

PhD dissertation on

**Development of tourism industry in Bangladesh:
Issues and Strategies**

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**A thesis submitted in partial fulfillment of the requirements of University of
Dhaka for the degree of Doctor of Philosophy in Tourism**

CERTIFICATE OF THE SUPERVISOR

This is to certify that the thesis entitled **“Development of Tourism Industry in Bangladesh: Issues and Strategies”** submitted by **Md. Anisur Rahaman** for the award of the degree of Doctor of Philosophy is a record of original research work carried out by him under my supervision and guidance in the Department of Marketing, University of Dhaka. Md. Anisur Rahaman has worked sincerely for preparing his thesis and the thesis is, in my opinion, worthy of consideration for the award of Doctor of Philosophy in Tourism (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 or diploma.

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DECLARATION

I declare that “*Development of tourism industry in Bangladesh: Issues and Strategies*” is my own work, that all the sources used or quoted have been indicated and acknowledged by means of complete references and that this research paper was not previously submitted by me for any other purpose.

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“Uttered names are sweet
But those unuttered are sweeter.”

Abstract

Bangladesh is one of the countries of South Asia and located in North-Eastern part of this region. If Bangladesh is known at all in the world of tourism, it is essentially because of the world's longest unbroken, clean sandy beach at Cox's bazaar, the largest mangrove forest of the world-the home of the majestic Royal Bengal Tiger and spotted deer at Sundarban and the hospitable and open hearted people of Bangladesh. This is a country where genuine adventure is not just a possibility but a certainty. Lonely Planet ranked Bangladesh as the best value destination for the year 2011^{1 2}. As a destination for tourism, Bangladesh is truly hard to beat. Yet the most notable feature of the country's topography is the diversity of its landscape; it is characterized by wooded marshy lands and jungles with deep forest regions in sylhet, Rangamati, Khagrachhari and Bandarban hill districts, Sundarbans (the World Heritage site), Mymensingh and Tangail; rare beauty spot of sunrise and sunset in fascinating kuakata; the oldest archeological site in Mahasthangarh; the unseen relics of long forgotten Buddhist kingdoms, lush and lurid tea plantations; tribal groups with Burmese faces; glorious beaches that stretch for eternity; fresh water dolphins and deep water whales and many other delightful beauties of cultural and historical heritage. These treasures are relatively unknown in the world and are rich resources for the development of tourism in Bangladesh. But time has not yet past over. Still there are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to the potential tourists properly through implementation of some strategies like taking an effective promotional measure, can take some initiatives to develop some infrastructural facilities, facilitate easy access to different destination, building better image of Bangladesh and ensuring safety and security of tourists, the country would be able to earn many times higher than the present by attracting more tourists within a short time. But unfortunately, this sector has remained almost in the dark and failed to draw proper attention to the government and the policy makers. Against this back drop, research needs to explore the facts related to the sector for its ongoing development in terms of developing various sectors of the tourism industry. Hence a study on this area is essential to uncover the relevant facts. The main objective of this study is to examine the various issues towards tourism development of Bangladesh and take an attempt to establish overall directions for tourism development and suggest effective tourism strategies and policies to alleviate the problems resulting from previous unplanned tourism development. With this motto the research has been conducted which was both qualitative and quantitative in nature. Research data were collected from the tourists, local government officials, police officers, local community, owners / top executives from the hotels and tour operators in each study area of Cox's Bazar, St. Martin, Sundarban and Kuakata. The respondents were randomly selected to complete the questionnaire at the time of their visit in the study area. The responses were analyzed using the Statistical Package of

¹Lonely Planet (2010), "[Lonely Planet's Best in Travel 2011](#)". ISBN 978-1-74220-090-3.

²Lonely Planet (2010), "[Top 10 best value destinations for 2011](#)". ISBN 978-1-74220-090-3.

Social Science (SPSS) and computer programme. This software helped to organize the data into tables, charts and graphs and also perform statistical calculations that were pertinent to the data analysis process. The research findings identify that there are some gap between expectation and experience regarding some issues like current tourism performance by tourism stakeholders, promotional measures undertaken by tourism stakeholders, destination image building, enhancing tourist satisfaction and safety and security issues of tourists which hinder the development of tourism industry in Bangladesh. As a result, policy implications emerging from the results presented in this thesis are discussed and future strategies are suggested.

Key words: Tourism, Image, Tourists satisfaction, Tourism Stakeholder,

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Chapter -1: Background and definition of the study

1.1 Introduction:

Tourism is perhaps as old as that of mankind. Tourism is emerging as a leading global economic force in the 21st century for many countries. But as an organized, regular and multidimensional business activity it qualified for the status of an industry after the Second World War and is now considered as the top most industry in the world. According to the world travel and tourism council, travel and tourism continues to be one of the world's largest industries in the world¹. The largest industries mean that, in 2012 it contributed 9% of global GDP (US \$6.6 trillion) and generated over 260 million jobs – 1 in 11 of the world's total jobs². The industry outperformed the entire wider economy in 2012, growing faster than other notable industries such as manufacturing, financial services and retail. Statistics of the year 2013 shows that arrivals of international tourists exceeded the figure of 1 billion for the first time ever in 2012, reaching a total of 1.035 billion tourists, 39 million more than in 2011³. Indeed advances in technology and rapid increase in real incomes and leisure time have increased the demand for recreation and holidays for considerable numbers of people. Thus, in 1998, worldwide arrivals reached 625 million, tourist receipts (excluding air transport) were estimated at US\$445 billion and employment at 230.8 US\$ billion⁴. In 2011, tourist arrivals reached 983 million and tourism receipts US\$1,030 billion⁵. The world is expected to attract 1086320000 international tourist arrivals in 2013⁶. So it is a very important source for maximizing scarce foreign exchange either positively or negatively –to the balance of payments. On the positive side, tourism is considered a tool of economic regeneration and a medium for heritage and environmental preservation, creation of infrastructure, cultural communication and political stability⁷. On the other hand, since the tourism product is consumed at the same place of production, tourism development has come under criticism for various social and environmental strains experienced by receiving destinations and host populations, such as environmental degradation, cultural pollution, commercialization of human relations and negative demonstration effects.

During the past decade the importance of travel and tourism to the global economy has been increased. It is now the world's largest industry and a major contributor to global economic development. It generates more than US\$3.4 trillion in gross output and employees more than 200 million people worldwide. It invests more than US\$693 billion per annum in new facilities and equipments. It contributes more than US\$655 billion in direct and indirect taxes each year⁸. The rapid growth of the tourism industry has been attributed to a number of factors including among others, strong economic growth, increase in disposable income and leisure time, easing of travel restrictions, successful tourist promotion, and recognition by the host governments that tourism is a powerful

¹ World Travel and Tourism Council (2012), "Travel and Tourism economic impact 2012 Bangladesh".p. i

² World Travel and Tourism Council (2013), "Travel and Tourism economic impact 2013".p. i

³ World Travel and Tourism Council (2013), "UNWTO Travel and Tourism Barometer", Volumes 11, January 2013 .p.3

⁴ World Tourism Organization (1999). Tourism Highlights 1999. Madrid: World Tourism Organisation

⁵ World Travel and Tourism Council (2012), "UNWTO Tourism Highlight 2012 edition", .p.3

⁶ World Travel and Tourism Council (2012), "UNWTO Tourism Highlight 2012 edition", .p.5

⁷ Ioannides, D. (1995a). Planning for international tourism in less developed countries: Towards sustainability? Journal of Planning Literature. 9(3), pp. 235-259

⁸ "Importance of tourism industry".<http://www.tourism-punjab.com/institute.htm>

engine of growth and a generator of foreign exchange earnings. A momentary look over World Tourism organizations statistics reveals that for several countries like; France, United States in American peninsula, Spain, UK, and Italy in Europe, Myanmar, Nepal, Sri Lanka, Maldives, Bangladesh and India in South Asia, tourism emerges amongst leading source of foreign exchange earnings. In terms of earnings, Europe holds the largest share of international tourism receipts (45%), reaching US\$ 463 billion (euro 333 bn) in 2011, and representing a 5% increase in real terms as compared to 2010⁹. The Asia and the Pacific region earned US\$ 289 billion in tourism receipts in 2011, up US\$ 34 billion from 2010, or a 4% increase in real terms. By sub regions, South-East Asia experienced the highest growth in international arrivals (+10%), benefiting from strong intraregional demand in 2011. A large number of destinations of South Asia reported double-digit figures, with Myanmar (+26%), Bhutan (+39%), Sri Lanka (+31%) and Nepal (+22%) boasted the highest growth in South Asia (+8%), followed by Maldives (+18%). India, the largest destination in the sub region, recorded a 9% increase in 2011 and Bangladesh is experienced a (+13.4%) growth in 2010¹⁰. The considerable growth of the tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century.

International tourism continued to grow in 2011, despite an increasingly uncertain global economy, political changes in the Middle East and North Africa and natural disasters around the world. International tourist arrivals reached a record 982 million, an increase of 4.6% on 2010, while receipts grew by 3.8% to US\$ 1.030 billion (€740 bn)¹¹.

Again 2012 demonstrated the resilience of the Travel & Tourism industry in the face of continued economic turmoil, as economic growth slowed and was even negative in key global markets. The latest annual research from WTTC and our research partner Oxford Economics, shows that Travel & Tourism's contribution to GDP grew for the third consecutive year in 2012, and created more than 4 million new jobs. The strongest growth in 2012 was evident in international demand as appetite for travel beyond national borders, from leisure and business visitors, remains strong¹². The ever increasing flow of international arrivals shows an upward trend from a mere 25 million international arrivals in 1950; 69.3 million international arrivals in 1960; 165.8 million international arrivals in 1970; 277.6 million international arrivals in 1980; 438.4 million international arrivals in 1990; 684.7 million international arrivals in 2000; and 940 million international arrivals in 2010, corresponding to an average annual growth rate of 6.8 per cent from 1950 to 2000¹³. This increase shows that the industry has proved how resilient it is to shocks. In terms of consumer behavior, it is quite evident that travelers have been undeterred by external threats. Events like earth quacks, tsunamis, bombings, draughts, compounded by airline accidents and Hurricanes Katrina and Rita etc have failed to undermine tourist confidence.

According to world tourism organization, "*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 this new millennium. An essential outcome of the *Tourism 2020 Vision* are quantitative forecasts covering a 25 years period, with 1995 as the base year and forecasts for 2000, 2010 and 2020. The world in the year 2020 will be characterized

⁹ World Travel and Tourism Council (2012), "UNWTO Tourism Highlight 2012 edition", .p.6

¹⁰ World Travel and Tourism Council (2012), "UNWTO Tourism Highlight 2012 edition", .p.9

¹¹ World Travel and Tourism Council (2011), "UNWTO annual report 2011", .p.1

¹² World Travel and Tourism Council (2013), "Travel and TOURISM Economic Impact 2013 World", .p.i

¹³ World Tourism Organization (2006), "Tourism Market Trends 2006 Edition",

by the penetration of technology into all aspects of life. It will become possible to live one's life with limited exposure to other people, with automated service the norm, and full access to, and exchange of, information on everything possible from one's own home. In consequence, people will crave the human touch; and tourism will be the principal means through which they seek to achieve this. By the year 2020, tourists will have conquered every part of the globe as well as engaging in low orbit space tours, and maybe moon tours. The *Tourism 2020 Vision* study forecasts that the number of international arrivals worldwide will increase to almost 1.6 billion in 2020. This is 2.5 times the volume recorded in the late 1990s. The number of people travelling will continue to boom in the 21st century¹⁴.

Tourism Towards 2030 is UNWTO's recently updated another long-term forecast and assessment of the development of tourism for the two decades from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. The new study substitutes the earlier *Tourism 2020 Vision*, which has become a worldwide reference for international tourism forecasts.

Key outputs of *Tourism Towards 2030* are quantitative projections of international tourism demand over a 20-year period, with 2010 as the base year and ending in 2030. The updated forecast is enriched with an analysis of the social, political, economic, environmental, and technological factors which have shaped tourism in the past, and are expected to influence the sector in the future.

According to *Tourism Towards 2030*, the number of international tourist arrivals worldwide is expected to increase by an average 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow down, from 3.8% in 2011 to 2.5% in 2030, but on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared to an average increase of 28 million a year during the period 1995 to 2010. At the projected pace of growth, international tourist arrivals worldwide will exceed 1 billion in 2012 which is already proved and reach 1.8 billion by the year 2030. By regions, the biggest growth will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year)¹⁵.

South Asia is taking off with unprecedented growth in tourism. Despite Indian Ocean earth quack, Tsunami, earth quack in Pakistan, situation in Afghanistan, floods, cyclone and draughts in various part of the region, South Asian performance in tourism sector is on constant improvement from last few years. Current circumstances in South Asia are very conducive to the development of tourism in the region.

Bangladesh is one of the countries of South Asia and located in North-Eastern part of this region. If Bangladesh is known at all in the world of tourism, it is essentially because of the world's longest unbroken, clean sandy beach at Cox's bazaar, the largest mangrove forest of the world-the home of the majestic Royal Bengal Tiger and spotted deer at Sundarban and the hospitable and open hearted people of Bangladesh. This is a country where genuine adventure is not just a possibility but a certainty. Lonely

¹⁴ World Tourism Organization (2001), "Tourism 2020 Vission", Publisher- World Tourism Organization, Volume-7, ISBN: 92-844-0466-5 .

¹⁵ World Travel and Tourism Council (2012), "UNWTO Tourism Highlight 2012 edition", .p.14.

Planet ranked Bangladesh as the best value destination for the year 2011^{16 17}. As a destination for tourism, Bangladesh is truly hard to beat. Yet the most notable feature of the country's topography is the diversity of its landscape; it is characterized by wooded marshy lands and jungles with deep forest regions in sylhet, Rangamati, Khagrachhari and Bandarban hill districts, Sundarbans (the world's Heritage site), Mymensingh and Tangail; rare beauty spot of sunrise and sunset in fascinating kuakata; the oldest archeological site in Mahasthangarh; the unseen relics of long forgotten Buddhist kingdoms, lush and lurid tea plantations; tribal groups with Burmese faces; glorious beaches that stretch for eternity; fresh water dolphins and deep water whales and many other delightful beauties of cultural and historical heritage. These treasures are relatively unknown in the world and are rich resources for the development of tourism in Bangladesh.

For the nature lover, Bangladesh is a land of spellbinding beauty, for the adventure seeker, this is a topography that challenges the most daring of spirits, for the historian, there are excavations, museums and artifacts aplenty. Such is the variety Bangladesh offers, a country with an area of 147,570 square kilometers (56,977 square miles) square kilometers and a population of some 160 million. Everywhere, you'll meet friendly and hospitable people, welcoming you to their homes.

Bangladesh has peculiar tribal people having their unique way of life mostly living in the hilly regions of Bandarban, Cox's bazaar, Khagrachori in Chittagong division. Many foreign tourist of the west expressed keen interest in finding tribal peoples' peculiar way of life, but simplicity in their behavior. Bangladesh is also rich in its ancient history. Many famous monuments, archaeological and historical remains are still standing to certify the past glorious civilization of Bangladesh. The Buddhist relic at Paharpur is a monument of 8th century A.D. The Badshahi 60 domes mosque at Bagerhat is 1459 A.D. The Mahasthangarh at Bogra, Lalbagh Fort in Dhaka, Mainnamati Buddhist remains at comilla are the examples of so many historical and archaeological remains scattered located all over Bangladesh. Apart from this, Bangladesh is a land of mighty rivers and tributaries.(Bangladesh is a riverine country having attractive panoramic beauty.)Three big rivers of two or three miles width pass through Bangladesh. The Ganges, Padma, Jumana, Meghna and Karnafully are the widest and longest rivers. The riverine tourism of Bangladesh has its unique beauty and character. The tourist could enjoy river cruising on these mighty rivers with their smoothness during excursion. Bangladesh could also claim for its man made lake of 350sq. miles surrounded by green forested hills in Chittagong Hill Tracts.The lake has a unique natural beauty, most suitable for skiing and fish cultivation. These are only few of many tourist products of Bangladesh that can be offered to the tourist.

It is in this scenario that Bangladesh emerges as a favorable tourist destination. Besides this, birds watching, Jeep safaris, trekking and mountaineering are readily available tourist specialized products. Despite possession of such an ideal tourism resource, Bangladesh has failed to proportionate gains and attracts desired number of tourists. Tourism growth in Bangladesh is lagging to behind than the pace of growth at world level as well as SAARC countries. In 2010 international tourists' arrivals at SAARC countries were India 5776000, Pakistan 907000, Maldives 792000, Srilanka 654000,

¹⁶Lonely Planet (2010), "Lonely Planet's Best in Travel 2011". ISBN 978-1-74220-090-3.

¹⁷Lonely Planet (2010), "Top 10 best value destinations for 2011". ISBN 978-1-74220-090-3.

