

Sakib Ahmed

Travel Preferences of Bangladeshi Immigrants Living in The Greater Helsinki Area (Uusimaa Region)



Bachelor of Hospitality Management

Autumn 2024



**KAMK • University
of Applied Sciences**

Abstract

Author: Sakib Ahmed

Supervisor: Peter Stricker

Title of the Publication: Travel Preferences of Bangladeshi Immigrants Living in The Greater Helsinki Area (Uusimaa Region)

Degree Title: Bachelor of Hospitality Management

This study examines the leisure travel preferences and behaviors of Bangladeshi immigrants living in the Greater Helsinki Area, aiming to identify key factors influencing their travel decisions, preferred destinations, and the challenges they encounter when planning leisure trips. The research highlights the increasing relevance of understanding immigrant travel behaviors, with a specific focus on the Bangladeshi immigrant community in Helsinki.

The literature review explores previous studies on immigrant travel patterns, emphasizing cultural, financial, and logistical challenges faced by immigrants. It also examines how demographic factors like age, gender, and income impact travel decisions and identifies gaps in existing research regarding the leisure travel preferences of Bangladeshi immigrants.

The methodology section details the quantitative research design, employing surveys to gather data on the travel preferences of Bangladeshi immigrants. It discusses the data collection process using primary data collection technique, sample size of (n=115) respondents, analysis techniques used is descriptive statistics, and ethical considerations.

The results chapter presents key findings from the survey data, revealing that younger immigrants are the most active travelers. Financial constraints, cultural familiarity, and fear of discrimination meaningfully influence their destination choices. The chapter also highlights essential services such as itinerary planning, accommodation assistance, and visa support.

The conclusion synthesizes the findings with existing literature, concluding that demographic, economic, and cultural factors shape the leisure travel behaviors of Bangladeshi immigrants. The chapter also discusses challenges such as visa issues, financial limitations, language barriers, and fear of discrimination, providing valuable insights for travel service providers looking to better serve this demographic.

Table of Contents

1.	Introduction	1
1.1	Research Background	1
1.2	Aim of Research	1
1.3	Commissioning party: Travel Paradise- Al Hera Travel	3
2	Literature Review.....	5
2.1	Introduction to Travel Preferences	5
2.1.1	Importance of Travel Preferences	6
2.1.2	Factors Influencing Travel Choices	8
2.2	Cultural Influences on Travel.....	9
2.3	Challenges Faced by Immigrants in Travel	11
2.4	Destination Choices Among Immigrant Populations	13
2.5	Preferred Travel Destinations and Services	14
3	Methodology	16
3.1	Research Methodology	16
3.2	Sampling	17
3.3	Data Collection	18
3.4	Data Analysis	18
4	Result Outline	20
4.1	Key Factors Influencing Travel Preferences of Bangladeshi Immigrants	20
4.1.1	Demographic Profile	20
4.1.2	Cultural and Social Factors.....	24
4.2	Preferred Travel Destinations and Services Among Bangladeshi Immigrants	26
4.3	Challenges and Services Prioritized During Travel	29
4.4	Interpretation of the Results.....	33
5	Conclusion	35
5.1	Research Questions	35
5.2	Conclusion	37
5.3	Recommendations	37
5.4	Discussion.....	38
	List of references.....	39

Appendices

Keywords: Immigrant Travel, Travel Preferences, Bangladeshi Immigrants, Greater Helsinki Area, Cultural Influences on Travel, Socioeconomic Factors, Leisure Travel Behavior, Travel Challenges, Travel Barriers, Destination Choices, Visa Issues, Economic Constraints, Travel Services, Quantitative Survey, Immigrant Communities.

Table of Figures

Figure 1 : Distribution of respondents across age groups	21
Figure 2 : Gender Distribution	21
Figure 3 : Employment status distribution	22
Figure 4 : Duration of stay in Finland	23
Figure 5 : Household income distribution.....	23
Figure 6 : Importance of Visiting Family or Friends	24
Figure 7 : Fear of Discrimination and Its Impact on Travel Choices.....	26
Figure 8 : Preferred Leisure Destinations	27
Figure 9 : Frequency of Travel to Bangladesh.....	28
Figure 10 : Visa Challenges.....	29
Figure 11 : Financial Limitations	30
Figure 13 : Language Barriers faced while travelling	31
Figure 14 : Time Off Work or School for Travelling	32
Figure 15 : Prioritized Services while travelling	32

Acknowledgement

The completion of this thesis would not have been possible without the unwavering support, motivation, and guidance of several remarkable individuals. First and foremost, I would like to express my profound gratitude to Almighty Allah for bestowing upon me the strength and perseverance needed to fulfill the demands of this academic endeavor.

I am deeply thankful to my parents, Salma Begum and Md. Munir Ahmed, whose relentless encouragement, financial support, and prayers have been a constant source of strength throughout my journey, despite my shortcomings. I am also immensely grateful to Safinaj Arju Ara Alam, Rayan, Asma Begum, and Sanya Khan for your unconditional love, motivation, and support, which have been invaluable during this process.

My sincere appreciation extends to my thesis supervisor, Mr. Peter Srickler, for his expert guidance and support throughout the thesis process. I am truly indebted to all the esteemed faculty members of Kajaani University of Applied Sciences, including Linda Khan, Arto Heikkinen, Pitkänen Janus, Jan Mitts, Kaisa Enticknap-Seppänen, John Wideman, Mika Pietarinen, Aki Kortainen, and Törmälehto Mikko. Your dedication to teaching and your insightful instruction have been instrumental in my ability to complete this thesis and graduate.

Furthermore, I would like to express my heartfelt gratitude to Kirsi Sievers and Sanna Laukkanen for their unwavering support and encouragement throughout my academic journey at Kajaani University of Applied Sciences.

Finally, I would like to acknowledge the invaluable friendships and support I have received from my peers, including Mollah Nashim Ahmed, Mirdha Abu Hena, Sajay Singh, Nijhum, Noman, Ovi Debnath, Nazmul, Shahed Jurain Alam. Your encouragement and camaraderie have played a vital role in making my bachelor's journey a fulfilling and rewarding experience.

1. Introduction

In this part of this paper, we will witness the research background of this study followed by the aims and objectives of this study and the research questions which aims to provide an overview of the motivation of the thesis. The study aims to explore the travel preferences, destination choices, and challenges faced by Bangladeshi immigrants in the Greater Helsinki Area. It will identify key influencing factors, preferred destinations and services, and barriers encountered when planning and booking travel.

1.1 Research Background

The Bangladeshi community in Helsinki is a dynamic and growing part of the city's multicultural landscape. According to Tilastokeskus's, more than four thousand Bangladeshi born people are living in the Uusimaa Region (Statistics Finland, 2023.). This community has established strong social networks and plays an active role in the city's cultural and economic life (Joyee & Jahan, 2024, p. 27).

Previous research on tourism travel preferences and immigrants has shown that immigrant communities often have unique travel behaviors and preferences. For example, a study by Kovačić et al. (2019, p. 45) explored how tourist personality, destination personality, and destination image shape activity preferences among tourists. Another study by Mueke and Schänzel (2019, p.78) highlighted the travel experiences of Generation Z, emphasizing the importance of understanding the traveler rather than just the destination.

1.2 Aim of Research

The aim of this research is to explore and analyze the travel preferences, destination choices, and challenges faced by Bangladeshi immigrants living in the Greater Helsinki Area, providing actionable insights for Travel Paradise - Al Hera Travel to better cater to this demographic.

Research problem

Despite the growing population of Bangladeshi immigrants in the Greater Helsinki Area, with increasing number of approximately 1,300 Bangladeshi migrants came to Finland in 2023 than 2022 (Helsinki Times 2024), there is limited research on their unique travel preferences, behaviors, and needs. This lack of targeted data creates a gap for local travel agencies, such as Travel Paradise - Al Hera Travel, in effectively serving this demographic. Understanding the specific travel motivations, barriers, and preferences of this group could provide valuable insights for tailoring tourism travel packages and services. Addressing this gap will not only enhance customer satisfaction but also offer the company a competitive advantage in the immigrant travel market.

Tourism travel behavior among immigrant communities is often influenced by a mix of factors, including cultural heritage, socioeconomic status, and integration into the host society (Lee & Cox,2007). For Bangladeshi immigrants in Helsinki, these factors could meaningfully shape their travel preferences, both within Finland and abroad. The inclination to visit places that offer cultural familiarity, such as destinations with a strong Bangladeshi presence or meaningful Islamic heritage sites, may be prevalent.

Furthermore, the economic integration of Bangladeshi immigrants into Finnish society plays a critical role in their travel behavior. Higher disposable incomes could lead to more frequent and elaborate travel plans, including international tourism (Lee & Cox, 2007, p.48). Conversely, economic challenges may limit travel to more affordable, local destinations. Understanding these dynamics is essential for creating tailored tourism offerings that cater to the specific needs and preferences of the Bangladeshi community.

Immigration and tourism studies, such as those conducted by the OECD (2023), indicate that immigrant travel behavior can also be driven by the desire to maintain cultural connections and visit family and friends in their country of origin. This aspect of travel is particularly relevant for the Bangladeshi community, as maintaining strong ties with their home country is often a priority. These trips not only serve personal and cultural purposes but also contribute to the broader scope of tourism economics.

Research objectives and Questions

To identify the key factors that influence the travel preferences of Bangladeshi immigrants living in the Greater Helsinki Area, this study seeks to understand the primary elements such as cultural, social, and economic factors that shape their leisure travel choices. Additionally, it aims to explore

the preferred travel destinations and services among Bangladeshi immigrants for leisure trips, discovering the types of destinations and travel services that are most favored. Moreover, the study focuses on understanding the challenges and barriers faced by Bangladeshi immigrants when planning and booking leisure travel, identifying the obstacles encountered during the process of organizing and arranging their leisure travels. The main research question guiding this study is: What are the leisure travel preferences and behaviors of Bangladeshi immigrants living in the Greater Helsinki Area, and what factors influence these preferences? The sub-questions include: What are the key factors that influence the travel preferences of Bangladeshi immigrants living in the Greater Helsinki Area for leisure trips? Which travel destinations and services are most preferred by Bangladeshi immigrants for their leisure activities? What challenges and barriers do Bangladeshi immigrants face when planning and booking leisure travel in the Greater Helsinki Area?

1.3 Commissioning party: Travel Paradise- Al Hera Travel

Travel Paradise - Al Hera Travel, officially known as Al-Hera Hajj & Tours Oy, is a well-established travel agency based in Helsinki, Finland (asiakastieto, 2017). Founded in 2015, the company specializes in organizing religious pilgrimages, particularly Hajj and Umrah, for the Muslim community. They also offer a variety of other travel services, including holiday packages, flight bookings, hotel reservations, and visa assistance. The company is led by Reaz Shahid, whose vision and dedication have been instrumental in its growth and success. (Taloustutka, 2015) Under his leadership, the company achieved a revenue of approximately 4.16 million euros in 2022, reflecting a meaningful increase from the previous year (Vainu, 2022). Al-Hera Hajj & Tours Oy has managed to maintain a stable workforce and continues to provide tailored travel services and visa assistance (Taloustutka, 2015). Known for their excellent customer service, the company has built a loyal client base that appreciates their attention to detail and personalized approach. They are also actively involved in the local community, supporting various cultural and religious events. (Alheratravel.fi, 2022) Looking ahead, the company aims to expand its services further, exploring new travel destinations and enhancing the overall travel experience for their clients. They are also looking to incorporating more technology-driven solutions to streamline their operations and provide even better service. (Taloustutka, 2015)

For Bangladeshi immigrants, Travel Paradise - Al Hera Travel offers specialized services to cater to their unique needs. These services include assistance with Hajj and Umrah pilgrimages, ensuring that all necessary arrangements are made for a smooth and fulfilling experience. They also provide tailored holiday packages that consider the preferences and cultural requirements of Bangladeshi clients. Additionally, the company offers comprehensive visa assistance, helping Bangladeshi immigrants navigate the complexities of visa applications for various countries. Their commitment to excellent customer service and personalized approach has made them a trusted choice for many Bangladeshi immigrants seeking reliable and efficient travel solutions. (Taloustutka, 2015)

2 Literature Review

It establishes the theoretical base of the study. The literature review highlights studies about the travel patterns, behaviors, and obstacles faced by immigrant populations and more specifically Bangladeshi immigrants. KEYWORDS: Immigrant travel; cultural and social dynamics; factors affecting travel; unique barriers in immigrant communities This chapter points out what has not been mentioned in current knowledge, needed for further exploration, synthesizing findings from previous research.

