

## Factors Affecting Perception Regarding Leisure and Recreation Milieu: A Study on Dhaka City

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**Abstract:** *Tourism industry is hidden treasure for Bangladesh, and also the medium of recreation. Dhaka, the capital of Bangladesh, is renowned as the city of mosques, muslin and colorful rickshaws all over the world with its multihued history and rich cultural traditions. The purpose of the study is to describe the leisure & recreational system as well as identify the growing demand in the Dhaka city. The study was based on primary as well as secondary data; applied quantitative method and 200 questionnaires were used. Primary data collected through interview from tourists and local people and secondary data collected from journals, published articles, text books, periodicals, and other materials. Frequency analysis and Multiple Regression analysis is being constructed to analyze different attributes regarding leisure and recreation related perception about Dhaka city. From the study, it is stated that there is a significant relationship between different attributes and overall perception regarding leisure and recreational facilities in Dhaka city. Lack of promotional initiative about leisure and recreational facilities is the major findings from the study followed by Lack of proper and available recreational facilities in Dhaka city. The findings of the research are expected to assist concerned authorities, planners, and marketers to take proper promotional program and ensure availability and quality of necessary leisure and recreational facilities to attract visitors in Dhaka city.*

**Keywords:** *Leisure, Recreation, Sustainability, Crowd Management Program (CMP), and Visitor Management Program (VMP).*

### Introduction:

Leisure Satisfaction, as the degree of satisfaction of individuals at leisure experiences and contexts, is regarded as positive perception when individuals participating in leisure activities (Beard and Ragheb, 1980). Leisure and recreation has gained societal importance in today's community with many people engaging in variety of leisure experiences around the world. Leisure plays an essential part in people's health and well-being. The positive side is that adequate open space and leisure facilities are available throughout the City. From the very young to the very old, disable and those with some disabilities, women and men, all need opportunities to relax, meet friends, play sports or are entertained. Open spaces are valuable for many other reasons. Many are important for nature conservation while others are valued for their appearance or historical or archaeological reasons. Recreation has traditionally been defined as a form of human activity carried out voluntarily in one's free time. Moreover, recently scholars have concluded that recreation is an emotionally transforming activity designed to meet personal needs and

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motivations (Kraus & Curtis, 2000). At the same time, people are becoming more appreciative of the environment that surrounds them. Recreation today means more as it becomes the platform for people to know the meaning, the history and relevance of the environments and parks to their lives. Leisure and tourism are major growth areas of the economy and make an important contribution to employment. The field has recently had a boom in leisure development, especially as a result of new facilities for use by the public built before the World Student Games. Leisure researchers' conception of how individuals make decisions involve an understanding of the personal taste, motive private decision that directly affect individual's utility (satisfaction) of substitute site choice. In this study our purpose is twofold. One is to understand the perception of people about leisure and recreation. Another is to identify the impact of variables on leisure and recreation at the same time provide recommendation on the basis of findings.

Different kinds of sports such as baseball, volleyball, cricket, football basketball etc. can serve as very good recreational activities. One can also get recreation through adventure like mountain biking, skiing, mountaineering, bungee jumping and similar other activities. Recreational activities like singing, reading, listening to music, watching movies, dancing, aerobics or pursuit of hobbies, serve as the best means to recreate the people such as: video games, computer games and surfing the Internet are some other examples of recreational activities most of us like to engage in. Tourism, partying, shopping, visiting parks, museums and places of historical importance are the means of recreation for many. Outdoor recreational activities can range from nature walks to river rafting. Organized recreational activities are often planned by private clubs or government organizations. Clubs and recreation centers offer a variety of recreational programs for people of different ages and varied interests.

Dhaka, the capital of Bangladesh, is renowned as the city of mosques, muslin and colorful rickshaws all over the world with its multihued history and rich cultural traditions. In recent times it has turned into a mega city of about 14 million people, with an area of about 1353 sq. km and it is becoming the focal point of the nation's industrial, commercial, cultural, educational and political activities. It has attracted traveler from distant and closer throughout all ages with a happy mixture of old and new architectural trends. Architectural and historical building includes Lalbagh fort, Ahsan Manzil, Shonargaon, National Parliament House, Curzon Hall, Barakatra, Chotokatra, Bangabandhu Sheikh Mujibur Rahman Theatre alongside different monuments like Central Shahid Minar, National Memorial, Mausoleum of National Leaders, and National Poet's Graveyard. Other attractions include Bangabandhu Memorial Museum, Liberation War Museum, National Museum, Military Museum, Science Meuseum, Dhakeshwari temple, Baitul Mukkaram, Star mosque, American church of the holy resurrection. Nature and parks include Hatirjheel, Botanical garden, Ramna Park and national zoo. Fun, games, and entertainment facilities are Nandan Park, Fantasy Kingdom, Heritage Park, Shishumela, Shisu Park etc. beside these there is lots of shopping mall, restaurant and spa facilities available for recreation in Dhaka city. Tourist can also go to the Cineplex such as star Cineplex, Balaka, Madumita etc for enjoying movie of different culture. Tourist can also roam around Dhaka city by tourist coach provided by the travel agency under package city tour. Tourists can also enjoy the culture of old Dhaka which is also unique in nature.

