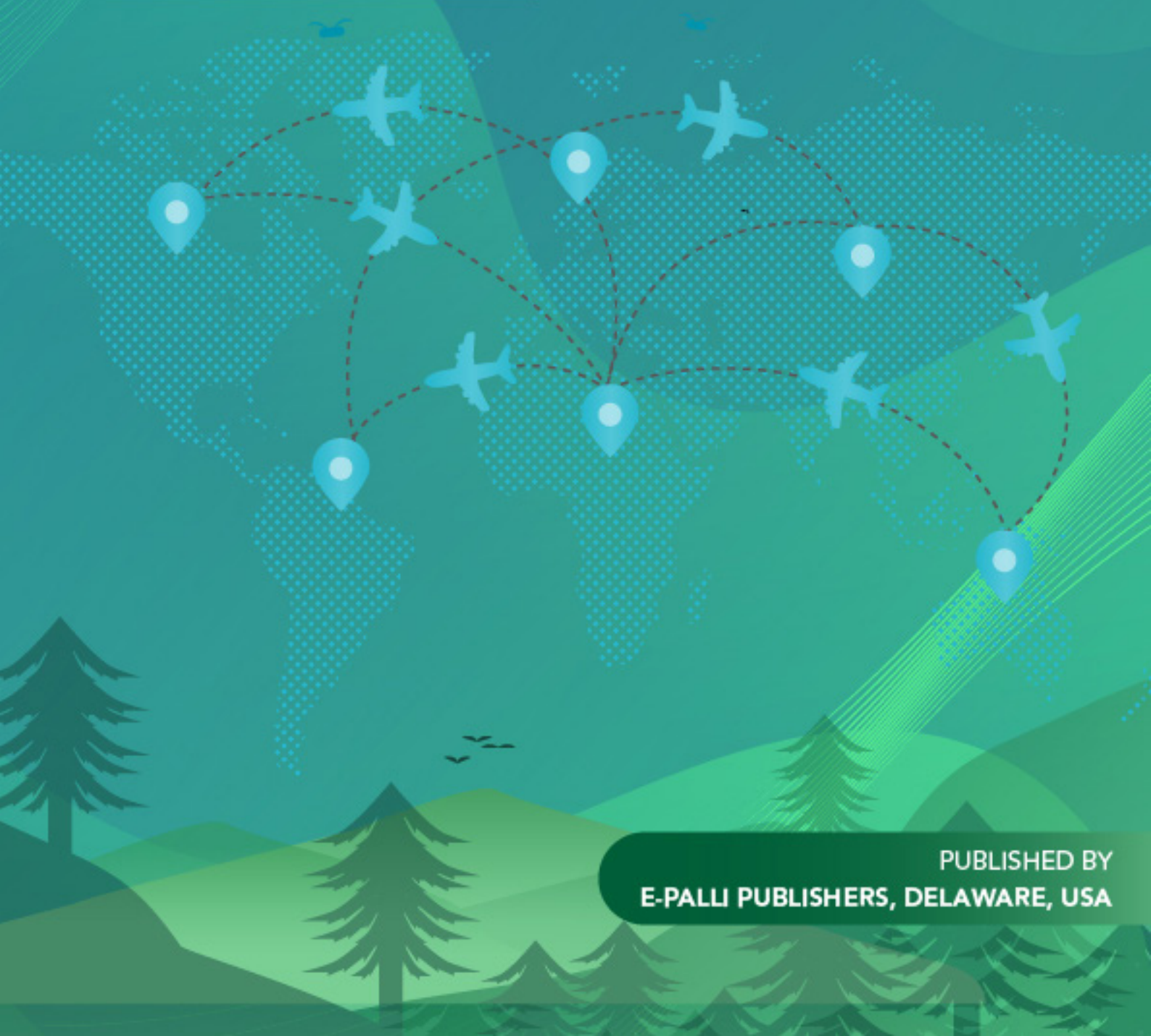




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Tourism Potential of Kushtia District: An Analysis of Leading Tourist Destinations