2.1 Introduction to Travel Preferences

Travel preferences refer to the individual choices and motivations that guide people's decisions regarding travel, including the destination, mode of transport, accommodation, and activities. Understanding travel preferences is crucial, as it provides insights into why people travel, what factors influence their choices, and how they prioritize different aspects of their travel experiences (Malichová et al., 2023). According to Crouch (1994, p. 107), travel preferences are shaped by a variety of factors, such as personal needs, socio-economic background, cultural influences, and destination image. These factors play a meaningful role in guiding individuals through the complex process of deciding when, where, and how to travel.

Previous research highlights that travel preferences are influenced by both internal motivations, such as the desire for relaxation and novelty, and external factors, such as economic constraints and social influences (Crompton, 1979). The interplay between these internal and external drivers determines not only the choices travelers make but also their overall satisfaction with their trips. Crouch (1994) also emphasizes that these preferences are dynamic and often influenced by changing life stages and personal circumstances, meaning that travel behavior can evolve over time depending on factors such as family commitments, career changes, and health status.

Another aspect of travel preferences is the influence of socio-demographic factors, such as age, income, education level, and family composition (Ma et al., 2018). Nicolau and Más (2005, p. 99) highlight that younger travelers often prioritize adventure and novel experiences, while older travelers might focus more on comfort and relaxation. The authors argue that these differences are largely shaped by the unique social and psychological needs at different life stages. Moreover,

income levels meaningfully affect travel preferences, as individuals with higher incomes can afford more luxurious travel experiences, whereas those with lower incomes may seek budget-friendly options. Nicolau and Más (2005) also note that education level plays an essential role in shaping preferences, as highly educated travelers may have a greater inclination towards cultural and educational experiences, while less educated travelers might prioritize entertainment or leisure.

Cultural background is also a crucial determinant in travel preferences, affecting everything from destination selection to travel behavior. For example, travelers from collectivist cultures may prefer traveling in groups and seek family-oriented activities, while those from individualistic cultures may enjoy solo travel and self-exploration. (Reisinger & Turner, 2003). These cultural influences impact not only the choice of travel partners but also the activities and experiences that are prioritized during the trip. For immigrants, cultural factors may include a desire to reconnect with familiar cultural contexts or explore new environments that resonate with their cultural identity (Shafi, 2022).

In addition to individual-level factors, the characteristics of the destination also shape travel preferences. Destination attractiveness, which includes natural beauty, cultural offerings, infrastructure, and perceived safety, meaningfully impacts travelers' decisions. (Mangali & Ortaleza, 2021). Nicolau and Más (2005) assert that destinations that offer a mix of recreational, cultural, and leisure opportunities are more likely to attract diverse groups of travelers. This indicates that destinations should consider promoting a variety of attractions to cater to different segments of the travel market.

2.1.1 Importance of Travel Preferences

The study of travel preferences is pivotal in understanding consumer behavior in tourism, as it allows service providers to tailor their offerings to meet the diverse needs of travelers. Travel preferences influence not only individual satisfaction but also the overall success of tourism-related services and destinations (Prayag et al., 2014). According to Crompton (1979, p. 410), travel motivations and preferences serve as essential indicators for predicting tourist behavior, as they reveal what travelers seek in their vacation experiences. These preferences can vary meaningfully based on motivations such as relaxation, cultural exploration, or adventure, making it essential

for tourism businesses to understand and cater to these factors to enhance customer satisfaction and attract a larger clientele.

Previous research also supports the notion that understanding travel preferences is critical for effective tourism marketing and service customization (Nicolau & Más, 2005). By identifying the preferences of specific market segments, tourism operators can create targeted marketing campaigns that address the unique needs of those segments. Nicolau and Más (2005) highlight that a strong understanding of travel preferences leads to better customer segmentation, enabling tourism businesses to differentiate their services and improve customer loyalty. Furthermore, when destinations align their offerings with the preferences of tourists, they tend to see higher levels of repeat visitation, which is a meaningful factor in the sustainability of tourist destinations.

Another crucial aspect of understanding travel preferences is the ability to provide culturally appropriate and satisfying experiences for different groups of travelers. Reisinger and Turner (2003, p. 76) argue that cultural differences play a major role in shaping travel preferences, and the failure to accommodate these differences can result in dissatisfaction among tourists. This is particularly relevant in a multicultural context where travelers come from diverse backgrounds and hold different expectations. The authors emphasize that destinations and service providers need to adapt their services to meet the cultural preferences of their visitors, ensuring that each traveler feels comfortable and that their unique needs are addressed. This not only enhances the tourist experience but also helps in creating positive word-of-mouth and higher satisfaction levels.

Travel preferences are also linked to travelers' psychological needs and their perception of personal fulfillment. Maslow's hierarchy of needs, a widely recognized psychological theory, can also be applied to tourism to understand how different types of travel fulfill various human needs. For instance, individuals traveling for relaxation are often motivated by physiological needs such as rest, whereas those seeking adventure may be aiming to fulfill higher-level needs like self-actualization (Maslow, 1943). This suggests that by understanding these underlying needs, tourism businesses can design products that appeal directly to what travelers are seeking, resulting in higher satisfaction and perceived value.

Moreover, Crouch (1994, p. 110) states that travel preferences play a meaningful role in determining the economic success of tourist destinations. When destinations and tourism businesses effectively align their offerings with tourists' preferences, they can maximize resource utilization and enhance the visitor experience, which in turn boosts revenues. For instance, destinations that

prioritize family-oriented activities are more likely to attract family travelers, while those that focus on adventure tourism may appeal to younger travelers seeking thrill and novelty.

2.1.2 Factors Influencing Travel Choices

The factors that influence travel choices are complex and multifaceted, involving a combination of socio-demographic, psychological, cultural, and economic influences. These factors ultimately determine the destination, mode of transport, and type of activities tourists engage in during their travels. Crouch (1994, p. 108) states that socio-demographic characteristics, such as age, income, education, and family composition, play a meaningful role in shaping travel decisions. For instance, younger individuals are generally more inclined towards adventure and novelty-seeking activities, whereas older travelers prioritize comfort and convenience. Similarly, higher income levels provide greater flexibility in travel options, enabling travelers to choose more luxurious destinations and experiences, whereas budget constraints can limit choices.

Psychological factors, such as motivations, perceptions, and personal needs, are also crucial in determining travel choices. According to Crompton (1979, p. 413), individuals are driven by a mix of intrinsic motivations, like relaxation, cultural enrichment, or adventure, and extrinsic motivations, such as social status or family expectations. Crompton's study highlights that travelers often seek experiences that align with their desire for novelty or a break from routine. Moreover, motivations often vary based on life stages; for instance, young adults may seek thrill and adventure, while families may prioritize safety and child-friendly activities. Understanding these motivations is essential for the tourism industry to cater to diverse traveler expectations effectively.

Cultural background is another meaningful factor that impacts travel choices. Reisinger and Turner (2003, p. 82) argue that cultural norms and values influence not only destination selection but also the behavior exhibited during the trip. For example, travelers from collectivist cultures often prefer destinations that promote group activities and shared experiences, while travelers from individualistic cultures may choose destinations that offer opportunities for self-discovery and personal freedom. The study further emphasizes that cultural familiarity plays an important role, as travelers are often more comfortable visiting destinations where they feel culturally connected, or at least where the cultural differences do not feel too overwhelming.

Economic factors also heavily influence travel choices, particularly in terms of affordability and perceived value. Nicolau and Más (2005) point out that price sensitivity is a key determinant for

many travelers, with budget constraints influencing their choices for destinations, accommodation, and activities. The authors also highlight that perceived value—essentially the traveler's evaluation of the benefits of a trip relative to its cost—meaningfully affects decision-making. When travelers perceive a destination as offering good value for their money, they are more likely to choose that destination over others, regardless of other factors.

External situational factors, such as geopolitical stability, safety, and destination accessibility, are also crucial in shaping travel decisions. Crouch (1994, p. 110) notes that political stability and perceived safety are often decisive factors, especially for international travel. Destinations perceived as unstable or unsafe are likely to be avoided, regardless of their attractiveness or other favorable factors. Furthermore, accessibility in terms of transportation options and ease of obtaining visas can meaningfully influence whether travelers choose to visit a particular destination.

2.2 Cultural Influences on Travel

Cultural influences play a pivotal role in shaping travel behavior, impacting everything from destination choice to travel experiences and decision-making processes. According to Reisinger and Turner (2003, p. 82), cultural differences meaningfully influence travel preferences, behaviors, and expectations. For instance, tourists from collectivist cultures, which emphasize group cohesion and family ties, often prefer traveling in groups and participating in activities that enhance social bonding. In contrast, those from individualistic cultures tend to value independence and prefer solo travel or activities that promote personal exploration and self-fulfillment. These distinct preferences highlight how cultural background can affect the nature and motivations behind travel decisions. (Turner, 2003, p. 82)

The impact of cultural background on travel behavior is well-established in tourism literature. As Pizam and Sussmann (1995, p. 905) suggest, cultural norms and values shape not only the preferences of tourists but also their behavior during trips. For example, Asian tourists, who often come from collectivist backgrounds, may prioritize harmony, respect for local customs, and participation in group activities. In contrast, Western tourists may emphasize individual choice, flexibility, and exploration. The authors further argue that cultural traits influence tourists' adaptability to new environments and their overall satisfaction. Tourists who experience a culture like their own tend to feel more comfortable and satisfied, whereas those visiting culturally distant destinations

may experience challenges related to cultural adaptation, which can influence their overall travel experience.

Moreover, cultural background plays a meaningful role in determining the activities that travelers prioritize during their trips. Reisinger and Turner (2003) highlight those cultural motivations, such as exploring heritage sites, religious landmarks, and historical places, are often deeply rooted in travelers' cultural identities. This cultural motivation can influence the types of destinations chosen and the activities undertaken. For instance, travelers from countries with strong religious traditions may be more inclined to visit religious or spiritual sites, while travelers from more secular backgrounds may prioritize leisure and entertainment. Pizam and Sussmann (1995) also noted that culture can affect travelers' preferences for accommodation, food, and even the level of interaction they seek with locals.

The role of community and social networks is another critical factor influenced by cultural background in shaping travel decisions. In many cultures, travel decisions are not made in isolation but rather are influenced by family, friends, and broader community networks. The opinions of family members and friends play a meaningful role in travel planning, especially among collectivist cultures where community ties are strong. For instance, individuals from collectivist societies may rely heavily on recommendations from their social circle when selecting a travel destination or planning activities. The influence of these networks is often stronger than that of commercial advertising or online reviews, suggesting that word-of-mouth communication remains a powerful tool in travel decision-making. (Varga & Gabor, 2021, p. 42)

Social networks also provide emotional and practical support that influences travel decisions. In collectivist cultures, the sense of security provided by traveling with family or friends is a meaningful motivator, particularly for international travel¹. This sense of security can reduce the perceived risks associated with traveling to unfamiliar destinations. In contrast, travelers from individualistic cultures may be more motivated by personal exploration and the opportunity to meet new people, seeing travel as a means of expanding their social networks beyond their immediate community. (Varga and Gabor, 2021, p.7)

Cultural influences also extend to the perceived importance of different aspects of the travel experience. Reisinger and Turner (2003) argue that tourists from different cultural backgrounds place varying degrees of importance on factors such as comfort, authenticity, and novelty. For example, some cultures may prioritize comfort and familiarity, seeking accommodations that pro-

vide a sense of home away from home, while others may prioritize the authenticity of the experience, opting for local guesthouses or unique lodging options that allow for deeper immersion into the local culture. Similarly, the desire for novelty can be influenced by cultural values, with some travelers seeking out unique and unconventional experiences, while others prefer the predictability of well-known tourist spots.

2.3 Challenges Faced by Immigrants in Travel

Immigrants often face meaningful challenges when it comes to travel, influenced by barriers related to access and affordability, as well as psychological and emotional factors. These challenges are shaped by the socioeconomic and cultural circumstances in which immigrants find themselves, making travel experiences considerably different compared to those of non-immigrant populations. The financial constraints, difficulties in accessing proper travel documentation, and the psychological impact of being in a foreign land can deter many immigrants from traveling, whether for leisure or to maintain family and cultural connections (Keeley, 2021).

