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Research Article

Tourism Amenities in Shadhapathor (White Stone), Sylhet: A Demographic Outlook of Visitors

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ABSTRACT

Tourism is a crucial aspect of a nation's social and economic life as it helps people break away from monotonous lives and contributes to the state's economic development. Tourism amenities such as security, natural beauty, hotel and motel accommodations, and transportation facilities are essential for tourists attraction. However, the visitors demographic characteristics have an impact on the tourism site they choose. The primary goal of this study is to examine the demographic characteristics of visitors and their opinions of the tourism facilities at the Shadapathor tourist destination in Sylhet. This study used primary data, which was collected from 200 visitors using a questionnaire survey. Descriptive and cross-tabulation analysis were used to present the data. According to the survey, the majority of the visitors were male from urban regions; their ages ranged from 17 to 45; they were single; they had postgraduate to HSC degrees; they were employed as students or service providers; and their income was between BDT 20000 and BDT 40000. The study also revealed that while the area's natural beauty greatly pleased all tourists, there are still room for improvement regarding supplemental services, hotel, motel, restaurant facilities, security, and transportation. It has also been revealed that Shadapathor meets all the requirements to be considered one of Bangladesh's top tourist destinations, regardless of amenities. The demographic status of Shadapathor visitors was showing through this study survey, with the majority being educated, with an average income level, and belonging to the middle-aged group of national visitors. While foreign visitors rarely visit this spot. The results aid in identifying tourist market segments and comprehending their demand by authorities and organizations.

Keywords: *Tourist destination, Demographic factors, Shadapathor, Tourism amenities, Visitors out looks*

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Introduction

Tourism is the movement of people from one place to another for relaxation, recreation, and personal or professional purposes. The demographic factors of tourists influence the use of leisure time and the selection of destinations. Demographic factors are defined as those that not only enlighten general tourist characteristics but are predicted to impact preferences for travel activities. These factors include marital status, family size (in terms of the number of children), and tourists' occupation. The demographic factors work as a captivating force for the selection of a destination choice. The standard demographic factors used by most tourism experts, especially in their segmentation studies, include gender, age, ethnicity, occupation, education, income, household size and family size, nationality, and religion (Mohsin and Ryan, 2004). Whereas demographic features must be considered for tourist attraction; it is crucial to judge visitors' age, income, education, and preference for rising tourist congestion (Bąk & Szczecińska, 2020).

Tourist spots with natural beauty, security, and other supplementary services would make them a destination for visitors. It is pointed out that Bangladesh is blessed with natural scenic gorgeousness, which opens the door to tourism (Alauddin and Ullah, 2014). There are lots of alternatives regarding tourism destinations in Bangladesh, and Sylhet is the right choice for enjoying vacation time. Sylhet is situated in northeastern Bangladesh and on the bank of the Surma River. Sylhet has its own exuberant culture and heritage. Nothing can beat the enchanting beauty of Sylhet; here nature decorated Sylhet with all of its resources, like the white stone (white color rock) of Sadapathor, Lawachorra eco forest, Ratargul swamp forest, Jadukata river, Jaflong, crystal clear water of Bisnakandi and Lala Khal. Moreover, lots of tea garden made the greeny mountain and lifestyle of ethnic Khasia and Manipuri attract the tourists.

Inaddition, Sylhet is famous for its historical and religious places. Promoting these places is important to boost the tourism industry of Sylhet. More promotional tools need to be used to make Sylhet a brand destination. One study found that some hindrances are pushing back

the tourism sector of Sylhet areas (Hossain, 2020).

Shadha Pathor is one of the most famous, lucrative, and emerging tourist spots in Sylhet. It is located at Bholaganj in Companiganj Upazila of Sylhet and 33 km away from Sylhet city. Rocky mountains, blue crystal water of River Dholai, clouds of Meghalaya and specifically white stone of quarries make more stunning destinations for tourists. The nature of shadhapathor is like a beautiful paradise in the monsoon season between May and October, the most appropriate time to visit Bholaganj ShadhaPathor. Well infrastructure and convenient communication facilities open the door of ShadhaPathor to tourists around the country. As Bholagonj is adjacent to Sylhet city, visitors can opt for bus, train, air, or private vehicles to move. There are enormous sophisticated accommodation facilities with different price ranges available in Sylhet. Every day thousands of visitors visit this tourist spot. It is required to know the demographic status of visitors as well as whether the amenities of Shadhapathor satisfy the visitors demands. Few studies have been done regarding these issues on this tourist spot. To minimize this research gap, this study aims to explore tourists' demographic status (gender, age, living place, educational level, income level, and marital status), and it focuses on identifying the types of tourists who visit this tourist spot. This study is also to present the demographic views of tourists regarding the facilities of Shadapathor's tourist spots. Moreover, it also evaluated the impact of demographic variables on the visitor's motivation and interest in visiting Shadhapathor.