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ABSTRACT

This research address the potential for tourism in Kushtia District, Bangladesh, based on an empirical investigation of its three most important tourist destinations: Lalon Akhra, Shelaiddaha Kuthi Bari, and Jhaudia Shahi Mosque. On the basis of quantitative method design, the research obtained data from 100 respondents. Researchers analyzed the same data using Partial Least Squares Structural Equation Modeling (PLS-SEM), multiple regression with reliability test, model summary, and ANOVA test. The findings indicate that each of the three destinations possesses significant cultural, spiritual, and archaeological value, and the model accounts for 46.2% of Kushtia's overall tourism potential ($R^2 = 0.462$). This research identifies significant potential for cultural, heritage, and spiritual tourism in Kushtia; however, to realize this potential, collective infrastructure development, improved promotional initiatives, and professional destination management should be implemented to transform its historic assets into a major economic asset in a sustainable manner.

INTRODUCTION

Tourism has become one of the most significant and the most rapidly developed sectors of the world economy, a significant part of the foreign exchange incomes, employment, and the socioeconomic development (UNWTO, 2022). The travel and tourism industry contributed approximately US 8.9 trillion to the gross domestic product of the globe of 10.3 percent of the world economic activity in the year 2019 (WTTC, 2020). The tourism industry can serve as a good instrument in alleviating poverty, building infrastructures and protecting cultures in less developed countries like Bangladesh, and may be considered a viable means of diversifying the economy (Hall and Page, 2020). Even Bangladesh itself has a rich cultural, historical and natural heritage, but tourism opportunities have not been fully explored because of the lack of infrastructure and insufficient market awareness (Hossain, 2025; Ahmed, 2021). In that regard, strategic planning of regional tourism site locations, e.g., Kushtia District, may be a critical factor in the motivating economy of local areas, establishing rural jobs, and reviving cultural heritage (Rahman & Sultana, 2022).

Kushtia District is a cultural/spiritual and architectural area in the south-west of Bangladesh, which represents an unusual amalgamation of spiritual, literary, and architectural heritage, very much connected with such spiritual leaders as the Baul mystic Lalon Shah, Nobel laureate Rabindranath Tagore, and the architectural heritage of the Mughal era (e.g. the Jhaudia Shahi Mosque) (Hossain *et al.*, 2025). The main attractions, such as Lalon Akhra, Shelaiddaha Kuthi Bari, and Jhaudia Shahi Mosque, can provide a solid base to cultural, spiritual, heritage, and educational tourism (Ahmed, 2021; Saha *et al.*, 2015). Nevertheless, these sites are faced with continual

problems such as lack of proper infrastructure, lack of promotion efforts, and good destination management, all of which are factors that deter such places in their effort to attract local as well as foreign tourists (Kamal & Chowdhury, 1993; Hasan, 1992). Although the literature on Kushtia tourism is generally descriptive, it is important to note that there is a very little empirical research that quantitatively determines the contribution of particular heritage attractions to the overall tourist potential in the district. The aim of the research is to fill this gap by using the Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the contribution of these three significant destinations to the tourism attractiveness of Kushtia, the mediation of infrastructure and promotion in visitor satisfaction, the extent to which a structured model can predict tourism potential in the district through such heritage sites.

Research Gap

Although there is increasing concern about the development of regional tourism in Bangladesh, there still exist major gaps in research. One, the methodological gap in tourism research on particular regions such as Kushtia is that the studies have not utilized most of the sophisticated statistical tools such as Structural Equation Modeling (SEM) to quantitatively measure destination potential. Second, there is a lack of contextual gap in the research on tourism in Bangladesh, with most studies focusing on the top tourist attraction sites such as Cox's Bazar and Sundarbans at the expense of secondary tourism sites with cultural values. Third, there is an analytical gap in understanding the role that particular heritage sites play in the development of regional tourism and which aspects have the greatest impact on visitors' perceptions.

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The research paper fills these gaps by using Partial Least Squares Structural Equation Modeling (PLS-SEM) to study the tourism potential of Kushtia District using three major heritage sites in an empirical manner. This study offers innovation in methodology as well as practical implications to the destination management in the developing cultural tourism destinations because it creates a measurement model that is able to connect site specific attributes with the overall destination potential.

Research Questions

RQ1: How can the perceived tourism potential of Kushtia District be supported using the cultural, spiritual and historical attributes of the Lalon Akhra, Shelaiddaha Kuthi Bari and Jhaudia Shahi Mosque?

