

Tourists' Perceptions and Revisit Intentions of Adventure Tourism: Insight from Chittagong Hill Tracts Area in Bangladesh

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Abstract

The study is a quantitative study that aims at exploring the issues about adventure tourism that influences their revisit intention in the Chittagong hill tracts (CHT). Against the backdrop of the increasing popularity of adventure tourism in the world today, it becomes vital to determine the factor determinant of tourist's revisit intention of destinations like CHT. The objective of the study is to examine the perception of how tourists towards environmental quality, safety, infrastructure, the level of service provided to the tourists and their interaction with the local community and the extent in which this has an impact on their intention to make a revisit. On this, it employs research design as the quantitative method. A sample size of 384 domestic and international tourists who visited the CHT recently was used to gather data using structured questionnaires that were developed to measure various perceptual dimensions. Data were analysed in SPSS-26(V) where correlation and regression analysis were conducted to determine the strength and nature of the relationship between the variables of perception and revisit intentions. Cronbach's Alpha was used to test the reliability of the constructs. The results indicate that there is a strong and statistically significant positive correlation ($r = 0.712$) between overall tourist perceptions and intention to revisit the CHT. Regression model shows that visitors' perceptions that give explanation of nearly 63.4% of the variance of revisit intentions and satisfaction that deals with safety measures, cultural immersion and quality of services are becoming important determinants. Resting on these insights, the study suggests specific enhancements to the services in the tourism sector, the safety measures, and the organization of culturally enriched, inclusive, and affordable experiences. Furthermore, the stakeholders of tourism are advised to target the needs of the most important demographic groups, in particular, students and young adults. The study is an empirical study that is groundbreaking as it associates perceptions and loyalty in the Bangladeshi adventure tourism. The results provide useful advice to policymakers, destination planners, and local populations who aim to enhance the appeal and longevity of destinations by attracting visitors.

Keywords: Adventure Tourism, Tourist Perception, Revisit Intention, Hill Tracts, Sustainable Tourism

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Introduction

Tourism is one of the most significant sectors of the economy in the world as it relates to both its contribution to the GDP and employment (Nguyen et al, 2025; Thommandru et al, 2023; But et al., 2025). It involves adventure tourism industry that is based on physical activity, natural environment and cultural immersion which has become substantially large (CBI, 2024). It is nowadays an extremely dynamic type of tourism that spurred very specific experience of travelers and has very great significance to the socio-economic development of the locality and, in particular, rural or underdeveloped economies (WTO, 2014).

Bangladesh is the land of hills, rivers, forests, and coastline, so they require the adventurous tourism. A visit to the Chittagong hill tracts (CHT) the Rangamati, Bandarban and Khagrachari districts is quite a distinct one.

Hiking in rugged terrain, hiking to hidden waterfalls, river rafting, wildlife exploration, and cultural interaction through indigenous communities (Islam & Carlsen, 2012). These traits have made the Hill Tracts a rising destination for adventure tourists at home and abroad.

Tourists' perception and experience are the key element of success and sustainability of a destination in tourism. Perception can be a function of service quality, hospitality, security, accessibility, and external environments. There is an established correlation between positive perceptions, which translates to higher levels of satisfaction, and the tourists' intention to recommend or revisit the place (Chen & Tsai, 2007). On the other hand, the presence of negative experiences can lead to reluctance to return for repeat visits and influence the destination's reputation in a negative way.

From the viewpoint of the CHT, tourist perceptions are most important. Although the area is scenic and cultural, it still faces issues of infrastructure development, safety and security, and political sensitivities (Rasul & Thapa, 2006). However, the ways in which they impact tourists' experiences and intention to revisit will be essential for accepting it enhance as an adventure tourism destination also making this stakeholder, particularly for adventure object destination.

There is a research gap regarding how tourists perceive their adventure experiences in the CHT and how these perceptions influence their future travel intentions. This study, therefore, seeks to explore tourists' perceptions of adventure tourism in the Chittagong Hill Tracts and study how these insights affect their satisfaction and intentions to revisit the destination

Rationale of the Study

This study puts forward the rising importance of adventure tourism in Bangladesh, a nation where there has been limited research from academia. Adventure tourism has high economic benefits through job opportunities, entrepreneurial action, and servicing infrastructure development (TIES, 2006). Knowing why tourists think facilitates the development of policy for sustainable tourism suitable to the CHT region (Mowforth & Munt, 2015). It also aids in the development of focused

marketing strategies and competitive positioning compared to international standards (Kotler et al., 2010; Ritchie & Crouch, 2003). Moreover, well-managed adventure tourism can assist in achieving various Sustainable Development Goals (UNWTO, 2016). This research will fill the gap and take Bangladesh's adventure tourism sector forward.