**Literature Review:**

Recreation is often seen as an activity that is engaged during an individual's own free time; it is usually pleasurable, and has socially redeeming qualities (Edginton et al., 1995). Professional recreation workers identify recreation as activity indulged in voluntarily for the satisfaction derived from the activity itself and leading to revitalization, or recreation, of mind, body and spirit (Shivers 1978; Carlson et al. 1979; Goodale and Wilt, 1985). Recreation is needed for physical and psychological well-being. Frustrations and anti-social behaviors can occur because of non-participation in recreation activities. Pigrans and Jenkins (1999) have pointed out that involvement in leisure in a person's adolescent years, in part, shapes the behavior and attitudes that lead to more permanent patterns in later adolescence and later life. Butler (1976) reveals that recreation is not a tangible, static thing, but a vital force influencing lives of people. Through recreation one grows and develops one's powers and personality.

Despite the fact that most people take their leisure time for granted, it is, in fact, an important component of every individual's life. For youth, leisure time can be an opportunity for positive activities and development of life skills, or it can be filled with boredom and negative experiences. Many people incorrectly assure that children naturally know how to fill their leisure time with healthy, positive and life enhancing activities. Csikszentmihalyi (1997) supported this notion when he suggested that although many people believe that few skills are involved in enjoying free time in actuality, the opposite is true. He states that free time is more difficult to enjoy than work. Free time can be difficult to enjoy when a youth experiences barriers to optimal use of leisure time. These barriers can include: transportation to after school activities and other programs, adequate money to pay for leisure programs and supplies, motivation to be involved in positive activities, friends to enjoy activities with, and knowledge of what is available for them to enjoy.

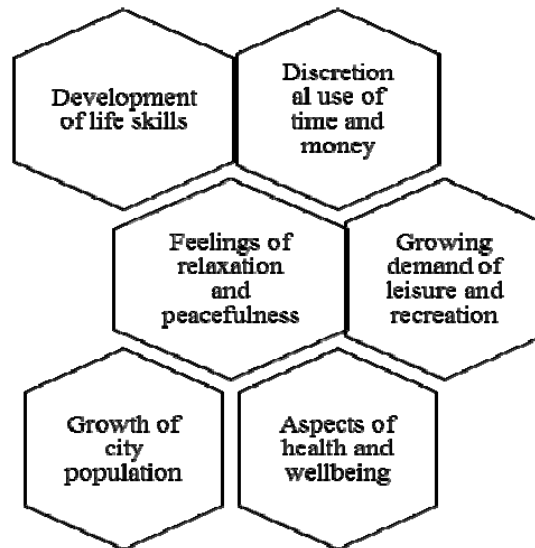
Participation in organized leisure and recreation by young people is also seen as having positive benefits for society since it reduces the amount of time available for engagement in anti-social behavior (Caldwell and Darling, 1999). Internationally, it is recognized that youth from low-income backgrounds are often disadvantaged with respect to their participation in organized or structured leisure and free-time activities, whether due to financial constraints and/or a lack of provision of such activities and amenities in their local communities (Zeijl et al., 2001). Youth that do not have the opportunity to develop leisure skills and enjoy positive, life enhancing leisure experiences may experience difficulties in general social milieu. In fact, according to the Center for Mental Health Services (1997), approximately one in 20 youth will experience a problem that disrupts their ability to function. Researchers have studied the importance of leisure activities as a tool for developing life skills that will enable a youth to function optimally as they grow older. According to Fain (1991), a person can develop an understanding of self and develop healthy social behaviors through participation in leisure activities. Calloway (1995) reported that leisure activities can enable an individual to develop appropriate ways of thinking about and managing life experiences. Pesavento (2002) suggested that leisure skills can enable students to develop the ability to be resilient when coping with pressure from peers as well as manage conflict and develop increased self-confidence. According to Negley (2002), in order for children/students to

learn increased independence and experience an increased quality of life, thus demand of leisure and recreation is increasing day by day.

The number of people living in cities is growing (Schuler et al. 2004) which causes an increasing demand for these functions, and brings associated pressure in particular on nearby outdoor recreation areas. Recreation areas fulfill important functions for their visitors (Chiesura 2004; Givoni 1991; Hartig 2004; Health Council of the Netherlands 2004; Laumann et al. 2001) and are particularly important by allowing people to regulate their physical and psychological resources (Hobfoll 2001; cf. also Fuhrer and Kaiser 1994).

