

# The Attitudes of Visitor's to Cultural Festivals: A Case Study of Pohela Boishakh at Rajshahi University in Bangladesh

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## ARTICLE INFO

### Article History:

Received: 24 March 2022

Revised: 28 June 2022

Accepted: 01 July 2022

Published online: 31 July 2022

### Keywords:

*Pohela boishakh  
Visitors' Attitude,  
Cultural tourism  
Safety  
Hygiene  
Experience  
Rajshahi University*

## ABSTRACT

While the pieces of literature have largely focused on traditional and cultural tourism, little attention has been devoted to event tourism in Bangladesh. This study tries to fill this gap and to improve the knowledge of event visitors' attitudes towards pohela boishakhat Rajshahi University Campus. The study is mainly a qualitative analysis based on the interviews of the spontaneous participants among the visitors. Thematic analysis is carried out to evaluate the attitude of the visitors. In appraising how will visitors assess their experience, the researcher found some positive attitudes which include Comfort amenities, Safety, and Security, Physical environment, Escape, experience, Female visitors' safety. Nevertheless, some other constraints show a negative attitude regarding event attributes. Those are Hygienic food availability, crowd, Technological impact on Socio- culture, and immobility. Finally, the study suggests that thoughtful understandings of visitors' attitudes of pohela boishakh are needed for the event planner and businessmen to ensure visitors' overall satisfaction.

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## 1. INTRODUCTION

Festivals are always a source of pleasure, refreshment, social bonding, and a medium of income redistribution in a local community. Cultural festivals are not new to community life and are related to the indicators of habits, local traditions, or arts; they gather together people to take part in, or to observe specific activities (Negrusa, Toader, Rus and Cosma, 2016). Usually host community and visitors both are being benefited from a local festival occasion. Host communities can be economically benefited by generating employments, income generated by the consumption of goods and services by visitors, and festivals turn the wheels of development in the local economy (Rahman, 2012). Visitors benefit gained from attending a multicultural festival was "transformational benefit" identified as the greatest single benefit of multicultural festival attendance (Negrusa et al, 2016)

Cultural festivals are the holders of an ancient society of the respective region. Likewise, Bangladesh has a rich cultural festivals history. „Pohela Boishakh“ „Boshonto

Utshob.“<sup>2</sup> „Pous Mela“<sup>3</sup> „Nobbanno Utshob“,<sup>4</sup> Pitha Utshob“ are some of the examples of cultural festivals in Bangladesh. Pohela Boishakh, takes place both in West Bengal and Bangladesh (Bhuiyan, 2017). Moreover, Bangladesh has tribal people having their unique way of life mostly living in the hilly regions of Bandarban, Cox's bazaar, Khagrachori in Chittagong division (Rahman, 2012). They have their cultural festivals, Like – „sangrain“, „bizu“, „baishuk“, „rash utshob“ and so on. Each of the festivals has different appeal and reasons to celebrate and those festivals get local visitors as well.

Many communities host events yearly, to exploit the benefits that event tourism provides (Getz, 1991; 1997). In Bangladesh, however, People from all walks of life, irrespective of their ethnic identity or religious beliefs, celebrate pohela boishakh with traditional festivities (Asif, 2017). Dhaka city dwellers gather near Ramna Botomul and TSC square to join the happy procession and fair. Rajshahi city residents enjoy this occasion in Rajshahi University, Rajshahi College, and On the bank of the river Padma. Destination's competitive advantage and

sociocultural sustainability are enhancing and solidifying festivals" sense of place (Lee, Lee and Choi, 2011). As a result, the second-largest university in Bangladesh, Rajshahi University, like every year, arranges several programs which are mainly "Mangal Shobhajatra", cultural singing, dancing, eating cultural foods; such as soaked boiled rice and cooked hilsa, etc. Among the people of the city, Rajshahi University is a reputed place to celebrate Pahela Baisakh