Barriers to Travel Access and Affordability

Financial constraints are one of the most meaningful barriers that immigrants face when considering travel. According to MacDonald and Sampson (2012), immigrants, particularly those who are new arrivals or from low-income backgrounds, often face economic hardships that make travel unaffordable. Many immigrants prioritize basic needs such as housing, employment, and education over discretionary spending on travel. For example, low-income immigrant families may lack the financial flexibility to afford travel tickets, accommodation, and other travel-related expenses, thus making travel inaccessible. In addition, economic barriers are compounded by the fact that immigrants may have less access to credit facilities, which further restricts their ability to travel for leisure or family visits.

Travel documentation and legal barriers also pose meaningful challenges. Ghimire (2001, p. 142) highlights that visa regulations and documentation requirements are often stricter for immigrants, limiting their ability to travel freely. For example, immigrants may be required to meet stringent visa requirements or face difficulties in renewing travel documents, particularly if they do not have permanent residency. The legal complexities and bureaucracy involved in obtaining

the necessary permissions and documents to travel can discourage many immigrants from making travel plans. These issues create an added layer of stress and complexity, which further complicates their mobility, especially across international borders.

Furthermore, MacDonald and Sampson (2012) point out that a lack of access to information about travel opportunities and services can be an obstacle for immigrants. Many recent immigrants may not be familiar with the available travel options or may struggle to navigate travel services that are not offered in their native language. This lack of information, combined with limited financial resources, creates an environment where immigrants feel excluded from the opportunities that non-immigrant populations may take for granted.

Psychological and Emotional Factors Affecting Travel

In addition to economic and legal barriers, psychological and emotional factors also meaningfully affect the travel behavior of immigrants. Ghimire (2001) suggests that immigrants often face psychological challenges, such as fear of discrimination or social exclusion, which can deter them from traveling. The fear of being discriminated against in unfamiliar places or facing language barriers can create a sense of vulnerability, making travel seem like an intimidating prospect.

The emotional impact of separation from one's homeland also influences travel behavior. Immigrants often experience a strong sense of nostalgia and longing for their country of origin, but the challenges associated with international travel can prevent them from satisfying this need. MacDonald and Sampson (2012) note that for many immigrants, the inability to travel back home for important cultural events or family gatherings can contribute to feelings of isolation and emotional distress. These emotional barriers are especially pronounced during meaningful life events, such as weddings, funerals, or religious celebrations, where an immigrant's inability to be present can lead to a sense of disconnection from family and culture.

Ghimire (2001) also points out that psychological factors, such as stress from economic instability, legal insecurity, and adapting to a new culture, can further diminish the desire or ability to travel. Immigrants may prioritize establishing a stable life in their host country over leisure activities such as travel, and the stress of adjusting to a new environment can leave little energy or motivation for non-essential activities. These stressors, coupled with fears of legal complications or discrimination, mean that travel is often viewed as an unnecessary risk rather than a pleasurable activity.

2.4 Destination Choices Among Immigrant Populations

Immigrant travel behavior is often influenced by a mix of cultural ties, economic status, and social networks. Immigrants tend to prioritize destinations that hold cultural significance or where they can connect with family and community members. Additionally, factors such as ease of travel, affordability, and accessibility to familiar environments play critical roles in shaping these choices. (Blumenberg and Evelyn, 2009)

Research by Asiedu (2008, p. 32) states that immigrants often exhibit strong connections to their countries of origin, making them more likely to visit these countries for social and familial reasons. This phenomenon, known as "heritage travel," shows how travel decisions are deeply intertwined with personal and cultural identity. Asiedu further notes that approximately 40% of immigrants in his study visited their home country within the first five years of resettlement., he found out this through survey in his study. This pattern highlights the significance of maintaining cultural connections through travel, particularly among first-generation immigrants.

According to Nicolau and Más (2005), immigrants are inclined towards destinations that offer opportunities to connect with family members or engage with familiar cultural settings, which gives them a sense of comfort while traveling. For instance, immigrants who travel for family reunification often prioritize countries where visa regulations are more lenient, whereas others traveling for leisure may opt for visa-free countries to minimize bureaucratic hurdles.

Immigrant populations often exhibit distinct travel behaviors shaped by their unique socio-cultural contexts and economic circumstances. According to a study by the City of Helsinki (2024), approximately half of the adult immigrants in the Helsinki metropolitan area have migrated for work or study purposes, with a meaningful portion also arriving as spouses of those who came for similar reasons. This demographic trend is particularly relevant for Bangladeshi immigrants, who often prioritize destinations that offer robust educational and employment opportunities. The MoniSuomi 2022 survey highlights that immigrants who come for work tend to have better employment outcomes compared to those who migrate for other reasons, such as family reunification or asylum (City of Helsinki, 2024).

Gender and age also play critical roles in shaping travel preferences. The same study indicates that men generally have better employment prospects than women, a trend that is consistent across various immigrant groups (City of Helsinki, 2024). This gender disparity can influence travel decisions, as male immigrants might prefer destinations with favorable job markets. Additionally,

younger immigrants, particularly students, are drawn to countries with high-quality educational institutions. The Finnish education system, known for its excellence and accessibility, is a meaningful pull factor for Bangladeshi student migrants (Schönfeldt, 2022).

Income levels and professional backgrounds further delineate travel preferences among Bangladeshi immigrants. Immigrants with higher income levels and professional qualifications are more likely to travel to countries with advanced economic opportunities and professional networks. Conversely, those with lower income levels might opt for destinations with lower living costs and more accessible job markets. The City of Helsinki's 2020 study reveals that immigrants in the capital region generally have lower income levels and higher unemployment rates compared to native Finns (Schönfeldt, 2022). This economic disparity underscores the importance of financial stability in travel decision-making processes.

2.5 Preferred Travel Destinations and Services

For leisure travel, Bangladeshi immigrants often favor destinations that offer cultural familiarity and affordability. According to (Bimafy, 2024), India remains a top choice due to its proximity, shared cultural heritage, and the availability of medical tourism services. This preference is supported by data indicating that approximately 30% of Bangladeshi leisure travelers visit India annually (Bimafy, 2024). Additionally, Thailand and Malaysia are popular for their vibrant tourism sectors and affordable travel packages. These destinations are particularly attractive for their beach resorts and shopping opportunities.

For business travel, Bangladeshi immigrants predominantly choose destinations with robust economic ties to Bangladesh. Malaysia and the United Arab Emirates (UAE) are frequently visited due to their meaningful Bangladeshi expatriate communities and business opportunities. According to Siddiqui (2024), around 10-15% of Bangladeshi business travelers head to Malaysia, leveraging the country's favorable business environment and established networks. The UAE, particularly Dubai, is another key destination, attracting approximately 15% of Bangladeshi business travelers annually (Siddiqui, 2024).

The services preferred by Bangladeshi immigrants during their travels are tailored to meet their specific needs. For leisure trips, comprehensive travel insurance, including medical coverage and trip interruption insurance, is highly valued. This is particularly crucial for destinations like Saudi Arabia, where many Bangladeshi travelers undertake religious pilgrimages (insuremytrip, 2024).

For business trips, services such as business trip coverage, including lost documents and accidental injury insurance, are essential. These services ensure that business travelers can navigate potential disruptions and maintain productivity during their trips.

3 Methodology

The methodical procedure followed in this study to determine the leisure travel preferences and behaviors of Bangladeshi immigrants in the Greater Helsinki Area is covered in the methodology chapter. To achieve the goals of the study, this chapter also provides a clear and succinct explanation of the research design, population sampling techniques, data collection methods, and analysis procedures. By employing methodical and scientific methodology, the results of this study can be relied upon to be pertinent to the population under investigation and to provide meaningful insights into the travel habits and concerns of this demographic. The chapter starts with presenting the research methodology used in this research and then moves on to presenting the details of sampling, data collection and analysis.

3.1 Research Methodology

Research methodology refers to the systematic approach used by researchers to collect, analyze, and interpret data to answer research questions and achieve research objectives. According to Creswell and Creswell (2017, p. 4), research methodology encompasses the philosophical underpinnings, design strategies, and data collection techniques that guide the research process. The authors emphasize that selecting an appropriate research methodology is crucial for ensuring the validity and reliability of research findings. They define research methodology as a framework that integrates various methods and approaches to address specific research problems, thereby providing a structured path for investigation.

The types of research methodologies can broadly be categorized into qualitative, quantitative, and mixed methods. As noted by Bryman (2016, p. 35), qualitative research focuses on exploring and understanding phenomena through non-numerical data, such as interviews and observations. This approach is particularly useful for gaining in-depth insights into complex issues and understanding participants' perspectives. In contrast, quantitative research involves the collection and analysis of numerical data to identify patterns, relationships, and statistical significance. Bryman (2016, p. 37) explains that quantitative methods are well-suited for testing hypotheses and making generalizable conclusions based on statistical analysis. Mixed methods research combines elements of both qualitative and quantitative approaches, offering a comprehensive view by integrating numerical data with qualitative insights.

The significance of choosing the right research methodology lies in its impact on the overall quality and applicability of the research outcomes. As stated by Saunders, Lewis, and Thornhill (2016, p. 27), the suitability of a research methodology depends on the research questions, objectives, and the nature of the data. They argue that aligning the methodology with the research purpose ensures that the data collected is relevant and that the findings are credible. The authors highlight that research methodology also affects the research design, including the sampling strategies, data collection methods, and data analysis techniques employed. Therefore, selecting an appropriate methodology is essential for addressing research questions effectively and contributing valuable knowledge to the field.

The chosen research methodology for this thesis was a primary research approach, also the research strategy employed for this study was survey study. Quantitative research methodology, A structured survey was administered to Bangladeshi immigrants living in the Greater Helsinki Area to gather numerical data on their travel preferences, destinations, and challenges. The collected data was analyzed using descriptive statistics using Microsoft Excel to identify trends and patterns that informed actionable recommendations for Travel Paradise - Al Hera Travel.

3.2 Sampling

The sampling method used in this study was non-probability sampling, specifically convenience sampling. This approach was selected due to practical considerations, such as time and resource constraints, and the availability of participants who are Bangladeshi immigrants living in the Greater Helsinki Area. According to Bryman (2016), convenience sampling involves selecting participants based on their accessibility and willingness to participate, making it a common and pragmatic choice in research when targeting specific populations. In this study, the survey was distributed to a convenient sample of Bangladeshi immigrants who were easily reachable through community groups, social networks, and online platforms. While convenience sampling does not guarantee a fully representative sample, it allowed for efficient data collection within a specific demographic, providing valuable insights into the leisure travel preferences and behaviors of this group.

3.3 Data Collection

The data collection method for this research involved administering structured surveys to Bangladeshi immigrants residing in the Greater Helsinki Area (Uusimaa Region). The survey consisted of closed-ended questions designed to capture quantitative data on their travel preferences, destination choices, and challenges. This method ensured consistency and allowed for efficient data analysis.

The survey was designed using Google Forms, an online survey tool, to gather insights into the travel preferences, destination choices, and challenges faced by Bangladeshi immigrants in Helsinki. It was distributed through various channels, including social media platforms, community websites, and email lists. Respondents were given a one-week timeframe to complete the survey, with follow-up reminders sent to improve response rates. Once the data was collected, it was exported to statistical software, such as Excel, for analysis. Descriptive statistics were then applied to identify patterns and trends.

The URL of the google form was shared in form of a QR code in a Mosque in Itakeskus, Helsinki on Friday (08-11-2024). The QR code was printed on A4 papers and postered in the wall of the mosque for the convenience. Also, the QR code was postered in 4 residential buildings' notice board of Ida Aalbergin Tie 1a where most of the tenant are Bangladeshi Immigrants.

3.4 Data Analysis

The data analysis method for this research was descriptive statistics, which was used to summarize and interpret the survey data collected from Bangladeshi immigrants. Descriptive statistics included measures such as frequency distributions, means, and percentages. The chosen sample size of 100 + respondents was justified based on several factors. First, Cochran's (1977) formula for determining sample size suggests that for a population of moderate size, a sample of 100 is sufficient to achieve a reasonable level of precision in survey results, assuming a 95% confidence level and a margin of error between 5% and 10%. Given the relatively niche population of Bangladeshi immigrants in the Greater Helsinki Area, this sample size strikes a balance between feasibility and statistical accuracy.

Additionally, Mason (2010) highlights that in exploratory studies involving specific demographic groups, a sample size of around 100 is commonly used to capture a representative cross-section of the population while ensuring that the data is manageable for analysis. This sample size allowed for a meaningful application of descriptive statistics, providing reliable insights into travel preferences and challenges faced by the target group.