RQ2: Does infrastructural development (e.g. transport, facilities, promotion activities) act as an intermediary between attractiveness of heritage sites and tourist satisfaction in Kushtia?

RQ3: To what extent can the overall tourism potential of Kushtia be predicted with the help of these three heritage sites with the help of a multimodel of PLS-SEM?

Research Objectives

RO1: To assess the personal and interactive effect of Lalon Akhra, Shelaiddaha Kuthi Bari and Jhaudia Shahi Mosque on tourism potential of Kushtia by use of PLS-SEM path analysis .

RO2: To evaluate the mediating effects of infrastructure and promotional programs on increasing the tourist satisfaction and destination competitiveness in Kushtia.

RO3: To build and prove a structural model that measures the role of significant heritage sites in regional tourism development.

LITERATURE REVIEW

Conceptualization and Significance of Tourism

Tourism is an industry that is universally acknowledged as the most significant and the most dynamic among all sectors for that purpose, the implication being that it has a basically positive impact on national economies in terms of revenue generation, foreign exchange, and job creation (UNWTO, 2022). The World Travel and Tourism Council (WTTC, 2020) estimates that the amount of money contributed by tourism to the world economy in 2019 was as high as 8.9 trillion dollars. This represented approximately 10.3 percent of the global economy's size. In the example of developing economies such as Bangladesh, tourism is an important source of income and socioeconomic growth and assists in locating the grounds of lowering the concentration of poverty and enhancing the infrastructure (Hossain, 2025).

The definition of tourism has evolved throughout the years and the International Association of scientific experts in tourism defined it as the total of phenomena and relations caused by the movement and accommodation of non-residents, as long as these activities are not

related to permanent residence and as long as they are not linked with some income-generating activity (Smith, 1995). Tourism has many segments, such as leisure, visiting friends and relatives (VFR), corporate, cultural, and religious pilgrimage tourism (Cooper, Fletcher, Fyall, Gilbert, and Wanhill, 2020). Tourism in the context of Bangladesh means not merely a source of the economic opportunity but a critical channel of cultural conservation and enhancing an international exchange (Ahmed, 2021).

Destination Management and Marketing in Tourism

Well planned destination management is crucial in promotion of tourism development. According to Pike (2008), destinations were conceptualized as integrated systems of attractions, amenities, accessibility and local communities. Destination Marketing Organizations (DMOs) can be discussed as one of the key promoters of tourism products, infrastructure development, and formation of positive destination images (Morrison, 2019). Another research shows that having strategic roadmaps is important in a bid to harmonize the efforts of the stakeholders in ensuring sustainable growth of tourism (Destination Marketing Association International, 2008).

In Bangladesh, the development of tourism is faced with challenges in terms of infrastructure, marketing strategies and quality of services (Hossain, Khatun, Taskin, Sany, and Hossain, 2025). Although this country boasts of a lot of cultural, historical and natural attractions, tourism industry has not fulfilled its potential due to lack of promotion and investment in the development of the destination (Shahabuddin, 1986). Studies show that successful destination marketing requires an understanding of the tastes and preferences of the tourists, creation of a strong value propositions and strategic use of electronic media to advertise (Wang, Yu, and Fesenmaier, 2002).

Cultural and Heritage Tourism in Regional Development

Cultural tourism is a growing industry in the global tourism market, whereby travel is fuelled by a desire to know more about history, art and lifestyles (Richards, 2018). Cultural events, traditional practices, and heritage sites serve as important destinations in identifying unique experiences and features of destinations to tourists (Timothy, 2020). Cultural tourism in South Asia has proved to be quite effective in ensuring that regional development is enhanced as well as protecting the intangible cultural heritage (Singh, 2022).

This is a good case example of Kushtia District in Bangladesh where there is a great potential to develop latent cultural tourism. It is also associated with great cultural figures, like Lalon Shah, Rabindranath Tagore, and Mir Mosharraf Hossain (Rahman and Sultana, 2022). Lalon Akhra (the shrine of Baul mystic Lalon Shah), Shelaiddaha Kuthi Bari (the house of Tagore), and

Jhaudia Shahi Mosque (a historical site of architectural construction during the Mughal period) are considered to be the main attractions with great cultural, religious, and historical value that can attract both locals and foreign tourists (Ahmed, 2021). But the current literature regarding tourism potential of Kushtia is still limited and most of the work focuses on qualitative assessments instead of empirical research on visitor perceptions and per site impacts.