Nepal 603000, Bangladesh 303000, and Bhutan 27000 tourists only¹⁸. Throughout the world, the tourism is contributing positively in socio-economic development of the country, but in Bangladesh it is opposite direction. The tourism stakeholders have failed so far to meet the challenge. The core issue of tourism development in Bangladesh is determining the issues and strategies for short term and long term to run it. From the evaluation of the organizational structure of the tourism sector it will be recognized that there are serious concerns as to the management and administration and control of the sector. The study intends to bring forth that tourism industry in Bangladesh has a lot of potential to grow into a major economic generator and labour intensifying industry for the under developed but tourism suited areas of Bangladesh. Bangladesh present standing as tourist destination is far below then other SAARC countries like India, Nepal, Sri Lanka, and even Maldives. Our market share is stagnated at the level from some consecutive year. Bangladesh has too rich destinations for adventure tourism but we failed to exploit the tourism potential fully.

Bangladesh, for the first time in history, has created a board named “Bangladesh tourism Board” which has sent a strong and clear signal that present Government is paying more attention to the tourism industry¹⁹. But still a lot is required to be done in this direction. If we see the SAARC countries, except Bangladesh, most of the countries have separate ministry of tourism. A dynamic and supporting ministry of tourism is needed which could focus on ground at gross root level and able to move out to top level. This ministry will create corporate culture in the tourism industry and forthcoming to involve private sector to develop the market. Where, red tape or slow moving bureaucratic process does not take years in developing tourism infrastructure or granting license to any hotelier or tour operator. Bangladesh is endowed with all types of tourism potential and the prospects are bright to take off. Bangladesh needs to work fast on the challenges faced to the industry such as more liberalization of air transportation, visa facilitation, positive image building, overall tourism policy design and diversification of tourism markets and products. From a long duration stagnating break, Bangladesh tourism must start to show encouraging trends in upward direction. Leisure tourism is expected to sustain its growth, while business tourism will recover further.

1.2 Justification of the study

Despite the presence of abundant tourism attractions for all types of tourists, Bangladesh lags behind number of countries in capitalizing tourist resources and improves its foreign reserve in South Asia. Political unrest, hartals, frequent tragedy in garments sectors and the adverse security situation within Bangladesh deterred both domestic as well as foreign tourists from exploring the country. International tourists feared going to a country with political uncertainty, and even local tourists found it safer to venture abroad for tourism, rather than explore Bangladesh. Two spells of devastating floods in July and September 2007 were followed by the country's worst cyclone, Sidr, in November 2007. These caused extensive damage to the country and had an obvious negative effect on tourism, especially since most of the infrastructure in the coastal areas was destroyed in the cyclone.

But there is no denying the fact that the role of government in tourism development has never been a pushing one. Fatefully, tourism is one of the most neglected sectors in

¹⁸. World Travel and Tourism Council (2012), “ UNWTO Tourism Highlight 2012 edition”, .p.8

¹⁹. Bangladesh National Assembly (2010), “ Bangladesh Gaget July 18,2010”, Registered no. D A-1

Bangladesh. The Travel and Tourism Competitiveness Report 2013 of the World Economic Forum (WEF) ranked Bangladesh as 123th amongst 140 countries²⁰. The lack of government support has resulted in poor infrastructure such as the poor condition of transport and power. The airline sector of Bangladesh has also negatively affected tourism industry due to limited flights in domestically and internationally, flight delays, inefficiency and mismanagement at the airports. Local travel is hampered by lack of amenities on the highways, poor road conditions as well as frequently road accidents.

But time has not yet past over. Still there are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to the potential tourists properly through an effective promotional measure, can take some initiatives to develop some infrastructural facilities, facilitate easy access to different destination, building better image of Bangladesh and ensuring safety and security of tourists, the country would be able to earn many times higher than the present by attracting more tourists within a short time. But unfortunately, this sector has remained almost in the dark and failed to draw proper attention to the government and the policy makers. Against this back drop, research needs to explore the facts related to the sector for its ongoing development in terms of developing various sectors of the tourism industry based on demand not the supply one. Hence a study on this area is essential to uncover the relevant facts. This research study is an endeavour for the same.

1.3 Problem statement of the study

From the foregoing discussion, it is recognized that tourism is most neglected sector in Bangladesh. From the perspective of the SAARC countries this evident is found, when we see most of the countries of SAARC have separate ministry of tourism to take care and develop of this sector. But Bangladesh does not go to that direction till now. Though Government of Bangladesh declared (1992), “tourism is one of the dynamic economic sectors that can play a role more effectively in sustainable economic development and poverty reduction”²¹. Realizing its importance the government has declared tourism as a thrust sector in the Industrial Policy of 2005 (GoB, 2005) where thrust sectors are considered to have potential to grow, create profit and employment and can perform better²². But the expected development in this sector till not comes. Because tourism decision makers are making decisions based on outdated statistical information and miscalculated research findings coupled with misleading assumption over the years. The ministry of foreign affairs and tourism of Bangladesh has not any statistical report about how many international tourists arrives in 2011 and 2012 and how many domestic tourists visit different destinations of Bangladesh. As a result we will not find any statistics regarding international tourist’s arrivals at Bangladesh in 2011 and 2012 in the publication of world tourism organization’s UNWTO Tourism Highlight 2012²³. Similarly there is no worth presenting research report, no product oriented survey conducted during the last 5-6 years. As a result tourism has been badly assessed and managed over the last many years. This has led to a gradual decline in relationship between the public and private sectors. Though, the potential for developing the tourism

²⁰. Blanke, J. & Chiesa, T. (editors.) (2013) “The Travel and Tourism Competitiveness report 2013”. World Economic Forum. Geneva, p.103

²¹. GoB. (1992), National Tourism Policy 1992. Dhaka, Bangladesh Government Press

²². GoB. (2005), National Industrial Policy 2005, Dhaka, Bangladesh Government Press

²³. World Travel and Tourism Council (2012), “ UNWTO Tourism Highlight 2012 edition”, .p.8

sector of Bangladesh is enormous. Bangladesh is blessed with a wealth of natural and cultural heritage. It possesses a long tradition of tourism and the country has many assets to lure the visitor. Forgoing in the view of above, there is need of an inquiry to be fully aware of the realities that exist in the tourism sector of Bangladesh and where the tourism sector stand at this moment of time. However the core issues of the research study would be formulation of policy, strategies, the structure of management and coordinating framework needed in the today's tourism development in Bangladesh.

1.4 Objective of the study

The main aim of this study is to examine the various issues towards tourism development of Bangladesh and take an attempt to establish overall directions for tourism development and suggest effective tourism strategies and policies to alleviate the problems resulting from previous unplanned tourism development. Considering this view, the specific objectives of the study are-

- To analysis the current tourism environmental status as well as current tourism performance of Bangladesh for different tourism stakeholders, foreign and local investors as well as international donor agencies to build-up confidence to commit tourism in Bangladesh.
- To review the existing tourism developments patterns of the tourism industry of Bangladesh and highlights its strengths and weakness; and identify threats and opportunities being offered by the environment.
- To diagnosis the macro-economic environments trends of Bangladesh for tourism entrepreneur so as to recommend measures to make its market more attractive, more encompassing and promising one.
- To explore the state's tourism potential and make more accessible by identifying new tourist products and travel circuits.
- To examine the promotional activities undertaken by the different tourism stakeholders and evaluate the role of their activities for the development of this industry.
- To examine the satisfaction of tourist and recommend essential strategies and policies for reforms and improvements of the tourism industry of Bangladesh.
- To explore the image of Bangladesh as a valued tourist destination for development of this industry and stipulate needed strategies.
- To investigate the current safety and security issues of tourist for developing tourism industry of Bangladesh and prescribed necessary strategies. In this regard sub objectives are –
 - To find out whether the tourism stakeholders understands the importance of tourism crime, safety and security in the study area.
 - To establish the extent to which tourists feel safe and secure tourist environment in and around the tourist area.
 - To find out the factors whose are responsible for tourism safety and security of the study area..
 - To reveal the strategies that fit for fighting against tourism crime at the destination.
 - To examine the regulatory measures that ensure social , cultural, and environmental sustainability as well as safety and security of tourists undertaken by different tour operators, hotels, nearest police station and evaluate the role of their activities for the development of this industry.

1.5 Hypotheses of the study

- Ho (1): Level of uses of promotional tools by tourism stakeholder to attract tourist is sufficient.
- Ho (2): The amount spent in taka by tourism stakeholders on promotional tools to attract tourist is satisfactory.
- Ho (3): It is presumed that tourists are satisfied with the tourism products and services available in four icon tourist spots of Bangladesh namely Cox's bazaar, St.Martin, Sundarban and Kuakata.
- Ho (4): It is assumed that there is no significant difference between importance and experience of tourist products and services available in four icon tourist spots of Bangladesh namely Cox's bazaar, St.Martin, Sundarban and Kuakata with respect to image.
- Ho (5): The tourism stakeholder does not understand the importance of tourism crime, safety and security in the study area.
- Ho (6): The tourists feel safe and secure tourist environment in and around the tourist area
- Ho (7): Tourists are not aware of the key factors that are responsible for tourism crime safety and security of tourist in the study area.
- Ho (8): The tourism stakeholders are not aware of the strategies that help for fighting against tourism crime at the destination.
- Ho (9): That the regulatory measures undertaken by different tour operators, hotels, nearest police station are sufficient.

1.6 Scope of the study

This study is designed to analysis the existing tourism development pattern and makes recommendation about issues and strategies for development of tourism industry of Bangladesh through effective utilization of tourism resource available in the country. The present work certainly benefits from previous works, especially the ones concerning theoretical issues and concepts. On the other hand, its focus is on a particular reality, trying to apply those concepts in practice. The tourist industry is dynamic, fragmented and diverse, and it can be studied at a number of levels and from many perspectives. Being aware of that, this work focuses on a key set of areas, always related, when possible, with others of interest. However, it is not the purpose of this study to criticize past and existing approaches to tourism development in Bangladesh rather to suggest improvement so as to make the system more viable and more promising. The research would build upon its findings and solutions for the purpose of development of tourism industry of Bangladesh.

1.7 Significance of the study

The importance and potential contribution of this research can be discussed from both theoretical and practical standpoints. This research is important in a theoretical context, because it contributed to a theoretical enhancement of the current level of knowledge in the existing literature on development of tourism industry. This was achieved by developing various issues and strategies based on extensive literature study. The research is also significant from a practical point of view as it identifies the issues and strategies for development of tourism industry of Bangladesh which should be the focus of the development process. These attributes can be used in the development of a tourism destination both the local and international level. The study could benefit the private

sector in Bangladesh and also the country at large. The Bangladesh tourism board can use it to evaluate its own strengths and weaknesses when assessing the Bangladesh tourism Board's current strategies to revive the tourism industry. It could also use the study as a baseline for the development various tourism strategies. When the tourism industry has been revived, it could earn more foreign currency and contribute to economic development. In this way it could contribute to the reduction of the high unemployment rate and to the improvement of standards of living. On the whole if the recommendation of the study be implemented, it could assist to introduce Bangladesh as a world class tourist destination country in the world.

1.8 Outline of the study

The whole discussion of the study will be organized in a systematic way and will be presented in thirteen different chapters. The outline of this thesis are given below-

Chapter 1 is an introductory chapter. It focuses on the background and orientation of the study as well as on the research problem. The purpose and objective of the study are outlined.

Chapter 2 presents a review of the national and international literature on the framework for the development of tourism industry which serves as a basis of the study and lays down theoretical framework and different terminologies used in the later part of the study.

Chapter 3 discuss the research design and methodology in more detail and specific methods and statistical tools used to gather the empirical information and analysed are outlined. The chapter will also look at t reliability and validity of the study.

Chapter 4 analysis the current performances of tourism industry in Bangladesh.

Chapter 5 discuss the physical setting of the study area Cox's Bazar, St. Martin, Sundarban and Kuakata.

Chapter 6 Analysis the macro-economic environments trends of Bangladesh for tourism entrepreneur.

Chapter 7 explore the state's tourism potential and make more accessible by identifying new tourist products and travel circuits.

Chapter 8 investigate the existing tourism developments patterns of the tourism industry of Bangladesh highlighting its strengths, weakness, threats and opportunities being offered by the environment

Chapter 9 Investigate the uses of promotional activities by different tourism stakeholders to develop tourism industry of Bangladesh

Chapter 10 measure the satisfaction of tourist for reforms and improvements of the tourism industry of Bangladesh

Chapter 11 explore the image of Bangladesh as a valued tourist destination for development of this industry and stipulate needed strategies.

Chapter 12 Discover the safety and security situation of tourist for developing tourism industry of Bangladesh.

Chapter 13 presents the finding of the analysis and conclusion drawn followed by the recommendation to develop the tourism industry of Bangladesh.

Chapter 14 provides references and appendix for the study.

1.9 Definition of terms

- **Tourism**

Tourism means the temporary short-term movement of people to destinations outside the places where they normally live and work, as well as their activities during their stay at these destinations. (All tourism should have some travel, but not all travel is tourism.) Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for less than a year and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited. The term “usual environment” is intended to exclude trips within the area of usual residence and frequent and regular trips between the domicile and the workplace and other community trips of a routine character.

- **Travel and Tourism Industry**

Businesses providing primary services to travellers, including the traditional hospitality businesses and others closely linked to them in such fields as entertainment, recreation, and transportation, plus travel agencies and tour operators.

- **Hospitality**

A term implies whereby a guest who is away from home is welcomed by a host where basic necessities are provided such as food, beverages and lodging. The term is derived from the Latin word “hospitaire”, which means “to receive a guest”.

- **Hospitality Industry**

An industry comprises business entity of food, beverages, lodging or a combination of these businesses to travellers during their stay in a destination.

- **Domestic Tourism**

Domestic tourism involves trips made by local residents within their own countries.

- **International Tourism**

International Tourism involves trips between 2 countries. To a certain country, visits by residents of that country to another country are his/ her outbound tourism; visits to that country by residents of another country are his/her inbound tourism.

- **Travel**

Travel comprises all journeys from one place to another. It includes all journeys made by people who enter a country for leisure, to work, reside, study or who just pass through a country without stopping.

- **Excursionists**

They are travellers who spend less than 24 hours during a leisure trip.

- **Leisure Travellers**

They are known to travel for pleasure, where their arrivals are highly seasonal and they are attracted by special festivals, sports or other cultural events. They are generally price sensitive, as their personal income is an important factor in determining their particular needs.

- **Inbound tourism**

Visits to a country by non-resident of that country - for example, when an American citizen, Mr. Sam comes to India to see the Taj Mahal, he is an inbound tourist for India.

- **Outbound tourism**

Outbound tourism means visit by the residents of a country to another country.

1.10 Abbreviations

The following abbreviations have been used in this study.

WTO	World Tourism Organization
NTO	National Tourism Organization
BPC	Bangladesh Parjatan Corporation
BRTC	Bangladesh Road Transport Authority
RHD	Roads and Highways Department
BIWTA	Bangladesh Inland Water Transport Authority
VOA	Visa on Arrival
ICT	Information and Communication Technology
BOI	Bangladesh Board of Investment
LP	Landing Permit
TIN	Tax Identification Number
UNESCO	United Nations Educational Scientific and Cultural Organization
SAARC	South Asian Association of Regional Cooperation
HPI	Happy Planet Index
WTM	World Tourism Market
GDP	Gross Domestic Product
WTTC	World Travel and Tourism Council
ASEAN	Association of South East Asian Nations
VAT	Value Added Tax
NHTTI	National Hotel and Tourism Training Institute
ATAB	Association of Travel and Tourism Organization
IPA	Importance Performance Analysis
IEM	Importance Expectation Matrix

1.11 Reference Techniques

The HARVARD reference technique was used in this study.

1.12 Conclusion

Travel and tourism has been developing in the last five decades and is now the world's largest industry. In 1999 it generated, directly and indirectly, throughout the world's economies 11 percent of GDP, 200 million jobs, which represented 8 percent of total employment, and will generate 5, 5 million new jobs per year until 2010. As international tourism involves the movement of people from country to country or one place to another, governments may encourage the development of tourism industry to further political objectives. Indeed, the political advantages of developing tourism may be as rewarding as its economic gains. Domestic tourism may also provide important political and cultural goals such as national integration and a sense of national pride²⁴. Despite its immense potentials and importance for the economy of Bangladesh, the sector seems to remain an under researched one in the economy. Very few works and mostly country profiles have been prepared to give a synoptic view and are inadequate to get insights into the problems of the sector for proper policy formulation. Considering these factors, it will be important to assess to what degree the Bangladesh government used the development of the tourism sector as part of its overall political and economic development strategies. The study tries to go beyond describing what the Bangladesh government does towards the tourism industry. It tries to understand the causes and consequences of policies, decisions and actions taken by various tourism stakeholders of Bangladesh including Government. It will try to explain how Bangladesh, being isolated for so many years from the rest of the world, managed to develop its tourism industry so. In view of all these, the present study has been designed to give an overview of the present status of tourism, pinpoint the key problems, identify the potential dimensions i.e. issues and strategies to address development of the tourism industry of Bangladesh.

²⁴. Pearce, D (1991), "Tourist Development", Longman Scientific & Technical, New York, 2nd Edition

Chapter 2 Literature review and conceptual development

2.1 Introduction

This chapter is divided into two sections. The first section reviews the theory of tourism development and the second section demonstrates how the review of tourism literature nationally and internationally that focuses on tourism development strategies and issues resulted in the formulation of the research propositions and a conceptual framework that explains development of tourism industry in Bangladesh.