This method was appropriate because it allowed for the identification of patterns and trends within the data, offering actionable insights without drawing causal inferences. According to Fisher and Marshall (2009), descriptive statistics are particularly useful in exploratory studies to simplify large datasets and communicate findings in an accessible manner. Similarly, Loeb et al. (2017) emphasize that descriptive analysis is essential for informing practice and decision-making based on survey data. Frequency tables for categorical variables (e.g., gender, location) reveal distribution patterns.

The tool chosen for data analysis was Microsoft Excel. Excel is widely used for quantitative data analysis due to its accessibility, ease of use, and ability to handle descriptive statistics such as frequency distributions, percentages, and averages. It provided a range of built-in functions, pivot tables, and charting options, making it suitable for analyzing survey data.

Excel's effectiveness in analyzing survey data is supported by Berenson et al. (2012), who highlight its utility in managing and interpreting large datasets, especially for basic statistical analysis. Additionally, Excel is a preferred tool in educational and business research due to its simplicity, reliability, and ability to generate quick insights without the need for specialized statistical software.

The survey data was first imported into Excel and cleaned by removing incomplete or inconsistent responses to ensure accuracy. It was then organized into meaningful groups based on the survey questions, such as travel preferences and destination choices. Using Excel's built-in functions, descriptive statistics were calculated, including frequency distributions, means, and percentages for each category. To visually represent the data and identify trends, charts and graphs, such as bar charts and pie charts, were created. Finally, the visualized data was analyzed to draw conclusions about the travel preferences and challenges faced by Bangladeshi immigrants.

4 Result Outline

For this survey, a total of 115 responses was collected. The study population consisted of Bangladeshi immigrants in Finland. Data was collected through an online survey that was spread using social media platforms and community networks. To make sure that every respondent was a member of the intended audience, screening questions were incorporated into the survey. These questions included inquiries about the respondents' nationality and whether they had previously resided in Finland. It made sure that the sample was valid and consistent with the study.

4.1 Key Factors Influencing Travel Preferences of Bangladeshi Immigrants

The studies conducted in this section reveal the relations between factors impacting the choices of travel destinations by the Bangladeshi immigrants living in Finland. They are analyzed from the demographic point of view (age, gender, employment status, duration of living in Finland, and household income) and from the economic point of view (financial interest in planning the trip and financial constraints affecting the subsequent frequency).

4.1.1 Demographic Profile

The findings from the survey conducted among Bangladeshi immigrants living in Finland provide detailed insights into their demographic characteristics and factors affecting travel preferences. This section summarizes the results in terms of age distribution, gender, employment status, duration of stay in Finland, and household income.

Age Distribution

Figure 1 shows the age distribution of respondents (n= 115), revealed that the largest group was individuals aged 25-34 years, comprising 45 respondents, which accounted for 39% of the total sample. The second largest age group was 18-24 years, with 28 respondents (24%). Participants aged 35-44 years represented 17% of the sample (20 respondents), followed by those aged 45-54 years at 15% (17 respondents). Only 4 respondents (4%) were aged 55 years or older. These figures highlight the majority representation of younger adults within the sample population.

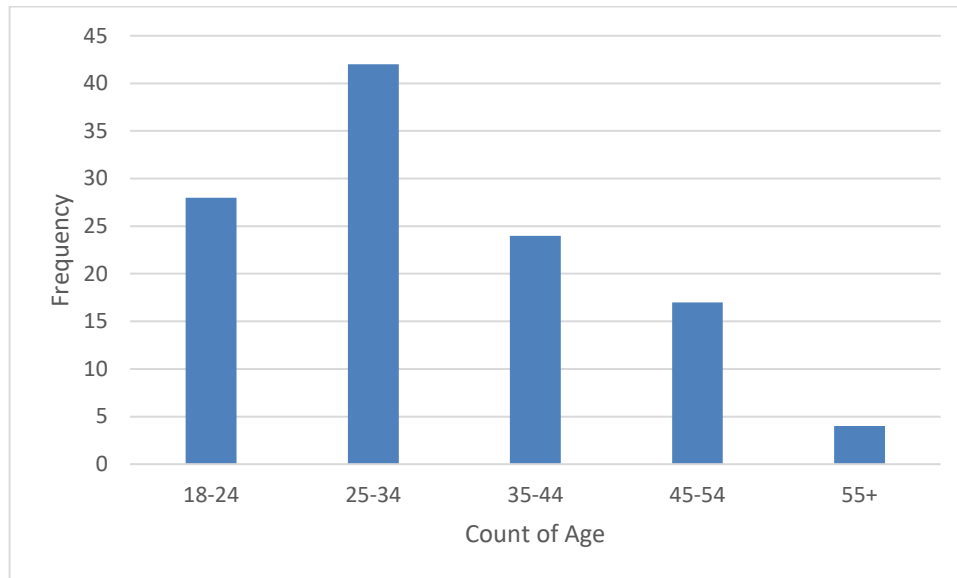


Figure 1: Distribution of respondents across age groups (n=115)

Gender Distribution

Gender distribution among the (n= 115) respondents in figure 2, from showed 58 participants (51.3%) identifying as male. Female respondents accounted for 47 participants (41.2%), while 10 respondents (7.5%) chose not to disclose their gender. This balanced distribution between male and female respondents ensures a comprehensive understanding of travel preferences across genders.

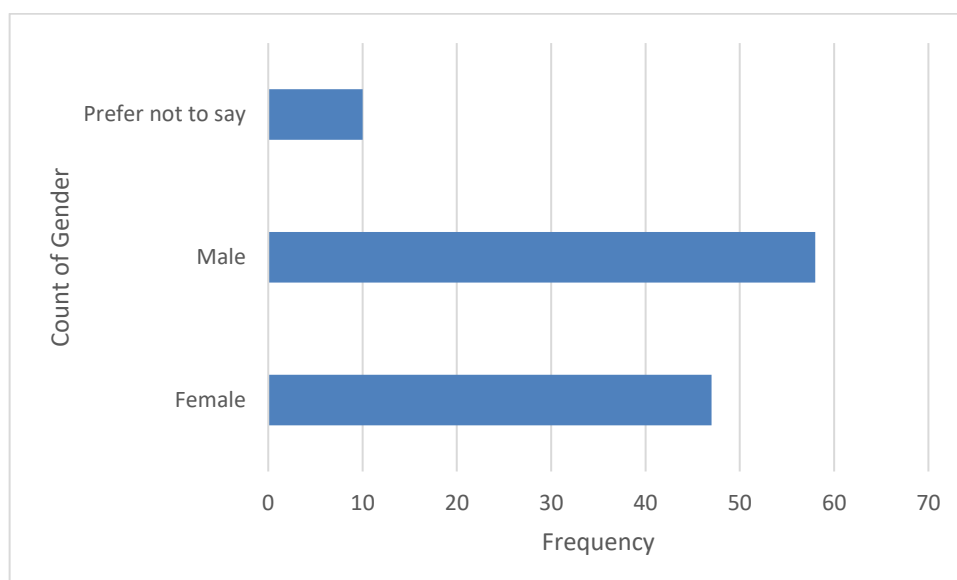


Figure 2: Gender Distribution(n=115)

Employment Status

The employment status of the (n= 115) respondents in figure 3 revealed a varied distribution. The highest number of respondents were employed part-time, with 34 individuals falling into this category. Those employed full-time accounted for 30 respondents. Entrepreneurs represented 18 participants in the sample, while students made up 17 respondents. A smaller number of respondents were unemployed (13), and 4 respondents preferred not to disclose their employment status. This diversity in employment status reflects the economic and professional conditions of the surveyed group.

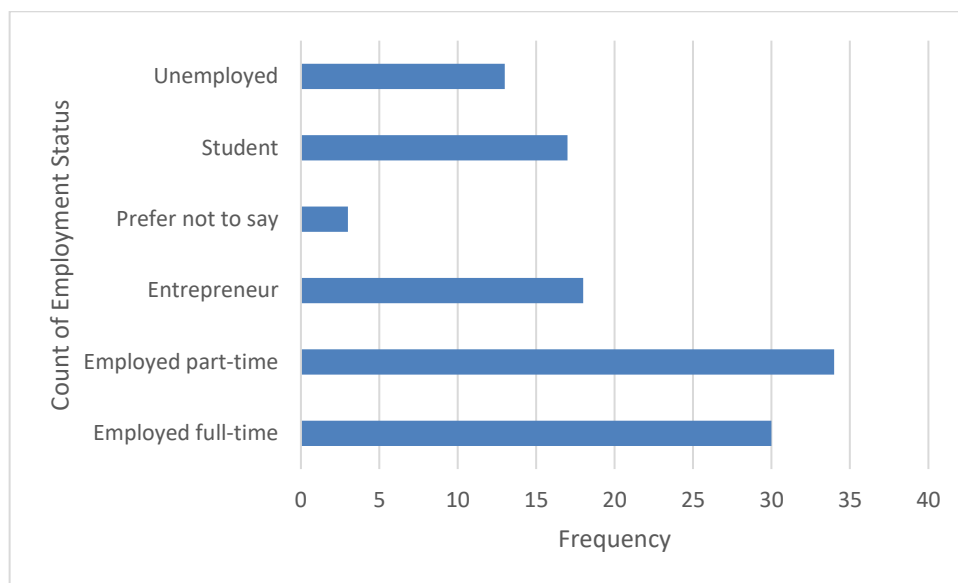


Figure 3: Employment status distribution (n=115)

Duration of Stay in Finland

The duration of stay in Finland varied among the (n= 115) respondents in figure 4. A meaningful proportion, 42 participants, reported having lived in Finland for 1-2 years. This was closely followed by 40 respondents who indicated a duration of 3-5 years. Respondents who had lived in Finland for less than a year totaled 20, while those who had stayed for over five years constituted 11 participants. These findings suggest that a majority of the Bangladeshi immigrants surveyed were relatively recent arrivals.

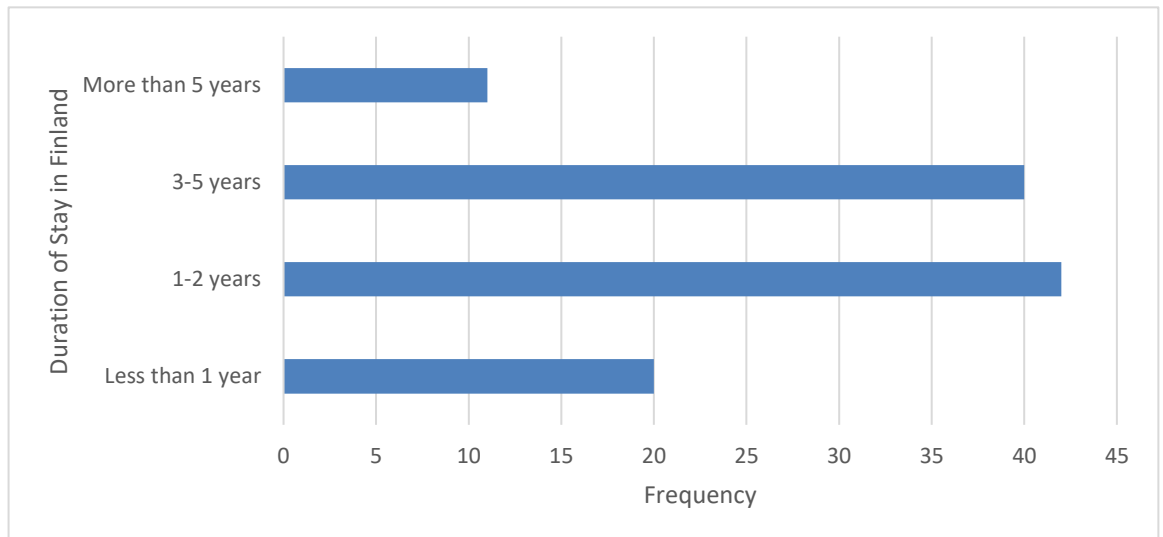


Figure 4: Duration of stay in Finland (n=115)

Household Income



Figure 5: Household income distribution (n=115)

Household income levels among the (n= 115) respondents also exhibited notable variation. The largest group, comprising 40 respondents, reported an annual household income between €20,000 and €39,999. This was followed by 39 respondents who reported an income of less than €20,000. Additionally, 20 respondents indicated a household income ranging from €40,000 to €60,000, while 11 respondents reported earning more than €60,000 annually. These income levels provide insight into the financial standing of the surveyed population and their potential impact on travel decisions.