Literatures Review

Demographic factors, including age, gender, income, and occupation, can impact a visitor's destination. (Kara, 2016; Oh et al., 2004; Padrón & Hernández, 2019; Tomić et al., 2019; Kattiyapornpong & Miller, 2009; Valek et al., 2014). The demographic characteristics of tourists, such as family size, job status, income level, and place of origin, significantly influence the choice of living thing attraction. (Begashe, et al., 2024). Some tourism experts commonly used sociodemographic factors of visitors namely age, gender, family life cycle, education,

income, and nationality (Kara and Mkwizu, 2020; Mkwizu, 2018). These variables are believed to accurately describe the tourism market and predict travel behavior patterns (Hughes, 2003). Several studies proved the effectiveness of demographic characteristics in predicting tourists' decision making in the destination (Almeida & Moreno, 2018; Mohsin & Ryan, 2004; Kara, 2016; Odunga, 2005; Padrón & Hernández, 2019; Tomić et al., 2019). Demographic factors directly relate to the choice of specific attractions within the destination. Demographic characteristics, such as education and income, tend to influence tourists' choice of sports, shopping, nature, island, and cultural attractions (Valek et al., 2014; Oh et al., 2004; Kalenjuk, 2022; Meric & Hunt, 1998; Padrón & Hernández, 2019). Some studies found that older tourists had a greater probability than younger ones of visiting cultural attractions (Kim et al., 2007; Padrón and Hernández, 2019). Traveling or tourism requires financial, mental, and physical efforts. So, the age of the travelers is a significant demographic factor that should be analyzed when selecting tourist destinations (Boakye, 2012; Meric and Hunt, 1998). In addition, apart from age and education, the tourist's preferences for local food differ depending on their region of origin (Kalenjuk, 2022). Unlike factors such as age and gender, age significantly influences individual shopping behavior *in the tourism market area* (Oh et al., 2004). The recreational experience of urban river corridors is greatly influenced by the demographic characteristics of tourists, such as gender, age, marital status, education level, monthly income, and residential distance. This emphasizes the need of taking diversity into account when planning and designing urban areas. (lin et al., 2024)

Many researchers have studied the relationship between demographic characteristics and travel motivation. Researchers examined the connection between tourist destinations' motivating aspects and sociodemographic characteristics. According to the study, tourists were encouraged to visit tourist destinations because of their natural beauty attractions, communication capabilities, security, hotel and motel amenities, photography opportunities, and socializing opportunities. Additionally, it

was noted that visitors' spending decisions are influenced by sociodemographic characteristics and tourist destinations' amenities (Saayman, 2009).

The study demonstrated that a number of elements that influence motivation variables—such as independence, education, shopping, attraction diversity, cultural interactions, sports facilities, and wildlife—are crucial in attracting international tourists (Yung-Kun et al. 2015). The study also examined whether demographic factors such as marital status, family size, and occupation significantly affect preference for travel activities. It has been found that only occupation was proven to have a significant influence on activities such as visiting the rocky Shadapathor spot and shallow river and purchasing traditional foods, clothes, and toys for children (Nasra Shokat Kara, 2016). The influence of five different demographic variables, such as gender, educational level, income level, marital status, and age are considered. The study explores sparsely researched specificities of the influence of sociodemographic variables on Chinese holidaymakers about tourism activities and features of New Zealand (Asad, 2008).