2.2 Tourism Development

Tourism development is commonly looked at as a set of economic activities which contribute to the welfare and economic development of the so called tourist destinations. Tourism is broadly justified as a vehicle of development, yet the meaning and objectives of 'development' often remain unclear. Traditionally, it has been equated with economic growth, socioeconomic development being seen as the inevitable consequence of an increase in per capita wealth (Mabogunje, 1980).²⁵ However, development by its nature is a multi-dimensional process of change and may be explained in a variety of ways. Harrison (1992)²⁶ and Woodcock and France (1994)²⁷ suggest that traditional development approaches could prove a useful framework for the understanding of tourism development patterns and processes. In literature, a lively discussion exists on the various approaches of development and its' range from the laissez-faire (simply doing nothing) to diffusionism, dependency and sustainability, although no single approach has ever attained absolute dominance. In addition, various alternatives theories have been proposed for the implementation of the above approaches, such as capital versus labor-intensive, large versus small, mass versus alternative and exogenous versus endogenous.

In literature there are two types of models that contribute to the better understanding of development: the explanatory and the descriptive. Explanatory models (e.g. diffusionist) mean the factors (preconditions) that cause development or growth. In tourism according to Rostow (1990)²⁸ and Auty (1995)²⁹ there are two pre-conditions of development, namely the 'necessary' and the 'sufficient'. 'Necessary' pre-conditions include various factors that pull people to different destinations, very often nice landscapes and archaeological sightseeing. However, although there are many destinations that have

25 Mabogunje, A. (1980), "The Development Process: A Spatial Perspective". London: Hutchinson.

26 Harrison, D. (1992). International tourism and the less developed countries: The background. In: Harrison, D. (ed). *Tourism and the Less Developed Countries*, London: Beihaven Press.

27 Woodcock, K. and France, L. (1994), *Development theory applied to tourism in Jamaica*. In: Seaton, A.V. (ed). *Tourism: The State of Art*. Chichester: Wiley, pp.110-119.

28 Rostow, W.W. (1990). *The Stages of Economic Growth: A Non-communist Manifesto*. 3rd ed. Cambridge: Cambridge University Press.

29 Auty, R.M. (1995). *Patterns of Development: Resources, Policy and Economic Growth*. London: Edward Arnold.

some necessary pre-conditions but they never move from the potential of development to actually developing, because they have lacking the 'sufficient' preconditions, i.e. somebody's will to develop the tourism industry, e.g. investments in infrastructure and accommodation.

On the other hand Descriptive models (e.g. life cycle explanations, physical models and enclave versus spread out developments) look at tourism from the angle of what appears on the ground, e.g. large hotels, facilities etc. The most of the tourism development research has been concentrated on descriptive explanations, mainly life cycle models (Butler, 1980³⁰; Cooper, 1990³¹; Martin and Uysal, 1990³²; Foster and Murphy, 1991³³; Getz, 1992³⁴; Ioannides, 1992³⁵; di Benedetto and Bojanic, 1993³⁶; Johnson and Snepenger, 1993³⁷; McElroy et al., 1993³⁸; Bianchi, 1994³⁹; Agarwal, 1997⁴⁰; Douglas, 1997⁴¹; Goncalves and Aguas, 1997⁴²; Tooman, 1997⁴³; Oppermann, 1998⁴⁴; Priestley and Mundet, 1998⁴⁵; Knowles and Curtis, 1999⁴⁶). Similarly, much research has been conducted emphasising the outcomes of development - economic, socio-cultural and environmental (Mathieson and Wall, 1982⁴⁷; Liu and Var, 1983⁴⁸; Haukeland, 1984⁴⁹; Dogan, 1989⁵⁰; Ap, 1992⁵¹; Tsartas, 1992⁵²; Uysal, 1992⁵³; Wheat, 1993⁵⁴; Archer and Cooper, 1998⁵⁵; Buhalis and Fletcher, 1995⁵⁶; Haralambopoulos and Pizam, 1996⁵⁷; Lindberg and Johnson, 1997⁵⁸; Korca, 1996⁵⁹; Brunt and Courtney, 1999⁶⁰).

30 Butler, R.W. (1980). The concept of tourism area cycle of evolution: implications for management of resources. *Canadian Geographer*, 24 (1), pp.5-12.

31 Cooper, C. (1990). The life cycle concept and tourism. Conference Paper Presented at Tourism Research into 1990s. Durham. University of Durham

32 Martini, B. S. and Uysal, M. (1990), An examination of the relationship between carrying capacity and the tourism life cycle: management and policy implications. *Journal of Environmental Management*. Issue-31, pp.327-333.

33 Cooper Foster, D.M. and Murphy, P. (1991). Resort cycle revisited. The retirement connection. *Annals of Tourism Research*. Issue-18(4), pp.553-567.

34 Cooper Getz, D. (1992). Tourism planning and destination life cycle. *Annals of Tourism Research*. Issue-19(4), pp.752-770.

35 Ioannides, D. (1992). Tourism development agents: the Cypriot resort cycle. *Annals of Tourism Research*. Issue-19(4), pp.711-731.

36 di Benedetto, C.A. and Bojanic, D.C. (1993). Tourism area life cycle extensions. *Annals of Tourism Research*. Issue- 20(3), pp.557-570.

37 Johnson, J.D. and Snepenger, D.J. (1993). Application of the tourism life cycle concept in the Greater Yellowstone Region. *Society and Natural Resources*. Issue-6, pp.127-148.

38 Cooper McElroy, J.L., de Albuquerque, K. and Dioguardi, A. (1993). Applying the tourist destination lifecycle model to small Caribbean and Pacific Islands. *World Travel and Tourism Review*. Issue- 3, pp.236-244.

39 Bianchi, R. (1994). Tourism development and resort dynamics: an alternative approach. In: Cooper, C.P. and Lockwood, A. (eds). *Progress in Tourism, Recreation and Hospitality Management*. Vol. 5. Chichester: Wiley, pp.181-193.

40 Agarwal, S. (1997). The public sector: planning for renewal? In: Shaw, G. and Williams, A. (eds). *The Rise and Fall of British Coastal Resorts: Cultural and Economic Perspectives*. London: Mansell, pp.159-158.

41 Douglas, N. (1997). Applying the life cycle model to Melanesia. *Annals of Tourism Research*. Issue-24(1), pp.1-22.

42 Goncalves, V.F.C. and Aguas, P. M.R. (1997). The concept of life cycle: an application to the tourist product. *Journal of Travel Research*. 35(1), pp.12-22.

43 Tooman, L.A. (1997). Applications of the life-cycle model in tourism. *Annals of Tourism Research*. Issue- 24(1), pp.214-234.

44 Oppermann, M. (1998). What is new with the resort cycle. *Tourism Management*. Issue-19(2), pp.179- 180

45 Priestley, G. and Mundet, L (1998). The post-stagnation phase of the resort cycle. *Annals of Tourism Research*. 25(1), pp.85-111.

46 Knowles, T. and Curtis, S. (1999). The market viability of European mass tourist destinations. A post-stagnation life-cycle analysis. *Tourism Research*. 1(2), pp.87-96.

47 Mathieson A. and Wall, G. (1982). *Tourism Economic, Physical and Social Impacts*. London: Longman

48 Liu, J. and Var, T. (1983). The economic impact of tourism in metropolitan Victoria, BC. *Journal of Travel Research*. 22(2), pp.8-15.

49 Haukeland, J.V. (1984). Sociocultural impacts of tourism in Scandinavia: Studies of three host communities. *Tourism Management*. 5(3), pp.207-214.

50 Dogan, H.Z. (1989). Forms of adjustment: sociocultural impacts of tourism. *Annals of Tourism Research*. 16(2), pp.216-236.

51 Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research*. 19(4), pp.665-690.

52 Tsartas, P. (1992). Socio-economic impacts of tourism on two Greek islands. *Annals of Tourism Research*. 19(3), pp.516-533.

53 Uysal, M., Pomeroy, R.S. and Potts, T.D. (1992). County-level tourism impact assessment: A case in Beaufort county, South California. *Journal of Travel Research*. 31(1), pp.57-65.

54 Wheat, S. (1993). Tourism negative impacts. *Contours*. 6(1), pp.37-38.

55 Archer, B.H. and Cooper, C. (1998). The positive and negative impacts of tourism. In: Theobald, W. (ed). *Global Tourism: The Next Decade*. Oxford: Butterworth-Heinemann, pp.73-91.

Based on previous literature and theories, this chapter will present the components of tourism developments process which range from the nature of development; the approaches to development; how these approaches are implemented and the output and outcome the development process.

2.2 .1 The Nature of Development

The definition of development is controversial and unstable over time. According to Friedmann (1980)⁶¹ and Oppermann and Chon (1997)⁶² development as one of the 'more slippery terms in our tongue' and suggests development as 'an evolutionary process' with 'positive connotations'. In most definition of development, a common theme is that 'development' encompasses 'change' in a variety of aspects of the human condition. Indeed, one of the simplest definitions of 'development' is probably Chambers' (2004)⁶³ notion of 'good change', although this raises all sorts of questions about what is 'good' and what sort of 'change' matters (as Chambers acknowledges), about the role of values, and whether 'bad change' is also viewed as a form of development. Although the theme of 'change' may be overriding, what constitutes 'good change', there is no uniform or unique answer, because ongoing development of one part of the community are not necessarily shared by other parts of that community, or in society more widely. In particular, Friedmann (1980)⁶⁴ states:

“Development is always of something, a human being, a society, a notion, an economy, a skill ... It is often associated with words, such as under or over or balanced: too little, too much, or just right ... which suggests that development has a structure, and that the speaker has some idea about how this structure ought to be developed. We also tend to think of development as a process of change or as a complex of such processes which is in some degree lawful or at least sufficiently regular so that we can make intelligent statements about it (p.4).”

Ingham (1993)⁶⁵ observes development in a similar manner to Friedman by attributing to development a dual nature, consisting of both a process and a goal. Todaro (1994)⁶⁶ gives three goals of development: human survival needs (mainly food and shelter), standards of living (such as education and health), and human rights (for instance social justice and political sovereignty).

⁵⁶ Buhalis, D. and Fletcher, J. (1995). Environmental impacts on tourism destinations: an economic analysis. In: Coccossis, H. and Nijkamp, P. (eds). Sustainable Tourism Development. London: Avebury, pp.3-25.

⁵⁷ Haralambopoulos, N. and Pizam, A. (1996) Perceived impacts of tourism. The case of Samos. *Annals of Tourism Research*. 23(3), pp.503-526.

⁵⁸ Lindberg, K. and Johnson, R.L. (1997). The economic values of tourism's social impacts. *Annals of Tourism Research*. 24(1), pp.90-116.

⁵⁹ Korca, P. (1996). Resident attitudes toward tourism impacts. *Annals of Tourism Research*. 23(3), pp.695-697.

⁶⁰ Brunt, P. and Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research*. 26(3), pp.493-515

⁶¹ Friedmann, J. (1980). An alternative development? In: Friedmann, J., Wheelwright, E. and Connell, J. (eds). *Development Strategies in the Eighties*. Development Studies Colloquium, Monograph No. 1. Sydney: University of Sydney, pp.4-11.

⁶² Oppermann, M. and Chon, K.S. (1997). *Tourism in Developing Countries*. London: Thompson.

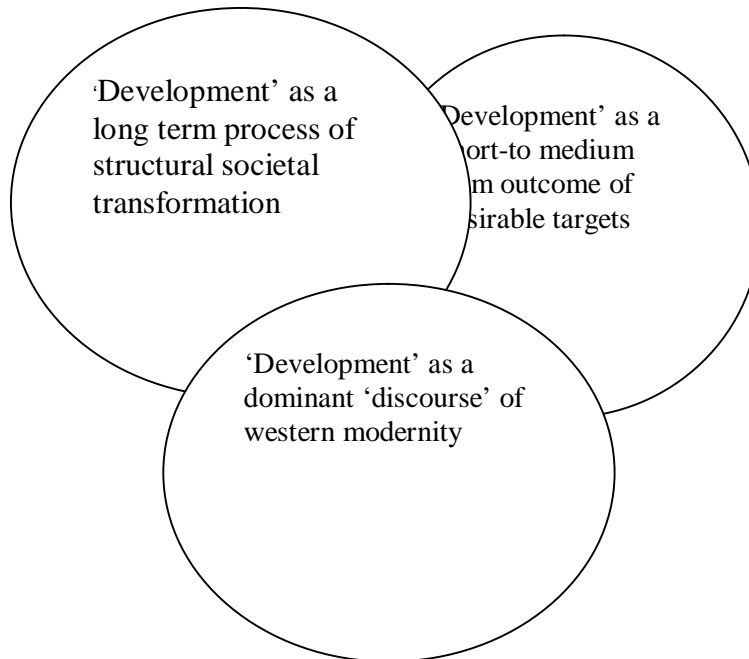
⁶³ Chambers, R. (2004) *Ideas for Development*. IDS Working Paper 238. Sussex: IDS.

⁶⁴ Friedmann, J. (1980). An alternative development? In: Friedmann, J., Wheelwright, E. and Connell, J. (eds). *Development Strategies in the Eighties*. Development Studies Colloquium, Monograph No. 1. Sydney: University of Sydney, pp.4-11.

⁶⁵ Ingham, B. (1993). The meaning of development: Interactions between new and old ideas. *World Development*. 21(11), pp.1803-1821.

⁶⁶ Todaro, M.P. (1994). *Economic Development*. New York: Longman University Press.

Figure 2.1 what is Development?



There are three distinguish definitions of 'development' (see Figure 2.1). The first is historical and long term and arguably relatively value free – 'development' as a process of structural societal change and it is historical and it has a long-term outlook, for example development of rural or agriculture based society to an urban or industrial-based society. In this conceptualization development relates to a wide view of diverse socioeconomic changes. The second is policy related and evaluative or indicator led, is based on value judgments, and has short- to medium-term time horizons – development as the MDGs, for example. This view is narrower in definition and is technocratic or instrumental – indeed, some might argue that it is too technocratic. It is simply concerned with development as occurring in terms of a set of short- to medium-term 'performance indicators' – goals or outcomes – which can be measured and compared with targets (for example changes in poverty or income levels). The third is post-modernist, drawing attention to the ethnocentric and ideologically loaded Western conceptions of 'development' and raising the possibilities of alternative conceptions. This definition is based on the view that development has consisted of 'bad' change and 'bad' outcomes through the imposition of Western ethnocentric notions of development upon the Third World. The key element of this approach is that, development (and poverty) is social constructs that do not exist in an objective sense outside of the discourse (a body of ideas, concepts and theory) and that one can only 'know' reality through discourse.

Tourism is the world's largest industry⁶⁷. As a sector of the economy, tourism is used by many countries to advocate economic development. It is used as a development strategy due to its economic effects such as generating foreign exchange, creating employment

⁶⁷ Scheyvens, R. and Momsen, J. H. (2008). Tourism and Poverty Reduction: Issues for small Island States. *Tourism Geographies*, 10(1), pp 22-41.

and stimulating local economies⁶⁸. But development literature has almost neglected tourism as a development approach (Apostolopoulos, 1994⁶⁹; Gunn, 1994⁷⁰; Sinclair, 1998⁷¹). However, development through tourism is a strategy utilized by governments of many countries to improve residents' welfare through income and employment generation, and to help a destination to move from a position of 'poverty' or 'under-development' to a position of 'wealth' or 'more development'. If tourism development is handled appropriately broader social goals can be achieved that contribute to the overall wellbeing of society. It is suggested here that tourism has evolved, and has continuously progressed along the trajectory path of development theory.

2.2 .2 Approaches to development

Development theory gives the suitable conceptual framework and platform to elucidate the processes in tourism development. It shows these processes are not solely the result of unilateral actions. Rather it provides the analytical framework where strands as well as the progression in tourism development can be explored. So considering tourism as a process of development, it is necessary to investigate following development approach introduced by various development scholars.

2.2 .2 1 Laissez- faire approach

This theory comes from the notion "that all men are created equal, that they are endowed by their creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness," Traditionally, *laissez faire* is a French phrase meaning, "Let do" or "Allow to do". It is known to represent a strain of economic and political thought that calls for minimal government intervention in the private sector, characterized by a 'hands off' approach by the government, in hopes of having private sector solutions for private sector problems. The phrase was usually used to indicate a doctrine which means that freedom of operations of private enterprise, production system and exchange of goods should be free from economic interventionism and taxation by the State beyond the minimum requirement to maintain internal administration, security of private property and protection against foreign invasion. In this way the phrase became synonymous with 'free-market economy' and became a slogan of the economic libertarians. But such liberty or freedom of private sector cannot ensure basic social values, such as equitable income distribution. Instead it encourages the gaining of vast wealth through making more profit and power that lead to poverty of the major part of the society. For tourism development this laissez-faire approach should not be applied because in this approach state has no control over private venture and environment is a source of tourist attraction as long as it is not damaged or go beyond control. This approach has deadly effects due to uncontrolled tourism development on the survival of environmental and cultural resources and the danger of destinations losing their

⁶⁸ Sindiga, I. (1999). *Tourism and African Development: Change and Challenge of Tourism in Kenya*. Hampshire: Ashgate.

⁶⁹ Apostolopoulos, Y. (1994). *The Perceived Effects of Tourism Industry Development: A Comparison of two Hellenic Islands*. PhD thesis. The University of Connecticut: Ann Arbor MI.