4.1.2 Cultural and Social Factors

Cultural and social factors were found to meaningfully influence the travel preferences and decisions of Bangladeshi immigrants residing in Finland. Key factors identified in the survey included the importance of visiting friends and relatives, prior exposure to the culture of the travel destination, stress related to adapting to Finnish society, and concerns about potential discrimination. These factors were shown to play a dual role, both motivating and restricting travel decisions among the respondents.

Importance of Visiting Family or Friends

The survey findings presented in Figure 6 reveal the significance of visiting family and friends for Bangladeshi immigrants living in Helsinki, with a strong emphasis on the importance of these connections in their travel decisions. The data from the (n=115) respondents show the following distribution regarding the importance of visiting family and friends as a travel motivator:

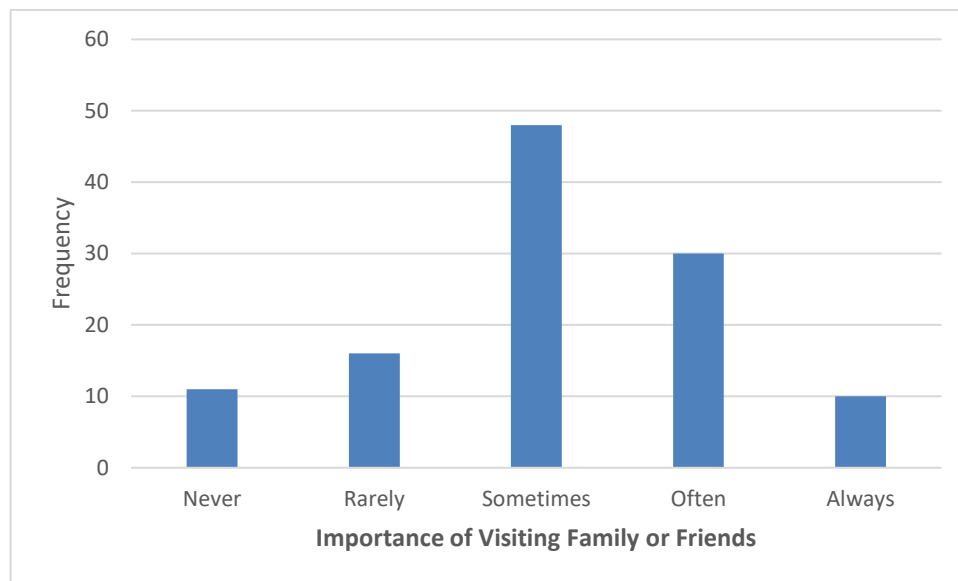


Figure 6: Importance of Visiting Family or Friends (n=115)

Never: 11 respondents (9.6%)

Often: 30 respondents (26.1%)

Sometimes: 48 respondents (41.7%)

Rarely: 16 respondents (13.9%)

Always: 10 respondents (8.7%)

The majority of respondents (41.7%) stated that they occasionally travel to see friends and family, suggesting that these ties influence their travel preferences in a rather constant way. The significance of preserving regular familial and social ties is demonstrated by the additional 26.1% of respondents who said they frequently visit friends and relatives.

Conversely, just 8.7% of respondents said they always visit family and friends, while 13.9% said they do it infrequently. Those who said they never do this were less common (9.6%).

These results imply that although many people consider visiting family and friends to be a key element in their travel plans, the frequency of these trips differs greatly. Some people experience it regularly, while others seldom ever experience it.

Fear of Discrimination and Its Impact on Travel Choices

Based on the survey findings from (n=115) respondents, 10 (9%) indicated that they were "not at all" concerned about discrimination when considering travel. These individuals reported feeling confident in their ability to travel without facing racial or cultural biases. This group likely feels a strong sense of safety or cultural familiarity in the destinations they choose, and therefore, fear of discrimination does not meaningfully impact their travel decisions.

In contrast, 25 respondents (22%) expressed that they were "slightly" concerned about discrimination. This indicates a mild apprehension that, while not overwhelming, still influences their travel considerations. These individuals may be cautious about potential prejudice but are willing to take the risk depending on the destination.

A more meaningful portion, 40 respondents (34%), reported being "moderately" concerned about discrimination. This suggests that for these individuals, the fear of encountering discrimination plays a noticeable role in their travel decisions. They may choose destinations where they feel their cultural background will be understood and accepted, and they are likely to avoid places where they anticipate facing prejudice.

Additionally, 30 respondents (26%) indicated that they were "very concerned" about discrimination, showing a strong apprehension that strongly influences their travel choices. These respondents likely refrain from traveling to destinations where they believe racial or cultural prejudice is

more common or where they have previously experienced such issues, even if only on a smaller scale.

Finally, 11 respondents (9%) stated that they were "extremely concerned" about discrimination when considering travel. For this group, the fear of encountering racial or cultural bias is a major barrier to travel, and it can lead them to avoid certain destinations altogether, prioritizing safety and a sense of acceptance in their travel choices.

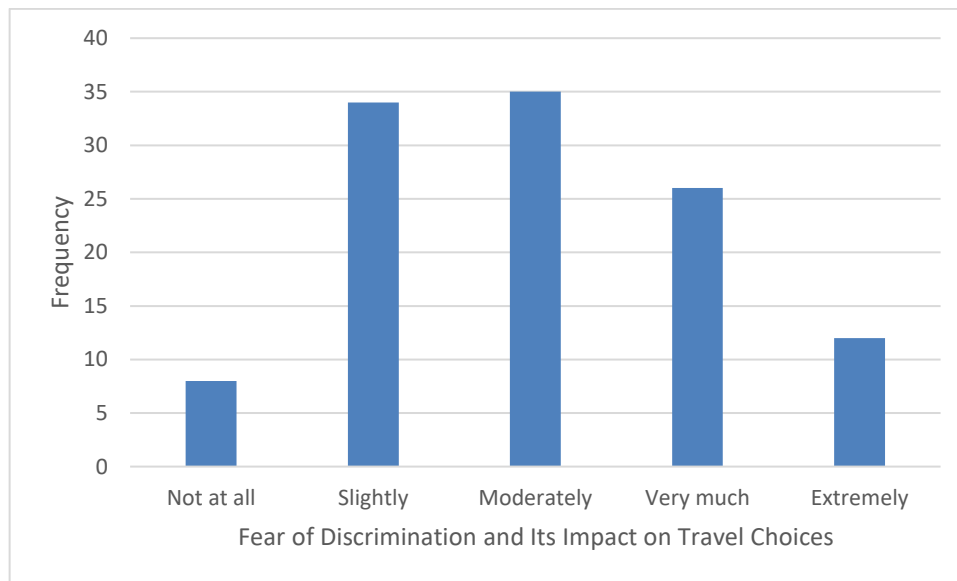


Figure 7: Fear of Discrimination and Its Impact on Travel Choices (n=115)

The data from Figure 7 underscores a clear correlation between the fear of discrimination and travel decisions among respondents who joined the survey. A meaningful proportion of respondents—more than half (60%)—reported varying levels of concern, from mild to extreme, about the possibility of facing discrimination. This fear might influence their travel choices, with many prioritizing destinations where they feel culturally safe and accepted. Conversely, only a small percentage of respondents reported no concern about discrimination, indicating that, for most, this factor plays a substantial role in travel planning.

4.2 Preferred Travel Destinations and Services Among Bangladeshi Immigrants

Defining the concerns of Bangladeshi immigrants to Finland concerns the nature of travel determinants and noteworthy destinations involving the population group. This section presents Bangladeshi immigrants' preferred destinations for leisure and their typical visitation frequency to

Bangladesh. These preferences are conditioned by social, cultural, economic, and individual factors – the nature of the selected country and the frequency of the decision to travel.

Preferred Leisure Destinations

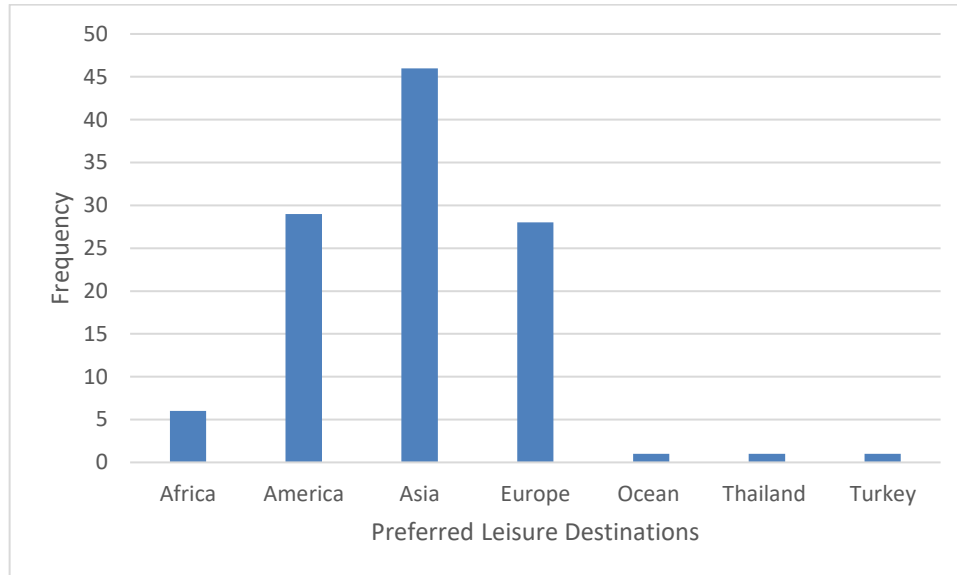


Figure 8: Preferred Leisure Destinations (n=115)

Among the (n= 115) respondents shown in Figure 8, the most popular destinations for leisure travel are primarily located in Asia, followed by America and Europe. A meaningful number of respondents, 46 individuals (40%), expressed a clear preference for traveling to Asia for leisure purposes.

In addition to Asia, the America also emerged as a preferred destination for leisure travel, with 29 respondents (25%) selecting it as their most desirable vacation spot.

On the other hand, regions such as Africa, Europe, and Oceania were less favored by the respondents. Only 6 respondents (5%) expressed a preference for Africa, while just 1 respondent (1%) chose Oceania as a leisure travel destination. Europe, despite its geographical Proximity to the immigrants' new home country, Finland was also a relatively unpopular choice, with only 28 respondents (24%) selecting it.

Frequency of Travel to Bangladesh

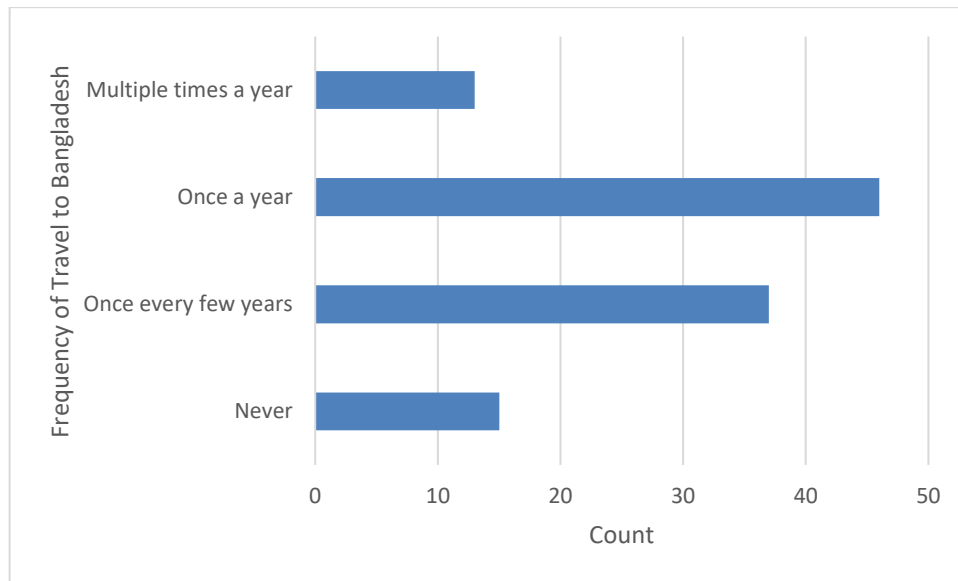


Figure 9: Frequency of Travel to Bangladesh (n=115)

The frequency and nature of travel to and from Bangladesh is an important aspect of the travel behavior of Bangladeshi immigrants. The survey findings reveal meaningful patterns regarding the frequency of visits to Bangladesh, highlighting the emotional and social connections that many respondents maintain with their home country. Among the (n=115) respondents who were interviewed, 46 (46%) stated that they visit Bangladesh annually. A further 37 respondents (37%) indicated that they visit the country every few years.

