

A STUDY ON DEVELOPMENT STRATEGIES OF TOURISM IN BANGLADESH

Thesis submitted in fulfillment of the requirement for the Degree
Of
DOCTOR OF PHILOSOPHY IN MARKETING

By

Md. Khairul Islam

Registration No.: 0151

Session: 2009-2010

Under the supervision of

Professor Dr. Md. Ashraful Islam Chowdhury

DEPARTMENT OF MARKETING

FACULTY OF BUSINESS STUDIES



UNIVERSITY OF DHAKA

DHAKA-1000

JANUARY, 2014

Dedication

*This work is dedicated to
My parents
and
My beloved wife*

DECLARATION

I hereby declare that the work which is being presented in the thesis entitled “*A Study on Development Strategies of Tourism in Bangladesh*” is an authentic record of my own work. I also declare that the matter contained in this thesis has not been submitted for the award of any other degree or diploma at any other university or institution.

Md. Khairul Islam
Session: 2009-2010
Department of Marketing
Faculty of Business Studies
University of Dhaka

CERTIFICATE

This is to certify that the thesis entitled “*A Study on Development Strategies of Tourism in Bangladesh*” submitted by Md. Khairul Islam to University of Dhaka, is a record of original research work carried out by him under my supervision in the Department of Marketing, University of Dhaka. Md. Khairul Islam has worked sincerely for preparing his thesis and the thesis is, in my opinion, worthy of consideration for the award of degree of Doctor of Philosophy in Marketing in accordance with the rules and regulations of this University. I believe that this research work is a unique one and has not been submitted elsewhere for the award of any degree.

Professor Dr. Md. Ashraful Islam Chowdhury

Department of Marketing

University of Dhaka

ABSTRACT

Tourism has grown from the pursuits of a privileged few to a mass movement of people with the urge to discover the unknown environment, to undergo new experiences and the desire to be both educated and entertained. Tourism, today, has become a very emerging and the fastest growing industry both in the global and rural economy, and particularly in the developing countries. The importance of tourism as an instrument of economic development and employment generation is recognized all over the world. The data released by different global bodies, including the World Tourism Organization (WNTO) indicate significant contribution of tourism to country's GDP and foreign exchange reserves.

Bangladesh is a land of scenic beauty of verdant forests, reverie countryside and long structures of sun-bathed beaches, fearsome wilds, meandering rivers and venerable shrine, which hold high potential for tourism. This country needs proper strategy and policy to attract both foreign and domestic tourists. Government as well as private sectors may come forward to create the base of the tourism industry. Though BPC and other private sectors are playing an important role for the development of tourism in Bangladesh, it is not enough to compete with many other tourist destination countries. Given the potential that prevailed in Bangladesh in terms of the country's possession of a diversified tourism product-base and also given the congenialities created by the objective conditions, tourism industry of Bangladesh has not grown to the desired level. Therefore, it is important to examine to what extent the country was proactive satisfactorily to capture tourism opportunities in a meaningful way.

Against the above backdrop, the study focuses on the issues relevant to the development strategies and the development of tourism industry in Bangladesh. It presents the findings of surveys undertaken in the course of the study and throws light on the profile, preferences and perceptions regarding Bangladesh as a tourist destination country of the foreign tourist to coming Bangladesh, Executive of BPC, Members of TOAB, and Managers and Receptionist

of Hotel & Restaurants in Bangladesh. In each section, the study also highlights the areas of weakness where priority should be given if Bangladesh is to promote herself as a destination in the global tourism market. In addition, this report also examines the association between destination dimension parameters index for Bangladesh and other neighboring countries to reveal the values of seventy nine variables, based on the data released by the World Economic Forum in its Travel and Tourism Competitiveness Report 2013.

A modest attempt in the study has been to delineate the analysis of the tourism master plan aimed at bringing the economy to a higher growth path and making it more competitive, flexible and adaptable and the analysis of the present situation of the tourism sector in Bangladesh to catch the real picture existing in the industry. To draw tourism development goals and objectives, the analysis of Bangladesh tourism vision, starting points for future tourism development, global and regional trends, competitive destinations and SWOT analysis have also been considered. Finally, this research comments on the development of a comprehensive tourism strategy and implementation that will guide in developing a tourism sector giving importance to forming of a strong and sustainable economy throughout Bangladesh. A set of recommendations have also been put forward for sustainable development of tourism industry in Bangladesh.

Acknowledgment

I would like to express my profound gratitude and sincere appreciation to my honorable supervisor Prof. Dr. Md. Ashrafur Islam Chowdhury, Department of Marketing, University of Dhaka, Bangladesh for his guidance, constant encouragement and above all his sharp and invaluable critiques. I deeply acknowledge his overwhelming generosity with his time, suggestions and insightful comments. His experience and keen interest in this field have been my fortune.

My regards also due to Prof. Dr. Md. Jakir Hossain Bhuiyan, Chairman, Department of Marketing, University of Dhaka, Bangladesh for providing me all research facilities from the department without any famine.

I wish to express my deep gratitude to Prof. Dr. Belayet Hossain, and Prof. Dr. Haripada Bhattacharjee, Department of Marketing, University of Dhaka for their valuable suggestions and constructive comments on my thesis. I am also indebted to Prof. Dr. Abu Naser Ahmed Ishtiaque, Department of Marketing for his suggestion on the subject of the organization of thesis presentation. I had to study further to answer each of the comments they made, and I believe at the end it enriched my knowledge.

I am grateful to all of my respected teachers of the Department of Marketing, University of Dhaka, Bangladesh for their useful advice and generous help during the thesis. I am also grateful to my Head and colleagues of the Department of Business Administration, Shahjalal University of Science & Technology, Sylhet, Bangladesh for their inspiration and cooperation.

While pursuing the research, I was in contact with many people, including Bangladesh Porjoton Corporation officials, Tour operator members, Managers and Receptionists of Hotel and Restaurants. They have abundantly contributed to my understanding and thoughts. In fact, this thesis would not have been completed without their constant and inspiring support. I acknowledge the debt to all the helping institutions like the Bureau of Economic Research,

University of Dhaka, the central Library of University of Dhaka, Bangladesh Bank, the Bangladesh Planning Commission and Bangladesh Bureau of Statistics.

I also express my thanks to the foreign tourists, especially in Shah Jalal International Airport for giving their patience response and suggestions.

My sincere thanks to the authority of Shahjalal University of Science & Technology, Sylhet, Bangladesh for providing me necessary facilities during my research works.

It is impossible to express in words my indebtedness to my wife Jenat Yeasmin for her sacrifice, assistance and motivation during the preparation of this thesis work.

Finally, I must acknowledge my debt to my parents for whom I have been able to see the beautiful sights and sounds of the world.

Let me wind up by noting that it is beyond lexis to thank All Mighty Allah in whom I relentlessly believe for all the miraculous ways in which I have been prepared for an eternal cause, this thesis probably not so noteworthy an outcome thereof.

Md. Khairul Islam

Table of Contents

Declaration.....	ii
Certificate.....	iii
Abstract.....	iv
Acknowledgment.....	vi
Table of Contents.....	viii
List of Tables.....	xii
List of Figures.....	xvi
Acronyms of Abbreviation.....	xvii
Summary.....	xviii
Chapter One: Introduction.....	1- 14
1.1 Prelude.....	1
1.2 Problem Definition.....	3
1.3 Literature Review.....	3
1.4 Objectives of the Study.....	6
1.5 Methodology.....	7
1.6 Limitations.....	13
Chapter Two: Tourism: Theoretical Underpinnings.....	15-28
2.1 Concepts and Typologies.....	15
2.2 Tourism: The key terms.....	23
2.3 Tourism as an Industry.....	26
Chapter Three: Tourism Industry in Bangladesh.....	29-48
3.1 Bangladesh: A Brief Profile.....	29
3.2 History of Tourism in Bangladesh.....	30
3.3 State Initiatives in the Tourism Sector.....	32
3.4 Economic Importance of Tourism in Bangladesh.....	33
3.5 Role of National Tourism Organization of Bangladesh.....	35
3.6 Regional Partnership of Tourism Development.....	38
3.7 Prime Tourism Products in Bangladesh.....	41

Chapter Four: Samples Profiles Preferences and Destination Choice Considerations 49-151

Prefatory.....	49
Section One: Profiles, Preferences and Destination Choice Considerations of Foreign Tourists	49- 76
4.1.1 Socio-demographic status and Purpose of the visit of the respondents	50
4.1.2 Tourist rating of the different dimensions of their experience in the destination.....	53
4.1.3 Destination Dimensions Considered Important by Tourist.....	74
4.1.4 Summary.....	76
Section Two: Profiles, Preferences and Destination Choice Considerations of members of TOAB.....	77-101
4.2.1 Socio-demographic status of the Sample TOAB Members and the Purpose of the Visit of Tourist by Their Occupational Experience.....	77
4.2.2 The ratings of the destination dimension parameter by the Members of TOAB	79
4.2.3 Destination Dimensions Considered Important by the Members of TOAB	99
4.2.4 Summary.....	101
Section Three: Profiles, Preferences and Destination Choice Considerations of Executives of Bangladesh Parjatan Corporation.....	102-126
4.3.1 Socio-demographic status of the sample Executives of BPC and Prime Attractions in Bangladesh by Tourist consideration by Their Occupational Experience.....	102
4.3.2 The Ratings of the Destination Dimension parameter by the Executives of BPC	104
4.3.3 Destination Dimensions Considered Important by BPC members	124
4.3.4 Summary.....	126
Section Four: Profiles, Preferences and Destination Choice Considerations of Managers of Hotel and Restaurant	127-151
4.4.1 Socio-demographic status of the Sample Managers and Purpose of the visit of the tourist by the respondents	127
4.4.2 The ratings of the Destination Dimension parameter by the Managers.....	129
4.4.3 Destination Dimensions Considered Important by Managers	149
4.4.4 Summary.....	151
Section Five: Profiles, Preferences and Destination Choice Considerations of Receptionists of Hotel and Restaurant.....	152-176
4.5.1 Socio-demographic status of the Sample Receptionist.....	152
4.5.2 The Ratings of the Destination Dimensions Parameter by the Receptionist....	154

4.5.3 Destination Dimensions Considered Important by Receptionist	174
4.5.4 Summary	176
Chapter Five: Measuring Tourism Destination Competitiveness	177-186
5.1 Measuring Tourism.....	177
5.2 Competitiveness Defined	177
5.3 Destination Competitiveness	178
5.4 Frame Work for Measuring Destination Competitiveness.....	179
5.5 Adopted Indicators for Measuring Competitive Strength of Destination Country	182
Chapter Six: Different Dimensions Parameters Index for Bangladesh and Other Neighboring Countries	187-203
6.1 Destination- Policy Rules and Regulations Index for Bangladesh and Other Countries .	187
6.2 Destination- Environmental Sustainability Index for Bangladesh and Other Countries .	188
6.3 Destination- Tourist Safety and Security Index for Bangladesh and Other Countries	189
6.4 Destination- Health and Hygiene Index for Bangladesh and Other Countries	190
6.5 Destination- Prioritization of Travel and Tourism Index for Bangladesh and Other Countries.....	191
6.6 Destination - Air Transport Infrastructure Index for Bangladesh and Other Countries...	192
6.7 Destination - Ground Transport Infrastructure Index for Bangladesh and Other Countries.....	193
6.8 Destination -Tourism Infrastructure Index for Bangladesh and Other Countries	194
6.9 Destination- ICT Infrastructure Index for Bangladesh and Other Countries	195
6.10 Destination- Price Competitiveness in T&T Index for Bangladesh and Other Countries	196
6.11 Destination- Human Resource Index for Bangladesh and Other Countries.....	197
6.12 Destination- Affinity for Travel & Tourism Index for Bangladesh and Other Countries.....	198
6.13 Destination- Natural Resources Index for Bangladesh and Other Countries.....	199
6.14 Destination- Cultural Resources Index for Bangladesh and Other Countries.....	200
6.15 Destination- Overall Scores on the Three Sub-Indexes of the TTCI Index for Bangladesh and Other Countries	201
6.16 Summary	203
Chapter Seven: Tourism Development Strategy	204-239
Introduction.....	204
Section One: Bangladesh Tourism Development.....	206-218
7.1.1 Overview of the Bangladesh Tourism Master plan to 2020.....	206
7.1.2 Analysis of the Present Situation in Tourism Sector.....	210

Section Two: Strategic Orientation For Bangladesh Tourism	219-231
7.2.1 Tourism Vision	219
7.2.2 Starting Points for Future Tourism Development.....	221
7.2.3 Global and Regional Tourism Trends.....	222
7.2.4 Competitive Destinations.....	225
7.2.5 SWOT Analysis	225
7.2.6 Tourism Development Goals	228
7.2.7 Tourism Development Objectives	229
Section Three: Expected Development of Strategy and Implementation	232-239
7.3.1 Strategy for infrastructure development	232
7.3.2 Strategy for Public Transportation.....	233
7.3.3 Strategy for Accommodation.....	233
7.3.4 Strategy for Visa Processing.....	234
7.3.5 Strategy for Country branding	234
7.3.6 Strategy for marketing Structure.....	235
7.3.7 Strategy for sustainable tourism.....	235
7.3.8 Strategy for product development & diversification.....	236
7.3.9 Strategy for marketing communication.....	236
7.3.10 Strategy for Building efficient National Tourism Organization	237
7.3.11 Strategy for Safety and Security	238
7.3.12 Strategy for HR Development	238
7.3.13 Strategy for Awareness of the local people by institutions.....	239
7.3.14 Strategy for entrepreneurship Development	239
Chapter Eight: Recommendation & Conclusion	240-250
8.1 Recommendations.....	240
8.2 Conclusion	241
8.3 Suggestions for Future Research.....	250
Reference	251-259
Annexure.....	260-264
Annex-I	260
Annex-II.....	262

List of Tables

Table G-1: Financial Performance of Bangladesh Porjatan Corporation.....	36
Table G-2: The Calgary Model of Competitiveness in Tourism.....	180
Table G-3: Number of Tourist Arrivals & Foreign Exchange Earnings over the Period.....	211
Table G-4 : Bangladesh’s Share and Rank: Relative Contribution, 2012.....	216
Table G-5: Forecast: International Tourist Arrivals by Region (Million).....	224
Table G-6: Response on Tourism related Parameters by member of TOAB, Receptionist, Manager, Executive of BPC and Foreign Tourist.....	247
Table G-7: Scores on the three sub-indexes of the TTCI for Bangladesh and Other Neighboring Country.....	249
A- 1: Socio-demographic status of the respondents of tourist.....	50
A -2: Prime Attractions in Bangladesh by Tourist.....	52
A-3: Tourist rating of the parameter “Tourist Attraction”.....	54
A- 4: Tourist rating of the “Status of air connectivity with tourists’ home country and the air tariff”.....	55
A- 5: Tourist rating of the parameter “Visa and immigration formalities”.....	56
A- 6: Tourist rating of the parameter “Quality of accommodation.....	57
A-7: Tourist rating of the parameter “Ambience”.....	58
A-8: Tourist rating of the parameter “Hygiene”.....	59
A-9: Tourist rating of the parameter “Up-keep of tourist sites”.....	60
A-10: Tourist rating of the parameter “Accommodation tariff”.....	61
A-11: Tourist rating of the parameter “Availability of medicinal and health care facilities”..	62
A-12 Tourist rating of the parameter “Security measures by local administration”.....	63
A- 13: Tourist rating of the parameter “Food and catering”.....	64
A-14: Tourist rating of the parameter “Food prices”.....	65
A-15: Tourist rating of the parameter “Shopping facilities”.....	66
A-16: Tourist rating of the parameter “Public transport facilities”.....	67
A-17: Tourist rating of the parameter “Quality of roads”.....	68
A-18: Tourist rating of the parameter “Time required for travel”.....	69
A-19: Tourist rating of the parameter “Co-operation for tourist information centre.....	70
A-20: Tourist rating of the parameter “Availability of travel agents and local tour operators”.....	71
A-21: Tourist rating of the parameter “Attitude of the local people”.....	72
A-22 : Tourist rating of the parameter “Recreational facilities”.....	73
A-23: Mean Score on Tourism Parameters.....	74
B-1: Socio-demographic status of the respondents of Members of TOAB	77

B-2: Prime Attractions in Bangladesh by the respondents.....	78
B-3: Tourist attraction.....	79
B-4: Status of air connectivity with tourists' home country and the air tariff	80
B-5: Visa and immigration formalities	81
B-6: Quality of accommodation.....	82
B-7: Ambience	83
B-8: Hygiene.....	84
B-9: Up-keep of tourist sites	85
B-10: Accommodation tariff.....	86
B-11: Availability of medicinal and health care facilities	87
B-12: Security measures by local administration	88
B-13: Food and catering.....	89
B-14: Food prices.....	90
B-15: Shopping facilities	91
B-16: Public transport facilities	92
B-17: Quality of roads	93
B-18: Time required for travel.....	94
B-19: Co-operation for tourist information centre.....	95
B-20: Availability of travel agents and local tour operators	96
B-21: Attitude of the local people.....	97
B-22: Recreational facilities	98
B-23: Mean Score on Tourism Parameters by Member of TOAB	99
C-1: Socio-demographic status of the respondents of BPC	102
C-2: Prime Attractions in Bangladesh by the respondent	103
C-3: Tourist attraction.....	104
C-4: Status of air connectivity with tourists' home country and the air tariff	105
C-5: Visa and immigration formalities	106
C-6: Quality of accommodation.....	107
C-7: Ambience	108
C-8: Hygiene.....	109
C-9: Up-keep of tourist sites	110
C-10: Accommodation tariff.....	111
C-11: Availability of medicinal and health care facilities	112
C-12: Security measures by local administration	113
C-13: Food and catering.....	114
C-14: Food prices.....	115
C-15: Shopping facilities	116
C-16: Public transport facilities	117
C-17: Quality of roads	118

C-18: Time required for travel	119
C-19: Co-operation for tourist information centre	120
C-20: Availability of travel agents and local tour operators	121
C-21: Attitude of the local people	122
C-22: Recreational facilities	123
C-23: Mean Score on Tourism Parameters by Executive of BPC	124
D-1: Socio-demographic status of the respondents of Hotel and Restaurant Manager	127
D-2: Prime Attractions in Bangladesh of Managers by their business experience	128
D-3: Tourist attraction.....	129
D-4: Status of air connectivity with tourists' home country and the air tariff	130
D-5: Visa and immigration formalities	131
D-6: Quality of accommodation	132
D-7: Ambience.....	133
D-8: Hygiene.....	134
D-9: Up-keep of tourist sites	135
D-10: Accommodation tariff.....	136
D-11: Availability of medicinal and health care facilities	137
D-12: Security measures by local administration	138
D-13: Food and catering	139
D-14: Food prices	140
D-15: Shopping facilities	141
D-16: Public transport facilities	142
D-17: Quality of roads	143
D-18: Time required for travel.....	144
D-19: Co-operation for tourist information centre.....	145
D-20: Availability of travel agents and local tour operators.....	146
D-21: Attitude of the local people.....	147
D-22: Recreational facilities	148
D-23: Mean Score on Tourism Parameters by member of managers	149
E-1: Socio-demographic status of the respondents of Hotel and Restaurant Receptionists.....	152
E-2: Prime Attractions in Bangladesh.....	153
E-3: Tourist attraction.....	154
E-4: Status of air connectivity with tourists' home country and the air tariff.....	155
E-5: Visa and immigration formalities.....	156
E-6: Quality of accommodation.....	157
E-7: Ambience	158
E-8: Hygiene	159
E-9: Up-keep of tourist sites	160
E-10: Accommodation tariff	161

E-11: Availability of medicinal and health care facilities.....	162
E-12: Security measures by local administration.....	163
E-13: Food and catering.....	164
E-14: Food prices.....	165
E-15: Shopping facilities.....	166
E-16: Public transport facilities.....	167
E-17: Quality of roads.....	168
E-18: Time required for travel	169
E-19: Co-operation for tourist information centre	170
E-20: Availability of travel agents and local tour operators	171
E-21: Attitude of the local people.....	172
E-22: Recreational facilities.....	173
E-23: Mean Score on Tourism Parameters by member of Receptionist.....	174
F-1: 1st pillar: Policy rules and regulations by Travel and tourism Competitiveness Index	187
F- 2: 2nd pillar: Environmental sustainability	188
F-3: 3rd pillar: Safety and security	189
F-4: 4th pillar: Health and hygiene	190
F-5: 5th pillar: Prioritization of Travel & Tourism.....	191
F-6: 6th pillar: Air transport infrastructure	192
F-7: 7th pillar: Ground transport infrastructure	193
F-8: 8th pillar: Tourism infrastructure	194
F-9: 9th pillar: ICT infrastructure	195
F-10: 10th pillar: Price competitiveness in T&T index	196
F-11: 11th pillar: Human resources	197
F-12: 12th pillar: Affinity for Travel & Tourism.....	198
F-13: 13th pillar: Natural resources	199
F-14: 14th pillar: Cultural resources	200
F-15: Scores on the three sub-indexes of the TTCI	201

List of Figures

Figure H-1: Methodological Approach to Tourism Development Strategies	8
Figure H-2: Different Forms of Tourism.....	19-22
Figure H-3: The Components of Tourism Industry.....	26
Figure H-4: The Impact of Tourism.....	33
Figure H-5: Direct Employment and % of total employment during the Period.....	34
Figure H-6: The Prime Tourism Products in Bangladesh.....	42
Figure H-7: Archeological sites in Bangladesh.....	44
Figure H-8: Composition of the three sub indexes of the TTCI.....	186
Figure H-9: Bangladesh Tourism Development Strategy Structures.....	205
Figure H-10: Tourism vision and forecast tourist trend.....	220
Figure H-11: Tourism Development Objectives.....	231

Acronyms of Abbreviation

ATAB	Association of Travel Agents in Bangladesh
BPC	Bangladesh Parjatan Corporation
BB	Bangladesh Bank
GDP	Gross Domestic Product
IATA	International Air Transport Association
IAPA	International Airline Passengers Association
I-PRSP	Interim Poverty Reduction Strategy Paper
ILO	International Labor Organization
ICZMP	Integrated Coastal Zone Management Plan
NTC	National Tourism Council
NBR	National Board of revenue
PATA	Pacific Asia Travel Association
TTCI	Travel and Tourism Competitiveness Index
TOAB	Travel Operators Association of Bangladesh
USP	Unique Selling Point
UNDP	United Nations Development Program
UNCITT	United Nations Conference on International Travel and Tourism
UNWTO	United Nations World Tourism Organization
UNESCO	United Nations Educational Scientific and Cultural Organization
WTTC	World Travel and Tourism Council
WTO	World Tourism Organization
WEF	World Economic Forum

Summary

This research examines the development of Tourism in Bangladesh, and it is an analysis of challenges and weakness and resolution of those in developing strategies. A modest attempt has been made in the study to delineate the variables that explain the observed pattern. The study high lights on potentialities that are not exploited yet. The findings of this study may help the planners and related stakeholders to formulate and implement appropriate strategies and policies for the tourism sector in Bangladesh.

The journey from the beginning to the completion of this study had been full of challenges, but the experiences were rewarding. The findings of the study have been presented in eight chapters as follows-

Chapter One: This chapter introduces the study, defines the research problem, justifies the study area, the study objectives and outlines the scope and methodology of the study.

Chapter Two: Tourism has been theoretically positioned in this chapter within the frame work of dominant relevant definitions and development theories as a vehicle for international economic and social development.

Chapter Three: This chapter delineates the general context of the enquiry by providing an overview of the Bangladeshi tourism industry in view of history of tourism in Bangladesh, State initiatives taken by the government, role of National Tourism Organization, regional partnership for tourism development, economic importance of this industry in Bangladesh and prime products of tourism.

Chapter Four: It presents the findings of a survey undertaken in the course of the study and throws light on the profile, preferences and perceptions of the foreign tourists coming to Bangladesh, Executive of BPC, Members of TOAB, Managers and Receptionists of Hotel & Restaurants in Bangladesh. In each section, the areas of weakness where priority should be given if Bangladesh were to promote herself as a destination in the global tourism market are highlighted.

Chapter Five: In this chapter, an extensive survey of literature has been conducted to delineate a suitable analytical framework for measuring the competitive strength of Bangladesh as a tourist destination.

Chapter Six: It examines the association between destination dimension parameters index for Bangladesh and other neighboring countries to reveal the values of seventy nine variables, based on the data released by the World Economic Forum in its Travel and Tourism Competitiveness Report 2013.

Chapter Seven: Narrates the tourism development strategies for overcoming the current position. Section one presents Bangladesh Tourism Development covering the discussion Bangladesh Tourism Master plan and analysis of the present situation in the tourism sector in Bangladesh. Second, strategic orientation for Bangladesh Tourism is described based on the insights gained through analysis of Bangladesh tourism vision, starting points for future tourism development, global and regional tourism trends, competitive destinations and SWOT analysis of tourism industry in Bangladesh. Tourism development goals and tourism objectives are also highlighted in this section. Section three is the development of a comprehensive tourism strategy and implementation that will guide in developing a tourism sector which forms an important part of strong and sustainable economy throughout Bangladesh.

Chapter Eight: It presents a summary of the recommendations and offers suggestions for future research.

Chapter One: Introduction

1.1 Prelude

Today tourism has been treated the world's largest industry among all the service industry (Mclontosh, Goeldner and Ritichie 1995). Bangladesh is a country of Asian region holding high potentiality of tourism. Since long past, Bangladesh was a charming destination to the tourists. Bangladesh is said to have great tourism potentiality for its large and attractive natural resources such as beaches, scenic beauty, tribal culture, special events, religious rituals, historical places, forests and wild life, hill resorts, and so on.

Bangladesh has peculiar tribal people having their unique way of life mostly living in the hilly regions of Cox's Bazar and Chittagong Hill Tracts areas. The country is also rich in ancient history. Many famous monuments, archaeological and historical places are still standing to certify the past glorious civilization of Bangladesh. It is a land of mighty rivers and tributaries. The revering tourism of Bangladesh has its unique beauty and character. Tourists can enjoy 350 miles man-made lake surrounded by green-forested hills in Chittagong Hill Tracts. The Sundarbans, a densely beautiful forest, is another attractive tourist spot in Bangladesh. The forest is 2400 sq. miles situated at the Bay of Bengal. Moreover, Bangladesh is full of rural tourism. Tourists can enjoy the villages and the simple life pattern of the villagers.

Bangladesh has some important and rich museums. Among them, the national museum at Dhaka and the Varendra Research Museum at Rajshahi are attractive to the tourists. There are some parks in the country for recreation. Ramna Park at Dhaka is good to the tourists. The Foyaz Lake at Chittagong and Mirpur Botanical gardens at Dhaka are attractive destinations to the tourists. From a developing country's perspective tourism, industry is important in Bangladesh; because it is labor intensive, provides a wide range of different employment opportunities, contributes to a geographical spread of employment, employs more women and young people than most other industries and creates opportunities for many small and medium entrepreneurs. About more than one million, people have already been employed directly and indirectly to tourism and tourism-related industries, and a huge number of people are waiting for employment.

All the above factors have been playing the vital role in developing of tourism in Bangladesh. Tourism has both economic and social impacts. There is some private and

public organization as named i.e. Bangladesh Parjaton Corporation has been contributing to the socio-economic development of Bangladesh by tourism services.

The analysis of foreign tourists' arrivals found that the arrivals of foreign tourists were 1, 13,242 in 1991 and 2,071,99 in 2001, and it went to 303000 in 2010 (Source: *Special Branch, Bangladesh Police, Statistical Report, Resource Center, BPC and Bangladesh Bank*). The annual foreign earnings were Million BDT. 331 in 1991, Million BDT 2653.8 in 2001 and it went to Million BDT. 7947 in 2010 (Source: *Special Branch, Bangladesh Police, Statistical Report, Resource Center, BPC and Bangladesh Bank*).

Bangladesh was an attractive destination to the tourists. However, at present, the position is not significant in terms of international tourism market. A number of significant factors affect the image of tourism in Bangladesh. Tourism industry of Bangladesh is suffering from numerous problems. Geographically, Bangladesh is far away from tourist generating countries of Europe and American. The legal formalities, especially visa and customs procedures, take too much time and rigid formalities. As a result, the potential tourists of neighboring countries viz. India, Pakistan does not feel comfort to visit the country. Hijacking, snatch, murder, etc. has become an ordinary event in our national life. The parks and the tourist spots are suffering from the lack of security and safety. Besides, political unrest and crisis have stood in the way of tourism industry. The potential tourists of abroad sometimes are scourged for lack of safety and security of their lives and wealth. Besides, communications and transportation of the hill tract areas are not smooth. All the 5-star, 3-star and 2-star hotels are located in Dhaka, Chittagong, Cox's bazar, Sylhet and Bogra. As a result, the foreign tourists do not want to visit other destinations. Political instability creates a negative image to the tourists. Private sector in the country is shy to invest in the tourism sector. The development factors of tourism are abundance in Bangladesh. Now in the country the following special opportunities are available to develop tourism industry like lower cost of living, attractive tourist spot, transportation and communication, available sole foreign language newspapers, relaxation of government rules and regulation, high pressures of unemployment problem, privatization, etc.

Bangladesh holds high tourism potentiality because of its numerous attractions for tourists. It has some advantages and disadvantages to the tourists on the arrivals. The country can earn a huge amount of foreign exchanges from this industry. Furthermore, it has not been possible to create the opportunities to highlight the image of Bangladesh thereby depriving

the country of much-needed investment and capital for social and cultural purposes (UN, 2001).

1.2 Problem Definition

Tourism is now seen as a “sunshine” sector all over the world. It brings tremendous opportunities as the fastest-growing economic sector in terms of foreign earnings, creation of employment opportunities and rising purchasing power for the destination countries. It has created a multifaceted impact on people's pleasure, knowledge, overall standard of living, and culture of both the destination and tourist generating countries. Many of the destination countries have marched forward to reap the full potentials of this industry. Nevertheless, Bangladesh is lagging far behind in the growth and development of its tourism industry. Although the country has got many rare attractions substantially different from those of other destination countries, its tourism industry is yet at the primitive stage and has not taken the shape of an industry.

The government of Bangladesh, however, has already taken some measures for the development of this industry. However, many of those are of very primary nature and have created a little impact on the growth and development of this industry. Therefore, it is necessary to uncover the reasons of the backwardness of this industry and by identifying the loopholes of the present policy measures and thus suggesting to formulate appropriate strategies and implementing of those strategies to create new opportunities, strengthening capacity building and minimizing the weakness of actions to be undertaken by the government and other concerned agencies.

1.3 Literature Review

The researcher has reviewed the available literature relating to tourism industry in Bangladesh to identify the research gap.

Most of the researchers in this area have concentrated on defining the role of appropriate and concerned organizations and destinations as well as its growth and their contributions to the economy, society, the environment and over all the country. In one study, Azad and Chowdhury (1991) pointed out the development of tourism and economy, and its contribution to the economic development of a country like Bangladesh. In other studies Ahmed (1986), Hasan (1988), Haq (1991), Hasan (1992), Islam (1994), Patwari (1993),

Amin and Salina (2001), Islam (2008), Quddus (1998), Hossain, Rahman & Khan (2005), Islam (2008), Tuhin and Majumder (2010) have exposed the reviews, significance, prospects, opportunities, threats and facilities of tourism considering the problems facing by this country and recommended policies for taking corrective measures.

Besides, Alam (2012) conducted a study on tourism as a development strategy: focusing on sea tourism of Bangladesh. Another study has been undertaken to observe effective and efficient utilization of strategic management of the tourism sector to raise Gross domestic product by Ali and Parvin (2010). Islam & Islam (2004) conducted a study to examine the major reason behind the foreign tourist arrivals in Bangladesh.

In addition, some researchers pointed out different issues of tourism in their study. Hall and Page (2000) made a study on the overview of tourism of Bangladesh. Kotler, Brown and Maken (2004) described that some of the major psychological determinants of demand for tourism include prestige, escape, sexual opportunity, education, social interaction, family bonding, relaxation, and self-discovery. Henderson (2011) in his research on Philippine highlighted that improper arrangement of infrastructure of a country seems to perceive negatively by the international visitors to choose a destination. Thepphawan, Tachumpa and Vichitr (2007) described that in Thailand's strategic marketing to attract the tourists to the Intra-city tourism route can apply the tourism marketing mix strategy. Etsuko Okazaki (2008) showed that community participation in the tourism planning process is advocated as a way of implementing suitable tourism.

It is identified in a study of Faruq and Bhuiyan (2003) that tourism now-a-days is one of the main sources of earning foreign exchange for many countries. Mitra (2005) described that Bangladesh does not have enough effort to promote the country as a tourist destination.

Planning effective marketing promotional strategy must penetrate into the people's tastes and preferences (Shafi, 1985). Tourism industry in Bangladesh has not got a solid footing to "taken off" despite all the efforts and measures from government and other private agencies (Ahmed, 1986). This is because people have country specific attracting and repelling factors, which affect tourists' choice and decision regarding their travel to a country (Kale and Wire, 1986). So promotion of tourism of a country is greatly depended on the magnitude of publicity. Potential tourists must make aware of the interesting and historical place, scenic beauties, adventurism, health, reports, and rich and ramified

culture, etc. (Hasan, 1988). There are a number of tourist facilities in Bangladesh. Even so, in some cases information of these is not available to the tourists. Bangladesh Parjatan Corporation (BPC) should change its marketing strategy with an aim to building up a good image of Bangladesh (Hasan, 1992).

However, a few more researchers have conducted in the field of tourism of Bangladesh showing foreign tourist attitudes (Hossain, 2002), an appraisal of foreign tourist's arrivals trend (Hasan and Nela, 2008) and the image of the Bangladesh to foreign travelers and some essentials curative tricks (Chowdhury, 1999; Kalam, 2001), the role of different tourism firms (Hossain *et al.* 2003), development of travel agencies in the country (Bariqullah, 1983), evocative strategies (marketing) for the national Tourism Authority providing marketing tools, pitfalls and policy implications (Hossain, 2002; Islam, 2004) strategic promotion approaches to developing tourism in Bangladesh focusing the role of the tour operator's performance (Hossain and Firozzaman, 2003).

A steady increase in tourism industry all over the world. Kamal and Chowdhury (1993), Islam (1998) and Abir & Nabi (2000) analyzed the significance of the transportation services airlines, in particular, and its marketing systems for the development of tourism and proposed a number of implications for taking remedial actions. Hoque & Istique (2000), and Ahsan (1997) have also studied about transportation sector, road way and railway, in particular, and have shown the tourists preferences and attitudes, and determinants for selecting the other modes of transportation for journey, which are very much relevant to the development of tourism. In contrast, Chowdhury and Hasan (1995) have elucidated significance of hotel and restaurant services in the development process of the tourism sector in the country.

Moreover, other researchers have studied on particular issues like development of tourism at seashore and sea beach, *i.e.* Potenga, Chittagong (Akteruzzaman and Ishtiaque, 2005) and Sylhet (Bhuiyan and Rahman, 2008), Jaflong, Sylhet (Hamid and Aktar, 2008) and Sunderbans (Tisdell, 1997) as eco-tourism, e-tourism (Hossan, 2008; Sobhan and Day, 2008), religions tourism viz. Hazrat ShahJal (RA) burial ground, Sylhet (Islam *et al.*, 2009) and so on showing the valuations, potentialities, opportunities and challenges besides the recreation, expectation and perception of the tourists in the development of a particular site as a part of the development of tourism industry in the country.

However, a comprehensive study on tourism in Bangladesh is yet to be unexplored. It is understood that a relatively little attention has been paid to the issues of tourism development by the professionals, researchers and other concerned agencies. The Internet research revealed limited literatures on development strategies of tourism throughout the world. Therefore, no comprehensive and worthy paper, research monograph, or research report on this issue of development strategies of tourism in Bangladesh has yet to come out. The very few literatures available in Bangladesh have tried to suggest the ways and means in the present context of the country for the development of tourism industry. These existing literatures on Bangladesh tourism are also with inadequate justification and skin-deep analysis. From this perspective, it can be concluded that contribution of this study can play a significant role of the development of tourism in Bangladesh.

1.4 Objectives of the Study

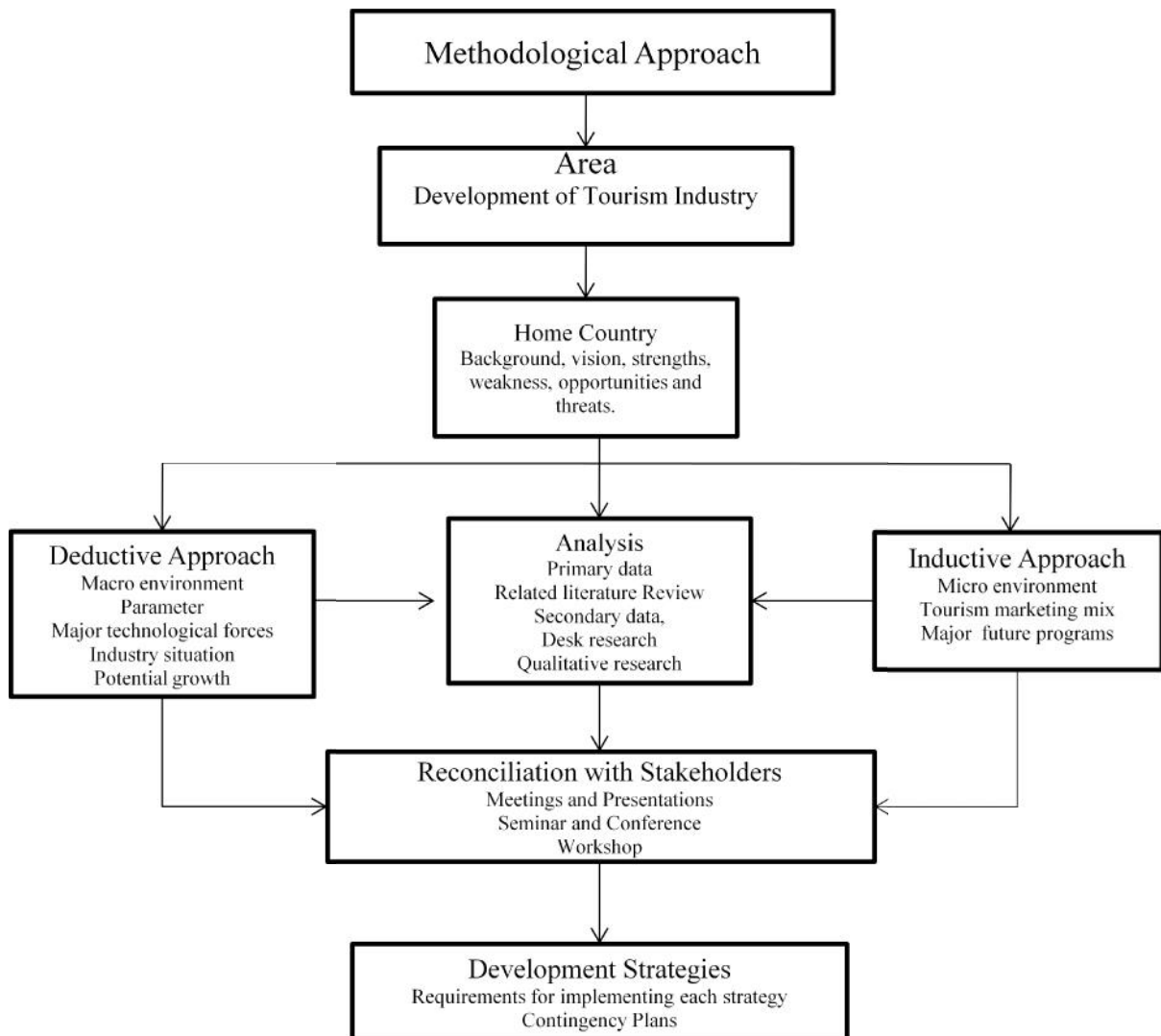
The main thrust of this study has focused on the issues relevant to the development strategies and the development of tourism industry in Bangladesh. However, the details of the objectives of this study are as under:

- To summarize the nature and categories of tourist attractions in Bangladesh;
- To understand the pattern of tourist inflows in Bangladesh in terms of the demographic and economic profiles of the foreign tourist-population, their preference and also their destination choice consideration;
- To understand the satisfaction parameters of tourism industry in Bangladesh in terms of profiles, preferences and destination choice considerations by their occupational experience of the executive of BPC, members of TOAB, manager and receptionists of Hotel and Restaurants;
- To identify the strengths, weakness, opportunities and threats to the development of tourism and prescribe necessary strategies for reforms and improvements within the tourism industry in Bangladesh; and
- To suggest, in the light of the study observations and others WTT Index, the areas where priority should be assigned if Bangladesh were to promote herself as a destination in the global travel market.

1.5 Methodology

The study investigates how the development strategies of tourism work to facilitate the tourism industry in Bangladesh. Many countries of the world are now entirely or to some extent dependent on this sector especially generating huge foreign earnings. Today, the tourism industry is recognized as the single largest industry in the world. As such tourism has become the largest trade sector in the world, and this sector has been recognized as a major thrust area of economic and business activities in most of the destination countries. Every destination country is trying to achieve more gain by this industry. Now a day, the expansion of the tourism throughout the world has increased competition among the tourism destination countries. Bangladesh, as a developing country has to attract more tourists by adopting appropriate strategies.

The research needed information about Tourism in Bangladesh and some tourist destination countries: the competitive advantages, investment patterns, facilities, population & lacking of tourism firms; owner & users of tourism firms, influencing factors to use the services of this firm; marketing activities taken by the firm and government, facilities & charges to use services and contribution sector to economic development and environmental change in Bangladesh by this industry.

Figure H-1: Methodological Approach to Tourism Development Strategies

Source: Developed by the Researcher for the purpose of the study

The study has comprises of deductive and inductive approaches effected by literature review, secondary data analysis and desk research, and by conducting extensive surveys. Observations and qualitative research, which, after consultation with the different stakeholders of this industry, yielded realistic development strategies.

Selection of the Study Area

Tourism is the most potential rapidly growing and dominant industry than any other competitive industry around the world. In fact, it is the world's leading, fastest-growing and single largest industry. Tourism as a multi-facet industry is playing a key role in the global as well as in the individual economic perspective for a country. Receipts from international tourism in destinations around the world grew by 4% in 2012 reaching US\$ 1075 billion. This growth is equal to the 4% increase in international tourist arrivals, which reached 1035 million in 2012. An additional US\$ 219 billion were recorded in receipts from international passenger transport, bringing total exports generated by international tourism in 2012 to US\$ 1.3 trillion. (UNWTO, 2013).

According to the latest UNWTO World Tourism Barometer, international tourism receipts hit a new record in 2012, reaching an estimated US\$ 1075 billion (euro 837 billion) worldwide, up to 4% in real terms, from US\$ 1042 billion (euro 749 billion) in 2011. The direct contribution of Travel and Tourism to GDP was BDT 182.5 bn (2.2% of total GDP) in 2011 and was forecasted to rise by 7.3% in 2012, and to rise by 6.1%, from 2012-2022, to BDT 353.7 bn in 2022(Alam, S. A. 2012). Many of the destination countries have marched forward to reap the full potentials of this industry. As mentioned earlier, Bangladesh is largely far behind from this. A substantial number of works on tourism as a subject has been done throughout the world. However, a relatively few work and literatures on the development of tourism in our country have been found as yet. Bangladesh is a country of Asian region holding high potentiality of tourism. Since long past, Bangladesh was an attractive destination to the tourists. Bangladesh is said to have great tourism potentiality for its large and attractive natural resources such as beaches, scenic beauty, tribal culture, special events, religious rituals, historical places, forests and wild life, hill resorts, and so on. However, the selected area of this study is "Development Strategies of Tourism in Bangladesh."

Nature of the Study

Since existing research on the development of the tourism industry in Bangladesh is not adequate and no previous study focuses on this type, the nature of this study has to be exploratory. An Exploratory research is conducted when not much is known about the situation at hand or when little information is available on how similar problems or research issues have been solved in the past (Sekaran, 2000). Exploratory research,

therefore, is convenient for generating new ideas, factors or hypothesis, as well as developing techniques for measuring and locating future data. This expletory research will also adopt a qualitative approach, because this approach is useful to uncover what lies behind the phenomenon about which little is known, which is compatible with the rational for exploratory studies (Strauss and Corbin, 1990). The study will be undertaken using personal interviews of different stake holders in this industry, record verifications and a review of related literature to assess and document the development of tourism. Descriptive statistics will be utilized to analyze both theoretical as well as an empirical one.

Literature Review and Desk Research

The starting phase of the methodology will begin with the review of relevant literature on the issue indicated under the “Inductive” and “Deductive” approaches as well as aspects under “Projection,” assimilation of relevant collected primary data and available secondary data and then conducting a desk research.

Information Needed and Sources of Information

The sources of data are both secondary and to some extent, primary. It involves the collection of data about the characteristics of the tourism industry in Bangladesh. Secondary information has been gathered from websites, seminar proceedings, newspapers, magazines, articles, journals of distinct organizations like Bangladesh Parjaton Corporation (BPC), Association of Travel Agents in Bangladesh (ATAB), Bangladesh Bureau of Statistics (BBS), Bangladesh Bank (BB), National Board of revenue (NBR) United Nations Development Program (UNDP), United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTTC), United Nations Educational Scientific and Cultural Organization (UNESCO), United Nations Conference on International Travel and Tourism (UNCITT). The design of collecting primary data is from different sectors of tourism industry. The collected data has been analyzed by statistical software using SPSS.

Surveys, Observations and Qualitative Research

Two primary source of data collection, namely and observation has been used for data collection. In addition, primary data have been collected through personal interviews.

The research problem along with its objectives indicates that data should be collected from those firms and parties who are directly or indirectly involved in the business activities of Bangladesh tourism industry, development process of tourism infrastructure or facilities in the country, interaction process of rendering or receiving tourism services and the foreign tourists who visit Bangladesh for different reasons. That's why; we included foreign tourists, private tour operators, manager and receptionists of hotel and restaurants and top executives of Bangladesh Parjatan Corporation. Furthermore, a panel of experts has been consulted.

Sample Design

The sample design consists of

- A) Defining the target population-** The target population is defined to be the stake holders of the tourism industry in Bangladesh. The target populations are (i) executives of the BPC, (ii) Members of private tour operators (TOAB members), (iii) tourists visiting the country, (iv)) hotel and restaurants managers, and (v) hotel & restaurant's receptionists. The first category consists of currently employed executives of the BPC. An up-to-date TOAB (Tour Operators Association of Bangladesh) members' list consisting of names and addresses of 85 firms has been used as the base of population for the second category. Foreign tourists visiting Bangladesh have been considered as the population for the tourist group. The above mentioned five categories of population have been considered for questionnaire survey. Since an up-to-date list of hotels and restaurants operating in Bangladesh has been found, the sizes of population for these two sectors remain unknown.
- B) Determinations of sample size-**The foremost and influential step of primary data collection is the selection of sample from which data to be collected. One of the important criteria of this selection was to include those tour operators who have at least five years' professional experience of dealing with tours and tourists. It is mentioned earlier that the study has considered five categories of samples. In an attempt to gauge the perceptions/attitudes of tourists, a total number of 100 foreign

tourists selected in the sample of the first category. Necessary information has been collected from them to obtain feedback on 20 selected issues of the tourism arrangements in Bangladesh. A total number of twenty private tour operators were taken in the sample of the second category of respondents. Five top executives constituted the sample for the third category of respondents. In addition, receptionists of twenty different hotels and managers of another twenty restaurants were included in the samples of the last two categories.

C) Questionnaire Development

Five different sets of questionnaires have been prepared to conduct the field survey. All these questionnaires have sought information concerning the following issues:

- (a). Nature and categories of tourist attractions in Bangladesh.
- (b). Tourism facilities in Bangladesh.
- (c). Role of different tourism firms in the development of tourism in Bangladesh.
- (d). Performance of tourism sectors both worldwide and in Bangladesh and evaluation of present market size of Bangladesh tourism industry in the context of world-tourism market.
- (e). Tourists' satisfaction on Bangladesh tourism arrangements.
- (f). Constraints to the development of tourism industry in Bangladesh.
- (g). Suggestions concerning strategies, policy and managerial implications for the development of tourism in Bangladesh
- (h). Potentials of tourism development in Bangladesh.