## 2. RATIONALE OF THE STUDY

Local cultural festivals are small events and visitors" attitude to attend such local festivals like pohela boishakh is the main subject of this paper. Beliefs and attitudes about event tourism can play a crucial role in the individual decision-making process (Jayasinghe, Gnanapala and Sandaruwani, 2015). Some of the cultural festivals have event tourism potential that can be developed, requiring investment, and efficient management with marketing support (Getz, 2008). The findings of this study communicate valuable information for the concerned authorities because they imply that destination-related factors that affect visitors" attitudes may positively or negatively influence the visitors' satisfaction. For example, if the event"s organizer provides comfort amenities and standard food and beverage facilities the visitors" perceive and satisfaction will improve. The reverse will be the case if any inconvenience is faced by them.

## 3. LITERATURE REVIEW

Pohela boishakh is a special event celebrated nationwide in Bangladesh. "A Special Event recognizes a unique moment in time with ceremony and ritual to satisfy needs" (Watt, 1998). The celebration of pohela boishakh began as a part of the cultural movement of the 1960s that adopted Bengalee nationalism as its theme (Siddiqui, 2016). From then Pohela boishakh is celebrated every year on 14<sup>th</sup> April in a planned manner. According to Donald Getz (2008), „Planned events are a three-dimensional- temporal phenomenon, and each is unique because of interactions among the setting, people, and management systems including design elements and the program. Much of the appeal of events is that they are never the same, and you have to „be there" to enjoy the unique experience fully; if you miss it, it"s a lost opportunity. "

Allen, O"Tooole, McDonnell & Harris, (2002) said, a special event is a one-time or infrequently occurring event external normal programs or activities of the sponsoring

or organizing body. To the customer or guest, a special event is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience. This definition of the special event supported pohela boishakh is a special one in the field of event tourism. Events can be divided into eight main categories according to their purpose, form, and program (Getz, 2008). Cultural celebrations, arts and entertainment, sporting events, and recreational events are mainly pertained event tourism (Skoultzos and Tsartas,2009) Event tourism clearly defined by Getz & Wicks (1993) as "Event Tourism is a systematic planning, development, and marketing of festivals and special events as tourist attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attraction"

The festival's spot selection process is critically influenced by the visitors" motives, attitudes, and perceptions (Gnanapala,2015). According to Robbins & Coulter (2005), attitude is a process by which persons give inference to their environment by organizing and interpreting their sensory impressions. Attitude regarding an event generates from previous experiences or shared experiences of acquaintances of the individuals. According to Oliver (1997, 1999), the evaluation of expectations (pre-festival attitudes) and expertise (post-festival beliefs) translate into critical outcomes through confident disconfirmation (experience exceeds expectations) or bad disconfirmation (expectations exceeds experience). Expectations are formed by the compound of the attitude of individuals. Jayasinghe et al (2015), identified factors affecting the visitors" attitude and the ultimate result, which is "satisfaction". Satisfaction depends on the individual's expectation. And expectation influenced by the attitude.

### 3.1 Contribution of this Study

In the field of event tourism, most of the researches has been focused on satisfaction measurement. In the case of "pohela boishakh" festivals, however, socio-economic impact and satisfaction issues are found. Moreover, in the perspective of Rajshahi University, very few studies about Pohela Boishakh festival are there. As satisfaction depends on expectation and expectations derived from attitude, this study shots to understand visitors" attitudes to celebrate „pohela boishakh" at Rajshahi University and analyze the components, attributes, and factors that influence the visitors" attitude.

#### 4. RESEARCH OBJECTIVES

The knowledge gap between the expectation of visitors and perception of management of tourists' expectation (Hoffman and Bateson, 2001) shows delinquencies to serve actual desired value, focusing on a profound exploration of such complication is required. Thus, the study aimed at twofold objectives.

- I. To understand the visitors' attitude towards the events of "Pohela Boishakh" festival held at the University of Rajshahi.
- II. To analyze the attributes of festivals and factors that form the visitors' attitude.
- III. To identify the tourist's perception regarding the service quality.
- IV. To identify the factors which necessitate for the development the service quality.