⁷⁰ Gunn, C.A. (1994). *Tourism Planning: Basics, Concepts, Cases*. 3d ed. Washington: Taylor & Frances.

⁷¹ Sinclair, M.T. (1998). *Tourism and economic development*. *Journal of Development Studies*. Issue-34(5), pp.1-51.

authenticity in the drive for quick and easy profit motive of laissez faire approach of development.

2.2 .2.2 The Diffusionist paradigm

Diffusion means a process by which a characteristic spreads across space from one place to another over time. It is the process of dissemination. When economic growth spreads-out from one location to a number of others is called diffusion process of development. The diffusionist or modernization paradigm arose from various streams of thought in western social science. The essence of the thinking is that if developing countries are to become developed then they must follow the path taken by the highly developed countries over the past 100 to 200 years. Developing countries must duplicate the experience of more developed countries for development is to occur in their countries. In this paradigm development is equated with economic growth and modernization. It was generally believed that the answer to all the problems of developing countries lay in increase of per capita income. Developed countries or developed regions are assumed to be capable of assisting the less developed regions through the diffusion of resources from such developed regions to the less developed ones. In other words, advocates of this paradigm believe in classical equilibrium theory of spread effects leading to spatial equalization in terms of development. According to Sarre (1977)⁷² and Potter et al. (1999)⁷³, “a prerequisite of diffusion process is the innovation, which does not have to be something new, but may exist in other areas, and it can refer to tangible objects, like machines, or less tangible phenomena, like tourism.” This theory is based on the trickle-down or multiplier effect, from more developed to less developed areas. Authors such as Christaller (1964)⁷⁴ argued that tourism would create this effect and could be used for developing regions where other economic sectors would not work.

There are two sides in diffusion in tourism. Firstly demand side and secondly supply side. Demand side deals with how tourists are informed about the destination and decide to visit it and supply side deals with the ways that a destination develops the tourism industry. As for example supply side involves institutions e.g. governmental or exogenous agencies that make decisions. In every tourist destination or tourist spots there are some individuals or institutions that decide first to produce tourist facilities. When a small number of producers create some tourist facilities that are successful in attracting tourists, more individuals decide to adopt the innovation, usually located near existing producers. Hagerstand (1967)⁷⁵ called this, the neighborhood effect on innovations. This diffusion of innovation brings in social change by which alteration occurs in the structure and function of the social system, by borrowing or adopting cultural traits of other countries (Sethna, 1980⁷⁶; Rogers, 1995⁷⁷).

⁷² Sane, P. (1977). Innovation diffusion. In: The Open University (ed). *Spatial Analysis. Movement Patterns Units 18-21*. The Open University.

⁷³ Potter, R.B., Binns, T., Elliott, J.A. and Smith, D. (1999). *Geographies of Development*. Essex:Longman.

⁷⁴ Christaller, W. (1964) Some considerations of tourism location in Europe: The peripheral Regions- underdeveloped countries recreation areas. *Papers in Regional Science*, Volume 12, Issue 1, pp 95-105

⁷⁵ Hagerstand, T. (1967). *Aspects of the Spatial Structure of Social Communications and the Diffusion of Innovation*. Chicago: University of Chicago Press.

⁷⁶ Sethna, R.J. (1980). Social impact of tourism in selected Caribbean countries. In: Hawkins, D.E., Shafer, E.L. and Rovelstad, J.M. (eds). *Tourism Planning and Development Issues*. Washington, DC: George Washington University, pp.239-249.

Miossec (1977)⁷⁸ developed a diffusionist model of tourism space which describe the structural evolution in time and space of tourist regions. He published this model in France in 1976. He identifies five different phases regarding the changes that occur in the provision of facilities (the resorts and of transport system) and in the behavior and attitude of tourists, of local decision-factors and the host population in his diffusionist model of tourism space(see Table 1). He argued (Figure 2.2) that diffusion happens in five phases (0, 1, 2, 3 and 4) from isolation, with no development, to the creation of a pioneer resort together with the necessary transportation means for the accessibility of the resort, to a multiplication of resorts and further transportation links, and to saturation through an even distribution of resorts across the country. Through these phases changes in local attitudes occur that may lead to the complete acceptance of tourism, the adoption of planning controls or even the rejection of tourism.

Pearce (1989)⁷⁹ describes the Miossec's model like this way, in the early phase (0 and 1) of development, the area scarcely merits the term destination – only occasional visitors are present and residents and decision makers hold no particular attitude toward them. In phase 2, once an area is discovered by tourists, a ‘pioneer’ resort may be distinguished. Attitudes toward the development change both positively and negatively. As the destination develops, an increasingly complex hierarchical system of resorts and transport networks evolves, while changes in local

Table2.1 Miossec's model of tourism development

Phases	Resorts	Transportation	Tourists' behavior	The attitude of the local decision factors and of the host population
0	The area is unknown to tourists	The area is isolated, transportation network is missing	Lack of interest and of knowledge	Oscillates between mirage and refusal
1	In the area appear a first resort (trailblazing resort)	Opening the connections to other areas	Vague local perception	Observation
2	Multiplying resorts	The development of the transportation network between resorts	Progress in the perception of the places and itinerary	The preoccupation for improving the infrastructure that serves the resorts
3	Organizing of	Trips – different	Competition	Demonstrating

⁷⁷ Rogers, E.M. (1995). Diffusion of Innovations. 4th ed. The Free Press, New York.

⁷⁸ Miossec, J.M. (1977). Une modèle de l'espace touristique. *L' Espace Géographique*. 6(1), pp.41-48.

⁷⁹ Pearce DG 1989. Tourist development. 2nd ed. New York: Longman Scientific & Technical p.18.

	vacation spaces in each resort; the beginning of the hierarchization and specialization	tourist circuits	regarding space and segregation	the dualist effect of segregation
4	Hierarchic specialization's saturation	Diverse system of connections	The disintegration of the space of perception; populating the area; saturation and crisis	Total tourism; planned development; measures for ecologic protection

Source: adapted from Miossec (1976)

attitudes may lead to the acceptance of tourism. The development pattern arrived at through conscious decision making reflects the desires of all stakeholders (phases 3 and 4). Meanwhile, the tourists have become more aware of what the region has to offer with some spatial specialization occurring, while some tourists change their behaviour and move on to other areas.

Miossec's model presents several useful aspects. First it includes a dynamic element, namely the development of the region in time and space. The notion of space / time evolution is very important both in the analysis of past processes as well as in future planning of the development. Secondly this development is seen as a whole; changes in the behavior of tourists and local people are closely related to the increased number of resorts and to the expansion of the transport network. The key factor is the relationship between effect and development. However, Miossec may be criticized in that he failed to recognize that tourism cannot develop in an 'empty space' but usually develops "within an existing socioeconomic structure where some form of urban hierarchy and some transport networks are already found" (Pearce, 1989, p.18).

Again as said by Pearce (1989), the Miossec model remains the clearest and most explicit conceptualization of the process of tourism development. Notably, the model can be used for site-scale, destination-scale and regional scale cases to understand tourism development and spatial transformations. Apparently the model has not attracted much attention from researchers. In South Africa, Ferreira & Hanekon (1995)⁸⁰ used Miossec's model as a framework at a regional level to analyze the emergence of Warmbaths as a tourism region.

2.2.2.3 The Dependency theory of development

The third paradigm of tourism development is the dependency paradigm. Dependency can be defined as an explanation of the economic development of a state in terms of the external influences--political, economic, and cultural--on national development policies⁸¹

⁸⁰ Ferreira S L A & Hanekom F (1995) Tourism and the local economy of Warmbaths, Northern Transvaal. Development Southern Africa Issue-12, Volume- 2, pp 249-257.

⁸¹ Osvaldo S,(1969) "National Development Policy and External Dependence in Latin America," The Journal of Development Studies, Vol. 6, no. 1, October 1969, p. 23

. The common factor underlying this theory is that, most developing countries had colonial past and thus are in dependent position in terms of political, economical and institutional structures, as compared to developed nations, or rather, modernized societies in the Western world. Therefore, these countries are indirectly dependent on the developed world. This paradigm developed as a reaction to the diffusionist paradigm⁸². While Rostow's model deals with sequential stages of economic development and places a particular country in one of the five stages of development (Rostow, 1960)⁸³, the diffusionist approach's central assumption is that development within a country is inevitable, it occurs in stages, and that it is diffused from the core towards the peripheral areas at one point (Christaller, 1955)⁸⁴. The dependency paradigm found its way in tourism studies in the late 1970s and early 1980s (Matthews, 1977)⁸⁵. The dependency paradigm in tourism studies gained popularity with the realization that tourism did not bring the initially expected benefits to developing countries. According to Opperman and Chon (1997)⁸⁶, the international orientation and organization of mass tourism requires high investment costs and has led to high dependency on foreign capital, know-how and management personnel which the developing countries do not possess.

According to Britton (1982)⁸⁷, Opperman and Chon (1997)⁸⁸ and Mbaiwa, (2003)⁸⁹, tourism in the developing countries largely relies on demand from and is organized from developed countries creating a type of tourism called enclave tourism. Britton's enclave model of tourism in developing countries shows the two-tier dependency

Figure 2.2: The Enclave Model

⁸² Oppermann, M., & Chon, K. S. (1997). *Tourism in developing countries*. London: International Thomson Business Press

⁸³ Rostow, W. W. (1960). *The stages of economic growth*. New York: Cambridge University Press.

⁸⁴ Christaller, W. (1955). *Beitrage zu einer Geographie des Fremdenverkehrs*. *Erdkunde*, 9, 1–19.

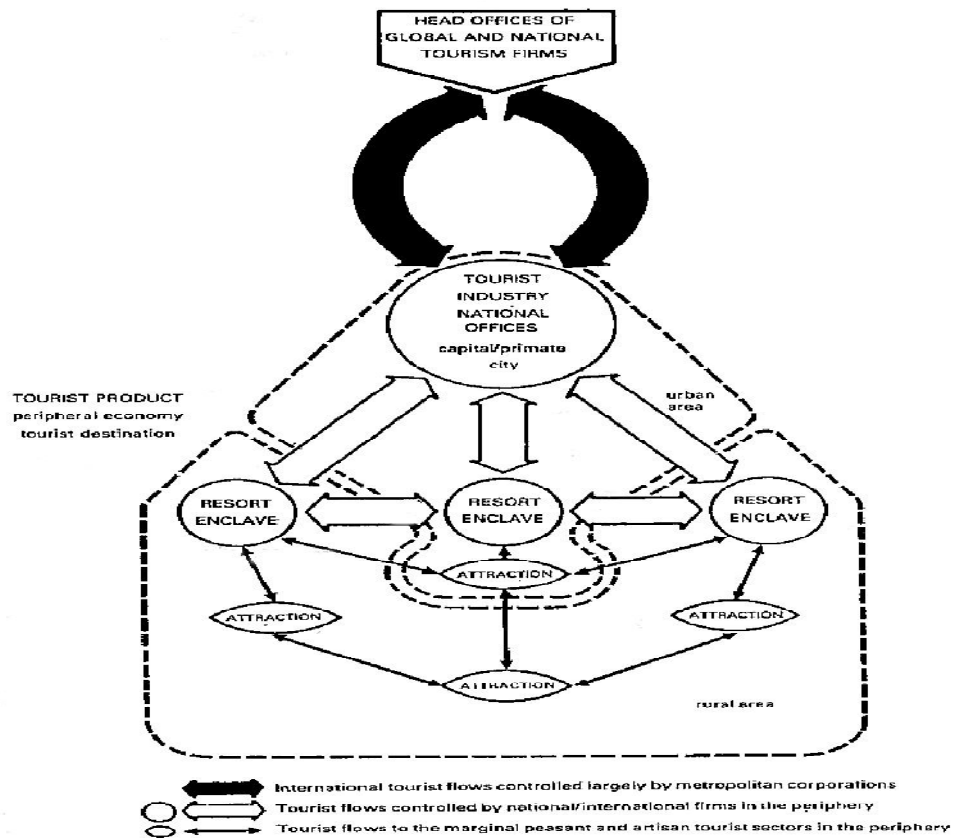
⁸⁵ Matthews, H. G. (1977). Radicals and third world tourism: A Caribbean focus. *Annals of Tourism Research*, 5, 20–29

⁸⁶ Oppermann, M., & Chon, K. S. (1997). *Tourism in developing countries*. London: International Thomson Business Press

⁸⁷ Britton, S. G. (1982). The Political economy of tourism in the third world. *Annals of Tourism Research*, 9, 331–358.

⁸⁸ Oppermann, M., & Chon, K. S. (1997). *Tourism in developing countries*. London: International Thomson Business Press

⁸⁹ Mbaiwa, J. E. (2003a). *Basket production and marketing in the villages of Shakawe, Nxamasere and Xhaoga in West Ngamiland district, Botswana: A baseline study*. Botswana, Maun: Conservation International.



that exists where, ‘developing countries depend on metropolitan countries and, within developing countries, peripheral, rural areas depend on the urban centres and particularly the capital city’ (Oppermann and Chon, 1997, 41)⁹⁰. Dependency theorists believe that tourism tends to benefit developed countries because most of the tourists in developing countries are from the industrialized world. These tourists use their own international airlines, and the goods and services that they use in the destination area are imported from their countries.

Critics of the dependency paradigm point out that its main focus is on foreign ownership of tourism facilities, however, not all accommodation or transportation chains are in the hands of developed countries (Oppermann & Chon, 1997)⁹¹. In addition, the dependency theory neglects the importance of domestic institutions, particularly local and national governments, and consequently those bodies influencing the industry’s development process. Oppermann and Chon note that many developing countries have established their own airlines and several of them are very successful. In addition, some companies in developing countries have become very prosperous hotel chains that are not only offering accommodation facilities in developing countries but also have bought or developed properties in industrialized countries. The most significant limitation of the dependency theory is its failure to formulate alternative prescription, for tourism development in developing countries (Oppermann & Chon, 1997).

⁹⁰ Oppermann, M., & Chon, K. S. (1997). *Tourism in developing countries*. London: International Thomson Business Press

⁹¹ Oppermann, M., & Chon, K. S. (1997). *Tourism in developing countries*. London: International Thomson Business Press

The dependency paradigm also neglected the domestic aspects of tourism in developing countries, as illustrated by Britton's (1982)⁹² second model: the structural model of tourism in developing countries (Figure 2.4). Britton tries to explain that dependency does not exist only between metropolitan and developing countries, but also within developing countries, between the more developed urban centres and the peripheral areas. Tourism development does not develop in an empty space but usually develops in the capital and large urban centres with proximity to international airports. Companies located in the urban centres of developing countries have the financial ability and political support to invest in the peripheral areas (Potter et al., 1999)⁹³. As a result, these companies control the industry of the periphery, reducing further the economic benefits of peripheral regions.

2.2.2.4 The sustainable development approach

The abovementioned approaches fail to recognize the needs of the local community and the importance of environmental and cultural conservation in development. As a result, a more contemporary approach was originated, the sustainable development approach. The concept of sustainable development is a complex and also an internationally contested concept. Appeared in the early '80ies initially as economic development new point of view aiming to reduce negative impact on natural environment, lately developed and was adopted by the ecology movement for protecting and preserving the world natural environment. In 1993, United Nations has decided after voting in 1992 to form the World Commission on Environment and Development with a main clear objective to protect the natural environment and apply the principles of sustainability. The major aim of sustainable development is to direct changes from development towards 'a more idealized and greener future' (Woodcock and France, 1994)⁹⁴. The concept of sustainable development has been defined in many ways. The most widely accepted definition of sustainable development has been given by the World Commission on Environment and Development in the Brundland Report 'Our Common Future', describing it as:

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs ... (It is) a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations (WCED, 1987, p.43)⁹⁵.

From the above definition it is clear that sustainable development, as with all the other development approaches, is a process of change. However, this approach gives importance on the preservation of resources and respects the needs of future generations.

⁹² Britton, S.G. (1982). The political economy of tourism in the third World. *Annals of Tourism Research*. 9(2), pp.331-358.

⁹³ Potter, R.B., Binns, T., Elliott, J.A. and Smith, D. (1999). *Geographies of Development*. Essex: Longman.

⁹⁴ Woodcock, K. and France, L. (1994). Development theory applied to tourism in Jamaica. In: Seaton, A.V. (ed). *Tourism: The State of Art*. Chichester: Wiley, pp.110-119.

⁹⁵ WCED (World Commission on Environment and Development) (1987). *Our Common Future*. Oxford: Oxford University Press.

Aronsson (1993)⁹⁶ recommended sustainable development as “a matter of simultaneously preserving, the richness of species and the multiplicity in a natural area, and striving to develop a community in order to achieve a better life for the people”. The definition pays particular attention to the satisfaction of human needs, in particular the essential needs of the world’s poor, such as sufficient food, clean water, shelter, clothing and jobs, as well as the normal human aspirations for those things which contribute to a better quality of life, such as higher standards of living, greater consumer choice, more security and increased vacation opportunities (WCED, 1987⁹⁷; Hunter and Green, 1995)⁹⁸. Where these basic needs are not being met, sustainable development requires economic growth as a weapon in the fight against poverty and under-development. Only with economic growth, and under the conditions of increasing productive potential and ensuring equitable opportunities for all, is the capacity to ‘alleviate poverty’ and solve environmental threats successful (Janssen et al., 1995)⁹⁹.