The study examined demographic characteristics besides motivation and information sources used by Australian visitors and found that college graduates, professionals, and high-income groups appear to have a stronger propensity to visit national parks and natural areas (Uysal et al., 1994). It found that the gender differentiation and occupational composition exert significant influence on behavior patterns and attraction preferences of leisure-based tourists. They further suggest that income also affects leisure-based tourist behavior, especially concerning vacation duration and accommodation services used (Huang and Xiao, 2000). They examine the effects of rural tourism amenities on the feelings and intentions of tourists. The findings showed that there are five components to rural tourism amenities: transportation, environment, facilities, services, and functioning. Though functioning had the biggest impact, all five characteristics had a favorable emotional impact on visitors. The other factors, with the exception of transportation amenities, had a favorable effect on

travelers' behavioral intentions. As a major mediating factor between behavioral intentions and rural tourism amenities, tourists' emotional experiences had a beneficial impact on their behavioral intentions. (Liu et al., 2025) Sociodemographic variables reflect holiday behavior and play a role in customer complaint behavior and service quality perceptions (Mohsin, 2003; Heung and Lam, 2003). Hence, the literature suggests the importance of studying sociodemographic variables to facilitate understanding, managing, and promoting a destination and facility. In comparison between male and female visitors in Sylhet, male visitors occupy a large portion of Sylhet, and most of them are students, young, enthusiastic people who come from the reference of their friends and families (Haque & Islam, 2018).

The general conclusions of the literature analysis suggested that the amenities offered by tourist spots and the demographic characteristics of visitors influence one another when choosing a destination. However, much studies has not been done on this topic at the Sylhet region tourist site.

Methodology

This study used a qualitative approach, and primary data have been used. The study area was the Shadhapathor tourist spot. The population of this study is all visitors of Shadhapathor. It used a questionnaire survey to collect data from 200 respondents from June to August 2023. A structured close-ended questionnaire has been designed to collect data from visitors of the Shadhapathor tourist spot. The first section of the questionnaire comprises closed multiple-choice questions designed to collect demographic information about visitors, such as location, age, gender, marital status, educational level, profession, and income level. The second portion of the questionnaire comprises the amenities of Shadhapathor, such as transportation, hotel, motel, restaurant facilities, beauty, security, additional services, and

economic benefits. This portion questions concerning yes and no answers. To obtain the appropriate sample, a non-probability convenience sampling method was adopted. The sample data were collected with a self-administered questionnaire. The study considered only national visitors. This study employs both descriptive and analytical methods. Data were presented in cross-tabulated formats for providing description and analysis.

Data Analysis and Discussions

Cross-tabulation provides a comprehensive understanding of the demographic behaviour of visitors to Shadapathor. The results from cross-tabulation revealed a connection between tourists' gender (Table), location (Table 2), age (Table 3), marital status (Table 4), education (Table 5), employment status (Table 6), income levels (Table 7) and overall facilities of Shadapathor tourists spot. We are examining (investigating or probing) the interaction between visitor demographic factors and Shadapathor on all tourist facility variables, including transportation, hotel, motel, restaurant facilities, beauty, security, additional services, and economic benefits.

Gender status of Shadapathor Visitors

Gender is a significant factor that influences the choice of tourist location. Commonly, males travel more than women, and there are differences in the visiting habits of men and women that impact many motivational factors (Collins and Tisdell, 2002). Compared to males, women travel shorter distances to see friends and relatives, and men relocate for work-related reasons (Moriarty & Honnery, 2005). The decisions made by men and women differ regarding the demand for tourism items and the choice of vacation place. Women's also have responsibilities to take care their families thereby it limits them to take vacation for relaxation (Scott, 2005).

Table 1. Gender status of Shadhapathor Visitors

Over all Tourism spot facilities at Shadapathor														
Tourism Facilities	Transporta-tion facility		Security		Beauty		Hotel, motel and restaurant		Supplemen-tary services		Economic Benefits		Total	Average
Gender	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Male	102	21	90	33	121	2	85	38	95	28	110	13	123	103 20
Female	53	24	40	37	70	7	40	37	40	37	50	27	77	49 28
Total	155	45	130	70	191	9	125	75	135	65	160	40	200	152 48

Sources: Field Survey 2023

Both men and women are visiting the Shadapathor. The 200 visitors were surveyed for this study; 123 were men, and 77 were women. Their opinions of Shadapathor's tourism amenities are shown in Table 1. Both sexes admire the Shadapathor's innate beauty. However, the hotel, restaurant, security, and other amenities needed to be more sufficient to draw male and female guests. According to the results, on average, 152 respondents agreed that this tourist destination offers more amenities than any other, while 48 respondents disagreed. Female visitors also voice more displeasure with the facilities than male guests. However, the field survey findings suggested

that there were more male visitors than female visitors.