The questionnaire developed for the foreign tourists consists of 20 tourism-service-related issues on which the respondent tourists were asked to document their response on different dimensions of Five-point rating scale. These objective questions attempted to collect objective data like the extent of foreign tourists' positive and negative attitudes on different tourism arrangements/services in Bangladesh. The questionnaire for the respondent tourists has been used a five-point Likert Scale ranging from 1 to 5 to obtain and rate their opinion on different tourism arrangements in Bangladesh. The main reason to use this Likert Scale is that it is relatively easier to understand.

Parameters of the questionnaire have been selected in reference to different literatures while conducting extensive literature review. Additionally, expert opinions have been taken to improve all five sets of questionnaires initially. Their opinions have also been

utilized to identify the key problems, solve those problems of the industry efficiently and effectively, and to measure the potentials of the sector under study.

All five sets of questionnaires have emphasized the underlying issues to identify the constraints to the tourism development in Bangladesh and prescribe development strategies, the policy and managerial implications for improvement. This questionnaire especially has attempted to highlight the potentials of the tourism sector in general. Besides, careful attempt has been made to cover all the relevant issues and thus prepare the questionnaire comprehensive.

Field work and supervision

The researcher has carried out the surveys effectively. The researcher recruited two MBA students. They have been provided training on how to select respondents, ask questions, and provide reinforcement to the respondent's record the responses. Honorable supervisor has supervised the field work as well as, in some cases, took part in the field investigation. Finally, the overall scenario of the tourism sector of Bangladesh, including financing, marketing, arrivals, length of stay, employment created, revenue earned contribution to GDP and growth over the last few decades, and other relevant issues are also assessed. A critical analysis on those issues of tourism policies, programs and development strategies has been used to determine the lessons Bangladesh could learn and can apply for betterment of its tourism sector.

1.6 Limitations of the Study:

Nothing is beyond limitations. Here, the vital limitations are the time and money. Besides, this study suffers certain limitations due to its wide scope. The limitations of the study could be summarized as under:

- Visited all tourists is generally not conceived the value of research. For the most part, they become worried when the researcher asked them various questions. So, in many places, it was very difficult to collect genuine data.
- The published secondary data provided limited information. Various data for the same thing and thereby caused considerable confusion about the real situation. In this situation, the analysis became rather difficult.

- The reliability of secondary data is rather limited.
- During the interview, a significant amount of avoiding tenancy from some hotel authorities created problems, some of them refused to give answers, and they also tried to prohibit their foreign customers.
- It is found; some restaurant owners hold suspicious attitude toward this sort of academic research activity. As a result, they hesitated to provide required information.

In spite of these shortcomings, the study, however, fulfilled its objectives. It indicated development strategies and implementation and recommendations, which could be very helpful to make future plans for sustainable development of tourism industry.

Chapter Two: Tourism: Theoretical Underpinnings

2.1 Concepts and Typologies

(i) Tourism Defined

The origin of the word “tourism” is often traced in the old Saxon term *Torn* (England). This word extends to *Torn-us* (what gives turns) and *Torn-are* (to give turns). The meaning of the word “*torn*” can be roughly translated as a “departure with the intention of returning.” In practice, it referred to the rest (vacation) trips taken by peasants during the 12th century. By the middle of the 18th century, the English noblemen used the term “*turn*” to refer to the trips undertaken for education, search and cultural exploration. In reality, the purpose of the noblemen’s trip to the different parts of asserting power was to acquire knowledge that was useful for governing these areas (e.g. asserting power, imposing rules and regulations, etc.) The genesis of the Grand Tour lies in the early tours taken by the nobility has laid the foundation of tourism. The term “*turn*” is abandoned in favor of the “*tour*” a French influence.

In Saxon, the nouns of the original verbs are denominated with the suffix-*er* (*Writ-er*, *Speak-er*, etc.). It was during the 12th century the nobleman who goes on a trip and returns to his or her place of departure would be called a *Torn-er*. Centuries later, during the era of the bourgeoisie (18th and 19th centuries) the term *er* was substituted by Latin *iste* and Greek *isme*. During the 20th century, the term “*tour-ist*” and the act of touring “*tour-ism*” are conceived. (Leiper, 1983).

Although during the last few decades, tourism attracted a great deal of scholarly attention, controversy surrounding the definition of tourism persisted.

While adopting a sociological approach towards seeking a solution to the problem, Cohen (1974) acknowledges that tourism is an indistinct concept with ill-defined boundaries between tourist and non tourist roles and with many immediate categories. He identified seven characteristics of tourism to distinguish a tourist from traveler. Thus according to Cohen “tourism” is:

1. temporary, to distinguish it from the permanent travel of tramp and nomad;
2. voluntary, to distinguish it from the forced travel of the exile and refugee;
3. round trip, to distinguish it from the one-way journey of the migrant;

4. relatively long, to distinguish it from the trip of the excursionist or tripper;
5. non-recurrent, to distinguish it from the recurrent trips of the holiday house owner;
6. non-instrumental, to distinguish it from the travel as a means to another end of the business traveler, traveling sales representative and pilgrims; and
7. for novelty and change, to distinguish it from travel for other purposes such as study.

From a sociological point of view, the displacement of people (trip, migration or Diaspora) has an element in conjunction with tourism (Cohen, 1974). The migrant leaves his or her place of habitual residence (home) in search of tangible or intangible resources, which cannot be found in the home environment. In a similar way, the tourist is (self) displaced in search of finding something exotic (landscapes, customs, etc.) that cannot be found in the home environment.

Tourism basically involves three elements (Wahab, 1975), namely, man (human element as the creator of the act of tourism), space (the physical element to be necessarily covered by the act itself,) and time (the temporal element which is compared by the trip itself and the stay at the destination). In economic parlance, tourism is now regarded as an industry. This in a way defies the classical definition of the term. It is argued that tourism contributes to a country's (or location's) economic and social development as it activates many productive sectors. It creates and varied industries.

Burkart and Medlik (1981) identified five major characteristics of tourism:

1. Tourism arises from the movement of people to, and their stay in, various destinations;
2. There are two elements in all tourism, the journey to the destinations and the stay, including activities at the destination;
3. The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and working populations of the places through which tourists travel and in which they stay;
4. The movement to destinations is of temporary, short-term character, with intention to return within a few days, weeks or months; and

5. Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the place visited.

While the term “tourist” usually connotes travel for leisure, recreation and holidays, the definition of tourist above is much broader (it can be subsume, for example, many types of business travel). The world Tourism Organization recommends following categories as characterizing the main purpose of a visit as a tourist (UNWTO, 2008).

1. Personal.

- 1.1 Holidays, leisure and recreation
- 1.2 Visiting friends and relatives
- 1.3 Education and training
- 1.4 Health and medical care
- 1.5 Religion / Pilgrimages
- 1.6 Shopping
- 1.7 Transit
- 1.8 Other

2. Business and professional.

In conformity with its above stance, the World Tourism Organization (UNWTO) has offered a definition of tourism, which appears a comprehensive one. The UNWTO defines tourism as “the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (UNWTO, 1995).

The above definition is comprehensive, because,

firstly, It brings within tourism’s fold all activities undertaken by visitors from the time of their arrival at a destination until their departure, including their stay, dining, movement, visits, interaction, entertainment, purchase and other related activities;

Secondly, the place visited may be anyone other than the visitor’s usual environment;

thirdly, the duration of a visit may be any period, which is less than 12 months (meaning thereby that even the same-day visitors are also to be covered);

finally, the main purpose of the trip may be anything that is lawful other than the exercise of an activity remunerated from within the place visited.

Keeping in view its comprehensiveness, the above definitions of tourism have been accepted and applied for the present study.

(ii) Tourist

The activities of persons traveling to and staying in places their usual environment for not more than one consecutive year for leisure, business and other purposes not related the exercise of an activity remunerated from within the place visited (UNWTO, 2008).

(iii) Day Visitor

A visitor is one who does not spend the night in a collective or private accommodation in the country visited. The definition includes cruise ships and return to the ship every night on board even though the ship remains in the port for several for a couple of days. Furthermore, included in this group are, by extension, owners or passengers of yachts, and passengers on a group tour accommodated in a train.

(iv) Inbound Tourism

It comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip. (UNWTO, 2008).

(v) Outbound Tourism

Comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip (UNWTO, 2008).

(vi) Tourist Destination

Tourist destination is a place endowed with a combination of business and tourism resources, which together are capable of attracting tourists and of offering to them a range of services and products to meet their diverse needs. A destination is generally a homogeneous area from territorial, social, economic and cultural points of view (UNWTO 1995).

Figure H-2: Different forms of Tourism

Accessible Tourism: Accessible tourism is the ongoing endeavor to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age.

Agritourism: It is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Elsewhere, agritourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a B&B on a farm.

Cultural Tourism: Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

Birth Tourism: Birth tourism is traveled to another country for childbirth. Reasons for the practice include access to the destination country's healthcare system, and in countries that recognize birthright citizenship, gaining citizenship for the child.

Bookstore Tourism: Bookstore tourism is a type of cultural tourism that promotes independent bookstores as a group travel destination. It started as a grassroots effort to support locally owned and operated bookshops, many of which have struggled to compete with large bookstore chains and online retailers.

Christian Tourism: Christian tourism refers to the entire industry of Christian travel, tourism, and hospitality. In recent years, it has grown to include not only Christians embarking individually or in groups on pilgrimages and missionary travel, but also on religion-based cruises, leisure (fellowship) vacations, crusades, rallies, retreats, monastery visits/guest-stays and Christian camp, as well as visiting Christian tourist attractions.

Culinary Tourism: Culinary or food tourism is defined by the World Food Travel Association (WFTA) as the pursuit of unique and memorable eating and drinking experiences. Culinary tourism differs from agritourism in that culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism, but culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture.

Dark Tourism: Dark tourism (also black tourism or grief tourism) is tourism involving travel to sites associated with death and tragedy. The main draw, however, to these locations is mostly due to their historical value rather than their associations with death and suffering.

Different forms of Tourism

Disaster Tourism: Disaster tourism is the act of traveling to a disaster area as a matter of curiosity. The behavior can be a nuisance if it hinders rescue, relief, and recovery operations.

Drug Tourism: Drug tourism is travel for obtaining or using drugs for personal use that are unavailable or illegal in one's home jurisdiction. Drug tourism can be also defined as the phenomenon by which one's travel experience involves the consumption and usage of drugs that are considered to be illegal or illegitimate in either the visited destination or the tourist's country of origin.

Ecotourism: Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small-scale alternative to standard commercial (mass) tourism. Its purpose may be to educate the traveler, to provide funds for ecological conservation, directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights.

Female Sex Tourism: Female sex tourism occurs when females travel in order to gain sexual or romantic favors that are scarce or not available to them in their own country. Female sex tourism is often ignored due to the significantly lower rates in comparison to male sex tourism.

Geo-tourism: Geo-tourism deals with non-living parts of the natural and built environments. Geotourism was first defined (Hose, 1995) in England. Purely geological and geo-morphologically-focused tourism. This is the definition followed in most of the world. Geographically Sustainable Tourism emphasizes preservation of the geographical sense of a place in general, beyond simple geological and geo-morphological features.

Halal Tourism: Halal tourism is a subcategory of religious tourism, which is geared towards Muslim families who abide by Sharia's rules. The hotels in such destinations do not serve alcohol and have separate swimming pools and spa facilities for men and women. Malaysia, Turkey and many more countries are trying to attract Muslim tourists from all over the world offering facilities in accordance with the religious beliefs of Muslim tourists.

Heritage Tourism: Cultural heritage tourism (or just heritage tourism or diaspora tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "traveling to experience the places and activities that authentically represent the stories and people of the past," and cultural heritage tourism is defined as "traveling to experience the places and activities that authentically represent the stories and people of the past and present."

Source: Encyclopedia (Wikipedia) and selected books and articles

Different forms of Tourism

LGBT tourism: Gay tourism or LGBT tourism is a form of niche tourism marketed to gay, lesbian, bisexual and transgender (LGBT) people. They are usually open about their sexual orientation and gender identity but may be more or less open when traveling; for instance, they may be closeted at home, or if they have come out, may be more discreet in areas known for violence against LGBT people.

Medical Tourism: Medical tourism (MT) is patient movement from highly developed nations to other areas of the world for medical care, usually to find treatment at a lower cost. Medical tourism is different from the traditional model of international medical travel where patients generally journey from less developed nations to major medical centers in highly developed countries for medical treatment that is unavailable in their own communities.

Literary Tourism: Literary tourism is a type of cultural tourism that deals with places and events from fictional texts as well as the lives of their authors. This could include following the route taken by a fictional character, visiting particular place associated with a novel or a novelist, or visiting a poet's grave.

Music Tourism: Music tourism is the act of visiting a city or town, to see a music festival or other music performances. This sort of tourism is particularly important to small villages such as Glastonbury, as well as large cities like Glasgow.

Archaeotourism: Archaeotourism or archaeological tourism is a form of cultural tourism, which aims to promote public interest in archaeology and the conservation of historical sites.

Archaeological tourism can include all products associated with public archaeological promotion, including visits to archaeological sites, museums, interpretation centers, reenactments of historical occurrences, and the rediscovery of indigenous products, festivals, or theaters.

Nautical Tourism: Nautical tourism is an increasingly popular way to combine love of sailing and boating with vacation and holiday activities.

Pop-culture Tourism: Pop-culture tourism is the act of traveling to locations featured in literature, film, music, or any other form of popular entertainment.

Poverty Tourism: Slum tourism is a type of tourism that involves visiting impoverished areas. Originally focused on the slums of London and Manhattan in the 19th Century, slum tourism is now becoming increasingly prominent in developing nations, including India, Brazil, Kenya, and Indonesia.

Source: Encyclopedia (Wikipedia) and selected books and articles

Different forms of Tourism

Religious Tourism: Religious tourism, also commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia..

Sex Tourism: Sex tourism is traveled to engage in sexual activity, particularly with prostitutes. The World Tourism Organization, a specialized agency of the United Nations, defines sex tourism as "trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination."

Space Tourism: Space tourism is space travel for recreational, leisure or business purposes. A number of startup companies have sprung up in recent years, such as Virgin Galactic, hoping to create a space tourism industry. Orbital space tourism opportunities have been limited and expensive, with only the Russian Space Agency providing transport to date.

Rural tourism: Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Many rural villages can facilitate tourism because many villagers are hospitable and eager to welcome (and sometime even host) visitors. Agriculture is becoming highly mechanized and therefore, requires fewer manual labors. This trend is causing economic pressure on some villages, which in turn causes young people to move to urban areas. There is, however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle

Sports Tourism: Sports tourism, or more correctly, Sport Tourism refers to travel, which involves either observing or participating in a sporting event staying apart from their usual environment.

Sustainable Tourism: Sustainable Tourism is attempting to make as low an impact on the environment and local culture as possible, while helping to generate future employment for local people. The aim of sustainable tourism is to ensure that development bring a positive experience for local people, tourism companies and the tourists themselves.

Slum Tourism: Slum tourism is a type of tourism that involves visiting impoverished areas. Originally focused on the slums of London and Manhattan in the 19th Century, slum tourism is now becoming increasingly prominent in developing nations, including India, Brazil, Kenya, and Indonesia.

Water Tourism: Water tourism is traveling by boat while on holiday, with the express purpose of seeing things meant for the water tourist. This can be traveling from luxury port to luxury port in a cruise ship, but also joining boat-centered events such as regattas or landing a small boat for lunch or other day recreation at specially prepared day boat-landings.

Source: Encyclopedia (Wikipedia) and selected books and articles

2.2 Tourism: The Key Terms

Attraction: Any visitor service or product which tourists would enjoy visiting or using. An attraction may not be an “attractor” but can still be an attraction. To be considered an attraction, a product must be: a. Findable (clearly located on maps and street addresses, and directions provided). If tourists can’t find the facility, it is not a tourist attraction.

Accommodation: Accommodation (Acc) is the process by which the vertebrate eye changes optical power to maintain a clear image or focus on an object as its distance varies.

Adventure: An adventure is an exciting or unusual experience. It may also be a bold, usually risky undertaking, with an uncertain outcome. Adventures may be activities with some potential for physical danger such as skydiving, mountain climbing, river rafting or participating in extreme sports. The term also broadly refers to any enterprise that is potentially fraught with physical, financial or psychological risk, such as a business venture, a love affair, or other major life undertakings.

Hospitality: Generous and friendly treatment of visitors and guests: hospitable treatment and the activity of providing food, drinks, etc. for people who are the guests or customers of an organization.

Leisure: Leisure, or free time, is time spent away from business, work, and domestic chores.

Recreation: Recreation is an activity of leisure, leisure being discretionary time. The "need to do something for recreation" is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun."

Tourist: Visitor who stays one or more nights in the place visited.

Same-Day Visitor: Visitor who does not spend the night in a collective or private accommodation in the place visited.

Spa: The term spa is associated with water treatment, which is also known as balneotherapy. Spa towns or spa resorts (including hot springs resorts) typically offer various health treatments. The belief in the curative powers of mineral waters goes back to prehistoric times.

Tourism Policy: a progressive course of actions, guidelines, directives, principles and procedures set in an ethical framework that is issues-focused and best represents the intent

of the community to effectively meet the planning, development, product, service, marketing and sustainability goals and objectives for the future growth of tourism.

Transport: Transport or transportation is the movement of people, animals and goods from one location to another. Modes of transport include air, rail, road, water, cable, pipeline and space. The field can be divided into infrastructure, vehicles and operations. Transport is important since it enables trade between people, which in turn establishes civilizations.

Travel Agency: A travel agency is a private retailer or public service that provides tourism-related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. In addition to dealing with ordinary tourists most of the travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only.

Virtual Tour: A virtual tour is a simulation of an existing location, usually composed of a sequence of video or still images. It may also use other multimedia elements such as sound effects, music, narration, and text.

Airline: A system for scheduled air transport of passengers and freight. In another word, a business providing a system of scheduled air transport is also called airway.

Tourism Development Strategy: Tourism development strategy is future action plans, which define the long-term objectives, conduct a market and competitive analysis, assess the present scenario, do a SWOT analysis and required resources to achieve the desired goals for getting the destination competitiveness. It seeks to ensure maximum potentialities of the tourism industry enables it to grow in a way that is economically, socially and environmentally sustainably set the foundation for a vision and will be encompassed within the wider country's plan.

International Association of Amusement Parks and Attractions

IAAPA, or the International Association of Amusement Parks and Attractions which was founded in 1918 as a collective way for its members to learn about new products, disseminate current industry news and increase operational profitability, is the largest international trade association for amusement facilities worldwide, and is dedicated to the preservation and prosperity of the amusement industry.

Pacific Asia Travel Association (PATA): The Pacific Asia Travel Association (PATA) is a membership association working to promote the responsible development of travel and tourism in the Asia-Pacific region.

World Tourism Organization: The United Nations World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

International Air Transport Association (IATA): The International Air Transport Association (IATA) is the trade association for the world's airlines. It represents some 240 airlines or more than 80% of total air traffic. IATA support's airline activity and helps formulate industry policy and standards. It is headquartered in Montreal, Canada with Executive Offices in Geneva, Switzerland.

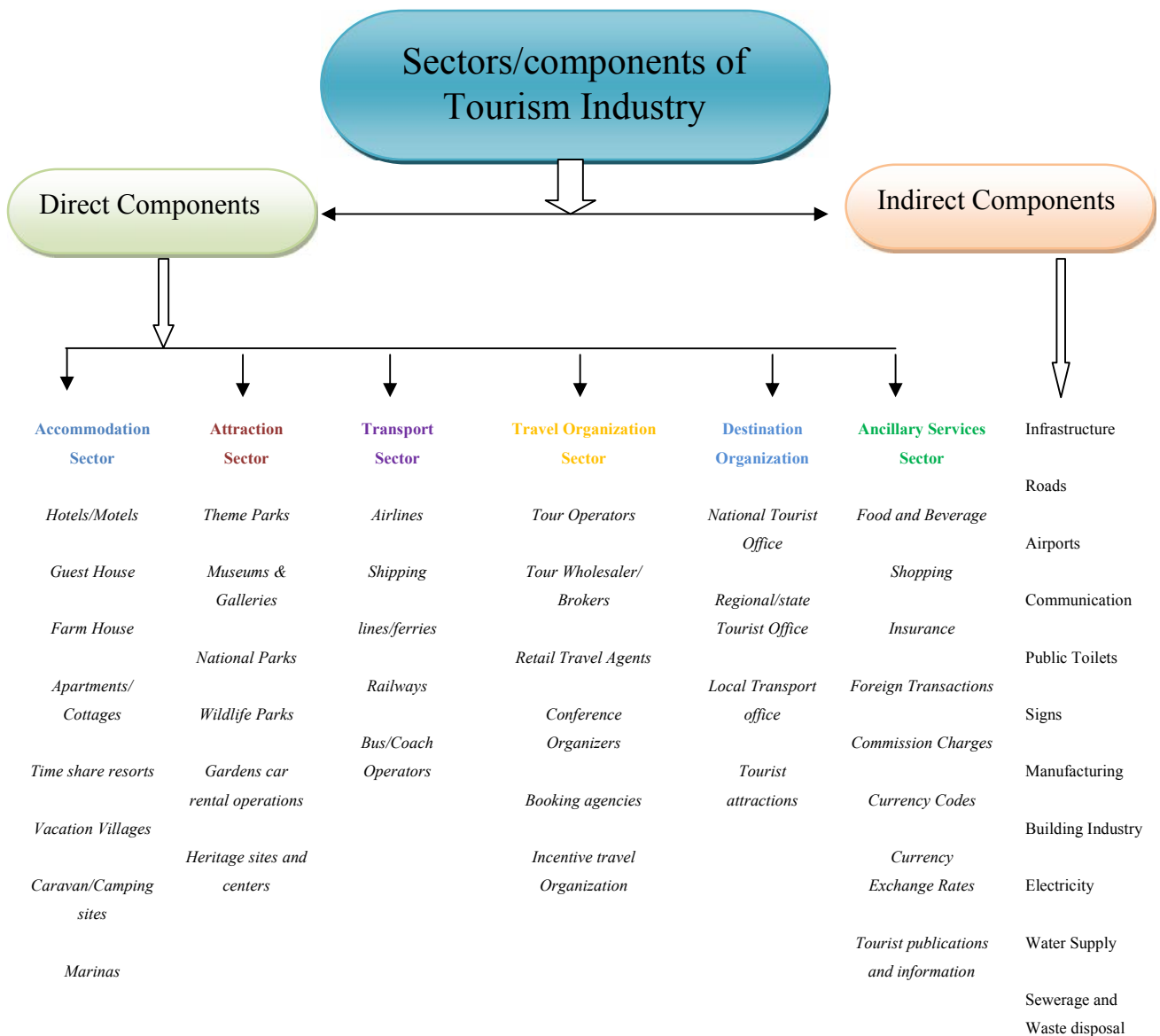
International Airline Passengers Association (IAPA): IAPA is part of Priority Travel Group, a division of the Collision Group, specializing in the international travel clubs and service's sector, which includes the following companies: Priority Pass, Lounge Pass, Priority Travelers, Golfing Elite and Travel Plan. It offers a range of great services – from guaranteeing you the "best available rate" on key hotel chains and great savings on car rental reservations, to a market-leading range of specialist insurance products for members. We also provide a fantastic range of travel planning services; help members save money on mobile phone bills when traveling, and represent your interests as a frequent flyer to industry and government bodies.

World Travel and Tourism Council (WTTC): The World Travel & Tourism Council (WTTC) is a business leaders' forum for travel and tourism and is composed of Chairmen and Chief Executives of 100 of world organizations, representing all regions and sectors of the industry. Membership to WTTC recognizes that the travel and tourism industry is the largest services industry, supporting 255 million jobs and generating 9 per cent of world GDP. Monitoring the growth of the industry allows WTTC to set specific strategic priorities to identify issues that most impede the operation or development of the sector.

2.3 Tourism as an Industry

Tourism is considered as an industry. The industry is composed of a group of firms that are engaged in the business of selling to or serving tourists. Hotels, restaurants, transportation, amusement, etc. examples of the type of firms that collectively constitute tourism industry. Tourism has been accorded the status of an industry in different countries through specific legislations. Such legislation has been prompted by the growing realization of the economics importance of tourism.

Figure H-3: shows the components of Tourism Industry.



ACCOMMODATION SECTOR

Accommodation is one of the largest and fastest growing sectors in the tourism industry. The benefits of growth are reaped by those looking for careers in this sector. New jobs are being created, movement along one's career path is accelerated, and opportunities for positions and careers in different regions and types of establishments are increasing. It includes hotels, guest house, farm house, cottage, time share resorts, vacation village and camping sites and marines.

ATTRACTIONS SECTOR

Every country has major and minor attractions that attract visitors and generate tourism revenue. Attractions include historic sites, heritage homes, museums, halls of fame, art galleries, botanical gardens, aquariums, zoos, water parks, amusement parks, casinos and cultural attractions. Many attractions are educational in nature; others are solely for entertainment.

TRANSPORTATION SECTOR

Tourism was earlier defined as an industry that provides for the movement, comfort and enjoyment of people. The 'movement' in this definition is addressed by the transportation sector. The sector is divided into four categories: Air, Rail, Bus and coach operators and marine.

TRAVEL ORGANIZATION SECTOR

The travel trade sector supports the bookings and sales in the other sectors. The people that work in the travel trade make reservations for accommodations, tours, transportation, food and beverage and/or for attractions. These bookings can be in the form of an all-encompassing tour package or a single booking for a single traveler.

DESTINATION ORGANIZATION SECTOR

The destination organization sector is made up of the organizations, associations, government agencies and companies that specialize in serving the needs of the tourism industry as a whole rather than the needs of travelers, specifically. Those working in tourism services include people who research tourism trends, advertise and market tourism products, educate

or inform others about tourism, and those who distribute general tourism information, like statistics. Retail businesses that benefit from tourism and travel also fall into this sector.

ANCILLARY SERVICES SECTOR

This sector consists of food and beverage, shopping, insurance, foreign transaction, commission charges, currency codes, currency exchange rates and tourist publication and information.

The food and beverage sector is also a major youth employer and a outstanding training ground for many employees who are beginning their working careers. As changes occur in consumer preferences, and competition increases, the food and beverage industry becomes increasingly sophisticated in the way it handles management and corporate strategies. Many restaurants, especially chains, are diversifying, coming out with their own retail product lines. Specialty cafés market their products to airlines and offices. Food and beverage chains have found a niche in bookstores, department stores and in casinos. As the lines between traditional food and beverage operations and other industries blur, employers and employees alike will have to continue to react to changing customer expectations with innovative ideas and responses. The food and beverage sector encompasses all types of establishments supplying food and beverages for consumption from fine dining and ethnic restaurants to institutional food outlets and catering firms, from pubs and bars to nightclubs and lounges.

INDERECT COMPONENTS

Indirect elements of the tourism industry are often called support sectors. Those parts of the tourism industry which may not come into direct contact with tourists, but without the rest of the industry could not function. It includes infrastructure, roads, airports, communications, public toilets, signs, manufacturing, building industry, electricity, water supply and sewerage and waste disposal. Infrastructural is critical to the success of the tourism product .Without suitable access to a destination whether by road or air, the tourist will not be able to visit. Communication helps tourists to keep in touch with family and friends through cell phone coverage and internet access. Access to clean public toilets can be very important to the satisfaction of a tourist's holiday. In addition, the manufacturing and building industry are vital to providing the superstructure tourists need hotels, restaurants, shops and attractions.

Chapter Three: Tourism Industry in Bangladesh

3.1 Bangladesh: A Brief Profile

The story of Bangladesh is very appealing; with the partition of India in 1947 the Bengal province divided into two parts. The west Bengal was joined to India whereas the Eastern part by the name of Bengal went with Pakistan. East Bengal later renamed East Pakistan emerged as a sovereign and independence state name Bangladesh in 1971 after to nine month long war of liberation starting on 26march 1971 in which 3 million people counted martyrdom.

Bangladesh lies in Southern Asia between India and Myanmar and borders the Bay of Bengal. The country has 1, 44,470 square kilometers of area, out of within 133,910 square kilometers are land and remainder is water area. The land boundaries total 4,246 kilometers, most of which borders India except for 193 kilometers on the south-east next to Myanmar. The coastline extends for 580 kilometers. The country is mostly flat, low-lying alluvium deltaic plain formed by the Ganges and the Brahmaputra Rivers, except in the north-east (sylhet area) and south-east (Chittagong Hill Tracts) where hills rise to an average of about 240 metres and 600 metres respectively. The sundarbans, a great tidal mangrove forest, occupies the south-western area and extends into India. About 73percent of the land is arable.

The climate is tropical with three main seasons- a cool dry winter from mid-October to the end of February, (the best season for tourist travel); a hot, humid summer (known as the “little rainy season”) from mid-March to mid- May; and, a cooler, rainy monsoon from late may to early October. The major natural hazards are droughts, cyclones and excessive flooding.

The population of Bangladesh was estimated at 160 million in 2012 with more than twenty million living in the capital city of Dhaka. The second largest city is Chittagong, the country’s leading port, with about two million inhabitants. The average population density is the highest in the world. Some 98% the people are Bengali, 1% are Urdu speaking and 1% are tribal. About 87% of the people are Muslims, 12% Hindu, and the remainders are Buddhist and Christian. The annual population growth rate is about 1.5%, which represents somewhat a decrease from previous years.

The Economy is largely agricultural, with the cultivation of rice the single most important agricultural activity. Tea, grown in the north-east around sylhet, is another most valuable crop. Fresh and marine fisheries are important. Industry is expanding and includes textile production and garment making (a rapidly growing activity and export item), food processing, jute manufacturing (which has greatly declined in recent years but, now somewhat reviving), and some steel and fertilizer production. Many Bangladeshi works overseas in the Middle East and elsewhere in Asia and remittances sent back to the home country comprise an important source of foreign exchange earnings. Historically, Bangladesh is trade deficit country, financed largely through aid receipts and remittances from Bangladeshi workers overseas. Foreign reserve dropped marked in 2001, but stabilized in the US\$3 to US\$ 4 billion ranges. According to the Bangladesh Bank, in January 2007, reserves stood at US\$ 3.74 billion, and they increased to US\$ 5.8 billion by January 2008 and in January 2014, US\$ 17.84. However, aid-dependence of the country has systematically been reduced since the beginning of 1990's (BSCAA, 2008).

3.2 History of Tourism in Bangladesh

The history of travel and tourism is as old as the human race itself. From prehistoric times people had been traveling to find food, to do business, to regenerate themselves in exotic location in summer holidays, and to learn and gather knowledge about the unknown from one place to another across national boundaries. Although Bangladesh is less developed than some of its neighbors in its tourist resources, it has an exceptional historical legacy because of the many different cultures and religions that have influenced it since early times. Bangladesh has an ancient tradition of tourism. It has existed as an industry in the informal sector since ancient times and was indulged in by all classes of people. The travelers were made by business, pilgrimage, and attending ceremonies in the neighboring cities and villages. The tourists or travelers had rest houses like Dharmashalas, Sarias and Havelis at tourist places for their comfort, rest and stay. However, as organized industry of tourism is a twentieth century phenomenon and came into existence mostly for catering to foreign tourists who wanted to live in style during their visits. (Wahab: 1975:48).

A country's touristy appeal depends largely on its history, archaeology, natural beauty and old palaces. From this point of view, Bangladesh can claim to be a historic country as it was known as Gangaridai meaning Nation on the River Ganges. It was an ancient state

founded around 300 BC where Bengal region (Bangladesh and Paschim Bangla) lies today has a rich past and can justifiably claim to have many tourist attractions, which indeed, according to information available from Wikipedia. Greek, Latin and Egyptian accounts about Gangaridai suggested that the country was located in the deltaic region of South Bengal. Wari Bateshwar another site near the capital is believed to have been urbanized from 6th century BC and is the oldest archaeological site of the country. Then came the Guptas, Pales, Senas, who were Buddhist and Hindus from the 13th century (A.D.). The flood of Muslim invaders and the tide of Islam swamped the Buddhist and Hindus up to 8th century. Sometimes there were independent rulers like the Hussain Shahi, Llyes shahi dynasties. While at other times they ruled on behalf of the imperial seat of Delhi. From 15th century the Europeans, namely; Portuguese, Dutch, French and British Traders exerted an economic influence over the region. During 16th century English Visitor traveler Sir Thomas Row and Willam Hawkin visited India and made it possible to establish of British East India Company (Bhatia, 1978). British Political rule over the region began in 1757 (A.D), when the last muslim ruler of Bengal was defeated at Plessey. So the present day landmass which constitute Bangladesh are spread all over the country: Mahasthangarh (3rd century BC), Paharpur (8th century AD), Moinamoti (8th century AD), beaches, forests, hills, tribal, culture, dance and music, cottage industry, large river ways, agriculture etc.

Thus Bangladesh's glorious tradition and rich cultural heritage made Bangladesh a major attraction for foreign tourists and travelers in the past. The climate conditions and geographical features provide varied interests to the visitors. These great explorers can be credited with the distinction of being the pioneers who covered the way for modern travel. In spite of our early history in tourism, where in most of the cases travel was affected for knowledge and education, pilgrimage, trade and commerce. In recent history, technology had made travel easier, more comfortable, and faster than ever before (Nickerson and Kerr, 1998). Conversely, tourism in Bangladesh had declined because of Government's lack of concern.

3.3 State Initiatives in the Tourism Sector

After the liberation the first step to promote tourism in Bangladesh was made in 1972, when the National Tourism Organization was set up by the Govt. of Bangladesh in the name of BPC. In 1988, tourism master plan of Bangladesh was prepared with the assistance of UNDP/ ILO identified a number of hindrances of tourism industry of Bangladesh and suggested some remedies that would be in the interest of Bangladesh to develop and encourage tourist traffic, both internal and external by all possible means.

The first and conscious and organized effort to enhance the tourism sector after the declaration National Tourism Policy in 1992. Here tourism has identified as a Multi-dimensional industry and also felt to co-ordinate among various ministries departments and agencies.

In 1999 , With the view to encourage foreign investment in this sector in the form of joint ventures or on 100% when ship basis, tourism has included as an industry in the industrial policy and identified as a “Thrust Sector”. To arouse interest of the investment in tourism sector in Bangladesh, some special incentives are also allowed by the govt.

In 2000, the National Tourism Council (NTC) was formed and a meeting was headed by the prime minister on 28 May, 2000 decided to form a three member task force. The committee submitted its report which determined five objectives including recommendations of short-term, mid-term and long-term for the sustainable development of tourism in Bangladesh.

The “Beautiful Bangladesh” campaign which was launched in the year 2007 had the aim of enabling Bangladesh as a destination to penetrate global market and reach the tourists through electronic, print and internet media. On the account of the surge that Bangladesh has witnessed in tourist arrivals in the recent times and given the unique and immense potential the country. The world Travel and Tourism Council has identified Bangladesh as one of the foremost growth centre in the world, in the coming decade.

The Government has taken the following development strategies and polices for the last six five year plan (2011-2015);

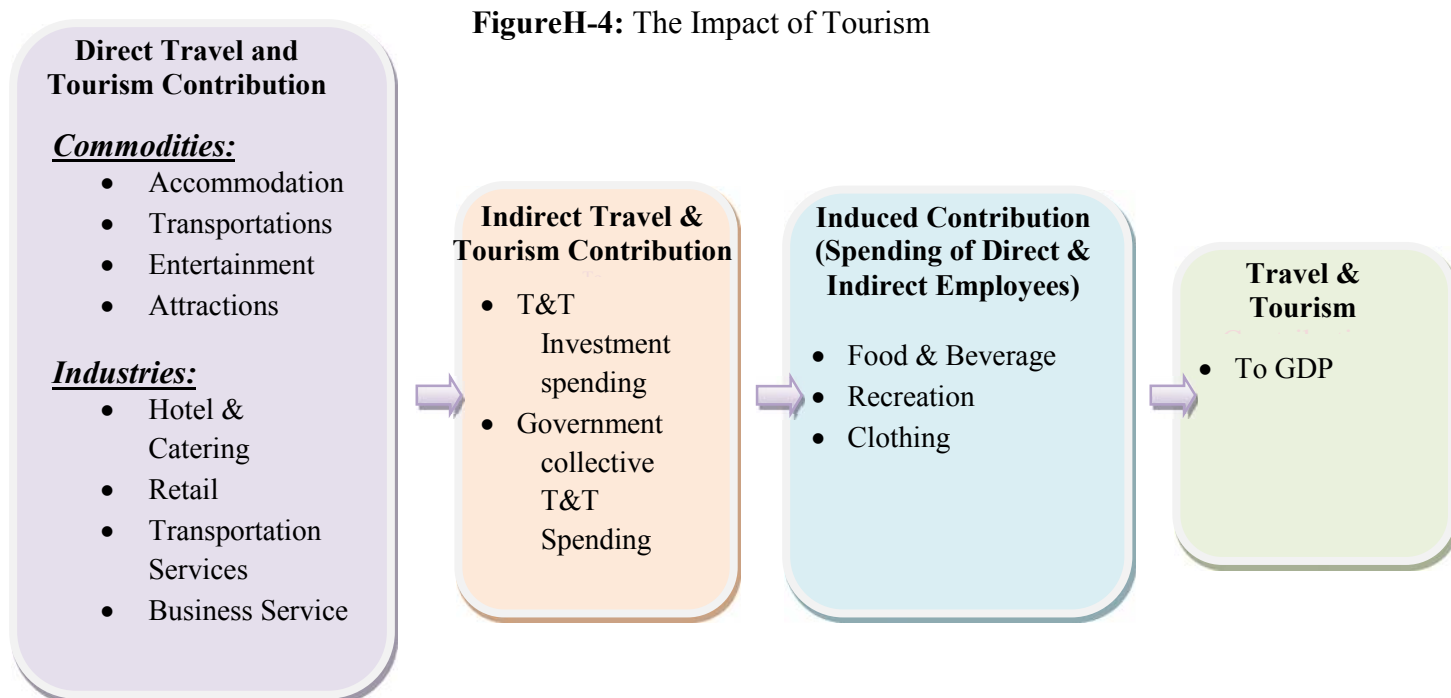
- To establish tourism infra-structure through public-private partnership investment
- To build a positive image for Bangladesh in abroad
- To arrange various tour programs and provide information services to tourists
- To ease visa arrangements

- To create awareness for tourism development
- To develop tourism human resources through special academic and training programs
- To identify and popularize new tourist products of Bangladesh

Bangladesh has much potential for development of tourism. It has many natural attraction and many social and cultural events of interest. If these are properly developed and marketed the tourism industry will be able to attract more international tourists and contribute to growth of tourism in the country.

3.4 Economic Importance of Tourism in Bangladesh

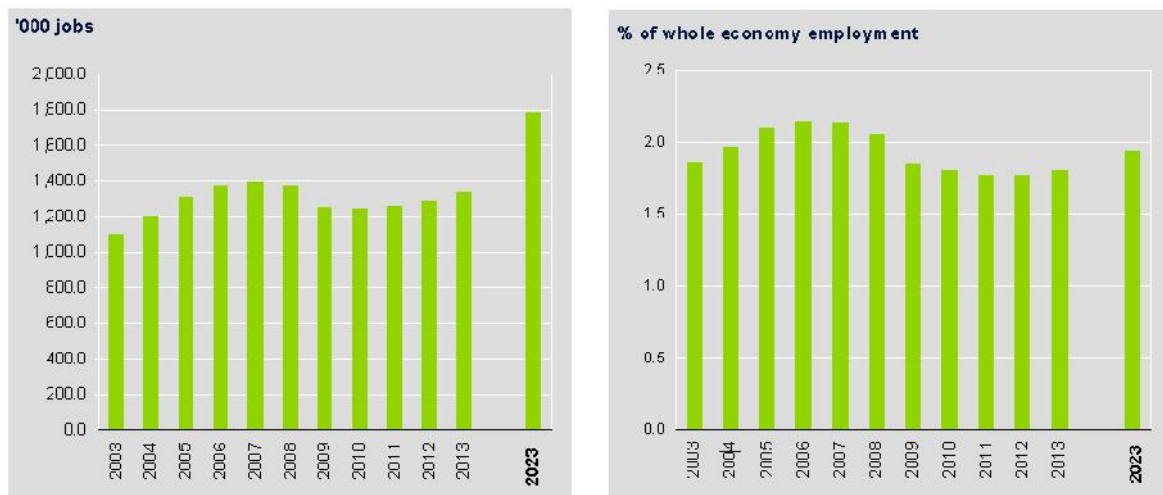
As an engine for economic growth and development, the tourism sector cuts across the rural-urban divide and bridges economic boundaries. The impact of tourism on economy and society is obvious. To make a knowledge based society, tourism is essential. It strengthens the country both economically and socially. From the following figure, it is found that the impacts of tourism are classified as direct, indirect and induced. The sum up of all contributions of tourism results in outcome of healthy GDP and creation of employment.



Source: Bangladesh Economic Impact Report, World Travel & Tourism Council (2011).

World Travel and Tourism Council (2012) claims Travel & Tourism generated 1,281,500 jobs directly in 2012 (1.8% of total employment) and this is forecast to grow by 4.4% in 2013 to 1,338,500 (1.8% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. By 2023, Travel & Tourism will account for 1,785,000 jobs directly, an increase of 2.9% pa over the next ten years. Moreover, visitor exports are a key component of the direct contribution of Travel & Tourism. In 2012, Bangladesh generated BDT 7.7bn in visitor exports. In 2013, this is expected to grow by 3.2%, and the country is expected to attract 391,000 international tourist arrivals. By 2023, international tourist arrivals are forecast to total 537,000, generating expenditure of BDT12.8bn, an increase of 4.9% pa.

Figure H-5: shows the direct employment and % of total employment during the period.



Source: Annual Report of World Travel and Tourism Council (2012)

Tourism makes direct contribution by creating demand of accommodations, transportations, and entertainment etc. indirect impact accounts for creation of Govt. collective investments and purchases of supplies etc. thirdly, the induced impact results in direct and indirect spending of the employees related to tourism. Tourism offers immense potentiality on employment generation, poverty alleviation and maintaining ecological

balance. It is a relatively modern phenomenon, which plays an intensely important role in the economic development of any country.

In the context, as narrated above, of the growing importance of the tourism sector and its contribution to national economies, a major thrust came in Bangladesh from the Government's end on tourism development.

3.5 Role of National Tourism Organization of Bangladesh

National Tourism Organization (NTO) in Bangladesh is primarily a tourism service provider and promoter of tourism product. In the year of 1972, the National Tourism Organization was established by the **Presidential order** of the govt. of Bangladesh in the name of Bangladesh Parjatan Corporation (BPC) with the responsibility of development and promotion of tourism in Bangladesh. It works as a support organization of the concerned Ministry in its policy formulation, implementation and promotional programs. It creates and operates significant programs by analyzing the environment sensitivity in the sustainable growth of tourism which includes (a) conservation of tourists' sites (b) entry part to the country (c) accommodation and foods (d) cultural and amusement facilities and (e) public health and emergency health services.

Financial Performance

The government of Bangladesh has kept 300 core taka in the current fifth year plan for private sector and 12 core tourism development. NTO has been a self-financed profitable organization since 1983- 84 financial years. The table shows the financial performance from 1990-2013 financial years.

BPC Operates 28 commercials units at the main tourist spots of the country. 1st Tourist service includes:

- ✓ Hospitality:Hotel /Motels-15, Restaurant-19, Duty free shops-6 and Picnic spots-4.
- ✓ Tours conducts both readymade and tailors made package and sightseeing tours, besides organizing river-cruises: educational tours for school students in and outside Dhaka. Dhaka city sightseeing tours, Mainamati tours, Nature and wildlife tours to sundarbans, Beach tours to Cox's Bazar archaeological tour to Mahastangarh etc.

- ✓ Rent-a-car: Conducts both readymade and tailor made package and sightseeing tours besides organization river cruises and

Table G-1: Financial Performance of Bangladesh Porjatan Corporation

Year	Total Income	Total Expenditure	Taka in lac pretax profit / loss
1990-91	5079.70	4852.92	226.78
1991-92	4254.31	3970.49	283.82
1992-93	4673.83	4289.36	384.47
1993-94	4385.17	4005.01	380.16
1994-95	4859.37	4378.21	481.16
1995-96	2455.51	2218.84	236.67
1996-97	3768.76	3538.49	230.27
1997-98	4541.87	4304.26	237.21
1998-99	3776.49	3592.59	183.90
1999-00	3829.00	3528.97	300.03
2000-01	3388.26	3187.14	201.12
2001-02	3248.26	3129.32	118.94
2002-03	2980.32	2853.85	126.47
2003-04	3678.09	3575.86	102.23
2004-05	4048.87	3946.76	102.02
2005-06	4334.37	4230.75	103.62
2006-07	3658.02	3720.32	(152.30)
2007-08	3730.03	3884.91	(154.80)
2008-09	1119.92	1051.47	68.45
2009-10	1623.34	1599.93	23.41
2010-11	2380.68	2273.45	107.23
2011-12	3251.03	2959.83	291.20
2012-13	3161.12	2548.80	612.32

Source: Statistical Report, Resource Centre, BPC

Human Resource Development (HRD): Human resource development in tourism sector is sinequa-non to develop quality tourism professionals and products. For human resource development, Bangladesh has created National Hotel and Tourism Training Institute through which it has been providing 2 year along diploma in hotel management as well as training on six disciplines (Front Office and Secretarial Operation; Travel agencies and Tour Operation; Food and Beverage services; Housekeeping and Laundry Operation; Bakery and pastry production) to a sizeable number of persons directly or indirectly involved in tourism sector and other fresher's interested in tourism. Till to date, 23000 persons received training on various disciplines and presently are engaged in various prestigious institutions home and abroad. But there is no separate discipline for giving training on eco-tourism. Department of environment is giving training to its staffs and other relevant personnel on eco-tourism in a small scale.

Bangladesh needs training of trainers on the following disciplines:

- Tourism Marketing Planning
- Tourism Management
- Hotel Management
- Food Production Technology

In order to establish and to develop a professional training program within the tourism industry in Bangladesh, BPC has established the National Hotel and Tourism Training Institute (NHTTI) which was jointly funded in 1978 by the government of Bangladesh and the United Nations Development Program (UNDP) with the International Labor Organization (ILO) as the executing agency. The first phase of the project finished in 1983, the second phase commenced in February 1986 and third phase in 1993.

The Tourism Training Institute is operated under the auspices of BPC at Mohakhali, Dhaka. In the same Building, there is a fully operational BPC's Hotel Abakash. The Institute and the hotel are housed in purpose-built facilities having, in addition to 40bedrooms and usual hotel facilities, classroom areas, a training restaurant, training and demonstration kitchens, a front office reception area, a conference room, offices and administrative areas. Under the direct supervision of this institution, more than thirty three thousands students already have taken their training successfully.

As a part of marketing program BPC has made some documentary video films. These are projected through Bangladesh missions and Biman offices abroad. Moreover, BPC participates major international tourism exhibitions in abroad.

Programs for Tourism Development

Bangladesh Parjatan Corporation (BPC) works as a support organization of the Ministry of Civil Aviation and Tourism in its policy formulation and implementation of promotional programs. BPC in addition creates and operates physical facilities at cities and tourist sites for travel facilitation by analyzing the environmental sensitivity.

The important elements involved in the sustainable growth of tourism include:

- a) Development of tourist sites: this includes conservation of tourist site i.e. archaeological, natural and cultural-traditional fairs, festivals and pilgrimage; and also to develop new events of interest to tourists.
- b) Access: this includes port of entry of the country i.e. easy access by air, road and sea. The internal road and river communication and telecommunication facilities are to be accessible.
- c) Accommodation and Food: this includes building up of standard hotels and other types of accommodation at cities and tourist sites and making provision of hygienic food.
- d) Cultural and Amusement Facilities: this includes creation of facilities at sites and tourist spots so as to enable tourists to pass their evenings in amusement.
- e) Public Health and Emergency Health Services: this includes overall development of the country's public health facilities and general awareness among the people about healthy way of living, and development of a good network of health services so that the tourist can get easy emergency health care at the time of need.