Problem Statement

Although the Hill Tracts have potential of adventure tourism, its development is being discouraged by poor infrastructure, lack of uniformity of services, security factors, and lack of promotion. Although most adventure tourists travel to the location, little research has been done to understand their experience and decision-making process. The stakeholders in the tourism industry are often unable to obtain unambiguous data about the driving forces of tourist satisfaction and loyalty determinants, making it difficult to make the business more attractive and ensure returning to the location. This paper provides the answer to the following question: "Which are some of the important perception factors affecting revisiting intentions of tourists in the Hill Tracts and how can the findings be applied to the development of sustainable tourism?"

Objectives of the Study

- To explore the key factors influencing tourists' perceptions of adventure tourism in the Hill Tracts area.
- To examine the relationship between tourists' perceptions and their intention to revisit the Hill Tracts for adventure tourism.

Research Questions

1. What is the perception of tourists regarding adventure tourism in the Hill Tracts area of Bangladesh?
2. What factors influence tourists' revisit intentions in the Hill Tracts area?
3. How does the tourists' perception of adventure tourism correlate with their intention to revisit the Hill Tracts area?

Literature Review

Concept of Adventure Tourism

Adventure tourism involves travel that is risky, active, and nature-based experience. Buckley (2012) describes it as tours that include hiking, climbing, rafting, and wildlife searching, offering tourists a sense of thrill, challenge, and closer proximity to nature.

It has long been understood in research that the image of adventure tourism around the world is growing because tourists look for different, more individualized, often physically demanding travel experiences (Larsen & Althoff, 2017). Adventure tourism is characterized by an element of risk, a physical challenge, unpredictability and an emotional connection to the natural

environment. These are some activities that easily take place in more remote, less developed areas often seeking a more niche class of tourists who are more concerned with the experience than the comfort and luxury of a trip.

The Hill Tracts region of Bangladesh is bound to be a potential economic activity through adventure tourism. The area is enriched with hills, rivers, waterfalls, and forests with diverse geographical structures that provide progressive opportunities for adventure sports like treks, rafting, and eco-tourism (Ghosh, 2016). The region has a development potential of adventure tourism to be exploited to take advantage of its commercial feasibility, improve local economies, generate employment, and development of responsible tourism.

Tourists' Perception in Tourism

The decision-making process is about the perception that tourists have in their choice of destinations, activities and experiences. Tourists' perception is how do they view the destination based on the attributes (Chen & Tsai, 2007) including natural environment, safety, local culture, infrastructure, and services. These perceptions play a role in either increasing or decreasing the chance of a visitor going to the same or another destination.

According to the perceived value theory, each tourist judges the value of a destination based on the experiences he wishes to have, comparing them with his previous knowledge and expectations (Moutinho, 1987). Tourists are likely to experience high levels of satisfaction with their experience, which in turn influence behavioural dispositions like recommending the destination to friends or returning to the destination, when their perception of a destination matches expectations.

The region's natural landscape, adventure alternatives, and culture provide significant advantages for adventure tourism in the Hill Tracts, hence tourists are sensitive toward these attributes. But perceptions are also influenced by other elements: quality of infrastructure, the quality of safety, accessibility, and environmental sustainability. Negative perceptions resulting from, for example, lack of infrastructure or safety risks can hamper the development of adventure tourism in the area (Ghosh, 2016)."

Also, hospitality locally and the authenticity of an experience is crucial in determining the perception of the destination by the tourists. Adventure tourism visitors do not just test their physical abilities, they are also seeking the communion with local people, which can bring about their experience (Larsen and Althoff, 2017).

The Hill Tracts as a Tourism Destination

Hill Tracts of Bangladesh is a unique geographical location comprising of the districts of Bandarban, Rangamati and Khagrachari which provides a topography of rolling hills, rivers,

waterfalls and various flora and fauna rendering the place a very viable adventure tourism destination.

Hossain (2018) states that this area with its local resources and indigenous habitats can develop as a major centre of domestic and worldwide adventure travel.

Popular Adventure tourism activities, such as trekking to remote hilltops in hill tracts, river rafting, camping and wildlife observation give tourists a chance to experience the unblemished aspect of nature. These activities support the local economy through job opportunities, and in the growth of local industries such as those providing guide services, transport and hospitality (Ghosh, 2016).

Tourism in the Hill Tracts is plagued by problems including a lack of infrastructure, bad marketing, and political instability. With proper investment and management, the region can emerge as a prime adventure tourism hub in Southeast Asia.

Revisit Intention in Tourism Studies

Return intention reflects to what degree a tourist is likely to go back to a destination. Return intention, in accordance with the theory of planned behavior (Ajzen, 1991), is driven by attitudes, social influence, and perceived ease of returning. The determinants are past satisfaction, destination value, and emotional connection.