Conceptual Framework

Lalon Akhara

Mausoleum of Lalon Shah or Lalon Akhara, is the mausoleum of the Baul Emperor Lalon and a shrine constructed around his tomb. The shrine is found at Cheuriya village of Kumarkhali Upazila of Kushtia District. The shrine of Lalon Shah did not come in a vacuum, devotee pilgrims beginning to congregate here in large numbers after the passing of Lalon in 1890, the shrine grew as a result of the sheer number of people. It was there that his current building was constructed in 1963 and inaugurated by the governor of East Pakistan Abdul Monem Khan. The potential of Lalon Akhara was immense in terms of tourism; the shrine is receiving a large number of tourists in various countries. It is also appealing to spiritual pilgrims as well as culture lovers who are interested in Baul tradition and philosophy of humanism of Lalon Shah. The destination has many experiences that can be considered soulful music, festivals, and cultural experience with a high promise of development in other sectors such as infrastructure, local services, and branding to improve the satisfaction of tourists, as well as to attract domestic and international tourists.

IDV_01

LA_01 Lalon Akhara is a culturally and spiritually wealthy tourist place for local as well as foreign tourists.

LA_02 Tourist satisfaction will be enhanced with infrastructure development (transport, accommodation, facilities) around Lalon Akhara.

Shelaidaha Kuthi Bari

Shilaidaha village is a village in the Shilaidaha Union, Kumarkhali Upazila of Kushtia District, Bangladesh. The region is also known as Shilaidaha Kuthibari which is a country bungalow constructed by Dwarkanath Tagore. This is a place where Nobel Laureate Rabindranath Tagore spent some of his life and composed some of his best acclaimed poems. The village used to be called Khorshedpur. An indigo planter by name Shelly erected his house in this village, when the British East India Company was in power; subsequently, the village was named by the name Shellydaha a name which was changed to Shelaidaha. In 1807, Dwarkanath Tagore purchased the village and it was his property. He

even acquired the building (kuthi) too. His grand son Rabindranath Tagore visited the village on a number of occasions. The village is currently a famous place of Shilaidaha Rabindra Kuthibari. It is both a tourist destination of Bangladeshi origin and foreign tourists. A three-day festival is held on the birth anniversary of Rabindranath Tagore annually. During the 2017-18 fiscal year, the government of Bangladesh received 46 lakh (tk) by selling ticket booklets to the Kuthibari. The stall of the Department of Archeology in the Ekushey Book Fair of 2022 was fashioned on the basis of Rabindra Kuthibari.

IDV_02

SKB_01 The connection of Rabindranath Tagore with Shelaidaha can attract more foreign tourists.

SKB_02 To enable improvement and promotion of Kuthi Bari will increase tourist arrivals and revenue.

Jhaudia Shahi Mosque

Jhaudia Shahi Mosque is a mosque and archeological site in the Kushtia District. According to the village it was called Jhaudia Shahi Mosque. Individuals in distant locations visit this place every Friday to satisfy their religious needs. To this end, the government organizes a fair every Friday. The inscription to the present day mosque indicates that it was constructed during the period of the Mughal emperor, Aurangzeb. However, no archeological records were discovered about it as well. In 1969, it has been added to the list of the Bangladesh Archeology Department. The Directorate of Archaeology is taking care of it under contract by Hasan Ali Chowdhury of the village of Jhaudia, and his family members. However, now the mosque is directly run by the Department of Archaeology (Bangladesh). Additionally, the Jhaudia Shahi Mosque has tourist potential being one of the important archaeological and religious sites in Bangladesh with daily and weekly visiting tourists as well as a weekly fair but without any developed facilities and historical value under rehabilitation, the current potential of the location is hampered. One of the improvement that can be made is the better tourist facilities, more details on its history, and restoration of its original features by the Department of Archaeology to make it more attractive to both the local and international visitors.

IDV_03

JSM_01 Jhaudia Shahi Mosque is a top contender with strong potential as an important religious and archaeological tourist site.