3.6 Regional Partnership of Tourism Development

PATA: the PATA (Pacific Asia Travel Association) was formed in Hawaii in 1951 as a non-profit organization to stimulate interest in the Pacific Asia region and to develop, promote and facilities to and among the many Pacific Asia destinations. PATA Bangladesh Chapter is a body comprising the leading Travel agents, Tour Operators and Hoteliers besides Bangladesh Parjatan Corporation and the national flag carrier Biman.

PATA contributes to the field of tourism internationally, regionally and domestically. Bangladesh Parjatan Corporation is an active government member of PATA since 1973. Since then Bangladesh has been playing a vital role in PATA for the development of tourism industry. Bangladesh has attended many seminars, workshops in PATA member countries like Srilanka, Malaysia, Philippines and India. Bangladesh has also received some help in marketing programs related to tourism industry.

ESCAP: The Economic and Social Commission for Asia and the Pacific (ESCAP) is a UN body, which established a network among the ESCAP members in order to share their experience and achievements in developing tourism industry. It has established a network namely APETIT (Asia Pacific Educational and Training Institutes in Tourism). The institute of tourism education, Macau and Iran are proud to have been appointed by ESCAP as “The Training for Trainer” center in the Asia region. ESCAP has also a priority program to promote Buddhist Circuit Tourism in the Asia and the Pacific Region. It organized a seminar on Promotion of Buddhist Circuit Tourism at Kisarazu, Japan on November 26-28, 2001 with the assistance from the government of Japan.

APO: The Asian productivity organization (APO) is an inter-governmental regional organization established by a Convention in 1961 to increase productivity in the countries of Asia and the Pacific through mutual cooperation. Bangladesh is an active member of the organization and it has been participating in seminar and workshops regularly. APO serves as a think-tank, catalyst, regional advisor, institution builder and clearing house for productivity information to member countries. It assists member countries through human resources development, technical expert assistance and dissemination of knowledge and know-how on productivity.

APO's program cover the industry, service and agriculture sectors, with special focus on socio-economic development, small industry development, human resources management, productivity measurement and analysis, quality management, production and technology management, information technology, development of NPO's, green productivity etc.

SAARC Cooperation: SAARC Technical Committee on Tourism was established in July 1991 in Male, the Maldives. The technical committee adopted an action plan on tourism at its first meeting held in October 1991 in Colombo, Srilanka. Since then seven meetings were held almost annually to review progress on the action plan. In these meetings, delegates and experts held discussions on several aspects of cooperation, such as joint

promotion of South Asia as an international tourist destination, exchange of information, training and investment.

Second SAARC Tourism Ministers Meeting: second meeting of the SAARC Tourism Ministers was held in Cox's bazaar on 21 May 2006. Honorable prime minister, Begum Khaleda Zia inaugurated the meeting. Tourism Ministers of Pakistan, Srilanka, Maldives, Bhutan and SAARC Secretary General were present. Honorable State Minister, Ministry of Civil Aviation and Tourism, Bangladesh, Mirza Fakhru Islam Alamgir, M.P, presided over the inaugural function. Decisions on the following issues were taken to promote South Asia as a common tourist destination:

1. Plan of activities to be undertaken in 2006 for "South Asia Tourism Year"
2. Measures to facilitate intra-regional tourism
3. Promotion of SAARC as a common tourist destination
4. Consideration of possibility of direct air links among SAARC countries
5. Role of the private sector
6. Establishment of mechanism for effective implementation of decisions of the SAARC working group on Tourism
7. Collaboration in Human Resources Development in tourism sector
8. SAARC Action Plan on Tourism- 2006

BIMSTEC Cooperation: in the Bangkok declaration of the BIMSTEC, tourism was identified as a very important sector where scope of sub-regional cooperation potentially exists. BIMSTEC experts meeting on tourism was held in Colombo, Srilanka in august 1999. In this meeting, program for multilateral and bilateral cooperation within the BIMSTEC group were adopted.

In the first BIMST-EC summit held on 31st July, 2004 in Bangkok, the member countries agreed to coordinate the existing diverse strength in the tourism sector to derive maximum benefit from the natural, cultural and historical attractions, and to recognize the need to enhance interregional tourism through such strategies as joint marketing of intra- BIMST-EC tourism packages, exchange of visits and information as well as sub-regional tourism cooperation. It was also agreed to facilitate travel within the region for business travel, exchange program and tourism by introducing a BIMST-EC Business travel card/visa.

SASEC Cooperation: a sub regional cooperation program is underway in eastern South Asia based on the establishment of a south asian growth quadrangle comprising Bangladesh, Bhutan, India, and Nepal. The Asian Development Bank (ADB) is supporting the participating countries through regional technical assistance towards establishing a country advisors' group and sectoral working groups within the South Asia Sub-regional Economic Cooperation (SASEC) program. Tourism is one of the priority sectors. ADB's TA supports meetings of the SASEC tourism working Group (TWG). The TWG has met four times since 2001, most recently in May 2004 at Thimpu in Bhutan.

At its second meeting, the TWG identified the preparation of a sub-regional tourism master plan as a priority activity and asked ADB TA to support this. The third meeting of the TWG refined the proposal, agreeing that there should be a sub-regional tourism development plan that builds upon existing tourism plans in each of the four countries. It was agreed that planning should start with two common themes eco-tourism based on natural and cultural heritage of the sub-region and Buddhist circuits in the SASEC countries and that the resulting plan would be to establish a thematic framework for future tourism development that will become the TWG's future agenda.

3.7 Prime Tourism Products in Bangladesh

Bangladesh is a country of bountiful nature and diverse culture. The country as a holiday destination exposes to many flamboyant facets. Its tourist attractions are multifarious, which include archaeological sites, historical mosques, monuments, temples, shrines, resorts, stretched beaches, mangrove forests, tribal people and wildlife of various species. Bangladesh offers ample opportunities to tourist for angling, river cruising, hiking, rowing, basking and sea bathing as well as bringing them in close touch with pristine nature.

Figure H-6: Shows the Prime Tourism Products in Bangladesh



Archaeological Sites

PAHARPUR: The largest Buddhist seat of learning, Paharpur (8th century AD) in Naogaon district finds cover approximately an area of 27 acres of land which looks like Pahar or hillock with elaborate gateway complex on the north, providing 45 cells on the north and 44 in each of other three sides with a total number of 177 rooms. The excavated findings have also been preserved at the Varendra Research Museum at Rajshahi. The architecture of Paharpur has been declared as a World Heritage Site by the UNESCO.

MAHASTHANGARH:- The oldest archaeological site, Mahasthangarh in Bogra where Budha had visited. Beyond the fortified area, other ancient ruins fan out within a semi circle of about 8km. radius. Several isolated mounds, the local names of which are Govinda Bhita Temple, Khodai Pathar Mound, Mankalir Kunda, Parsuramer Bedi, Jiyat Kunda etc. surround the fortified city.

MAINAMATI: The seat of lost dynasties, Mainamati is situated about 8km to the west of Comilla town and 114km south east of Dhaka lies the low hills known as Mainamati Lalmai ridge, an extensive center of Buddhist culture. On the slopes of these hills lies

scattered treasure of information about the early Buddhist civilization (8th to 12th century). At Salban in the middle of the ridge, excavation laid bare a large Buddhist Vihara (monastery) with an imposing central shrine. It has revealed valuable information of the rule of the Chandra and Deva dynasties, which flourished here from 8th to 12th century AD.

LALBAGH FORT: The Fort of Aurangabad, popularly known as the Lalbagh Fort, was built in 1678 A.D. by Prince Mohammed Azam, son of the Mughal Emperor Aurangzeb, who was then the viceroy of Bengal. The fort has three storied structure with slender minarets at the south gate. It has many hidden passages and a mosque of massive structure. Outstanding among the Monuments of the Lalbagh Fort are the Tomb of Pari Bibi (Fairy lady) and Hammam (Bathing Place) of Nawab Shaista Khan now housing at museum.

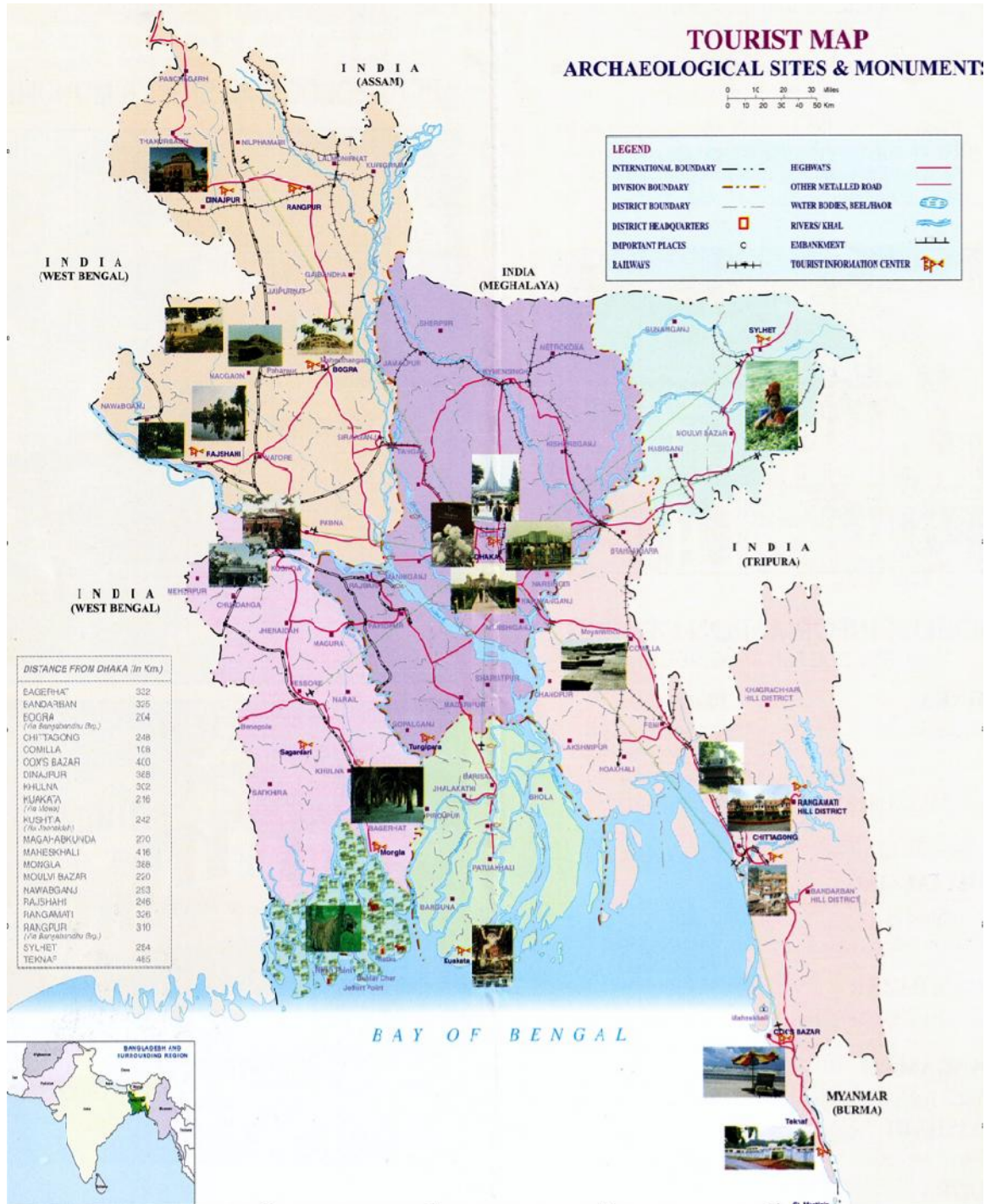
Eco-tourism Products

THE SUNDARBANS: The single largest mangrove forest and the adobe of the Royal Bengal Tiger, the Sundarbans, consummately located about 320km. south west of Dhaka and spread over an area of about 6000sq. km of deltaic swamps along the coastal belt of Khulna, are criss- crossed by a network of rivers and creeks. The world Heritage Site, declared by the UNESCO, the Sundarbans is an immaculate place for eco-tourism.

SYLHET: The land of two leaves and a bud, Sylhet, flawlessly nestled in the picturesque Surma valley amidst scenic tea plantations and lush green tropical forests. It is a prime attraction for all tourists. Its terraced tea gardens, eye-soothing orange groves and pineapple plantations and hills covered with tropical forests form a beautiful landscape.

THE HILL DISTRICTS: Paradise for Nature Lovers, the hill districts of Rangamati, Bandarban and Khagrachhari offer dazzling beautiful spots where nature has been least disturbed. The ethnic minority groups like Chakma, marmas, Tripuras and Murangs are famous for their music and dances. The highest peak of Bangladesh Tahjing Dong (4,632ft) is located in the Bandarban district. Rangamati Hill District is a wonderful repository of scenic splendors with flora and fauna of varied descriptions.

Figure H-7: Archeological Sites and Monument in Bangladesh



Source: http://www.mocat.gov.bd/images/b_map_large.jpg

Natural Products/ Tourist Attractions

COX'S BAZAR: the world's longest unbroken sandy beach, Cox's bazar, the tourist capital of Bangladesh, is a conglomeration of miles of golden sands, towering cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist Temple, tribes and delightful sea-food. The shark-free beach is a good for bathing, basking and swimming.

KUAKATA: Kuakata is a rare scenic beauty spot on the southernmost tip of Bangladesh in the district of Patuakhali. It has a wide sandy beach from where one can get the unique opportunity of having a glance of both the sunrise and sunset. It is the place of Pilgrimage of the Hindu and Buddhist communities during the festival of Rush Purnima and Maghi Purnima. On these occasions they take holy bath and traditional fairs are held here.

SAINT MARTIN'S ISLAND: Forty-eight km. from Teknaf, St. Martin is the country's only coral island and unspoiled paradise with friendly people. Named Narikel Jinjira (Coconum Island) by the locals, the dumb-bell shaped St. Martin has an area of only eight sq. km. from one to four meters above sea level during high tide.

MADHABKUNDA: The unique beauty of waterfall, Madhabkunda attracts large number of tourists every year. BPC offers restaurant, retiring room. Picnic and parking facilities are for the visitors there.

TAMABIL-JAFLONG: Situated amidst splendid panorama, Tamabil is a border outpost on sylhet- Shilong Road. Besides enchanting views of the area, one can have a glimpse of the waterfalls across the border and rolling stones from the hills.

TEA GARDEN of SRIMANGAL: Srimongal is famous for the largest tea gardens of the world covered by flourishing green carpet. One can have a look into the spectacular tea processing at Tea Research Institute. This is also known as the tea capital of Bangladesh.

CHITTAGONG: The commercial capital and an international seaport of Bangladesh, the healthy city declared by the UNESCO, Chittagong is located in a picturesque hinterland of large hill forests and lakes. Broad sandy beaches and fine cool climate always attract holiday makers. It combines the hum of a restless sea-port with the pleasure of a charming hill town with its undulating topography.

MT. KEOKERADONG DISCOVERY TREK: This is typical trek including a river journey by country boat of Ruma, then a moderate day's hike up a river bed to the lily-filled Boga lage and a lakeside Bhum tribal village. Below the lake one will find a Marma village. Keokaradong is one of the highest peaks of Bangladesh (4400 ft).

Religious Products

Baitul Mukarram Mosque, the National Mosque of Bangladesh; Star Mosque at old town in Dhaka city, Husaini Dalan, A Shi'ite shrine in the old part of the city of Dhaka, attributed to the mughal period; Kantaji temple, Hindu temple at Dinajpur(1752 AD); Sitakunda at Chittagong famous for Chandranath Hindu temple; Moheskhali- a famous place for Adinath temple at Cox's Bazar; Langalbandh- A Hindu holy place situated on the bank of the old Brahmaputra close to Dhaka- Chittagong highway assemble there for Astami snan, a holy bath in the river and Ramu- a famous place for pagodas containing images of Buddha at Chittagong.

Modern/ Manmade Tourism Products

KAPTAL LAKE: A pleasant and picturesque drive of 64km from Chittagong brings you to huge expanse of emerald and blue water ringed with tropical forests. It is the famous man-made kaptal lake (680 sq.km.) along Chittagong road, lies the ancient Chit Morang Buddhist temple with Buddhist statues.

JAMUNA BRIDGE: The Jamuna Multi-purpose Bridge glorifies the image of Bangladesh which is 11th longest in the world and the biggest bridge in South Asia. It is 4.8km long connecting the north and south of Bangladesh and bridge itself is an attraction for its architectural design.

NATIONAL MARTYRS' MEMORIAL: Situated at Savar, about 35km North West of Dhaka symbolizes the valour and sacrifice of the martyrs who sacrificed their lives for the liberation of Bangladesh. The main monument is composed of seven isosceles triangular planes each varying in size in its height and base. This unique arrangement of the planes has created a structure that seems to change its configuration when viewed from different angles.

SHAHEED MINAR: This monument is the symbol of Bengali Nationalism that was built to commemorate the martyrs of historic language Movement of 1952. All subsequent movements in Bangladesh leading to her independence in 1971 owe their origin to this movement and therefore this monument has become a place of pilgrimage for millions of Bangladeshis.

CURZON HALL: The Curzon Hall, originally intended as a town hall, which was named after Lord Curzon, the Viceroy of India, who laid its foundation in 1904.

NATIONAL PARLIAMENT BUILDING: It is one of the majestic Public buildings. Parliament Building is an architectural masterpiece for which the nation proud of and own ‘Aga Khan Award for Architecture’ in 1989. This magnificent building stands as a silent evidence of the creative devotion and poetic vision of its American Architect, Luis I. Kahn.

BANGLADESH NATIONAL MUSEUM: Bangladesh National Museum, formally inaugurated on 17 November 1983, which is devoted to archaeology, classical, decorative and contemporary art, history, natural history, and ethnography and world civilization. The Museum has one of the largest collections of arms and armor in the Indian subcontinent. It has items of natural history and ethnographic interest. It also illustrates the freedom struggle culminating in the liberation of Bangladesh.

Historical and other potential tourism attractions

Ahsan Manzil: It was the official presidential palace and seat of the Dhaka Nawab Family which is situated at Kumartoli along the banks of the Buriganga River in Dhaka. The pink majestic Ahsan Manzil has been renovated and turned into a museum recently. It is an epitome of nation’s rich cultural heritage and a monument of immense historical beauty.

Panama City or sonargaon: Sonargaon was a historic administrative, commercial and maritime center in Bengal. This city was described by numerous historic travellers, including Ibn Battuta, Ma Huan, Niccolò de' Conti and Ralph Fitch, as a thriving center of trade and commerce on the silk route. It served as the capital of Sultan Fakhruddin Mubarak Shah, Isa Khan and the Baro-Bhuyan Confederacy.

Kudum Guha or Parir Garta: Locally known as Kudum Guha (Fairy’s hideout), is located at Teknaf of Cox’s Bazar district. A strange pungent misty smell hung in the cave air and big birds, bats, spiders; and birds’ nest tucked in small outcrops on the cave wall.

Lawchhara Rain Forest: Lawachara National Park in Maulvi Bazar, is a major national park and nature reserve in Bangladesh. The park is crossed by numerous sandy-bedded streams (locally known as nallah). The land was declared a national park by the Bangladesh government on July 7, 1996 under the Wildlife Act of 1974.

The blue lily lake: The beautiful and eye glittering blue lily lake is located at Moulivibazar and 200km. far from Dhaka which is locally called as Madhabpur lake. Besides, hundreds of full bloom blue lilies the moon reflecting on the still black water is spectacular.

Boga Lake: It is a lake located in Ruma Upazila in the hill district Bandarban. Its height from sea level is nearly 2,000 feet (610 m) and of the lake is 18.56 acres (75,100 m). Geologists believe that it was created by collection of rain water in the crater of a dead volcano almost 2000 years ago.

Cultural Attractions

Eid al-Fitr "festival of breaking of the fast"), also called Feast of Breaking the Fast, Eid al-Adha "festival of the sacrifice", the Major Festival, the Greater Eid for the of Muslims. Durga Puja or 'Worship of Durga', also referred to as Durgotsava(the main religious festivals of Hindus), Bengali New Year (Bengali: Pôhela Boishakh) the first day of the Bengali calendar, Langalbandh (a religious festival of Hindus), The Ekushey Book Fair or Omor Ekushey Boi Mela, Sitakunda Fair, Christmas, Rathayatra, Mother Language Day, Tribal Dance, Rabindra and Nazrul Jayanti, Victory Day etc.

Chapter Four: Samples Profiles Preferences and Destination Choice Consideration

Prefatory

In order to gain insight into the profile, preferences and perception of the inbound tourists from different countries, a survey of the tourists who come from different foreign countries was undertaken in select destinations. The survey involved collection and analysis of responses from 100 tourists from the different countries chosen on a random basis. As well as other four questionnaires were formulated to take the response through the twenty tentative tourism parameters from the Members of TOAB, Executives of BPC, Hotel and Restaurant's Managers and twenty Receptionists from another twenty hotels and Restaurants. In addition, the researcher also asked some relevant questions that may help to enrich the research work.

It presents the findings of surveys undertaken in course of the study and throws light on the profile preferences and perceptions regarding Bangladesh as a tourist destination country of the foreign tourist to coming Bangladesh. In each section, the study also highlights the areas of weakness where priority should be given if Bangladesh is to promote herself as a destination in the global tourism market.

Section One: Tourists' Profiles, Preferences and Destination Choice Considerations

4.1.1: Socio-demographic status and purpose of the visit of the respondents

Table A-1 below shows the Socio-demographic status of respondents

Socio-demographic status	Frequency	Percent (%)
Age of the Respondent		
Below 25 Years	7	7
25-34 Years	24	24
35-44 Years	45	45
45-54 Years	19	19
55-64 Years	5	5
Total	20	100.0
Gender of the Respondent		
Male	75	75
Female	25	25
Total	100	100
Marital Status of the Respondent		
Married	81	81
Single	19	19
Total	100	100
Educational Qualification of the Respondent		
No Education	2	2
Secondary or upper Secondary	21	21
Higher Education	63	63
Technical Education	14	14
Total	100	100
Occupation of the Respondent		
Professional	15	15.0
Government service	20	20.0
Private Service	45	45.0
Student / Researcher	10	10.0
Social Worker	6	6.0
Agriculturist	4	4.0
Total	100	100.0
Respondent's travelling with		
Family	37	37
Friends	35	35
Colleagues	21	21
Alone	7	7
Total	100	100
Respondent's proposed length of stay in Bangladesh		
Less than 7 days	7	7.0
7 – 14 days	50	50.0
14 – 21 days	42	42.0
21 days and more	1	1.0
Total	100	100.0

Source: Tourist Survey

The following facts came out from the survey:

Table A-1 presents the age of the inbound sample tourists of different foreign countries to Bangladesh. In regard to the age of the sample tourists, it is observed that the inbound sample tourists from different countries in the age group of 25-34 years constitute 24 percent, followed by 45 percent of sample tourists in the age group of 35-44 years. However, it is also observed that the younger generation below 25 years constitutes 7 percent. The sample tourist in the age group of 55-64 years constitutes only 5 percent. In regard to the gender of the sample tourists, it is observed that out of 100 sample tourists, 75 percent are the male and 25 percent are female. In regard to the marital status of the sample tourists, it is observed that out of 100 respondents, 19 percent are the single and 81 percent are married couple. It is observed that in regard to educational qualification of the 100 sample tourists, 21 respondents or 21 percent are educated up to secondary or upper secondary level, followed by 63 respondents or 63 percent sample tourist possesses higher education. 14 sample tourist or 14 percent possesses technical education. And 2 sample tourists or 2 percent is no education. In regard to the occupation of the sample tourists, it is observed that professional constitutes 15 percent, 20 percent are engaged in government service, followed by 10 percent as students/ researchers and 45 percent of the respondents are engaged on private services, followed by 6 percent as social worker and 4 percent of the respondents are engaged on agriculturist. It is observed that out to total of 100 sample tourist 37 percent preferred to travel with their family, followed by 35 percent preferred to travel with their friends, 21 percent preferred to travel with colleagues and followed by 7 percent preferred to travel with alone. It is observed that a major portion of the sample tourists of different countries, i.e. 50 percent tourist stay in Bangladesh was 7-14 days (i.e. one to two weeks). It is also observed that 42 percent tourist stay in Bangladesh was 14-21 days; 7 percent tourist stay in Bangladesh was fewer then7 days. However, very small portion of sample tourist stays in Bangladesh for more than three weeks and above.

Purpose of the visit of the respondents are shown in Table A-2

Table A-2: Prime Attractions in Bangladesh by Tourist

Prime Attractions	Frequency	Percent
Historical/ Cultural	11	11
Spiritual	7	7
Social Tour	10	10
Business related/ Official	36	36
Nature	13	13
Adventure/ Sports	3	3
Conference/ Seminar related	11	11
Educational Tours/ Excursions	9	9
Total	100	100

Source: Tourist Survey

A 2 presents the purpose of the visit of the sample tourists from Different countries to Bangladesh. It is observed that a major portion of the purpose of the sample tourists visiting Bangladesh are for Business related/ official out of a total 100 sample tourist 36 percent tourist visited for the business / official purpose. Out of a total of 100 sample tourist, it is observed that 11.0 percent showed their interest in Historical cultural tourism in Bangladesh. 7 percent tourist interest in Spiritual. Out of 100 tourists, 10 percent interest in Social tour. Purpose of visiting Bangladesh for natural splendor also constitutes 13 percent of the sample tourists. Adventure tourism/ sports meet 3 percent; conference/ seminar related 11 percent, educational tours/ Excursions 9 percent.

4.1.2 Tourists rating of the different dimensions of their experience in the destination

In order to assess the different dimensions of the visitors' travel-experience in Bangladesh, Twenty tentatively- selected destination –related dimension were placed before the visitors with a request to rate their expenditure against each of the dimensions.

The dimensions were:

- ✓ Tourist attraction
- ✓ Status of connectivity with tourists' home country and air tariff
- ✓ Visa and Immigration Formalities
- ✓ Accommodation quality
- ✓ Ambience
- ✓ Hygiene
- ✓ Up-keep of tourist sites
- ✓ Accommodation Tariff
- ✓ Availability of medicinal and health care facilities
- ✓ Safety measures by local administration
- ✓ Food and catering
- ✓ Food prices
- ✓ Public transport facilities
- ✓ Quality of roads
- ✓ Time required for travel
- ✓ Co-operation from tourist information centre
- ✓ Availability of Tour Operators and Local Travel agents
- ✓ Attitude of the local people
- ✓ Recreational facilities
- ✓ Shopping facilities and souvenirs

A structured schedule with a five-point rating scale was used for the purpose where the rating could vary from 'Excellent or Very Good' (carrying a score of +2) 'Very Poor' (carrying a score of -2). The outcomes of the entire exercise are shown in Table 9 to Table 28 below:

Table A-3 below shows the ratings of the destination dimension parameter by “Tourist Attraction” by the sample respondents

A 3: Tourist rating of the parameter “Tourist Attraction”

Rating	Rating Score (assigned)	Frequency	Percent of all respondents	Total Score (Col.2*Col3)
poor	-2	0	0	0
Need Improvement	-1	0	0	0
OK	0	10	10	0
Good	1	65	65	65
Excellent	2	25	25	50
Total		100	100	115
Mean Score		1.15		

Source: Tourist Survey

Table A-3 presents the rating of “Tourist attraction” as a destination dimension parameter by the sample tourist of foreign countries visiting Bangladesh. It is observed from the above table that 65 percent of the sample tourists rated the tourist attractions of Bangladesh as “Good,” followed by 25 percent of the sample tourist who rated the tourist attraction in Bangladesh as “Excellent.” 10 percent of the sample tourists rated tourist attractions as “Ok.” The means score of respondent's rating of ‘tourist attraction’ is 1.15, which reflects that ratings of the respondents are in the range of “Good” to “Excellent.”

Table A-4 below shows the ratings of the destination dimension parameter “Status of air connectivity with tourists’ home country and the air tariff” by the sample respondents.

Table A-4: Tourist rating of the parameter “Status of air connectivity with tourists’ home country and the air tariff”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	0	0	0
Need Improvement	-1	1	1	-1
OK	0	28	28	0
Good	1	66	66	66
Excellent	2	5	5	10
Total		100	100	75
Mean Score		.75		

Source: Tourist Survey

Table A-4 presents the rating of “Status of air connectivity with tourists’ home country and the air tariff” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 66 percent of the sample tourists are of the opinion that the Status of air connectivity with tourists’ home country and the air tariff “Good” and followed by 28 percent of the sample tourist rated the Status of air connectivity with tourists’ home country and the air tariff as “Ok.” However, it is also observed that 5 percent of the sample tourist rated status of air connectivity with tourists’ home country and the air tariff in Bangladesh as “Excellent.” 1 percent of the sample tourists are of the opinion that the Status of air connectivity with tourists’ home country and the air tariff as “Need Improvement.” The mean score of the respondent's rating of Status of air connectivity with tourists’ home country and the air tariff is .75, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-5 below shows the rating of the destination dimension parameter “Visa and immigration formalities” by the sample respondents.

Table A-5: Tourist rating of the parameter “Visa and immigration formalities”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	3	3	-3
OK	0	44	44	0
Good	1	50	50	50
Excellent	2	3	3	6
Total		100	100	53
Mean Score		.53		

Source: Tourist Survey

Table A-5 presents the ratings of “Visa and immigration formalities” as a destination dimension parameter by the sample tourist of different foreign countries visiting Bangladesh. It is observed from the above table that 50 percent of the sample tourists are of the opinion that the Visa and immigration formalities “good” and followed by 44 percent of the sample tourist rated the Visa and immigration formalities in Bangladesh “Ok.” However, it is observed that 3 percent of the sample tourists are of the opinion that the Visa and immigration formalities in Bangladesh as “Excellent,” and followed by 3 percent of the sample tourist rated the Visa and immigration formalities in Bangladesh “need improvement.” The mean score of the respondent's rating of ‘Visa and immigration formalities are .53, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-6 below shows the ratings of the destination dimension parameter “Quality of accommodation” by the sample respondents

Table A-6: Tourist rating of the parameter “Quality of accommodation”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	4	4	-4
OK	0	40	40	0
Good	1	55	55	55
Excellent	2	1	1	2
Total		100	100	53
Mean Score		.53		

Source: Tourist Survey

Table A-6 presents the ratings of “Quality of accommodation” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 55 percent of the sample tourist rated the Quality of accommodation in Bangladesh as “Good,” followed by 40 percent of the sample tourist who rated the Quality of accommodation in Bangladesh as “Ok.” 1 percent of the sample tourist rated the Quality of accommodation in Bangladesh as “Excellent,” followed by 4 percent of the sample tourist who rated the Quality of accommodation in Bangladesh as “need Improvement.” The mean score of the respondents' rating of ‘Quality of accommodation’ is .53, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-7 below shows the rating of the destination dimension parameter “Ambience” by the sample respondents

Table A-7: Tourist rating of the parameter “Ambience”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	5	5	-5
OK	0	37	37	0
Good	1	57	57	57
Excellent	2	1	1	2
Total		100	100	54
Mean Score		.54		

Source: Tourist Survey

Table A-7 presents the ratings of “Ambience” as a destination dimension parameter by the sample tourists from foreign countries visiting Bangladesh. It is observed from the above table that 57 percent of the sample tourists are of the opinion that Ambience in Bangladesh “Good,” followed by 37 percent of the sample tourist rated Ambience in Bangladesh as “Ok.” However, 1 percent of the sample tourists are of the opinion that Ambience in Bangladesh “Excellent,” followed by 5 percent of the sample tourist rated Ambience in Bangladesh as “Need Improvement.” The mean score of the respondents’ rating of ‘Ambience’ is .54, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-8 below shows the ratings of the destination dimension parameter “Hygiene” by the sample respondents

Table A-8: Tourist rating of the parameter “Hygiene”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	1	1	-2
Need Improvement	-1	10	10	-10
OK	0	44	44	0
Good	1	45	45	45
Excellent	2			0
Total		100	100	33
Mean Score		.33		

Source: Tourist Survey

Table A-8 presents the rating of “Hygiene” as a destination dimension parameter by the sample tourists from foreign countries visiting Bangladesh. It is observed from the above table that 45 percent of the sample tourists are of the opinion that Hygiene in Bangladesh “Good,” followed by 44 percent of the sample tourist rated the Hygiene in Bangladesh as “Ok,” 10 percent of the sample tourists are of the opinion that Hygiene in Bangladesh “Need Improvement,” however, it is observed that 1 percent of the sample tourist rated the Hygiene as “Poor.” The mean score of the respondents' rating of ‘Hygiene’ is .33, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-9 below shows the ratings of the destination dimension parameter “Up-keep of Tourist sites” by the sample respondents.

Table A-9: Tourist rating of the parameter “Up-keep of tourist sites”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	3	3	-6
Need Improvement	-1	10	10	-10
OK	0	43	43	0
Good	1	44	44	44
Excellent	2			0
Total		100	100	28
Mean Score		.28		

Source: Tourist Survey

Table A-9 presents the rating of “Up-keep of Tourist sites” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 44 percent of the sample tourist rated the Up-keep of Tourist sites in Bangladesh as “Good,” followed by 43 percent of the sample tourist rated the Up-keep of Tourist sites in Bangladesh as “Ok,” 10 percent of the sample tourist rated the Up-keep of Tourist sites in Bangladesh as “Need Improvement,” however, it is observed that 3 percent of the sample tourist rated the Up-keep of Tourist sites as “Poor.” The mean score of the respondents' rating of ‘Up-keep of Tourist sites is .28, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-10 below shows the ratings of the destination dimension parameter “Accommodation Tariff” by the sample respondents

Table A-10: Tourist rating of the parameter “Accommodation tariff”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	4	4	-4
OK	0	57	57	0
Good	1	37	37	37
Excellent	2	2	2	4
Total		100	100	37
Mean Score		.37		

Source: Tourist Survey

Table A-10 presents the rating of “Accommodation Tariff” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 57 percent of the sample tourist rated the Accommodation Tariff in Bangladesh as “Ok,” followed by 37 percent of the sample tourist rated the Accommodation Tariff in Bangladesh as “Good,” 2 percent of the sample tourist rated the Accommodation Tariff in Bangladesh as “Excellent,” however, it is observed that 4 percent of the sample tourist rated the Accommodation Tariff as “Need Improvement.” The mean score of the respondents' rating of ‘Accommodation Tariff’ is .37, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-11 below shows the ratings of the destination dimension parameter “Availability of medical & Health care facilities” by the sample respondents.

Table A-11: Tourist rating of the parameter “Availability of medicinal and health care facilities”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	1	1	-2
Need Improvement	-1	6	6	-6
OK	0	47	47	0
Good	1	45	45	45
Excellent	2	1	1	2
Total		100	100	39
Mean Score		.39		

Source: Tourist Survey

Table A-11 presents the rating of “Availability of medical & Health care facilities” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 47 percent of the sample tourist rated the Availability of medical & Health care facilities in Bangladesh as “Ok,” followed by 45 percent of the sample tourist rated the Availability of medical & Health care facilities in Bangladesh as “Good,” 1 percent of the sample tourist rated the Availability of medical & Health care facilities in Bangladesh as “Excellent,” however, it is observed that 6 percent of the sample tourist rated the Availability of medical & Health care facilities as “Need Improvement.” Followed by 1 percent of the sample tourist rated the Availability of medical & Health care facilities in Bangladesh as “Poor.” The mean score of the respondents' rating of ‘Availability of medical & Health care facilities is .39, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-12 below shows the ratings of the destination dimension parameter “Security measures by local administration” by the sample respondents.

Table A-12: Tourist rating of the parameter “Security measures by local administration”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	9	9	-9
OK	0	57	57	0
Good	1	34	34	34
Excellent	2			0
Total		100	100	25
Mean Score		.25		

Source: Tourist Survey

Table A-12 presents the rating of “Security measures by local administration” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 57 percent of the sample tourist rated the “Security measures by local administration” in Bangladesh as “Ok,” followed by 34 percent of the sample tourist rated the “Security measures by local administration” in Bangladesh as “Good,” however, it is observed that 9 percent of the sample tourist rated the “Security measures by local administration” as “Need Improvement.” The mean score of the respondents' rating of ‘Security measures by local administration’ is .25, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-13 below show the ratings of the destination dimension parameter “Food and Catering” by the sample respondents.

Table A-13: Tourist rating of the parameter “Food and catering”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	8	8	-8
OK	0	54	54	0
Good	1	32	32	32
Excellent	2	6	6	12
Total		100	100	36
Mean Score		.36		

Source: Tourist Survey

Table A-13 presents the rating of “Food and Catering” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 54 percent of the sample tourist rated the “Food and Catering” in Bangladesh as “Ok,” followed by 32 percent of the sample tourist rated the “Food and Catering” in Bangladesh as “Good,” however, it is observed that 8 percent of the sample tourist rated the “Food and Catering” as “Need Improvement.” 8 percent of the sample tourist rated the “Food and Catering” in Bangladesh as “Poor.” The mean score of the respondents' rating of ‘Food and Catering’ is .36, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-14 below shows the ratings of the destination dimension parameter “Food prices” by the sample respondents.

Table A-14: Tourist rating of the parameter “Food prices”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	10	10	-10
OK	0	61	61	0
Good	1	23	23	23
Excellent	2	6	6	12
Total		100	100	25
Mean Score		.25		

Source: Tourist Survey

Table A-14 presents the rating of “Food prices” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 61 percent of the sample tourist rated the “Food prices” in Bangladesh as “Ok,” followed by 23 percent of the sample tourist rated the “Food prices” in Bangladesh as “Good,” however, it is observed that 6 percent of the sample tourist rated the “Food prices” as “Excellent.” 10 percent of the sample tourist rated the “Food prices” in Bangladesh as “Need Improvement.” The mean score of the respondents' rating of ‘Food price is .25, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-15 below shows the ratings of the destination dimension parameter “shopping facilities” by the sample respondents.

Table A-15: Tourist rating of the parameter “Shopping facilities”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3
poor	-2			0
Need Improvement	-1	13	13	-13
OK	0	48	48	0
Good	1	32	32	32
Excellent	2	7	7	14
Total		100	100	33
Mean Score		.33		

Source: Tourist Survey

Table A-15 presents the rating of “shopping facilities” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 48 percent of the sample tourist rated the “shopping facilities” in Bangladesh as “Ok,” followed by 32 percent of the sample tourist rated the “shopping facilities” in Bangladesh as “Good,” however, it is observed that 7 percent of the sample tourist rated the “shopping facilities” as “Excellent.” 13 percent of the sample tourist rated the “shopping facilities” in Bangladesh as “Need Improvement.” The mean score of the respondents' rating of ‘shopping facilities is .33, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-16 below shows the ratings of the destination dimension parameter “Public Transport facilities” by the sample respondents.

Table A-16: Tourist rating of the parameter “Public transport facilities”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	24	24	-24
OK	0	57	57	0
Good	1	19	19	19
Excellent	2			0
Total		100	100	-5
Mean Score		-.05		

Source: Tourist Survey

Table A-16 presents the rating of “Public Transport facilities” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 57 percent of the sample tourist rated the “Public Transport facilities” in Bangladesh as “Ok,” followed by 19 percent of the sample tourist rated the “Public Transport facilities” in Bangladesh as “Good,” however, it is observed that 24 percent of the sample tourist rated the “Public Transport facilities” as “Need Improvement.” The mean score of the respondents' rating of ‘Public Transport facility is -.05, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table A-17 below shows the ratings of the destination dimension parameter “Quality of roads” by the sample respondents.

Table A-17: Tourist rating of the parameter “Quality of roads”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	2	2	-4
Need Improvement	-1	49	49	-49
OK	0	42	42	0
Good	1	7	7	7
Excellent	2			0
Total		100	100	-46
Mean Score		-0.46		

Source: Tourist Survey

Table A-17 presents the rating of “Quality of roads” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 49 percent of the sample tourist rated the “Quality of roads” in Bangladesh as “Need Improvement,” followed by 42 percent of the sample tourist rated the “Quality of roads” in Bangladesh as “Ok,” however, it is observed that 7 percent of the sample tourist rated the “Quality of roads” as “Good.” 2 percent of the sample tourist rated the “Quality of roads” in Bangladesh as “Poor.” The mean score of the respondents' rating of ‘Quality of roads is -0.46, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table A-18 below shows the ratings of the destination dimension parameter “Time required for travel” by the sample respondents.

Table A-18: Tourist rating of the parameter “Time required for travel”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1			0
OK	0	46	45	0
Good	1	46	46	46
Excellent	2	8	8	16
Total		100	100	62
Mean Score		.62		

Source: Tourist Survey

Table A-18 presents the rating of “Time required for travel” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 46 percent of the sample tourist rated the “Time required for travel” in Bangladesh as “Good,” followed by 45 percent of the sample tourist rated the “Time required for travel” in Bangladesh as “Ok,” however, it is observed that 8 percent of the sample tourist rated the “Time required for travel” as “Excellent.” The mean score of the respondents' rating of ‘Time required for travel’ is .62, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-19 below shows the ratings of the destination dimension parameter “Co-operation from tourist information centers” by the sample respondents.

Table A-19: Tourist rating of the parameter “Co-operation for tourist information centre”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	32	32	-32
OK	0	51	51	0
Good	1	17	17	17
Excellent	2			0
Total		100	100	-15
Mean Score		-15		

Source: Tourist Survey

Table A-19 presents the rating of “Co-operation from tourist information centers” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 51 percent of the sample tourist rated the “Co-operation from tourist information centers” in Bangladesh as “Ok,” followed by 32 percent of the sample tourist rated the “Co-operation from tourist information centers” in Bangladesh as “Need Improvement,” however, it is observed that 17 percent of the sample tourist rated the “Co-operation from tourist information centers” as “Excellent.” The mean score of the respondents' rating of ‘Co-operation from tourist information centers is -15, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table A-20 below shows the rating of the destination dimension parameter “Availability of Travel Agents & Local Tour Operators” by the sample respondents.

Table A-20: Tourist rating of the parameter “Availability of travel agents and local tour operators”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	14	14	-14
OK	0	59	59	0
Good	1	27	27	27
Excellent	2			0
Total		100	100	13
Mean Score		.13		

Source: Tourist Survey

Table A-20 presents the rating of “Availability of Travel Agents & Local Tour Operators” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 59 percent of the sample tourist rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Ok,” followed by 27 percent of the sample tourist rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Good,” however, it is observed that 14 percent of the sample tourist rated the “Availability of Travel Agents & Local Tour Operators” as “Need Improvement.” The mean score of the respondents' rating of ‘Availability of Travel Agents & Local Tour Operators is .13, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-21 below shows the rating of the destination dimension parameter “Attitude of the local people” by the sample respondents.

Table A-21: Tourist rating of the parameter “Attitude of the local people”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	5	5	-5
OK	0	30	30	0
Good	1	62	62	62
Excellent	2	3	3	6
Total		100	100	63
Mean Score		.63		

Source: Tourist Survey

Table A-21 presents the rating of “Attitude of the local people” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 62 percent of the sample tourist rated the “Attitude of the local people” in Bangladesh as “Good,” followed by 30 percent of the sample tourist rated the “Attitude of the local people” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample tourist rated the “Attitude of the local people” as “Need Improvement.” 3 percent of the sample tourist rated the “Attitude of the local people” in Bangladesh as “Excellent.” The mean score of the respondents' rating of ‘Attitude of the local people’ is .63, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table A-22 below shows the rating of the destination dimension parameter “Recreational facilities” by the sample respondents.

Table A-22: Tourist rating of the parameter “Recreational facilities”

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1	3	3	-3
OK	0	42	42	0
Good	1	52	52	52
Excellent	2	3	3	6
Total		100	100	55
Mean Score		.55		

Source: Tourist Survey

Table A-22 presents the rating of “Recreational facilities” as a destination dimension parameter by the sample tourists of different foreign countries visiting Bangladesh. It is observed from the above table that 52 percent of the sample tourist rated the “Recreational facilities” in Bangladesh as “Good,” followed by 42 percent of the sample tourist rated the “Recreational facilities” in Bangladesh as “Ok,” however, it is observed that 3 percent of the sample tourist rated the “Recreational facilities” as “Need Improvement.” 3 percent of the sample tourist rated the “Recreational facilities” in Bangladesh as “Excellent. The mean score of the respondents' rating of ‘Recreational facility is .55, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

4.1.3 Destination Dimensions Considered Important by Tourist

Keeping the twenty selected destination's dimension used for rating of foreign tourist Travel Experience, the sample tourists were asked which of these dimensions they, in fact, specially considered while making their choice of a destination country. The responses were to be calculated against twenty dimensions in a mean score format through Likert rating scale.

Table A-23: Mean Score on Tourism Parameters

Serial No	Tourism Parameters	N	Mean
I.	Tourist attraction	100	1.15
II.	Status of air connectivity with tourists' home country and the air tariff	100	.75
III.	Visa and immigration formalities	100	.53
IV.	Quality of accommodation	100	.53
V.	Ambience	100	.54
VI.	Hygiene	100	.33
VII.	Up-keep of tourist sites	100	.28
VIII.	Accommodation tariff	100	.37
IX.	Availability of medicinal and health care facilities	100	.39
X.	Security measures by local administration	100	.25
XI.	Food and catering	100	.36
XII.	Food prices	100	.25
XIII.	Shopping facilities	100	.33
XIV.	Public transport facilities	100	-.05
XV.	Quality of roads	100	-.46
XVI.	Time required for travel	100	.62
XVII.	Co-operation for tourist information centre	100	-.15
XVIII.	Availability of travel agents and local tour operators	100	.13
XIX.	Attitude of the local people	100	.63
XX.	Recreational facilities	100	.55

Table A-23 presents the summary of tourist rating of the destination dimension parameters. It is observed from the above table that out of 20 destination dimension parameters, the visitors were found satisfied at varying degrees on the following 17 dimensions of their travel experience:

- i. Tourist attraction
- ii. Status of air connectivity with tourists' home country and the air tariff
- iii. Visa and immigration formalities
- iv. Quality of accommodation
- v. Ambience
- vi. Hygiene
- vii. Up-keep of tourist sites
- viii. Accommodation tariff
- ix. Availability of medicinal and health care facilities
- x. Security measures by local administration
- xi. Food and catering
- xii. Food prices
- xiii. Shopping facilities
- xiv. Time required for travel
- xv. Availability of travel agents and local tour operators
- xvi. Attitude of the local people
- xvii. Recreational facilities
- xviii. The rating the tourists' in the above mentioned destination dimension parameters are in the range of "Ok" to "Good".

However, it is also observed that in three destination dimension parameters where tourists rated their experience as 'Less than satisfactory'. These dimensions are:

- i. Public transport facilities
- ii. Quality of roads
- iii. Co-operation for tourist information centre

The rating the tourists' in the above-mentioned destination dimension parameters are in the range of "Ok" and "Need Improvement."

4.1.4 Summary

The survey of sample tourist from different countries threw light on the socio-demographic status, preferences, and destination choice consideration of the foreign tourists. The analysis of the results of the survey pointed to the following:

1. Majority of the inbound tourists surveyed were of age more than 35 years (64 percent), with noticeable concentration among the age-class 35 to 44 (45 percent) and 45 to 54 (19 percent), there for the majority of the inbound tourists were either mildest or matured travel. Majorities of the tourists were male (75 percent), were married (81 percent) and were having either higher education or a technical qualification (77 percent). The numbers of the young unmarried travelers were relatively small.

Occupation-wise a substantial number (80 percent) of the visitors either were professionals (including teachers) and service-holders (in public and private sector) or were having their own business. Students, researchers and social workers together accounted for only (20 percent) of the visiting population interviewed.