In adventure tourism, revisit intentions often depend on the quality of the overall adventure experience, including the fun and challenge of activities, service quality, and the level of personal challenge in applying physical and mental determination (Larsen & Althoff, 2017). Moreover, whether the tourists will revisit the tourist destination or not is also affected by how novel the experience was along with the degree of immersion in nature.

In the Hill Tracts, by promoting high-quality adventure activities and overall supporting the region with better infrastructure and unique cultural promotion, revisit intentions can be boosted, they added. Adventure tourists are more inclined to revisit destinations which provide unique and challenging activities due to an accumulated partnership effect often reinforced by the repeatability and rewards that accompany these types of activity (Moutinho, 1987).

Theories Relevant to Tourist Behavior

There are various psychological and behavioral theories that account for tourist behavior, and most especially adventure tourism. Among the most highly regarded of these is the Theory of Planned Behavior (Ajzen, 1991), that the intention of tourists to revisit is predicted by their attitude, social norms (subjective norms), and belief concerning control over revisiting. Another useful theory is Expectancy-Confirmation Theory (Oliver, 1980), which explains that tourists arrive with expectations, and satisfaction is a function of whether these are met. In the context of the Hill

Tracts, these theories can be applied by tourism planners to understand visitor motivations, control expectations, and improve services to promote repeat visits.

Research Gaps

This research covers a significant gap in literature, as it has reviewed the extensive body of research on both adventure tourism and tourist behaviour, with a specific focus on the context of developing destinations like the Hill Tracts. Most research is concentrated on established adventure tourism destinations, mainly in developed nations, with little focus on developing nations providing established destinations. More empirical studies are needed to understand the specific factors contributing to tourists' perception and behaviours in destinations, like the Hill Tracts. Also, there has hardly been any research conducted regarding the socio-economic aspects pertaining to adventure tourism in the Hill Tracts, a concern with the local community and the surroundings. Further research can investigate the connection between adventure tourism and sustainable development, and solutions to mitigate the detrimental effects of tourism on delicate ecosystems and local people.

Research Framework

Conceptual Model

The theoretical framework for this study examines the relationship between the independent variable tourists' destination image and the dependent variable tourists' intention to revisit. Tourists can be influenced in their perceptions through a number of things such as natural environment, adventure, local culture and infrastructure at a destination in this framework. It is believed that these perceptions in turn affects tourists' intention to visit Hill Tracts again.

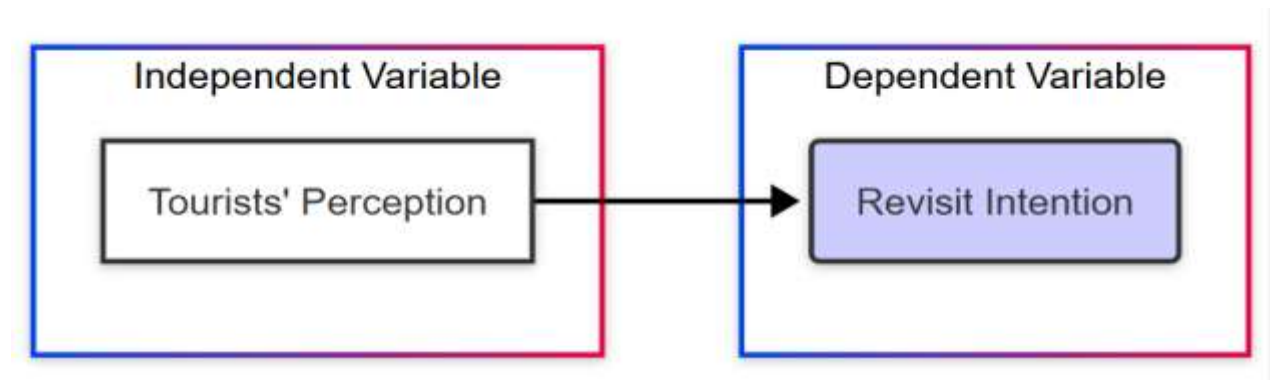


Figure 01: Conceptual Model

Independent Variable: Tourists' Perception

Tourists' perception refers to the manner in which visitors evaluate a destination according to multi-sensory experience, expectations, and post-visit perceptions. Key aspects are the surroundings (landscape, cleanliness, climate etc.), diversity and intensity of adventure activities,

local culture and friendliness, safety and ease of use, and quality of the infrastructure and services. All these together shape tourists' general attitude towards a destination and have a substantial impact on repeated visitation.