Tourism was once promoted as a clean and harmless economic activity; free of the environmental impacts attributed to other industries, such as manufacturing, mining, and intensive agriculture. However, Sustainable tourism is ‘tourism that is developed and maintained in a manner, and at such a scale, that it remains economically viable over an indefinite period and does not undermine the physical and human environment that sustains and nurtures it’ (Harris et al, 2002,36)¹⁰⁰. Hunter (1997, , as cited in Scheyvens, 2002)¹⁰¹ defines sustainable tourism as ‘a set of principles, policy prescriptions, and management methods which chart a path for tourism development such that a destination area’s environmental resource base (including natural, built, and cultural features) is protected for future development’. Many researchers presented guidelines for sustainable tourism development, and the ten dimensions listed in the following Table-2.2 that are only a summary of the ones found in tourism literature (Boers & Bosch, 1994¹⁰²; Borg, 1998¹⁰³; Bramwell et al., 1996¹⁰⁴; D’Amore, 1992¹⁰⁵; Diamantis, 1999¹⁰⁶; Heukemes, 1993¹⁰⁷; Manning & Dougherty, 1995¹⁰⁸; Mowforth & Munt, 1998¹⁰⁹).

⁹⁶ Aronsson, L. (1993). Sustainable tourism systems: the example of sustainable rural tourism in Sweden. In: Bramwell, B. and Lane, B. (eds). *Rural Tourism and Sustainable Tourism Development*. Clevedon: Channel view, pp.77-92.

⁹⁷ WCED (World Commission on Environment and Development) (1987). *Our Common Future*. Oxford: Oxford University Press.

⁹⁸ Hunter, C. and Green, H. (1995). *Tourism and the Environment: A Sustainable Relationship?* London: Routledge.

⁹⁹ Janssen, H., Kiers, M. and Nijkamp, P. (1995). Private and public development strategies for sustainable tourism development of island economies. In: Coccossis, H. and Nijkamp, P. (eds). *Sustainable Tourism Development*. London: Avebuiy, pp.65-83.

¹⁰⁰ Harris R. et al, 2002: *Sustainable tourism: a global perspective*, Butterworth Heinemann, Oxford

¹⁰¹ Scheyvens, R., 2002: *Tourism for development: Empowering communities*, Pearson, Essex

¹⁰² Boers, H. & Bosch, M. (1994): *The earth as a holiday resort. An introduction to tourism and the environment*. SME/Institute for Environmental Communication and Netherlands Institute of Tourism and Transport Studies. Utrecht.

¹⁰³ Borg, P. (1998): *Kestävyiden kriteerit matkailuelinkeinon palveluksessa*. In: Saarinen, J. & Järviluoma, J. (eds): *Kestävyys luonnon virkistys- ja matkailukäytössä*. Metsäntutkimuslaitos. Vantaa, pp. 5–14.

¹⁰⁴ Bramwell, B., Henry, I., Jackson, G. & van der Straaten, J. (1996): *A framework for understanding sustainable tourism management*. In: Bramwell, B., Henry, I., Jackson, G., Prat, A., Richards, G. & van der Straaten, J (eds.). *Sustainable Tourism Management: Principles and Practice*. Tilburg University Press. Tilburg, pp. 23–71.

¹⁰⁵ D’Amore, L. (1992): *Promoting sustainable tourism – the Canadian approach*. *Tourism Management*. Sept., pp. 258–262

Table 2.2- Guidelines supporting sustainable tourism development

Serial No.	Guidelines supporting sustainable tourism development
1	Actors involved in tourism should have an ethical responsibility to avoid the misuse of the resources the tourism industry depends on and clear sustainable aims must be set.
2	The growth of tourism must be controlled.
3	The tourism planning perspective must be long-term.
4	All resources – environmental, economic, social, cultural and political – must be considered in a tourism development process and the carrying capacity must be assessed.
5	Special attention should be paid to the essential needs of the poor.
6	Tourism development must be locally anchored and all the actors involved consulted, and cooperation must be stressed.
7	The diversity of the different tourism resorts must be recognized and the principles of sustainable tourism development must be applied to the unique character of an area.
8	The interests, reasons and goals of the different actors for supporting a sustainable tourism development must be understood.
9	A trade-off approach to a balanced approach between different resources must sometimes be accepted on an operational level
10	An assessment of the negative and positive impact on the different actors must be carried out.

Butler (1996)¹¹⁰ incorporated the principles expressed previously by international organizations and gave a comprehensive definition of sustainable tourism:

Tourism which is developed and maintained in an area (community, environment) in such a manner and at a such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes (Butler, 1996, p.13).

Butler's (1996) definition of sustainable tourism shares many features of the term sustainable development, such as that tourism should contribute to development and maintenance, while the type and scale used should ensure long-term viability of the development. The definition also recognizes that tourism activity has human and physical impacts on destination areas that should not prohibit any other activities and processes. To these ends, ETB (1991)¹¹¹ investigated sustainable tourism development, as a relationship that exists between the three components of the tourism-operating

¹⁰⁶ Diamantis, D. (1999): Green Strategies for Tourism Worldwide. *Travel & Tourism Analysis*, No. 4, pp. 89–112.

¹⁰⁷ Heukemes, N. (1993): *Loving them to death? Sustainable tourism in Europe's Nature and National Parks*. Federation of Nature and National Parks of Europe (FNNPE). Grafenau. Germany.

¹⁰⁸ Manning, E. & Dougherty, D. (1995): Sustainable tourism: Preserving the golden goose. *Cornell Hotel and Restaurant Administration Quarterly*. Vol. 36, No. 2, pp. 29–42.

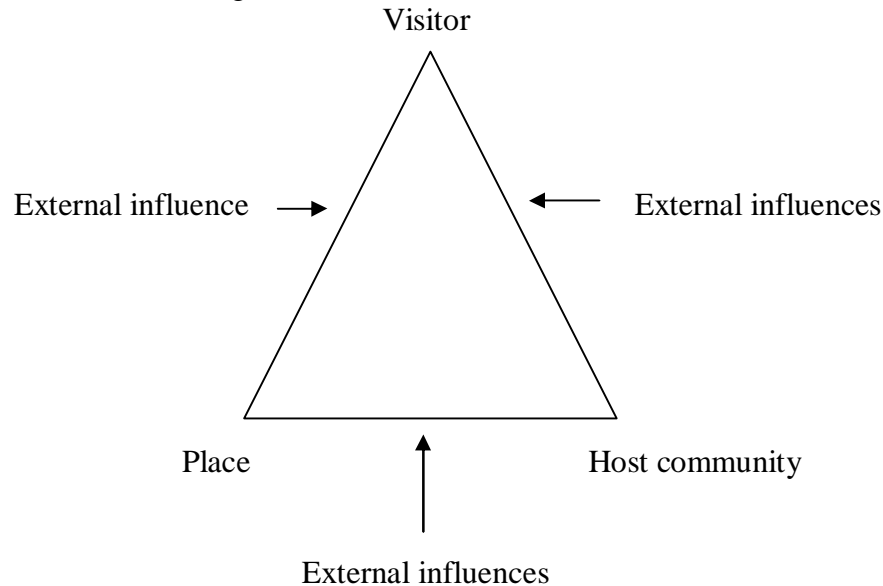
¹⁰⁹ Mowforth, M. & Munt, I. (1998): *Tourism and Sustainability*. New tourism in the Third World. Routledge. London

¹¹⁰ Butler, R.W (1996). Problems an 4 possibilities of sustainable tourism: The case of the Shetland Islands. In: Briguglio, L., Butler, R., Hariison, D. and Filho, W.L. (eds). *Sustainable Tourism in Islands and Small States: Case Studies*. London: Pinter, p13.

¹¹¹ ETB (1991) *Tourism and the Environment: Maintaining the Balance*. London: English Tourist Board

environment, namely, tourists, host community and destination environment (Figure 2.3). This relationship is both ‘complex and dynamic’, and can bring costs and benefits to the destination and the host community. Consequently, the long-term objective of sustainable tourism should be to maintain a ‘harmonious balance’ between these three components, whilst protecting the ‘resource base’.

Figure 2.3: Model for sustainable tourism



In effect the doctrine “tourism nurtures the goose that lays the golden egg” and the notion that “there is a symbiotic relationship between tourism and the environment” are questionable (Wheeller, 1994, p.652)¹¹². Nevertheless, tourist destinations today depend upon clean physical surroundings, protected environments and the distinctive cultural patterns of local communities. Destinations that do not offer environmental quality are usually suffering a decline in quality and tourist use. Consequently, any economic activity, including tourism, should ensure a capacity for continuance. Furthermore, host communities should decide the number of tourists that the destination can attract without any disruption of a community’s life or cultural and environmental degradation. Therefore, sustainable development strongly suggests that the involvement of the local community in the development process (the bottom up approach) is a prerequisite for sustainability (Godfrey, 1993)¹¹³.

¹¹² Wheeler, B. (1994) Egotourism, sustainable tourism and the environment - a symbiotic, symbolic or shambolic relationship. In: Seaton, A.V. (ed). *Tourism: The State of Art*. Chichester: Wiley, p652.

¹¹³ Godfrey, K.B. (1993) *Tourism and Sustainable Development: Towards a Sustainable Framework*. PhD thesis. Oxford: Oxford Brookes University.

2.2.3 Implementation of development approaches

For the implementation of the above development approaches, there are various options available to developers and planners wishing to expand the tourism industry of a region, which concern mainly the process and/or funding of development, and frequently refer to issues, such as:

- type of production (capital versus labour)
- degree of control and ownership (endogenous/local versus exogenous/foreign); scale (small versus large); and
- forms of tourism (alternative/soft/sustainable versus mass/hard/nonsustainable).

2.2.3.1 Capital versus labor-intensive development

Which method is employed in production, whether capital intensive or labor-intensive, would depend on the capital-labor ratio. The capital-labor ratio is the ratio of the amount of capital to amount of labor, used to produce any given output. If that ratio is high, indicating the use of much capital relative to labor, production is called capital-intensive. If the ratio is low indicating relatively little capital per unit of labor, production is called labor-intensive.

Some people on one side believe labor-intensive method of production will result in increased economic development whereas others on the other side think capital intensive methods will enable developing countries in particular, to grow faster.

2.2.3.1.1 Some arguments in favor of capital-intensive methods

- Labor is sufficiently available and cheaper in most economies. Labor-intensive method, it is argued therefore could lead to reduced cost of production. Capital however, is scarce and expensive and in the case of less developed economies, has to be imported with scarce foreign exchange. If so, this would increase expenditure on imports and could affect the balance of payment of the economies involved, adversely. For this and other reasons labor-intensive method is favored.
- It is also believed that if labor-intensive methods are employed, the abundant unemployed labor in most economies today will be employed, thus solving the unemployment problems. If the marginal propensity to consume (MPC) is high, more goods and services would be demanded which will result in economies of scale.
- It is also argued that capital intensive method leads to dualism in the economy, so that most of the capital equipment and capital-intensive methods of production are in the urban areas, creating an urban capital center and the labor rural center where jobs and social amenities are inadequately provided. This situation leads to rural-urban migration.

2.2.3.1.2 Some arguments in favor of labor intensive methods-

- It argued that labor-intensive methods do not readily adopt to change. Capital-intensive method can however, easily be adjusted to suit modern trends in production due to their flexibility.
- The farmer, for instance using capital-intensive methods of production can produce far more than the one using labor-intensive means. Capital-intensive methods are therefore clearly associated with high levels of output. For this

reason poor countries must opt for this method if they increase their pace of development.

- It is believed that developed countries such as the United States, Britain, Japan, France, Germany and recently, China have attained their levels of development by adopting capital-intensive methods of production. Therefore developing economies must also invest heavily in this technique of production in order to develop. This is a historical reason rather than an economic one.

In spite of the reasons advanced in favor of the two methods of production, and against the other, it is important that the two techniques of production be married in order for any economy to achieve sustainable economic development.

There are numerous studies focused on the issue development of tourism industry should be based on capital or labor in tourism literature. Table2.3 summarizes some of the studies which focused on capital versus labor intensive tourism development.

Table2.3: Research studies on capital versus labor intensive tourism development

Name of the researchers	Investigated issues
Mings, 1969 ¹¹⁴ ; Brown, 1985 ¹¹⁵ ; Culpan, 1987 ¹¹⁶ ; Hall, 1994 ¹¹⁷	Tourism as a labor-intensive industry that requires limited capital investment to create employment
Cleverdon, 1979 ¹¹⁸ ; Bond and Ladman, 1980 ¹¹⁹ ; Van Houts, 1983 ¹²⁰ ; Morrell, 1985 ¹²¹ ; Lever, 1987 ¹²² ; Lickorish, 1991 ¹²³	The cost of employment creation in the tourism industry compared to other economic sectors, and they suggest that it is substantially less. For example, an automobile factory requires heavy capital investment, but generates relatively fewer jobs than a similar amount of investment in tourism.
Williams and Shaw 1991 ¹²⁴ ;	The development of the tourism industry involves a complex of other industries, e.g. transport, retailing and associated manufacturing, to provide services, products, facilities and infrastructure.

¹¹⁴ Mings, R.C. (1969). Tourism's potential for contributing to the economic development in the Caribbean. *Journal of Geography*. 68, pp.173-177.

¹¹⁵ Brown, G. (1985). The tourism industry in Australia. In: Dean, J. and Judd, B. (eds). *Tourist Developments in Australia*. Canberra: Royal Australian Institute of Architects Education's Division, pp.8-li.

¹¹⁶ Culpan, R. (1987). International tourism. Model for developing countries. *Annals of Tourism Research*. 14 (3), pp.541-552.

¹¹⁷ Hall, C.M. (1994). *Tourism and Politics: Policy, Power and Place*. Chichester: Wiley.

¹¹⁸ Cleverdon, R. (1979). *The Economic and Social Impact of International Tourism on Developing Countries*. Special report no. 60. London: Economist Intelligence Unit.

¹¹⁹ Bond, M.E. and Ladman, J.R. (1980). International tourism: an instrument for Third World development. In: Vogeler, I. and de Souza, A.R. (eds). *Dialectics of Third World Development*. New Jersey: Rowman and Allanheld, pp.23 1-240.

¹²⁰ Van Houts, D. (1983). Female participation in tourism employment in Tunisia: some economic and non-economic costs and benefits. *Tourist Review*. 3 8(1), pp.25-30.

¹²¹ Morrell, J. (1985). *Employment in Tourism*. London: British Tourist Authority.

¹²² Lever, A. (1987). Spanish tourism migrants. The case of Lloret de Mar. *Annals of Tourism Research*. 14(4), pp.449-470.

¹²³ Lickorish, L. (1991). *Developing Tourism Destinations: Policies and Perspectives*. London: Longman

¹²⁴ Williams, A.M. and Shaw, G. (1988). Tourism: candyfloss industry or job generator. *Town Planning Review*. 59(1), pp.81-103.

Agarwal et al. 2000 ¹²⁵ ;	Due to technological advances and the introduction of information technology, some tourism sectors have become more labor intensive.
Cleverdon, 1979 ¹²⁶ ; McCann, 1983 ¹²⁷ ; Kontogeorgopoulos, 1998 ¹²⁸	In the accommodation sector, the level of employment generated (as well as income) depends on the size of the establishment. In particular, small and medium-sized enterprises provide more employment per visitor with less capital than larger establishments. In contrast, international and larger hotels are more capital-intensive, and although they have a higher employment per bed ratio for the reason that they cater for most of the tourists' needs, they create few employment opportunities and little income outside the hotel complex.

Since in developing countries, labor is abundant and capital is scarce, tourism can be used as a labor-intensive solution for economic development. Thus, governments should specify their preference for labor or capital-intensive development according to their present capability and future direction. If the major development aim of a country is to raise the present level of employment and consumption, as compared to future growth, more labor-intensive techniques should be favored. On the other hand, if a country aims towards future growth in relation to present welfare, the more capital-intensive methods of production should be followed (Thirlwall, 1972)¹²⁹. Alternatively, Cukor (1974)¹³⁰ suggests that the use of capital-intensive and labour-intensive technologies together:

“allows capabilities and production to be increased, without freezing capital in outdated technologies and in this way taxing the future, and it allows the more capital-intensive technologies to be introduced in the auxiliary operations at later stages, as capital becomes more abundant and labor more scarce” (p.217).

2.2.3.2 Exogenous versus endogenous development

The word Exogenous comes from the Greek words "exo" and "gignomi", meaning "outside" and "to come to be" refers to an action or object coming from outside a system. It is the opposite of endogenous, something generated from within the system.

When tourism development occurs under greater government supervision, by following environmental regulations, facing perceived threats from future law and taking trade association memberships is called Exogenous tourism development .

¹²⁵ Agarwal, S., Ball, R. Shaw, G. and Williams, A.M. (2000). The geography of tourism production: Uneven disciplinary development? *Tourism Geographies*. 2(3), pp.241-263.

¹²⁶ Cleverdon, R. (1979). The Economic and Social Impact of International Tourism on Developing Countries. Special report no. 60. London: Economist Intelligence Unit.