From the point of view of travel motivation, it was noticed that more than (36 percent) of the tourists were business travelers whose points of interest were multiple and intermingled. A large proportion of the visitors was found inclined towards historical/cultural attractions which in turn suggested that the visitors' a-priori perception of Bangladesh was that of a cultural destination with historical, spiritual and cultural legacies; and it appeared that the other aspects of Bangladesh tourism treasure, including the sports, fun, holidaying and adventure-related activities were relatively less known.

2. The analysis of the sample tourists' rating of the destination dimension Parameters. It was found that out of 20 destination dimension parameters, the sample tourists were found satisfied at varying degrees in 17 dimensions of their travel experience. However, in three destination dimension parameters, it was found that the tourists rated their experience as 'less than satisfactory'.

Section Two: Profiles, Preferences and Destination Choice

Considerations of Members of TOAB

4.2.1 Socio-demographic status of the Sample TOAB Members and the Purpose of the Visit of Tourist by Their Occupational Experience

Table B-1: Socio-demographic status of the respondents

Socio-demographic status	Frequency	Percent of the respondents (%)
Age of the Respondent		
Below 25 Years		
25-34 Years	3	15.0
35-44 Years	15	75.0
45-54 Years	2	10.0
55-64 Years		
Total	20	100.0
Gender of the Respondent		
Male	19	95.0
Female	1	5.0
Total	20	100.0
Marital Status of the Respondent		
Marital Status	Frequency	Percent
Married	20	100.0
Single		
Total	20	100.0
Educational Qualification of the Respondent		
No Education		
Secondary or upper Secondary	1	5.0
Higher Education	19	95.0
Technical Education		
Total	20	100.0

Source: Field Survey

Table B-1 presents the age of the member of TOAB. In regard to the age of the sample members, it is observed that the members of TOAB in the age group of 25-34 years constitute 15 percent, followed by 75 percent of the member of TOAB in the age group of 35-44 years & the member of TOAB in the age group of 45-54 years constitutes 10 percent. In regard to the gender of the TOAB members, it is observed that 95 percent are the male, and 5 percent are female. In regard to the marital status of the TOAB member, it is observed that 100 percent respondents are married couple. It is observed that in regard to educational qualification of the TOAB member, 19 percent are educated higher education, followed by 5 percent possesses secondary or upper Secondary.

Prime attractions in Bangladesh of TOAB Members by their business experience are shown in Table B-2

Table B -2: Prime Attractions in Bangladesh of TOAB Members by their business experience

Prime Attractions	Frequency	Percent
Historical/ Cultural	11	55.0
Spiritual	1	5.0
Social Tour		
Business related/ Official	6	30.0
Nature	1	5.0
Adventure/ Sports		
Conference/ Seminar related		
Educational Tours/ Excursions	1	5.0
Total	20	100.0

Source: Field Survey

Table B-2 presents the member of TOAB. It is observed by the occupational experience of the member of TOAB that a major portion of the purpose of the tourists visiting Bangladesh are for Historical/ Culture, and the percentage is 55 & tourist visited for the business / official purpose are 30 percent. It is also observed that 5 percent have shown

their interest in nature tourism, 5 percent Spiritual and 5 percent educational tours / Excursions in Bangladesh.

4.2.2 The Ratings of the Destination Dimension Parameter by the Members of TOAB

Table B-3 below shows the ratings of the destination dimension parameter by the members of TOAB

Table B-3: Tourist attraction rating by the members of TOAB

Rating	Rating Score (assigned)	Frequency	Percent of all respondents	Total Score (Col.2*Col3)
poor	-2			0
Need Improvement	-1			0
OK	0	2	10.0	0
Good	1	4	20.0	4
Excellent	2	14	70.0	28
Total		20	100.0	32
Mean Score		1.6		

Source: Field Survey

Table B-3 presents the rating of “Tourist attraction” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 70 percent of the sample respondents rated the tourist attractions of Bangladesh as “Excellent,” followed by 20 percent of the sample members of TOAB who rated the tourist attraction in Bangladesh as “Good.” 10 percent of the sample respondents rated tourist attractions as “Ok.” The means score of respondent's rating of ‘tourist attraction’ is 1.6, which reflects that ratings of the sample members of TOAB are in the range of “Good” to “Excellent.”

Table B-4 below shows the ratings of the destination dimension parameter “Status of air connectivity with tourists’ home country and the air tariff” by the sample respondents.

Table B-4: Status of air connectivity with tourists’ home country and the air tariff

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3
poor	-2			0
Need Improvement	-1			0
OK	0	6	30.0	0
Good	1	8	40.0	8
Excellent	2	6	30.0	12
Total		20	100.0	20
Mean Score		1		

Source: Field Survey

Table B-4 presents the rating of “Status of air connectivity with tourists’ home country and the air tariff” as a destination dimension parameter by the sample members of tour operating experience visiting Bangladesh. It is observed from the above table that 40 percent of the sample respondents are of the opinion that the Status of air connectivity with tourists’ home country and the air tariff “Good” and followed by 30 percent of the sample members of TOAB rated the Status of air connectivity with tourists’ home country and the air tariff as “Ok.” However, it is also observed that 30 percent of the sample respondents rated status of air connectivity with tourists’ home country and the air tariff in Bangladesh as “Excellent.” The mean score of the respondent's rating of Status of air connectivity with tourists’ home country and the air tariff is 1, which reflects that ratings of the respondents are in the range of “Good.”

Table B-5 below shows the rating of the destination dimension parameter “Visa and immigration formalities” by the sample respondents.

Table B-5: Visa and immigration formalities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	2	10.0	-2
OK	0	9	45.0	0
Good	1	5	25.0	5
Excellent	2	4	20.0	8
Total		20	100.0	11
Mean Score		0.55		

Source: Field Survey

Table B-5 presents the ratings of “Visa and immigration formalities” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 45 percent of the sample respondents are of the opinion that the Visa and immigration formalities “Ok,” and followed by 25 percent of the sample of the sample members of TOAB rated the Visa and immigration formalities in Bangladesh “Good.” However, it is observed that 20 percent of the sample respondents are of the opinion that the Visa and immigration formalities in Bangladesh as “Excellent,” and followed by 10 percent of the sample respondents rated the Visa and immigration formalities in Bangladesh “need improvement.” The mean score of the respondent's rating of ‘Visa and immigration formalities are .55, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-6 below shows the ratings of the destination dimension parameter “Quality of accommodation” by the sample respondents.

Table B-6: Quality of accommodation

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	6	30.0	0
Good	1	10	50.0	10
Excellent	2	4	20.0	8
Total		20	100.0	18
Mean Score		0.9		

Source: Field Survey

Table B-6 presents the ratings of “Quality of accommodation” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 50 percent of the sample respondents rated the Quality of accommodation in Bangladesh as “Good,” followed by 30 percent of the sample members of TOAB who rated the Quality of accommodation in Bangladesh as “Ok.” 20 percent of the sample respondents rated the Quality of accommodation in Bangladesh as “Excellent.” The mean score of the respondent's rating of ‘Quality of accommodation’ is 0.9, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-7 below shows the rating of the destination dimension parameter “Ambience” by the sample respondents.

Table B-7: Ambience

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	12	60.0	0
Good	1	6	30.0	6
Excellent	2	2	10.0	4
Total		20	100.0	10
Mean Score		0.5		

Source: Field Survey

Table B-7 presents the ratings of “Ambience” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 60 percent of the sample respondents are of the opinion that Ambience in Bangladesh “Ok,” followed by 30 percent of the sample respondents rated Ambience in Bangladesh as “Good.” However, 10 percent of the sample respondents are of the opinion that Ambience in Bangladesh “Excellent.” The mean score of the sample members of TOAB rating of ‘Ambience’ is 0.5, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-8 below shows the ratings of the destination dimension parameter “Hygiene” by the sample respondents.

Table B-8: Hygiene

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	8	40.0	0
Good	1	7	35.0	7
Excellent	2	4	20.0	8
Total		20	100.0	14
Mean Score		0.7		

Source: Field Survey

Table B-8 presents the rating of “Hygiene” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 40 percent of the sample respondents are of the opinion that Hygiene in Bangladesh “Ok,” followed by 35 percent of the sample respondents rated the Hygiene in Bangladesh as “Good,” 20 percent of the sample respondents are of the opinion that Hygiene in Bangladesh “Excellent,” however, it is observed that 5 percent of the sample respondents rated the Hygiene as “Need Improvement.” The mean score of the members of TOAB rating of ‘Hygiene’ is 0.7, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-9 below shows the ratings of the destination dimension parameter “Up-keep of Tourist sites” by the sample respondents.

Table B-9: Up-keep of tourist sites

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	7	35.0	0
Good	1	5	25.0	5
Excellent	2	7	35.0	14
Total		20	100.0	18
Mean Score		0.9		

Source: Field Survey

Table B-9 presents the rating of “Up-keep of Tourist sites” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 25 percent of the sample respondents rated the Up-keep of Tourist sites in Bangladesh as “Good,” followed by 35 percent of the sample respondents rated the Up-keep of Tourist sites in Bangladesh as “Ok,” 35 percent of the sample respondents rated the Up-keep of Tourist sites in Bangladesh as “Excellent,” however, it is observed that 5 percent of the sample respondents rated the Up-keep of Tourist sites as “Need Improvement.” The mean score of the sample members of TOAB rating of ‘Up-keep of Tourist sites is 0.9, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-10 below shows the ratings of the destination dimension parameter “Accommodation Tariff” by the sample respondents.

Table B-10: Accommodation tariff

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	10	50.0	0
Good	1	5	25.0	5
Excellent	2	4	20.0	8
Total		20	100.0	12
Mean Score		0.6		

Source: Field Survey

Table B-10 presents the rating of “Accommodation Tariff” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 50 percent of the sample respondents rated the Accommodation Tariff in Bangladesh as “Ok,” followed by 25 percent of the sample respondents rated the Accommodation Tariff in Bangladesh as “Good,” 20 percent of the sample respondents rated the Accommodation Tariff in Bangladesh as “Excellent,” however, it is observed that 5 percent of the sample respondents rated the Accommodation Tariff as “Need Improvement.” The mean score of the respondents, the sample members of TOAB rating of ‘Accommodation Tariff’ is 0.6, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-11 below shows the ratings of the destination dimension parameter “Availability of medical & Health care facilities” by the sample respondents.

Table B-11: Availability of medicinal and health care facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	10	50.0	0
Good	1	9	45.0	9
Excellent	2	1	5.0	2
Total		20	100.0	11
Mean Score		0.55		

Source: Field Survey

Table B-11 presents the rating of “Availability of medical & Health care facilities” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 50 percent of the sample members of TOAB rated the Availability of medical & Health care facilities in Bangladesh as “Ok,” followed by 45 percent of the sample respondents rated the Availability of medical & Health care facilities in Bangladesh as “Good,” 5 percent of the sample respondents rated the Availability of medical & Health care facilities in Bangladesh as “Excellent.” The mean score of the sample members of TOAB rating of ‘Availability of medical & Health care facilities is 0.55, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-12 below shows the ratings of the destination dimension parameter “Security measures by local administration” by the sample respondents.

Table B-12: Security measures by local administration

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	2	10.0	-2
OK	0	9	45.0	0
Good	1	8	40.0	8
Excellent	2	1	5.0	2
Total		20	100.0	8
Mean Score		0.4		

Source: Field Survey

Table B-12 presents the rating of “Security measures by local administration” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 45 percent of the sample members of TOAB rated the “Security measures by local administration” in Bangladesh as “Ok,” followed by 40 percent of the sample members rated the “Security measures by local administration” in Bangladesh as “Good,” however, it is observed that 10 percent of the sample members rated the “Security measures by local administration” as “Need Improvement.” 5 percent of the sample members rated the “Security measures by local administration” in Bangladesh as “Excellent.” The mean score of the members of TOAB rating of ‘Security measures by local administration’ is 0.4, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-13 below shows the ratings of the destination dimension parameter “Food and Catering” by the sample respondents.

Table B13: Food and catering

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	7	35.0	0
Good	1	8	40.0	8
Excellent	2	4	20.0	8
Total		20	100.0	15
Mean Score		0.75		

Source: Field Survey

Table B-13 presents the rating of “Food and Catering” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 40 percent of the sample members rated the “Food and Catering” in Bangladesh as “Good,” followed by 35 percent of the sample members rated the “Food and Catering” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample members of TOAB rated the “Food and Catering” as “Need Improvement.” 20 percent of the sample tourist rated the “Food and Catering” in Bangladesh as “Excellent.” The mean score of the sample members of TOAB rating of ‘Food and Catering’ is 0.75, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-14 below shows the ratings of the destination dimension parameter “Food prices” by the sample respondents.

Table B-14: Food prices

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	9	45.0	0
Good	1	8	40.0	8
Excellent	2	2	10.0	4
Total		20	100.0	11
Mean Score		0.55		

Source: Field Survey

Table B-14 presents the rating of “Food prices” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 45 percent of the sample members of TOAB rated the “Food prices” in Bangladesh as “Ok,” followed by 40 percent of the sample members rated the “Food prices” in Bangladesh as “Good,” however, it is observed that 10 percent of the sample members rated the “Food prices” as “Excellent.” 5 percent of the sample members rated the “Food prices” in Bangladesh as “Need Improvement.” The mean score of the sample members of TOAB rating of ‘Food price is .55, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-15 below shows the ratings of the destination dimension parameter “shopping facilities” by the sample respondents.

Table B-15: Shopping facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	5	25.0	0
Good	1	11	55.0	11
Excellent	2	3	15.0	6
Total		20	100.0	16
Mean Score		0.8		

Source: Field Survey

Table B-15 presents the rating of “shopping facilities” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 55 percent of the sample members rated the “shopping facilities” in Bangladesh as “Good,” followed by 25 percent of the sample members of TOAB rated the “shopping facilities” in Bangladesh as “Ok,” however, it is observed that 15 percent of the sample members rated the “shopping facilities” as “Excellent.” 5 percent of the sample members of TOAB rated the “shopping facilities” in Bangladesh as “Need Improvement.” The mean score of the respondent's rating of ‘shopping facilities is 0.8, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-16 below shows the ratings of the destination dimension parameter “Public Transport facilities” by the sample respondents.

Table B-16: Public transport facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	8	40.0	0
Good	1	6	30.0	6
Excellent	2	5	25.0	10
Total		20	100.0	15
Mean Score		0.75		

Source: Field Survey

Table B-16 presents the rating of “Public Transport facilities” as a destination dimension parameter by the sample members of TOAB. It is observed from the above table that 40 percent of the sample members rated the “Public Transport facilities” in Bangladesh as “Ok,” followed by 30 percent of the sample members rated the “Public Transport facilities” in Bangladesh as “Good,” however, it is observed that 25 percent of the sample members rated the “Public Transport facilities” as “Excellent.” 5 percent of the sample members rated the “public Transport facilities” in Bangladesh as “Need Improvement.” The mean score of the sample members of TOAB rating of ‘Public Transport facility is 0.75, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-17 below shows the ratings of the destination dimension parameter “Quality of roads” by the sample respondents.

B 17: Quality of roads

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	2	10.0	-2
OK	0	9	45.0	0
Good	1	6	30.0	6
Excellent	2	3	15.0	6
Total		20	100.0	10
Mean Score		0.5		

Source: Field Survey

Table B-17 presents the rating of “Quality of roads” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 45 percent of the sample members rated the “Quality of roads” in Bangladesh as “Ok,” followed by 30 percent of the sample members rated the “Quality of roads” in Bangladesh as “Good,” however, it is observed that 15 percent of the sample members rated the “Quality of roads” as “Excellent.” 10 percent of the sample members rated the “Quality of roads” in Bangladesh as “Need Improvement.” The mean score of the member's rating of ‘Quality of roads is 0.5, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-18 below shows the ratings of the destination dimension parameter “Time required for travel” by the sample respondents.

Table B-18: Time required for travel

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	1	5.0	-2
Need Improvement	-1	1	5.0	-1
OK	0	7	35.0	0
Good	1	9	45.0	9
Excellent	2	2	10.0	4
Total		20	100.0	10
Mean Score		0.5		

Source: Field Survey

Table B-18 presents the rating of “Time required for travel” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 35 percent of the sample members rated the “Time required for travel” in Bangladesh as “Ok,” followed by 45 percent of the sample members rated the “Time required for travel” in Bangladesh as “Good,” however, it is observed that 10 percent of the sample members rated the “Time required for travel” as “Excellent.” 5 percent of the sample members rated the “Time required for travel” in Bangladesh as “Need Improvement,” followed by 5 percent of the sample members rated the “Time required for travel” in Bangladesh as “Poor.” The mean score of the members of TOAB rating of ‘Time required for travel’ is .5, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-19 below shows the ratings of the destination dimension parameter “Co-operation from tourist information centers” by the sample respondents.

Table B-19: Co-operation for tourist information centre

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	8	40.0	0
Good	1	9	45.0	9
Excellent	2	3	15.0	6
Total		20	100.0	15
Mean Score		0.75		

Source: Field Survey

Table B-19 presents the rating of “Co-operation from tourist information centers” as destination dimension parameters by the sample members of tour operating experience. It is observed from the above table that 45 percent of the sample members rated the “Co-operation from tourist information centers” in Bangladesh as “Good,” followed by 40 percent of the sample members rated the “Co-operation from tourist information centers” in Bangladesh as “Ok,” however, it is observed that 15 percent of the sample members rated the “Co-operation from tourist information centers” as “Excellent.” The mean score of the sample members of TOAB rating of ‘Time required for travel’ is .75, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-20 below shows the rating of the destination dimension parameter “Availability of Travel Agents & Local Tour Operators” by the sample respondents.

Table B-20: Availability of travel agents and local tour operators

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	11	55.0	0
Good	1	6	30.0	6
Excellent	2	3	15.0	6
Total		20	100.0	12
Mean Score		0.6		

Source: Field Survey

Table B-20 presents the rating of “Availability of Travel Agents & Local Tour Operators” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 55 percent of the sample members rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Ok,” followed by 30 percent of the sample members rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Good,” however, it is observed that 15 percent of the sample members rated the “Availability of Travel Agents & Local Tour Operators” as “Excellent.” The mean score of the members of TOAB rating of ‘Availability of Travel Agents & Local Tour Operators’ is 0.6, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-21 below shows the rating of the destination dimension parameter “Attitude of the local people” by the sample respondents.

Table B-21: Attitude of the local people

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	7	35.0	0
Good	1	8	40.0	8
Excellent	2	4	20.0	8
Total		20	100.0	15
Mean Score		0.75		

Source: Field Survey

Table B-21 presents the rating of “Attitude of the local people” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 40 percent of the sample members rated the “Attitude of the local people” in Bangladesh as “Good,” followed by 35 percent of the sample members rated the “Attitude of the local people” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample members rated the “Attitude of the local people” as “Need Improvement.” 20 percent of the sample members rated the “Attitude of the local people” in Bangladesh as “Excellent.” The mean score of the sample members of TOAB rating of ‘Attitude of the local people is .75, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table B-22 below shows the rating of the destination dimension parameter “Recreational facilities” by the sample respondents.

Table B-22: Recreational facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	9	45.0	0
Good	1	4	20.0	4
Excellent	2	7	35.0	14
Total		20	100.0	18
Mean Score		0.9		

Source: Field Survey

Table B-22 presents the rating of “Recreational facilities” as a destination dimension parameter by the sample members of tour operating experience. It is observed from the above table that 45 percent of the sample members rated the “Recreational facilities” in Bangladesh as “Ok,” followed by 20 percent of the sample members rated the “Recreational facilities” in Bangladesh as “Good,” however, it is observed that 35 percent of the sample members rated the “Recreational facilities” as “Excellent.” The mean score of the members of Tour Operator rating of “Recreational facility” is 0.9, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

4.2.3 Destination Dimensions Considered Important by the Members of TOAB

Table B-23: Mean Score on Tourism Parameters by Member of TOAB

Response option on Tourism related Parameters	TOAB	
	No. of Respondent	Mean Score
Tourist attraction	20	1.6
status of air connectivity with tourists' home country and the air tariff	20	1
Visa and immigration formalities	20	0.55
Quality of accommodation	20	0.9
Ambience	20	0.5
Hygiene	20	0.7
Up-keep of tourist sites	20	0.9
Accommodation tariff	20	0.6
availability of medicinal and health care facilities	20	0.55
Security measures by local administration	20	0.4
Food and catering	20	0.75
Food prices	20	0.55
Shopping facilities	20	0.8
Public transport facilities	20	0.75
Quality of roads	20	0.5
Time required for travel	20	0.5
Co-operation for tourist information centre	20	0.75
Availability of travel agents and local operators	20	0.6
Attitude of the local people	20	0.75
Recreational facilities	20	0.9

Table B-23 presents the summary of Member of TOAB rating of the destination dimension parameters. It is observed from the above table that out of 20 destination dimension parameters, the members of TOAB were found satisfied at varying degrees on the following 20 dimensions of their Professional experience:

- I. Tourist attraction
- II. status of air connectivity with tourists' home country and the air tariff
- III. Visa and immigration formalities
- IV. Quality of accommodation
- V. Ambience
- VI. Hygiene
- VII. Up-keep of tourist sites
- VIII. Accommodation tariff
- IX. availability of medicinal and health care facilities
- X. Security measures by local administration
- XI. Food and catering
- XII. Food prices
- XIII. Shopping facilities
- XIV. Public transport facilities
- XV. Quality of roads
- XVI. Time required for travel
- XVII. Co-operation for tourist information centre
- XVIII. Availability of travel agents and local operators
- XIX. Attitude of the local people
- XX. Recreational facilities

The rating the members of TOAB in the above-mentioned destination dimension parameters are in the range of "Ok" to "Good."

4.2.4 Summary

The survey of sample members of Tour Operators Association of Bangladesh threw light on the socio-demographic status, preferences, and destination choice consideration of the member by their occupational experience. The analysis of the results of the survey pointed to the following:

1. Majority of the members of TOAB surveyed were of age more than 35 years (85 percent), with noticeable concentration among the age-class 35 to 44 (75 percent) and 45 to 54 (10 percent), there for the majority of the members were either mildest or matured members. Majorities of the members were male (95 percent), were married (100 percent) and were higher education (95 percent).

From the point of view of travel motivation, by the business experience of the member of TOAB, it was noticed that (30 percent) of the tourists were business travelers. A large proportion (55 percent) of the visitors was found inclined towards historical/ cultural attractions which in turn suggested that the visitors' a-priori perception of Bangladesh was that of a cultural destination with historical and cultural legacies; and it appeared that the other aspects of Bangladesh tourism treasure, including the educational tours, social tour, spiritual, sports and adventure-related activities were relatively less known.

2. The analysis of the sample members' rating of the destination dimension Parameters. It was found that out of 20 destination dimension parameters, the sample members were found satisfied at varying degrees in 20 dimensions of their travel experience.

Section Three: Profiles, Preferences and Destination Choice

Considerations of Executives of Bangladesh Parjatan Corporation

4.3.1 Socio-demographic status of the sample Executives of BPC and Prime Attractions in Bangladesh by Their Occupational Experience

Table C-1: Socio-demographic status of the respondents of BPC

Socio-demographic status	Frequency	Percent of the respondents
Age of the Respondent		
Below 25 Years		
25-34 Years		
35-44 Years	3	60.0
45-54 Years	2	40.0
55-64 Years		
Total	5	100.0
Gender of the Respondent		
Male	4	80.0
Female	1	20.0
Total	5	100.0
Marital Status of the Respondent		
Married	5	100.0
Single		
Total	5	100.0

Source: Field Survey

Table C1 presents the age of the Top Executive of BPC. In regard to the age of the sample member, it is observed that the executive of the BPC in the age group of 35-44 years constitutes 60 percent, followed by 40 percent of Member of the BPC in the age group of 45-54 years. In regard to the gender of the BPC member, it is observed that 80 percent are

the male and 20 percent are female. In regard to the marital status of the BPC executive, it is observed that 100 percent respondents are married.

Table C-2: Prime Attractions in Bangladesh by the respondents

Prime Attractions	Frequency	Percent
Historical/ Cultural	3	60.0
Spiritual		
Social Tour		
Business related/ Official	1	20.0
Nature	1	20.0
Adventure/ Sports		
Conference/ Seminar related		
Educational Tours/ Excursions		
Total	5	100.0

Source: Field Survey

Table C-2 presents the Top Executive of Bangladesh Parjatan Corporation. It is observed by the occupational experience of Executive of BPC that a major portion of the purpose of the tourists visiting Bangladesh are for Historical/ Culture, and the percentage is 60 & tourist visited for the business / official purpose are 20 percent. It is also observed that 20 percent have shown their interest in nature tourism in Bangladesh.

4.3.2 The Ratings of the Destination Dimension Parameter by the Executives of BPC

Table C-3 below shows the ratings of the destination dimension parameter by the Executives of BPC.

Table C-3: Tourist attraction

Rating	Rating Score (assigned)	Frequency	Percent of all respondents	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0			
Good	1	2	40.0	2
Excellent	2	3	60.0	6
Total		5	100.0	8
Mean Score		1.6		

Source: Field Survey

Table C-3 presents the rating of “Tourist attraction” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 60 percent of the sample executives rated the tourist attractions of Bangladesh as “Excellent,” followed by 40 percent of the sample executives who rated the tourist attraction in Bangladesh as “Good.” The means score of executives of BPC rating of ‘tourist attraction’ is 1.6, which reflects that ratings of the respondents are in the range of “Good” to “Excellent.”

Table C- 4 below shows the ratings of the destination dimension parameter “Status of air connectivity with tourists’ home country and the air tariff” by the sample respondents.

Table C-4: Status of air connectivity with tourists’ home country and the air tariff

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	4	80.0	-4
OK	0			
Good	1			
Excellent	2	1	20.0	2
Total		5	100.0	-2
Mean Score		-0.4		

Source: Field Survey

Table C-4 presents the rating of “Status of air connectivity with tourists’ home country and the air tariff” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 80 percent of the sample executives are of the opinion that the Status of air connectivity with tourists’ home country and the air tariff “Need Improvement” and followed by 20 percent of the sample executives rated the Status of air connectivity with tourists’ home country and the air tariff as ”Excellent.” The mean score of the executives of BPC rating of ‘Status of air connectivity with tourists’ home country and the air tariff’ is -0.4, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table C-5 below shows the rating of the destination dimension parameter “Visa and immigration formalities” by the sample respondents.

Table C-5: Visa and immigration formalities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	4	80.0	-4
OK	0			
Good	1			
Excellent	2	1	20.0	2
Total		5	100.0	-2
Mean Score		-0.4		

Source: Field Survey

Table C-5 presents the ratings of “Visa and immigration formalities” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 80 percent of the sample executives are of the opinion that the Visa and immigration formalities “Need Improvement,” and followed by 20 percent of the sample executives rated the Visa and immigration formalities in Bangladesh “Excellent.” The mean score of the executives of BPC rating of ‘Visa and immigration formalities are -0.4, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table C-6 below shows the ratings of the destination dimension parameter “Quality of accommodation” by the sample respondents.

Table C-6: Quality of accommodation

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	2	40.0	-2
OK	0	2	40.0	0
Good	1			
Excellent	2	1	20.0	2
Total		5	100.0	0
Mean Score		0		

Source: Field Survey

Table C-6 presents the ratings of “Quality of accommodation” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 40 percent of the sample executives rated the Quality of accommodation in Bangladesh as “Need Improvement,” followed by 40 percent of the sample executives who rated the Quality of accommodation in Bangladesh as “Ok.” 20 percent of the sample executives rated the Quality of accommodation in Bangladesh as “Excellent.” The mean score of the executives of the BPC rating of ‘Quality of accommodation’ is 0, which reflects that ratings of the respondents are in the range Ok.

Table C-7 below shows the rating of the destination dimension parameter “Ambience” by the sample respondents.

Table C-7: Ambience

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2	1	20.0	-2
Need Improvement	-1	1	20.0	-1
OK	0	1	20.0	0
Good	1	2	40.0	2
Excellent	2			
Total		5	100.0	-1
Mean Score		-0.2		

Source: Field Survey

Table C-7 presents the ratings of “Ambience” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 40 percent of the samples executives are of the opinion that Ambience in Bangladesh “Good,” followed by 20 percent of the sample executives rated Ambience in Bangladesh as “Ok.” However, 20 percent of the sample executives are of the opinion that Ambience in Bangladesh “Need Improvement,” followed by 20 percent of the sample executives rated Ambience in Bangladesh as “Poor.” The mean score of the executives of the BPC rating of ‘Ambience’ is - 0.2 which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table C- 8 below shows the ratings of the destination dimension parameter “Hygiene” by the sample respondents.

Table C-8: Hygiene

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	3	60.0	-3
OK	0	1	20.0	0
Good	1	1	20.0	1
Excellent	2			
Total		5	100.0	-2
Mean Score		-0.4		

Source: Field Survey

Table C-8 presents the rating of “Hygiene” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 60 percent of the sample executives are of the opinion that Hygiene in Bangladesh “Need Improvement,” followed by 20 percent of the sample executives rated the Hygiene in Bangladesh as “Ok,” 200 percent of the sample executives are of the opinion that Hygiene in Bangladesh “Good.” The mean score of the executives of the BPC rating of ‘Hygiene’ is -0.4, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table C-9 below shows the ratings of the destination dimension parameter “Up-keep of Tourist sites” by the sample respondents.

Table C-9: Up-keep of tourist sites

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	2	40.0	-2
OK	0	3	60.0	0
Good	1			
Excellent	2			
Total		5	100.0	-2
Mean Score		-0.4		

Source: Field Survey

Table C-9 presents the rating of “Up-keep of Tourist sites” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 60 percent of the sample executives rated the Up-keep of Tourist sites in Bangladesh as “Ok”, followed by 40 percent of the sample executives rated the Up-keep of Tourist sites in Bangladesh as “Need Improvement. The mean score of the executives of the BPC rating of ‘Up-keep of Tourist sites’ is -0.4 which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table C-10 below shows the ratings of the destination dimension parameter “Accommodation Tariff” by the sample respondents.

Table C-10: Accommodation tariff

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1			
OK	0	3	60.0	0
Good	1	2	40.0	2
Excellent	2			
Total		5	100.0	2
Mean Score		0.4		

Source: Field Survey

Table C-10 presents the rating of “Accommodation Tariff” as a destination dimension parameters by the sample executives of BPC. it is observed from the above table that 60 percent of the sample executives rated the Accommodation Tariff in Bangladesh as “Ok”, followed by 40 percent of the sample executives rated the Accommodation Tariff in Bangladesh as “Good”. The mean score of the executives of BPC rating of ‘Accommodation Tariff’ is 0.4 which reflects that ratings of the respondents are in the range of “Ok” to “Good”.

Table C-11 below shows the ratings of the destination dimension parameter “Availability of medical & Health care facilities” by the sample respondents.

Table C-11: Availability of medicinal and health care facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2	1	20.0	-2
Need Improvement	-1	2	40.0	-2
OK	0	1	20.0	0
Good	1	1	20.0	1
Excellent	2			
Total		5	100.0	-3
Mean Score		-0.6		

Source: Field Survey

Table C-11 presents the rating of “Availability of medical & Health care facilities” as a destination dimension parameters by the sample executives of BPC. It is observed from the above table that 40 percent of the sample executives rated the Availability of medical & Health care facilities in Bangladesh as “Need Improvement”, followed by 20 percent of the sample executives rated the Availability of medical & Health care facilities in Bangladesh as “Good”, 20 percent of the sample executives rated the Availability of medical & Health care facilities in Bangladesh as “Ok”, however it is observed that 20 percent of the sample executives rated the Availability of medical & Health care facilities as “poor. The mean score of the executives of the BPC rating of ‘Availability of medical & Health care facilities’ is -0.6 which reflects that the overall ratings of the respondents are negative and there is need to improve the dimension.

Table C-12 below shows the ratings of the destination dimension parameter “Security measures by local administration” by the sample respondents.

Table C-12: Security measures by local administration

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	3	60.0	-3
OK	0	1	20.0	0
Good	1	1	20.0	1
Excellent	2			
Total		5	100.0	-2
Mean Score		-0.4		

Source: Field Survey

Table C-12 presents the rating of “Security measures by local administration” as a destination dimension parameters by the sample executives of BPC. It is observed from the above table that 60 percent of the sample executives rated the “Security measures by local administration” in Bangladesh as “Need Improvement”, followed by 20 percent of the sample executives rated the “Security measures by local administration” in Bangladesh as “Good”, however it is observed that 9 percent of the sample executives rated the “**Security** measures by local administration” as “Ok”. The mean score of the executives of the BPC rating of ‘Security measures by local administration are -0.4 which reflects that ratings of the respondents are in the range of “Ok” to “Good”.

Table C13 below show the ratings of the destination dimension parameter “Food and Catering” by the sample respondents.

Table C-13: Food and catering

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1			
OK	0	1	20.0	0
Good	1	4	80.0	4
Excellent	2			
Total		5	100.0	4
Mean Score		0.8		

Source: Field Survey

Table C-13 presents the rating of “Food and Catering” as a destination dimension parameters by the sample executives of BPC. It is observed from the above table that 80 percent of the sample executives rated the “Food and Catering” in Bangladesh as “Good”, followed by 20 percent of the sample executives rated the “Food and Catering” in Bangladesh as “Ok”. The mean score of the executives of the BPC rating of ‘Food and Catering’ is 0.8 which reflects that ratings of the respondents are in the range of “Ok” to “Good”.

Table C-14 below shows the ratings of the destination dimension parameter “Food prices” by the sample respondents.

Table C-14: Food prices

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1			
OK	0	2	40.0	0
Good	1	2	40.0	2
Excellent	2	1	20.0	2
Total		5	100.0	4
Mean Score		0.8		

Source: Field Survey

Table C-14 presents the rating of “Food prices” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 40 percent of the sample executives rated the “Food prices” in Bangladesh as “Ok,” followed by 40 percent of the sample executives rated the “Food prices” in Bangladesh as “Good,” however, it is observed that 20 percent of the sample executives rated the “Food prices” as “Excellent.” The mean score of the sample executives of BPC rating of ‘Food price is 0.8, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table C15 below shows the ratings of the destination dimension parameter “shopping facilities” by the sample respondents.

Table C-15: Shopping facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	1	20.0	-1
OK	0	1	20.0	0
Good	1	3	60.0	3
Excellent	2			
Total		5	100.0	2
Mean Score		0.4		

Source: Field Survey

Table C-15 presents the rating of “shopping facilities” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 60 percent of the sample executives rated the “shopping facilities” in Bangladesh as “Good,” followed by 20 percent of the sample executives rated the “shopping facilities” in Bangladesh as “ok,” however, it is observed that 20 percent of the sample executives rated the “shopping facilities” as “Need Improvement.” The mean score of the executive's rating of ‘shopping facilities is 0.4, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table C-16 below shows the ratings of the destination dimension parameter “Public Transport facilities” by the sample respondents.

Table C-16: Public transport facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	3	60.0	-3
OK	0			
Good	1	2	40.0	2
Excellent	2			
Total		5	100.0	-1
Mean Score		-0.2		

Source: Field Survey

Table C-16 presents the rating of “Public Transport facilities” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 60 percent of the sample executives rated the “Public Transport facilities” in Bangladesh as “Need Improvement,” followed by 40 percent of the sample executives rated the “Public Transport facilities” in Bangladesh as “Good.” The mean score of the sample executive's rating of ‘Public Transport facility is -0.2, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table C-17 below shows the ratings of the destination dimension parameter “Quality of roads” by the sample respondents.

Table C-17: Quality of roads

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	1	20.0	-1
OK	0	4	80.0	0
Good	1			
Excellent	2			
Total		5	100.0	-1
Mean Score		-0.2		

Source: Field Survey

Table C-17 presents the rating of “Quality of roads” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 80 percent of the sample executives rated the “Quality of roads” in Bangladesh as “Ok,” followed by 20 percent of the sample executives rated the “Quality of roads” in Bangladesh as “Need Improvement.” The mean score of the sample executives of BPC rating of ‘Quality of roads is -0.2, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table C-18 below shows the ratings of the destination dimension parameter “Time required for travel” by the sample respondents.

Table C-18: Time required for travel

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2	1	20.0	-2
Need Improvement	-1	2	40.0	-2
OK	0	2	40.0	0
Good	1			
Excellent	2			
Total		5	100.0	-4
Mean Score		-0.8		

Source: Field Survey

Table C-18 presents the rating of “Time required for travel” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 40 percent of the sample executives rated the “Time required for travel” in Bangladesh as “Ok,” followed by 40 percent of the sample executives rated the “Time required for travel” in Bangladesh as “Need Improvement,” however, it is observed that 20 percent of the sample executives rated the “Time required for travel” as “Poor.” The mean score of the respondent's rating of ‘Time required for travel’ is -0.8, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table C-19 below shows the ratings of the destination dimension parameter “Co-operation from tourist information centers” by the sample respondents.

Table C-19: Co-operation for tourist information centre

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	2	40.0	-2
OK	0	1	20.0	0
Good	1	2	40.0	2
Excellent	2			
Total		5	100.0	0
Mean Score		0		

Source: Field Survey

Table C-19 presents the rating of “Co-operation from tourist information centers” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 40 percent of the sample executives rated the “Co-operation from tourist information centers” in Bangladesh as “Good,” followed by 40 percent of the sample executives rated the “Co-operation from tourist information centers” in Bangladesh as “Need Improvement,” however, it is observed that 20 percent of the sample executives rated the “Co-operation from tourist information centers” as “Ok.” The mean score of the executives of BPC rating of ‘Co-operation from tourist information centers is 0, which reflects that ratings of the respondents are in the range of “Ok.”

Table C-20 below shows the rating of the destination dimension parameter “Availability of Travel Agents & Local Tour Operators” by the sample respondents.

Table C-20: Availability of travel agents and local tour operators

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	2	40.0	-2
OK	0			
Good	1	3	60.0	3
Excellent	2			
Total		5	100.0	1
Mean Score		0.2		

Source: Field Survey

Table C-20 presents the rating of “Availability of Travel Agents & Local Tour Operators” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 60 percent of the sample executives rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Good,” followed by 40 percent of the sample executives rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Need Improvement.” The mean score of the executives of BPC rating of ‘Availability of Travel Agents & Local Tour Operators is 0.2, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table C-21 below shows the rating of the destination dimension parameter “Attitude of the local people” by the sample respondents.

Table C-21: Attitude of the local people

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2			
Need Improvement	-1	2	40.0	-2
OK	0	1	20.0	0
Good	1			
Excellent	2	2	40.0	4
Total		5	100.0	2
Mean Score		0.4		

Source: Field Survey

Table C-21 presents the rating of “Attitude of the local people” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 40 percent of the sample executives rated the “Attitude of the local people” in Bangladesh as “Excellent,” followed by 20 percent of the sample executives rated the “Attitude of the local people” in Bangladesh as “Ok,” however, it is observed that 40 percent of the sample executives rated the “Attitude of the local people” as “Need Improvement.” The mean score of the executives of BPC rating of ‘Attitude of the local people is 0.4, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table C-22 below shows the rating of the destination dimension parameter “Recreational facilities” by the sample respondents.

Table C-22: Recreational facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2	1	20.0	-2
Need Improvement	-1	3	60.0	-3
OK	0			
Good	1	1	20.0	1
Excellent	2			
Total		5	100.0	-4
Mean Score		-0.8		

Source: Field Survey

Table C-22 presents the rating of “Recreational facilities” as a destination dimension parameter by the sample executives of BPC. It is observed from the above table that 60 percent of the sample executives rated the “Recreational facilities” in Bangladesh as “Need Improvement,” followed by 20 percent of the sample executives rated the “Recreational facilities” in Bangladesh as “Good,” however, it is observed that 20 percent of the sample executives rated the “Recreational facilities” as “Poor.” The mean score of the sample executives of BPC rating of ‘Recreational facility is -0.8, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

4.3.3 Destination Dimensions Considered Important by BPC members

Table C-23: Mean Score on Tourism Parameters by Executive of BPC

Response option on Tourism related Parameters	BPC	
	No. of Respondent	Mean Score
Tourist attraction	5	1.6
status of air connectivity with tourists' home country and the air tariff	5	-0.4
Visa and immigration formalities	5	-0.4
Quality of accommodation	5	0
Ambience	5	-0.2
Hygiene	5	-0.4
Up-keep of tourist sites	5	-0.4
Accommodation tariff	5	0.4
availability of medicinal and health care facilities	5	-0.6
Security measures by local administration	5	-0.4
Food and catering	5	0.8
Food prices	5	0.8
Shopping facilities	5	0.4
Public transport facilities	5	-0.2
Quality of roads	5	-0.2
Time required for travel	5	-0.8
Co-operation for tourist information centre	5	0
Availability of travel agents and local operators	5	0.2
Attitude of the local people	5	0.4
Recreational facilities	5	-0.8

Table C-23 presents the summary of Executives of BPC rating of the destination dimension parameters. It is observed from the above table that out of 20 destination dimension.

Parameters, the executives were found satisfied at varying degrees on the following nine dimensions of their Professional experience:

- I. Tourist attraction
- II. Quality of accommodation
- III. Accommodation tariff
- IV. Food and catering
- V. Food prices
- VI. Shopping facilities
- VII. Co-operation for tourist information centre
- VIII. Availability of travel agents and local tour operators
- IX. Attitude of the local people

The rating the executives in the above-mentioned destination dimension parameters are in the range of “Ok” to “Good.”

However, it is also observed that in 11 destination dimension parameters where executives rated their experience as ‘Less than satisfactory’. These dimensions are:

- I. Status of air connectivity with tourists' home country and the air tariff
- II. Visa and immigration formalities
- III. Ambience
- IV. Hygiene
- V. Up-keep of tourist sites
- VI. availability of medicinal and health care facilities
- VII. Security measures by local administration
- VIII. Public transport facilities
- IX. Quality of roads
- X. Time required for travel
- XI. Recreational facilities

The rating the Executives in the above mentioned destination dimension parameters are in the range of “Ok” and “Need Improvement.”

4.3.4 Summary

The survey of Executives of Bangladesh Parjatan Corporation threw light on the socio-demographic status, preferences, and destination choice consideration of the executives by their occupational experience. The analysis of the results of the survey pointed to the following:

1. Majority of the executives of BPC surveyed were of age more than 35 years (100 percent), with noticeable concentration among the age-class 35 to 44 (60 percent) and 45 to 54 (40 percent), therefore the majority of the executives were either mid level or top level. Majorities of the members were male (80 percent), were married (100 percent)

From the point of view of travel motivation, by the operational experience of Executive of BPC, it was noticed that (20 percent) of the tourists were business travelers. A large proportion (60 percent) of the visitors was found inclined towards historical/ cultural attractions which in turn suggested that the visitors' a-priori perception of Bangladesh was that of a cultural destination with historical and cultural legacies. 20 percent of the visitors are found inclined towards nature, and it appeared that the other aspects of Bangladesh tourism treasure, including the educational tours, social tour, spiritual, sports and adventure-related activities were less known.

2. The analysis of the sample executive's rating of the destination dimension Parameters. It was found that out of nine destination dimension parameters, the sample executives were found satisfied at varying degrees in 20 dimensions of their professional experience. However, in 11 destination dimension parameters it was found that the executive rates their experience as 'less than satisfactory'.

Section Four: Profiles, Preferences and Destination Choice

Considerations of Hotel and Restaurant Managers

4.4.1 Socio-demographic status of the sample Managers and Purpose of the visit of the tourist by the respondents

Table D-1 below shows the Socio-demographic status of the respondents.

D 1: Socio-demographic status of the respondents

Socio-demographic status	Frequency	Percent of the respondents (%)
Age of the Respondent		
Below 25 Years	1	5.0
25-34 Years	5	25.0
35-44 Years	9	45.0
45-54 Years	4	20.0
55-64 Years	1	5.0
Total	20	100.0
Gender of the Respondent		
Male	14	70.0
Female	6	30.0
Total	20	100.0
Marital Status of the Respondent		
Married	17	85.0
Single	3	15.0
Total	20	100.0
Educational Qualification of the Respondent		
No Education		
Secondary or upper Secondary	4	20.0
Higher Education	12	60.0
Technical Education	4	20.0
Total	20	100.0

Source: Field Survey

Table D-1 presents the age of the member of the manager. In regard to the age of the sample member, it is observed that the member of Receptionist in the age group of Below 25 years constitutes 5 percent, 25-34 years constitutes 25 percent, followed by 45 percent of a member of Receptionist in the age group of 35-44 years & the member of Receptionist in the age group of 45-54 years constitutes 20 percent. It is observed that the member of the receptionist in the age group of 55-64 years constitutes 5 percent. In regard to the gender of the manager, it is observed that 70 percent are the male and 30 percent are female. In regard to the marital status of the Receptionist member, it is observed that 85 percent respondents are married couple. And 15 percent respondents are single. It is observed that in regard to educational qualification of the manager, 60 percent are educated higher education, followed by 20 percent possesses secondary or upper Secondary. And it is also observed that 20 percent respondents are technical education.

Purpose of the visit of the tourist by the respondents is shown in Table D-2.

Table D-2: **Prime Attractions in Bangladesh of Managers by their business experience**

Prime Attractions	Frequency	Percent
Historical/ Cultural	4	20.0
Spiritual	3	15.0
Social Tour	3	15.0
Business related/ Official	4	20.0
Nature	1	5.0
Adventure/ Sports		
Conference/ Seminar related	2	10.0
Educational Tours/ Excursions	3	15.0
Total	20	100.0

Source: Field Survey

Table D-2 presents the member of Manager of hotel and restaurant. It is observed by the occupational experience of the sample member of the manager that a major portion of the purpose of the tourists visiting Bangladesh are for Business related / official and Historical/ Culture, and the percentage is 20 & tourist visited for Spiritual and Social tour, and Educational tour/ Excursion's purposes are 15 percent. It is also observed that

10 percent have shown their interest in conference/ seminar tourism in Bangladesh. And tourist visited for Nature tourism purpose are 5 percent.

4.4.2 The Ratings of the Destinations Dimension Parameter by the Managers

Table D-3 below shows the ratings of the destination dimension parameter “Tourist attraction” by the respondents.

Table D-3: Tourist attraction

Rating	Rating Score (assigned)	Frequency	Percent of all respondents	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	1	5.0	0
Good	1	10	50.0	10
Excellent	2	9	45.0	18
Total		20	100.0	28
Mean Score				1.4

Source: Field Survey

Table D-3 presents the rating of “Tourist attraction” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 50 percent of the sample managers rated the tourist attractions of Bangladesh as “Good,” followed by 45 percent of the sample managers who rated the tourist attraction in Bangladesh as “Excellent.” 5 percent of the sample managers rated tourist attractions as “Ok.” The means score of the sample manager's rating of ‘tourist attraction’ is 1.4, which reflects that ratings of the respondents are in the range of “Good” to “Excellent.”

Table D-4 below shows the ratings of the destination dimension parameter “Status of air connectivity with tourists’ home country and the air tariff” by the sample respondents.

Table D-4: Status of air connectivity with tourists’ home country and the air tariff

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	4	20.0	0
Good	1	14	70.0	14
Excellent	2	2	10.0	4
Total		20	100.0	18
Mean Score		0.9		

Source: Field Survey

Table D-4 presents the rating of “Status of air connectivity with tourists’ home country and the air tariff” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 70 percent of the sample managers are of the opinion that the Status of air connectivity with tourists’ home country and the air tariff “Good” and followed by 20 percent of the sample managers rated the Status of air connectivity with tourists’ home country and the air tariff as “Ok.” However, it is also observed that 10 percent of the sample managers rated Status of air connectivity with tourists’ home country and the air tariff in Bangladesh as “Excellent.” The mean score of the sample manager's rating of Status of air connectivity with tourists’ home country and the air tariff is 0.9, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-5 below shows the rating of the destination dimension parameter “Visa and immigration formalities” by the sample respondents.