#### 5. RESEARCH METHODOLOGY

##### 5.1 Study Site

Pohela Boishakh celebration came into the limelight in 1967 when Chhayanaut contemplated using the occasion (Kundu, 2018). Now Around the Bangladesh, Pohela Boihakh is being celebrated on the first day of the Bangla calendar. Notably, universities and colleges celebrate this day with full of energy and enthusiasm. Various educational institutions including Rajshahi University, Rajshahi University of Engineering and Technology, Rajshahi College, and Rajshahi Medical College have set various programs to celebrate the festival.

Faculty of Fine Arts in Rajshahi University along with university administrative officials are scheduled to bring out a colorful rally titled Mongol procession in the morning in front of the faculty building. This study has focused on the visitors of the Rajshahi University campus in "Pohela Boishakh" festival.

##### 5.2 Sampling Technique

Convenience sampling was conveyed in this study. Moreover, judgmental sampling was conjugated, and as a result, researchers' own an instinct was applied to identify the potential samples. The population size was obscure to the researchers. However, ten different classes of tourists were selected to collect data.

##### 5.3 Data Collection

A range of perspectives attitude-related questions were documented in regard to the sub-questions. Data were gained by an interview schedule. Descriptive data were gained by initial questions, asking visitors first to describe their views. Of the eleven respondents, two were government employees, four were private service holders

and five were college and university students.

All interviews typically continued 15-20 minutes and guided semi-schedule theme. Interview was conducted by the researcher directly. Total interview sessions were recorded with the consent of the interviewees. The researcher approached only the visitors who seemed sensible, rational, cooperative, and knowledgeable. Each interviewee was asked politely about their associations. They were also given a brief about the purpose of the research. But only when they ensured to take part in the interview, their interviews were conducted.

When the participants prepared for the interviews, they were asked the relevant questions so that they could elaborate and give their opinions with no biases of interviewers. In between the interviews, most of the participants were talking inside the context, still few were providing unnecessary information. As a result, the interviewers technically and gently changed the topic of discussion to the relevant subject. Finally, to further contact the participants about the acceptance of their information used in the study, their contact details were taken with their willingness.

##### 5.4 Data Analysis

Thematic analysis has been concluded to examine the collected data. Based on the objectives of the study, a set of questions was developed. An explicit exposition added to the answer of the questions is required in qualitative surveys (Pearce, 2011). To ensure the validity and independence of the interviewees' commentary, the questions were asked related to their explanations and motives of the willingness of expressing their views, and the participants were provided sufficient space to agreeably elaborate their speeches. Originally, the participants spoke in Bengali, the native language of Bangladesh, and the interviews were reordered in an audio recorder. After collecting all audio recordings of each in-depth interview, transcribing of the audio has been made by the researchers manually. From the transcribed format of interviews, quoting out of repeated and objective focused speeches has been put in categorized ordinations, as well as data redundancy was found. Thereafter, themes and connections among the repeated quotes have been constructed. Finally, researchers' critical observations, as well as analytical views as findings have been generated. It has been strictly followed to perform a reliable data analysis (Islam and Carlsen, 2012) that each interviewee has been contacted further to verify their compliance for using their given

quotes in the paper.

## 6. RESEARCH FINDING

To understand the influential factors for visitors' attitudes and determine the attributes of festivals, an in-depth interview was conducted. Effective interviews supplied understandings regarding factors that affect the attitude of pohela boishakh. The researcher found comfort amenities, Safety & Security, Escape, Physical Environment, Female visitors's safety, and experience as positive influential factors of attitude. During the festival, visitors' are experiencing some typical awkwardness. From that experience, visitors have negative influential factors that affect attitude. Hygienic Food unavailability, crowds and technological impact on socio-culture, immobility are some of the negative influential factors that the researcher found.

### 6.1 Positive attitudes

#### a. Comfort amenities

Several departments and university authorities arrange numerous cultural events and programs. The area of Rajshahi University becomes a vast celebration spot for pohela boishakh. Different areas' residents come to Rajshahi University to share the joy and happiness of the event. Interviews addressed that they get many things they want for a program, like- calm environment, safety and security, hygienic food, and most importantly colorful physical environment.