JSM_02 Enabling infrastructure (transport, guide services, tourist information) will increase the volume of tourists to Jhaudia Shahi Mosque.

DV

TPK Tourism Potential Has Kushtia

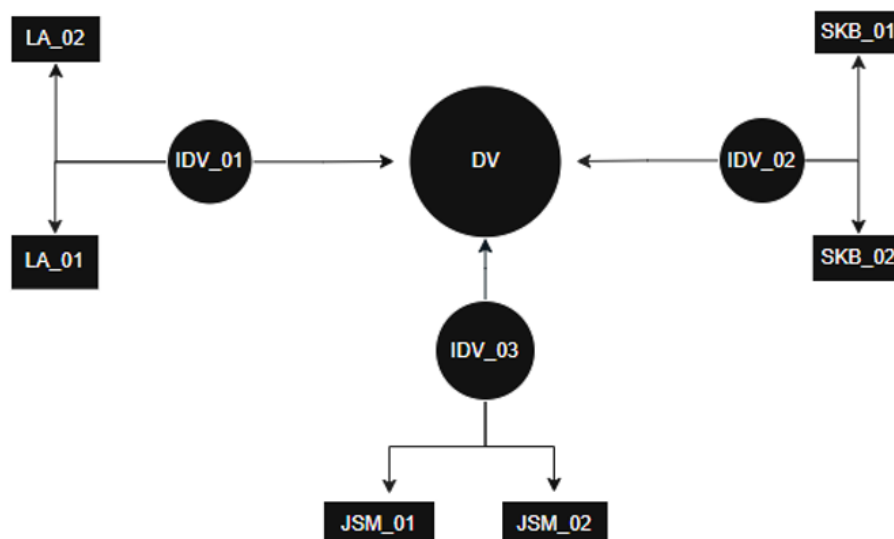


Figure 1: Conceptual Framework
Source: Developed by corresponding author's

MATERIALS AND METHODS

Research Design

The research uses a mixed-methods design. The quantitative data is gathered through surveys to gauge the perceptions and the connections between the different variables through measuring. On the other hand, qualitative data are collected from secondary sources to provide necessary context and theoretical support

The Target Population

The target population consists of those who, either directly or indirectly, partake in the tourism and hospitality sector in the Kushtia District of Bangladesh, such as local tourists, hospitality workers, business owners, and management students. Besides, the researchers send it out randomly so as to maximize feedback.

Sampling Method and Size

Data are collected through a probability (random) sampling method from the respondents. The researchers have recruited 100 participants for conducting the research.

Data Collection

Data collection was done by the researcher using Google Forms as the online medium.

Survey Instrument

The primary dataset was based on a structured questionnaire. A 5-point Likert scale (1 = Strongly Disagree to 5 = Agree) was used to prepare the questionnaire for the study, and perceptions related to the topic were measured through it.

Data Analysis

The researcher's data was coded by MS Excel 2019 and then analyzed using SPSS (Version 25) and SmartPLS 4.

MS Excel 2019. Researchers mainly conduct some tests, including reliability tests, PLS-SEM (path coefficients), model summary, and ANOVA tests.

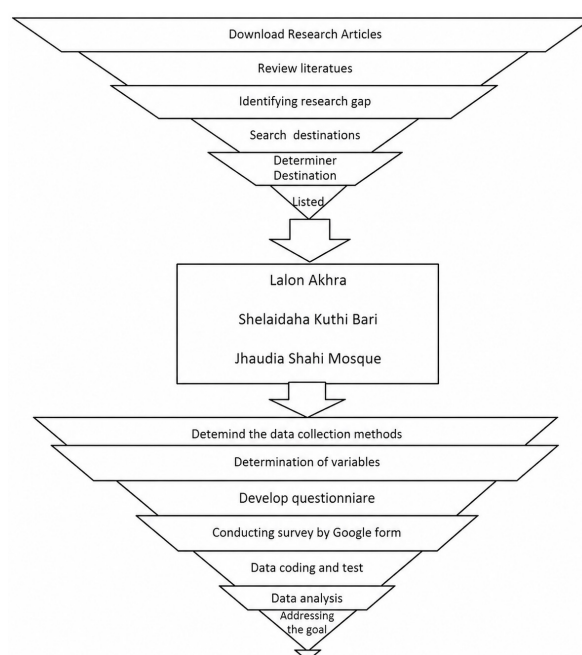


Figure 2: Steps followed in data sourcing and analysis
Source: Developed by corresponding author's

A strict process is followed to gather and examine the data. The overall research methodology is depicted in Figure 2. This model developed by author's to show the research process.