¹²⁷ McCann, B. (1983). The economic impact of tourism. In: Pacific Area Travel Association (ed). Workshop on Measuring the Impacts of Tourism. Hong Kong: Pacific Area Travel Association.

¹²⁸ Kontogeorgopoulos, N. (1998). Accommodation employment patterns and opportunities. *Annals of Tourism Research*. 25(2), pp.314-339.

¹²⁹ Thirlwall, A.P. (1972). Growth and Development with Special Reference to Developing Economies. London: Macmillan

¹³⁰ Cukor, G. (1974). Strategies of Industrialisation in the Developing Countries. London: Hurst &Co.

Exogenous tourism development can be clustered into four categories: regulation, economic advantage, pressures from the businesses environment, and pressure from stakeholders.

.Regulatory: Tourism stakeholders are obliged to follow environmental and social laws in their everyday practice. Hence, the more strictly the law is enforced and the higher the associated costs of breaching the law are (both in personal liability and/or financially), the stronger the drive for change.

Pressures from the business environment: supply chain pressure to conform to sustainable and responsible practice e.g. holiday marketing companies who will work only with sustainable and responsible certified hotels or pressure from the brand which the business is operating under. Additionally, a company which operates the accreditation scheme and wishes to raise awareness of this option will market the new operational practices.

Economic advantage: Tourism stakeholders adopt sustainable and responsible practices because they believe it could enhance business performance e.g. reducing operating costs and improving efficiency, developing innovative products and services for access to new markets, and reducing a company's liabilities through integrated risk management.

Pressure from the stakeholder environment: increasing environmental awareness amongst customers and providers alike leading to sustainable development being implemented. There is empirical evidence demonstrating tourists' good intentions in sourcing environmentally and socially responsible products, however, the development of this pressure is slow (Miller, 2003¹³¹; Font, 2007¹³²). Likewise, shareholders who believe in sustainable development have influence on the operators to adopt responsible practices.

All four categories influence all tourism stakeholders at a micro level (i.e., within the same industry of a specific country) (Claver-Cortés et al., 2007)¹³³. For example, all hotels are engaged in the same type of industrial activity (i.e. providing accommodation) and face the same environmental regulations, and are likely to submit to the same types of consumer pressure while operating a profitable business. Although all four categories have an equal influence, businesses differ in the way they respond. These responses can be divided up according to their degree of reactivity towards responsible management practices: from proactive through to intermediate and reactive (Claver-Cortés et al., 2007).

On the other hand, endogenous tourism development means a form of local development that activates the participating initiatives and local development factors (organizations, actors, local businesses, local initiatives and spirit of enterprise) for sustainable

¹³¹ Miller, G. (2003). Consumerism in sustainable tourism: A survey of UK consumers. *Journal of Sustainable Tourism*, 11(1), 17-39.

¹³² Font, X. (2007). Ecotourism certification: potential and challenges In J. E. S. Higham (Ed.), *Critical issues in ecotourism: understanding a complex tourism phenomenon*. Oxford: Butterworth-Heinemann.

¹³³ Claver-Cortés, E., Molina-Azorín, J. F., Pereira-Moliner, J., & López-Gamero, M. D. (2007). Environmental Strategies and Their Impact on Hotel Performance. *Journal of Sustainable Tourism*, 15(6), 663-679.

consumption of natural and man resources, by making use of the production structure, the work market, the spirit of enterprise, the innovation, the social structure; the final goal is the achievement of an integrated tourism development. The endogenous tourism development is recommended for many developing countries, due to the comparative advantage they have in natural, cultural etc. resources, which favor the development of tourism.

The endogenous tourism development considers space as a key factor of the social reform and aims at a process of structural change that leads to the qualitative improvement of everyday life and the rise of the inhabitants' standard of living. It emphasizes on making the most of local natural, man and financial resources; on the development of technology and innovations of local character that increase the productivity of the local system; on the activities of small scale that are easier to incorporate in the local production web, and on the participating procedure for the elaboration and the accomplishment of Local Development Programs.

The main goals of the endogenous tourism development are the following:

- Meeting the basic needs of the inhabitants
- Auditing the negative impact of tourism development
- Making most of the local production resources
- Boosting local initiatives for the creation of small and middle – sized tourism businesses
- Promoting flexible forms of tourism employment in the modern organization of labor market
- Reducing unemployment, increasing receipts
- Promoting the goals of the tourism policy at a local and regional level
- Creating a tourism conscience
- Boosting the role of local actors involved in the tourism circuit
- Reinvesting business profits in the area
- Connecting organically the tourism production and transaction activity with the other branches of local economic activity
- Reducing the dependence on big travel organizations
- Creating a balanced tourism development

The preconditions for the achievement of these goals are the following:

- Defining the limits of small districts of programming for the promotion of the endogenous tourism development at local level
- Forming the appropriate institutional frame for the “participating” programming
- Training executives to support participating initiatives, to boost local business activity and to promote modern technology at local level.

Now a question arises whether tourism development can be initiated and carried out on the basis of exogenous tourism development or the endogenous tourism development. The preceding two frameworks are usually discussed separately; however they could be combined into a single conceptual framework. Thus, in cases where endogenous tourism development is not possible, it is recommended that governments should try to keep, where possible, the maximum control of development and attempt to increase the local community's involvement, e.g. by providing investment incentives to local entrepreneurs

and introducing legislation that increases job opportunities for the local population. Alternatively, if the destination has the capability and financial resources for endogenous development, governments should encourage endogenous factors of development and try to exploit reasonable the available socio-cultural and environmental resources.

2.2.3.3 Large versus small scale development

Different scales of tourism development have different results. According to Rodenburg (1989, p.207)¹³⁴ development of small and craft tourism in Bali could bring more benefits to the island and the host population. Similarly, Long and Wall (1995)¹³⁵ propose that small-scale development may be the solution to some of the challenges faced by tourism developers, and proposed that the dynamic processes, which accompany small-scale tourism, must be understood and anticipated for the good of an area's development. Wanhill (2000)¹³⁶ argues that in developing countries tourism's economic objectives of increasing earnings, foreign exchange, investment and job opportunities, as well as minimizing adverse social and cultural effects are not best promoted through inward investment and large tourism development but through enhancing micro and small scale development. Similarly, Hall (as edited by Harrison, 1997)¹³⁷ looked at tourism development in Cuba asserting that indigenous industries were receiving a boost from tourism development. Rogerson (2003)¹³⁸ studied the constraints and opportunities faced by tourism based micro and small enterprises in South Africa. He argued that it was only through small enterprises that rural people can participate in tourism. In these enterprises, the opportunities for MSEs or labour by the poor are maximized. He argued that the government had the responsibility to involve local communities in tourism through the development of economic linkages such as supply of agricultural produce to lodges, outsourcing of laundry *etc.* Kirsten and Rogerson (2002)¹³⁹ supported this view of development of linkages between tourism and small enterprises. Such involvement would lead to sustainable tourism.

To sum up,, local community gets the control of the tourism development process in small-scale development and has low impacts on the destination. As a result, it can ensure the sustainable development of a destination and therefore it can be integrated more easily into the existing socio cultural and economic environments of the community. However, in compare to large-scale development it creates less employment and income.

Therefore, tourism planners and developers should specify their preferences for large- or small-scale development according to the types of tourist they want to attract, the capital available, and the level of desirable control and participation of the local community in

¹³⁴ Rodenburg, E.E. (1989). The effects of scale in economic development: tourism in Bali. In: Singh, T.V., Theuns, H.L. and Go, F.M. (eds). *Towards Appropriate Tourism: The Case of Developing Countries*. Frankfurt, Peter Lang Verlag, pp.205-226.

¹³⁵ Long, V.II. and Wall, G. (1995). Small-scale tourism development in Bali. In: Conlin, M.V. and Baum, T. (eds). *Island Tourism: Management Principles and Practice*. Chichester: Wiley, pp.237-257.

¹³⁶ Wanhill, S., (2000). Small and Medium Tourism Enterprises. *Annals of Tourism Research*, 27: 148 -163.

¹³⁷ Harrison, D., (1997). *Tourism and the Less Developed Countries*, West Sussex, England: John Wiley and Sons Ltd.

¹³⁸ Rogerson, C. M. (2003). Tourism and Transformation: Small Enterprise Development in South Africa. *Africa Insight*, 33 (1/2): 108-115.

¹³⁹ Kirsten, M., and Rogerson, C. (2002). Tourism, Business Linkages and Small Enterprise Development in South Africa. *Development South Africa*, 19 (1): 29 – 59.

the tourism process. They have to decide before the expansion of the tourism industry whether to build large-scale or small-scale enterprises, since after construction takes place, it will be difficult to scale down the industry (Wheeller, 1991, p.92).¹⁴⁰

2.2.3.4 Mass versus alternative development

Tourism can have positive as well as negative effects on a region. It depends on the kind of tourism developed in the tourist area. Alternative tourism and mass tourism can be considered 'polar opposites', with alternative tourism being considered as the 'good' and mass tourism as the 'bad' (Lane, 1989¹⁴¹; Pearce, 1992¹⁴²; Lane, 1993¹⁴³).

Mass tourism refers to modern, industrial tourism where large numbers of tourists are transported, accommodated and entertained inexpensively by large mainstream tourism enterprises in pre-packaged and highly organized tour arrangements. The tourism industry is able to achieve standardization and economies of scale through the organizational abilities of large corporations that feature in the modern, mass tourism era.

On the other hand alternative or special interest tourism in part grew out of a reaction to the sheer numbers and accompanying damage of mass tourism. It is ascribed such attributes as limited-scale, low-impact, community-based and raised-awareness or education and is frequently presented as the antithesis of mass tourism.

Additionally, in some instances mass tourism can be more appropriate and sustainable than alternative tourism as it occurs in already developed areas with existing infrastructure to cater for tourists whereas eco-tourists are attracted to fragile, pristine environments where even their smaller numbers may have significant negative environmental impacts. Figure 2.4 indicates the position of mass tourism in the tourism network.

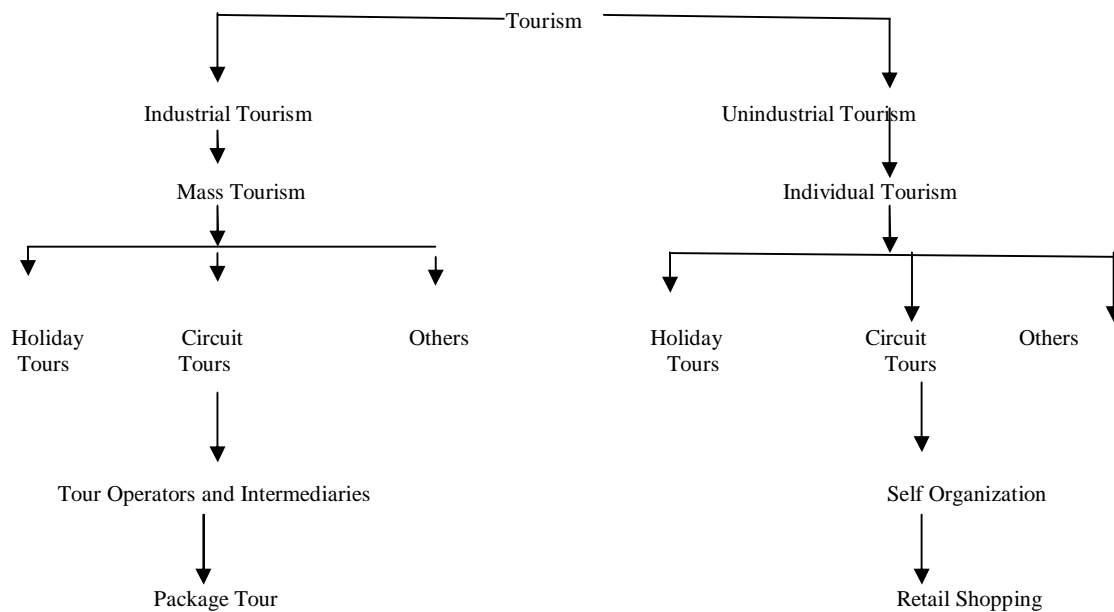
¹⁴⁰ Wheeler, B. (1991). Tourism's troubled times: responsible tourism is not the answer. *Tourism Management*. 12(1), pp.91-96.

¹⁴¹ Lane, B. (1989). Will rural tourism succeed? In: Hardy, S., Hardy, T. and Shaw, T. (eds). *The Role of Tourism in the Urban and Regional Economy*. London: Regional Studies Association, pp.34-39.

¹⁴² Pearce, D.G. (1992). Alternative tourism: Concepts, classifications, and questions. In: Smith, V.L. and Eadington, W.R. (eds). *Tourism Alternatives: Potentials and Problems in the Development of Tourism*. Philadelphia: University of Philadelphia Press and International Academy for the Study of Tourism.

¹⁴³ Lane, B. (1993). Sustainable rural tourism strategies: A tool for development and conservation. In: Bramwell, B. and Lane, B. (eds). *Rural Tourism and Sustainable Tourism Development*. Channel view, Clevedon pp.102-111.

Figure 2.4: The position of mass tourism in the tourism network.



The birth of alternative tourism was due to high criticism for mass tourism and its negative effects on destination areas. Alternative tourism incorporated soft tourism, small-scale tourism, green tourism, nature tourism and integrated tourism. Alternative tourism was used as a hope for proving consistency with natural, social and community values, as alternative tourism could have less negative effects on destination areas, environment and population without diminishing positive economic effects (Smith and Eadington, 1992)¹⁴⁴.

Alternative tourism emphasized the idea of preserving social, natural and historical assets of tourist destinations. Hence, it was considered as the main factor in tourism development. As a consequence of alternative tourism, the concept of sustainable tourism was used as the main goal for tourism development (Moscardo, 2001)¹⁴⁵.

On the contrary, mass tourism aims at quick economic revenues; hence, it places little emphasis on environmental, social impacts and sustainable development. Alternative tourism stresses slow sustainable growth, which can allow more sensitivity for local social economic needs, where tourism revenues can be spent in the destination areas for a long-term perspective tourism development (Dodds and Kuehnel, 2009)¹⁴⁶.

Mass tourism activities depend greatly on seasonal and climatic conditions. Hence, mass tourism came to be known as sea-sun-sand tourism. Mass tourism activities are seasonal activities, reaching high peak and high capacities during summer months. Therefore,

¹⁴⁴ Smith Valene L. and William R. Eadington, eds. (1992). *Tourism Alternatives: Potentials and Problems In The Development Of Tourism*. New York: John Wiley.

¹⁴⁵ Moscardo G. (2001). *Cultural and Heritage Tourism: The Great Debates*, in *Tourism In The Twenty-First Century*, ed. Bill, F. Gianna, M. and Eric, L. London: Continuum.

¹⁴⁶ Dodds, R. & Kuehnel P. (2009). *CSR among Canadian Mass Tourism Operators: Good Awareness but Little Action*, *International Journal of Contemporary Hospitality Management* 22 (2):221-244.

there is a big inflow of tourists for popular mass tourism destinations during summer months, creating a high population movement and congestion in high peak. Mass tourism is based on large tourist groups, fixed programs (i.e., predetermined packages) directed by tour operators and travel agencies. On the contrary, alternative tourism is based on small groups, families and even singles, and alternative tourism activities could take place all year round to create average capacities (Dodds, 2005)¹⁴⁷. (See table 2.4, next page, for general features of mass and alternative tourism).

Table 2.4: Mass Tourism Vs Alternative Tourism

Distinction type	Mass Tourism	Alternative Tourism
General Features	Rapid development	Slow development
	Maximizes	Optimizes
	Socially, environmentally, inconsiderate, aggressive	Socially, environmentally, considerate, cautions
	Short Term	Long Term
	Remote control	Local control
	Unstable	Stable
	Price Consciousness	Value consciousness
	Quantitative	Qualitative
	Growth	Development
	Peak holiday periods, seasonal	Staggered holiday periods, no necessarily seasonal
	Capacity for high seasonal demand	Staggered holiday periods, no necessarily seasonal
	Tourism development everywhere	Development only in suitable places
Tourist Behaviour	Large Groups	Singles, families, small groups
	Fixed program	Tourists directed
	Spontaneous Decisions	Spontaneous Decisions
	Comfortable and Passive	Demanding and active

Source: Gartner, 1996, pp 339-340¹⁴⁸

With reference to the table 1, it can be said that, alternative tourism can produce better general features and tourist behaviors than mass tourism. Alternative tourism incorporates all stake holders' long term interest and quality of tourism and takes into consideration local communities, their natural environment and resources. In comparison, mass tourism has many disadvantages, but can produce high revenues at high seasons and therefore cannot be ignored completely.

¹⁴⁷ Dodds, R. (2005). *New Tourism Realities for Sustainable Tourism Policy? Implications and Recommendations for Stakeholders. TTRA Canada Conference, Kelowna, November 2-5, 2005.*

¹⁴⁸ Gartner, W. C. (1996). *Tourism Development: Principles, Processes, and Policies.* New York: Van Nostrand Reinhold.

From the above discussion it can be concluded that the alternative form provides more benefits to the local community. It indicates human and physical capacity limitations and contributes to the protection of the environment. Each community has its own capacity to absorb tourists in order to maximize possible benefits and minimize costs. Such outcomes can be better achieved through alternative tourism development directed towards the attraction of a limited number of 'high quality' tourists and community involvement in the development process, and away from mass tourism with high quantity of low quality tourists and high leakages resulting from foreign intervention.