Table D-5: Visa and immigration formalities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	6	30.0	0
Good	1	13	65.0	13
Excellent	2			
Total		20	100.0	12
Mean Score		0.6		

Source: Field Survey

Table D-5 presents the ratings of “Visa and immigration formalities” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 65 percent of the sample managers are of the opinion that the Visa and immigration formalities “good,” and followed by 30 percent of the sample managers rated the Visa and immigration formalities in Bangladesh “Ok.” However, it is observed that percent of the sample managers are of the opinion that the Visa and immigration formalities in Bangladesh as “Need Improvement.” The mean score of the Sample manager's rating of ‘Visa and immigration formalities are 0.6, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-6 below shows the ratings of the destination dimension parameter “Quality of accommodation” by the sample respondents.

Table D-6: Quality of accommodation

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	9	45.0	0
Good	1	11	55.0	11
Excellent	2			
Total		20	100.0	11
Mean Score		0.55		

Source: Field Survey

Table D-6 presents the ratings of “Quality of accommodation” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 55 percent of the sample managers rated the Quality of accommodation in Bangladesh as “Good,” followed by 45 percent of the sample managers who rated the Quality of accommodation in Bangladesh as “Ok.” The mean score of the sample manager's rating of ‘Quality of accommodation’ is .55, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-7 below shows the rating of the destination dimension parameter “Ambience” by the sample respondents.

Table D-7: Ambience

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	8	40.0	0
Good	1	12	60.0	12
Excellent	2			
Total		20	100.0	12
Mean Score		0.6		

Source: Field Survey

Table D-7 presents the ratings of “Ambience” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 60 percent of the sample managers are of the opinion that Ambience in Bangladesh “Good,” followed by 40 percent of the sample managers rated Ambience in Bangladesh as “Ok.” The mean score of the Sample manager's rating of ‘Ambience’ is 0.6, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-8 below shows the ratings of the destination dimension parameter “Hygiene” by the sample respondents.

Table D-8: Hygiene

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	6	30.0	0
Good	1	14	70.0	14
Excellent	2			
Total		20	100.0	14
Mean Score		0.7		

Source: Field Survey

Table D-8 presents the rating of “Hygiene” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 70 percent of the samples managers are of the opinion that Hygiene in Bangladesh “Good,” followed by 30 percent of the sample managers rated the Hygiene in Bangladesh as “Ok.” The mean score of the Sample manager's rating of ‘Hygiene’ is 0.7, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-9 below shows the ratings of the destination dimension parameter “Up-keep of Tourist sites” by the sample respondents.

Table D-9: Up-keep of tourist sites

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	9	45.0	0
Good	1	11	55.0	11
Excellent	2			
Total		20	100.0	11
Mean Score		0.55		

Source: Field Survey

Table D-9 presents the rating of “Up-keep of Tourist sites” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 55 percent of the sample managers rated the Up-keep of Tourist sites in Bangladesh as “Good,” followed by 45 percent of the sample managers rated the Up-keep of Tourist sites in Bangladesh as “Ok.” The mean score of the sample manager's rating of ‘Up-keep of Tourist sites is 0.55, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-10 below shows the ratings of the destination dimension parameter “Accommodation Tariff” by the sample respondents.

Table D-10: Accommodation tariff

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	11	55.0	0
Good	1	9	45.0	9
Excellent	2			
Total		20	100.0	9
Mean Score		0.45		

Source: Field Survey

Table D-10 presents the rating of “Accommodation Tariff” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 55 percent of the sample managers rated the Accommodation Tariff in Bangladesh as “Ok,” followed by 45 percent of the sample managers rated the Accommodation Tariff in Bangladesh as “Good. The mean score of the sample manager's rating of ‘Accommodation Tariff’ is 0.45, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-11 below shows the ratings of the destination dimension parameter “Availability of medical & Health care facilities” by the sample respondents.

Table D-11: Availability of medicinal and health care facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	12	60.0	0
Good	1	7	35.0	7
Excellent	2	1	5.0	2
Total		20	100.0	9
Mean Score		0.45		

Source: Field Survey

Table D-11 presents the rating of “Availability of medical & Health care facilities” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 60 percent of the sample managers rated the Availability of medical & Health care facilities in Bangladesh as “Ok,” followed by 35 percent of the sample manager rated the Availability of medical & Health care facilities in Bangladesh as “Good,” 5 percent of the sample manager rated the Availability of medical & Health care facilities in Bangladesh as “Excellent.” The mean score of the sample manager's rating of ‘Availability of medical & Health care facilities is 0.45, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-12 below shows the ratings of the destination dimension parameter “Security measures by local administration” by the sample respondents.

Table D-12: Security measures by local administration

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	2	10.0	-2
OK	0	12	60.0	0
Good	1	6	30.0	6
Excellent	2			
Total		20	100.0	4
Mean Score		0.2		

Source: Field Survey

Table D-12 presents the rating of “Security measures by local administration” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 60 percent of the sample managers rated the “Security measures by local administration” in Bangladesh as “Ok,” followed by 30 percent of the sample managers rated the “Security measures by local administration” in Bangladesh as “Good,” however, it is observed that 10 percent of the sample managers rated the “Security measures by local administration” as “Need Improvement.” The mean score of the sample manager's rating of ‘Security measures by local administration’ is .2, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-13 below show the ratings of the destination dimension parameter “Food and Catering” by the sample respondents.

Table D-13: Food and catering

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3
poor	-2			
Need Improvement	-1	2	10.0	-2
OK	0	10	50.0	0
Good	1	8	40.0	8
Excellent	2			
Total		20	100.0	6
Mean Score		0.3		

Source: Field Survey

Table D-13 presents the rating of “Food and Catering” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 50 percent of the sample managers rated the “Food and Catering” in Bangladesh as “Ok,” followed by 40 percent of the sample managers rated the “Food and Catering” in Bangladesh as “Good,” however, it is observed that 10 percent of the sample managers rated the “Food and Catering” as “Need Improvement.” The mean score of the Sample manager's rating of ‘Food and Catering’ is .3, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-14 below shows the ratings of the destination dimension parameter “Food prices” by the sample respondents.

Table D-14: Food prices

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	15	75.0	0
Good	1	4	20.0	4
Excellent	2			
Total		20	100.0	3
Mean Score		0.15		

Source: Field Survey

Table D-14 presents the rating of “Food prices” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 75 percent of the sample managers rated the “Food prices” in Bangladesh as “Ok,” followed by 20 percent of the sample managers rated the “Food prices” in Bangladesh as “Good,” however, it is observed that 5 percent of the sample managers rated the “Food prices” as “Need Improvement.” The mean score of the sample manager's rating of ‘Food price is 0.15, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-15 below shows the ratings of the destination dimension parameter “shopping facilities” by the sample respondents.

Table D-15: Shopping facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	15	75.0	0
Good	1	5	25.0	5
Excellent	2			
Total		20	100.0	5
Mean Score		0.25		

Source: Field Survey

Table D-15 presents the rating of “shopping facilities” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 75 percent of the sample managers rated the “shopping facilities” in Bangladesh as “Ok,” followed by 25 percent of the sample managers rated the “shopping facilities” in Bangladesh as “Good.” The mean score of the sample manager's rating of ‘shopping facilities is .25, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-16 below shows the ratings of the destination dimension parameter “Public Transport facilities” by the sample respondents.

Table D-16: Public transport facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	1	5.0	-2
Need Improvement	-1	6	30.0	-6
OK	0	12	60.0	0
Good	1	1	5.0	1
Excellent	2			
Total		20	100.0	-7
Mean Score		-0.35		

Source: Field Survey

Table D-16 presents the rating of “Public Transport facilities” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 60 percent of the sample managers rated the “Public Transport facilities” in Bangladesh as “Ok,” followed by 5 percent of the sample managers rated the “Public Transport facilities” in Bangladesh as “Good,” however, it is observed that 30 percent of the sample managers rated the “Public Transport facilities” as “Need Improvement.” 5 percent of the sample managers rated the “Public Transport facilities” in Bangladesh as “Poor.” The mean score of the sample manager's rating of ‘Public Transport facility is -.35, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table D-17 below shows the ratings of the destination dimension parameter “Quality of roads” by the sample respondents.

Table D-17: Quality of roads

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	2	10.0	-4
Need Improvement	-1	10	50.0	-10
OK	0	8	40.0	0
Good	1			
Excellent	2			
Total		20	100.0	-14
Mean Score		-0.7		

Source: Field Survey

Table D-17 presents the rating of “Quality of roads” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 50 percent of the sample managers rated the “Quality of roads” in Bangladesh as “Need Improvement,” followed by 40 percent of the sample managers rated the “Quality of roads” in Bangladesh as “Ok,” however, it is observed that 10 percent of the sample managers rated the “Quality of roads” as “Poor.” The mean score of the sample manager's rating of ‘Quality of roads is -0.7, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table D-18 below shows the ratings of the destination dimension parameter “Time required for travel” by the sample respondents.

Table D-18: Time required for travel

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	1	5.0	-2
Need Improvement	-1	13	65.0	-13
OK	0	5	25.0	0
Good	1	1	5.0	1
Excellent	2			-14
Total		20	100.0	
Mean Score		-0.7		

Source: Field Survey

Table D-18 presents the rating of “Time required for travel” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 65 percent of the sample managers rated the “Time required for travel” in Bangladesh as “Need Improvement,” followed by 25 percent of the sample managers rated the “Time required for travel” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample managers rated the “Time required for travel” as “Good.” 5 percent of the sample managers rated the “Time required for travel” in Bangladesh as “Poor.” The mean score of the sample manager's rating of ‘Time required for travel’ is -0.7, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table D-19 below shows the ratings of the destination dimension parameter “Co-operation from tourist information centers” by the sample respondents.

Table D-19: Co-operation for tourist information centre

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	2	10.0	-4
Need Improvement	-1	12	60.0	-12
OK	0	5	25.0	0
Good	1	1	5.0	1
Excellent	2			
Total		20	100.0	-15
Mean Score		-0.75		

Source: Field Survey

Table D-19 presents the rating of “Co-operation from tourist information centers” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 60 percent of the sample managers rated the “Co-operation from tourist information centers” in Bangladesh as “Need Improvement,” followed by 25 percent of the sample managers rated the “Co-operation from tourist information centers” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample managers rated the “Co-operation from tourist information centers” as “Good.” 10 percent of the sample managers rated the “Time required for travel” in Bangladesh as “Poor.” The mean score of the sample manager's rating of ‘Co-operation from tourist information centers is -0.75, which reflects that the overall ratings of the respondents are negative and there is need to improve the dimension.

Table D-20 below shows the rating of the destination dimension parameter “Availability of Travel Agents & Local Tour Operators” by the sample respondents.

Table D-20: Availability of travel agents and local tour operators

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	1	5.0	-2
Need Improvement	-1	5	25.0	-5
OK	0	8	40.0	0
Good	1	6	30.0	6
Excellent	2			
Total		20	100.0	-1
Mean Score		-0.05		

Source: Field Survey

Table D-20 presents the rating of “Availability of Travel Agents & Local Tour Operators” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 40 percent of the sample managers rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Ok,” followed by 30 percent of the sample managers rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Good,” however, it is observed that 25 percent of the sample managers rated the “Availability of Travel Agents & Local Tour Operators” as “Need Improvement.” 5 percent of the sample managers rated the “Time required for travel” in Bangladesh as “Poor.” The mean score of the sample manager's rating of ‘Availability of Travel Agents & Local Tour Operators is -0.05, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table D-21 below shows the rating of the destination dimension parameter “Attitude of the local people” by the sample respondents.

Table D- 21: Attitude of the local people

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	8	40.0	0
Good	1	11	55.0	11
Excellent	2			
Total		20	100.0	10
Mean Score		0.5		

Source: Field Survey

Table D-21 presents the rating of “Attitude of the local people” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 55 percent of the sample managers rated the “Attitude of the local people” in Bangladesh as “Good,” followed by 40 percent of the sample managers rated the “Attitude of the local people” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample managers rated the “Attitude of the local people” as “Need Improvement.” The mean score of the sample manager's rating of ‘Attitude of the local people is 0.5, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table D-22 below shows the rating of the destination dimension parameter “Recreational facilities” by the sample respondents.

Table D-22: Recreational facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	5	25.0	0
Good	1	14	70.0	14
Excellent	2	1	5.0	2
Total		20	100.0	16
Mean Score		0.8		

Source: Field Survey

Table D-22 presents the rating of “Recreational facilities” as a destination dimension parameter by the sample managers of hotel and restaurant operating experience. It is observed from the above table that 70 percent of the sample managers rated the “Recreational facilities” in Bangladesh as “Good,” followed by 25 percent of the sample managers rated the “Recreational facilities” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample managers rated the “Recreational facilities” as “Excellent.” The mean score of the sample manager's rating of ‘Recreational facility is 0.8, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

4.4.3 Destination Dimensions Considered Important by Managers

Table D-23: Mean Score on Tourism Parameters by member of managers

Response option on Tourism related Parameters	Manager	
	No. of Respondent	Mean Score
Tourist attraction	20	1.4
status of air connectivity with tourists' home country and the air tariff	20	0.9
Visa and immigration formalities	20	0.6
Quality of accommodation	20	0.55
Ambience	20	0.6
Hygiene	20	0.7
Up-keep of tourist sites	20	0.55
Accommodation tariff	20	0.45
availability of medicinal and health care facilities	20	0.45
Security measures by local administration	20	0.2
Food and catering	20	0.3
Food prices	20	0.15
Shopping facilities	20	0.25
Public transport facilities	20	-0.35
Quality of roads	20	-0.7
Time required for travel	20	-0.7
Co-operation for tourist information centre	20	-0.75
Availability of travel agents and local operators	20	-0.05
Attitude of the local people	20	0.5
Recreational facilities	20	0.8

Table D-23 presents the summary of Member of manager's rating of the destination dimension parameters. It is observed from the above table that out of 20 destination dimension parameters, the managers were found satisfied at varying degrees on the following 15 dimensions of their Professional experience:

- I. Tourist attraction
- II. status of air connectivity with tourists' home country and the air tariff
- III. Visa and immigration formalities
- IV. Quality of accommodation
- V. Ambience
- VI. Hygiene
- VII. Up-keep of tourist sites
- VIII. Accommodation tariff
- IX. availability of medicinal and health care facilities
- X. Security measures by local administration
- XI. Food and catering
- XII. Food prices
- XIII. Shopping facilities
- XIV. Attitude of the local people
- XV. Recreational facilities

The rating the Managers in the above mentioned destination dimension parameters are in the range of “Ok” to “Good”.

However, it is also observed that in 5 destination dimension parameters where Manager' rated their experience as ‘Less than satisfactory’. These dimensions are:

- I. Public transport facilities
- II. Quality of roads
- III. Time required for travel
- IV. Co-operation for tourist information centre
- V. Availability of travel agents and local operators

The rating the managers in the above mentioned destination dimension parameters are in the range of “Ok” and “Need Improvement”.

4.4.4 Summary

The survey of sample managers of Hotels & Restaurant of Bangladesh threw light on the socio-demographic status, preferences, and destination choice consideration of the manager by their occupational experience. The analysis of the results of the survey pointed to the following:

1. Majority of the manager of Hotels & Restaurant surveyed were of age more than 35 years (65 percent), with noticeable concentration among the age-class 35 to 44 (45 percent) and 45 to 54 (20 percent), there for the majority of the managers were either mildest or matured manager. Majorities of the managers were male (70 percent), were married (85 percent) and were either higher education (80 percent) or technical education. From the point of view of travel motivation, it is observed by the occupational experience of the sample member of the manager that a major portion of the purpose of the tourists visiting Bangladesh are for Business related / official and Historical/ Culture, and the percentage is 20 & tourist visited for Spiritual and Social tour and Educational tour/ Excursion's purpose are 15 percent, and it appeared that the other aspects of Bangladesh tourism treasure, including the nature, sports and adventure-related activities were less known.
2. The analysis of the sample manager's rating of the destination dimension Parameters. It was found that out of nine destination dimension parameters, the sample executives were found satisfied at varying degrees in 15 dimensions of their professional experience. However, in five destination dimension parameters, it was found that the managers rated their occupational experience as 'less than satisfactory.'

Section Five: Profiles, Preferences and Destination Choice

Considerations of Hotel and Restaurant Receptionists

4.5.1 Socio-demographic status of the Sample Receptionist and Purpose of the visit of the Tourist by the Respondents

Table E-1: Socio-demographic status of the respondents

Socio-demographic status	Frequency	Percent of the respondents (%)
Age of the Respondent		
Below 25 Years	2	10.0
25-34 Years	6	30.0
35-44 Years	9	45.0
45-54 Years	1	5.0
55-64 Years	2	10.0
Total	20	100.0
Gender of the Respondent		
Male	12	60.0
Female	8	40.0
Total	20	100.0
Marital Status of the Respondent		
Married	16	80.0
Single	4	20.0
Total	20	100.0
Educational Qualification of the Respondent		
No Education		
Secondary or upper Secondary	6	30.0
Higher Education	10	50.0
Technical Education	4	20.0
Total	20	100.0

Source: Field Survey

Table E-1 presents the age of the member of Receptionist. In regard to the age of the sample member, it is observed that the member of Receptionist in the age group of Below 25 years constitutes 10 percent, 25-34 years constitutes 30 percent, followed by 45 percent of the member of Receptionist in the age group of 35-44 years & the member of Receptionist in the age group of 45-54 years constitutes 5 percent. It is observed that the member of the receptionist in the age group of 55-64 years constitutes 10 percent. In regard to the gender of the Receptionists, it is observed that 60 percent are the male, and 40 percent are female. In regard to the marital status of the Receptionist member, it is observed that 80 percent respondents are married couple. And 20 percent respondents are single. It is observed that in regard to educational qualification of the Receptionist member, 50 percent are educated higher education, followed by 30 percent possesses secondary or upper Secondary. And it is also observed that 20 percent respondents are technical education.

Purpose of the visit of tourist by the respondents is shown in Table E-2.

Table E-2: Prime Attractions in Bangladesh by Tourist consideration by receptionist occupational experience

Prime Attractions	Frequency	Percent
Historical/ Cultural	4	20.0
Spiritual	1	5.0
Social Tour	3	15.0
Business related/ Official	5	25.0
Nature	2	10.0
Adventure/ Sports	2	10.0
Conference/ Seminar related	2	10.0
Educational Tours/ Excursions	1	5.0
Total	15	100.0

Source: Field Survey

Table E-2 presents the purpose of a visit of the tourists from Different countries to Bangladesh by the occupational experience of the Receptionists. It is observed by the occupational experience of the member of Receptionist that a major portion of the

purpose of the tourists visiting Bangladesh are for Business related / official, and the percentage is 25 & tourist visited for Historical/ culture purpose are 20 percent. It is also observed that 10 percent have shown their interest in nature tourism, Adventure/ sports tourism and conference/ seminar related tourism in Bangladesh and tourist visited for spiritual and Educational tourism purpose is 5 percent. And it is also observed that 15 percent have shown interest in the social tour.

4.5.2 The Ratings of the Destinations Dimension Parameter by the Receptionist

Table E-3 below shows the ratings of the destination dimension parameter by receptionist.

Table E 3: Tourist attraction

Rating	Rating Score (assigned)	Frequency	Percent of all respondents	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	6	30.0	0
Good	1	7	35.0	7
Excellent	2	7	35.0	14
Total		20	100.0	21
Mean Score				1.05

Source: Field Survey

Table E-3 presents the rating of “Tourist attraction” as a destination dimension parameter by the sample Receptionist. It is observed from the above table that 35 percent of the sample receptionist rated the tourist attractions of Bangladesh as “Good,” followed by 35 percent of the sample receptionist who rated the tourist attraction in Bangladesh as “Excellent.” 30 percent of the sample receptionist rated tourist attractions as “Ok.” The means score of the sample receptionist rating of ‘tourist attraction’ is 1.05, which reflects that ratings of the respondents are in the range of “Good” to “Excellent.”

Table E-4 below shows the ratings of the destination dimension parameter “Status of air connectivity with tourists’ home country and the air tariff” by the sample respondents.

Table E-4: Status of air connectivity with tourists’ home country and the air tariff

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3
poor	-2			
Need Improvement	-1			
OK	0	5	25.0	0
Good	1	14	70.0	14
Excellent	2	1	5.0	2
Total		20	100.0	16
Mean Score		0.8		

Source: Field Survey

Table E-4 presents the rating of “Status of air connectivity with tourists’ home country and the air tariff” as a destination dimension parameter by the sample Receptionist. It is observed from the above table that 70 percent of the sample receptionists are of the opinion that the Status of air connectivity with tourists’ home country and the air tariff “Good” and followed by 25 percent of the sample receptionist rated the Status of air connectivity with tourists’ home country and the air tariff as ”Ok.” However, it is also observed that 5 percent of the sample receptionist rated status of air connectivity with tourists’ home country and the air tariff in Bangladesh as “Excellent.” The mean score of the sample receptionist rating of Status of air connectivity with tourists’ home country and the air tariff is 0.8, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-5 below shows the rating of the destination dimension parameter “Visa and immigration formalities” by the sample respondents.

Table E-5: Visa and immigration formalities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	6	30.0	0
Good	1	12	60.0	12
Excellent	2	2	10.0	4
Total		20	100.0	16
Mean Score		0.8		

Source: Field Survey

Table E-5 presents the ratings of “Visa and immigration formalities” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 60 percent of the sample receptionists are of the opinion that the Visa and immigration formalities “good,” and followed by 30 percent of the sample receptionist rated the Visa and immigration formalities in Bangladesh “Ok.” However, it is observed that 10 percent of the sample receptionists are of the opinion that the Visa and immigration formalities in Bangladesh as “Excellent.” The mean score of the sample receptionist rating of ‘Visa and immigration formalities are 0.8, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E- 6 below shows the ratings of the destination dimension parameter “Quality of accommodation” by the sample respondents.

Table E-6: Quality of accommodation

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	8	40.0	0
Good	1	12	60.0	12
Excellent	2			
Total		20	100.0	12
Mean Score		0.6		

Source: Field Survey

Table E-6 presents the ratings of “Quality of accommodation” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 60 percent of the sample receptionist rated the Quality of accommodation in Bangladesh as “Good,” followed by 40 percent of the sample receptionist who rated the Quality of accommodation in Bangladesh as “Ok.” The mean score of the sample receptionist rating of ‘Quality of accommodation’ is 0.6, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-7 below shows the rating of the destination dimension parameter “Ambience” by the sample respondents.

Table E-7: Ambience

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3
poor	-2			
Need Improvement	-1			
OK	0	10	50.0	0
Good	1	10	50.0	10
Excellent	2			
Total		20	100.0	10
Mean Score		0.5		

Source: Field Survey

Table E-7 presents the ratings of “Ambience” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 50 percent of the sample receptionists are of the opinion that Ambience in Bangladesh “Good,” followed by 50 percent of the sample receptionist rated Ambience in Bangladesh as “Ok.” The mean score of the sample receptionist rating of ‘Ambience’ is 0.5, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-8 below shows the ratings of the destination dimension parameter “Hygiene” by the sample respondents.

Table E-8: Hygiene

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	10	50.0	0
Good	1	10	50.0	10
Excellent	2			
Total		20	100.0	10
Mean Score		0.5		

Source: Field Survey

Table E-8 presents the rating of “Hygiene” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 50 percent of the sample receptionists are of the opinion that Hygiene in Bangladesh “Good,” followed by 50 percent of the sample receptionist rated the Hygiene in Bangladesh as “Ok.” The mean score of the sample receptionist rating of ‘Hygiene’ is 0.5, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-9 below shows the ratings of the destination dimension parameter “Up-keep of Tourist sites” by the sample respondents.

Table E-9: Up-keep of tourist sites

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	12	60.0	0
Good	1	8	40.0	8
Excellent	2			
Total		20	100.0	8
Mean Score		0.4		

Source: Field Survey

Table E-9 presents the rating of “Up-keep of Tourist sites” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 60 percent of the sample receptionist rated the Up-keep of Tourist sites in Bangladesh as “Ok,” followed by 40 percent of the sample receptionist rated the Up-keep of Tourist sites in Bangladesh as “Good.” The mean score of the sample receptionist rating of ‘Up-keep of Tourist sites is 0.4, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-10 below shows the ratings of the destination dimension parameter “Accommodation Tariff” by the sample respondents.

Table E-10: Accommodation tariff

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	9	45.0	0
Good	1	10	50.0	10
Excellent	2	1	5.0	2
Total		20	100.0	12
Mean Score		0.6		

Source: Field Survey

Table E-10 presents the rating of “Accommodation Tariff” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 50 percent of the sample receptionist rated the Accommodation Tariff in Bangladesh as “Good,” followed by 45 percent of the sample receptionist rated the Accommodation Tariff in Bangladesh as “Ok,” 5 percent of the sample receptionist rated the Accommodation Tariff in Bangladesh as “Excellent.” The mean score of the Sample receptionist rating of ‘Accommodation Tariff’ is 0.6, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-11 below shows the ratings of the destination dimension parameter “Availability of medical & Health care facilities” by the sample respondents.

Table E-11: Availability of medicinal and health care facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1			
OK	0	10	50.0	0
Good	1	10	50.0	10
Excellent	2			
Total		20	100.0	10
Mean Score		0.5		

Source: Field Survey

Table E-11 presents the rating of “Availability of medical & Health care facilities” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 50 percent of the sample receptionist rated the Availability of medical & Health care facilities in Bangladesh as “Ok,” followed by 50 percent of the sample receptionist rated the Availability of medical & Health care facilities in Bangladesh as “Good.” The mean score of the sample receptionist rating of ‘Availability of medical & Health care facilities is 0.5, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-12 below shows the ratings of the destination dimension parameter “Security measures by local administration” by the sample respondents.

Table E-12: Security measures by local administration

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	8	40.0	0
Good	1	10	50.0	10
Excellent	2	1	5.0	2
Total		20	100.0	11
Mean Score		0.55		

Source: Field Survey

Table E-12 presents the rating of “Security measures by local administration” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 50 percent of the sample receptionist rated the “Security measures by local administration” in Bangladesh as “Good,” followed by 40 percent of the sample receptionist rated the “Security measures by local administration” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample receptionist rated the “Security measures by local administration” as “Need Improvement.” 5 percent of the sample receptionist rated the “Security measures by local administration” in Bangladesh as “Excellent” The mean score of the sample receptionist rating of ‘Security measures by local administration’ is 0.55, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-13 below show the ratings of the destination dimension parameter “Food and Catering” by the sample respondents.

Table E-13: Food and catering

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3
poor	-2			
Need Improvement	-1	3	15.0	-3
OK	0	10	50.0	0
Good	1	7	35.0	7
Excellent	2			
Total		20	100.0	4
Mean Score		0.2		

Source: Field Survey

Table E-13 presents the rating of “Food and Catering” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 50 percent of the sample receptionist rated the “Food and Catering” in Bangladesh as “Ok,” followed by 35 percent of the sample receptionist rated the “Food and Catering” in Bangladesh as “Good,” however, it is observed that 15 percent of the sample receptionist rated the “Food and Catering” as “Need Improvement.” The mean score of the sample receptionist rating of ‘Food and Catering’ is 0.2, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-14 below shows the ratings of the destination dimension parameter “Food prices” by the sample respondents.

Table E-14: Food prices

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	3	15.0	-3
OK	0	12	60.0	0
Good	1	5	25.0	5
Excellent	2			
Total		20	100.0	2
Mean Score		0.1		

Source: Field Survey

Table E-14 presents the rating of “Food prices” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 60 percent of the sample receptionist rated the “Food prices” in Bangladesh as “Ok,” followed by 25 percent of the sample receptionist rated the “Food prices” in Bangladesh as “Good,” however, it is observed that 15 percent of the sample receptionist rated the “Food prices” as “Need improvement. The mean score of the sample receptionist rating of ‘Food price is 0.1, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-15 below shows the ratings of the destination dimension parameter “shopping facilities” by the sample respondents.

Table E-15: Shopping facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	4	20.0	-4
OK	0	10	50.0	0
Good	1	2	10.0	2
Excellent	2	4	20.0	8
Total		20	100.0	6
Mean Score		0.3		

Source: Field Survey

Table E-15 presents the rating of “shopping facilities” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 50 percent of the sample receptionist rated the “shopping facilities” in Bangladesh as “Ok,” followed by 10 percent of the sample receptionist rated the “shopping facilities” in Bangladesh as “Good,” however, it is observed that 20 percent of the sample receptionist rated the “shopping facilities” as “Excellent.” 20 percent of the sample receptionist rated the “shopping facilities” in Bangladesh as “Need Improvement.” The mean score of the sample receptionist rating of ‘shopping facilities is 0.3, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-16 below shows the ratings of the destination dimension parameter “Public Transport facilities” by the sample respondents.

Table E-16: Public transport facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
Poor	-2	1	5.0	-2
Need Improvement	-1	8	40.0	-8
OK	0	9	45.0	0
Good	1	2	10.0	2
Excellent	2			
Total		20	100.0	-8
Mean Score		-0.4		

Source: Field Survey

Table E-16 presents the rating of “Public Transport facilities” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 45 percent of the sample receptionist rated the “Public Transport facilities” in Bangladesh as “Ok,” followed by 10 percent of the sample receptionist rated the “Public Transport facilities” in Bangladesh as “Good,” however, it is observed that 40 percent of the sample receptionist rated the “Public Transport facilities” as “Need Improvement.” 5 percent of the sample receptionist rated the “Public Transport facilities” in Bangladesh as “Poor.” The mean score of the sample receptionist rating of ‘Public Transport facility is -0.4, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table E-17 below shows the ratings of the destination dimension parameter “Quality of roads” by the sample respondents.

Table E-17: Quality of roads

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	3	15.0	-6
Need Improvement	-1	11	55.0	-11
OK	0	5	25.0	0
Good	1	1	5.0	
Excellent	2			
Total		20	100.0	-16
Mean Score		-0.8		

Source: Field Survey

Table E-17 presents the rating of “Quality of roads” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 55 percent of the sample receptionist rated the “Quality of roads” in Bangladesh as “Need Improvement,” followed by 25 percent of the sample receptionist rated the “Quality of roads” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample receptionist rated the “Quality of roads” as “Good.” 15 percent of the sample receptionist rated the “Quality of roads” in Bangladesh as “Poor.” The mean score of the sample receptionist rating of ‘Quality of roads is -0.8, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table E-18 below shows the ratings of the destination dimension parameter “Time required for travel” by the sample respondents.

Table E-18: Time required for travel

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	5	25.0	-10
Need Improvement	-1	8	40.0	-8
OK	0	7	35.0	0
Good	1			
Excellent	2			
Total		20	100.0	-18
Mean Score		-0.9		

Source: Field Survey

Table E-18 presents the rating of “Time required for travel” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 40 percent of the sample receptionist rated the “Time required for travel” in Bangladesh as “Need Improvement,” followed by 35 percent of the sample receptionist rated the “Time required for travel” in Bangladesh as “Ok,” however, it is observed that 25 percent of the sample receptionist rated the “Time required for travel” as “poor.” The mean score of the sample receptionist rating of ‘Time required for travel’ is -0.9, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table E-19 below shows the ratings of the destination dimension parameter “Co-operation from tourist information centers” by the sample respondents.

Table E-19: Co-operation for tourist information centre

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	5	25.0	-10
Need Improvement	-1	8	40.0	-8
OK	0	5	25.0	0
Good	1	2	10.0	2
Excellent	2			
Total		20	100.0	-16
Mean Score		-0.8		

Source: Field Survey

Table E-19 presents the rating of “Co-operation from tourist information centers” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 40 percent of the sample receptionist rated the “Co-operation from tourist information centers” in Bangladesh as “Need Improvement,” followed by 25 percent of the sample receptionist rated the “Co-operation from tourist information centers” in Bangladesh as “Ok,” however, it is observed that 25 percent of the sample receptionist rated the “Co-operation from tourist information centers” as “Poor.” 10 percent of the sample receptionist rated the “Co-operation from tourist information centers” in Bangladesh as “Excellent.” The mean score of the sample receptionist rating of ‘Co-operation from tourist information centers is -0.8, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table E-20 below shows the rating of the destination dimension parameter “Availability of Travel Agents & Local Tour Operators” by the sample respondents.

Table E-20: Availability of travel agents and local tour operators

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2	2	10.0	-4
Need Improvement	-1	2	10.0	-2
OK	0	11	55.0	0
Good	1	5	25.0	5
Excellent	2			
Total		20	100.0	-1
Mean Score		-0.05		

Source: Field Survey

Table E-20 presents the rating of “Availability of Travel Agents & Local Tour Operators” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 55 percent of the sample receptionist rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Ok,” followed by 25 percent of the sample receptionist rated the “Availability of Travel Agents & Local Tour Operators” in Bangladesh as “Good,” however, it is observed that 10 percent of the sample receptionist rated the “Availability of Travel Agents & Local Tour Operators” as “Need Improvement.” 10 percent of the sample receptionist rated the “Availability of Travel Agents & Local Tour operators” in Bangladesh as “Poor.” The mean score of the sample receptionist rating of ‘Availability of Travel Agents & Local Tour Operators is -0.05, which reflects that the overall ratings of the respondents are negative and there is a need to improve the dimension.

Table E-21 below shows the rating of the destination dimension parameter “Attitude of the local people” by the sample respondents.

Table E-21: Attitude of the local people

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	4	20.0	0
Good	1	15	75.0	15
Excellent	2			
Total		20	100.0	14
Mean Score		0.7		

Source: Field Survey

Table E-21 presents the rating of “Attitude of the local people” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 75 percent of the sample receptionist rated the “Attitude of the local people” in Bangladesh as “Good,” followed by 20 percent of the sample receptionist rated the “Attitude of the local people” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample receptionist rated the “Attitude of the local people” as “Need Improvement.” The mean score of the sample receptionist rating of ‘Attitude of the local people is 0.7, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

Table E-22 below shows the rating of the destination dimension parameter “Recreational facilities” by the sample respondents.

Table E-22: Recreational facilities

Rating	Rating Score (assigned)	Frequency	Percent	Total Score (Col.2*Col3)
poor	-2			
Need Improvement	-1	1	5.0	-1
OK	0	4	20.0	0
Good	1	12	60.0	12
Excellent	2	3	15.0	6
Total		20	100.0	17
Mean Score		0.85		

Source: Field Survey

Table E-22 presents the rating of “Recreational facilities” as a destination dimension parameter by the sample receptionist. It is observed from the above table that 60 percent of the sample receptionist rated the “Recreational facilities” in Bangladesh as “Good,” followed by 20 percent of the sample receptionist rated the “Recreational facilities” in Bangladesh as “Ok,” however, it is observed that 5 percent of the sample receptionist rated the “Recreational facilities” as “Need Improvement.” 15 percent of the sample receptionist rated the “Recreational facilities” in Bangladesh as “Excellent. The mean score of the sample receptionist rating of ‘Recreational facility is 0.85, which reflects that ratings of the respondents are in the range of “Ok” to “Good.”

4.5.3 Destination Dimensions Considered Important by Receptionist

Table E-23: Mean Score on Tourism Parameters by member of Receptionist

Response option on Tourism related Parameters	Receptionist	
	No. of Respondent	Mean Score
Tourist attraction	20	1.05
status of air connectivity with tourists' home country and the air tariff	20	0.8
Visa and immigration formalities	20	0.8
Quality of accommodation	20	0.6
Ambience	20	0.5
Hygiene	20	0.5
Up-keep of tourist sites	20	0.4
Accommodation tariff	20	0.6
availability of medicinal and health care facilities	20	0.5
Security measures by local administration	20	0.55
Food and catering	20	0.2
Food prices	20	0.1
Shopping facilities	20	0.3
Public transport facilities	20	-0.4
Quality of roads	20	-0.8
Time required for travel	20	-0.9
Co-operation for tourist information centre	20	-0.8
Availability of travel agents and local operators	20	-0.05
Attitude of the local people	20	0.7
Recreational facilities	20	0.85

Table E-23 presents the summary of Member of Receptionist rating of the destination dimension parameters. It is observed from the above table that out of 20 destination dimension parameters, the receptionists were found satisfied at varying degrees on the following 15 dimensions of their Professional experience:

- I. Tourist attraction
- II. status of air connectivity with tourists' home country and the air tariff
- III. Visa and immigration formalities
- IV. Quality of accommodation
- V. Ambience
- VI. Hygiene
- VII. Up-keep of tourist sites
- VIII. Accommodation tariff
- IX. availability of medicinal and health care facilities
- X. Security measures by local administration
- XI. Food and catering
- XII. Food prices
- XIII. Shopping facilities
- XIV. Attitude of the local people
- XV. Recreational facilities

The rating the receptionists in the above-mentioned destination dimension parameters are in the range of "Ok" to "Good."

However, it is also observed that in five destination dimension parameters where Receptionist' rated their experience as 'Less than satisfactory'. These dimensions are:

- I. Public transport facilities
- II. Quality of roads
- III. Time required for travel
- IV. Co-operation for tourist information centre
- V. Availability of travel agents and local operators

The rating the receptionists in the above-mentioned destination dimension parameters are in the range of "Ok" and "Need Improvement."

4.5.4 Summary

The survey of sample receptionists of Hotels & Restaurants of Bangladesh threw light on the socio-demographic status, preferences, and destination choice consideration of the sample receptionists by their occupational experience. The analysis of the results of the survey pointed to the following:

1. Majority of the receptionists of Hotels & Restaurant surveyed were of age more than 25 years (75 percent), with noticeable concentration among the age-class 25 to 34 (30 percent) and 35 to 44 (45 percent), there for the majority of the receptionists were either younger or matured receptionists. Majorities of the receptionists were male (60 percent), were married. (80 percent) and were either secondary higher education (50 percent) or technical education.

From the point of view of travel motivation, it is observed by the occupational experience of the member of Receptionist that a major portion of the purpose of the tourists visiting Bangladesh are for Business related / official, and the percentage is 25 & tourist visited for Historical/ culture purpose are 20 percent, and it appeared that the other aspects of Bangladesh tourism treasure, including the nature, sports, education, and adventure-related activities were less known.

2. The analysis of the sample receptionist rating of the destination dimension Parameters. It was found that out of 15 destination dimension parameters, the sample receptionists were found satisfied at varying degrees in 20 dimensions of their occupational experience. However, in five destination dimension parameters it was found that the receptionists rated their occupational experience as 'less than satisfactory'.

Chapter Five: Measuring Tourism Destination Competitiveness

5.1 Measuring Tourism

The beginnings of modern tourist data from the middle of the nineteenth century but its systematic measurement began only in the twentieth century. Measuring of tourism is important for the future tourism planning, management and development programs to achieve the competitive advantage in the global tourism market place (Bhatia, 2006). Measuring tourism also helps with understanding some of the problems that planners and decision makers need to address in planning for tourism and future growth scenarios (Huan and O'leary, 1999; Page, 2007).

Generally, measuring tourism through the collection, analysis and interpretation of statistics is essential for the assessment of the volume, scale, impact and value of tourism at different geographical scales from global to country level and down to individual destinations.

5.2 Competitiveness Defined

No universally accepted definition or model of competitiveness has yet been developed or defined. Competitiveness is both relative (i.e. compared to what?) and multi-dimensional (i.e. what are the salient attributes or qualities of competitiveness?) (Spence & Hazard, 1988). Usually, the concept of competitiveness is approved from economic theories and applied to general firms or companies. The hallmark of the earlier literature on the subject is that these were generally guided by the concept of comparative advantage lying at the heart of theories of international trade. More recently, the focus of the literature has noticeably shifted particularly under the influence of the current works by Michel Porter (Porter, 1980; Porter, 1985); and the framework for measurement of competitiveness as adopted by the world Economic Forum for Compilation of its Global Competitiveness Report.

According to Ritchie & Crouch, Tourism competitiveness would appear to be linked to relative ability of destination to meet visitor needs on different aspects of the tourism experience (Ritchie & Crouch 1993). Dwyer, Forsyth and Rao have offered the most comprehensive study on tourism price competitiveness published to date (Dwyer, Forsyth

& Rao, 2000). Measurement of price competitiveness plays an important component in any framework of overall tourism competitiveness.

Comparative advantage concerns a destination's factor endowments, both naturally occurring and created. Crouch and Ritchie (Crouch and Ritchie, 1999) and Hill (Hill, 2002), suggested that there are five broad categories of factor endowments: human resources, physical resources, knowledge resources, capital resources and infrastructure. In addition, Crouch and Ritchie (Crouch and Ritchie, 1999) have suggested adding historical and cultural resources and expanding the infrastructure category to include tourism superstructures such as accommodation facilities, food services and transport facilities. The existence and development of these factors are considered motivation factors for tourists to visit a destination-country.

Moreover, Crouch and Ritchie (1999) told that a country's natural resources are another important source of comparative advantage in tourism. Similarly, the tangible and intangible resources and capabilities are considered as the sources of comparative and competitive advantage by Grant (2002). He stressed that potential resources can be most usefully categorized as financial, physical, legal, human, organizational and informational. Therefore, resources could translate into a position of competitive advantage in a market place.

5.3 Destination Competitiveness

Given the complexities associated with defining the concept of competitiveness, destination competitiveness would widely differ. The following positions taken by some of the foremost researchers may be judged in this connection:

- ✓ Ritchie and Crouch (1999) have defined competitiveness as "the ability of a country to create added value and thus increase national wealth by managing assets and processes, attractiveness, and aggressiveness, and proximity and by integrating these relationships into an economic and social model."
- ✓ Hassan (2000) has termed destination competitiveness as "destination's ability to create and integrate added value products that sustain its resources while maintaining market position relative to competitors"
- ✓ Mihalic (2000), explained destination competitiveness from environmental perspectives that can be able to relate natural and man-made tourism components, as well as social and cultural environments.

- ✓ D'Hartserre (2000), delineated destination competitiveness as “the ability of a destination to uphold its market position and share and / or to develop upon them through time”
- ✓ Heath, (2003) defined destination competitiveness “include objectively measured parameters such as visitor numbers, market share, tourist expenditure, employment, value added by the tourism industry, as well as subjectively measured parameters such as ‘richness of culture and heritage’, ‘quality of the tourism experience’ etc.”

On the whole, destination competitiveness is the ability to increase tourism expenditure, and to attract increasing numbers of visitors while providing them with quality services and satisfying experiences, however, such efforts should not put in danger the betterment of local residents, and preservation of resources and the environment for future generations.

5.4 Frame Work for Measuring Destination Competitiveness

Some important relevant research works have been reviewed to search an acceptable analytical framework, which can be used for evaluating the competitiveness of a destination.

The applicability to tourism destinations of competitiveness research and models in other contexts across companies and products, domestic industries, and national economies as well as competitiveness related to servicing industries have been examined by Crouch and Ritchie (1994 and 2003) .They claimed that, in absolute terms, the most competitive destination is one, which brings about the greatest success; that is, the most wellbeing for its residents on a sustainable basis, thus the most competitive destination is that which most effectively creates sustainable well-being for its residents.

Moreover, Ritchie and Crouch (1994) developed a conceptual model (i.e. Calgary Model) that is based on the theories of comparative advantage as laid down by Smith, (1776); and David Ricardo (1817) and also the competitive advantage of Porter (1990). They recognized five key constructs of destination competitiveness, referring to the destination attractors and deterrents. Attractors included 11 elements, such as, natural features, climate, cultural and social characteristics, general infrastructure, basic service's infrastructure, tourism super structure, access and transportation facilities, and attitude

towards tourists, cost / price levels, economic and social ties and uniqueness. Between a destination, deterrents are safety and security (i.e. political instability, health and medical concern, poor quality of sanitation, law and regulation such as visa regulation). These factors can act as a barrier to visiting a particular destination. The Calgary model further emphasizes on the well-executed program of destination, management, destination organization, and destination information and destination efficiency. After few years, they further improved the concepts and a proposition underlying the Calgary model, to a point where it has developed to its current form (Ritchie and Crouch, 2004) this more complex model has 36 factors divided into 5 categories with relatively complex interrelationships.

Table G-2: The Calgary Model of Competitiveness in Tourism.

Destination Appeal	Destination Management	Destination Organization	Destination Information	Destination Efficiency
<i>ATTRACT</i> Destination Attractiveness	<i>MANAGER</i> Managerial Efforts	<i>DMO</i> Management Organization Capabilities	<i>MIS</i> Internal Management Information system	<i>IOE</i> Integrity of experience
<i>DETER</i> Destination deterrents	<i>MKGT</i> Marketing Efforts	<i>ALLIANCE</i> Strategic alliances	<i>RESEARCH</i> Research	<i>PROD</i> Productivity

Source: Ritchie and Crouch 1994, p. 328

Besides, Ritchie and Crouch (1994) told about the dimensions of competitiveness that can be a framework for measuring overall competitiveness. According to the authors, the factors should be identified and developed so that those that have influence on the competitiveness, and the prosperity of tourism destinations can be determined. Further, they emphasized that the most appropriate indicators of success on the performance of tourism destinations should be determined. Additionally, the relative strength and the positioning of a particular destination in relation to other competitors in the market place should be established.

Tourism destination competitiveness is becoming now an area of growing interest among tourism researchers (Crouch & Ritchie, 1999; Hassan 2000; d' Houteserre, 2000). There are a number of studies that have introduced and applied the concept of competitiveness in the area of tourism destinations (Buhalis 2000, Crouch & Ritchie, 1999; d'Houteserre 2000; Dwyer & Kim 2003; Crouch & Ritchie 1993). The major concentration of the prior studies has been to investigate how destination competitiveness can be sustained as well as enhanced while maintaining a market position among other destination competitors. This increased interest in understating destination competitiveness has spurred a number of destination-specific studies addressing the competitive position of the Sun/lost city, South Africa (Botha, Crompton, and Kim, 1999), Australia (Dwyer, Livaic, and Mellor 2003), Casino resort (d'Houteserre, 2000). Another destination competitiveness research has addressed a variety of other issues, including destination positioning (Chacko 1998), destination management systems (Bakers, Hayzelden, and Sussmann, 1996), quality management (Go and Govers, 2000), destination marketing (Buhalis, 2006), and price competitiveness (Dwyer, Forsyth, & Rao, 2000).

Thus, in general, the destination competitiveness have been considered as tourism supply factors that represent the driving forces generating tourist demand (Uysal, 1998) and also primary sources or determinants of measuring destination attractiveness (Hu & Ritchie, 1993). A study by Buhalis (2000) lists six major components of tourism attractions and resources that most of the tourism literatures commonly include in assessing and evaluating the element of tourism destination. These components are as follows:

- i) Attractions: natural, man-made, artificial, purpose-built, heritage, special Events,
- ii) Accessibility: entire transportation system comprised of routed, terminals and vehicles ,
- iii) Amenities: accommodations, catering facilities, retailing, other tourist Services,
- iv) Available packages: prearranged packages by intermediaries and principals,
- v) Activities: all activities available at the destination and what consumer will do during their visit
- vi) Ancillary services: services used by tourists such as banks, telecommunications newsagents, hospitals.

Having discussed the key tourism destination framework as recognized by eminent tourism researchers, Dwyer and Kim (2003); Enright and Newton (2005) argue that the principal factors contributing to competitiveness will vary amongst destinations, and as such, destinations must take a more customized approach in enhancing and developing tourism competitiveness, rather than adopting a single, universal policy or strategy. Of particular interest is the relevance or importance of key competitiveness variables to destinations at different stages of development or evolution.

5.5 Adopted Indicators for Measuring Competitive Strength of Destination Country

Tourism and physical environments are inseparable, because of most destinations are based on the natural resources. The natural resources of the destination country define the environment framework within which the visitor enjoys the destination. While porter and others have underlined 'factor creation' as a source of competitive advantage, Buckley (1994); Dunn & Iso-Ahola, (1991) uttered that a destination's endowment of natural resources is vital for many forms of tourism and visitor satisfaction.

According to Mihalic (2000), competitiveness can be enhanced by appropriate managerial efforts and environmental quality management. In addition, certain environmental marketing activities can also enhance destination competitiveness.

Cohen (1988); Murphy *et al* (2000); are the opinion that the heritage and cultural of a destination, i.e. history, institutions, customs, architectural features, cuisine, tradition's artwork, music, handicrafts, dance, etc. provides a basic and powerful attracting force for the prospective visitor. Ritchie & Zins (1978) in their research has examined the great number of dimensions of culture that enhance the attractiveness of a tourism destination.