RESULTS AND DISCUSSION

Demographic Profile

A summary of the demographic profiles of the respondents is presented in the following tables.

Table 1: Demographic profile of respondents

Sections	Categories	Frequency	Percentage (%)	Total Participants
Age	Below 18	18	18	N=100
	19-25	35	35	
	26-30	35	35	
	31-35	12	12	
	35+	8	8	
Gender	Male	75	75	N=100
	Female	25	25	
Marital Status	Single	46	46	N=100
	Married	54	54	
Education	SSC	7	7	N=100
	HSC	12	12	
	University	61	61	
	Other	20	20	
Occupation	Student	71	71	N=100
	Job Holder	9	9	
	Service Provider	5	5	
	Other	15	15	

The frequency and percentage of respondent' ages, genders, marital statuses, levels of education, and jobs are shown in Table 1. Below 18 is 18 (18%), 19–25 is 35 (35%), 26–30 is 35 (35%), and 35+ is 8 (8%), according to the table. Males are 75 (75%) and females are 25 (25), according to the table. Table analysis also shows that 54 (54%) are married and 46 (46%) are single. SSC is 7 (7%), HSC is 12 (12%), university is 61 (61%), and other is 20 (20%), according to education data. Five (5%) are

service providers, nine (9%) are employed, fifteen (15%) are other, and 71 (71%) are students. There are 100 responders in all.

Reliability Test (Using Cronbach's Alpha Technique)

The dependent variable "Kushtia Has Tourism Potential" was the data collection core. SPSS 25 was utilized to test the data collected from the respondents. The data suitability was determined by applying Cronbach's alpha

Table 2: Reliability test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.840	.843	7

Source: SPSS 25

statistics that were obtained as a result of testing the data set. The following section illustrates the reliability analysis conducted using Cronbach's Alpha method:

Cronbach's alpha test was employed to calculate and assess the reliability of the items (Zikmund and Babin, 2020). A Cronbach's Alpha value of 0.70 or higher is acceptable for an exploratory study so that the data can be trusted (Malhotra, 2010). Based on the study findings, the reliability value of the 7 items discovered is .840, which means the data is highly reliable.

Partial Least Squares Structural Equation Modeling (PLS-SEM) (Path Coefficients)

All the constructs are being observed by the indicators in the measurement model (Figure 3). In other words, IDV 01 is explained by LA 01 (loading = 0.756) and LA

02 (loading = 0.875) whereas IDV 02 is explained by SKB 01 (loading = 0.903) and SKB 02 (loading = 0.779). Further, JSM_01 (loading = 0.876) and JSM 02 (loading = 0.857) capture IDV 03. As Hair *et al.*, (2019) say, (0.70) are acceptable because they indicate the level of reliability of the indicators. TPK has a loading of 1.000 as a dependent variable (DV).

According to the structural model 46.2% of the variance in the dependent variable (DV) is explained by the independent variables (IDV 01, 02 and 03) ($R^2 = 0.462$). This is because, based on standards given by Hair *et al.*, (2019), the value of R^2 of 0.25 is weak, 0.50 moderate and 0.75 substantial in the social and behavioral sciences. Thus, the value of R^2 is estimated to be a moderate fit and even shows that the model is theoretically significant and practically significant. In addition, path coefficients