*"Cultural events and programs are seen in every corner of RU. But this cannot be seen outside RU, such as bank of Padma River. The way, Pohela Boishakh is celebrated in RU, nowhere it is celebrated."*

- Interview no. 4

Visitors' have a comfort zone in the Rajshahi University, according to their words. That comfort feeling positively influence the attitude regarding the celebration of pohela boishakh at Rajshahi University.

#### b. Safety and Security

Interviewees perceive that safety and security have taken by the university authority and Rajshahi Metropolitan Police, adequate and pleasing. Many visitors come to celebrate Pohela Boishakh at the Rajshahi University campus because they think that security in this festival is ensured sufficiently. Visitors reflect that the festival is safe and harmless in the area of the Rajshahi University campus. Therefore, safety and security are chief catalysts that positively influence the attitude of visitors.

*"Here, I have come for many reasons but among them, the*

*most important factor is "security". Besides, a beautiful natural environment with safety is the reason why I have come here."*

Interview no. 7

#### c. Physical environment

Interviewees expose that the physical influence on their attitude. Colorful decoration, festoons, banners, souvenirs made the campus looks festive and livelier. To some response, taking into account waste management is appreciable. This attribute directly influences the state of mind of a visitor.

*"Today it seems more festive and livelier. And the festival looks celebrated more widely than previous. It is going better. Colorful decoration, festoons, banners have a massive impact in this program"*

- Interview no. 6

#### d. Escape

Visitors perceive that "Pohela Boishakh" event of Rajshahi University can be an option to escape from their daily life. Many of them come here to get the essence of a free and colorful life for a while. According to interviewees, they can assume what type of programs will take place, but they're happy with the repetition.

*"I always ask my friends to come here because some good programs are arranged and done here. They seem pleasant and we can meet, talk with everyone. We can get relief from our daily life for a while. So, all are told to come to this university campus."*

- Interview no. 9

#### e. Past Experience

It's a major source of attitude of individual for every present time of an event. Positive experience leads to a revisit and recommendation to others. Many visitors revisit the Rajshahi University during Pohela Boishakh as they have positive experience during the festival.

*"Previously when we used to be here, the festival was not this much charming. Perhaps, on a very few places, stages were seen or some rallies were arranged by the teachers and students, it was not scattered into several departments, and now today's celebrations are seen to be very separated among each department. All are influenced spiritually, it seems that each one is trying to do something better, something new. Previously, we used to see only the Fine Arts department's arrangements; it was like Pohela Boishakh means Fine Arts. But now a day we can take things all over RU. Like we all can do now."*

- Interview no. 1



*"I would suggest coming RU and celebrating Pohela Boishakh. Because the celebration here, is quite impressive and charming environment is another reason I would suggest."*

- Interview no. 10

#### **f. Female visitor's safety**

None of the interviewees think that there could be a lacking in the case of female visitors's safety. This issue greatly impacts the destination selection of the visitors. The researcher found a positive impression in this regard that Rajshahi University and Law enforcements authority care about the female safety. Despite witnessing some eve-teasing, female visitors feel safe even when they visit alone on the campus. Some visitors assume that the security has been improved better than before.

*"Girls can walk alone, not a problem for any female, I never faced any but I have seen many to face problem in other area. For example- TSC(DU) however, in case of Rajshahi University I never been experienced"*

- Interview no. 8

### **6. 2 Negative attitudes**

#### **a. Hygienic Food availability**

Visitors are usually concerned about food and beverage. Festival normally takes a full day and visitors spend the full day in the campus area. So hygienic food availability is a factor that affects visitor's attitude. However, the Researcher found this factor negatively affects the visitor's attitude. According to interviewee *I do not think the quality is good. They should do something about this because too many people, have to move here and there to eat, so no one prefers it,*