The main benefits visitors usually expect of recreation areas are aspects of health and well-being (i.e., recovery from stress, regeneration), better environmental qualities, “being away”, social benefits such as company, activity-related benefits, and aesthetic or experiential benefits that are particularly related to experience of nature (Beard and Ragheb 1983; Bell et al. 1996; Jenkins and Pigram 2003; Manfredi et al. 1996; Nohl 2001; Staats and Hartig 2004).

Finally, if the authors summarize the overall findings of various literature review about increasing demand or growing demand of leisure and recreation in a city and the authors also able to identify the factors which are mostly influences in leisure and recreation demand increasing. These factors are:



#### Factors affecting the perception regarding Leisure and Recreation facilities in Dhaka City

- Dhaka is the city of Recreation:** The number of the Dhaka City’s young population is relatively high due to age selective rural-urban migration (Afsar 2000). Dhaka City is noted for a serious lack of outdoor sports and recreational facilities. Although no comparative statistics are available, it is certain that among the world’s metropolises, Dhaka has one of the lowest per capita numbers of playgrounds, stadiums, parks, woods, swimming pools, public libraries, theatres, art galleries, exhibition halls, and museums and so on. The urban environment of Dhaka City is physically and socially lacking because an adequate

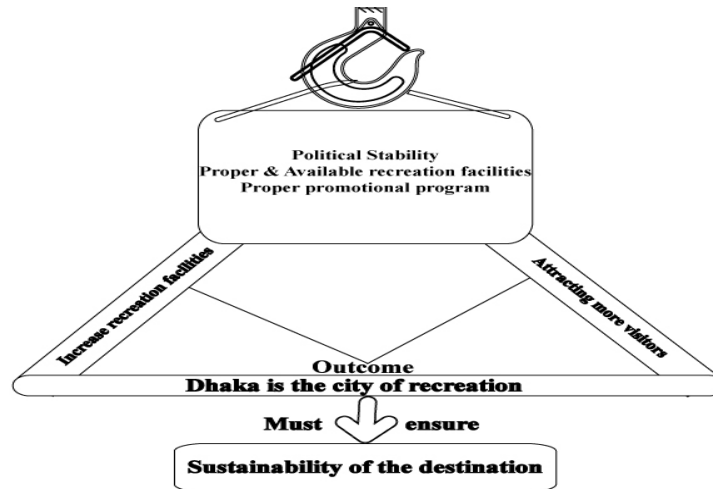
proportion of its land has not been put aside as 'open space'. Some of the open space (such as parks) is being constantly taken by 'land grabbers' with the support of those in power. Also, the presence of antisocial elements in these places - particularly in parks and cinema halls - poses a serious threat to their proper use by city residents (Siddiqui et al. 2000).

- **Growing Recreational facilities in Dhaka:** The rapid urbanization of Dhaka City has increased tremendous pressure on recreational facilities. People have limited access to recreation facilities like parks; play grounds etc. due to limited affordability, lack of provisions, transportation cost and time. Schools and Universities are bereft of open spaces and most of them are being accommodated in hired multistoried buildings (especially private universities). Therefore, the only attractive option left for young students as a way of getting enjoyment is watching different programs on television. The city authority has failed to provide necessary provisions for recreations for the city dwellers. This deprived population, who can't afford costly recreation facilities with long holidays are increasingly dependent on TV recreation, the only cheap, apartment based, secured and time saving recreation medium (Saifullah, 2009).
- **Leisure industry increase revenue:** In 2013, Travel & Tourism's total contribution to the global economy rose to 9.5% of global GDP (US \$7 trillion), not only outpacing the wider economy, but also growing faster than other significant sectors such as financial and business services, transport and manufacturing. The sector for Travel & Tourism in 2014 is also very positive, with Total Travel & Tourism GDP growth forecast to reach 4.3%. Tourists are expected to spend more per trip and stay longer on their holidays in 2014, while long haul travel, especially among the European markets, is also expected to gain a greater share of international tourism demand. Travel & Tourism forecasts over the next ten years also look extremely favorable, with predicted growth rates of over 4% annually that continue to be higher than growth rates in other sectors. Capitalizing on the opportunities for this Travel & Tourism growth will, of course, require destinations and regional authorities, particularly those in emerging markets, to create favorable business climates for investment in the infrastructure and human resource support necessary to facilitate a successful and sustainable tourism sector (WTTC, 2014).
- **Promotional initiative:** An important success factor in the development of the new tourism is effective and creative marketing and promotion of the country. At present, with tourism being a provincial responsibility, there is a grave danger of diluting the marketing and promotional efforts at the international level with the consequent wastage of valuable resources. To be performed effectively, the marketing and promotion requires a coordinated and structured approach that applies across the nine provinces. International marketing should mainly be the responsibility of the national tourism organization. However, marketing and promotion plans as a whole should be developed jointly with the public sector and the private sector.
- **Proper and available recreational facilities:** Recreational facilities are integral part of city planning because of the impact that it generates and eventually perpetuates through the city fabric and city life. Proper planning of recreational facilities therefore demands greater