Cavelek (2002) observes that safety, and securities are primary requirements for growth, attractiveness and competitiveness of tourism destinations. Without safety, destination cannot successfully compete on the generating markets as potential tourists do not want to visit a place that they perceive as unsafe. Thus, the safety and security of a destination play a role in determining the level of attractiveness.

From the literature on comparative advantage and price competitiveness approach the recognition of the potential importance of destination price competitiveness in influencing visitor flows. Lee *et al* (1996) in their study indicates that the tourists are sensitive to price. Dwyer, Forsyth & Rao, (2000) in their study highlights the importance of levels of

technology, exchange rates, government policies, industry competition, and the influence of multinational enterprises as factors influencing the price competitiveness of tourism firms.

A destination's general infrastructure includes road networks, airports, train systems, bus systems, water supply, telecommunications, sewerage, health-care facilities, sanitation, the electricity generation system, financial services, and computer services. Smith (1994) claims that service infrastructure is housed within the larger macro-environment or 'physical plant' of the destination, while Watson and Kopachevsky (1994) have argued that tourist experiences cannot be properly understood unless we take into account the larger context and setting in which these encounters take place. Tourism infrastructure includes features such as accommodation facilities, food services, transportation facilities, themed attractions, fast-food outlets, taverns / bars and receptive tourism plant, tour wholesalers, tour operators, travel agents, car rental firms, local convention and visitor's bureau.

Tourism also relies on the provision of numerous ancillary services. Related service's infrastructure includes retail shopping facilities, food stores, garages (car maintenance, petrol stations), pharmacies, bookstores / news agents/ Kiosks, laundries, hairdressers, administration offices (police, courts, etc.) Mo *et al.* (1993: 319-335) have argued that destination tourism infrastructure is after 'destination environment', the most important factor in an international tourist's experience of the destination product. Murphy *et al.* (2000) found that the level or lack of infrastructure affects tourists experience and that 'tourist infrastructure' is an important predictor of both destination 'quality' and perceived trip 'value'.

Branding of destination and publicity enable tourists to identify a destination and differentiate it from competitive offerings. According to de Chernatony and Mc Donald (1998), destination branding also acts as a cue for the communication of benefit to the tourists. The brand acts as a shorthand device for communicating functional and emotional benefits. As such, it can quicken the destination choice decision process. Branding signals the levels and performance of tourism destination quality to the tourist.

Canestrelli & Costa (1991); Machlis & Burch (1983), posits that hospitality relates to the perceived friendliness of the local population and community attitudes towards tourists. It includes warmth of reception by local population; willingness of residents to provide information to tourists; attitudes towards tourist and the tourism industry. Tourist guidance and information, including good signage, is important to visitors feeling 'valued' by residents of a destination. Residents support for tourism development fosters a competitive destination.

McKercher (1998) demonstrates the link between market access and destination choice. The accessibility of the destination is governed by a variety of influences, including the frequency, ease and quality of automobile, air, bus, train, sea access; aviation regulation. Entry permits and visa requirements; route concessions; airport capacity; competition among carriers, etc. visas may be expensive in terms of monetary outlay and / or inconvenient to procure, thus deterring visitation.

Islam and Chowdhury (1997) posit that transport has been one of the hidden factors that has assisted the dynamic economics in Southeast Asia to develop export markets. This has been inextricably linked to the development of international trade, regional integration and expansion of extended metropolitan regions and related growth triangles.

Thus, the review of literature reveals that various authors in the recent past tried to identify the destination competitiveness variable, but so far the most comprehensive framework has been given World Economic Forum in the form of Travel and Tourism Competitiveness Index (TTCI). The first issue of Travel and Tourism competitiveness report was published in 2007, and thereafter, the report is being published by World Economic Forum annually.

Although the Travel and Tourism competitiveness reports provide a ready competitiveness index encompassing a variety of "Pillars" related to traveling and tourism, but there are a number of limitations. For instance, Crouch (2007) argued that national goals of economic and social development differ between countries, and these differences will lead to a diverse focus on important industries. Furthermore, Crouch (2007) stated that destinations very enormously and countries compete for different markets segments in tourism, and so it is more meaningful to compare countries by market segment. Indeed, the attributes that matter more in one segment may be less important in a different segment.

Nevertheless, the reports render valuable help by way of pointing to destination-countries the specific areas that deserve attention for better tourism destination development.

The TTCI has been developed within the context of the World Economic Forum's Industry Partnership Program for the Aviation, Travel & Tourism sector. The TTCI aims to measure the factors and policies that make it attractive to develop the T&T sector in different countries.

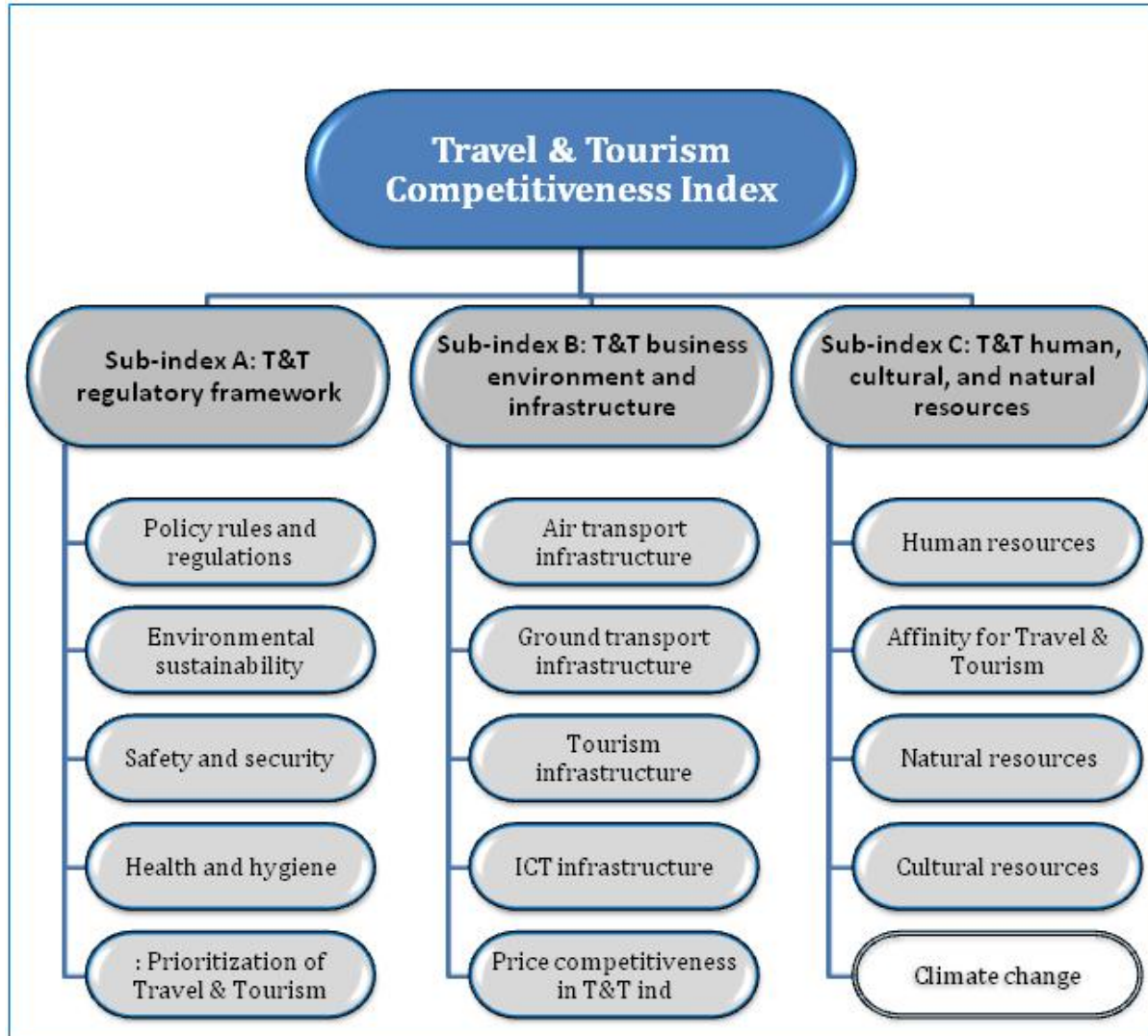
The TTCI is based on three broad categories of variables that facilitate or drive T&T competitiveness. These categories are summarized into the three sub-indexes of the Index:

- (1) The T&T regulatory framework sub-index;
- (2) The T&T business environment and infrastructure sub-index; and
- (3) The T&T human, cultural, and natural resources sub-index.

The first sub-index captures those elements that are policy related and generally under the purview of the government; the second sub-index captures elements of the business environment and the "hard" infrastructure of each economy; and the third sub-index captures the "softer" human, cultural, and natural elements of each country's resource endowments.

The sub-indices are then divided into 14 pillars and 79 sub-pillars or variables.

In view of the fact that the above framework adopted for compilation of the Travel and Tourism competitiveness reports has been the most comprehensive one so far, a detailed examination of all the 79 sub-pillars was undertaken by this researcher. It was observed that the Global Competitiveness Index of WEF focuses generally set of macro variables that promote or hinder the growth of the tourism industry in a country.

Figure H-8: Composition of the three sub indexes of the TTCI

In fact, a large number of the variables (out of the 79 WEF variables) will be relevant only if one is to measure the overall regulatory and investment climate in the countries' tourism sector. In this study, the variables are examined by TTC index scores for getting a comparison between the survey's results and the analysis provided by The Travel & Tourism Competitiveness Report 2013.

Chapter Six: Different Dimensions Parameters of Travel and Tourism Competitiveness Index for Bangladesh and Other Neighboring Countries

6.1 Destination- Policy Rules and Regulations Index for Bangladesh and Neighboring Other Countries

Table F-1: 1st pillar: Policy rules and regulations

Sl. No	Selected Parameters	Country(Ranked 1)	Country's Score Globally Best	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
1st pillar: Policy rules and regulations										
1	Prevalence of foreign ownership	Luxembourg	6.5	4.5	3.0	5.1	3.9	4.8	5.0	4.0
2	Property rights	Finland	6.5	4.4	3.5	4.3	3.5	3.7	5.4	3.6
3	Business impact of rules on FDI	Ireland	6.6	4.7	4.0	5.1	4.4	5.3	5.5	5.2
4	Visa requirements, no. of countries	Haiti	191	100.7	129.1	97.0	7.0	69.0	163.0	62.0
5	Openness bilateral ASAs (0–38)	New Zealand	35.6	14.6	3.8	8.4	11.0	9.8	12.2	6.2
6	Transparency of government policymaking	Singapore	6.2	4.3	3.8	4.3	3.8	4.0	5.2	3.9
7	No. of days to start a business	New Zealand	1	27	29	7	21	29	6	19
8	Cost to start a business, % GNI/capita	Slovenia	0.0	49.8	33.0	19.1	9.9	6.7	15.1	25.1
9	GATS commitment restrictiveness (0–100)	Namibia	97.1	18.2	66.7	38.6	24.3	48.6	54.6	33.1
Overall Score in Policy rules and regulations				3.7	4.0	4.6	3.8	4.4	5.3	4.0

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-1 reveals the score/values of the first pillar of Travel & Tourism Competitiveness (TTC) index and indicators of first pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Overall Score in policy rules and regulations is satisfactory as the overall score in this pillar for Bangladesh is 4.0, which is higher than India (3.7) and Pakistan (3.8). However, much lower than Thailand (4.4) and Malaysia (5.3).

6.2 Destination- Environmental Sustainability Index for Bangladesh and Other Countries

Table F-2: 2nd pillar: Environmental sustainability

Sl. No	Selected Parameters	Globally Best Country (Ranked 1)	Globally Best Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
2nd pillar: Environmental sustainability										
1	Stringency of environmental regulation	Germany	6.4	3.9	3.2	3.9	3.1	3.8	5.0	3.2
2	Enforcement of environmental regulation	Finland	6.4	3.5	3.1	3.9	2.8	3.6	4.9	2.7
3	Sustainability of T&T industry development	United Arab Emirates	6.2	4.1	4.1	4.9	3.0	4.9	5.6	3.0
4	Carbon dioxide emission, million tons/capita	Burundi	0.0	1.5	0.1	0.6	1.0	4.2	7.6	0.3
5	Particulate matter concentration, $\mu\text{g}/\text{m}^3$	Venezuela	8.9	57.1	29.5	70.6	100.8	52.6	18.6	120.9
6	Threatened species, %	Luxembourg	0.4	13.4	6.5	16.7	6.4	7.8	13.0	8.6
7	Environm. treaty ratification (0–25)	Denmark	24	22	15	19	20	17	18	19
Overall score in Environmental sustainability				4.2	4.4	4.0	3.7	4.3	4.7	4.0

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table reveals the score/values of the second pillar of Travel & Tourism Competitiveness (TTC) index and indicators of second pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. All South Asian countries need to improve in all indicators of environmental sustainability when comparing to globally best ranked countries. Bangladesh has least enforcement of environmental regulation as Bangladesh scored lowest (2nd indicator: 2.7) when comparing to its neighboring countries. Additionally, particulate matter concentration in Bangladesh is also very high (120.9) where Malaysia (18.6) has least particulate matter concentration.

6.3 Destination- Tourist Safety and Security Index for Bangladesh and Other Countries

Table F-3: 3rd pillar: Safety and security

Sl. No	Selected Parameters	Globally Best Ranked Country(Ranked 1)	Country's Score Globally Best	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				<i>India</i>	<i>Nepal</i>	<i>Sri Lanka</i>	<i>Pakistan</i>	<i>Thailand</i>	<i>Malaysia</i>	
1	2	3	4	5	6	7	8	9	10	11
3rd pillar: Safety and security										
1	Business costs of crime and violence	Qater	6.6	5.0	3.5	5.8	3.1	4.8	4.9	4.3
2	Reliability of police services	Finland	6.6	4.3	3.5	4.2	3.0	3.6	5.0	3.0
3	Road traffic accidents/100,000 pop	Hong Kong	6.2	16.8	15.1	13.5	25.3	19.6	23.6	12.6
4	Business costs of terrorism	Slovenia	6.7	4.8	4.0	6.2	3.1	4.8	5.7	5.1
Overall score in Safety and security				4.7	4.0	5.3	3.1	4.4	4.8	4.4

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-3 reveals the score/values of the third pillar of TTC index and indicators of third pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. The table shows that reliability of police services in Bangladesh and Pakistan (3.0) are poorer than other's countries in this region. However, road traffic accidents in Bangladesh are better than any other neighboring countries (12.6).

6.4 Destination- Health and Hygiene Index for Bangladesh and Other Countries

Table F-4: 4th pillar: Health and hygiene

Sl. No	Selected Parameters	Globally Best Ranked Country(Ranked 1)	Globally Best Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
4th pillar: Health and hygiene										
1	Physician density/1,000 pop	Greece	6.2	0.7	0.2	0.5	0.8	0.3	0.9	0.3
2	Access to improved sanitation, % pop	Australia	100.0	34.0	31.0	92.0	48.0	96.0	96.0	56.0
3	Access to improved drinking water, % pop	Australia	100.0	92.0	89.0	91.0	92.0	96.0	100.0	81.0
4	Hospital beds/10,000 pop	Japan	137.0	9.0	50.0	31.0	6.0	21.0	18.0	3.0
Overall Score in Health and hygiene				3.0	3.6	4.4	3.3	4.3	4.6	2.8

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-4 reveals the score/values of the fourth pillar of TTC index and indicators of fourth pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Physician density is quite low in all these countries when comparing with Greece (Ranked 1st in the world). Over

half of the area (56.0) in Bangladesh has an access to improved sanitation, which is better than India (34.0), Nepal (31.0) and Pakistan (48.0). Malaysia (0.9) has the highest number of physicals per 1,000 populations in this region. Both Thailand (96.0) Malaysia (96.0) has well established access to sanitation than other countries in this region. Access to improved drinking water in Bangladesh (81.0) is poorer than neighboring countries (Thailand-96.0, Malaysia- 100, India-92.0; Nepal-89; Sri Lanka-91.0 and Pakistan-92.0)., Therefore, the overall score in Health and hygiene for Bangladesh (2.8) is lower than its neighboring countries.

6.5 Destination- Prioritization of Travel and Tourism Index for Bangladesh and Other Countries

Table F-5: 5th pillar: Prioritization of Travel & Tourism

Sl. No	Selected Parameters	Globally Best Ranked Country(Ranked 1)	Country's Score Globally Best	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
5th pillar: Prioritization of Travel & Tourism										
1	Government prioritization of the T&T industry	Barbados	6.8	4.8	5.5	6.4	3.3	6.1	6.2	4.3
2	T&T govt. expenditure, % govt. budget	Philippines	27.7	1.0	5.1	4.4	2.0	2.7	1.8	2.1
3	Effectiveness of marketing to attract tourists	United Arab Emirates	6.4	4.4	4.3	5.1	2.9	5.6	5.6	3.2
4	Comprehensiveness of T&T data (0–120)	Lithuania	116.0	48.0	49.0	76.0	38.0	80.0	68.0	34.0
5	Timeliness of T&T data (0–18)	6 countries	18.0	18.0	16.5	15.0	10.0	16.5	13.5	3.0
Overall Score in Prioritization of Travel & Tourism				4.0	3.6	5.1	3.0	5.0	4.7	3.0

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F.5 reveals the score/values of the 5th pillar of TTC index and indicators of 5th pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Prioritization of Travel & Tourism in Bangladesh is not well established (overall score 3). Comprehensiveness of T&T data (34.0) and Timeliness of T&T data (3.0) are poorer in Bangladesh than its neighboring countries. Sri Lanka (5.1) and Thailand (5.0) has performed well in this part of T&T pillar.

6.6 Destination - Air Transport Infrastructure Index for Bangladesh and Other Countries

Table F.6: 6th pillar: Air transport infrastructure

Sl. No	Selected Parameters	Globally Best Country (Ranked 1)	Globally Best Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
6th pillar: Air transport infrastructure										
1	Quality of air transport infrastructure	Singapore	6.8	4.7	3.2	5.0	4.3	5.7	5.9	3.5
2	Airline seat kms/week, dom., millions	United States	21470.9	1362.3	5.6	0.1	79.1	222.9	355.7	5.5
3	Airline seat kms/week, int'l, millions	United States	10615.0	1794.8	74.7	210.0	300.6	1956.7	1120.1	196.8
4	Departures/1,000 pop	Ireland	152.7	0.5	0.1	0.8	0.3	1.8	8.5	0.1
5	Airport density/million pop	Iceland	27.7	0.1	0.7	0.0	0.1	0.4	1.3	0.1
6	No. of operating airlines	United States	188.5	84.5	27.0	24.0	23.0	93.6	59.0	28.0
7	International air transport network	Singapore	6.8	5.2	3.4	4.9	4.3	5.7	5.9	4.0
Overall Score in Air transport infrastructure				4.2	2.2	2.7	2.5	4.6	4.5	2.3

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-6 reveals the score/values of the 6th pillar of Travel & Tourism Competitiveness (TTC) index and indicators of 6th pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Nepal has least air transport infrastructure (2.2). Thailand has the best air transport infrastructure in this region (4.6) followed by Malaysia (4.5) and Bangladesh stands in fifth position (2.3) among six countries.

6.7 Destination - Ground Transport Infrastructure Index for Bangladesh and Other Countries

Table F-7: 7th pillar: Ground transport infrastructure

Sl. No	Selected Parameters	Globally Best Ranked Country (Ranked 1)	Globally Best Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
7th pillar: Ground transport infrastructure										
1	Quality of roads	France	6.5	3.5	2.6	4.6	3.9	5.0	4.5	2.8
2	Quality of railroad infrastructure	Switzerland	6.6	4.4	1.1	3.8	2.6	2.6	4.9	2.5
3	Quality of port infrastructure	Netherland	6.8	4.0	2.7	4.9	4.4	4.6	5.5	3.3
4	Quality of ground transport network	Switzerland	6.7	4.6	3.5	4.7	4.1	4.6	5.1	3.3
5	Road density/million pop	Malta	968	125.0	14.0	148.0	32.0	35.0	30.0	166.0
Overall Score in Ground transport infrastructure				4.4	2.3	4.9	3.4	3.8	4.6	3.8

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-7 reveals the score/values of the 7th pillar of TTC index and indicators of 7th pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for

the specific indicators are also shown in the table. The table indicates that Bangladesh needs to improve in ground transport infrastructure, especially in Quality of roads (2.8) and quality of railroad infrastructure (2.5). Quality of roads in Bangladesh is the worst when comparing with its neighboring countries. Thailand (5.0) has the best road quality in this region. Both Thailand (4.9) and India (4.4) has good railway systems to support their T&T system where Bangladesh scored very poor (2.5).

6.8 Destination -Tourism Infrastructure Index for Bangladesh and Other Countries

Table F-8: 8th pillar: Tourism infrastructure

Sl. No	Selected Parameters	Country(Ranked 1)	Globally Best Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				<i>India</i>	<i>Nepal</i>	<i>Sri Lanka</i>	<i>Pakistan</i>	<i>Thailand</i>	<i>Malaysia</i>	
1	2	3	4	5	6	7	8	9	10	11
8th pillar: Tourism infrastructure										
1	Hotel rooms/100 pop.	Malta	4.2	0.0	0.0	0.1	0.0	0.8	0.7	0.0
2	Presence of major car rental co. (1-7)	Argentina	7	5	1	3	3	5	3	2
3	ATMs accepting Visa cards/million pop	Korea Rep	1950.3	72.1	64.1	106.3	16.0	645.2	415.0	23.4
Overall Score in Tourism infrastructure				2.6	1.5	2.3	1.9	5.2	3.8	1.6

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-8 reveals the score/values of the 8th pillar of TTC index and indicators of 8th pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Quality of hotel rooms and availability of hotel rooms is a great problem in this region as most of these Asian countries score zero or below 1 in this indicator. However, the performance of Thailand (0.8) Malaysia (0.7) in relation to hotel rooms is appreciable. ATMs accepting visa cards are also poor in Bangladesh (23.4).

6.9 Destination- ICT Infrastructure Index for Bangladesh and Other Countries

Table F-9: 9th pillar: ICT infrastructure

Sl. No	Selected Parameters	Globally Best Ranked Country(Ranked 1)	Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
9th pillar: ICT infrastructure										
1	ICT use for B-to-B transactions	Finland	6.3	5.1	4.4	n/a	4.3	4.7	5.6	4.1
2	ICT use for B-to-C transactions	United Kingdom	6.3	4.4	3.8	n/a	3.8	4.8	5.4	3.6
3	Individuals using the Internet, %	Iceland	95.6	10.1	9.0	15.0	9.0	23.7	61.0	5.0
4	Fixed telephone lines/100 pop	Taiwan, China	72.7	2.6	2.8	17.1	3.2	9.6	14.7	0.6
5	Broadband Internet subscribers/100 pop	Switzerland	98.0	1.1	0.3	1.7	0.4	5.0	7.4	0.3
6	Mobile telephone subscriptions/100 pop	Hong Kong	214.7	72.0	43.8	87.0	61.6	111.6	127.0	56.1
7	Mobile broadband subscriptions/100 pop	Singapore	114.1	1.9	0.1	2.3	0.2	0.1	12.3	0.0
Overall Score in ICT infrastructure				2.1	1.8	2.0	1.9	2.6	3.5	1.7

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-9 reveals the score/values of the 9th pillar of Travel & Tourism Competitiveness (TTC) index and indicators of 9th pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Bangladesh scored lowest to have ICT infrastructure to support travel and tourism in Bangladesh (1.7). Malaysia has best ICT infrastructure in this region (3.5) followed by Thailand (2.6) and India (2.1).

6.10 Destination- Price Competitiveness in T&T Index for Bangladesh and Other Countries

Table F-10: 10th pillar: Price competitiveness in T&T industry

Sl. No	Selected Parameters	Globally Best Ranked Country(Ranked 1)	Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
10th pillar: Price competitiveness in T&T industry										
1	Ticket taxes and airport charges (0–100)	Switzerland	98.0	88.3	88.4	56.1	83.1	86.5	89.3	68.0
2	Purchasing power parity	Gambia	0.3	0.4	0.5	0.5	0.4	0.6	0.6	0.4
3	Fuel price, US\$ cents/liter	Bahrain	6.3	82.0	91.1	66.0	92.0	95.0	56.0	63.0
4	Extent and effect of taxation	Venezuela	1.1	3.8	3.7	3.8	3.5	3.6	4.7	4.0
5	Hotel price index, US\$*	Gambia	34.2	143.2	52.7	107.2	89.7	101.3	107.7	114.1
Overall Score in Price competitiveness in T&T industry				5.1	5.4	4.9	5.2	5.0	5.4	5.2

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table reveals the score/values of the tenth pillar of TTC index and indicators of the tenth pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Bangladesh puts fewer ticket taxes and airport charges from the tourist (68.0) than Sri Lanka (56.1) but much higher than Malaysia (89.3), India (88.3), Thailand (86.5), Nepal (88.4) and Pakistan (83.1). Hotel price index in Bangladesh (114.1) is much higher than neighboring countries except Nepal (52.7) and Pakistan (89.7).

6.11 Destination- Human Resource Index for Bangladesh and Other Countries

Table F-11: 11th pillar: Human resources

Sl. No	Selected Parameters	Globally Best Ranked Country (Ranked 1)	Globally Best Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
11th pillar: Human resources										
1	Primary education enrollment, net %	Singapore	100.0	92.2	71.1	94.0	74.1	89.7	95.9	92.2
2	Secondary education enrollment, gross %	Australia	131.3	63.2	43.6	87.1	34.2	79.2	68.3	51.4
3	Quality of the educational system	Switzerland	6.0	4.4	3.4	4.4	3.6	3.5	5.1	3.2
4	Local availability specialized research & training	Switzerland	6.4	4.3	3.1	4.3	3.6	4.2	5.4	2.8
5	Extent of staff training	Switzerland	5.6	4.1	3.1	3.8	3.4	4.2	5.2	3.0
6	Hiring and firing practices	Hong Kong	5.8	4.0	3.5	3.1	4.7	4.3	4.5	4.7
7	Ease of hiring foreign labor	United Arab Emirates	5.5	3.6	2.8	2.8	4.2	4.1	4.4	3.3
8	HIV prevalence, % adult pop	Albania	<0.1	0.3	0.4	0.1	0.1	1.3	0.5	0.1
9	Business impact of HIV/AIDS	Finland	6.7	4.6	4.6	6.3	4.5	4.6	4.9	5.6
10	Life expectancy, years	Japan	82.9	65.5	68.7	74.7	65.2	74.1	74.3	68.9
Overall Score in Human resources				4.6	3.7	4.8	4.1	4.9	5.4	4.3

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-11 reveals the score/values of the eleventh pillar of TTC index and indicators of the eleventh pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Human resources in Bangladesh (4.3) to support T&T are better than Nepal and Pakistan. Malaysia (5.4), Thailand (4.9) and Sri Lanka (4.8) have the best human resources for T&T in this region.

6.12 Destination- Affinity for Travel & Tourism Index for Bangladesh and Other Countries

Table F- 12: 12th pillar: Affinity for Travel & Tourism

Sl. No	Selected Parameters	Globally Best Ranked Country(Ranked 1)	Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
12th pillar: Affinity for Travel & Tourism										
1	Tourism openness, % of GDP	Seychelles	32.5	1.7	3.7	2.3	0.7	10.5	9.5	0.3
2	Attitude of population toward foreign visitors	Iceland	6.8	5.9	6.2	6.5	5.3	6.3	6.6	6.1
3	Extension of business trips recommended	New Zealand	6.5	5.0	5.4	6.3	4.3	5.9	6.0	4.3
4	Degree of customer orientation	Japan	6.4	4.7	4.1	4.8	4.4	5.4	5.4	4.3
Overall Score in Affinity for Travel & Tourism				4.3	4.4	4.8	3.8	5.4	5.4	4.0

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-12 reveals the score/values of the twelfth pillar of TTC index and indicators of twelfth pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Overall Score (4.0) in Affinity for Travel & Tourism is not satisfactory for Bangladesh. In this pillar, tourism openness indicator receives much lower value for Bangladesh (0.3) than its neighboring countries especially when compare with Thailand (10.5), Malaysia (9.5), Nepal (3.7) or Sri Lanka (2.3).

6.13 Destination- Natural Resources Index for Bangladesh and Other Countries

Table F-13: 13th pillar: Natural resources

Sl. No	Selected Parameters	Globally Best Ranked Country(Ranked 1)	Globally Best Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				India	Nepal	Sri Lanka	Pakistan	Thailand	Malaysia	
1	2	3	4	5	6	7	8	9	10	11
13th pillar: Natural resources										
1	No. of World Heritage natural sites	Australia	16	6	2	2	0	2	2	1
2	Quality of the natural environment	Australia	6.7	4.1	4.4	5.3	3.7	4.1	5.1	3.8
3	Total known species	Brazil	3,188	1846	1036	598	810	1377	1248	765
4	Terrestrial biome protection	Botswana	17	5.1	10.6	14.5	10.0	13.2	17.0	1.8
5	Marine protected areas	Germany	33.5	0.1	n/a	0.1	0.3	1.6	0.7	0.4
Overall Score Natural resources				5.4	4.4	4.1	3.3	4.9	5.1	3.2

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F-13 reveals the score/values of the thirteenth pillar of Travel & Tourism Competitiveness (TTC) index and indicators of twelfth pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. Quality of natural environment is quite impressive in Sri Lanka (5.3) and in Malaysia (5.1). However, natural environment in Bangladesh (3.7) and Pakistan (3.8) are less supportive for attracting tourists. Malaysia correspondence the 1st ranked position in the area of terrestrial biome protection (both scored 17) where Bangladesh scored only 1.8.

6.14 Destination- Cultural Resources Index for Bangladesh and Other Countries

Table F-14: 14th pillar: Cultural resources

Sl. No	Selected Parameters	Globally Best Ranked Country(Ranked 1)	Globally Best Country's Score	Attraction Score and Index values in neighboring countries of BD						Attraction Score and Index value of BD
				<i>India</i>	<i>Nepal</i>	<i>Sri Lanka</i>	<i>Pakistan</i>	<i>Thailand</i>	<i>Malaysia</i>	
1	2	3	4	5	6	7	8	9	10	11
14th pillar: Cultural resources										
1	No. of World Heritage cultural sites	China	70	31	2	6	7	3	3	3
2	Sports stadiums, seats/million pop	Iceland	244059.6	1786.0	2230.5	12808.5	4212.1	10575.9	32761.1	7079.8
3	No. of int'l fairs and exhibitions	United States	790.3	111.7	5.0	9.3	3.0	104.0	124.7	4.0
4	Creative industries exports, % of world total	China	27.7	4.9	0.0	0.0	0.3	1.3	0.9	0.0
Overall Score in Cultural resources				4.7	1.3	2.0	2.4	3.6	3.9	1.5

Source: Blanke, J. & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.

The table F.14 reveals the score/values of the fourteenth pillar of Travel & Tourism Competitiveness (TTC) index and indicators of twelfth pillar for Bangladesh and its neighboring countries (India, Nepal, Sri Lanka, Pakistan, Thailand and Malaysia). Additionally, score/values of the globally best rank country for the specific indicators are also shown in the table. The table shows that India has the best cultural resources (4.7) followed by Malaysia (3.9) and Thailand (3.6).

6.15 Destination- Overall Scores on the Three Sub-Indexes of the TTCI Index for Bangladesh and Other Countries

Table F-15: Scores on the three sub-indexes of the TTCI

Sl. No	Sub-indexes of the TTCI and pillars of T&T competitiveness	Scores on the three sub-indexes of the TTCI in neighboring countries of BD					Scores on the three sub-indexes of the TTCI of BD	
		<i>India</i>	<i>Nepal</i>	<i>Sri Lanka</i>	<i>Pakistan</i>	<i>Thailand</i>		<i>Malaysia</i>
Sub-index A: T&T regulatory framework								
1	1st pillar: Policy rules and regulations	3.7	4.0	4.6	3.8	4.4	5.3	4.0
2	2nd pillar: Environmental sustainability	4.2	4.4	4.0	3.7	4.3	4.7	4.0
3	3rd pillar: Safety and security	4.7	4.0	5.3	3.1	4.4	4.8	4.4
4	4th pillar: Health and hygiene	3.0	3.6	4.4	3.3	4.3	4.6	2.8
5	5th pillar: Prioritization of Travel & Tourism	4.0	3.6	5.1	3.0	5	4.7	3.0
T&T regulatory framework Score		19.6	19.6	23.4	16.9	22.4	24.1	18.2
Sub-index B: T&T business environment and infrastructure								
6	6th pillar: Air transport infrastructure	4.2	2.2	2.7	2.5	4.6	4.5	2.3
7	7th pillar: Ground transport infrastructure	4.4	2.3	4.9	3.4	3.8	4.6	3.8
8	8th pillar: Tourism infrastructure	2.6	1.5	2.3	1.9	5.2	3.8	1.6
9	9th pillar: ICT infrastructure	2.1	1.8	2.0	1.9	2.6	3.5	1.7
10	10th pillar: Price competitiveness in T&T ind	5.1	5.4	4.9	5.2	5	5.4	5.2
T&T business environment and infrastructure Score		18.4	13.2	16.8	14.9	21.2	21.8	14.6
Sub-index C: T&T human, cultural, and natural resources								
11	11th pillar: Human resources	4.6	3.7	4.8	4.1	4.9	5.4	4.3
12	12th pillar: Affinity for Travel & Tourism	4.3	4.4	4.8	3.8	5.4	5.4	4.0
13	13th pillar: Natural resources	5.4	4.4	4.1	3.3	4.9	5.1	3.2
14	14th pillar: Cultural resources	4.7	1.3	2.0	2.4	3.6	3.9	1.5
T&T human, cultural, and natural resources Score		19	13.8	15.7	13.6	18.8	19.8	13
TTCI Score		57	46.6	55.9	45.4	62.4	65.7	45.8

Table F-15 provides score details about the Travel & Tourism Competitiveness Index (TTC) with its three sub-indexes: the T&T regulatory framework sub-index; the T&T business environment and infrastructure sub-index; and the T&T human, cultural, and natural resources sub-index. These sub-indexes are, in turn, composed of the 14 pillars of T&T competitiveness shown below: policy rules and regulations, environmental sustainability, safety and security, health and hygiene, prioritization of Travel & Tourism, air transport infrastructure, ground transport infrastructure, tourism infrastructure, ICT infrastructure, price competitiveness in the T&T industry, human resources, affinity for Travel & Tourism, natural resources, and cultural resources.

This table is also a summary of Table F-1 to Table F-14. In all the three sub-indexes (the T&T regulatory framework sub-index; the T&T business environment and infrastructure sub-index; and the T&T human, cultural, and natural resources sub-index) the performance of Bangladesh is not satisfactory. The overall TTCI score for Bangladesh is 45.8, which is little higher than Pakistan (45.4). Malaysia (65.7) stands first position in this region followed by Thailand (62.4), India (57), Sri Lanka (55.9) and Nepal (46.6).

The more particular picture revealed by TTCI, Though Bangladesh is safe destination for tourists when comparing with most of the neighboring countries, it's weakness in different indicators is not making Bangladesh as the tourist destination for tourists from different countries. The reliability of police service, the quality of roads is poor and tourism infrastructures remain somewhat underdeveloped, which needs to be emphasized. It has very few hotel rooms per capita by international comparison and low ATM penetration. ICT infrastructure also remains somewhat underdeveloped and under exploited. Another area of concern is the policy environment and high cost required to start a business, a restrictive visa policy. Other areas requiring attention are health and hygiene standards and the country's human resources base. Moreover the quality air transport infrastructure is poor and attitude of local people is not good in position. Bangladesh has to improve in many of the TTCI indicators if the country wants to create a position as a tourist destination country.

6.16 Summary

The Travel & Tourism Competitiveness Index (TTCI) aims to measure the factors and policies that make it attractive to develop the T&T sector in different countries. In this chapter, the TTCI reflects that many of the South Asian countries remain relatively resilient over the recent year despite the uncertain global economic outlook, which has been characterized by fragile global economic growth.

Malaysia has excellent price competitiveness with comparatively low fuel prices, low ticket taxes and airport charges, competitive hotel prices, and a favorable tax regime. Thailand is endowed with rich natural resources and a strong affinity for Travel & Tourism, with a very friendly attitude of the population toward tourists. This is buttressed by the government's strong prioritization of the sector, with good destination marketing campaigns and relative price competitiveness. India is well assessed for its natural resources and cultural resources, with many natural and cultural World Heritage sites, rich fauna, many fairs and exhibitions, and strong creative industries.

Though Bangladesh is safe destination for tourists when comparing with most of the neighboring countries, it's weakness in different indicators is not making Bangladesh as the tourist destination for tourists from different countries. The quality of roads is poor and tourism infrastructures remain somewhat underdeveloped, which needs to be emphasized. It has very few hotel rooms per capita by international comparison and low ATM penetration. ICT infrastructure also remains somewhat underdeveloped and under exploited. Another area of concern is the policy environment and high cost required to start a business, a restrictive visa policy. Other areas requiring attention are health and hygiene standards and the country's human resources base. Bangladesh has to improve in many of the TTCI indicators if the country wants to move forward.

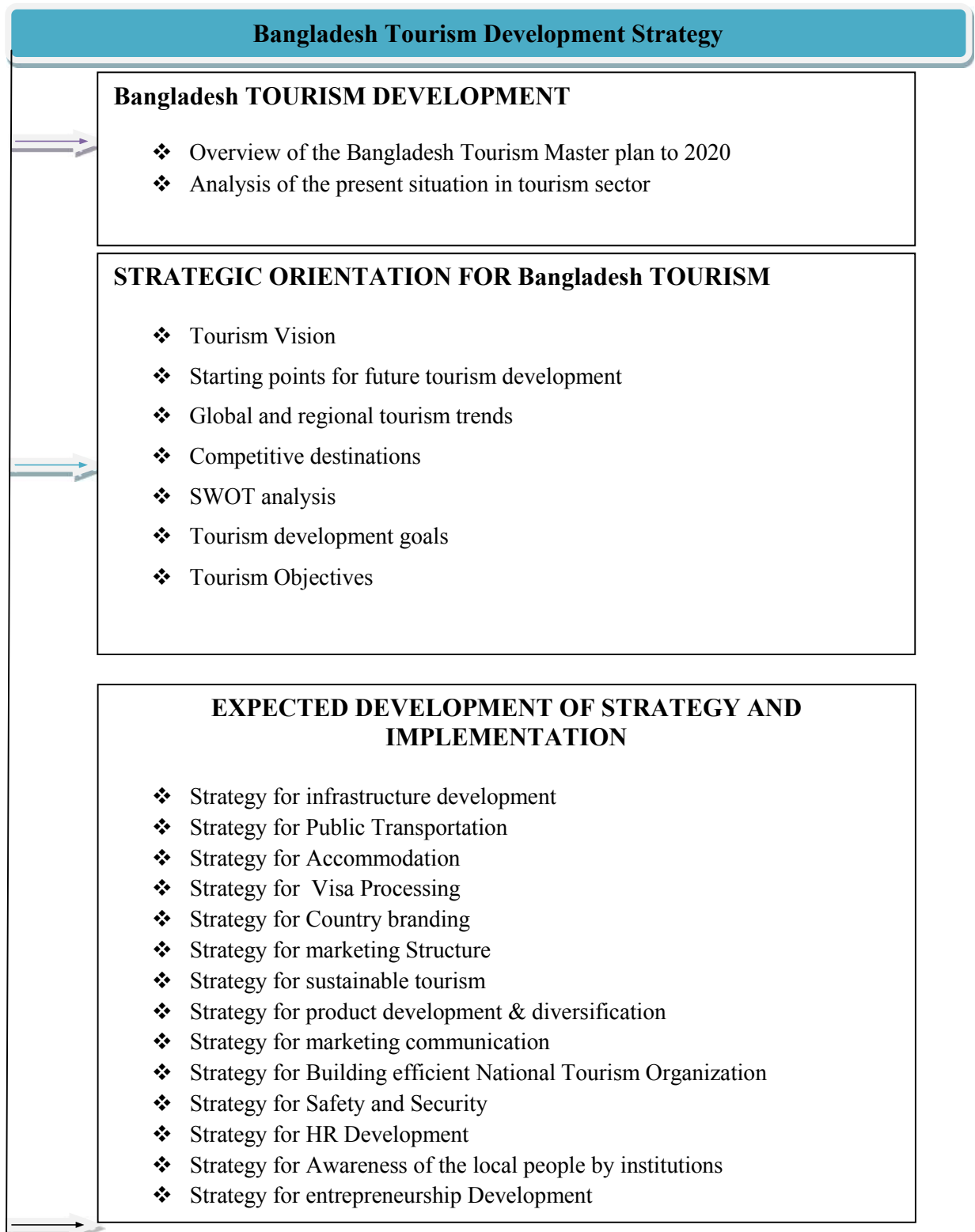
Chapter Seven: Tourism Development Strategy

Introduction

Tourism is of inestimable importance for Bangladesh. It may bear on every aspect of our society, standard of living and economic development to a great extent. It creates jobs and brings prosperity. Many countries are now dependent on this sector for foreign-currency earnings. The expansion of the tourism industry all over the world has increased competition among the tourist destination countries, trying to attract more tourists by adopting appropriate strategies and policies. Tourists generally want to know in advance about the attractions, amusement and the facilities provided by the destination countries. They also want to know relevant information of their visit to make them safe, secured and enjoyable. As a result, spreading of information on travel and tourism-related products and services are highly important. Tourism industry in Bangladesh is far from reaching the renounced destination country's goals due to inadequate and ineffective development strategies of the tourism. By formulating and proper implementation of tourism strategy's Bangladesh tourism industry can emerge as one of the major contributing sectors of the national economy.

The tourism development strategy is a three phase designed to differentiate Bangladesh tourism development, strategic orientation for Bangladesh and expected development of strategy and implementation. The first phase of Bangladesh tourism strategy involves the analysis of the tourism master plan aimed at bringing the economy to a higher growth path and making it more competitive, flexible and adaptable and the analysis of the present situation in the tourism sector in Bangladesh to catch real picture existing in the industry. In phase, two involves the analysis of Bangladesh tourism vision, starting points for future tourism development, global and regional trends, competitive destinations and SWOT analysis to draw tourism development goals and objectives that ensure Bangladesh a strong position. The third phase consists of the expected development of strategy and implementation, which facilitates mitigating the shortcomings existing in the industry and boost up the jobs and income for a considerable share of the population as a global high-quality destination.

Figure H-9: shows the Bangladesh Tourism Development Strategy Structure
Strategy Development Structure



Source: Strategy Development Structure Developed by the Researcher

Section One: Bangladesh Tourism Development

7.1.1 Overview of the Bangladesh Tourism Master plan and policy

National Planning

Bangladesh has been implementing wide-ranging reforms and policy measures over the past 15 years with a view to securing transition from trade preferences to global competitiveness, effort to regime shifting from a traditional way to manufacturing and service sector and setting the stage for sustaining growth, attracting foreign direct investment, and enhancing the country's competitiveness. One of the main drivers of this new growth trajectory was tourism. The bold reform program bearing early and prudential measures introduced in the industrial policy (1999) which included tourism as an industry and identified it as a 'thrust sector' upon consideration of its steady growth and its multiplier impact on economic growth and development. National Tourism Policy (NTP), designed in 1992 also documented fabulous role of tourism to poverty alleviation vis-à-vis the contribution of foreign direct investment in tourism-related service sectors.

Present policy of the Government

The reform program in the tourism sector aimed at bringing the economy to a higher growth path and making it more competitive, flexible and adaptable. The prime policy objectives and perceived benefits of tourism for Bangladesh are as follows:

- ✓ To generate positive productive externality and creation of new employment opportunities.
- ✓ Efficient utilization of capital investment already been made under the framework of NTP.
- ✓ To create a global brand of domestic tourism and enhance country's image in abroad
- ✓ To enhance social amenities by protecting bio-diversity and eco-tourism and local facilities through the public provision
- ✓ To reinforce and protect the local cultural heritage
- ✓ To instigate e-information on tourist attractions and higher education on tourism management
- ✓ To ensure a significant contribution of tourism on the balance of payments

Furthermore, in the framework of national budgetary policy, Government has embarked on the tax exemption on royalties, tax exemption on capital gains, avoidance of double taxation, remittance of up to 50% of the salary of the foreigners employed in Bangladesh and the facilities for repatriation of their savings and retirement benefits and personal assets at the time of their return, facilities for repatriation of invested capital, profits and dividends; and guarantee against expropriation and nationalization of foreign private investment (as per Foreign Private Investment Promotion & Protection Act 1980) to encourage foreign investment in the tourism sector. The Ministry of Tourism is mandated to promote Bangladesh worldwide as a tourist destination and to implement sustainable tourism strategies and policies. Its strategy also includes positioning Bangladesh as an attractive tourist, business and leisure destination thus ensuring greater visibility of a unique Bangladeshi brand worldwide through the brand strategy that is presently being implemented.

Tourism in PRSP

Country's interim Poverty Reduction Strategy Paper (I-PRSP) has envisaged circuitously, although not specific linkage, about the importance of tourism and its impact on poverty alleviation and economic development. As on PRSP of a thematic group-3, following strategies and policies for achieving the objectives of accelerated growth, poverty reduction and social development have been recommended, and they have potential linkage to tourism.

- More public and private investment to enhance attraction of natural beauty of Bangladesh to increase the image of tourism.
- Employment and income generation of the poor and women through tourism development
- Spreading domestic market of artistic handicrafts , ethnic and traditional foods through tourism
- Bangladesh's rich culture and religious tolerance can be visualized in global arena through tourism

Analysis of National Tourism Policy & Tourism Master Plan

The national tourism policy which was designed and declared in 1992 has identified tourism as a multi-dimensional industry and also felt the necessity to have an effective coordination among various ministries, departments and private agencies. It is also mentioned in the national tourism policy that tourism shall be considered as an industry of due priority, and this will be appropriately reflected in the annual / five-year plans, and development partners shall be appraised accordingly. The Hon'ble prime minister of the government of the people's Republic of Bangladesh (GoB) has already declared Kuakata, Cox's Bazar and the Sundarban as special tourist zones and Cox's Bazar is already been recognized as the world largest sea beach. The national tourism council (NTC) headed by the Prime Minister of GoB in a meeting on May 2000 decided to form a three –member task force headed by the Chief of army staff, including two other member's secretary, ministry of Civil aviation and tourism and chairman of Bangladesh parjatan corporation. The ministry of civil aviation and tourism formally notified the formation of the task force in August 2000. The committee submitted its report in January 2002, which determined five objectives, including recommendations of short term, medium term and long term for the sustainable development of tourism in Bangladesh. Various initiatives are under way to develop tourist facilities in those areas. This will make significant positive impacts on tourism development and poverty alleviation in Bangladesh.

The NTP identified the following strategies and activities in order to promote tourism and increase the foreign exchange earnings by attracting foreign tourists:

- ▶ In order to make tourism industry popular, the socio-economic values of this industry will have to be known to the people and consciousness regarding this industry will be created by publicity through e-information, radio, television and the press.
- ▶ Capital will be withdrawn in different phases from commercial organizations related to tourism and steps will be taken to hand them over to the private sector.
- ▶ Government allocation to be increased for advertising and promotion of tourism industry at the national and international levels
- ▶ In order to encourage private-sector investment in hotel and tourism-related sectors, GoB has been identified them as an industrial sector and government land may be leased on a long-term basis. For fostering this industry, capital investment at rebated interest rate and other facilities such as water, gas and electricity connection may be provided.

- ▶ Special importing permission in accordance with flexible tax rules of NBR for luxury tourists' coaches and watercraft suitable for 15 to 20 passengers, if necessary.
- ▶ Special tourist areas will be established only for foreign tourists with necessary tourist amenities such as luxury accommodation, catering, games and sports, dance and music for the foreign tourist.
- ▶ Due to importance to be given to the development of tourism industry, eco-tourism industry in the annual / five-year plans

The GoB also prepared a Tourism master plan (TMP) in 1988 with the assistance of UNDP/ ILO, which also identified a number of hindrances of the tourism industry of Bangladesh and documented various ways to the growth of tourism in Bangladesh.