Dependent Variable: Revisit Intention

The revisit intention is expressed as the intent of a visitor to return to a destination and indicates the degree of how the destination can satisfy the expectations and needs of the visitor. Recommendation from others, affect arising from tailor-made experience, novelty and adventure of adventure tourism, and satisfaction with the activities and services significantly predict revisit intention. Revisit intention in the present study is such a multidimensional result, derived from these factors, that emphasising the existence of visitors' perceptions.

Model Justification

The theoretical framework of the study is based on two models: the Theory of Planned Behavior (TPB) and the Expectancy-Confirmation Theory (ECT). The present study uses the Theory of Planned Behavior (TPB) and Expectancy-Confirmation Theory (ECT) to determine the revisit intention of tourists in the Hill Tracts. TPB posits that behavior intention is a function of attitude, social influence and perceived behavior control. In tourism, this means having a positive perception about the destination, having other people recommend the destination, and having the destination accessible work as a multiplicative factor to the chances of return in the future. ECT posits that satisfaction and intention to revisit is higher if tourists' experiences meet or exceed their expectation. These theories offer an integrated framework to explain the interaction among expectation, experience, perception, and behavior that contributes to identifying loyalty toward adventure tourism.

Methodology

Research Design

This study utilized a quantitative design to gather the data from which would be a subject to the statistical analysing. This allows associations to be established between variables, for example, perception and intention to revisit (Yin, 2009).

Population and Sample

Tourists in the Hill Tracts of Bangladesh are the target population of this study. 384 respondents are calculated to be the size with confidence level of 95% and margin of error of 5%, by using formula (Cochran, 1977). This formula ensures that the sample size is large enough to provide statistically significant results with an acceptable margin of error. Data were collected through purposive sampling technique from the respondents.

Questionnaire Design

The questionnaire consists of two main sections, the first covers demographic information such as age, gender, country of origin, and purpose of visit; the second includes variable-based items measured on a 5-point Likert scale, assessing respondents' levels of satisfaction and their opinions on services, safety, and natural beauty etc.

Data Analysis Methods and Tool

Descriptive and inferential statistics have been carried out. Cronbach's alpha has been used to assess internal consistency, with a cutoff value of 0.7 as acceptable.

Findings and Discussion:

Demographic data:

Table 01: Age Distribution of Respondents

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
Under 20	28	7.3%	7.3%	7.3%
21-30	257	66.9%	66.9%	74.2%
31-40	54	14.1%	14.1%	88.3%
41-50	28	7.3%	7.3%	95.6%
51 and above	17	4.4%	4.4%	100.0%

Source: Authors' Compilation

According to table 01, visitors to the Hill Tracts are mostly young people (66.9% of the total tourists are 21–30-year-old; an age group with relatively high energy and income) who are believed to be interested in Adventure Tourism. The younger and older groups (<20, 51+) are less well-represented, possibly reflecting financial or physical constraints. The 31–40 segments cover the further 14.1% of respondents and appears to be made up of financially buoyant working adults, whilst the 41–50 segment (7.3%) appears to display lower, yet significant interest in adventure tourism.

Table 02: Gender Distribution of Respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	196	51.0%	51.0%	51.0%
Female	186	48.4%	48.4%	99.5%
Other	2	0.5%	0.5%	100.0%

Source: Authors' Compilation

Table 02 portrays the gender split is nearly equal, with 51% male and 48.4% female, and a paltry 0.5% of Other. This suggests that adventure tourism in the Hill Tracts is equally appealing to men and women. Although adventure tourism is a male preserve traditionally, the even split indicates greater accessibility, which is likely to be caused by safety measures, affordable tours, and diverse

activities. The very small other percentage (0.5%) means space for further gender diversity but too small in the sample to generalise.

Table 03: Nationality Distribution of Respondents

Nationality	Frequency	Percent	Valid Percent	Cumulative Percent
Bangladeshi	376	97.9%	97.9%	97.9%
Foreigner	8	2.1%	2.1%	100.0%

Source: Authors' Compilation

Table 03 depicts most of the tourists (97.9%) are Bangladeshi, which means that the Hill Tracts have largely domestic tourists due to lower cost, easier access, and familiarity. The small percentage of foreign tourists (2.1%) means that while the region does have some international tourists, it is still largely a domestic destination. This could be due to foreign accessibility issues or a lack of international knowledge of the region.

Table 04: Occupation of Respondents

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	248	64.6%	64.6%	64.6%
Employee	71	18.5%	18.5%	83.1%
Business	50	13.0%	13.0%	96.1%
Retired	15	3.9%	3.9%	100.0%

Source: Authors' Compilation

Table 04 represents students (64.6%) are the largest group, and this suggests the Hill Tracts are in Favor with young adventure-seeking individuals, likely university students. Employees (18.5%) are second, likely middle-aged individuals who have spare time and disposable income to enjoy recreational activities. Business people (13%) suggest that the region is in Favor with company getaways, and retirees (3.9%) form a minority, suggesting minimal attraction for elderly travellers.