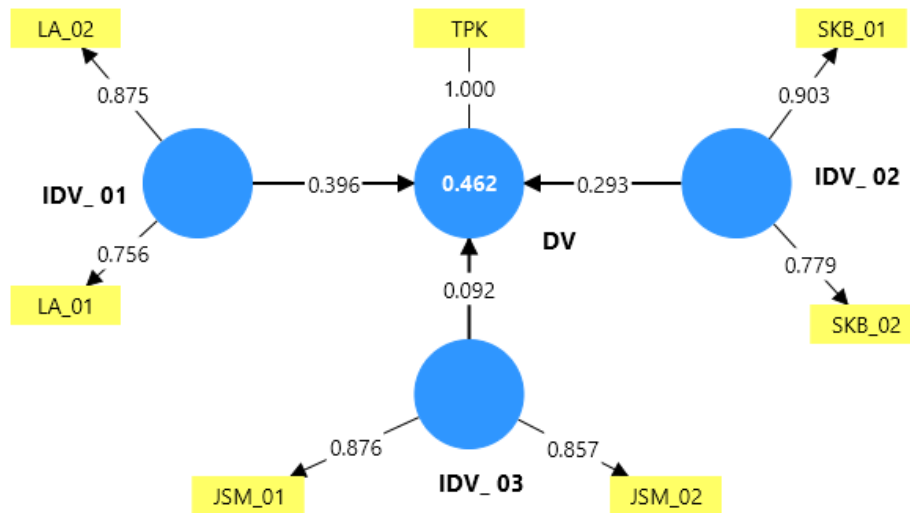


Figure 3: Structural Equation Modeling (PLS-SEM)
Source: Developed by corresponding author's with SmartPLS 4

Table 3: Partial Least Squares Structural Equation Modeling table (PLS-SEM)

Dstination	Variable	Outer loading	rho_a	rho_c	CA	AVE	R-squre	Decision
Lalon Akhara	LA_01	0.756	0.542	0.800	0.512	0.668	-----	Accepted
	LA_02	0.875						
Shelaidaha Kuthi Bari	SKB_01	0.903	0.672	0.830	0.605	0.711	-----	Accepted
	SKB_02	0.779						
Jhaudia Shahi Mosque	JSM_01	0.876	0.672	0.858	0.670	0.751	-----	Accepted
	JSM_02	0.857						
Tourism Potential Kushtia	TPK	-----	-----	-----	-----	-----	0.462	Positive Relation

Notes: (rho_a) = Dijkstra-Henseler's rho_A; CA = Cronbach's alpha; rho_c = Composite Reliability; AVE = Average Variance Extracted

indicate that the impact of IDV_01 (= 0.396) on DV is the strongest and then by IDV_02 (= 0.293), as there is the least impact of IDV_03 (= 0.092). This is aligned with the theory of variance-based structural equation modeling, which puts a strong focus on the significance

of path as well as the significance of explanation variance of model quality measures (Hair *et al.*, 2019).

Model Summary

As shown in the model summary, the sum of the

Table 4: Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.684a	.468	.433	.527	.468	13.618	6	93	.000

a. Predictors: (Constant), JSM_02, LA_02, SKB_02, LA_01, JSM_01, SKB_01

Source: SPSS 25

predictors (JSM_01, JSM_02, LA_01, LA_02, SKB_01, SKB_02) explains the dependence variable variation of 46.8% ($R^2 = 0.468$). The adjusted $R^2 = 0.433$ shows that even when the number of predictors is taken into consideration the explanatory power is high. The F-statistic ($F = 13.618$, $p < .000$) is used to show that the regression model is significant. Cohen (1988) concludes that the current model is highly explanatory in nature since $R^2 = 0.26$ is a huge effect size in

behavioral sciences. Equally, in arguing about R^2 , Hair *et al.*, (2019) contend that R^2 of above 0.25 signifies a considerable degree of explanatory power in social science research. In addition, Field (2018) also suggests that F-test is one of the most important statistics that are applied to determine either the absence or presence of a significant prediction of a dependent variable by the collective independent variables.

Table 5: ANOVA^a test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.725	6	3.787	13.618	.000 ^b
	Residual	25.865	93	.278		
	Total	48.590	99			
a. Dependent Variable: TPK						
b. Predictors: (Constant), JSM_02, LA_02, SKB_02, LA_01, JSM_01, SKB_01						

Source: SPSS 25

ANOVA^a test

a. Dependent Variable: Tourism Potential Has Kushtia.

b. Predictors: (Constant), LA_01 is a culturally and spiritually wealthy tourist place for local as well as foreign tourists. LA_02 Tourist satisfaction will be enhanced with infrastructure development. SKB_01 Shelaidaha attract more foreign tourists. SKB_02 Kuthi Bari will increase tourist arrivals and revenue. JSM_01 has strong potential as an important religious and archaeological tourist site. JSM_02 Enabling infrastructure (transport, guide services, and tourist information) will increase the volume of tourists.