attention and care for ensuring vibrant city life for urban dwellers. Recreational facilities includes various types of facilities, however major types that draws particular attention for city planners while preparing physical plans for cities mainly includes open space, park, play field, playground, play lot. Identification of proper standards for these recreational facilities always poses challenges for urban planners and policy makers because of the limited availability of land in urban areas associated with the high value of land. Bangladesh, being a developing country, with limited financial affordability of city corporations, local level government and various development authorities as well as the huge scarcity of vacant land in urban areas, faces the challenges of providing proper recreational facilities, in terms of adequate quantity as well as appropriate quality. As a result, setting appropriate planning standards for parks, playgrounds and open spaces are of paramount importance for providing proper recreational facilities for its urban people in order to ensure vibrant urban life.

- **Political stability:** Political stability can create positive image in the mind of visitors. It will also help to flourish the tourism industry both domestically and internationally. People will not be becoming scared to move one place to another place when country has political stability. It also create positive image of the country to the outer world.

On the basis of the above literature review, finally the authors designed a model that will be fit to the process of making Dhaka as a recreational and leisure city.



**Figure 1: A model fit to the process of making Dhaka as a recreational city.**

(Source: Authors Constructed)

The figure depicted that if political stability raise, proper & available recreation facilities increase and proper promotional programs have ensured then the consequences will be increased recreational facilities in Dhaka city as well as it will attract more tourists' to visit Dhaka city. Finally, the outcome of both of this will be turned Dhaka as a recreational city. To keep the city alive Government and Tourism stakeholders must need to maintain each recreational destination for sustainability and economic development of the country.

**Rationale of the study:**

Leisure and Recreation activities are the most promising wing of tourism. There is a huge scope to develop this industry in Bangladesh. From different literature it is clear that there is no rich study on Leisure and Recreational activities and how to promote this segment to develop the tourism industry of Bangladesh as well as what is the perception regarding recreational facilities in Dhaka city.

**Objectives:**

**Broad Objective:** The broad objective of the research is to identify and analyze the factors affecting perception regarding leisure and recreation milieu in Dhaka city.

**Specific objectives:**

Specific objectives of the research are:

- To identify and determine the Growing Demand of Leisure and Outdoor Recreation Market in Dhaka City.
- To figure out the drivers and trends in the demand for outdoor recreation and leisure activities in Dhaka city.
- To find out the key motivational factors and Marketing policy that attract more visitors and tourists to visit Dhaka city
- To analyze the role of both government and private sector in promoting the leisure and outdoor recreation market in Dhaka city.

**Methodology of the study:**

The methodology of the study consists of the following issues:

- **Statement of the Problem:** The research problem is to identify and analyze the factors that affecting perception regarding leisure and recreation milieu in Dhaka city as well as to describe the leisure and recreation system in Dhaka city.
- **Research Approach:** This paper has chosen deductive approach as it firstly builds up hypothesis from a recognized theory, secondly expresses the hypothesis in prepared terms, thirdly conducts hypothesis testing, next analyses the specific results of that inquiry and finally confirmed targeted theory on the basis of the findings or results of the test. Here highly structured methodology has made to support imitation for making high level of reliable guarantee to follow deductive approach.
- **Nature of the research:** The study has used quantitative research rather qualitative research. This research mainly focuses with numbers in addition to comprehensive use of ratios to calculate as well as explore these figures along with numbers. Researchers have selected deductive approach that is directly related with quantitative research strategy and in previous section researchers have argued behind its selection. Researchers have selected this strategy keeping in mind the research questions and objectives.
- **Hypothesis:** The relative significance of each of the independent variable on the dependent variable can be measured from the associated coefficient. We also will test the hypothesis

based on the significance level below .05 where H<sub>0</sub> is the null hypothesis and H<sub>1</sub> is the alternative hypothesis, our hypothesis breakdown is given below:

H<sub>0</sub>: There is no significant relationship exists between dependent and independent variables.

H<sub>1</sub>: There is a positive significance relationship exists between dependent and independent variables.