Table 05: Educational Level of Respondents

Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
High School	22	5.7%	5.7%	5.7%
Undergraduate	217	56.5%	56.5%	62.2%
Postgraduate	129	33.6%	33.6%	95.8%
Other	16	4.2%	4.2%	100.0%

Source: Authors' Compilation

Table 05 illustrates most of the guests visiting the Hill Tracts are highly educated with 56.5 percent of the total being undergraduates, and 33.6 percent being postgraduates. This shows that adventure tourism is more appealing to those who are better educated and have higher disposable income. High school graduates (5.7%), and those with other forms of education (4.2%) constitute a smaller percentage, and this can possibly indicate that there might be a correlation between the lower education levels and lower involvement in this form of tourism.

Table 06: Frequency of Travel

Frequency	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	182	47.4%	47.4%	47.4%
Occasionally	149	38.8%	38.8%	86.2%
Frequently	53	13.8%	13.8%	100.0%

Source: Authors' Compilation

Table 06 confirms that majority of the respondents (47.4%) seldom travel, indicating that the journey to the Hill Tracts was a one-off affair for most. 38.8% travel sometimes, and 13.8% travel frequently, which means that the area is a magnet for a few repeat visitors but not for most visitors.

Table 07: Duration of Stay in the Hill Tracts Area

Duration of Stay	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 days	191	49.7%	49.7%	49.7%
3-5 days	124	32.3%	32.3%	82.0%
6-7 days	41	10.7%	10.7%	92.7%
More than a week	28	7.3%	7.3%	100.0%

Source: Authors' Compilation

Table 07 shows almost half of the tourists (49.7%) stay for 1-2 days, which suggests the Hill Tracts are considered a short trip. 32.3% stay for 3-5 days, possibly participating in adventure tourism or relaxing. Only 7.3% stay over a week, which suggests the region is better suited for short trips than extended vacations.

Reliability Analysis of Survey Scales

Cronbach's Alpha was computed for two main scales, namely, Tourists' Understanding, and Revisit Intentions.

Table 08: Tourists' Perception Scale

Scale	Cronbach's Alpha	Number of Items
Tourists' Perception	0.871	9

Source: Authors' Compilation

Table 08 illustrates the Cronbach α (Alpha) value of the Tourist's Perception scale is 0.871, so it indicates a very high level of internal consistency. 0.80 indicates a good reliability of the nine items measuring tourists' perceptions related to the Hill Tracts area are consistently associated with

the same construct. A score of 0.871 indicates that they are probably the best items in which this was collected, and that this data can be good choice for further analysis.

Table 09: Revisit Intentions Scale

Scale	Cronbach's Alpha	Number of Items
Revisit Intentions	0.897	7

Source: Authors' Compilation

Table 09 depicts for Revisiting Intentions, should look a little over all Cronbach's Alpha equals 0.897, higher than Tourists' Perception scale even. This indicates that the items capturing tourists' intention to revisit the Hill Tracts area are having very good internal consistency. This reliability is an amazing scoring is 0.897, meaning only a small degree of inconsistency within the seven items which shows that the intention to revisit is all measuring the same overarching concept. Consequently, the high degree of this variable increases the credibility of responses that tourists will represent in the future.

Table 10: Interpretation of Reliability Results

Scale	Cronbach's Alpha	Number of Items
Tourists' Perception	0.871	9
Revisit Intentions	0.897	7

Source: Authors' Compilation

Table 10 shows both scales demonstrate strong reliability, as evidenced by their **Cronbach's Alpha** values are 0.871 and 0.897 respectively.

Analysis of Tourists' Perception and Revisit Intentions in the Hill Tracts Area

To examine how tourists' perceived image of adventure tourism affects their behavioural intentions to revisit the Hill Tracts. It further highlights the fact that perceptions of tourists are an important factor that should be considered when it comes to determining future visitation behaviour, especially in adventure tourism activities such as trekking, rafting and the outdoors.

Hypothesis: Tourists' Perception of Adventure Tourism in the Hill Tracts Area Positively Influences Their Intention to Revisit the Area.

To explore how the overall positive impressions of the region can result in the revisit intentions of the tourists, which play the key role in the continued tourism development in the Hill Tracts.

Exhibiting that the relationship between the two variables is true, this section provides statistical evidence supporting such hypothesis and its implications at managing tourism in the region.

Correlation Analysis: Understanding the Relationship Between Tourists' Perception and Revisit Intentions

The correlation between Tourists' Perception and Revisit Intentions was first examined, utilizing Spearman's rho correlation.