As illustrated in Figure 9, the majority of participants, 46 respondents (46%), reported traveling to Bangladesh once a year. This suggests that regular visits to the home country are an essential part of their travel behavior.

For the 37 respondents (37%) who visit Bangladesh every few years, several factors may contribute to this less frequent travel pattern. A smaller group of respondents, 17 (17%), reported never traveling back to Bangladesh. The survey findings indicate that for these respondents, various practical challenges prevent them from making trips to Bangladesh.

4.3 Challenges and Services Prioritized During Travel

Traveling necessarily encompasses a spectrum of difficulties which apply especially to immigrants. Like everyone else, Bangladeshi immigrants living in Finland have challenges anytime they plan to travel for business or personal purposes or to visit their back home for any reason no matter how minor it may seem. This section analyses some of the main difficulties they face, such as the visa, Language, there is not enough money, people they are scared to get discriminated against in Finland, they must endure cumbersome Language translation, arranging for leaves from work or school, and stress from work to the Finnish society. Moreover, it describes travelling services that are most important to immigrants to cope with such obstacles.

Visa Challenges

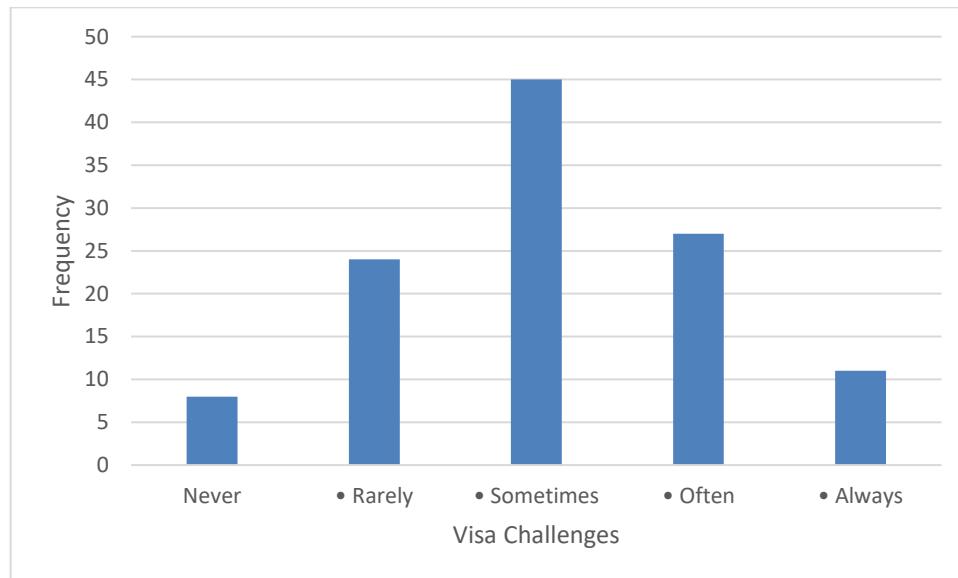


Figure 10: Visa Challenges (n=115)

The survey findings reveal that visa-related issues represent a meaningful barrier to travel for many Bangladeshi immigrants. As shown in Figure 10, from (n= 115) a substantial portion of respondents reported encountering difficulties when attempting to obtain visas for their desired travel destinations. Specifically, 45 respondents (39%) indicated that they "sometimes" experience problems related to obtaining visas. Additionally, 27 respondents (23%) stated that they "frequently" face difficulties, while 11 respondents (9%) reported "always" having visa problems. A further 24 respondents (21%) noted that they "occasionally" experience issues with visa acquisition.

These findings indicate that visa-related challenges are a common concern among Bangladeshi immigrants, affecting their ability to travel as planned. The survey results suggest that visa issues might have impact on the travel behavior of Bangladeshi immigrants. The survey also says that selecting travel destinations based on the relative ease of obtaining visas, with a preference for locations where the visa application process is less complicated or where the required documentation can be more easily obtained. In this context, obtaining a visa emerges as a decisive factor in determining whether or not a trip is possible.

Financial Limitations

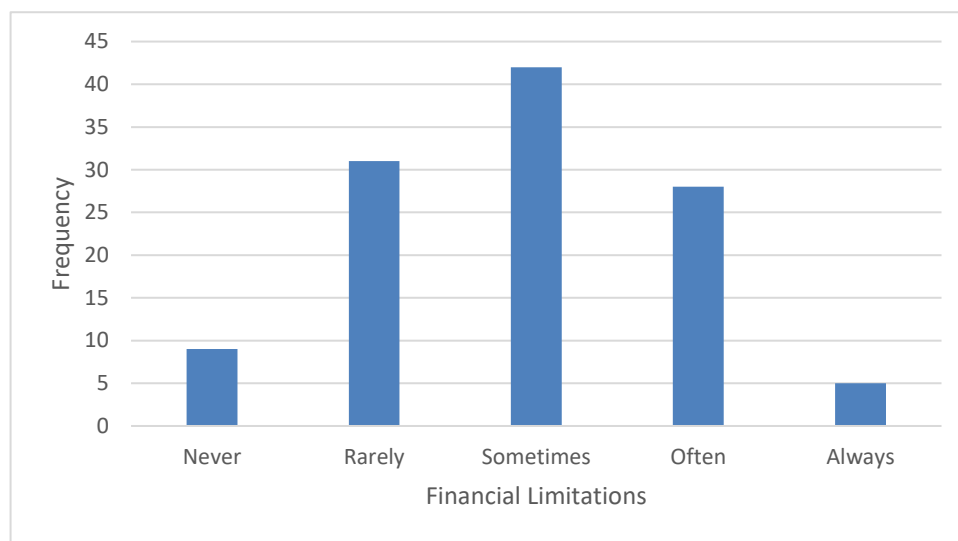


Figure 11: Financial Limitations (n=115)

The survey findings, as illustrated in Figure 11, reveal the meaningful role that financial limitations play in the travel behavior of Bangladeshi immigrants. From (n= 115) a considerable proportion of respondents indicated that financial constraints influence their ability to travel. Specifically, 9 respondents (8%) reported never experiencing any form of financial limitation that would affect their travel. In contrast, 5 respondents (4%) stated that financial limitations always prevent them from traveling.

The majority of respondents reported experiencing financial constraints sometimes or rarely when planning travel. A total of 28 respondents (24%) indicated that financial issues sometimes affect their travel decisions, while 31 respondents (27%) and 42 respondents (36%) stated that financial limitations rarely impact their travel choices.

Language Barriers

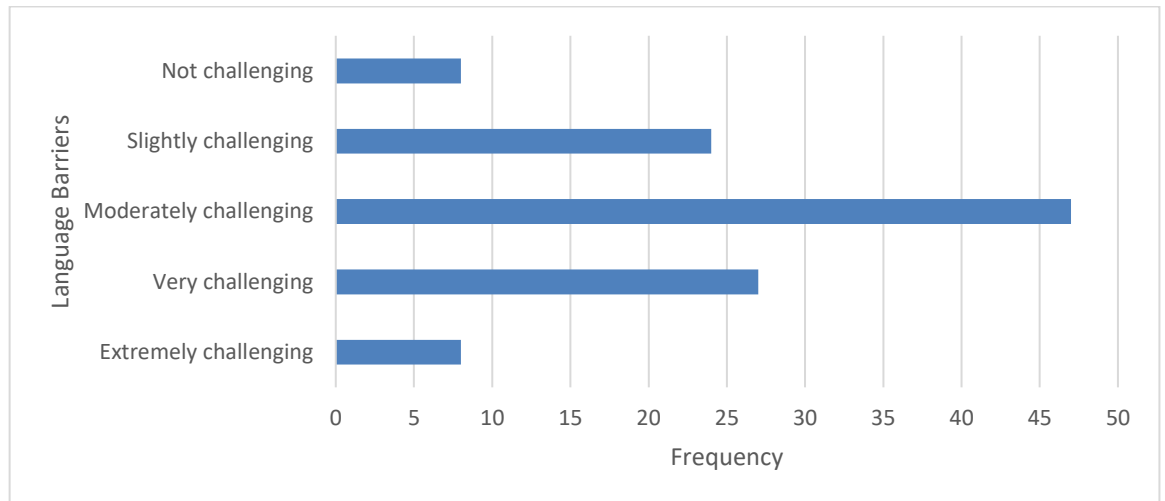


Figure 12: Language Barriers faced while travelling (n=115)

The survey findings, as presented in Figure 13 for (n= 115) respondents, highlight the challenges Bangladeshi immigrants face in accessing travel information due to language difficulties. A total of 47 respondents (40%) reported that it is moderately difficult to find travel information in a language they understand, while 27 respondents (23%) indicated that it is very difficult. In contrast, 24 respondents (21%) noted that they experience slight difficulty in obtaining travel information, and 8 respondents (7%) described the process as extremely difficult.

A small group of 8 respondents (7%) reported that language does not pose a meaningful obstacle in accessing travel information, suggesting that they either have a sufficient command of the available languages or are able to navigate the travel process effectively despite language barriers.

Securing Time Off Work or School

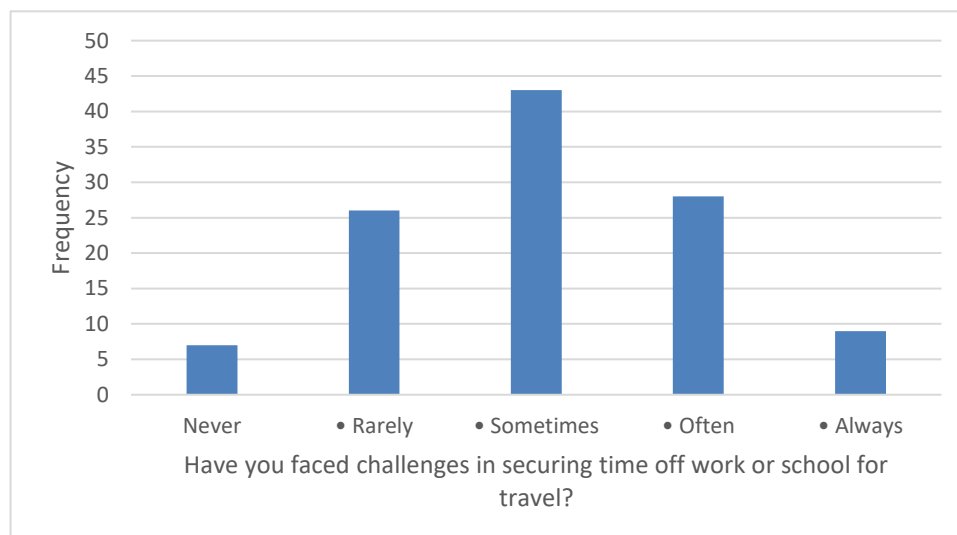


Figure 13: Time Off Work or School for Travelling (n=115)

The survey findings presented in Figure 14 reveal that demand for time off from work or school is a meaningful obstacle for many Bangladeshi immigrants when planning their travels. According to the data from (n= 115) respondents, 28 respondents (24%) reported sometimes experiencing difficulties in securing time off from work, while 26 respondents (22%) stated that they rarely face such challenges.

In terms of securing annual leave, 43 respondents (37%) indicated that they sometimes experience difficulties with the approval of leave, and 9 respondents (8%) reported that they always face this issue. Conversely, 7 respondents (6%) stated that they do not experience any problems in obtaining time off for travel.