- **Sample size and sample selection procedure:** The sample size for the research was 200. We used Convenience sampling as the budget and time was short. Researchers used the convenience to select the sample. Convenience sampling is used as it offers collecting data without extra effort. The sample is selected on ground that they are found in the location conveniently and timely. Respondents were selected from Dhaka region. Sample size is 200 respondents including both man and woman. The survey is conducted over time frame of 60 days and researchers went personally to targeted respondents. 200 sets of survey questionnaires were distributed among respondents and data is collected in Likert Scale.

**The demographic profile of all respondents is presented below:**

Table 1 provides the respondents' information. Out of a total of 200 respondents listed for analysis 124 (62%) were male and 76 (38%) were female. Data were collected from different age groups. Large group of respondents were from 21-30 (30%) age group, followed by Above 50 (23%) age group. In addition, 86% respondents were from Dhaka division, followed by 6% from Chittagong division, 54% respondents answered that their income ranges 30000-50000 at the time of the survey.

**Table 1: Respondents Socio-Demographic Profile**

	Frequency	Percent	Valid percent	Cumulative Percent
<b>Gender</b>				
Male	124	62.0	62.0	62.0
Female	76	38.0	38.0	100.0
Total	200	100.0	100.0	
<b>Age Segment</b>				
Up to 20	24	12.0	12.0	12.0
21-30	60	30.0	30.0	42.0
31-40	30	15.0	15.0	57.0
41-50	40	20.0	20.0	77.0
Above 50	46	23.0	23.0	100.0
Total	200	100.0	100.0	
<b>Division</b>				
Dhaka	172	86.0	86.0	86.0
Chittagong	12	6.0	6.0	92.0
Khulna	8	4.0	4.0	96.0
Rajshahi	4	2.0	2.0	98.0
Barisal	4	2.0	2.0	100.0
Total	200	100.0	100.0	
<b>Income</b>				
10000-20000	28	14.0	14.0	14.0
20000-30000	28	14.0	14.0	28.0
30000-50000	108	54.0	54.0	82.0
50000-75000	36	18.0	18.0	100.0
Total	200	100.0	100.0	



- **Data Collection and Instrument:** A research instrument is tools that are used to measure a given phenomenon. Interview, survey, paper and pencil tests are the examples of research instrument. This researcher uses survey research tool to measure perception regarding Leisure and Recreation milieu in Dhaka city. A self-administered questionnaire in English was developed to gather information from respondents.
- **Scaling technique:** For the research and data analysis purposes we have been using **5 (five)** points likert scale, which is a part of non-comparative scaling technique.
- **Data Analysis:** Background and the respondents’ profiles is analysed by using descriptive statistics. The common statistical tools such as mean, frequency, cumulative percentage and percentage are used to evaluate the data collected through the questionnaires survey. These tools reflect the significant contributing factors that influencing perception regarding leisure and recreation facilities in Dhaka city. ANOVA is another statistical tool used to analyse variances. One-way ANOVA is a single-factor, fixed-effects model used to contrast the effects of single factor (Malhotra, 2007). This indicates that One-way ANOVA is used to verify the variability of the sample values by looking at how much the group means varies as well as how much the observation within each group varies. Cronbach’s alpha scale was conducted to create as a measure of reliability. The multiple regression analysis was used to find the casual relation between dependent and independent variable. These statistical analyses were conducted using the Statistical Package for Social Sciences (SPSS 20) software.

**Model specification:** The regression model will be as follows:

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + b_7x_7 + b_8x_8 + e_i$$

Where,

Y= Perception regarding Leisure and recreation milieu	X <sub>5</sub> = Generating revenue
b <sub>0</sub> = Constant	X <sub>6</sub> = Promotional activities
X <sub>1</sub> = Dhaka is a city of recreation	X <sub>7</sub> = Proper and available recreational facilities
X <sub>2</sub> = Recreational facilities	X <sub>8</sub> = Political instability
X <sub>3</sub> = Recreational facilities grabbing more attention to visitors	e <sub>i</sub> = Error term
X <sub>4</sub> = Excessive demand damage sustainability	

- **Limitation of the study:** For this study the sample respondents was only local people of Dhaka city and the sample size was small. The main limitation of this research is the credibility of the research findings based on the selected sample. Future research should be undertaken using a bigger sample, for whole country for a better understanding. Therefore findings of this research are creating new literature and for further addition to this body of knowledge, future research scopes are there.