- ▶ Low level skill and education of the workforce
- ▶ Insufficient and inadequate physical infrastructure
- ▶ Lack of managerial, organizational and entrepreneurial skills in the sector
- ▶ Lack of private sector investment, partly resulting from uncertainty of the role of tourism within the national economic development and planning process
- ▶ Reluctance of private sector investors to the tourism sector because of the bureaucratic system, involving the approval from several ministries or their agencies
- ▶ Difficulties in possessing appropriate land at reasonable prices. Land acquisition procedures are lengthy, complicated and confusing causing delays in project processing
- ▶ Low rates of return on tourism investments particularly outside Dhaka.

The master plan has also found the problematic taxation and high prices of alcohol, which adversely affect the growth of tourism. Tourists are also negatively affected greatly by the country's taxation policies, whether concealed in ticket prices, value-added taxes on local purchases, or overtly charged as additions to hotel and restaurant bills. The current level of taxation on hotel services where alcoholic beverages are available, even though not necessarily consumed, needs to be re-evaluated.

The master plan has envisaged a short term medium term and long-term planning strategy for the promotion of tourism in Bangladesh. The short-term and medium term strategies are intended for completion within a ten-year period; the short term referred broadly to the third and fourth national development plans and the medium term extending into the following five-year period. The master plan also recommended the governmental assistance to tourism could be provided through a facilitation role and greater recognition of the potential importance of tourism. The master plan suggested building up as many as

six tourism development zones comprising Dhaka, Cox's bazaar, Chittagong, Sundarban, Rajshahi, Sylhet/ Moulavibazar. It is said that the development strategy should adopt a zonal framework as well as a local one. TMP also emphasized on the role of Bangladesh Parjatan Corporation (NTO), as it is the main authority for tourism planning, the promotion and development. The organization should be the department of government responsible for the identification of tourism projects, the planning and design of resort areas and the formulation of tourism strategy.

There is no specific legislation with regards to eco-tourism development, although eco-tourism has been included in the national environment policy 1992. The government has enacted laws to ensure pollution-free environment, and these are being implemented by the department of environment. This is environmental policy 1992 and Bangladesh environmental conservation act 1995. These reflect government's keen interest and high priority to create clean and green environment for the people as per declaration of the earth summit 1992 in Rio de Janeiro, Brazil.

The government has also set up as many as 11 eco-parks across the country. It has taken various programs like a declaration of Exclusive Tourist zone comprising Kuakata, Cox's bazaar and the sundarban, the world's largest mangrove forest; Eco-tourism in Saint Martin's island; Sundarban Bio-diversify conservation project and development of eco tourism; integrated coastal zone management plan (ICZMP) etc.

7.1.2 Analysis of the present situation in tourism sector

Bangladesh's rich cultural and geographic diversity provides the basis of a wide range of tourist products and experiences, which include among others- leisure, culture, adventure, spirituality, eco-tourism and wellness and health. In fact, since 2002-03 onwards, tourism has been growing rapidly in Bangladesh. The 'Incredible Bangladesh' campaign which was launched in the decade had the aim of enabling Bangladesh as a destination to penetrate global market and reach the consumers through electronic, print and Internet media. On account of the surge that Bangladesh has witnessed in tourist arrivals in the recent times and given the unique and immense potential the country, The World Travel and Tourism Council have identified Bangladesh as one of the foremost tourism growth centers in the world, in the coming decade.

Table G -3: Number of Tourist Arrivals & Foreign Exchange Earnings over the Period

Year	Number of Tourist Arrivals	Percent change over the previous year	Foreign Exchange Earnings (TK in Millions)	Rate of increase/Decrease in % over the previous years
1991	113,242	-	331.50	-
1992	110,475	-02.44	329.10	-00.72
1993	126,785	14.76	594.40	80.61
1994	140,122	10.52	759.40	27.76
1995	156,231	-11.50	955.20	25.78
1996	165,887	06.18	1401.20	+46.69
1997	182,420	09.97	2741.40	+95.64
1998	171,961	-05.73	2454.80	-10.45
1999	172,781	00.48	2451.90	-01.10
2000	199,211	15.30	2627.00	+7.14
2001	207,199	04.01	2653.80	+1.02
2002	207,246	00.02	3312.60	+24.82
2003	244,509	17.98	3310.00	-0.08
2004	271,270	10.94	3967.56	+19.87
2005	207,662	-23.45	4493.89	+13.27
2006	200,311	-03.54	5530.65	+23.07
2007	289,110	44.33	5265.2	-4.80
2008	467,332	61.65	6124.52	+16.32
2009	267,000	-42.87	5762.24	-5.92
2010	303,000	13.48	5562.9	-3.46
2011	207,000	-31.68	6201.59	+12.16
2012	200,000	-3.38	8254.03	+33.25
2013	3, 91,000 (Este.)	95.5	4640.34 (On June)	

Source: Bangladesh Bank, Resource Center, BPC & World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files.

International tourist arrivals in Bangladesh increased in absolute terms from 34,580 in 1972 to 115,369 in 1990, 199,211 in 2000 and 303,000 in 2010 and is expected in 2013 391,000 international tourist. However, the trend has fluctuated widely, recording even negative growth rates in some years.

Over the last decade, the number of international tourist arrivals in Bangladesh increased from about 113,242 in 1991 to 199,211 in 2000, corresponding to an average annual growth rate of 4.80%. In the same period, international tourism receipts increased from BDT 331.50 million to BDT 2,627.0 million, equivalent to an average annual growth rate of 30.15%.

The number of international tourist arrivals in Bangladesh, for which data are available, increased by 4.01% in 2001. The 207,199 arrivals hosted by the country surpassed the previous record of the year 2000 and generated BDT 2,653.8 million as international tourism receipts, corresponding to an increase by 1.02%.

In 2002, the number of international tourist arrivals in the country, amounted to 207,246 with an annual growth rate of 0.02% over the previous year and international tourism receipts in the same year amounted to BDT 3,312.6 million, corresponding to an increase by 24.82% over the year 2001.

Consequently, in 2003, the number of international arrivals in the country increased by 17.98% to 244,509. This was mainly due to the increase of 37.26 thousand arrivals during the year. However, international tourism receipts in the country amounted to BDT 3,310.0 million, corresponding to a slight decline by 0.08% over 2002.

The year 2004 was unquestionably better than 2003; the country reached 271,270 arrivals, corresponding to an increase by 10.94% over the previous year, and international tourism receipts amounted to BDT 3,967.6 million in the same year, corresponding to an increase by 19.87% over 2003.

In contrast, it seems that international tourism in Bangladesh was somewhat affected in 2005 onwards by the negative factors of internal political and social turbulence. Therefore, the number of international tourist arrivals in the country decreased by 23.45% to 207,662. However, international tourism receipts amounted to BDT 4,493.9 million was recorded in the same year, corresponding to an increase by 13.27% compared to the last year.

Due to oil price increases, exchange rate fluctuations, and especially economic and political uncertainties, the current available data for 2006 show that the number of international tourist arrivals in Bangladesh again slide decreased by 3.54% to 200,311. In contrast, Bangladesh reached BDT 5,531.5 million in 2006 as international tourism receipts, corresponding to an increase by 23.07% over the level of 2005.

In 2007, the industry recovered the downward trend in tourist arrivals in the country. International tourist arrivals in the country reached a record of 289,110 with a growth rate of 44.33% compared to the previous year. But in case of international tourism receipts, BDT 5,265.2 million recorded in the same year, corresponding to a slide decrease by 4.80% compared to the previous year 2006.

In accordance with the most-recent estimates of the Ministry of Tourism and Civil Aviation of the Government of Bangladesh, the country continued its vigorous performance of the past years and enjoyed its second consecutive year of sustained growth with the total number of tourists reaching over 467,332 in 2008 and set a new record in terms of international tourist arrivals, corresponding to an increase by 61.65% over the year 2007 and generated BDT 6,124.5 million as international tourism receipts with an annual growth of 16.32% over the year 2007.

The current available data for 2009 show that the number of international tourist arrivals in Bangladesh again decreased by 42.87% to 267,000. In contrast, Bangladesh reached BDT 5762.24 million in 2009 as international tourism receipts, corresponding to an increase by 5.92% over the level of 2008.

In 2010, the industry recovered the downward trend in tourist arrivals in the country. International tourist arrivals in the country reached a record of 303,000 with a growth rate of 13.48% compared to the previous year. However, in case of international tourism receipts, BDT 5562.9 million recorded in the same year, corresponding to a slide decrease by 3.46% compared to the previous year 2009.

In contrast, it seems that international tourism in Bangladesh was somewhat affected in 2011 onwards by the negative factors of internal political and social turbulence. Therefore, the number of international tourist arrivals in the country decreased by 31.68% to 207,000. Even so, international tourism receipts amounted to BDT 6201.59 million was recorded in the same year, corresponding to an increase by 12.16% compared to the last year.

In contrast, it seems that international tourism in Bangladesh was somewhat affected in 2012 onwards by the negative factors of internal political and social turbulence. Therefore, the number of international tourist arrivals in the country decreased by 3.38 % to 200,000. However, international tourism receipts amounted to BDT 8254.03 million was recorded in the same year, corresponding to an increase by 33.25% compared to the last year. Analyzing the data, it is revealed that Government and other stakeholders should emphasize not only the numbers of foreign tourists but also the attraction of tourists to expense more in the destination country. It has been forecasted that the number of international tourist arrivals for 2013 will be 391,000 increased by 95.5% compared to 2012 tourist arrivals. However, international tourist receipts amounted to BDT 4640.34 million is recorded in June in the same year.

The direct contribution of travel and tourism to GDP in 2012 of Bangladesh is 2.1 % of GDP and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 2.0, 4.3, 3.8, 7.0, 7.3 and 2.6% respectively. The table also displays that the world average Travel & Tourism's direct contribution to GDP is 5.2%. As well as we can also conclude that in 2012, the rank of Bangladesh was 142 and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 149, 72, 79, 35, 31 and 115 correspondingly in the same year.

The total contribution of travel and tourism to GDP in 2012 of Bangladesh is 4.3 % of GDP and India; Nepal, Sri Lanka, Malaysia, Thailand and China are 6.6, 9.4, 9.1, 15.6, 16.7 and 9.3% respectively. The table also displays that the world average Travel & Tourism's total contribution to GDP is 14.1%. As well as we can also conclude that in 2012, the rank of Bangladesh was 169 and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 128, 87, 94, 44, 39 and 92 correspondingly in the same year.

The direct contribution of travel and tourism to Employment in 2012 of Bangladesh is 1.8 % of employment and India; Nepal, Sri Lanka, Malaysia, Thailand and China are 4.9, 3.6, 3.4, 6.5, 5.2 and 3.0 respectively. The table also displays that the world average Travel & Tourism's direct to employment is 5.4%. As well as we can also conclude that in 2012, the rank of Bangladesh was 157 and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 56, 88, 93, 38, 50 and 101 correspondingly in the same year.

Table G-4: Bangladesh's Share and Rank: Relative Contribution, 2012

Category	World Average	Bangladesh 2012 % Share	Rank	India 2012 % Share	Rank	Nepal 2012 % Share	Rank	Sri Lanka 2012 % Share	Rank	Malaysia 2012 % Share	Rank	Thailand 2012 % Share	Rank	China 2012 % Share	Rank
Travel & Tourism's direct contribution to GDP	5.2	2.1	142	2.0	149	4.3	72	3.8	79	7.0	35	7.3	31	2.6	115
Travel & Tourism's Total Contribution to GDP	14.1	4.3	169	6.6	128	9.4	87	9.1	94	15.6	44	16.7	39	9.3	92
Travel & Tourism's Direct Contribution to Employment	5.4	1.8	157	4.9	56	3.6	88	3.4	93	6.5	38	5.2	50	3.0	101
Travel & Tourism's Total Contribution to Employment	13.9	3.7	169	7.7	107	8.2	99	8.2	100	13.6	51	12.4	60	8.3	96
Travel & Tourism investment Contribution to total capital investment	8.1	1.6	175	6.2	82	4.1	114	3.2	136	7.7	66	6.8	75	2.8	147
Visitor Exports Contribution to Total Exports	16.6	0.4	178	4.2	128	24.0	42	10.3	79	7.7	94	12.1	73	2.4	158

Source: World Travel and Tourism Council, Travel & Tourism Economic Impact 2013
Bangladesh

The Total contribution of travel and tourism to Employment in 2012 of Bangladesh is 3.7% of employment and India; Nepal, Sri Lanka, Malaysia, Thailand and China are 7.7, 8.2, 8.2, 13.6, 12.4 and 8.3 respectively. The table also displays that the world average Travel & Tourism's total to employment is 13.9%. As well as we can also conclude that in 2012, the rank of Bangladesh was 169 and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 107, 99, 100, 51, 60 and 96 correspondingly in the same year.

The Total contribution of travel and tourism to Capital Investment in 2012 of Bangladesh is 1.6% of capital investment and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 6.2, 4.1, 3.2, 7.7, 6.8 and 2.8 respectively. The table also displays that the world average Travel & Tourism's total to capital investment is 8.1% As well as we can also conclude that in 2012 the rank of Bangladesh was 175 and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 82, 114, 136, 66, 75 and 147 correspondingly in the same year.

The visitor exports contribution to total exports in 2012 of Bangladesh is 0.4% of visitor exports contribution to total exports and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 4.2, 24.0, 10.3, 7.7, 12.1 and 2.4 respectively. The table also displays that the world average visitor exports contribution to total exports is 16.6 As well as we can also conclude that in 2012 the rank of Bangladesh was 178 and India, Nepal, Sri Lanka, Malaysia, Thailand and China are 128, 42, 79, 94, 73 and 158 correspondingly in the same year.

According to the World Travel & Tourism Council, Travel & Tourism Economic Impact 2013 Bangladesh:

The direct contribution of Travel & Tourism to GDP in 2012 was BDT 193.0bn (2.1% of GDP). This is forecast to rise by 7.7% to BDT207.8bn in 2013. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 6.4% pa to BDT384.7bn (2.2% of GDP) by 2023

The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was BDT394.8bn

in 2012 (4.3% of GDP) and is expected to grow by 7.5% to BDT424.3bn (4.4% of GDP) in 2013. It is forecast to rise by 6.8% pa to BDT819.4bn by 2023 (4.7% of GDP).

Travel & Tourism generated 1,281,500 jobs directly in 2012 (1.8% of total employment) and this is forecast to grow by 4.4% in 2013 to 1,338,500 (1.8% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2023, Travel & Tourism will account for 1,785,000 jobs directly, an increase of 2.9% pa over the next ten years.

The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 2,714,500 jobs in 2012 (3.7% of total employment). This is forecasted to raise by 4.2% in 2013 to 2,829,500 jobs (3.8% of total employment). By 2023, Travel & Tourism is forecast to support 3,891,000 jobs (4.2% of total employment), an increase of 3.2% pa over the period.

Section Two: Strategic Orientation for Bangladesh Tourism

7.2.1 An overview of the Bangladesh Tourism Vision 2020

As Tourism 2020 Vision (WTO, 2010) documented that tourism would be one of the largest industries, within countries and in trade if proper action is taken and implemented. It has been growing rapidly, is 'exportable' by all countries, and uses large quantities of labor, and a range of skills. Tourism 2020 vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium (WTO, 2013). Tourism's growth is a major reason for looking it as a promising industry for developing countries trying to find competitive industries (UNDP 2010). GoB has placed tourism at the top of its agenda, and its vision is to target 1.3 million tourist arrivals by the year 2020 as 'Bangladesh Tourism Vision 2020' forecasted and documented about tourist arrivals to Bangladesh by 2020. Tourism 2020 vision is a quantitative tool to forecast tourism trend for a specific country covering a 25-year period, with 1995 as the base year and forecasts for 2010 and 2020.

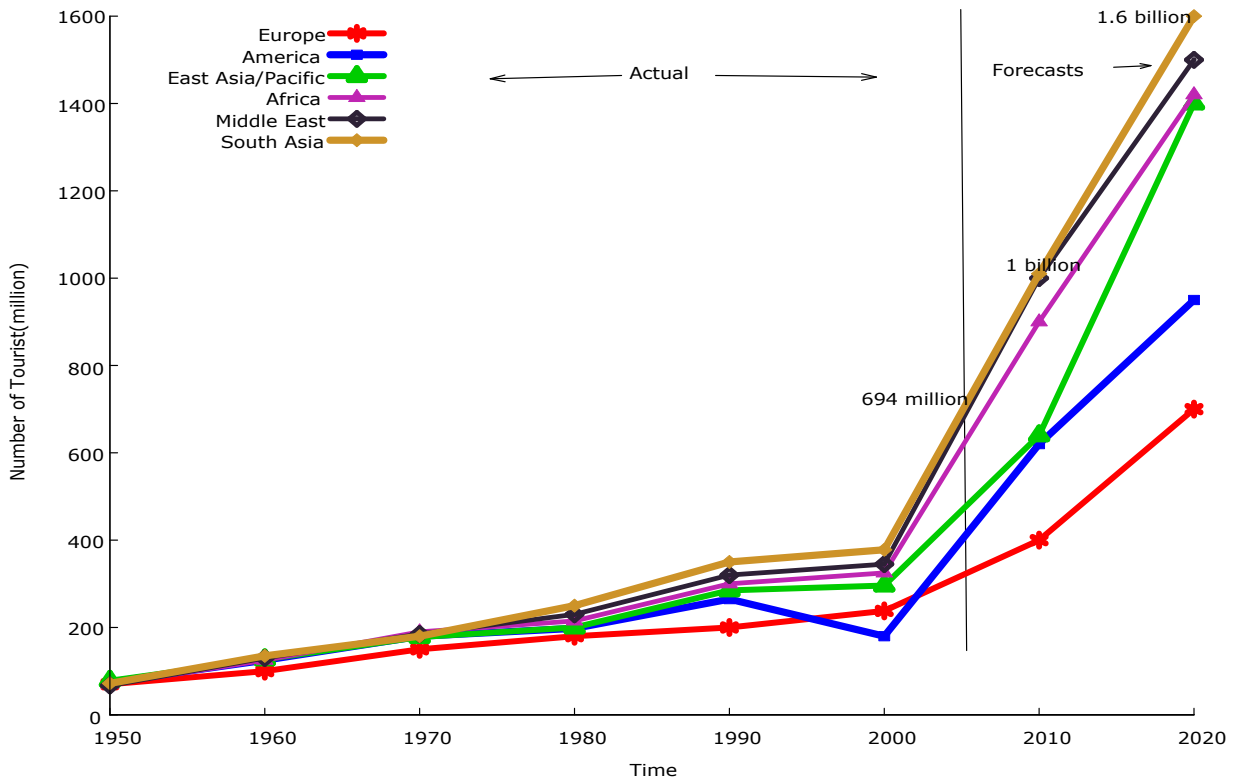
The study of tourism vision 2020 has identified few factors that Bangladesh should cash in order to make a prudent tourism friendly policy:

- 1) Positive image of Bangladesh with its natural beauty
- 2) Political stability is firmly established.
- 3) Bangladesh may become a single destination like Maldives, Malaysia and Singapore.
- 4) About 1.30 million tourist will visit Bangladesh each year following the year 2020, and the rate will continue to rise.
- 5) The communication network will be well established both internally and externally.
- 6) The investment for the sector will come from both the government and private sectors.
- 7) The products will be diversified and improved and marketing systems will develop.
- 8) Liberate and easy travel system will be introduced by Bangladesh and other countries.

The underlying structural trends of the forecast are believed not to have significantly changed. Experience shows that in the short term, periods of faster growth (1995, 1996, and 2000) alternate with periods of slow growth (2001 to 2003). While the pace of growth

until 2000 actually exceeded the Tourism 2020 vision forecast, it is generally expected that the current slowdown will be compensated in the medium to long term.

Figure H-10: shows the Tourism Vision and forecast tourist trend



UNWTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travelers.

7.2.2 Starting Points for Future Tourism Development

The strategy of sustainable quality tourism pursues two prime objectives of equal importance-

1. Prosperity for the citizens: To accomplish this socio-economic goal, six preconditions must be met.

- Income from tourism will have to increase in level with the usual standards of pay in the Asian countries. This calls for continuous quality improvement combined with broad diversification.
- As many full-time jobs and extra income opportunities as possible must be created, both directly in and indirectly through tourism. Accordingly, priority must be attached to labor-intensive product segments (hotel trade, gastronomy, entertainment, special services) as the main development levers. As a service industry, tourism is a labor-intensive sector whose success is closely linked with the available human resources (quantity and quality wise) who are required to hold considerable professional and social skills. In line with development projections in the tourism sector, the Government has adopted the Development Strategy for Human Resources in Tourism Sector, aiming; in particular, to introduce a higher level of professionalism and improve coordination of all relevant institutions in the area of human resources development needed to support the tourism development over the coming period.
- All-year products are needed: properly equipped holiday resorts and networked public leisure amenities. Cox's bazaar sea beach and Kuakata region of Bangladesh enjoys 240 days of sunshine.
- The all-year capacity must be large and attractive enough to make low-cost flight connections from the main source markets worthwhile.
- All guests must be satisfied, because the satisfied guest makes up the key link in the whole marketing chain. This calls for aligning all products consistently with the market and specifically catering for individual holiday preferences regardless of which region the guests come from, what type of accommodation they choose and what facilities they use.
- Bangladesh must extend its unique selling point (USP). Its landscapes and nature, Archaeological Sites, Sundorban, COX'S BAZAR- the world's longest unbroken

sandy beach will help it to gain an outstanding position compared with other rival countries.

2. Sustainable development: The all-embracing principle of sustainability is not just important for ecological and social reasons. Its principles are intended to safeguard all the assets of the tourism sector and make 'Wild Beauty' a core product of the destination brand. The sustainability priority also affects many sectors. It requires an efficient infrastructure; the government has recently decided on the necessary investments. Moreover, sustainability also requires a set of rules that apply for all economic activities and walks of life and everyone must pay heed to these. Sustainability is based on general environmental awareness.

7.2.3 Global and Regional Tourism Trends

According to UNWTO (Tourism towards 2030 Global Overview)

Asia and the Pacific will gain most of the new arrivals

International tourist arrivals to Asia and the Pacific are projected to increase by 331 million in two decades, from 204 million in 2010 to 535 million in 2030. The Middle East and Africa are also expected to more than double their arrivals in this period, respectively from 61 million to 149 million and from 50 million to 134 million.

Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) grow comparatively less. As a consequence, there will be increases in the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8%, from 6%) and Africa (to 7%, from 5%), and further declines in the shares of Europe (to 41%, from 51%) and the Americas (to 14%, from 16%), mostly because of the slower growth of North America, Northern Europe and Western Europe.

South Asia will be the sub region with the fastest growth in international arrivals

South Asia will be the fastest growing sub region in relative terms (+6.0% a year), but from a low base. West and Central Africa (+5.9% a year), East Africa (+5.8% a year) and Central America (+5.2% a year) also show fast growth on comparatively moderate bases, while South- East Asia (+5.1% a year) and North-East Asia (+4.9% a year) continue growing at a fast pace, adding to already substantial base volumes. South America, North Africa and the Middle East are projected to grow at or slightly above 4.5% a year on average. By contrast, North America (+1.7% a year) will show the slowest growth.

Europe will continue to lead in international arrivals received per 100 of population

Western Europe, Southern and Mediterranean Europe, and Northern Europe continue to lead in terms of the number of international arrivals received in relation to population size. They are projected to receive respectively 114, 103 and 80 arrivals per 100 of population in 2030.

UNWTO sees development prospects in selected product segments:

- Lifestyle products in conjunction with a prestigious image and brand development of the individual destination regions: the destination as a multifaceted product under one brand.
- Quality products in all service sectors with a bearing on the tourism industry. The stress on quality is the outcome of worldwide competition for wealthy clients and is a prerequisite of brand development.
- Nature tourism in conjunction with sporting activities.
- Cultural tourism: The academically interested are being joined by new target groups that want to include a cultural aspect in their recreational holiday (cultural events, art colonies, poetry nights, etc.).
- Particularly high rates of growth have been recorded in the wellness, fitness, and mountain hiking, hiking and biking and all-inclusive segments.

Two principal trends are discernible in the tourist demand pattern: complex bundles of motives and activities and the proliferation of diverse, smaller target groups.

1. Complex bundles of motives and activities: The prime motive is recreation. Additional motives are now pleasure, social contact, health, exercise, the search for meaning, widening horizons and a particularly pronounced bias towards experience. Several motives are always activated at the same time in holiday activities. Motivation changes during the day and from day to day.
2. Target group diversification: Membership in social and demographic groups has now come to be applied as a rough classification feature of the tourist market in the highly-developed countries. Distinctions are drawn as to lifestyle and motivation groups, which are then subdivided into ever smaller subgroups. Older people (over 65) are now divided into 'active' and 'classic' senior citizens. There is also a trend towards fragmentation in special-interest tourist groups (bikers being classed as 'tourers', 'mountain', 'excursion', 'fitness', 'sports', 'family', 'fun' varieties).

If a holiday product wants to occupy and retain a pre-eminent position, it must contain components that are inimitable, timeless and authentic. These include:

- a. Visual, staged assimilation of the surrounding landscape,
- b. Exotic garden layout, comfortable interior and harmonious exterior design,
- c. Harmonizing establishments with the surrounding (blending with the natural environment) and Service (human factor) as a major competition factor, which means taking time for the guest and his individual wishes, not just efficient professionalism.

Table G- 5: Forecast: International Tourist Arrivals by Region (Million)

Regions	Tourist Arrivals Base Year (Million)	Tourist Arrivals (Million)	Tourist Arrivals Forecasts (Million)	Market Share (%)		Average Annual Growth Rate (%)
	1995	2010	2020	1995	2020	1995-2020
Africa	20	46	77	3.6	5	5.5
Americas	110	195	282	19.3	18.1	3.8
Asia & Pacific	81	231	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	37	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2
World	565	1047	1561	100	100	4.1

Source: UNWTO, Global Forecasts and Profiles of Market Segments (Madrid: World Tourism Organization, 2001), and WTTC, 2013.

- From the above table, Europe and America observe as the top destinations in international travel, representing about 70% of all international tourist arrivals, are given apparent idea about a lower trends than average growth rates in the period between 1995 to 2010. Europe will uphold the maximum share of international tourist's arrivals, although there will be a turn down from 59.80% in 1995 to 45.9% in 2020. Africa (5.5%), East Asia/Pacific (6.5%), South Asia (6.2%), and the

Middle East (6.7%), are estimated to record growth rates of over 5% per annum, compared to the world average of 4.1% [Table G- 4].

7.2.4 Competitive Destinations

All tourist destinations have continuously adapted to marketing changes. They have picked up on the trends and developed their range of products further. They have in part taken different directions. Basically, though, they have pursued seven strategic goals:

- Quality in the accommodation sector, concentration on the upper categories
- Diversification into special products - sports, culture, congresses and incentives
- Development of cross-seasonal products, particularly wellness temples
- Sustainability through environmental protection, sanitation infrastructure and landscape design
- Scenography and adopting local characteristics and styles
- Qualification of vocational training and creating new occupational opportunities
- Stepping up marketing measures and concentrating on major markets

7.2.5 SWOT Analysis of Tourism industry in Bangladesh

Strength

The climate of Bangladesh is very much favorable to tourist. The country has a tropical monsoon. Its six calendar seasons characterized by four periods in a year such as (December- February) cold, (March- May) hot, (June- September) Monsoon, (October- November) mild cold. The average temperature across the country usually ranges between 8-21 C in cold months and between 21-38 C during warmer months.

Bangladesh is well known for natural beauty, warm welcoming people, archeological sites and rich historical background. The country offers a wide variety of tourist attractions and world biggest mangrove forest and world longest sea beach gives it the added advantage of being the best venture for multi destination tourism. Tourists arriving in Bangladesh have been swelling in numbers since 2000. Not only, the international visitors but locals are also taking their holidays– traveling within the country and visiting places like Cox' Bazaar, Teknaf, the Sundarbans, Kuakata, Paharpur, and Tetulia etc. There are many

attractions in Bangladesh to satisfy the needs of the tourists all around Bangladesh from east to west and south to north.

In the center part of Bangladesh, Dhaka– the capital was once known as the city of masque, founded by the Mughals in 1608 vibrant with more vehicles rushing through the old and new locales. Shopping is fun here, and trinkets and gifts are easily found in any traditional and the contemporary shops and malls. There are many interesting sites in Dhaka worth visiting. Some important places are the University of Dhaka, the Armenian Church, the Royal Ahsan Manzil, bustling Shadarghat river port on the bank of the river Buriganga, Sonargaon, The National Mausoleum, The National Parliament House, and many more.

The southwest part of Bangladesh is an inescapable destination, single largest mangrove forest in the world– Sundarban, the UNESCO world heritage where finds the world’s biggest cat, the Royal Bengal Tiger. Apart from the tigers, the forest treasures different species of plants, reptiles, birds and mammals. People are living in and around the Sundarban by the old age traditions of wild hunt collection and fishing with otters. And yes, there is bone baby, the forest goddess protecting everyone from evils. The annual fair of Rash Purnima in the Dubla Island is yet another attraction. Then again, another place– Bagerhat, is also known as the Masque city, built by Khan Jahan Ali in the 15th century. The “Shat Gambuj Masque” is one of the reminders of the once affluent city of Bagerhat. This is now the UNESCO world Heritage site as well.

The northwest part of Bangladesh embodies the rise and fall of Hinduism, Buddhism and Islam through changing eras. Mahastanghar is an old fortress city where Buddha had visited, which was said by Buddha later. The ancient Budhist monastery in Paharpur is biggest in the south of the Hindu layers. The architecture of Paharpur has been declared UNESCO world Heritage site. In the Rajshahi Region, there is Verendra Museum, Kusumba Masque, and the Sona Masque. The famous magnificent temple city Putia was built during 1823. The Kanthajee Temple is the most ornate medieval temple in the country, which was built by Maharaja Pran Nath in 1752.

The Northeast zone Sylhet is also known as the land of the two leaves and the bud. Getting it’d name from the vast tea plantations blanket the hilly region. Srimongal with a concentration of 120 tea gardens is popularly known as the tea capital of Bangladesh.

Shunamganj, predominantly a Haor or depressed land where millions of migratory fowl from Siberia flock during winter.

Chittagong, the port city, is located southeast from the center. It lies on the bank of the Comofuli River, at the edge of the Bay of Bangle. Some of the main attractions are shrines of Islamic Saint Baizid Bostami, Chandanpura Mosque, and the Second World War cemetery. The hill tracks of Rangamati, Bandarban, and Khagrachari are holding many groups of indigenous of Mongolian ancestry with their individual cultures and customs. The fascinating beauties of these hilly regions are blue water in the Rangamati Lake, climbing up the Chimbuk hill– literally hold the clouds on hand, and the world's longest unbroken sea beach Cox's bazar. The ancient Arkan hills in the background and numbers of Buddhist temples make Cox's bazar spiritually charged. Saint Martin's island, the only crewel island in Bangladesh. All these were but only the heart what Bangladesh can offer.

These attractions may be useful to the tourists as of leisure, business and education to any other variety of desire. In fact, Bangladesh as a tourist destination has many facets. Its tourist attractions also include fairs and festivals like (a) Baishakhi Mela– fair on the occasion of the Bengali new year, (b) Christmas, (c) Durga Puja– main religious festival of Hindus, (d) Eid-e-Miladunnabi, (e) Eid-ul-Azha, (f) Eid-ul-Fitr, (g) First Day of Bangla Year, (h) 26th March– Independence Day, (i) Langalbandh Mela –a religious festival of Hindus, (j) 21st February– Mother Language Day, (k) Muharram, (l) Rabindra and Nazrul Jayanti, and (m) 16th December– Victory Day etc.

Weaknesses

There are various weaknesses due to which tourism development has not occurred in the country and these include: are (a) absence of clear and well defined policies and strategies, (b) Inadequate infrastructure to match the expectation, (c) restrictive Airline Policy of the Government of Bangladesh, (d) lack Coastal Regulation Zone, (e) lack of quality connectivity, (f) distance from major markets, (g) increased neglect of solid and liquid waste management system, (h) lack of quality shopping and recreation facility, (i) lack of regulatory mechanism for sustainable development and quality controls, (j) dearth of funds in implementation of tourism projects, (k) lack of coordination by various line departments in providing infrastructure, (l) high percentage of low yield foreign tourists, (m) lack of professionalism, (n) lack of expertise in preparation of tourism plans, (o) perception as a

militant trade union area, (p) high and prohibitive taxation policy, (q) lack of better rail facilities, (r) lack of positive approach to tourism, (s) tendency to overcharge tourists for services, and (t) absence of major international companies.

Opportunities

There are various opportunities to develop tourism in this country and these include (a) vast untapped potential on heritage tourism, backwater tourism, eco-friendly tourism, health tourism and pilgrimage tourism, eco-tourism (b) availability of high quality human resources, (c) low credit-deposit ratio, and (d) availability of funds for investment from financial institutions. Furthermore, prospective private investors both from local and abroad who would be interested in investing money for the development of this sector in the country.

Threats

Uncontrolled and unsystematic growth of tourism will lead to troubles of pollution, environmental and ecological hazards and cultural degradation. Over emphasis on tourism alone may lead to economic recession in periods of down turn, losing competitiveness to other countries. Unstable political situation and natural disaster are considered as threats for the development of tourism industry in Bangladesh. Similarly other countries may offer significantly better services, if action is not taken to remove weaknesses.

7.2.6 Tourism Development Goals

Future tourism development is based on a set of goals ensuring vertical hierarchy and horizontal interdependence, thus creating an integrated strategic approach.

Strategic goal

Considering the “Bangladesh tourism vision 2020” & Mean Score on Tourism Parameters by Tourist, TOAB Members, Executives of BPC, Managers and Receptionists of Hotel & Restaurant as well as the score on the three sub-indexes of the Travel & Tourism Competitiveness of Bangladesh, Researcher has formulated strategic goals and objectives.

The strategic goal of tourism development is as follows:

By applying sustainable development principles and objective Bangladesh will create a strong position of a global high-quality destination; Tourism will provide to Bangladeshi citizen enough jobs and increasing livings standards, and the government will have stable and reliable revenues. For attaining the strategic goal, five objectives are set.

7.2.7 Tourism Development Objectives

Objectives one: Create required tourism and accompanying infrastructure for attaining the strategic goal.

Objectives two: Bangladesh develops a specific Unique Selling Point.

Objectives three: Bangladesh is known and recognized as all year destination.

Objectives four: Institutional and legal framework appropriate for successful and sustainable development.

Objectives five: Local population is increasingly more involved in tourism sector (Internal Marketing).

Bangladesh is a beautiful and exciting destination. The potentials, however, has not been fully harnessed and the desired international image has not attain yet. Bangladesh should rank one of the top destination countries among the global. Its landscape and natural values, cultural and historical heritage and hospitality of its people constitute extraordinary advantages of Bangladesh. All efforts invested to improve Bangladesh tourism must be directed towards the attainment of this ambitious goal.

Tourism will be one of the main pillars of our country's economic base. It is only successful tourism development that may ensure jobs and income for a considerable share of the population.

Although the development of large establishments like international tourism and conference facilities, marinas, parliament center, etc. is often regarded as the symbol of successful tourism, it is actually based on numerous business activities of micro, small and medium-size enterprises. Such large investments may be regarded as necessary, as symbols, which draw the attention of guests to Bangladesh. However, the establishment of tourism as an economic sector throughout the country and ensuring long-term sustainable development of tourism absolutely demands the completion of integrated tourism complexes and services by significant private sector investments. Such initiatives are not linked only with tourism activities (such as accommodation, restaurants, bars, etc.) but cover all the services and production directly or indirectly related to tourism.

Tourism, however, does not contribute only to the welfare of individuals but also the benefit of the state. Tourism development is as well an important step for establishing stable and reliable financial base for the govt. budgets. The employment and income for

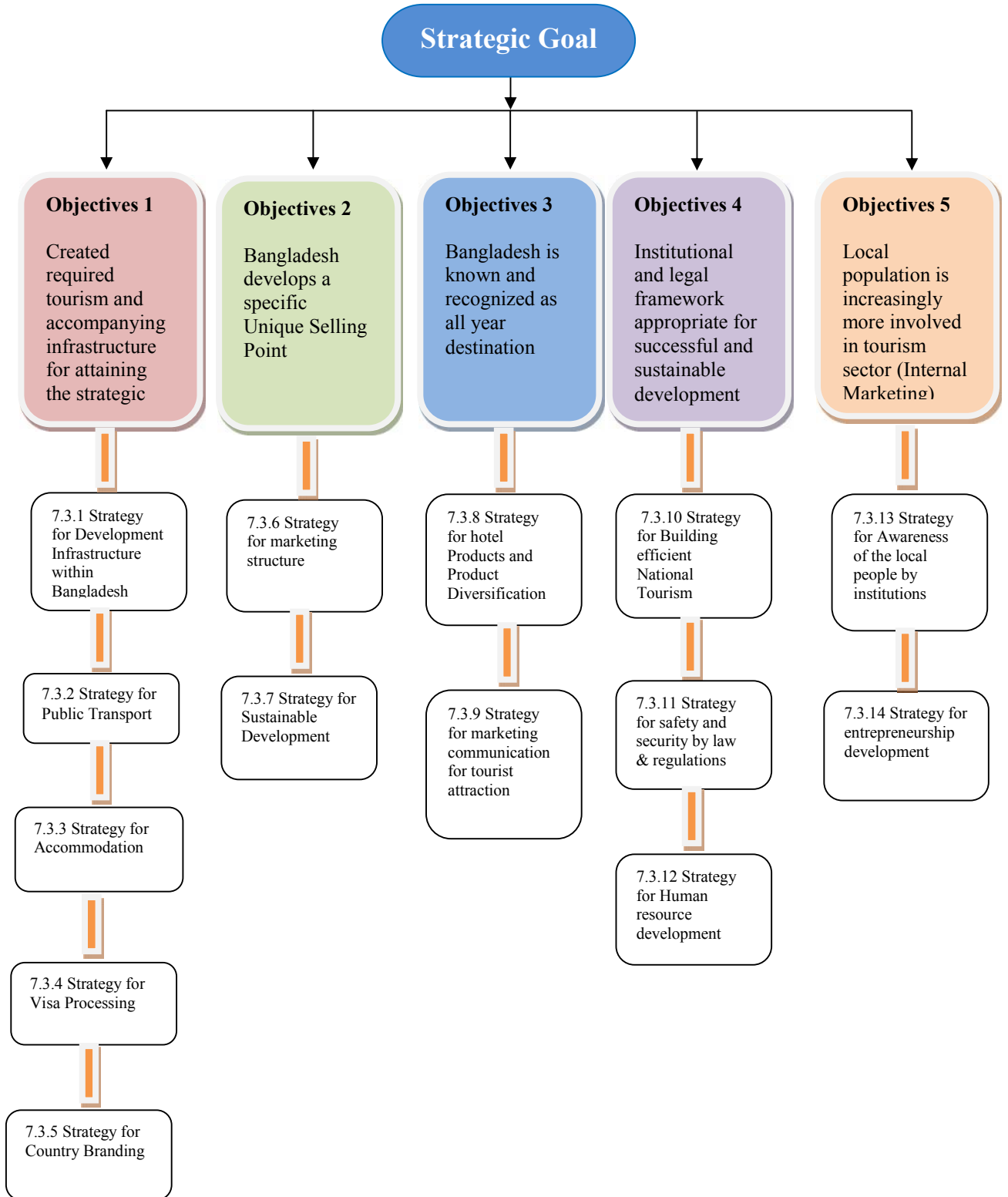
Bangladeshi population and the increase in government revenues are not the two processes that go in parallel, but are firmly interconnected. A wide range of efforts is needed to achieve the strategic goal of tourism development and attain the required benefits and positive impacts.

All efforts within the scope of tourism development need to take into account the external factors, those out of the direct influence of Bangladesh. On the upside, the favorable conditions are given through the fact that there is international demand for the products offered by Bangladesh or the products which may be stimulated, increased and continue to increase. It particularly holds true for nature tourism, active holidays, conference tourism and high-quality tourism.

One the other hand, the impact of climate change affecting tourism development in the whole Bangladeshi, Bangladesh included, need to be accounted for. Currently, one cannot forecast how far the changes will go. Another factor to be given attention to in the coming years is the increase in the travel expenses, new environmental friendly and potentially cost saving technologies, and thus possible changes in travel-related behavior. The increase in import food prices is noticeable for sustainable tourism dependence on imported food needs to be reduced as much as possible, by supporting greater productivity and quality of local agriculture.

The strategic goal of tourism development can be attained through a set of objectives.

Figure H-11: shows the Tourism Development Objectives



Section Three: Expected Development of Strategy and Implementation

Objectives and Strategies for Their Implementation

Objectives one: Create required tourism and accompanying infrastructure for attaining the strategic goal.

In the tourism sector, of Bangladesh govt. and other stake holders already have taken several significant steps over the past years; however, there are still parts of tourism infrastructure accommodation facilities and services, which do not meet the requirements of a high quality and competitive destinations. Bangladesh has the opportunity to become one of the leading destinations worldwide and ensure a long-term benefit from tourism industry.

To attain this goal the following strategies need to be undertaken:

- 7.3.1 Strategy for Development Infrastructure within Bangladesh
- 7.3.2 Strategy for Public Transport
- 7.3.3 Strategy for Accommodation
- 7.3.4 Strategy for Visa Processing
- 7.3.5 Strategy for Country Branding

7.3.1 Strategy for Development Infrastructure within Bangladesh

Strategy formulations:

Quality of tourism greatly depends on the well-functioning public infrastructure. Bangladesh Parjatan Corporation, National Tourism Board and Private and foreign initiatives and investment are required to develop the public infrastructure at tourist sites.

Strategy implementations:

BPC has been promoting and creating various tourist facilities across the country. It has created as many as 29 tourism units at different places of tourist attractions of Bangladesh in order to facilities to the tourists. BPC's vacant lands are being leased out to private sector investors to create tourist facilities. Private sector and foreign direct investment are required to establish world-class Hotels, preparing good environment, management of Hotels hiring managers and other staffs not only Bangladesh but also from abroad. Bishwa Ijtema and other religious festivals can be more systematically arranged to attract both

domestic and foreign tourists. As such religious places infrastructure should be developed with greater vision and mission. Govt. can develop necessary infrastructure: roads, highways and bridges; sea ports and airports; rivers and coastal waters worth navigation; always and rail road's, etc. these infrastructures are essential and should adequately connect the trade- centres as well as important spots and resorts worth visitation by tourists and the local people.

7.3.2 Strategy for Improving Public Transport

Strategy formulations:

To improve and develop painless and best traveling way.

Strategy implementations:

Improvement in road communication should be joined north to south and east to west cities without much trouble and hindrance. Bus services should be improved; Rail-way intercity train service has a considerable network to cover the major cities with the capital. However, services of the railway should be better; Railway line should be established up to Taknaf from Chittagong; Rail link between Dhaka and Cox, Bazar should be established. Hill tract area should be come under well connected Railway and air system. The inland waterway facilitates easy and cheaper sources of transportation and possesses a great potential for tourism development; The government should maintain an international standard of the airport in Chittagong, Sylhet, Syedpur and Cox's bazaar. More airports should be built and the existing ones improved at Barisal, Rajshahi, Rangpur, Khulna, Dinajpur, etc. and the number of flights should be increased for easy movement of tourists. Private airlines should come forward to cover different tourist spots; Heron point should be well connected not by only sea transport but also the air system.

7.3.3 Strategy for Accommodation

Strategy formulations:

To attract investments into new high standard accommodation facilities and Increase standards of existing accommodation facilities.

Strategy implementations:

First development stage concentrates on privatization or public-private partnership and on renovating and upgrading existing hotels. Hotel's capacity must be expended substantially

in terms of quality and quantity. High-quality tourism may not be established without high-quality accommodation in all sectors of the tourist economy. So Govt. should offer to ease access to invest foreign investors to this segment. Not only new and large hotels and tourism and conference facilities should be of 3, 4 or five star category, but also the existing small hotels, apartments, cottages, etc. The scene is still dominated by the low standard accommodation. The owners of existing accommodation facilities need to be motivated and supported in investing into upgrading. There is also planned to establish five star hotel at the land of Fairly House, Dhaka; Multi-Storied Tourist complex cum shopping mall in Chittagong, a motel at Munshigonj near the Sundarbans.

As is the case with new investments, care should be given to nature protection, energy efficiency, renewable energy and accessibility for the disabled.

7.3.4 Strategy for Visa Processing:

Strategy formulations:

To relax visa & Immigration formalities and visa waiver for short term trip and visa on arrival.

Strategy implementations:

To become a good tourist country Bangladesh needs welcoming foreign tourist. Visa process and cost discourage a tourist. The Govt. should take proper steps through embassies for promoting the visa. Govt. should establish a separate wing in foreign missions of Bangladesh for tourism.

7.3.5 Strategy for Country Branding:

Strategy formulations:

Creating a favorable image of Bangladesh abroad.

Strategy implementations:

Country branding, which is about employing strategic marketing to promote a country's identity, has become a strategic tool of a country's competitiveness. However, only few developing countries have articulated and implemented a branding strategy. Malaysia developed a brand name "Malaysia Truly Asia." Bangladesh Govt. also took certain steps to build a brand name "Beautiful Bangladesh." As a part of publicity & marketing

activities, two video films named 'Visit Bangladesh' and 'Discover Bangladesh' have been produced. Colorful brochures and folders have been printed describing the tourism products/ places of attractions in Bangladesh. Aggressive marketing is needed not only within the country but also outside the country. Bangladesh Embassy at abroad should work as a publicity campaign to encourage foreigners to tour.

Objective Two: Bangladesh develops a specific Unique Selling Point

To attain this goal the following strategies need to be undertaken:

7.3.6 Strategy for Efficient Marketing Structure:

Strategy formulations:

To promote Bangladesh as a unique selling point.

Strategy implementations:

Effective marketing structures need to be in place to promote Bangladesh as a unique selling point (USP). It includes a well-balanced marketing strategy, as well as a proper institutional structure. A specific brand will be formed and strengthened and ensure permanent presence at major source markets. This brand will be placed in the focus of future marketing efforts and will be the umbrella for specific brands of individual sites and regions.

7.3.7 Strategy for Sustainable Development:

Strategy formulations:

To preserve of eco- system in coastal zone and islands and build up eco-tourism in the area based on the natural bio-diversity for tourism in Bangladesh.

Strategy implementations:

The potentiality and sustainability of eco-tourism in Bangladesh largely depends on steady arrival of visitors to the destination without flattening the natural resources. It is important to ensure the satisfaction of visitors while the natural areas should not be degraded and environment must remain sound and free from pollution. It is also to be ensured that the quality services are being provided, however, the benefit of local people must be put into consideration in terms of employment generation, business opportunities, education,

infrastructure and superstructure development, etc. in order to make Bangladesh a money-spinning eco-tourism destination.

The world's largest mangrove forest has been designated only for the eco-tourism activities. Bangladesh has formed a task force, which determined five objectives for the development of tourism in Bangladesh. However, negative repercussion should be cautiously handled. By dividing the whole country into different tourist zones Bangladesh could emphasize eco-tourism advantage.

Objectives Three: Bangladesh is known and recognized as all year destination

To attain this goal the following strategies need to be undertaken:

7.3.8 Strategies for Hotels Products and Product Diversification:

Strategy formulation:

The aim is to diversify the hotel products and other tourism products tailored to specific target groups and to improve the recreational and active holiday facilities to be attractive all-year-round that attract local and foreign tourists through development and maintenance of products.

Strategy implementations:

The attractiveness and earning power of a hotel are traditionally rated by standard and situation - certainly two of the most important criteria. In the holiday hotel business, however, others are equally important: holiday making facilities- Hotel, Motel. Cottage, conference room, dormitory, Bar and picnic spots, and the atmosphere. Private and public initiatives are expecting to upgrade the present position.