Urban-Rural Status of Shadapathor Visitors

Visitors' living places influence the selection of their tourist destination. Rural and urban people visit tourist spots during their vacation time for mental refreshment. Previous studies showed that urban people visit more tourist spots than rural people (Slabbert & Du Plessis, 2011). At present, more rural people travel to different tourist spots due to positive changes in their socio-economic conditions and the uses of modern technology.

Table 2. Urban-rural Status of Shadapathor Visitors

Overall Tourism spot facilities at Shadapathor														
Tourism Facilities	Transporta-tion facility		Security		Beauty		Hotel, motel and restaurant		Supplemen-tary services		Economic Benefits		Total	Average
Location	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Urban	92	28	90	30	114	6	78	42	85	35	95	25	120	99 21
Rural	63	17	50	30	77	3	47	33	50	30	65	15	80	61 19
Total	155	45	130	70	191	9	125	75	135	65	160	40	200	160 40

Sources: Field Survey 2023

Table 2 shows what urban and rural tourists thought about Shadapathor as a destination. Eighty responders were from rural areas, and 120 were from cities. A total of 160 respondents, 99 of whom were from cities and 61 of whom were from rural areas, acknowledged that the Shadapathor had the amenities needed to meet the needs of tourists. In contrast, 40% of respondents felt that Shadahapathor's tourist attractions needed more security, lodging options (hotels, motels, and restaurants), and other services. Additionally, this table value

suggests that Bangladeshi urbanites are more likely than rural ones to visit Shadapathor.

Age of Shadapathor Visitors

The demographic factor of age is used to predict leisure demand (Mieczkowski, 1990). It has been stated that the age difference in the tourism market affects vacation behavior, surpassing the effects of other economic variables like income and assets (Peterson, 2007). Younger individuals are more likely to participate in various activities with greater

involvement than older individuals (Agahi & Parker, 2005). Older people cannot participate in many leisure activities because of health problems (Iso-Ahola et al., 1994). Some studies

(Mieczkowski, 1990; Fesenmaier & Jeng, 2000; and Spence, 2000) have been done in tourism and hospitality, appreciating the role of age in understanding visitors' travel decisions.

Table 3. Age of Shadhapathor Visitors

Tourism Facilities	Overall Tourism spot facilities at Shadapathor												Total	Average
	Transportation facility		Security		Beauty		Hotel, motel and restaurant		Supplementary Services (medical, banking)		Economic Benefits			
Age	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
17-30	93	15	75	33	104	4	68	40	78	30	95	13	108	85
31-45	55	27	50	32	78	4	52	30	50	32	58	24	82	54
45-Above	7	3	5	5	9	1	5	5	7	3	7	3	10	6
Total	155	45	130	70	191	9	125	75	135	65	160	40	200	145
														55

Sources: Field Survey 2023

Table 3 lists the various age groups that visited Shadapathor. According to the survey data, the adult 17–30 age group had 108 visitors, the 31–45 age group had 82, and the 45-plus age group had 10. The age range of 17 to 45 accounts for most visitors to Shadapathor. About 145 tourists of all ages reported being generally happy with Shadapathor's tourism amenities, whereas 55 reported that they were not.

Shadapathor Visitors' Marital Status

Marital status has been shown to play a role in vacation decisions (Kattiyapornpong &

Miller, 2008; Boylu & Terziounku, 2010). Marital status influences the choice of destination (Tyrrell et al., 2001). Marketers need to know the marital status of their visitors. This will enable them to predict someone's travel habits. Compared to singles, married couples enjoy leisure less (Lee & Bhargava, 2004). In contrast, single individuals prefer shorter and more frequent trips (Biearnat & Lubowiecki, 2012). It could be factual that singles are assumed to have more free time to engage in various activities than those with a family.