- Interview no. 1

#### **b. Crowds**

The excessive number of visitors is a major concern for all interviewees. They think crowds make noise and cause. Crowds are sometimes a cause behind the dissatisfaction of an event. Excessive crowds hurt visitors' attitudes, according to an interviewee

*"In the afternoon, I think many visitors come to enjoy the pohela boishakh. But the result of coming huge number of visitors becomes awful. That time the environment will not be the same."*

- Interview no. 3

#### **c. Technological impact on Socio- culture**

Socio-cultural impacts appear by hosting an event such as increase in the standard of living, enhance of local pride and community spirit, an increase of local interest, strengthening the traditions and values of the hosting region (Hall, 1992). Pohela boishakh is such an event, people regardless of religion, caste and belief celebrate this day full of pleasure. Rajshahi University is a place of

nurturing all type of cultural programs that holds our nation and society.

*"Pohela Boishakh is related to traditions and cultures. If I say the difference, compared to previous ones, today's Pohela Boishakh is being selfie-oriented. Actually, in this era of technology, everyone wants to post a selfie on social media. You can say this Pohela Boishakh is a selfie Pohela Boishakh. Some have taken it as fashion like they would go to restaurants and eat Panta and Hilsa. Similarly, it has become something like we have to wear Punjabi of specific colors in this day, this is also one kind of fashion today. So the Pohela Boishakh became a new fashion. We have taken only this day as our tradition, we forget our traditions both before and after this day."*

- Interview no. 1

The researcher found most of the visitors are influenced by technology. It has an adverse impact on socio-cultural perspectives. Though this scenario can be seen around the country, but visitors observe that technology affects the socio-cultural setting acutely.

In this study, two alumni of Rajshahi University are interviewed. They become nostalgic while remembering their time at the university. The researcher interviewed two government employees. One of them deliberates to enjoy pohela boishakh festival at Rajshahi University. The reason behind considering the place is the attitude regarding the environment.

*"I have told my office colleagues that this place might be cold, full of different trees. So, coolness and a secured environment are the reasons why I have come here. And suggest them to take a break from monotonous life"*

- Interview no. 4

#### **d. Immobility**

Interviewees showed a negative attitude while the researcher asked them about flexibility to move around. They identified that excessive visitors and vehicles create immobility.

*"All the vehicles enter from every gate, it creates more vehicle traffic and human traffic jam. Since many people of Rajshahi come to this campus, it creates resistance to roaming around the campus."*

- Interview no. 5

#### **e. Discussion**

This study was conducted for a close understanding of visitors' attitude of Pohela Boishakh event at Rajshahi University. This research is based on a single case study on Pohela Boishakh that investigated the thought of visitors to understand the attitude of this event. If experience quality could not match the perceived quality at each function of attraction attribute of an event, the tourists will be dissatisfied (Um, Chon and Ro,2006). Individuals' attitude and experience over a particular

event leads revisit intension of visitors. Place attachment is not always considered by the tourists but the familiarity they prioritized in case of revisiting the events (Tan and Wu, 2016).

Mangal Shovajatra has been enlisted in UNESCO's Representative List of Intangible Cultural Heritage of Humanity (UNESCO official site). UN also recognizes that Pohela Boishakh represents shared value for democracy, secularism, uniting people irrespective of caste, religion, age, and gender. Bangladesh government instructs each educational institution to organize an official Mangal Shovajatra (a traditional parade). Such educational institutions should spread the generousities of Pohela Boishakh to the young stars. Now the viewpoint of pohela boishakh is to upsurge amity among the community members regardless of religion, age and gender. Usually, Rajshahi University authority centrally organized a mangal shovajatra in the morning of pohela boishakh and tourists showed attention in that traditional parade.

Pohela Boishakh is considered the most attractive festival among the other festivals which are held on the Rajshahi University campus. For the traditional flavor and cultural orientation, people from Rajshahi city find the events more acceptable. Push and pull factors are the primary influences to change or interrupt others' decisions (Botha, Crompton and Kim, 1999; Sirakaya and Woodside, 2005). Attractions are the major determinants for tourists in selecting a destination, which is also known as the pull factors of the visitors (Gnanapala, 2015). Quality of the attractions has a positive influence on tourists' attitudes. As a result, the homely nature of this festival leads visitors to perceive it as special and suggest others to attend here.