Table 11: Correlation Results Between Tourists' Perception and Revisit Intentions

Variables	Tourists' Perception	Revisit Intentions
Tourists' Perception	1.000	0.712**
Revisit Intentions	0.712**	1.000
Sig. (2-tailed)	-	0.000
N	384	384

Note: Correlation is significant at the 0.01 level (2-tailed).

Source: Authors' Compilation

Table 11 presents the correlation coefficient of 0.712 suggests strong positive relationship between Tourists Perception and Revisit Intentions. This indicates that tourist image has a positive effect on their revisit intention to Hill Tracts area. Or put another way, tourists with positive impressions of the destination are so much more likely to want to return. The p-value of 0.000 indicates statistically significant relationship at the 0.01 level as hypothesized and also because this means that the relationship between the tourists' perceptions and their intention to return is statistically significant. Acknowledging a strong and significant correlation, practitioners in the tourism field should direct their management strategies to influence the destination's image. The quality of services and uniqueness of adventure activities and region visits make a difference in terms of positive perceptions. This will enhance the probability of their repeat if these 3 things are taken care of and ultimately lead towards tourism sustainability in Hill Tracts.

Regression Analysis: Predicting Revisit Intentions from Tourists' Perception

Afterward a regression analysis to see how much of the Revisit Intentions variance can explain through Tourists' Perception. It enhances the granularity of perception based on predictive power for behaviour to revisit. The results are summarized in below-

Table 12: Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.796	0.634	0.633	0.40855	1.975

Source: Authors' Compilation

Interpretation and Implications:

Table 12 implies that the factor of perceptions by tourists is a highly important factor that would determine their future visit. The explained variance ($R^2 = 0.634$) indicates that the variations in revisit intentions are explained by the perceptions of the tourists, which proves the value of the stated perceptions as drivers of revisit intentions. The strong model is also assured by the adjusted R^2 of 0.633. These results indicate that the probability of recidivism in visiting the Hill Tracts region can be significantly enhanced by those upgrading the perceptions of tourists via the provision of better infrastructure, enhanced experience, and good marketing.

Table 13: ANOVA analysis result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	110.550	1	110.550	662.334	0.000
Residual	63.760	382	0.167		
Total	174.310	383			

Source: Authors' Compilation

Table 13 describes the general regression model is an important fit of the data based on the F-value of 662.334 (p-value = 0.000). It implies that the correlation between the Perception and Revisit Intentions of the Tourists is not accidental. It also confirms the comparatively high effect of perceived Tourism gesture on tourists in going back to the Hill Tracts.

Hypothesis Testing: Testing Hypothesis

The primary research hypothesis will be as follows: Perception of Adventure Tourism by Tourists in the Hill Tracts Area has a positive impact on their Revisit Intention to the Area.

Thus, hypothesis on correlation study and regression study. These results show that there is a positive statistically significant correlation between the Perception of Tourists and Revisit intentions meaning that higher the touristic perception of the Hill Tracts area, the more willingness to visit again.

To take the investigation a bit further, the correlation was 0.712, it turned out to be positive and significant.

Statistical Significance of the Regression: The regression has paired tourists' perception with revisit intentions with an R^2 -value of 0.634 and F-value of 662.334, which further indicates that it contributes to the model.

In this way, the hypothesis is proved and it was discovered that enhancing perceptions of Hill Tracts area of tourists is the critical strategy to improving revisit behaviour.

Key Interpretations:

According to the analysis, one can make the following interpretations and recommendations:

Tourists Perception and its Impact on Revisit Intent Nurturing: Analysis shows that Tourists Perception is a good predictor that determines Revisit Intent. The tourism policies, therefore, must aim at creating better impressions to create good image of the Hill Tracts. These features of tourism include enhancing the quality of service, providing unique adventure tourism products and services, and seeing the visitors off their homes happy and safe.

* Strategic Investments of Perceptions: Since there is an evident tendency of a direct correlation between perceptions and revisit intention, tourists' managers and other stakeholders ought to take the initiative and concentrate on improving the targeted marketing campaigns to bring out the natural beauty, adventure activities, and cultural experiences offered by the region in the Hill Tracts. Equally, the development of infrastructure, customers service and eco-friendliness will also help boost the image among the tourists of having a higher probability of returning.

KPIs: Since Tourists Perception is a major determinant of Revisit Intentions, therefore, maintaining and assessing the perceptions of the tourists on a consistent basis can become a KPI to the tourism destinations. This will make the stakeholders be able to determine the success of their endeavours and correct where necessary.

The Potential of Sustainable Tourism Development: Visitors will have a higher chance of returning to the same particular region again in the future assuming that a region is neat, clean, friendly, safe and healthy, and hence the sustainability of the tourism industry in the Hill Tracts region. Simultaneously, it will create a solid foundation of the repeat traffic to the region that can be assured of the steady stream of income through tourism which can be in its turn reinvested into the development and preservation of the region.