**Snapshot of Research Design:**

1.	Target Population	Elements	Residents and Tourists
		Sampling Unit	Local People
		Extent	Dhaka City
		Time	2015
2.	Sampling Frame	Dhaka University (Both domestic and international tourists), Tourism Experts, Tour operators and Travel agency, Hoteliers, Executives of Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) members assisted to select the participants from diversified sector from each arena.	
3.	Sampling Technique	Convenience Sampling.	
4.	Scaling technique	5 point Likert Scale, which is a part of Non Comparative Scaling Technique	
5.	Data Used	Primary and secondary	
6.	Sample Size	200	

**Analysis and Findings:**

Before applying statistical tools, testing of the reliability of the scale is very much important as it shows the extent to which a scale produces consistent result if measurements were made repeatedly. This is done by determining the association in between scores obtained from different administrations of the scale. If the association is high, the scale yields consistent result, thus is reliable. Cronbach's alpha is most widely used method. It may be mentioned that its value varies from 0 to 1 but satisfactory value is required to be more than 0.6 for the scale to be reliable (Malhotra, 2002; Cronbach, 1951). In the present study, we, therefore, used Cronbach's alpha scale as a measure of reliability.

**Reliability and Validity:**

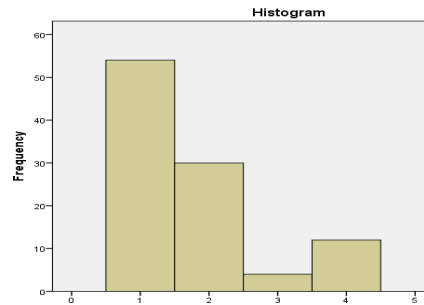
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
<b>.973</b>	<b>.974</b>	<b>9</b>

**Frequency Distribution:**

It refers a set of data organized by summarizing the number of times a particular value of a variable occurs. By using descriptive analysis and frequency distribution, we can assume about the total population. We did the analysis for all the questions. Those are given descriptively and graphically as follows:

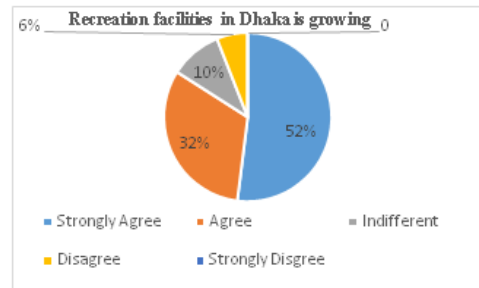
**i. Dhaka is the City of Recreation**

As our sample size was 200, it is natural that there would be various types of answers. When we asked our sample population whether Dhaka is the city of recreation or not then there responses show that, most of the sample replied positively. About 54% were strongly agreed, 30% agreed, 12% were disagreed, and only 4% were indifferent.



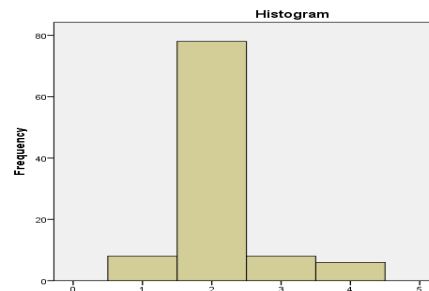
**ii. Recreational facilities in Dhaka are growing with the growing demand**

When we asked our sample population whether they think that recreational facilities in Dhaka are growing with the growing demand or not then there responses show that, most of the sample replied positively. About 52% were strongly agreed, 32% agreed, 6% were disagreed, and only 10% were indifferent.

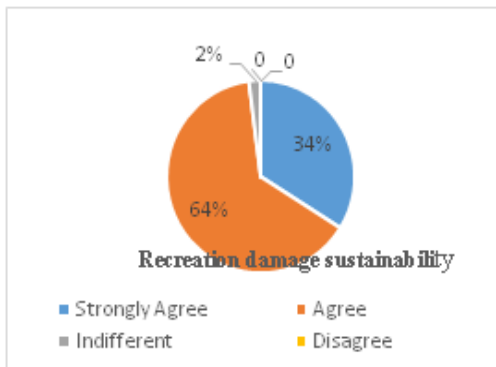


**iii. Leisure and Recreational facilities grabbing more attention of the visitors in Dhaka**

When we asked our sample population whether the rapid development of leisure and recreational facilities grabbing more attention of the visitors in Dhaka or not then there responses show that, most of the sample replied positively. About 8% were strongly agreed, 78% agreed, 6% were disagreed, and only 8% were indifferent.



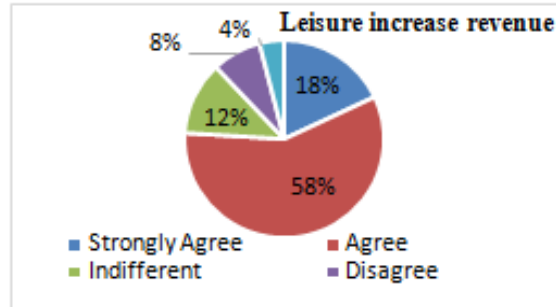
**iv. Excessive demand of recreation and leisure damage a sustainability of a destination**



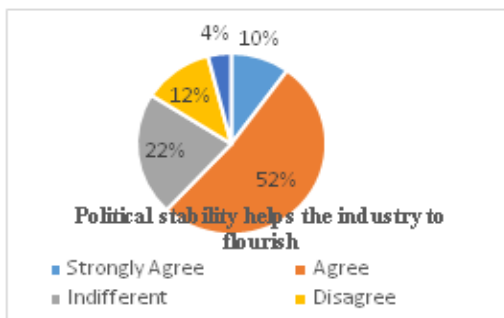
When we asked our sample population whether the excessive demand of recreation and leisure damage a sustainability of a destination in case of Dhaka city or not then there responses show that, most of the sample replied positively. About 14% were strongly agreed, 64% agreed, 8% were disagreed, and only 14% were indifferent.