Visitors feel secure and safe in the campus area. Safety measures taken by the authority are adequate for the tourists. Female visitors perceive that the amenities they get from Rajshahi University are adequate to 83 uwara satisfactory levels. Authority should keep the existing level of security actions. Safety and security are some of the foremost factors to evaluate and perceive about a festival.

The potential behavior of the visitor depends on how he/she perceives the quality and value of the event (Gnanapala, 2015). Visitors value the destination events differently and expect diverse benefits through their Program. The destinations should carefully study their target markets and should understand what factors bring value to them. Consequently, it has become an immense challenge for the authority to increase the program's value bundle. It implies that, if the destination improves the quality of visitors' attractions, the visitors' attitudes will

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be improved and vice versa. Therefore, for example, increasing the quality of food and beverages supply, improvement of one destination-related factor (e.g. crowd management) simultaneously improves the tourists' attitude related to other destination-related factor (e.g. quality of the food and beverages) and vice versa.

## 7. CONCLUSIONS

The study tries to understand the tourists' attitude towards the pohela boishakh which is held at Rajshahi University. Researcher found nine factors that affect visitors' attitudes. Research findings revealed that there is a positive relationship between those nine factors with the tourists' satisfaction. Meaning that, these factors contributed to creating positive and negative attitudes. Comfort amenities, Safety & Security, Escape, Physical Environment, Female visitors's safety and experience are the factors and festivals attributes that create a positive attitude and other three factors construct negative attitude those are Hygienic Food availability, crowds, and socio-cultural impacts.

The study recommends that understanding visitors' attitudes and post-visit experiences of Pohela Boishakh assist the planners more effectively and constructively to hold the appeal of the significance of the festival. Thoughtful understanding of the attitude and post-visit Pohela Boishakh:

- increases understanding of events quality
- helps to construct new events
- upsurges understanding of attitude.

### 7.1 Limitation of the Study

The findings cannot be indiscriminate with other festivals in the Rajshahi University campus as the sampling was selected on the eve of Pohela Boishakh. The findings and recommendations should not be necessarily applicable to the events held in other areas of the city in this celebration of the festival because this study particularly has been conducted in the area of Rajshahi University campus.

### 7.2 Future study

It is necessary to target the visitors' psychological makeup through effective measurement. The attitude of the visitors can be improved further by improving the quality and standards of the destination-related factors. Tracing out the continuously changing trends of pohela boishakh due to western culture and technological impact would be an essential study for many sectors.

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- [36] Appendix- 1: Questionnaire. There are many events throughout Rajshahi city, have you gone there too?
- [37] (If no) Will you attend them too? Or, how do you differ RU programs from outside of RU programs?
- [38] What mottos have driven you to come to Rajshahi University on this occasion of "Pohela Boisakh"?
- [39] There are many events throughout Rajshahi, why have chosen RU to come and join these events?
- [40] Are you first time here or are you a/the repeated guest(s)? How many times?
- [41] What were your expectations before coming here?
- [42] To what extent the expectations, you made, are fulfilling/matching or, have fulfilled/matched yet?
- [43] How much (dis)satisfied are you?
- [44] How much secure our events are in RU, you think?
- [45] How much entertaining/refreshing our events are in RU, you think?
- [46] Would you suggest your nears and dears to visit RU events on "Pohela Boisakh" in future? Why? 11. How do you compare "Pohela Boisakh" with other cultural programs in RU?
- [47] Would you suggest some points/rearrangements, the authority can make to satisfy your expectations more?