Table 5 will further specify whether there is any relationship between the independent and dependent variables by conducting a variance test on variables in a model. The significance of the model is proven by the statistical evidence of 95th-level confidence (p -value = .000). Moreover, the model is significant (and that is why $p < 0.05$), which means that at least one of independent variables (LA_02, SKB_02, LA_01, JSM_02, JSM_01, SKB_01) is significant to the dependent variable (TPK).

Discussion

This research's results affirm the vast and still untapped tourism potential of Kushtia District. The strong path coefficients for Lalon Akhra (IDV_01) and Shelaidaha Kuthi Bari (IDV_02) validate the cultural and spiritual centers' recognition, which is already claimed by the existing research (Ahmed, 2021; Rahman & Sultana, 2022). Lalon Akhra's utmost significance can be expected, for it is a shrine but also the center of a living heritage of philosophy and music open to both national pilgrims and international tourists who seek Baul culture. The moderate explanatory power of the model ($R^2 = 0.462$) implies that even though the above three sites form the core, there is contribution to the tourism industry of Kushtia by other variables outside the scope of this work. These could be the overall lack of tourist facilities, mobility restrictions, inferior accommodation, and unsuccessful promotion schemes, as suggested by the literature review (Hasan, 1992; Kamal & Chowdhury, 1993).

Although it remains significant, the impact of the Jhaudia Shahi Mosque (IDV_03) is lower than (IDV_04). Its impact is less, as its potential is limited due to underdeveloped facilities and loss of historical authenticity due to renovations, as shown in the data. This

supports what Pike (2008) and DMAI (2008) suggested in their research, which stated that the competitiveness of a destination depends not just on the attractions but also on the supporting infrastructure, facilities, and the upkeep of the value proposition.

The high reliability of the measurement scale (Cronbach's Alpha = 0.840) along with the statistical significance of the overall model (F-statistic = 13.618, $p < 0.000b$) strongly confirm the assumption that strategic investment in these key destinations would directly improve Kushtia's image and increase tourist visits.

Contribution

The research provides an in-depth analysis of cultural heritages, with a particular focus on developing countries, and significantly adds to tourism studies. The Kushtia District is one of the empirically spent investigations that fill the outlying gaps of research. The descriptive and exploratory approaches to studies of regional tourism lack the vigor of analytical study, and this study directly contrasts such attempts. An analytical study of the descriptive heritages of the region is the descriptive measurement and validation of the impact of specific heritage sites on the overall perception of destination potential through a strong PLS-SEM framework. This methodological framework offers a tool that can be used for the study of tourism assets for other neglected regions and therefore makes a significant contribution to the methodological results for destination management studies.

At the practical end of the spectrum, the study's implications offer a distinct set of implementation considerations for policymakers, the Bangladesh Parjatan Corporation (as a DMO), and even local government institutions. The study analyzes Lalon Akhra, Shelaidaha Kuthi Bari, and the Jhaudia Shahi Mosque for their hike-pull influences, informing a clear ranking of priorities for investments and interventions. It concretizes the applicable academic insights, making a strong case in terms of dollars and cents that infrastructure and experience enhancements at the Lalon Akhra site should be the focus; it, however, also draws attention to the distinctive conservation and presentation requirements of the Jhaudia Shahi Mosque. In this way, it replaces conjecture with empirical data in planning matters.

CONCLUSION

This research confirm that the Kushtia District has a huge tourism potential which is deeply rooted in both the cultural or the spiritual value of heritage sites like Lalon Akhra, Shelaiddaha Kuthi Bari, and Jhaudia Shahi Mosque. The moderate explanatory power of the PLS-SEM model ($R^2 = 0.462$) suggests that though these sites are a core attraction, the potential of the tourism would remain unfulfilled due to infrastructural shortages, poor promotion, and poor management of the destination. Thus, to make Kushtia a major tourism destination needs concerted efforts in the construction of infrastructure, conservation of its heritage and strategic marketing. Further research may build on these results by conducting bigger samples and qualitative research to give a more in-depth information to the policy makers and stakeholders determined to ensure sustainable tourism development in the region.

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