Prioritized Travel Services

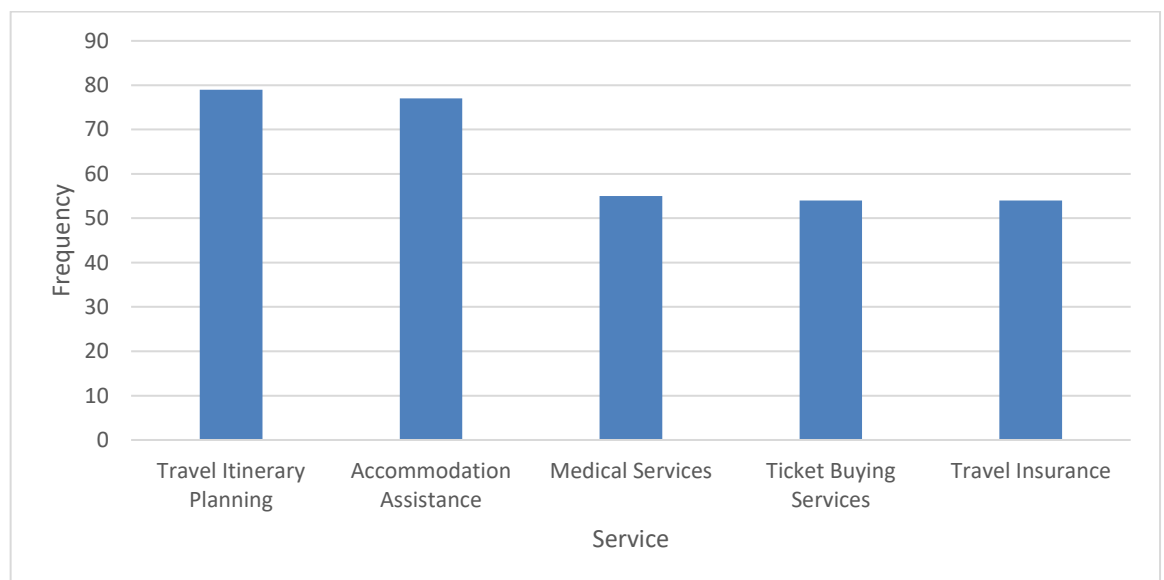


Figure 14: Prioritized Services while travelling (n=115)

The survey findings, as presented in Figure 15, indicate the specific services that Bangladeshi immigrants prioritize when planning their travel. In this question the respondents were allowed to choose multiple answers. The services most frequently cited by respondents are:

- Travel Itinerary Planning: 79 mentions
- Accommodation Assistance: 77 mentions
- Medical Services: 55 mentions
- Ticket Buying Services: 54 mentions
- Travel Insurance: 54 mentions

These services were identified as critical by respondents, with multiple options being selected by participants.

The high demand for Travel Itinerary Planning suggests that many immigrants value well-organized travel arrangements to minimize uncertainty and reduce stress during their journeys. Similarly, the substantial emphasis on Accommodation Assistance reflects the importance of finding safe, affordable housing options that align with their financial and safety needs.

Medical Services are also highly prioritized, with 55 mentions, indicating the importance of having access to healthcare or emergency medical support while traveling. Ticket Buying Services and Travel Insurance, each cited 54 times, are also seen as essential for ensuring affordability, convenience, and protection against travel disruptions, such as delays or cancellations.

4.4 Interpretation of the Results

The findings indicate that younger Bangladeshi immigrants, particularly those aged 25-34, are the most respondents of survey. This aligns with prior studies (Robinson & Schänzel, 2019) which suggest that Generation Z and younger millennials prioritize travel experiences. This demographic's higher mobility and fewer family commitments make them ideal targets for marketing campaigns (City of Helsinki, 2024).

One of the key themes emerging from the survey is the importance of family connections and social networks in shaping the travel behavior of Bangladeshi immigrants in Finland. Asiedu (2008) identifies "Visiting Friends and Relatives" (VFR) tourism as a meaningful motivator, especially among immigrant populations. The close-knit nature of the Bangladeshi community in Finland plays a crucial role in this, as immigrants often travel to reconnect with their families or attend family events. This trend aligns with the findings of Shafi (2022), who discusses how cultural norms, and the importance of family ties strongly influence the travel patterns of South Asian immigrants.

Additionally, the data reveal that cultural affinity plays an important role in destination choices. Most survey respondents expressed a preference for destinations that were culturally familiar or aligned with their personal or community heritage. This finding resonates with the concept of "cultural distance" discussed in the literature on immigrant travel behavior (Pizam & Sussmann, 1995), where tourists tend to favor countries that share cultural similarities or where they have

existing social ties. For Bangladeshi immigrants in Finland, this often translates to travel preferences for destinations like Bangladesh or other South Asian countries that share linguistic, religious, and cultural connections. The survey results also reflect that apart from Asia respondents also choose America and Europe as their preferred travel destination, which slightly aligns with the increasing accessibility and affordability of intra-European travel (City of Helsinki, 2024).

On the other hand, immigrant-specific challenges, such as language barriers and lack of travel knowledge, were also identified as meaningful constraints in travel decision-making. Several respondents mentioned that they often faced difficulties in obtaining information about travel destinations or navigating the logistics of travel, particularly for family-based trips. These challenges are consistent with the barriers discussed by Delbosc & Shafi (2023), who argue that language proficiency and familiarity with the travel process are critical factors that can either enable or hinder travel among immigrant populations. To address these issues, many participants indicated a preference for travel agencies that offer tailored services, especially those specializing in travel to South Asia. The role of travel agents is further emphasized by the services provided by companies like Al-Hera Hajj & Tours (2022), which cater to the specific needs of immigrant communities by providing customized travel packages and guidance.

Furthermore, the economic integration of immigrants also influences their travel behavior. The survey found that while many respondents travel occasionally, regular travel is often limited due to economic constraints and family responsibilities. The analysis of Finland's immigrant population, particularly in the Helsinki-Uusimaa region, indicates that while immigrants contribute to the local economy, they also face higher unemployment rates and lower income levels compared to native-born Finns (Schönfeldt, 2022). This economic disparity limits the disposable income available for travel and reinforces the preference for budget-conscious travel options.

5 Conclusion

5.1 Research Questions

What are the leisure travel preferences and behaviors of Bangladeshi immigrants living in the Greater Helsinki Area, and what factors influence these preferences?

The survey results reveal that leisure travel preferences among Bangladeshi immigrants living in the Greater Helsinki Area are strongly influenced by family connections, cultural affinity, and cost considerations. Many respondents indicated that visiting family members in Bangladesh or other South Asian countries is their primary form of leisure travel, with family reunification being a key motivator. Moreover, respondents showed a preference for destinations that share cultural similarities, such as Bangladesh and neighboring countries, as these offer familiar environments, languages, and social networks. While some respondents also expressed interest in European travel, the preference for culturally familiar destinations remains dominant.

Economic factors were also meaningful in shaping leisure travel behaviors. Many respondents noted that financial constraints limit the frequency and scope of their travel, with budget-friendly options being highly prioritized. This is consistent with findings in the literature regarding the impact of immigrant socio-economic status on travel behavior, where lower income levels often restrict travel opportunities. Additionally, respondents highlighted the importance of affordable travel packages and discounts when choosing their destinations. Language barriers and a lack of detailed travel knowledge were also mentioned as challenges, which underscores the need for tailored travel services that cater specifically to immigrant populations.

Sub-Question 1: What are the key factors that influence the travel preferences of Bangladeshi immigrants living in the Greater Helsinki Area for leisure trips?

The key factors influencing the travel preferences of Bangladeshi immigrants include demographic variables, financial constraints, cultural familiarity, and fear of discrimination. Age and gender play meaningful roles, with younger immigrants and males more actively participating in travel planning. Employment status and household income are crucial economic factors, as higher-income individuals travel more frequently and can afford more luxurious destinations. Duration of stay in Finland impacts travel behavior, with newer immigrants traveling more often to

maintain cultural ties. Cultural familiarity and the fear of discrimination are meaningful psychological barriers that influence destination choices. Immigrants prefer traveling to culturally similar places and avoid destinations where they might face discrimination. Language barriers also affect travel planning, as finding travel-related information in Bengali can be challenging. Securing time off work or school is another important factor, with strict company rules and academic schedules limiting travel opportunities.

Sub-Question 2: Which travel destinations and services are most preferred by Bangladeshi immigrants for their leisure activities?

Bangladeshi immigrants in the Greater Helsinki Area show a strong preference for traveling to culturally familiar destinations. Asia, particularly countries like India, Thailand, is the most preferred region for leisure travel due to cultural compatibility and affordability. America is also a popular destination, especially for those with family or friends in the UNITED STATES OF AMERICA. Europe, despite its proximity, is less preferred compared to Asia and America. Key travel services prioritized by Bangladeshi immigrants include travel itinerary planning, accommodation assistance, medical services, ticket buying services, and travel insurance. These services are essential for ensuring a well-organized, affordable, and stress-free travel experience. The high demand for these services reflects the need for comprehensive travel planning to mitigate the various challenges faced by immigrants.

Sub-Question 3: What challenges and barriers do Bangladeshi immigrants face when planning and booking leisure travel in the Greater Helsinki Area?

Bangladeshi immigrants face several challenges and barriers when planning and booking leisure travel. Visa issues are a meaningful obstacle, with many respondents experiencing difficulties in obtaining visas due to stringent and time-consuming visa regimes. Financial limitations are another major barrier, as low-income earners often struggle to afford travel expenses. Language barriers complicate the travel planning process, as essential travel information is not always available in Bengali. Securing time off work or school is also challenging, with strict company policies and academic schedules limiting travel opportunities. Fear of discrimination is a psychological barrier that meaningfully impacts travel decisions, with many immigrants avoiding destinations where they might face prejudice or harassment. These challenges highlight the need for targeted travel services that address the specific needs and concerns of Bangladeshi immigrants, ensuring a more accessible and comfortable travel experience.

5.2 Conclusion

The key findings from the results section reveal that the leisure travel preferences and behaviors of Bangladeshi immigrants in the Greater Helsinki Area are meaningfully influenced by demographic, economic, cultural, and psychological factors. Immigrants who belong to the 25-34 age group, are the most respondents. Cultural familiarity and fear of discrimination also play crucial roles, with immigrants preferring culturally similar and safe destinations. Language barriers and the need for time off work or school further complicate travel planning. Preferred destinations include Asia, followed by America. Essential services for these immigrants include travel itinerary planning, accommodation assistance, medical services, ticket buying, and travel insurance.

5.3 Recommendations

Based on the survey results and key findings, several recommendations can be made to help Al Hera Travel grow their business and make traveling easier and more friendly for Bangladeshi immigrants. To begin with, targeted marketing campaigns should focus on younger demographics, as they are the most active travelers. Highlighting destinations that offer cultural familiarity with Bangladesh, such as India, Thailand, and Malaysia, can attract this audience. Offering flexible payment plans and discounted group packages can make travel more affordable, especially for lower-income earners. Enhancing travel services by providing comprehensive itinerary planning and accommodation assistance can help create a seamless travel experience. Multilingual support in Bengali can also minimize language barriers.

Streamlining visa assistance is crucial, as many immigrants face difficulties with visa processes. Providing detailed guidance and support can ease this burden. Financial assistance, such as seasonal discounts and budget-friendly travel packages, can help lower-income travelers. Addressing fear of discrimination by recommending safe destinations and creating a support network can make travel more appealing. Securing time off work or school is another challenge; therefore, offering flexible travel dates and guidance on managing leave can help. Enhanced travel communication, including travel-related information in Bengali, and developing travel apps that offer real-time support, are also important steps.

By implementing these recommendations, Al Hera Travel can address the specific needs of Bangladeshi immigrants, making travel more accessible, enjoyable, and stress-free. This approach will enhance customer satisfaction and contribute to the growth and success of the business.

5.4 Discussion

Through this project, we conclude that family ties and cultural proximity and the cost of travelling greatly determine the choice of destination of Bangladeshi immigrant in Helsinki. But there have been identified some major obstacles such as visa problems, financial limitations, language barriers, lack of comfort with discrimination.

Demographic factors including income and age have been shown to affect respondents travel behaviour as youth emerged as the most active travel behavior in terms of people movement, with Asia emerging as the preferred travel destination. Such features of targeted services/products such as itinerary arrangement and visa processing were viewed as essential to meeting their needs.

Found that demographic variables like age and income influenced the respondents' travel behavior, with the youth being most active in terms of travel and Asia as the preferred destination for travel. Specific services/products, such as itinerary arrangement and visa processing, were considered essential for catering to their needs. But the study had some limitations which are: (a) the use of convenience sampling made the results of study not too conclusive as the samples was selected. Another limitation could be due to language because the participants would have become eligible due to low level of language proficiency. Further, it was challenging to ensure the reliability of the qualitative aspect of the cultural motivations for participation and the ethical considerations such as confidentiality due to the exclusive use of survey quantitative instrument methods. target A demographic efficient were followed are adhered. In conclusion, there were various benefits of this research with the most abundant one being academic fondness due to the amassed knowledge in surveying, data analysis and problem solving.

This can include qualitative research to observe the psycho-social aspects, expanding research to the other immigrants for comparison purpose or a longitudinal to study observe the changes of the immigrants' travel habits over time. These will contribute to identifying the immigrant's travel behavior and therefore assist in formulating effective interventions.