The evidence of the correlation and regression analysis results is strong as it reveals that the Perception of adventure tourism of Tourists in the Hill Tracts area has a significant impact on Revisit Intention. Through building good perceptions, the tourism stakeholders will be able to encourage the visitor to come back which is a crucial component of the long-term sustainability of tourism in the local region.

Discussion

The demographic profile of CHT visitors is important to evaluate the implications and generalizability of the study findings. A large proportion of respondents (66.9%) belong to the 21-30 age category; this age range is generally characterized with relatively high level of exertion, disposable income and adventures tourism interest. Because there is an overrepresentation of younger vacationers including the significant group of university students (64.6%), the results may also mostly mirror the preference of an active, physically more-abled part of the population. Such a focus may drive an entitlement toward physical adventure activities, with associated activities such as hiking, river rafting and wildlife watching, which may not be compatible with an older market or physically constrained individuals. Since the sample is biased, generalisation of the

results to other age groups, and particularly to those over 40, which may have different anticipated benefits and inhabit their tourism experience differently, is limited. Additionally, the under representation of foreign tourists (2.1%) limits the generalizability of the results, which implies that the region primarily attracts domestic tourists, potentially due to reasons of affordability, accessibility, and cultural familiarity. This could restrict the generalizability of the study to global travel patterns, as outbound tourists often have unique wants and needs in relation to adventure tourism. Respondents' educational level, which is also relatively high, is also indicative of the Hill Tracts drawing (relatively) well-educated and well capitalized settlers: 56.5% of the respondents hold a college degree, and 33.6% hold a graduate degree. This might inform the value attached to tourism experiences, i.e., well-educated people may place more emphasis on intellectually stimulating or culturally stimulating experiences, compared to the less educated who are more likely to give higher emphasis to price and convenience. It should be noted that with a lower number of retirees (3.9%) the area appears to be more appealing to younger and more physically active populations than it is to older populations seeking less physically demanding recreation. Thus, the demographic characteristics of the sample were very influential in determining the outcome of the study, and future research should aim to include wider and more representative proportions of people by age, income, education or nationality, in order for the results from this study to be more generalizable.

Variable based Key Findings

The study was set to investigate the influence of Tourists' Perception on Revisit Intentions: A study of adventure tourism in Hill Tracts, Bangladesh. Results from the correlation and regression analysis indicated some important aspects of the dynamic of adventure tourism in the region.

Strong Positive Correlation: The Spearman's rho correlation coefficient achieves a value of 0.712 indicating a strong positive relationship between tourists' perception with intention to revisit the Hill Tracts area. The more favourable tourists perceived adventure tourism in the hill tracts, the more they wanted to return. These outcomes validate with the current literature in which propitious destination perceptions by the associations like natural scenery, adventurous experience, and cultural experience are significantly correlated with increased re-tour intentions (Santos et al., 2020; Hassan & Sharif, 2019).

Regression Analysis Results: 63.4% of variance in Revisit Intentions can be explained by Tourists' Perception. Indeed, the significance of impressions tourists receive about the area they are visiting is by far one of the most important determinants of whether they choose to return. This implies that with a unit increase in Tourists' Perception, the likelihood of re-invariance intentions would increase by a positive correlation of 0.839. It reiterates the perspective that enhancing the tourist experience in the Hill Tracts could contribute greatly to boosting the numbers of tourism visits in future.

Understanding tourists' perceptions in adventure tourism is essential, as these perceptions significantly influence revisit intentions, which in turn have strategic consequences for destination planning, service design, and sustainable tourism growth. Perceptions of tourists are influenced on the whole experience they have throughout their trip, the quality of the adventure activities (trekking, rafting), and the access, hospitality of the locals and the safety measures taken. These factors are significantly affected by a positive experience, which in turn, has a direct effect on the likelihood of returning visitors. Hence, destination managers must work to improve these characteristics to foster positive images to ensure visitors intention of revisit

Effect of demographics and cultural preference: This particular study looked exclusively at tourists' perceptions, however, other variables (demographics- age, gender, occupation among others) can influence effective perceptions and revisit intentions.

To give an example, millennials will, possibly, be more willing to participate in an adventure, i.e., trekking, but older guests will be more relaxed. Through the evaluation of the marketing and product segmentation activity of these groups, one will be able to get understanding on your customized marketing strategies and offerings.