In summary, although the above choices for the implementation of the development approaches look dichotomous, they can be combined. For example, countries can develop mass tourism in some areas and in others alternative, according to the desires of the community, the existing patterns of development and the resources of each area.

2.2.4 Conclusion

This section has analyzed the major approaches of tourism development and implication in tourism destinations development. Now tourism is considered alternative forms of other economic development and used as a means to develop the peripheral regions of the world. At first sight, the four development approaches (laissez-faire, diffusionist, dependency and sustainability) are regarded as somewhat mutually exclusive paradigms. However, all approaches represent the view that tourism as an economic activity implies the notion of transition from one country to another. Among the four approaches sustainability can be regarded the most distinct, mostly in the perspective it perceives implementation of development, e.g. scale, degree of control and ownership, type of tourists and involvement of the local community in the development. The belief, that through sustainability destinations can achieve a more balanced development, has attracted the attention of most researchers. Nevertheless, Wheeler (1992a¹⁴⁹; 1992b¹⁵⁰) remarks that although the theoretical concepts of sustainability have been accepted by most political authorities, there is little comprehension of its practical implications for policy validation and implementation.

¹⁴⁹ Wheeler, B. (1992a) pp.104- 105

¹⁵⁰ Wheeler, B. (1992b), pp.D4 1 -D44.

2.3 Literature review on national and international study

There is no doubt that a large number of research work on the field of tourism as a subject has been done throughout the world. But surprisingly a relatively few works and literature on the development of tourism industry worldwide have been found as yet. Similarly enough study on the same area of tourism industry in Bangladesh is not available. However, a few articles and research reports addressing the marketing issues and dealing with the problems of the tourism industry in a skin-deep manner have been available to the researcher. As a result literature review for this study comprised a comprehensive study of both published and unpublished information on all aspects pertaining to the tourism industry of Bangladesh.

In a study on marketing promotion strategies of the tourism industry in Bangladesh, Hossain and Hossain (2002)¹⁵¹ mentioned that tourism industry has gained top priority in most of the destination countries of the world and there exist increased competition among the countries to attract tourists. But in the face of world-wide increased competition, Bangladesh lacks far behind in attracting relatively larger number of foreign tourists.

Debashis & Mehedi (2012)¹⁵² concluded in their master thesis that “there is a huge difference between the real scenario of Bangladeshi tourism and the perception of Swedes about it. It has been figured out at the interviews with some Swedish tourists that the hidden attractions of Bangladeshi tourism have not been noticed to the Swedes for negative images of flood-stricken Bangladeshi people that come frequently on Swedish newspaper and sometimes the country is confused as country of natural disasters rather than a tourism-friendly one. The questionnaire session also reveals that Bangladesh is sometimes misunderstood as a part of India rather than an independent sovereign country.”

According to Tuhin & Majumder (2013)¹⁵³ Bangladesh needs to develop its human resources for improving tourism marketing in local tourists as well as foreign tourist. In Bangladesh, tourism has lot of potentiality to earn more revenue than presently what they are earning. If Govt. and Non -government organization come forward and take the responsibility for developing tourism industry, it will earn much more revenue.

Hasan (1992)¹⁵⁴ investigated the present situation of Bangladesh tourism industry and present marketing strategies in his research book “Problems and Prospect of Bangladesh Tourism Industry” has blamed that Bangladesh tourism industry could not achieve the remarkable progress in comparison to other neighboring (South Asian) countries though the country is endowed with different tourism attractions.

¹⁵¹ Hossain, Md, Afjal and Hossain, Md. Jakir (2002), pp. 301-316

¹⁵² Debashis R & Mehedi H (2012). p65.

¹⁵³ Tuhin W K M & Majumder H T M (2011) p288.

¹⁵⁴ Hasan, Syed Rashidul (1992), pp. 107-109

Ahmed (1996)¹⁵⁵ revealed that possessing outstanding tourism resources is not sufficient to lure the optimal number of tourists to a tourist destination. In the view of the author, tourism promotion plays an important role in enhancing the competitive edge of one tourist destination over another because of tourists' image of a destination and the attitude of tourists toward that destination seem to be two of the most important factors responsible for this variation.

Das &, Chakraborty (2012)¹⁵⁶ found in their research "It is widely recognized that Bangladesh is very rich by the natural beauty and panoramic views, what a tourist wants to enjoy. But there is lack of effective initiatives, proper management plan, and quick & sincere effort from responsible authority.

According to Siddiqui (2005),¹⁵⁷ the Marketing Communication Manager, Pan Pacific Sonargaon Hotel, Bangladesh claimed that though Bangladesh has lots of things for tourism, but the country lacks in the initiatives to expose it to the potential tourists.

Addressing the way to promote Bangladesh as a tourist destination, Chantarachoti (2005)¹⁵⁸ found that in the eyes of foreigners Bangladesh is seen as a business destination rather than as a tourist destination when in actual fact there are potentials to explore in this country if properly promoted and promotion supported by government to the outside world. He also blamed that though Bangladesh has its abundant potential for growth of tourism industry could not utilized it properly due to lack of government support as well as the right initiatives of the country's NTO to highlight Bangladesh to the eyes of foreigners as a tourist destination instead of a business destination.

Mitra (2005)¹⁵⁹ criticized that Bangladesh does not have enough effort to promote the country as a tourist destination. He argued that Bangladesh has to make aware to the tourists about what to see, where to stay and what to eat. He emphasized for the development of tourism industry, Bangladesh need to develop the infrastructure like hotels, resorts, promoting more places and there should have a link of the government tourism organization with the private sector to boost up the promotional activities for the same.

Hossain and Firozzaman (2003)¹⁶⁰ mentioned that Bangladesh tourism industry failed to grow properly not merely because it lacks in enough attractions but suffering mostly due to inadequate and effective promotional activities.

A paper by Majbritt (2010)¹⁶¹ argues that the six (at present 7) Bangladeshi Division offers both individually and combining a variety of natural and cultural destinations suitable for tourist attractions. The duty of proper authority is to make it handy for the interest group both from home and abroad.

According to Zahra (2012)¹⁶² Bangladesh has functional attributes such as very warm weather, low price, colorful culture, sea beach etc. and psychological attributes of

¹⁵⁵ Ahmed, Zafar U. (1996), pp. 37-60

¹⁵⁶ Das R K &, Chakraborty J (2012) p89

¹⁵⁷ Siddiqui, Imtiaz Ahmed (2005), p. 21

¹⁵⁸ Chantarachoti, Nivat (2005), p. 23

¹⁵⁹ Mitra, A. K. (2005), p. 24

¹⁶⁰ Hossain, Md. Afjal and Firozzaman, M. (2003), pp. 59-80

¹⁶¹ Majbritt, T. (2010), Eco-Resort for Sustainable Tourism, *The Daily Star*, April 29.

¹⁶² Zahra I (2012)p23

overcrowded, poverty stricken, happy and relaxed local life. This study suggests that Bangladesh's uniqueness lies in its culture, food, Mangrove forests, Royal Bengal tiger, which are functional imagery with some negative psychological imagery like discomfort due to excessive warm climate, poverty, lack of appropriate tourism benefits of required standard.

Hossain and Nazmin(2006) ¹⁶³ depicted that according to the foreign tourists of Bangladesh ,scenic beauty ranked first, cost of services second ,attitude of people third ,and so on down to facilities ranking the tenth.

Nath (2007) ¹⁶⁴ observed that level of satisfaction with the overall tourism facilities and services is at a level of 51% .The tourists judged by very poorly the level of night entertainment, tour information, advertisement, and traveling agency services.

According to Rahman (2007) ¹⁶⁵ Bangladesh industry has great potentials both as a foreign exchange earner and provider of job opportunities with the resultant multiplier effect on the country's economy as a whole.

The News Today reported (2008) ¹⁶⁶ the potentials of Bangladesh tourism sector still remain unexplored by parties concerned mainly due to poor infrastructure facilities and deterioration of law and order system (corruption and terrorism), whereas this sector in different countries is a major source of revenue, employment generation and poverty alleviation (The News Today February 18, 2008).

Akteruzzaman & Ishtiaque (2001) ¹⁶⁷ revealed that tourism industry in Bangladesh is becoming an emerging issue both for the public and private sector to establish their eligibility for accomplishing a successful business as well as marketing activities development.

Ali & Mohsin (2008) ¹⁶⁸ suggest that the activity of attracting local and foreign tourists to tour different areas of Bangladesh requires proper maintenance of the archeological, historical and natural scenic beauty spots and arranging for advertising and promotional campaign.

Sofique A .M & Parveen A J (2009) ¹⁶⁹ revealed that to achieve the goals and meet the challenges set for the travel and tourism industry in Bangladesh, a strong and co-operative partnership between government departments as well as national tourism authorities, international and national trade associations, and the travel and tourism private sector is required.

From the above reviews and discussions, it is seen that no research is done on development of tourism industry independently to flourish its economic viability as well

¹⁶³ Hossain,Md.Afjal and Nazmin,Sultana(2005).Vol.17

¹⁶⁴ Nath, Narayan Chandra(2007)

¹⁶⁵ Rahman .M.M (2007)

¹⁶⁶ The News Today February 18, 2008

¹⁶⁷ Akteruzzaman & Ishtiaque (2001)pp109-111

¹⁶⁸ Ali M M& -Mohsin S C (2008)p3

¹⁶⁹ Sofique A .M & Parveen A J (2009) p53

as to remove constraints. In this regard, this research is an initiative to make up the gap by the researcher.

2.4 Conclusion

The above two section literature review indicates that although there is a strong argument for the need for development of tourism industry in Bangladesh. However, it is not important only to design a development plan but also to implement it. Therefore, it is necessary to develop issues and strategies that will be widely accepted by the local community. Planners and governments should consider the fact that there are limits to how much tourism a particular destination could absorb. Destinations need to consider these limits and plan their tourist industry accordingly. However tourism stakeholders should continuously measure the environmental and socio-economic impacts of tourism, in order to ensure long-term benefits for residents and tourists alike without damaging the man-made and natural environment.

Chapter 3 Research Methodology

3.1 Introduction

The present chapter describes the key methodological components that used to achieve the objectives of the study. A research methodology is a systematically enquiry that permits the researcher to report the findings scientifically. For this reason this chapter starts by identifying the factors that affect the research design, and concentrate on the discussion of the steps involved in the research process by ranging from the formulation of the research problem to the analysis and processing of data. Lastly, issues of validity and reliability, and the limitations faced in this research are discussed.

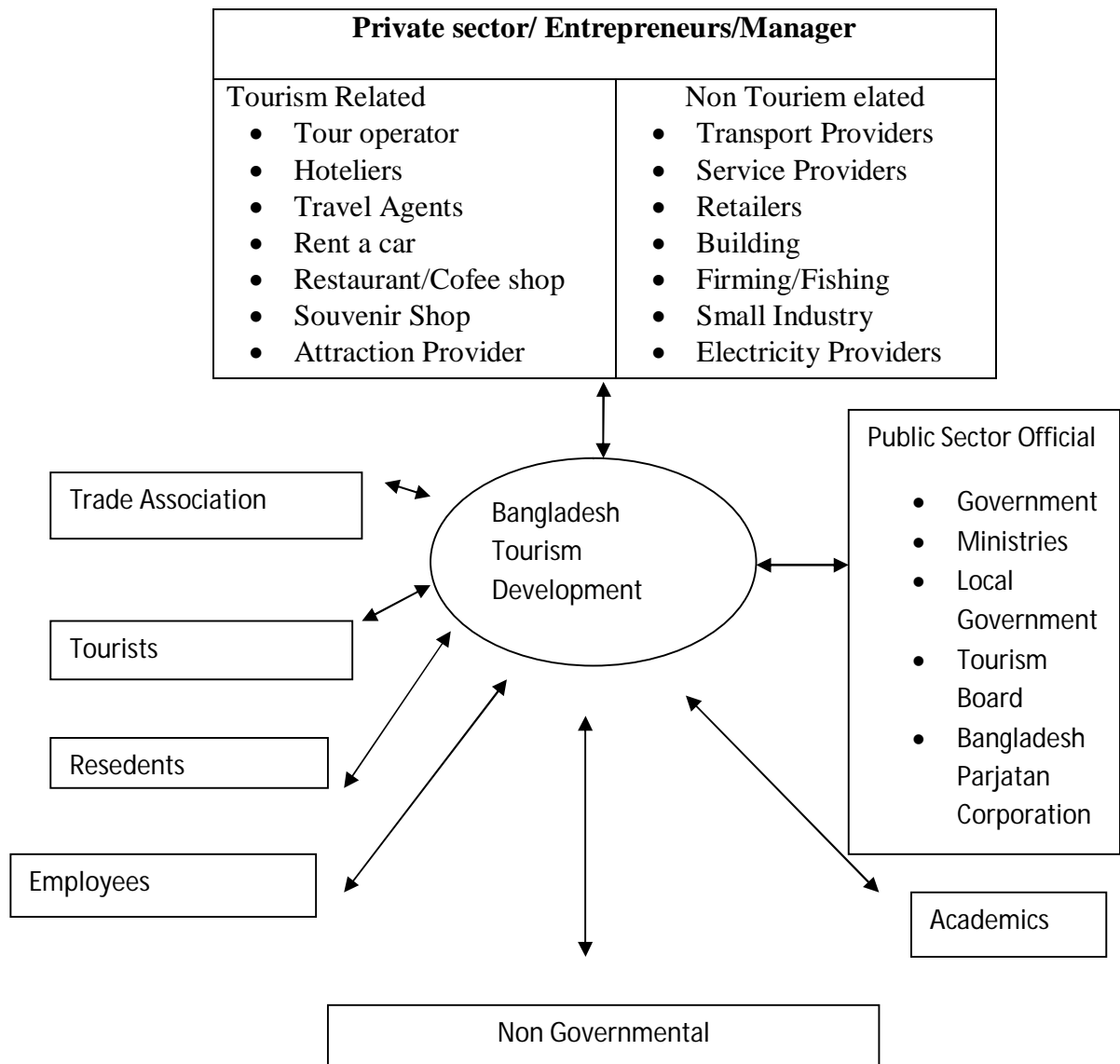
3.2 Factors affecting the research design

For achieving the objective of the study, it is very much important to identify the factors that affect the design of this research. The explanation of the following dilemmas will help to identify the factors that affect the research.

3.2.1 Tourism stakeholder

Initially in this study, a survey of major stakeholders is seen as appropriate to identify differences between the needs, desires, and perceptions of each stakeholder towards the development of this industry. These differences may be fundamental to identify the issues and strategies for development of tourism industry in Bangladesh. Therefore, the first step is to define tourism stakeholder. A tourism stakeholder for this study is considered to be any individual, group, or organization that is affected by or affects the tourism development of Bangladesh. After the definition the next step is to identify stakeholders group that contribute to the development of tourism industry in Bangladesh. To achieve this following “stakeholder map” is designed (Figure 3.1).

Figure: 3.1 Stakeholders group for the development of tourism Industry of Bangladesh



In total, eight stakeholder groups are identified namely private sector entrepreneurs or managers, trade associations, tourists, residents, employees, academics and nongovernmental public sector official. The two main constraints of this research to conduct survey are a large number of stakeholders and lack of budget. For this reason only four groups of tourism stakeholders are identified as the major influences on the development of tourism industry in Bangladesh. The sample included the following groups because:

3.2.1.1 Owners/managers: Owners/managers of tourist enterprises provide facilities and services to tourists. This group is selected because they are directly dependent on tourism arrivals. The tourism sector was represented by a broad cross-section of businesses related to serving the tourist including the owners or managers of accommodation, tour operator, restaurants and tourism shops.

3.2.1.2 Tourists: This group is main actors who consume various tourism products and services. Tourism industry sustain upon this group. But this study considers only tourists of four popular tourist spots of Bangladesh namely Cox's bazaar, St. Martin, Kuakata and Sundarban.

3.2.1.3 Government official: This group was selected because they develop policy and plan, co-ordinate activities, and make decisions for future developments and public good. For the purpose of this survey, the government official includes official of Bangladesh Parjatan Corporation and police of each destination.

3.2.2 The qualitative or quantitative debate

In the literature, several schools of thought have emerged supporting qualitative or quantitative research. According to Punch, "although both are concerned with the investigation of an individual's point of view, they present differences in the nature of data, the methods used for data collection and the analysis process" (Punch, 1998)¹⁷⁰. Qualitative investigators argue that because of their elaborate methods of research (e.g. interviewing and observation) they manage to get closer to the individual's perspective. On the other hand, quantitative researchers claim that without statistical significance qualitative research results are more unreliable and ambiguous (Denzin and Lincoln, 1998)¹⁷¹. In effect, quantitative investigators are drawn to quantify data by using closed or quantifiable types of questions and by applying mathematical models, graphs and statistical tables to achieve more reliable results. In contrast, although qualitative researchers have adopted statistical tools (Walle, 1997),¹⁷² "they seldom report their findings in terms of the kinds of complex statistical measures or methods" (Denzin and Lincoln, 1998, p.9)¹⁷³. Other differences between the two approaches are that quantitative research can make comparisons easier, it is more appropriate and cheaper when large samples are used (e.g. postal questionnaires), while qualitative research uses smaller samples, it is more flexible and its sampling purposive. In qualitative research the interviewer has to be more qualified and skillful (Walle, 1997)¹⁷⁴. The differential dimensions of each approach are summarised in Table 3.1.