List of references

- Statistics Finland. (n.d.). Population structure by area 1990–2023. PxWeb database. https://pxdata.stat.fi/PxWeb/pxweb/en/StatFin/StatFin__vaerak/statfin_vaerak_pxt_11rp.px/table/tableViewLayout1/
- alheratravel.fi. (2022). Alheratravel.fi. <https://www.alheratravel.fi/> (retrieved December 4, 2024)
- asiakastieto. (2017). Al-Hera Hajj & Tours Oy taloustiedot. Asiakastieto.fi. <https://www.asiakastieto.fi/yritykset/fi/al-hera-hajj-tours-oy/27187899/rekisteritiedot> (retrieved December 4, 2024)
- Asiedu, A. B. (2008). Participants' characteristics and economic benefits of visiting friends and relatives (VFR) tourism - an international survey of the literature with implications for Ghana. *International Journal of Tourism Research*, 10(6), 609–621. <https://doi.org/10.1002/jtr.698>
- Berenson, M., Levine, D., Szabat, K. A., & Krehbiel, T. C. (2012). *Basic Business Statistics: Concepts and Applications*. Pearson Higher Education AU.
- bimafy. (2024, September 19). Bimafy. Bimafy. <https://bimafy.com/blog/top-destinations-for-bangladeshi-travelers-and-how-to-ensure-your-trip-is-covered>. (retrieved December 4, 2024)
- City of helsinki. (2024, January 19). Tourism continues to grow in Helsinki | City of Helsinki. [Www.hel.fi. https://www.hel.fi/en/news/tourism-continues-to-grow-in-helsinki](https://www.hel.fi/en/news/tourism-continues-to-grow-in-helsinki)
- City of Helsinki. (2024, January 19). Tourism continues to grow in Helsinki | City of Helsinki. [Www.hel.fi. https://www.hel.fi/en/news/tourism-continues-to-grow-in-helsinki](https://www.hel.fi/en/news/tourism-continues-to-grow-in-helsinki). (retrieved December 4, 2024)
- City of Helsinki. (2024, June 14). Share of work and study-based immigrants is high in the Helsinki metropolitan area. City of Helsinki. <https://www.hel.fi/en/news/share-of-work-and-study-based-immigrants-is-high-in-the-helsinki-metropolitan-area>. (retrieved December 4, 2024)
- Cochran, W. (1977). sampling techniques. *Egyptian Journal of Business Studies*, 1(4), 215–220. <https://doi.org/10.21608/alat.1977.222158>

- Crompton, J. L. (1979). Motivations for Pleasure Vacation. *Annals of Tourism Research*, 6(4), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)
- Crouch, G. I. (1994). Demand Elasticities for Short-Haul versus Long-Haul Tourism. *Journal of Travel Research*, 33(2), 2–7. <https://doi.org/10.1177/004728759403300201>
- Delbosc, A., & Shafi, R. (2023). What do we know about immigrants' travel behavior? A systematic literature review and proposed conceptual framework. *Transport Reviews*, 1–21. <https://doi.org/10.1080/01441647.2023.2179683>
- Fisher, M. J., & Marshall, A. P. (2009). Understanding Descriptive Statistics. *Australian Critical Care*, 22(2), 93–97. <https://doi.org/10.1016/j.aucc.2008.11.003>
- Fowler, F. J. (2014). *Survey Research Methods* (5th ed.). Sage Publication.
- Helsinki Times. (2024, January 25). Record high immigration to Finland in 2023 amidst declining birth rates. Helsinki Times. <https://www.helsinkitimes.fi/finland/finland-news/domestic/24818-record-high-immigration-to-finland-in-2023-amidst-declining-birth-rates.html>. (retrieved December 4, 2024)
- Helsinki-Uusimaa Region. (2023, April 24). Helsinki-Uusimaa Region. Helsinki-Uusimaa Regional Council. <https://uudenmaanliitto.fi/en/helsinki-uusimaa-region/> (retrieved December 4, 2024)
- insuremytrip. (2024, September 19). Saudi Arabia Travel Insurance - Entry Requirements. InsureMyTrip. <https://www.insuremytrip.com/destinations/saudi-arabia-travel-insurance/>. (retrieved December 4, 2024)
- J. Clausnitzer. (2024, February 22). Topic: Travel and tourism in Finland. Statista. <https://www.statista.com/topics/7052/travel-and-tourism-in-finland/>. (retrieved December 4, 2024)
- Joyee, & Jahan, N. (2021). DSpace. Helsinki.fi. <https://helda.helsinki.fi/items/70c99ea5-b1e2-4801-b2f9-ed77fb516a93>
- Joyee, & Jahan, N. (2024). Bangladeshi Diaspora Community, Social Networks and Finland: A journey from migration to integration. Helda University of Helsinki Open Repository. <http://urn.fi/URN:NBN:fi:hulib-202106162936>. (retrieved December 4, 2024)
- Kléber Bertrand Ghimire. (2001). *The Native Tourist*. Routledge. (retrieved December 4, 2024)

- Kovačić, S., Jovanović, T., Vujičić, M. D., Morrison, A. M., & Kennell, J. (2022). What Shapes Activity Preferences? The Role of Tourist Personality, Destination Personality and Destination Image: Evidence from Serbia. *Sustainability*, 14(3), 1803. <https://doi.org/10.3390/su14031803>
- Lee, S. H., & Cox, C. (2007). Acculturation, Travel, Lifestyle, and Tourist Behavior: A Study of Korean Immigrants in Australia. *Tourism Culture & Communication*, 7(3), 183–196. <https://doi.org/10.3727/109830407782212484>
- Loeb, S., Morris, P., Dynarski, S., Reardon, S., Mcfarland, D., & Reber, S. (2017). Descriptive analysis in education: A guide for researchers. <https://files.eric.ed.gov/fulltext/ED573325.pdf>
- Ma, A., Chow, A., Cheung, L., Lee, K., & Liu, S. (2018). Impacts of Tourists' Sociodemographic Characteristics on the Travel Motivation and Satisfaction: The Case of Protected Areas in South China. *Sustainability*, 10(10), 3388. <https://doi.org/10.3390/su10103388>
- MacDonald, J., & Sampson, R. J. (2012). Immigration and the Changing Social Fabric of UNITED STATES OF AMERICAS OF AMERICASn Cities. SAGE.
- Malichová, E., Straka, M., Buzna, L., Scandolari, D., Scrocca, M., & Comerio, M. (2023). Study of travellers' preferences towards travel offer categories and incentives in the journey planning context. *PLOS ONE*, 18(4), e0284844. <https://doi.org/10.1371/journal.pone.0284844>
- Mangali, G., & Ortaleza, M. (2021). Attributes of Travel Destinations that Influence Tourists' Decisions: A Systematic Review. *International Tourism and Hospitality Journal*. <https://doi.org/10.37227/ithj-2021-03-247>
- Maslow, A. H. (1943). A Theory of Human Motivation. *Psychological Review*, 50(4), 370–396. <https://doi.org/10.1037/h0054346>
- Mason, M. (2010). Sample Size and Saturation in PhD Studies Using Qualitative Interviews. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 11.\
- Nicolau, J., & Más, F. (2005b). Stochastic Modeling: A ThreeStage Tourist Choice Process. *Annals of Tourism Research*, 32, 49–69. <https://doi.org/10.1016/j.annals.2004.04.007>
- OECD. (2023). International Migration Outlook 2023. In OECD iLibrary. Organisation for Economic Co-operation and Development. https://www.oecd-ilibrary.org/social-issues-migration-health/international-migration-outlook-2023_b0f40584-en

- Pizam, A., & Sussmann, S. (1995). Does nationality affect tourist behavior? *Annals of Tourism Research*, 22(4), 901–917. [https://doi.org/10.1016/0160-7383\(95\)00023-5](https://doi.org/10.1016/0160-7383(95)00023-5)
- Prayag, G., Cohen, S. A., & Yan, H. (2014). Potential Chinese travellers to Western Europe: segmenting motivations and service expectations. *Current Issues in Tourism*, 18(8), 725–743. <https://doi.org/10.1080/13683500.2013.868413>
- Reisinger, Y., & Turner, L. W. (2003). *Cross-cultural behavior in tourism: concepts and analysis*. Butterworth-Heinemann.
- Robinson, V. M., & Schänzel, H. A. (2019). A tourism inflex: Generation Z travel experiences. *Journal of Tourism Futures*, 5(2), 127–141. <https://doi.org/10.1108/jtf-01-2019-0014>
- Schönfeldt, S. (2022, December 17). Employment and income level of immigrants in the capital region worse than average. *Helsinki Times*. <https://www.helsinkitimes.fi/finland/finland-news/domestic/22688-employment-and-income-level-of-immigrants-in-the-capital-region-worse-than-average.html>
- Shafi, R. (2022). The role of culture and evolving attitudes in travel behavior assimilation among south Asian immigrants in Melbourne, Australia. *Transportation*. <https://doi.org/10.1007/s11116-022-10277-w>
- Siddiqui, K. (2024, August 21). Political instability causes a sharp 80% drop in outbound tourism. *The Business Standard*. <https://www.tbsnews.net/bangladesh/political-instability-causes-sharp-80-drop-outbound-tourism-921581>. (retrieved December 4, 2024)
- Sinkko, H. (2021). Migration in Helsinki: what has changed in 2020? https://www.helsinki.fi/assets/drupal/s3fs-public/from_d7/migration_in_helsinki.pdf. (retrieved December 4, 2024)
- Taloustutka. (2015). Yrityksen Al-Hera Hajj & Tours Oy tiedot. Taloustutka. <https://www.taloustutka.fi/company/2718789-9>. (retrieved December 4, 2024)
- Vainu. (2022). Al-Hera Hajj & Tours Oy liikevaihto ja yritystiedot | Vainu. <https://vainu.io/company/al-hera-hajj-tours-oy-taloustiedot-ja-liikevaihto/FI27187899/yritystiedot>. (retrieved December 4, 2024)

Appendix

Appendix 1

Research data management plan for the thesis

Fill in this form only if you collect research data in your work.

1. General description of the data

The research data is collected from surveys.

2. Documentation and quality of the data

The research data is labeled with basic information like date, type, and participant details. Quality is ensured by keeping records clear and consistent.

3. Storage and backup

The data is stored securely on a computer or cloud service, with password protection. Only authorized people working on the thesis can access it.

4. Ethical and legal issues related to storage

Ethical concerns, like handling sensitive personal information, are managed by keeping data private and only allowing access to approved individuals. Ownership rights are clearly agreed upon.

5. Opening of the data and long-term storage

The data might be used in the future if needed. This is done by securely storing it in a way that it can be accessed later.

Appendix 2

Survey Question

Thank you for participating in this survey! it aims to understand the travel preferences, challenges, and favorite destinations of Bangladeshi immigrants in the Greater Helsinki Area, which will help improve travel services and support for your community.

1. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

2. What is your gender?

- Male
- Female
- Prefer not to say

3. What is your current employment status?

- Employed full-time
- Employed part-time
- Student
- Unemployed
- Other

4. How long have you been living in Finland?

- Less than 1 year
- 1-2 years
- 3-5 years

- More than 5 years

5. What is your approximate annual household income?

- Less than €20,000
- €20,000 - €39,999
- €40,000 - €60,000
- More than €60,000
- Prefer not to say

6. How important is financial affordability when planning your travels?

- Not important
- Slightly important
- Moderately important
- Very important
- Extremely important

7. How often do you prioritize visiting family or friends when traveling?

- Never
- Rarely
- Sometimes
- Often
- Always

8. How much does ease of obtaining visas influence your destination choice?

- Not at all
- Slightly
- Moderately
- Very much

- Extremely

9. How important is familiarity with the destination's culture when choosing where to travel?

- Not important
- Slightly important
- Moderately important
- Very important
- Extremely important

10. How much does access to travel information (in your native language) affect your decision to travel?

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

11. Which destinations do you prefer for leisure travel?

- Europe
- Asia
- Africa
- America
- Others.

12. How often do you travel back to Bangladesh?

- Never
- Once every few years
- Once a year
- Multiple times a year

13. Which services do you prioritize during your travels?

- Travel insurance
- Accommodation assistance
- Medical services
- Travel itinerary Planning
- Ticket Buying Services

14. Have you experienced challenges in obtaining travel visas for your preferred destinations?

- Never
- Rarely
- Sometimes
- Often
- Always

15. How often do financial limitations prevent you from traveling?

- Never
- Rarely
- Sometimes
- Often
- Always

16. How much does fear of discrimination affect your travel choices?

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

17. How challenging is the availability of travel information in a language you understand?

- Not challenging
- Slightly challenging
- Moderately challenging
- Very challenging
- Extremely challenging

18. Have you faced challenges in securing sufficient time off work or school for travel?

- Never
- Rarely
- Sometimes
- Often
- Always