Table 4. Marital Statuses of Shadapathor Visitors

Tourism Facilities	Overall Tourism spot facilities at Shadapathor												Total	Average
	Transportation facility		Security		Beauty		Hotel, motel and restaurant		Supplementary services		Economic Benefits			
Marital Status	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Married	70	21	55	36	88	3	60	31	61	30	74	17	91	74
Unmarried	85	24	75	34	103	6	65	44	74	35	86	23	109	91
Total	155	45	130	70	191	9	125	75	135	65	160	40	200	165
														35

Sources: Field Survey 2023

Marriage status significantly influences individuals' decisions to visit tourist attractions. Table 4 displays the marital status of Shadapathor visitors. Of the 200 visitors, 91 were married, while 109 were single. A combined 165 individuals (74 married and 91

unmarried) stated that the tourist attraction has satisfactory facilities. On the other hand, 35 respondents disagreed with this statement. This study's field survey revealed that unmarried tourists visited more than married tourists.

Educational Status of Shadhpather Visitors

Tourism stakeholders require information about individuals' educational levels to determine their preferences. It is pointed out that an individual with an elementary or middle education level is more likely to develop an interest in resting and having fun when they take their

vacation. On the other hand, the desire for prestige and self-worth drives people with more education (Mazilu & Mitroi, 2010). Education of visitors is essential, especially when they are ready to choose a destination. The development of science and technology has caused major changes in various economic sectors, including tourism.

Table 5. Educational status of Shadhpather visitors

Tourism Facilities	Transportation facility		Overall		Tourism spot facilities at Shadhpather										Total	Average
			Security		Beauty		Hotel, motel and restaurant		Supplementary services		Economic Benefits					
Education	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Below SSC	10	2	8	4	12	0	7	5	10	2	12	0	12	10	2	
SSC	12	3	9	6	13	2	9	4	12	3	12	3	15	12	3	
HSC	62	15	50	27	74	3	45	32	50	27	57	20	77	62	15	
Graduate	43	16	41	18	56	3	37	22	39	20	47	12	59	47	12	
Postgraduate	28	9	22	15	36	1	27	12	24	13	32	5	37	29	8	
Total	155	45	130	70	191	9	125	75	135	65	160	40	200	160	40	

Sources: Field Survey 2023

The educational status of Shadhpather visitors is given information in Table 5. The survey data indicated that the number of visitors from HSC, graduate, and postgraduate schools was 38.50% (77), 29.50% (59), and 18.50% (37), respectively. The percentage of visitors who had already passed SSC was 7.5% (15), while the percentage of visitors who still needed to pass SSC was only 6% (12). Educated tourists tend to be pleased with the natural beauty of these tourist spots. However, more than other services, such as security and hospitality, are needed to make tourist destinations

comfortable. According to this survey, educated individuals are likelier to visit Shadhpather tourist spots.

Occupation of Shadhpather Visitors

Tourism service providers need to know what occupation visitors have. This information can be used to create packages that fit a specific market. However, the amount of free time and the nature of an individual's job might impact their decision to take a vacation and, in turn, affect their choice of activity (Kara, 2017).

Table 6. Occupation status of Shadhpather Visitors

Tourism Facilities	Transportation facility		Overall		Tourism spot facilities at Shadhpather										Total	Average
			Security		Beauty		Hotel, motel and restaurant		Supplementary services		Economic Benefits					
Occupation	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Business	18	8	16	10	24	2	16	10	16	10	22	4	26	19	7	
Service	38	15	38	15	50	3	33	20	34	19	40	13	53	39	14	
Student	80	15	60	35	92	3	61	34	68	27	78	17	95	73	22	
Housewife	19	7	16	10	25	1	15	11	17	9	20	6	26	19	7	
Total	155	45	130	70	191	9	125	75	135	65	160	40	200	150	50	

Sources: Field survey 2023

Table 6 shows the occupational status of the visitors. The survey found that the majority of visitors to Shadapathor were students (47.5%, 95), followed by service members (26.5%, 53) and businesspeople (13%, 26). Of all visitors, however, 12% (26) were home-makers.

Visitors Income level of Shadapathor

A person's income level influences their decision to travel (Tae, 2007). People with medium and high incomes are believed to take more vacations than those with low incomes. Thus, a person's likelihood of taking a vacation or engaging in leisure activities increases with

their level of financial security. Revenue must be taken into consideration to forecast visitor duration (Humphreys and Ruseski, 2011). One of the economic factors influencing the demand for tourism is income (Ryan and Glendon, 1998). Travelers with higher incomes have been found to spend more time at their destinations than those with lower incomes (Fleischer & Pizam, 2002). Similarly, some researcher mentioned that the demand for tourism rose in tandem with per capita income. Therefore, activities related to tourism can benefit those with higher incomes (Song et al., 2004; Croes and Vanegas, 2005).

