equation that will predict those known y values, as well as possible.

The fact that 'impact of hygiene issues in tour time' and taking this issue as a significant key-player has been somewhat proved right. Bangladeshi tourists are encouraging this initiative as a valid one to promote tourism in a brighter scale.

Biographies

Md. Kamruzzaman is working as an Assistant Professor in the Department of Tourism and Hospitality Management, University of Dhaka, the leading university of Bangladesh. He has completed his M.B.A from the Dept. of Tourism and Hospitality Management from University of Dhaka and B.B.A from the Dept. of Marketing from the same University. During this tenure he reputedly earned a first class first position and accredited with Dean's Award in 2012. Subsequently, the talent got the opportunity to serve as a teacher in Dhaka University after resigning from his 31st BCS cadre post.

Despite of having such prolific educational qualification and thriving career, he achieved a Bachelor's degree in Law (LLB). He has been playing an efficacious role in both his educational and professional aptitudes. He is the advisor of Pacific Asia Travel Association (PATA) Bangladesh Dhaka University Student Chapter.

His book - "Tourism and Hospitality Management" will soon be introduced by the national curriculum and textbook board, as the 11th grade's first paper and the 12th grade's second paper. He has been travelling in different international countries which include; Canada, Australia, Russia, France, Italy, Germany, Switzerland, Brunei, Malaysia, Singapore, India, Thailand, Nepal, and Indonesia to make the tourism sector into a booming one!

He has expertise in:

- i. Teaching at undergraduate and graduate levels in Business Administration
- ii. In making presentations at conferences or exhibit work in other appropriate events.
- iii. Supervising of undergraduate and graduate students.
- iv. Assisting in the development of learning materials, preparing schemes of work and maintaining records to monitor student progress, achievement and attendance.
- v. Participating in the administration of the department's programs of study and other activities.
- vi. To mark and assess works and examinations and provide feedback to students.

He has worked as a Bangladesh Civil Service (BCS), People's Republic of Bangladesh from 08-Jul-2012 to 25-Jun-2013.

He has been the adjunct faculty of "Daffodil International University" and "Dhaka International University". Md. Kamruzzaman is one of the three Directors of Foragi Furniture & interior Ltd, leading supplier of quality furniture in Bangladesh. He is instrumental in developing a quality culture within the company which has helped in establishing the brand Foragi Furniture & interior Ltd. in the market.