Appendix- 2: Thematic Analysis

Key-Theme	Sub- Themes	Quotes
Visitors' attitude	Comfort amenities	<p>"Cultural events and programs are seen in every corner of RU. But this cannot be seen outside RU, such as bank of Padma River. The way, Pohela Boishakh is celebrated in RU, no where it is celebrated."</p> <p>"I have attended some events one of them is Mongal Shovajatra, and I can say celebrations, such as stage programs including dancing, singing or anything like concert I prefer most."</p> <p>"I could get everything in one place, so it motivated me to come here."</p> <p>"Because everyone comes here, and mainly it is for friends, they come here, I can meet them, it is one kind of gathering. I mean I can meet everyone easily here."</p>
	Safety and Security	<p>"Security is surely too good, and this is actually why I have come. I mean, every time I come here to celebrate. There is no problem regarding security. I am satisfied with the security fully."</p> <p>"Here, I have come for many reasons but among them the most important factor is "security". Besides, Beautiful natural environment with safety is the reason why I have come here." "I am comfortable with that; there is no problem. The security system is okay."</p> <p>"Not like that, they are maintaining some restrictions, I think that for our safety this is necessary, and I also think that in some points or places, more security should be imposed because here are all age groups. So, I am taking these security steps positively."</p> <p>"Of course not, the security is not adequate because now there is too much crowd of people and it becomes more in the afternoon, according to that I do not find any security, there are many gaps in security, unlike this time, last time motor-bikes were allowed in this day, and as a result incidents like snatching took place in the evening. So, if they allowed motor-bikes and rickshaws today, problems can happen."</p>
	Physical Environment	<p>"Government took many initiatives, they are admirable, and some they have taken recently, for example, proving dustbins as a part of cleaning the garbage, because we know that taking of street foods becomes more and people dispose the packets anywhere."</p> <p>"Today it seems more festive and livelier. And the festival looks celebrated more widely than previous. It is going better. Colorful decoration, festoons, banners has massive impact in this program"</p>
	Escape	<p>"I always ask my friends to come here because some good programs are arranged and done here. They seem pleasant and we can meet, talk with everyone. We can get relief from our daily life for a while. So, all are told to come to this university campus."</p> <p>"I have told my office colleagues that this place might be cold, full of different trees. So, coolness and secured environment are the reasons why I have come here. And suggest them to take a break from monotonous life"</p>
	Past Experience	<p>"Today it seems more festive and livelier. And the festival is celebrated more widely than previous ones. It is going better."</p> <p>"There are two things; I would like to show them about the traditional participation of Rajshahi University in celebrating Pohela Boishakh. Each department arranges their own programs and a huge rally of Fine Arts department occurs, a central rally takes place, there are many stalls and small markets, the green environment with trees is here. These cannot be found somewhere else. For these reasons and showing these reasons, I would suggest, of course."</p>



		"I take my family every time in this occasion. As it is too much hot now in the noon, I will take them in the afternoon."
	<b>Hygienic Food availability</b>	"I do not think quality is good. They should do something about this because too many people, they have to move here and there to eat, so no one prefers it," "And maybe the food services and facilities are better than before but I faced little problem here."
	<b>Technological impact on Socio-Culture</b>	"Pohela Boishakh is related to traditions and cultures. If I say the difference, comparing to previous ones, today's Pohela Boishakh is being selfie oriented. Actually in this era of technology, everyone wants to post selfie on social media. You can say this Pohela Boishakh is a selfie Pohela Boishakh. Some have taken it as fashion, like they would go to restaurants and eat Panta and Hilsa. Similarly, it has become something like we have to wear Punjabi of specific colors in this day, this is also one kind of fashion today. So the Pohela Boishakh became a new fashion. In fact, we have taken only this day as our tradition, we forget our traditions both before and after this day." "Yes, exactly, like 14th April is the 1st day of the Bengali year, and 8th Falgun (11th month of Bengali Calendar) is the 21th February which is International Mother Language Day, most of us do not know. Actually the new generation's movement have become that they know the 14th April as Pohela Boishakh."
	<b>Immobility</b>	"All the vehicles enter from every gate, it creates more vehicle traffic and human traffic jam. Since many people of Rajshahi come in this campus, it creates resistance to roaming around the campus."