Table: 7 Income level Status of Shadapathor Visitors

Tourism Facilities	Overall Tourism spot facilities at Shadapathor												Total	Average
	Transporta-tion facility		Security		Beauty		Hotel, motel and restaurant		Supplementary services		Economic Benefits			
Income	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Below 20000 BDT.	80	22	67	35	99	3	60	42	69	33	80	22	102	76
21000-30000	40	13	32	21	50	3	35	18	36	17	40	13	53	39
31000-40000	17	6	15	8	22	1	16	7	16	7	20	3	23	18
41000-50000	10	3	9	4	12	1	8	5	8	5	11	2	13	10
51000 above	8	1	7	2	8	1	6	3	6	3	9	0	9	7
Total	155	45	130	70	191	9	125	75	135	65	160	40	200	150
														50

Sources: Field survey 2023

Income level is a key factor that influences visitors when it comes to choosing tourist destinations. Typically, individuals plan to visit tourist destinations when they have surplus funds left after meeting their basic needs from their income. Table 7 presented that 62.50% (102) visitors' incomes were BDT 20000, 16.50% (53) visitors' incomes were BDT 21000 to 30000, 10% (23) visitors' incomes were BDT 31000-40000, 6.5% (13) visitors incomes were 41000-50000, and 4.50% (9) visitors incomes were above BDT 50000. Survey results revealed that most of the visitors in Shadapathor's income range were Tk 20000 to Tk.

Findings

Male and female visitors visit the Shadapathor tourist spot. Male visitors are more compared to female visitors. Female visitors are also more dissatisfied than male

visitors regarding the overall facility of this spot. More urban people visit Shadapathor tourist spots than rural people. Most of the visitors' age ranges were 17-45. Both married and unmarried visitors visit this spot, while more than 50% are unmarried. Shadapathor visitors were mostly educated, and they were HSC to postgraduate.

Shadapathor visitors mostly were students and service holders. Some businessmen, housewives, and people from other occupations also visited this spot.

Most visitors' monthly income ranged between Tk. 20000 and Tk. 40000, and some had high monthly incomes above Tk. Fifty thousand people visit this spot.

The transportation facilities in Shadapathor are good but not excellent. 155 visitors out of 200 confess that this spot has alternative transportation facilities.

One hundred thirty visitors were satisfied with this security system, while 70 were unsatisfied. Overall, security services at this tourist spot lack sufficiency and efficiency.

All visitors undoubtedly confessed that Shadapathor's natural beauty is eye-catching to make their mental refreshment.

One hundred twenty-five visitors stated that hotel, motel, and restaurant facilities are available at Shadapathor. On the other hand, 75 visitors stated that more than these facilities are needed to satisfy their demands fully.

This tourist spot has supplementary services like medical and banking services, but more is needed compared to the number of visitors visiting daily.

Shadapathor tourist spot brings economic benefits to the local community as well as the national economy of Bangladesh.

Conclusion and Recommendation

Bangladesh has attractive natural beauty where people go to get relief from a boring, busy life and make mental refreshments. Shadapathor is one of the most popular tourist spots in the Sylhet region of Bangladesh. It has eye-catching natural beauty to attract tourists. It has massive potential to bring both national and foreign tourists. This study presented the demographic characteristics of Shadapathor visitors, which would help the tourism service providers to understand the visitors types and their needs and desires. Thereby, the tourism service providers upgrade and design their services to attract the visitors. This study found that tourists faced some problems in needing more sufficient amenities like security, hotels, motels, restaurant facilities, medical and banking facilities, and so on. So, concerned authorities need to take proper action to remove the drawbacks of this tourist spot. To ensure security, the authorities should employ tourist guides, police forces, and fire services facilities at this spot. It can add value to the local and Bangladeshi economies if appropriate marketing ideas and approaches can be made and realized for the purpose. This study opens many opportunities for future research by extending the present research study. For future research, the objectives of the study can be extended to

specifically analyze and examine the relationship between visitors demographic characteristics and amenities of different tourist spots at national and international levels.

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