Total tourism products are diversified with: Archaeological sites; eco-tourism products; Natural Products/Tourist Attractions; Religious products; Modern or Manmade tourism products; Historical or other potential tourism attractions; Cultural Attractions. As well as sports tourism, food tourism can be arranged by the stakeholder.

7.3.9 Strategy for Marketing Communication for Tourist Attraction:

Strategy formulation:

To boost up the tourists position and earnings foreign revenues.

Strategy implementations:

Bangladesh provides numerous attractions that include natural and cultural heritage, but also cultural and traditional events and festivals. Very few among these are today known to foreign guests, even to local and regional visitors. The establishment, promotion and marketing of tourist attractions ensure the necessary preconditions for attaining the objective of Bangladesh becoming an all-year-round destination. BPC should take the proper advertising plan: advertising, Full Displays Ads, Posters, Video, the Internet, Power Point Presentation, Education Tourism and Health Tourism.

Objectives Four: Institutional and legal framework appropriate for successful and sustainable development

To attain this goal the following strategies need to be undertaken:

7.3.10 Strategy for Building efficient National Tourism Organization:

Strategy formulation:

To act as a contact point for international travel agencies, visitors for the development of tourism industry.

Strategy implementations:

The National Tourism Organization (NTO) is the main contact point for international travel agencies and tour operators. The broader the range of products and the more diversified the target groups, the more efficient operation of NTO will be needed.

For tourists already in Bangladesh the local tourism organization's Bangladesh Parjantan Corporation (BPC) are the main source of information on certain events, possibilities, etc. in a certain area. The BPC quality also affects the general recognition of a destination of high quality and with good services. BPC moreover has to be able to fulfill the required standards and quality criteria set by the government.

Related to the promotion of different tourist sites the establishments of private tourism organizations, Like TOAB, ATAB is also working for the tourism development.

7.3.11 Strategy for Safety and Security:

Strategy formulation:

To ensure safety and security for tourist, especially at the tourist spots.

Strategy implementations:

Bangladesh govt. should form tourist police specially trained in tourism for the safety and security of foreign tourist as well as domestic tourists. At the same time, the private security can also help to protect the safety and security for the development of tourism industry.

7.3.12 Strategy for HR Development:

Strategy formulations:

Human Resource Development in Tourism sector is necessary to develop quality tourism professionals and products.

Strategy implementations:

Actually strategic leadership should be developed in all sorts of organizations related to tourism sectors to enhance tourism and obtaining as a source of income generation for the individual organization as well as national level of the country. Bangladesh has created National Hotel and Tourism Training Institute through which it has been providing 2-year long diploma in Hotel Management as well as training on six disciplines (Front Office and secretarial operation; Travel agencies and tour operation; food and Beverage production; Food and Beverage services; Housekeeping and Laundry operation; Bakery and pastry production). University of Dhaka has established Tourism and Hospitality dept. and providing BBA and MBA degree. Moreover, some private university has started this Tourism and Hospitality department.

**Objectives Five: Local population is increasingly more involved in tourism sector
(Internal Marketing)**

To attain this goal the following strategies need to be undertaken:

7.3.13 Strategy for Awareness of the local people by institutions:

Strategy formulations:

To ensure the participation of the local people to the tourism development.

Strategy implementations:

Although the local population needs to be informed of the importance of tourism for general development of Bangladesh, the information on current income possibilities forms tourism activities and investments of individuals is more promising. Why, what and how to do! The way of inciting the interest of the local population for tourism is to open the options for employment and income.

Strengthening capacities of the local tourism organizations would turn them into promoters of the tourism business, the consultants in private initiative start-up in tourism and other related areas, creators of demand and the ones guiding supply development.

7.3.14 Strategy for Entrepreneurship Development:

Strategy formulations:

To enhance the present position of tourism industry in Bangladesh.

Strategy implementations:

Tourism is to a great extent based on micro, small- and medium-sized enterprises. Large tourism investments are the so-called anchors, but the jobs and revenues in tourism will be realized through the micro, small and medium-size activities. Enhanced entrepreneurship has a direct positive impact on the extension of the basic activity in the tourism sector. For many years now Bangladesh should extend, support to entrepreneurs and business start-up. The existing capacities and programs will be used. The support needs to be aligned with the particular needs in the tourism sector and the existing preconditions for specific areas.

Chapter Eight: Recommendation and Conclusion

8.1 Recommendation

Tourism is a very excellent source of foreign exchange and employment. Bangladesh is a country of vast population. Unemployment problem is high ranked problem here. Tourism development could open a new era for solving unemployment problem and could generate income. In this section, some specific recommendations are listed below.

- i. It is already passed 42 years of liberation of Bangladesh But yet there is no comprehensive tourism policy. So Government should form a comprehensive and long-term national tourism policy in the context of a global phenomenon.
- ii. Well, infrastructure transportation is the prerequisites for tourism development. So the government should take necessary steps to develop highways, railways and airways to connect key tourist attractions as well as public transport facilities should be generated and comfortable.
- iii. National Tourism Board under the direct supervision of Prime Minister could be the most effective institution for the development of tourism industry in Bangladesh.
- iv. Ensure safety and security for tourists, especially at the tourist spots. Bangladesh Govt. should formed tourist police specially trained in tourism for the safety and security of foreign tourist as well as domestic tourists.
- v. To relax visa & Immigration formalities and visa waiver for foreign tourists, The Govt. should take proper steps through embassies for promoting the visa. Govt. should establish a separate wing in foreign missions of Bangladesh for tourism.
- vi. Positive image of our tourism industry must be expressed by our diplomats, ambassadors, consular representing Bangladesh in different countries of the world. Bangladeshi representatives abroad can act as overseas office for the wholesale tour operators who conduct inbound tours.
- vii. It is necessary as early as possible to diversify the hotel products and other tourism products tailored to specific target groups and to improve the recreational and active

holiday facilities to be attractive all-year-round that able to attract local and foreign tourists through development and maintenance of products.

viii. Very few among natural and cultural heritage, cultural and traditional events and festivals are today known to foreign guests, even to local and regional visitors. The establishment, promotion and marketing of tourist attractions will ensure the necessary preconditions for attaining the objective of Bangladesh becoming an all-year-round destination.

8.2 Conclusion

Nowadays, tourism sector emerges as an important driver of economic growth of nations playing a significant role by way of creation of employment opportunities, earning foreign exchange and contributing the growth of the GDP and the poverty alleviation. The growing importance of this sector within the framework of the country's development found formal recognition when the campaign, an attempt by the Government of Bangladesh was launched as a part of publicity & marketing activities. Two video films named 'Visit Bangladesh' and 'Discover Bangladesh' have been produced, and some concerned authorities have been established. Colorful brochures and folders have been printed describing the tourism products/ places of attractions in Bangladesh. A large number of Social, cultural, natural, religious and historical elements could forward tourism industry in Bangladesh. A great natural element, Cox's Bazar the longest sea beach in the world is in the possession of Bangladesh. Definitely, this natural asset as well as Kuakata, Sundarban and other key spots in Bangladesh are not absolutely used by the country for the development of the tourism sector.

Major developments have been taking place alongside in the global tourism scenario. These changes are forced by a number of inter-related phenomena, which included the advances in the field of transportation and communication, urbanization, the emergence of industrialization in the world and the information revolution. The combined effect of the aforesaid phenomena translated itself into a spectacular rise of tourism industry.

The question that arises in the context of these new global and regional realities is to what extent Bangladesh ultimately could capture the opportunities arising out of the changed

scenario by attracting the larger number of tourists from the world and how. In fact, this was the question that provided the background for this present research enquiry.

Keeping in view the need for an intensive investigation, the study focused on the tourists to Bangladesh from different countries and the occupational experience of the executive of BPC, members of TOAB, manager and receptionists of Hotel and different dimension parameters of Travel and Tourism Competitiveness Index (WTT) for Bangladesh and other neighboring countries.

The paragraphs present a summary of the survey and observations of the study, score of destination parameter of TTC index and development strategies.

Tourists' Profiles, Preferences and Destination Choice Considerations

In order to gain insight into the profile, preferences and perception of the inbound tourists from different countries, a survey of the tourists who come from different foreign countries was undertaken in select destinations. The analysis of the results of the survey pointed to the following:

1. Majority of the inbound tourists surveyed were of age more than 35 years (64 percent), with noticeable concentration among the age-class 35 to 44 (45 percent) and 45 to 54 (19 percent), there for the majority of the inbound tourists were either mildest or matured travel.
2. Majority of the tourists were male (75 percent), were married (81 percent) and were having either higher education or a technical qualification (77 percent). The numbers of the young unmarried travelers were relatively small.
3. Occupation-wise a substantial number (80 percent) of the visitors either were professionals (including teachers) and service-holders (in public and private sector) or were having their own business. Students, researchers and social workers together accounted for only (20 percent) of the visiting population interviewed.
4. From the point of view of travel motivation, it was noticed that more than (36 percent) of the tourists were business travelers whose points of interest were multiple and intermingled. A large proportion of the visitors were found inclined towards historical/cultural attractions which in turn suggested that the visitors' a-priori perception of Bangladesh was that of a cultural destination with historical, spiritual and cultural

legacies; and it appeared that the other aspects of Bangladesh tourism treasure, including the sports, fun, holidaying and adventure-related activities were relatively less known.

5. It is observed that out of total of 100 sample tourists 37 percent preferred to travel with their family, followed by 35 percent preferred to travel with their friends, 21 percent preferred to travel with colleagues and followed by 7 percent preferred to travel alone. It is observed that a major portion of the sample tourists of different countries, i.e. 50 percent tourist stay in Bangladesh was 7-14 days (i.e. one to two weeks). It is also observed that 42 percent tourist stay in Bangladesh was 14-21 days; 7 percent tourist stay in Bangladesh was less than seven days. However, very small portion of sample tourist stays in Bangladesh for more than three weeks and above.

6. The visitors were found satisfied at varying degrees on the following 17 dimensions of their travel experience. The dimensions are tourist attraction, Status of air connectivity with tourists' home country and the air tariff, Visa and immigration formalities, Quality of accommodation, Ambience, Hygiene, Up-keep of tourist sites, Accommodation tariff, Availability of medicinal and health care facilities; Security measures by local administration, Food and catering, Food prices, Shopping facilities, Time required for travel, Availability of travel agents and local tour operators, Attitude of the local people, Recreational facilities.

7. However, it is also observed that in three destination dimension parameters where tourists rated their experience as 'Less than satisfactory'. These dimensions are Public transport facilities, Quality of roads and Co-operation for tourist information centre.

Members of TOAB's Profiles, Preferences and Destination Choice Considerations by their occupational experience

The survey of sample members of Tour Operators Association of Bangladesh threw light on the socio-demographic status, preferences, and destination choice consideration of the member by their occupational experience. The analysis of the results of the survey pointed to the following:

1. Majority of the members of TOAB surveyed were of age more than 35 years (85 percent), with noticeable concentration among the age-class 35 to 44 (75 percent) and 45 to 54 (10 percent); therefore, the majority of the members were either middle-aged or matured

members. Majorities of the members were male (95 percent), married (100 percent) and higher education (95 percent).

From the point of view of travel motivation, by the business experience of a member of TOAB, it was noticed that (30 percent) of the tourists were business travelers. A large proportion (55 percent) of the visitors was found inclined towards historical/ cultural attractions which in turn suggested that the visitors' a-priori perception of Bangladesh was that of a cultural destination with historical and cultural legacies; and it appeared that the other aspects of Bangladesh tourism treasure, including the educational tours, social tour, spiritual, sports and adventure-related activities were relatively less known.

2. In the analysis of the sample members' rating of the destination dimension Parameters, it was found that out of 20 destination dimension parameters, the sample members were found satisfied at varying degrees in 20 dimensions of their travel experience.

Executives of Bangladesh Parjatan Corporation Profiles, Preferences and Destination Choice Considerations by Their Occupational Experience

The survey of Executives of Bangladesh Parjatan Corporation threw light on the socio-demographic status, preferences, and destination choice consideration of the executives by their occupational experience. The analysis of the results of the survey pointed to the following:

1. Majority of the executives of BPC surveyed were of age more than 35 years (100 percent), with noticeable concentration among the age-class 35 to 44 (60 percent) and 45 to 54 (40 percent); therefore, the majority of the executives were either mid level or top level. Majorities of the members were male (80 percent), and married (100 percent)

From the point of view of travel motivation, by the operational experience of Executive of BPC, it was noticed that (20 percent) of the tourists were business travelers. A large proportion (60 percent) of the visitors was found inclined towards historical/ cultural attractions which in turn suggested that the visitors' a-priori perception of Bangladesh was that of a cultural destination with historical and cultural legacies. 20 percent of the visitors are found inclined towards nature, and it appeared that the other aspects of Bangladesh tourism treasure, including the educational tours, social tour, spiritual, sports and adventure-related activities were less known.

2. In the analysis of the sample executive's rating of the destination dimension Parameters, it was found that out of nine destination dimension parameters, the sample executives

were found satisfied at varying degrees in 20 dimensions of their travel experience. However, 11 destination dimension parameters: Status of air connectivity with tourists' home country and the air tariff, Visa and immigration formalities, Ambience, Hygiene, Up-keep of tourist sites, availability of medicinal and health care facilities, Security measures by local administration, Public transport facilities, Quality of roads; Time required for travel; Recreational facilities were found that the executives rates their experience as 'less than satisfactory'.

Hotel's Managers' Profiles, Preferences and Destination Choice Considerations by Their Occupational Experience

The survey of sample managers of Hotels & Restaurant of Bangladesh threw liked on the socio-demographic status, preferences, and destination choice consideration of the manager by their occupational experience. The analysis of the results of the survey pointed to the following:

1. Majority of the manager of Hotels & Restaurant surveyed were of age more than 35 years (65 percent), with noticeable concentration among the age-class 35 to 44 (45 percent) and 45 to 54 (20 percent). Therefore, the majority of the managers were either mildest or matured manager. Majorities of the managers were male (70 percent), married (85 percent) and either higher education (80 percent) or technical education.

From the point of view of travel motivation, it is observed by the occupational experience of the sample member of managers that a major portion of the purpose of the tourists visiting Bangladesh are for Business related / official and Historical/ Culture, and the percentage is 20 & tourist visited for Spiritual and Social tour, and Educational tour/ Excursion's purpose are 15 percent. And it appeared that the other aspects of Bangladesh tourism treasure, including the nature, sports and adventure-related activities were less known.

2. In The analysis of the sample manager's rating of the destination dimension Parameters, it was found that out of nine destination dimension parameters, the sample executives were found satisfied at varying degrees in 15 dimensions of their travel experience. However, 5 destination dimension parameters: Public transport facilities, Quality of roads, Time required for travel, Co-operation for tourist information centre; Availability of travel agents and local operators found that the managers rated their occupational

experience as 'less than satisfactory'. The rating the managers in the above-mentioned destination dimension parameters are in the range of "Ok" and "Need Improvement."

Hotel's Receptionists Profiles, Preferences and Destination Choice Considerations by Their Occupational Experience

The survey of sample receptionists of Hotels & Restaurant of Bangladesh threw light on the socio-demographic status, preferences, and destination choice consideration of the sample receptionists by their occupational experience. The analysis of the results of the survey pointed to the following:

1. Majority of the receptionists of Hotels & Restaurant surveyed were of age more than 25 years (75 percent), with noticeable concentration among the age-class 25 to 34 (30 percent) and 35 to 44 (45 percent). There for the majority of the receptionists were either younger or matured receptionists. Majorities of the receptionists were male (60 percent), married (80 percent) and were either secondary higher education (50 percent) or technical education.

From the point of view of travel motivation, it is observed by the occupational experience of the member of Receptionist that a major portion of the purpose of the tourists visiting Bangladesh are for Business related / official, and the percentage is 25 & tourist visited for Historical/ culture purpose are 20 percent, and it appeared that the other aspects of Bangladesh tourism treasure, including the nature, sports, education, and adventure-related activities were less known.

2. In The analysis of the sample receptionist rating of the destination dimension Parameters, it was found that out of 15 destination dimension parameters, the sample receptionists were found satisfied at varying degrees in 20 dimensions of their travel experience. However, 5 destination dimension parameters: Public transport facilities, Quality of roads, Time required for travel, Co-operation for tourist information centre; Availability of travel agents and local operators found that the receptionists rated their occupational experience as 'less than satisfactory'.

Table G-6: Response on Tourism related Parameters by member of TOAB, Receptionist, Manager, Executive of BPC and Foreign Tourist

Response option on Tourism related Parameters	TOAB		Receptionist		Manager		BPC		Foreign Tourist	
	No. of Respondent	Mean Score	No. of Respondent	Mean Score	No. of Respondent	Mean Score	No. of Respondent	Mean Score	No. of Respondent	Mean Score
Tourist attraction	20	1.6	20	1.05	20	1.4	5	1.6	100	1.15
status of air connectivity with tourists' home country and the air tariff	20	1	20	0.8	20	0.9	5	-0.4	100	.75
Visa and immigration formalities	20	0.55	20	0.8	20	0.6	5	-0.4	100	.53
Quality of accommodation	20	0.9	20	0.6	20	0.55	5	0	100	.53
Ambience	20	0.5	20	0.5	20	0.6	5	-0.2	100	.54
Hygiene	20	0.7	20	0.5	20	0.7	5	-0.4	100	.33
Up-keep of tourist sites	20	0.9	20	0.4	20	0.55	5	-0.4	100	.28
Accommodation tariff	20	0.6	20	0.6	20	0.45	5	0.4	100	.37
availability of medicinal and health care facilities	20	0.55	20	0.5	20	0.45	5	-0.6	100	.39
Security measures by local administration	20	0.4	20	0.55	20	0.2	5	-0.4	100	.25
Food and catering	20	0.75	20	0.2	20	0.3	5	0.8	100	.36
Food prices	20	0.55	20	0.1	20	0.15	5	0.8	100	.25
Shopping facilities	20	0.8	20	0.3	20	0.25	5	0.4	100	.33
Public transport facilities	20	0.75	20	-0.4	20	-0.35	5	-0.2	100	-0.05
Quality of roads	20	0.5	20	-0.8	20	-0.7	5	-0.2	100	-0.46
Time required for travel	20	0.5	20	-0.9	20	-0.7	5	-0.8	100	.62
Co-operation for tourist information centre	20	0.75	20	-0.8	20	-0.75	5	0	100	-0.15
Availability of travel agents and local operators	20	0.6	20	-0.05	20	-0.05	5	0.2	100	.13
Attitude of the local people	20	0.75	20	0.7	20	0.5	5	0.4	100	.63
Recreational facilities	20	0.9	20	0.85	20	0.8	5	-0.8	100	.55

Different Dimensions Parameters of Travel and Tourism Competitiveness Index for Bangladesh and Other Neighboring Countries

The Travel & Tourism Competitiveness Index (TTCI) aimed to measure the factors and policies that make it attractive to develop the T&T sector in different countries. In this study, the TTCI reflected that many of the South Asian countries remain relatively resilient over the recent years despite the uncertain global economic outlook, which has been characterized by fragile global economic growth.

Malaysia has excellent price competitiveness with comparatively low fuel prices, low ticket taxes and airport charges, competitive hotel prices, and a favorable tax regime. Thailand is endowed with rich natural resources and a strong affinity for Travel & Tourism, with a very friendly attitude of the population toward tourists. This is buttressed by the government's strong prioritization of the sector, with good destination marketing campaigns and relative price competitiveness. India is well assessed for its natural resources and cultural resources, with many natural and cultural World Heritage sites, rich fauna, many fairs and exhibitions, and strong creative industries.

Though Bangladesh is safe destination for tourists when comparing with most of the neighboring countries, it's weakness in different indicators is not making Bangladesh as a tourist destination for tourists from different countries. The quality of roads is poor and tourism infrastructure remains somewhat underdeveloped, which needs to be emphasized. It has very few hotel rooms per capita by international comparison and low ATM penetration. ICT infrastructure also remains somewhat underdeveloped and under exploited. Another area of concern is the policy environment and high cost required to start a business, a restrictive visa policy. Other areas requiring attention are health and hygiene standards and the country's human resources base. Bangladesh has to improve in many of the TTCI indicators if the country wants to move forward.

Table G-7: Scores on the three sub-indexes of the TTCI of Bangladesh and Other Neighboring Country.

Sl. No	Sub-indexes of the TTCI and pillars of T&T competitiveness	Scores on the three sub-indexes of the TTCI in neighboring countries of BD						Scores on the three sub-indexes of the TTCI of BD
		<i>India</i>	<i>Nepal</i>	<i>Sri Lanka</i>	<i>Pakistan</i>	<i>Thailand</i>	<i>Malaysia</i>	
Sub-index A: T&T regulatory framework								
1	1st pillar: Policy rules and regulations	3.7	4.0	4.6	3.8	4.4	5.3	4.0
2	2nd pillar: Environmental sustainability	4.2	4.4	4.0	3.7	4.3	4.7	4.0
3	3rd pillar: Safety and security	4.7	4.0	5.3	3.1	4.4	4.8	4.4
4	4th pillar: Health and hygiene	3.0	3.6	4.4	3.3	4.3	4.6	2.8
5	5th pillar: Prioritization of Travel & Tourism	4.0	3.6	5.1	3.0	5	4.7	3.0
T&T regulatory framework Score		19.6	19.6	23.4	16.9	22.4	24.1	18.2
Sub-index B: T&T business environment and infrastructure								
6	6th pillar: Air transport infrastructure	4.2	2.2	2.7	2.5	4.6	4.5	2.3
7	7th pillar: Ground transport infrastructure	4.4	2.3	4.9	3.4	3.8	4.6	3.8
8	8th pillar: Tourism infrastructure	2.6	1.5	2.3	1.9	5.2	3.8	1.6
9	9th pillar: ICT infrastructure	2.1	1.8	2.0	1.9	2.6	3.5	1.7
10	10th pillar: Price competitiveness in T&T ind	5.1	5.4	4.9	5.2	5	5.4	5.2
T&T business environment and infrastructure Score		18.4	13.2	16.8	14.9	21.2	21.8	14.6
Sub-index C: T&T human, cultural, and natural resources								
11	11th pillar: Human resources	4.6	3.7	4.8	4.1	4.9	5.4	4.3
12	12th pillar: Affinity for Travel & Tourism	4.3	4.4	4.8	3.8	5.4	5.4	4.0
13	13th pillar: Natural resources	5.4	4.4	4.1	3.3	4.9	5.1	3.2
14	14th pillar: Cultural resources	4.7	1.3	2.0	2.4	3.6	3.9	1.5
T&T human, cultural, and natural resources Score		19	13.8	15.7	13.6	18.8	19.8	13
TTCI Score								
		57	46.6	55.9	45.4	62.4	65.7	45.8

Tourism Development Strategy

The tourism development strategy is a three-phase initiative designed to differentiate Bangladesh tourism development, strategic orientation for Bangladesh and expected development of strategy and implementation. The first phase of Bangladesh tourism strategy involves the analysis of the tourism master plan aimed at bringing the economy to a higher growth path and making it more competitive, flexible and adaptable and the analysis of the present situation in the tourism sector in Bangladesh to catch real picture existing in the industry. Phase two involves the analysis of Bangladesh tourism vision, considering the response on tourism related parameters by member of TOAB, Receptionist, Manager, Executive of BPC and Foreign Tourists and scores on the three sub-indexes, starting points for future tourism development, global and regional trends, competitive destinations and SWOT analysis to draw tourism development goals and objectives that ensure Bangladesh a strong position. The third phase consists of the expected development of strategy such as Strategy for Infrastructure Development, Strategy for Public Transport, Strategy for Accommodation, Strategy for Visa Processing, Strategy for Country Branding, Strategy for Efficient Marketing Structure, Strategies for Hotels Products and Product Diversification, Strategy for Safety and Security, etc. and implementation, which facilitates mitigating the shortcomings existing in the industry and boost up the jobs and income for a considerable share of the population as a global high-quality destination.

8.3 Suggestions for Future Research

For the sake of intensive enquiry, in the present study, foreign tourists from different countries have been considered, except the local tourist. This did restrict the study the scope for generalization. In addition, Members of TOAB, Executives of BPC, Managers and Receptionists in Hotels and Restaurants in Bangladesh have also been considered. Hence the frame work of analysis developed here needs to be tested by taking a larger sample of respondents from the stake holders.

References

- Abir, T.F. & Nabi, M.N.U. (2000). Customers opinion towards the service of Biman Bangladesh Airlines. *Dhaka University Journal of Marketing*, 3, 89-98.
- Ahmed, S.S. (1986). Tourism in Bangladesh. *Bangladesh Quarterly*, 6(6), 11-13.
- Ahmed, S. S., & Arafat, A. (1986). Tourism in Bangladesh. *Bangladesh Quarterly*, 6(6), 11-13.
- Akteruzzaman, M. & Ishtiaque, A. N. A. (2005). Potenga seashore, a rising horizon for Tourism-Problems and Prospects. *The Chittagong University Journal of Commerce*, 16: 107-118.
- Alam, S.A. (2012, April 23). Tourism as a development Strategy: Focusing on Sea Tourism of Bangladesh [Web blog article]. Retrieved on September 9, 2013 from <http://profahsanul.blogspot.com/2012/04/tourism-as-development-strategy.html>
- Ali, M.M & Parvin, R. (2010). Strategic Management of Tourism Sector in Bangladesh to raise Gross Domestic Product: An Analysis. *AIUB Bus Econ Working Paper Series*, No.2101-04.
- Amin, M.R. & Salina, H. (2001). Tourism Industry in Bangladesh-An Analysis. *Bangladesh Asia Society Patrica*, 19 (2).
- Azad, B.A.K. & Chowdury, M.A.I. (1991). Development of Tourism and Economic Development of a Country. *The Dhaka University Studies. Part-C*. 12 (1), 87-99.
- Bahar, O., & Kozak, M. (2007). Advancing destination competitiveness research: Comparison between tourists and service providers. *Journal of Travel & Tourism Marketing*, 22 (2), 61-71.
- Blanke, J., & Chiesa, T. (2013). The Travel & Tourism Competitiveness Report 2013. Reducing Barriers to Economic Growth and Job Creation. *World Economic Forum*, Geneva.
- BSCAA,(2008). Back ground Note: Bangladesh. *Bureau of South and Central Asian Affairs*, March 20.
- Bangladesh Parjatan Corporation (2005). *Tourism Statistics of Bangladesh-2004*, Dhaka, Bangladesh.
- BPC (2004), *Bangladesh Tourism Vision 2020*, Bangladesh Parjatan Corporation, Dhaka, Bangladesh.

- Bariquallah, S.M. (1983). Development of Travel Agencies in Bangladesh. *The Dhaka University Studies, Part-C*, 6(1), 103-111.
- Bhatia, A.K. (2006). The Business of Tourism: Concepts and Strategies. Sterling Publishers Private Limited, Newzealand, 55-56.
- Bhatia, A.K. (1978). Tourism in India: History and Development. Sterling Publishers, New Delhi.
- Bhuiyan, R.H. & Rahman, S. M. (2008). Problems and Prospects of Tourism in Sylhet District: A Geographical Analysis. *Dhaka University Patrica*. 90. 103-118.
- Buckley, R. (1994): A framework for ecotourism. *Annals of Tourism Research*, 2(3), 661-669
- Buhalis, D., (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97-116.
- Burkart and Medlik (1981). Tourism past, present and future (2nd edition), *Butterworth-Heinemann, London*.
- Canestrelli, E., & Costa, P. (1991). Tourist carrying capacity: a fuzzy approach. *Annals of tourism research*, 18(2), 295-311.
- Cavlek, N. (2002). Tour operators and destination safety. *Annals of Tourism Research*, 29(2), 478-496.
- Chowdhury, A. I., & Hasan, S. R. (1995). Hotel and restaurant services and the development of Tourism in Bangladesh. *Dhaka University Journal of Business Studies*, 16(2), 175-183.
- Choong-Ki, L., Var, T., & Blaine, T. W. (1996). Determinants of inbound tourist expenditures. *Annals of Tourism Research*, 23(3), 527-542.
- Chowdhury, M.A.I., and Hasan, S.R. (1995). Hotels and Restaurant Services and the Development of Tourism in Bangladesh. *The Dhaka University Studies, Part-C*, 16(2), 175-183.
- Chowdhury, M. A. I. (1999), "Image of Bangladesh to Foreign Travelers: What We Should Do", *Applied Marketing in Bangladesh*, Department of Marketing, University of Dhaka. 3, 23-26.
- Cohen, E. (1974). who is a tourist? A conceptual clarification. *Sociological Review*, 12(2), 522-539.

- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of tourism research*, 15(3), 371-386.
- Crouch, G. I., & Ritchie, J. R. (1999). Tourism, competitiveness, and societal prosperity. *Journal of business research*, 44(3), 137-152.
- De Charnatony, L. & Mc Donald, M. (1988). Creating Powerful Brands in Consumer, Service and Industrial Markets. (2nd ed). *Butterworth Heinemann, Melbourne*.
- d'Hauterres, A. M. (2000). Lessons in managed destination competitiveness: the case of Foxwoods Casino Resort. *Tourism Management*, 21(1), 300-307.
- Dunn Ross, E. L., & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18(2), 226-237.
- Dwyer, L. Forsyth, P. & Rao, P. (2000). The price competitiveness of travel and tourism: A comparison of 19 destinations. *Tourism Management*, 21(1), 228-333.
- Dwyer, L. & Livic, Z. (2003). Competitiveness of Tourist destination. *Journal of Hospitality and Tourism Management*, 10(1), 60-79.
- Enright, M. J., & Newton, J. (2005). Determinants of tourism destination competitiveness in Asia Pacific: Comprehensiveness and universality. *Journal of Travel Research*, 43(4), 339-350.
- Etsuko Okazaki (2008). A Community-Based Tourism Model: Its Conception and Use. *Journal of Sustainable Tourism*, 16 (5), 511-512.
- Faruk, A., & Bhuiyan, M. H. U.,(2003). Tourism in Bangladesh: The Problems and Potentials. *Journal of Management Studies* 8-9, no. 1 (June 2002-June 2003): 99-117
- Faulkner, B. (1997). A model for the evaluation of national tourism destination marketing programs. *Journal of Travel Research*, 35(3), 23-32.
- Go, F.M., and Grovers, R. (2000). Integrated Quality management for tourist destinations: A European perspective on achieving competitiveness. *Tourism Management*, 21(1), 79-88.
- Grant, R.M. (2002). Contemporary Strategy Analysis: Concepts, Techniques, Applications (4th ed). *Blackwell Publishers Limited, Oxford, UK*, 48-52.
- Hall, C. M., & Page, S. (2000). Tourism in South and Southeast Asia: Issues and cases, *Butterworth Heinemann* ,218
- Hamel, G., & Prahalad, C. K. (1993). Strategy as stretch and leverage. *Harvard business review*, 71(2), 75-84.

- Hamid, M.A., & Akter, M.B. (2008). Awaiting Jaaflong: A Genuine Cave for Nature Hunters. *Business and Economic Review*, 2(1), 151-160.
- Haq, S.M.M (1991). Tourism development in Bangladesh. *Bengal Patricia. Jahangirnagar University, Dhaka, Bangladesh.*
- Haque, S. and Ishtique, A.N.A (2000). Transport Service –A Comparative Marketing Analysis between Dhaka –Chittagong Roadway and Railway. *Journal of the Institute of Bangladesh Studies*, 1406(7), 181-200.
- Hassan, M.K. & Neela, N.M. (2008). An Appraisal of Foreign Tourist's Arrivals Trend in Bangladesh. *Prime University Journal*, 2(2), 78-94.
- Hasan, S. R. (1988). Tourism prospect in Bangladesh. *The Dhaka University Studies, Part-C*, 9(2), 19-32.
- Hasan, S. R. (1992). Problems and prospect of Bangladesh Tourism Industry. *Bureau of Business Research*, 107-109.
- Hasan, S. R. (1992). Problems and Prospects of Tourism Industry in Bangladesh. *Bureau of Business Research*, 14-15.
- Hassan, S. S. (2000). Determinants of market competitiveness in an environmentally sustainable tourism industry. *Journal of travel research*, 38(3), 239-245.
- Heath, E. (2003). *Towards a model to enhance destination competitiveness: A Southern African perspective*. Proceedings of the Council for Australian University Tourism and Hospitality Education (CAUTHE) 2003 National Research Conference, Coffs Harbour, Australia.
- Henderson, J. C. (2011). Tourism Development and Politics in the Philippines. *Tourismos: An International Multidisciplinary Journal of Tourism*, 6(2), 159-173.
- Hill, C. H. (2002). International business: Competing in the global marketplace. *Irwin / Mc Graw. Boston*. 48-57.
- Hossain, D.M. A & Firozzaman, M. (2003). Strategic Promotional Approaches to Developing Tourism in Bangladesh-An Empirical Study of Some Selected Tour Operators. *Bureau of Business Research, University of Dhaka.*
- Hossain, M. A. (2002). Foreign Tourists Attitudes towards Marketing Mix Elements of the Tourism Industry in Bangladesh. *Dhaka University Journal of Business Studies*, 13(1), 85-95.

- Hossain, M. A., & Hossain, M. S. (2001). Studies on Marketing Promotion Strategies of the Tourism Industry: A Review of the Available Literature. *Journal of the Institute of Cost and Management Accounts of Bangladesh*.
- Hossain, M. A., Khan, M. M. R., & Hasan, M. M. (2005). Potentials of Tourism Development in Bangladesh-An Empirical Study. *Journal of Business Studies*, 26(1), 67-85.
- Hossain, M.A., Rahman, M.M. & Khan, M.H. (2005). Potentials of Tourism Development in Bangladesh An Empirical Study. *Journal of Business Studies, Dhaka University*, 26, 67-85.
- Hossain, M.A., Uddin, M.K., Sheel, S.K. & Islam, M.R. (2003). Distribution of Tourism Services: An Evaluation of the Role of Different Tourism Firms. *Dhaka University Journal of Marketing*, 6.
- Hossain, S.E. (2008). Future of Tourism in Bangladesh-Ecotourism and e-tourism, Proceeding of international seminar on Development of e-Tourism Technologies in Islamic Countries. Islamic University of Technology, Gazipur, Bangladesh. April 22-24, 226-229.
- Hu, Y., & Ritchie, J. B. (1993). Measuring destination attractiveness: A contextual approach. *Journal of Travel Research*, 32(2), 25-34.
- Huan, T. & O'leary, J. (1999). Measuring Tourism Performance. *Sagamore Publishing, Champaign, U.S.A.*, 105.
- Inskip, E. (1994). *National and regional tourism planning: methodologies and case studies*. Routledge.
- Islam, A.S.M.M.(1994). Potentialities of Tourism Industry in Bangladesh, *Public Administration Training Center, Savar, Dhaka*.
- Islam, D.M.A. (1998). Service Marketing: A Case Study of Bangladesh Biman. *Applied Marketing in Bangladesh (Same Case Studies)*, Dept. of Marketing, University of Dhaka. 14-18.
- Islam, F., & Islam, N. (2004) Tourism in Bangladesh: an analysis of foreign tourists arrival. *Journal of Travel and Tourism Research*, 4(1), 39.
- Islam, M.F. (2004). Tourism Marketing in Bangladesh: A Case Study on Bangladesh Parjaton Corporation. *Rajshahi University Studies, Part-c, 12*, 291-305.
- Islam, N. (2008). Significance of Tourism Product in Bangladesh. *Explorer*. 1(1).

- Islam, I. & Chowdhury, A. (1997). *Asia Pacific Economies: A Survey*. Routledge, London.
- Islam, M.K., Khan, M.M.H. and Islam, M.N. (2009). Religious Tourism in Bangladesh: A Study on Hazrat Shahjalal (RA) Majar at Sylhet. *Journal of Business Studies*. 30(1), 141-158.
- Ishtiaque, A. N. A.,(2011). Tourism Vision 2020: A Case of Bangladesh Tourism with Special Emphasis on International Tourist Arrivals and Tourism Receipts. *Journal of Marketing*, University of Dhaka.
- Kale, S. H., & Weir, K. M. (1986). Marketing third world countries to the western traveler: The case of India. *Journal of Travel Research*, 25(2), 2-7.
- Kamal, M.M. and Ahsan, M.K. (1997). A Study on Passenger's Preferences and Attitudes towards the Selection of AC and Non-AC Coaches Dhaka-Chittagong Route. *The Dhaka University Studies, Part-C*, 18(1), 17-34.
- Kamal, M. M., & Chowdhury, A. (1993). Marketing Orientation in Tourism Sectors: Case study of Biman Bangladesh Airlines. *Journal of Business Studies*, 47-67.
- Kotler, P., Bowen, J. T., & Makens, J. C. (2004). *Marketing for hospitality and tourism*. Pearson.
- Lee, C.K., Var, T. & Blain, T. (1996). Determinants of inbound tourism expenditures. *Annals of Tourism Research*, 23 (3), 527-542.
- Leiper, N. (1983). An Etymology of Tourism. *Annals of Tourism Research*, 11(1), 23-27.
- Machlis, G. and Burch, W. (1983). Relations among strangers: Cycles of structuring and meaning in the tourist system. *Sociological Review*, 31(2), 669-689.
- McIntosh, R. W., Goeldner, C. R., & Ritchie, J. B. (1995). *Tourism: principles, practices, philosophies* (No. Ed. 7). John Wiley and Sons.
- McKercher, B. (1998). The effect of market access on destination choice. *Journal of Travel Research*, 37(1), 39-47.
- Mihalič, T. (2000). Environmental management of a tourist destination: A factor of tourism competitiveness. *Tourism Management*, 21(1), 65-78.
- Mitra, A.K.,(2005). Potential is Very High and thus Bangladesh can be developed as a Tourist Destination. *Business Bangladesh*. July, 22-24.
- Mo, C., Handy, D. and Havitz, M. (1993). Testing an international tourist role typology. *Annals of Tourism Research*, 20(2), 319-335.

- Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism management*, 21(1), 43-52.
- Nickerson, N.P., & P. Kerr. (1998): *Snapshots: An Introduction to Tourism*, Prentice Hall, Canada
- Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of Sustainable Tourism*, 16(5), 511-529.
- Page, H. (2007). *Tourism Management: Managing for change. Second Edition, Butterworth-Heinemann, Oxford*, 13-19.
- Patwari, B.G. (1993). Review and Prospects for the Development of Tourism Industry in Bangladesh. *Dhaka Courier*, 10(13), 28-29.
- Pearce, D. G. (1979). Towards a geography of tourism. *Annals of Tourism Research*, 6(3), 245-272.
- Pearshall, J. and Tumble, B. (2006). *Oxford English Reference Dictionary. Oxford University Press, UK*, 1523.
- Poon, A (1997). *Tourism, Technology and Competitive Strategies: CAB. Tourism Research, Oxon. UK*. 58-62.
- Porter, M. E. (1980). *Competitive strategies: Techniques for analyzing industries and competitors. The Free Pres, New York*.
- Porter, M. E. (1985). *The competitive advantage: creating and sustaining superior performance. The Free Pres, New York*.
- Porter, M. E. (1990). *The competitive advantage of nations. The Free Pres, New York*.
- Quddus, M.A. (1998). Opportunities and Facilities of Tourism Industry in Bangladesh. *Applied Marketing in Bangladesh, Dept. of Marketing, University of Dhaka*, 01-04.
- Rao, A. (1986). Tourism and export instability in Fiji. *Occasional Papers in Economic Development, Faculty of Economic Studies, University of New England*, (2).
- J. R. Brent Ritchie, Geoffrey Ian Crouch, University of Calgary. World Tourism Education and Research Centre, Association internationale d'experts scientifiques du (1993). *Competitiveness in international tourism: A framework for understanding and analysis*. World Tourism Education and Research Centre, University of Calgary.
- Ritchie, J. R., & Zins, M. (1978). Culture as determinant of the attractiveness of a tourism region. *Annals of Tourism Research*, 5(2), 252-267.
- Sekaran, U. (2000). *Research Methods for Business; A skill business approach*.

- Shafi, M. (1985). Tourism Marketing: Pros and cons. *Tourism Recreation Research*,10(1), Lucknow (India) .
- Smith, A. (1776). An inquiry into the wealth of nations. *Strahan and Cadell, London*.
- Sobhan, P. D.M.A. and Dey, S.K. (2008) Impact of e-Tourism in Developing Countries, Proceeding of International Seminar on Development of e-Tourism Technologies in Islamic Countries. Islamic University of Technology, Gazipur, Bangladesh. April 22-24, p 196-201.
- Song, H., and G. li (2000). Tourism Demand Modeling and Forecasting: A Review of Recent Research. *Tourism Management*,29(2), 203-220.
- Spence, A.M., & Hazard, H.A. (Eds) (1988): *International Competitiveness*. Cambridge, Ballinger Publishing Company.
- Strauss, A. & Corbin, J., (1990). Basic of Quality Research. *London Sage Publications*.
- Talukder, A.S., (1994). Development of Tourism in Bangladesh: Need for Consumer Motivation. *The Dhaka University Studies. Part –C*, 5(1).
- Thepphawan, P., Tachumpa, N., & Vichitr, K. (2007). The Pattern of Tourism Development of Chiang Mai Thailand: Case Study in Intercity in the Area of Baan Tourism Growth in Bangladesh. Retrieved on March 2, 2013 from www.mof.gov.bd
- Tisdell, C. (1997). Tourism development in India and Bangladesh: General Cases- Ecotourism in Sunderbans. *Tourism and Recreation Research*, 22(1), 27-33.
- Tuhin, M. K. W., & Majumder, M. T. H. (2010). An Appraisal of Tourism Industry Development in Bangladesh. *European Journal of Business and Management*, 3(3), 287-298.
- United Nations (2001). Promotion of Investment in Tourism Infrastructure, *Economic and Social Commission for Asia and Pacific, New York*, 53.
- UNWTO (1995). Collection of Tourism Expenditure Statistics. *Technical Manual*, Retrieved April 12, 2011, from <http://pub.unwto.org/webroot/store/shops/infoshop/products/1034/1034-1.pdf>.
- UNWTO(2008). International Recommendation for Tourism Statistics. Retrieved October 9, 2010, from http://unstats.un.org.unsd/publication/serism/seriesM_83rev1e.pdf.
- Uysal, M. (1998). A theoretical perspective. *The economic geography of the tourist industry: A supply-side analysis*, 79-98.

- Wahab, S. (1975). A model of demand for international tourism, *Annals of Tourism*, 25 (1), 55-76.
- Watson, G. L., & Kopachevsky, J. P. (1994). Interpretations of tourism as commodity. *Annals of tourism research*, 21(3), 643-660.
- Western Traveler: The case of India. *Journal of travel Research, Travel and Tourism Research Association (TTRA)*, 25 (2) (fall), 6.
- William, I.M. (1982). The American Heritage Dictionary. *Second College Edition, Houghton Mifflin Company, Boston*, 1282.
- World Tourism Organization (2013) UNWTO, PR No.: 13033, Madrid 15 May 2013. Retrieved August 3, 2013, from <http://media.unwto.org/en/press-release/2013-05-15/international-tourism-receipts-grew-4-2012>.
- World Tourism Organization (n.d.) Definition of Tourism of Tourism. Retrieved April 23, 2013, from <http://torc.linkbc.ca/torc/downs1/WTOdefinitiontourism.pdf>.
- World Travel & Tourism (2013). *Travel & Tourism Economic Impact 2013*
- WTO (2001), Tourism 2020 Vision: Europe, Volume 4 World Tourism Organization, Madrid, pp.11-12
- WTO (2001), Tourism 2020 Vision: Middle East, Volume 5, World Organization, Madrid, p.10.
- WTO (2001), Tourism 2020 Vision: South Asia, Volume 6 World Tourism Organiza, Madrid, p.11
- .

ANNEX-I

QUESTIONNAIRE

(Used for interviewing tourists)

1. Respondent's Name:

2. Nationality of the Respondent:

3. Age of the Respondent:

Below 25 Years 25-34 Years 35-44 Years 45-54 Years 55-64 Years 65 & Above 4. Gender of the Respondent: Male Female 5. Marital Status of the Respondent: Married Single

6. Educational Qualification of the Respondent:

No Education No Education or upper Secondary Higher Education Technical Education

7. Occupation of the Respondent:

Professional Government service Private Service Student / Researcher Politician Social Worker Agriculturist Others

Other's – 8 (Specific):.....

8. Respondent's travelling with:.....

Family Friends Colleagues Alone

9. Respondent's proposed length of stay in Bangladesh:

Less than 7 days 7 – 14 days 14 – 21 days Others

10. Prime attraction in Bangladesh by your experience:

Historical/ Culture	<input type="text"/>	Spiritual	<input type="text"/>
Business related/official	<input type="text"/>	Nature	<input type="text"/>
Adventure/Sports	<input type="text"/>	Social Tours	<input type="text"/>
Conference/Seminar related	<input type="text"/>	Educational Tours /Excursions	<input type="text"/>

11. Tourists' rating of travel experience:

	Excellent	Good	Ok	Need Improvement	Very Poor
I. Tourist attraction					
II. Status of air connectivity with tourists' home country and the air tariff					
III. Visa and immigration formalities					
IV. Quality of accommodation					
V. Ambience					
VI. Hygiene					
VII. Up-keep of tourist sites					
VIII. Accommodation tariff					
IX. Availability of medicinal and health care facilities					
X. Security measures by local administration					
XI. Food and catering					
XII. Food prices					
XIII. Shopping facilities					
XIV. Public transport facilities					
XV. Quality of roads					
XVI. Time required for travel					
XVII. Co-operation for tourist information centre					
XVIII. Availability of travel agents and local tour operators					
XIX. Attitude of the local people					
XX. Recreational facilities					

Thank you for your kind cooperation

ANNEX-II
QUESTIONNAIRE

(Used for interviewing Members of TOAB, Executive of BPC, Managers & Receptionists of Hotels and Restaurants)

Place of interview.....

Date and time.....

1. Respondents Name & Organization.....

2. Age of the Respondent:

Below 25 years	<input type="text"/>	25-34 years	<input type="text"/>	35-44 years	<input type="text"/>
45-54 years	<input type="text"/>	55-64 years	<input type="text"/>	65 & above	<input type="text"/>

3. Gender of the Respondent: Male Female

4. Marital Status of the Respondent: Married Single

5. Educational Qualification of the respondent:

No Education	<input type="text"/>	Secondary Upper Secondary	<input type="text"/>
Higher Education	<input type="text"/>	Technical Education	<input type="text"/>

6. Occupational Experience):

(Specify).....

7. Prime attraction in Bangladesh by your experience:

Historical/ Culture	<input type="text"/>	Spiritual	<input type="text"/>
Business related/official	<input type="text"/>	Nature	<input type="text"/>
Adventure/Sports	<input type="text"/>	Social Tours	<input type="text"/>
Conference/Seminar related	<input type="text"/>	Educational Tours /Excursions	<input type="text"/>

8. Respondent's rating of their professional experience:

	Excellent	Good	Ok	Need Improvement	Very Poor
i) Tourist attraction					
ii) Status of air connectivity with tourists' home country and the air tariff					
iii) Visa and immigration formalities					
iv) Quality of accommodation					
v) Ambience					
vi) Hygiene					
vii) Up-keep of tourist sites					
viii) Accommodation tariff					
ix) Availability of medicinal and health care facilities					
x) Security measures by local administration					
xi) Food and catering					
xii) Food prices					
xiii) Shopping facilities					
xiv) Public transport facilities					
xv) Quality of roads					
xvi) Time required for travel					
xvii) Co-operation for tourist information centre					
xviii) Availability of travel agents and local tour operators					
xix) Attitude of the local people					
xx) Recreational facilities					

9. What are the services that are provided by your organization?

.....
.....

10. In your consideration which service should be added first?

.....
.....

11. What are the constraints to improve the tourism sector in Bangladesh?

.....
.....

12. If you want to improve present scenario of tourism industry, what should be your suggestions?

.....
.....

Thank you for your kind cooperation