**v. Leisure industry increase revenue**

When we asked our sample population whether the Leisure industry contributes a large amount of revenue in Bangladesh or not then there responses show that, most of the sample replied positively. About 18% were strongly agreed, 58% agreed, 8% were disagreed, 4% were strongly disagreed and 12% were indifferent.



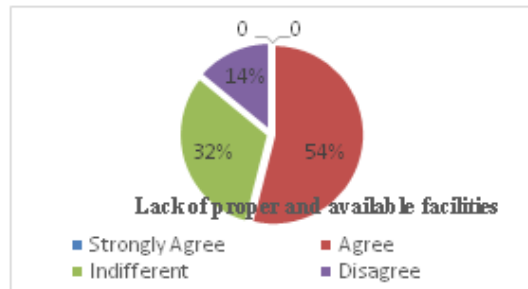
**vi. Political stability helps to flourish the industry**



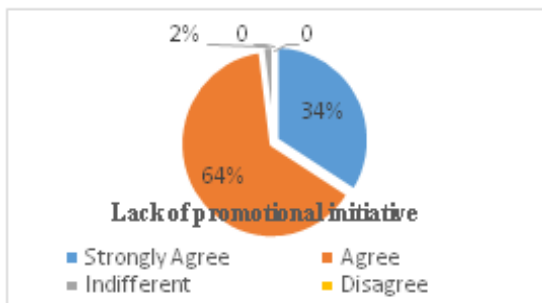
When we asked our sample population about the political stability helps to flourish the industry then there responses show that, most of the sample replied positively. About 10% were strongly agreed, 52% agreed, 12% were disagreed, 4% were strongly disagreed and 22% were indifferent.

**vii. Lack of proper and available recreational facilities**

When we asked our sample population about the Lack of proper and available recreational facilities then there responses show that, most of the sample replied positively. About 54% agreed, 14% were disagreed, and 32% were indifferent.



**viii. Lack of promotional activities**



When we asked our sample population whether the lack of promotional activities then there responses show that, most of the sample replied positively. About 34% were strongly agreed, 64% were agreed, and 2% were indifferent.

### Regression Analysis:

The purpose of this mechanism is to measure the relative influence of each independent variable (Dhaka is the city of recreation, Recreational facilities in Dhaka is growing, Recreational facilities grabbing more attention to visitors, Excessive demand damage sustainability of the destination, Leisure industry increase revenue, Lack of promotional activities, Lack of proper and available recreational facilities, Political instability hamper the industry) on the dependent variable (Perception Regarding Leisure and Recreation Milieu in Dhaka city). Thus following model is developed to test the significance of stated relationship. The regression used in this model is given below:

**Table 2: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.964 <sup>a</sup>	.930	.924	.237	.930	150.909	8	91	.000

In table 2, we found a strong correlation ( $R = .96$  or 96%) between the predictors or independent variables and the perception regarding Leisure and Recreation milieu. The  $R^2 = .93$  that means predictors can explain 93% of the variation in perception regarding Leisure and Recreation that seems very good. The most important thing in this table is adjusted  $R^2$  (.924) that suggests adding each of the independent variables after the first independent variable, makes a 92% contribution in explaining the variation in perception and the Sig. F change (.000) is significant at 99% that is very satisfactory to prove the model is very fit.

**Table 3: ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	67.883	8	8.485	150.909	.000 <sup>b</sup>
Residual	5.117	91	.056		
Total	73.000	99			

In table 3 we analyze the variance of the variables loaded in the model to examine if there is any relationship exists between the dependent variable perception regarding Leisure and Recreation milieu in Dhaka city and the independent variables. The significance level of the F value determines the goodness of fit of the model. Typically, if "Sig" is greater than 0.05, we conclude that our model could not fit the data. If  $\text{Sig} < .01$ , then the model is significant at 99%, in this study, we can see that Sig is .000 that is  $< .01$ ; so we can conclude that the model is significant at 99% and we can accept the model.