The findings of this research align with the earlier works in the literature of adventure tourism that warns about the importance of tourists' perceptions in influencing tourists revisit intention (Chhetri et al., 2023; Hu et al., 2023). Researchers such as Santos et al. (2020) and Hassan and Sharif (2019) continuously indicated that positive perceptions of natural scenery and adventure tourism activities make significant contributions to the development of tourists repeat visiting behaviour. Moreover, Mohammad et al. (2021) also explain the two-fold influence of activities of a physical activity in outdoor locations, such as trekking, rafting, and mountain climbing. Such activities do not only afford physical satisfactions of the tourists, but also offer psychological satisfactions, which jointly form overall tourists' destination perception. The Hill Tracts, with its unique mix of challenging topography, adventure sports and cultural diversity, provide an excellent illustration of how adventure tourism can foster such desirable impressions.

Cultural immersion is also an important factor in influencing visitors' perceptions and experiencing it when tourists visit destinations such as Hill Tracts where indigenous-genealogy with local traditions and beliefs are closely linked with the experiences. Cohen (2015) demonstrates that destinations with culture as a strong foundation, such as the Hill Tracts, provide tourists with unique aspects of life, local foods and customs, all of which can lead to better satisfaction and higher intention to return. While these cultural issues are critical to the success of adventure tourism, there is little empirical research concentrating on adventure tourism specifically in Bangladesh, particularly in the Hill Tracts. Although there are studies on established and successful adventure tourism destinations around the world, this paper bridges the gap and provides valuable knowledge for policymakers and tourism developers who are interested in growing the adventure tourism industry in South Asia.

Implications

Key implications for the future of adventure tourism in Bangladesh, specifically the Hill Tracts, are presented. A crucial suggestion is that of the huge investment in infrastructure such as the transport system, lodgings, and safety. Lack of such upgrades may mean that the region cannot sustain the increasing demand by younger and more active tourists. Expanding beyond the hiking to provide an unusual experience of adventure or experience led by someone with a culture would bring more varied audience. Such operations should also encourage security strongly in order to win the confidence of local and international visitors. Moreover, to ensure that the ecosystem and the livelihoods of the locals can be maintained, the Hill Tracts ought to promote itself as an adventure tourism destination that is practised in a manner that will ensure sustainability. The world tourism sector is becoming acquainted with the environmental and social effects of tourism and there is an increasing necessity of developing a model of development that would balance growth and the conservation of the environment. Through marketing the Hill Tracts as a sustainable destination, both the tourists and the operators can be urged to adopt ecotourism friendly practices that help preserve the delicate ecosystem of the regions and the rich culture they have. By concentrating on sustainability, tourism will not only be beneficial to the tourists, but also to the communities and it will not ruin the environment to be used by the future generations.

Role of Local Communities and Culture

Communities in the Hill Tracts are part of the tourism value and their inclusion in the tourism planning is crucial to make sure that the region grows in a sustainable way in fair manner that fosters the culture of the region. By engaging communities at the local level, it is important that the cultural heritage (traditions, crafts, etc.) is part of the tourist visit. However, it is significant to avoid commercializing an activity that deprives a pursuit of authenticity. Mass tourism is perceived to be posing a continuous threat of diluting cultures to a circus show, and therefore, any planning to grant more control to communities should consider and retain their identity. Tourism is a promise of major economic gains both economically and in terms of employment and entrepreneurship, particularly in tourism related products like hospitality tourism and cultural tourism. However, to be fair of such positive effects, tourism profits must be distributed equally. The community-based model of tourism development gives the local stakeholder a chance to define the limits of the industry, and to forestall their cultural values and to generate a better economic opportunity. The Hill Tracts can be one of the best adventure tourism sites, but it has to be administered in a reasonable manner. Development of responsible tourism will ensure that the beauty and treasure of the area is safeguarded to the current and the future generations.

Sustainability and community benefits are to be central to the way to improve adventure tourism in the Hill Tracts and motivate repeat customers. The state has to adopt green policies, conserve the native culture and collaborate with the local community. Tourism through Tracking community and public-private partnerships are essential. To promote the natural assets of the region, adventure

product and cultural heritage, digital campaigns and worldwide collaboration should be applied. Such critical structures as environmentally friendly facilities and health services should be developed. Local guide and local tour operators will be trained: as so safety and cultural respect. Sustainable development requires studies of social media, economy, and climate change in the future.

Conclusion

The aim of this study was to examine the association between the perceptions of the tourists and their revisit intention of the Hill Tracts region in Bangladesh. The results indicate that the positive attitude towards the destination adventure tourism product is a great determinant of the revisit intention among the tourists. This paper will establish the immense impact of the perceptions of tourists in adventure tourism context with a focus on the interaction effect of satisfaction and cultural factors on revisit intentions. The findings can be applied not only to the Hill Tracts but also to other developing tourism sites of adventure. The paper has come up with action-driven research findings on the ways in which sustainable tourism practices can be encouraged to guarantee long-term growth and competitiveness in the sector.

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