**Table 4: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.247	.239		-1.032	.305
Dhaka is the city of recreation	.149	.147	.174	1.013	.314
Recreational facilities in Dhaka is growing	.231	.116	-.238	-1.992	.049
Recreational facilities grabbing more attention to visitors	.073	.084	.053	.867	.388
Excessive demand damage sustainability of the destination	.175	.105	.148	1.664	.005
Leisure industry increase revenue	.154	.086	.193	1.788	.040
Lack of promotional activities	.614	.075	.693	8.142	.000
Lack of proper and available recreational facilities	.457	.157	.385	2.909	.005
Political stability helps to flourish the industry	.099	.070	.059	1.421	.159

Analysis of coefficient provides us which independent variables have significant relationship with the dependent variables and provides us the importance of each independent variable independently. Here, Beta (B) depicts that every unit change in the independent variable can cause a certain portion impact on the dependent variable. To clarify the coefficient the following regression model is formulated:

Perception regarding Leisure and Recreation Milieu in Dhaka city (Y) =  $-.247 + .149 * \text{Dhaka is the city of recreation} + .231 * \text{Recreational facilities in Dhaka is growing} + .073 * \text{Recreational facilities grabbing more attention to visitors} + .175 * \text{Excessive demand damage sustainability of the destination} + .154 * \text{Leisure industry increase revenue} + .614 * \text{Lack of promotional activities} + .457 * \text{Lack of proper and available recreational facilities} + .099 * \text{Political stability helps to flourish the industry}$ .

Here we can see that independent variables Recreational facilities in Dhaka is growing (.049), Excessive demand damage sustainability of the destination (.005), Leisure industry increase revenue (.040), Lack of promotional activities (.000), Lack of proper and available recreational facilities (.005) have a strong [Significant at .05 level] impact on the Perception Regarding Leisure and Recreation Milieu in Dhaka city. So our null hypothesis has been rejected.

### **Concluding Remarks:**

Based on gathered information and the analysis the following recommendations have been suggested such as each outdoor recreation related destinations stakeholders should give emphasis on “carrying capacity measurement” of the destination, “Visitor Management Program” (VMP) as well as “crowd management program”, “Proper leisure & recreational planning and promotional initiative” should be properly handled by both the govt. as well as private tourism organizations to

satisfy the guests as well as host community needs, The recreational places should be provided with available facilities and services for the visitors. Besides basic service like rest house, food & beverage etc. there also need to keep “first aid and emergency ambulance” in case of any remote destinations basically in case of resorts. Such as Green Tech, Nuhas Polli, Saya Bithi etc., Limits of acceptable Capacity (LAC) should be measured to determine the “volume of visitors” to ensure the sustainability of a destination, Make residents aware of the advantage of tourism, demonstrating economic benefits and encouraging them to share tourist’s resources and amenities, Due to globalization scope for dissemination of information and communication media, stakeholders in Dhaka city can make more attention grabbing visitor’s attraction, such as arrangement of international events like World Cup Cricket, Positive image of our tourism industry must be expressed by our diplomats, ambassadors, consular representing Bangladesh in different countries of the world. Bangladeshi representatives abroad can act as overseas office for the wholesale tour operators who conduct inbound tours. On the other hand, according to the opinion of some tourist experts, it will be better to improve tourism business of Dhaka city with the support of public and private organization together. Destination Management Organization (DMO) believes that city beautification by local government also need to be emphasized for attracting more and more tourists. Private entrepreneurs think that they need more support from higher authority for establishing more and more entertainment facilities such as theme park, Cineplex etc. For attracting more tourists many other initiatives can be taken like providing tourist guides with English speaking knowledge for interpretation in historical and archeological sites such as Ahsan Manjil, Lalbagh fort, parliament house etc. Currently no entertainment facilities are available in the tourism destinations in Dhaka city for the visitors so they are not able to pass quality leisure time when they visit to the destinations. So authority can take some steps to improve the facilities. Authority can also inspire local people to sale their unique products to visitors who will keep the things as souvenir. Association of tour operator and travel agency should inspire the travel agency and tour operator business organization to come forward with variety of city tour packages. Besides these Government of Bangladesh can establish new tourism destinations in and around the Dhaka city.

In modern world the demand for Leisure and Recreation is growing in tremendous rate and greatly contributing to the world tourism development. Bangladesh is not out of this phenomenon. People in large number moving from one city to another city for the Leisure and Recreation purpose. Among the entire cities Dhaka city is considered as a hub for tourists to enjoy their free time by engaging different types of leisure and recreation activities and grabbing attention to more visitors. But the research found that this growing demand is causing sustainability problem of the destination. On the other hand the major findings suggests that lack of promotional initiative, Leisure and Recreation industry in Dhaka city is lagging behind as well as there is problem in proper planning. So authorities need to take proper step to solve this problem and introduce Dhaka city to the world as a city of recreation.

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