¹⁷⁰ Punch, K.F. (1998). *Introduction to Social Research: Quantitative and Qualitative Approaches*. Thousand Oaks: Sage.

¹⁷¹ Denzin, N.K. and Lincoln, Y.S. (1998). *Collecting and Interpreting Qualitative Materials*. London: Sage.

¹⁷² Walle, A.H. (1997). Quantitative versus qualitative tourism research. *Annals of Tourism Research*. 24(3), pp.524-536.

¹⁷³ Denzin, N.K. and Lincoln, Y.S. (1998). *Collecting and Interpreting Qualitative Materials*. London: Sage.

¹⁷⁴ Walle, A.H. (1997). Quantitative versus qualitative tourism research. *Annals of Tourism Research*. 24(3), pp.524-536.

Table 3.1: Qualitative versus quantitative research

Comparison dimension	Qualitative Research	Quantitative Research
Philosophy:	Phenomenology	Positivism
Goal:	Understand, meaning	Prediction, test hypothesis
Focus:	Quality (features)	Quantity (how much, numbers)
Method	Ethnography/Action research	Experiments/Correlation
Data collection:	Interviews, observation, documents, artifacts	Questionnaire, scales, tests, inventories
Research Design:	Flexible, emerging	Structured, predetermined
Sample:	Small, purposeful	Large, random, representation
Generalization:	Unique case selection	Generalisation
Analysis	Inductive (by the researcher)	Deductive (by statistical methods)
Role of Researcher:	Immersed	Detached

[Source: adaptation from Merriam, 1998¹⁷⁵; Firestone, 1987¹⁷⁶ & Potter, 1996¹⁷⁷]

From the above debate the following dilemma emerges: ‘Is it better to adopt a qualitative or quantitative approach?’ According to Punch, “In practice, neither approach is superior or inferior. Both approaches are valid and contribute to social research, and over reliance on any approach is inappropriate” (Punch, 1998)¹⁷⁸.

Since the broad objective of this research is to development of tourism industry in Bangladesh so researcher thinks that no single method would be appropriate to achieve the objective of the study. For this reason, qualitative and quantitative methods are chosen for this study.

3.2.3 The pure or applied debate

A difference is usually made between two types of research, namely pure research and applied research. Research generally involves seeking solutions to problems or answer to questions. Pure research is primarily concerned with contributing to a particular area of intellectual enquiry. Applied research is concerned with finding a solution to a specific problem that has direct practical implications for industry, commerce or other spheres of life, while its potential contribution to academic enquiry is of a secondary nature. Based on the above analysis the present study can be described as being applied research. It is

¹⁷⁵ Merriam, S. (1998). *Qualitative research and case study: Applications in education*. San Francisco: Jossey-Bass Publishers.

¹⁷⁶ Firestone, S. (1987), *Meaning in method: The rhetoric of qualitative and quantitative research. Educational Researcher*. 16: 16-21.

¹⁷⁷ Patton, J. (1996). *Analysis of thinking and research about qualitative methods*. New Jersey: Lawrence Erlbaum.

¹⁷⁸ Punch, K.F. (1998). *Introduction to Social Research: Quantitative and Qualitative Approaches*. Thousand Oaks: Sage

intended to contribute positively and meaningfully to the development of tourism industry in Bangladesh.

3.3 The research process

This section introduces the fundamental elements of research methods, beginning with a definition of formulation of the research problem, followed by discussion on the planning of data processing and analysis. Also discussed is the importance of ethical considerations issues of validity and reliability.

The research process consists of a number of closely related activities. However, the following order concerning various steps provides a useful procedural guideline regarding the research process: (1) formulating the research problem; (2) review of related research; (3) developing the hypothesis; (4) preparing the research design; (5) determining sample design; (6) collecting the data; (7) execution of the project; (8) analysis of data; (9) hypothesis testing; (10) Generalizations and interpretation, and (11) preparation of the report or presentation of the results, i.e., formal write-up of conclusions reached.

3.3.1. Formulation of research problem

According to Welman and Kruger (1998)¹⁷⁹, “A research problem refers to some difficulty which the researcher experiences in the context of either a theoretical or a practical situation and to which he/she wants to obtain a solution.” All research begins with a clearly defined topic. In this study, the choice of the research topic was affected by practical, scientific and personal concerns.

First, from a practical point of view, this study is among the first attempt to offer information to decision-makers and various stakeholders whose are working to develop the tourism industry of Bangladesh.

Secondly, from a scientific point of view, there was a desire to investigate the problems that are the cause behind not happening tourism development in Bangladesh as perceived by the tourism stakeholders.

In a personal respect, having lived in Bangladesh, the author has witnessed various problems resulting from tourism development, as well as a lack of consideration of the tourism stakeholders’ opinions and needs before the designing of development plans.

Thus the focus of this research is to identify the issues and strategies that will help the development of tourism industry in Bangladesh. Consequently, an interest was expressed in the investigation of these problems and the recommendation of potential solutions

¹⁷⁹ Welman, J.C & Kruger, S,J (1999), “Research methodology for Business and Administrative science” Halfway house, International Thomson publication Southern Africa Private Limited

3.3.2. Review of related research

Once the problem is formulated, research topic is chosen and stated; the next step is to review the related survey, studies in order to identify relationships among the variables and to translate the topic into one or more clearly defined, specific questions or problems that are amenable to research. For this reason, in this thesis various sources were used to provide information on the components of tourism development and planning and their incorporation in the case of Bangladesh. In summary, the core of the material used included:

- Relevant publications, e.g. books, conference papers, newspapers, reports etc., obtained from Dhaka university library, Patuakhali Science and technology university library, Bangladesh Parjatan Corporation library, library of Bangladesh Bureau of Statistics and others research institutions;
- Key journals mainly Dhaka University Journal of Business Studies, DU Journal of Marketing, DU Journal of Management studies, Journal of Revista De Tourism Synergy of Management is searched in order to find articles related to tourism planning, and development;
- Various publications of Ministry of civil aviation and tourism, Bangladesh Tourism Board, Bangladesh Parjatan corporation and World Tourism Organization is studied to identify additional relevant material upon the tourism development issues.

The above sources helped the researcher to identify control variables and to develop a research framework. This is mainly achieved by viewing how other researchers have addressed similar topics, something that constituted the basis for the determination of the research aim, the objectives and the research questions.

3.3.3 Developing the research objectives and hypotheses

The introductory chapter and the literature review chapter have addressed the major shortcomings of past research, namely the lack of studies related to tourism development in Bangladesh. These shortcomings led to a focus on the adoption of the following research aim:

“The main aim of this study is to examine the various issues towards tourism development of Bangladesh and take an attempt to establish overall directions for tourism development and suggest effective tourism strategies and policies to alleviate the problems resulting from previous unplanned tourism development. Considering this view, the specific objectives of the study are-”

After the identification of the research aim the next step was to formulate the following research objectives:

- To analysis the current tourism environmental status as well as current tourism performance of Bangladesh for different tourism stakeholders, foreign and local investors as well as international donor agencies to build-up confidence to commit tourism in Bangladesh.

- To review the existing tourism developments patterns of the tourism industry of Bangladesh and highlights its strengths and weakness; and identify threats and opportunities being offered by the environment.
- To diagnosis the macro-economic environments trends of Bangladesh for tourism entrepreneur so as to recommend measures to make its market more attractive, more encompassing and promising one.
- To explore the state's tourism potential and make more accessible by identifying new tourist products and travel circuits.
- To examine the promotional activities undertaken by the different tourism stakeholders and evaluate the role of their activities for the development of this industry.
- To examine the satisfaction of tourist and recommend essential strategies and policies for reforms and improvements of the tourism industry of Bangladesh.
- To explore the image of Bangladesh as a valued tourist destination for development of this industry and stipulate needed strategies.
- To investigate the current safety and security issues of tourist for developing tourism industry of Bangladesh and prescribed necessary strategies. In this regard sub objectives are –
 - To find out whether the tourism stakeholders understands the importance of tourism crime, safety and security in the study area.
 - To establish the extent to which tourists feel safe and secure tourist environment in and around the tourist area.
 - To find out the factors whose are responsible for tourism safety and security of the study area..
 - To reveal the strategies that fit for fighting against tourism crime at the destination.
 - To examine the regulatory measures that ensure social , cultural, and environmental sustainability as well as safety and security of tourists undertaken by different tour operators, hotels, nearest police station and evaluate the role of their activities for the development of this industry.

To investigate the above research objectives the following hypotheses is developed:

- Ho (1): Level of uses of promotional tools by tourism stakeholder to attract tourist is sufficient.
- Ho (2): The amount spent in taka by tourism stakeholders on promotional tools to attract tourist is satisfactory.
- Ho (3): It is presumed that tourists are satisfied with the tourism products and services available in four icon tourist spots of Bangladesh namely Cox's bazaar, St.Martin, Sundarban and Kuakata.
- Ho (4): It is assumed that there is no significant difference between importance and experience of tourist products and services available in four icon tourist spots of Bangladesh namely Cox's bazaar, St.Martin, Sundarban and Kuakata with respect to image.
- Ho (5): The tourism stakeholder does not understand the importance of tourism crime, safety and security in the study area.
- Ho (6): The tourists feel safe and secure tourist environment in and around the tourist area
- Ho (7): Tourists are not aware of the key factors that are responsible for tourism crime safety and security of tourist in the study area.

- Ho (8): The tourism stakeholders are not aware of the strategies that help for fighting against tourism crime at the destination.
- Ho (9): That the regulatory measures undertaken by different tour operators, hotels, nearest police station are sufficient.

After the taking above decisions, the next logical step is to consider the research design which is adapted in this research.

3.3.4 Research design

After formulated research aim objectives and hypotheses in clear cut terms, the researcher will be required to prepare a research design, i.e., which will facilitates the researcher to be as efficient and as possible yielding maximal information. There are four types of research design: exploratory, descriptive, explanatory and evaluative.

3.3.4.1 Exploratory research design

Exploratory research design is undertaken to explore previously under researched and unclassified areas and provide input for further research. The main difficulty of exploratory design is that the researcher has to begin with a general description of the phenomenon, where there are no clearly delineated independent and dependent variables, and as a result no categories to classify what one sees, no guidelines for the researcher to indicate what is important, whom to interview, or what leads to follow up (Singleton et al., 1993, p.91)¹⁸⁰. In exploratory designs the sample is usually small, non-representative and the process is unstructured and more open than in any other kind of design.

3.3.4.2 Descriptive design

Descriptive design aims to describe a phenomenon. It is characterized by a prior formulation of specific hypotheses, based on previous research. The information needed is clearly designed and pre-planned. A major type of descriptive design is the case study.

A case study is a strategy for doing research which involves “an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence”. As Veal (1997)¹⁸¹ states cases can consist of single individuals, communities, countries or organizations. In particular, secondary sources of data were utilized for the understanding of past and present conditions.

¹⁸⁰ Singleton, R.A., Straits, B.C. and Straits, M.M. (1993). *Approaches to Social Research*. 2nd ed. New York: Oxford University Press.

¹⁸¹ Veal, A.J. (1997). *Research Methods for Leisure and Tourism: A Practical Guide*. 2nd ed. London: Pitman.

3.3.4.3 Causal or explanatory design

Causal or explanatory research design investigates relationships by giving answers to problems and to provide explanations data for testing hypotheses. The major purposes of causal design are (Malhotra, 1996, p.97¹⁸²):

- To understand which variables is the cause (independent variables) and which variables is the effect (dependent variables) of a phenomenon.
- To determine the nature of the relationship between the causal variables and the effect to be predicted

3.3.4.4 Evaluative research design

For the better understanding of the case study an evaluation design was utilized. This type of design arises from the need to analyze the success or effectiveness of specific policies or programs (Veal, 1997, p.4)¹⁸³. It is highly developed in some areas of public policy, although it is less utilised in tourism (Howell and Badmin, 1996; Veal, 1997).¹⁸⁴. The broad objective of this research is development of tourism industry in Bangladesh so that researcher think there is no single research design is appropriate for conduct the research or purposeful. For this reason the researcher applied exploratory as well as descriptive research design for this study.

3.3.5 Selection of data collection techniques

Once the research design is finalized, the process of gathering information from respondents may start. It is argued by many researchers, that there is no simple answer to which available method of data collection the researcher should use when collecting primary and secondary data. Each method has its advantages and disadvantages. However the researcher should use the most appropriate method.

The researcher decides on questionnaire method that comprises of close-ended question and open ended question as the method of primary data collection.

3.3.6 Selection of subjects

Ensuing to the specification of the data collection techniques, the next step is to choose the subjects from whom the data would be collected. There are two ways to collect data. The ideal method is the study of all elements within the population (census), something that is not always possible. An alternative is to collect data from a proportion of the population by taking a sampling frame. This method is seen as appropriate for this study. In respect of sample size the focus of this survey was not to have a very large sample but to determine the sample size by the number of sub-groups (independent variables), as well as time and costs constraints. Due of differences among the three groups, different sampling methods were used to obtain a representative sample from each population group.

¹⁸² Malhotra, N.K., Agarwal, J. and Peterson, M. (1996). Methodological issues in cross-cultural marketing research: A state-of-the-art review. *International Marketing Review*. 13(5), pp.7-43.

¹⁸³ Veal, A.J. (1997). *Research Methods for Leisure and Tourism: A Practical Guide*. 2nd ed. London: Pitman.

¹⁸⁴ Howell, S. and Badmin, p. (1996). *Performance, Monitoring and Evaluation in Leisure Management*. London: Pitman.
London: Pitman.

3.3.7 The population and sampling frame:

Population can be defined as the entire group under study as specified by the objective of the research. According to Dillon, Madden and Firtle (1993)¹⁸⁵, “It is the responsibility of the researcher to provide a precise definition of the population of interest”.

In the case of this particular study, the population refers to the different tourism stakeholders group of Bangladesh.

The sample frame is closely related to the population. According to Zikmund (2008)¹⁸⁶, “Sampling is a procedure that uses a small number of units of a given population as a basis for drawing conclusions about the whole population”. The size of the sample frame usually affects the quality and the generation of the results. If the sample is too small, then the data that is obtained may not be representative. To determine the sample size, the following sample size formula is used.

$$\text{Sample size} = \left(\frac{z_s}{e} \right)^2$$

Where,

Z represents Z score from normal distribution normally taken at 95% confidence level. The table level at this level for Z is 1.96 and s represents the Standard Deviation and for a five point rating scale by using thumb rule it can be estimated by dividing range 5-1/6 = .67.

e represents the tolerable error and if we put the value at + or - 0.25 for the present study, the sample size required can be estimated by substituting these values in the above formula we get Equation (1.1).

$$\begin{aligned} n &= \left(\frac{1.96 \times 0.67}{0.25} \right)^2 \\ &= (5.2528)^2 \\ &= 28 \end{aligned}$$

The above formula suggests at least 28 respondents required in each group of tourism stakeholder. The sample distribution is shown on the following Table3.2. The table confirmed the result of the equation 2 regarding sample sizes.

¹⁸⁵ Dillon, W.R., Madden, T.J. & Firtle, N.H. (1993) *Essential of Marketing Research*, USA Irwin, Inc

¹⁸⁶ Zikmund, G.W. (2008) *Business research methods*, Thomson southwestern publication, Eight Edition

Table3.2.:The sample distribution

Tourism Stakeholder segment	Chapter number	Purpose	Population	Valid Sample
Accommodation/ hotel/ motel/ lodge etc.	12	Measure the safety and Security of tourist	All members of hotel association of Bangladesh	30
Tour operator			All members of tour operator association of Bangladesh	30
Tourist and residents			All tourist of Cox's Bazar, St.Martin, Kuakata and Sundarban in the time of November 2011	225 tourists of Sundarban, 320 tourists of St.Martin, 316 tourists of Cox's Bazar and 280 tourists of Kuakata
Tourist	10	Satisfaction Measure on tourism products and services of tourist	All tourists of Cox's Bazar, St.Martin, Kuakata and Sundarban in the time of November 2013.	60 tourist of each detination
Official of hotel, motel, Tour operator, Travel agency, Air lines company and National tourism organization of Bangladesh	09	Promotional activities undertaken by tourism stakeholders	All 16 participants' of Chittagong Travel Mart 2013.	13 Stakeholders
Tourist	11	Measure the image of tourist destination	All tourist of Cox's Bazar, St.Martin, Kuakata and Sundarban in the time of November 2013.	60 tourist of each detonation

After determining the sample size then the issue comes determining the sampling method. The sampling method can be grouped into two broad categories, namely probability sampling and non probability sampling. Probability sampling refers to samples in which all the subsets of the population have a know non zero chances of being selected, while non probability sampling is used when certain subsets of the population have little or no chance of being selected for the sample. The various methods of probability and non probability sampling are shown in the table 3.3—

Table 3.3: Methods of probability and non probability sampling

Probability Sampling	Non Probability Sampling
Simple random sampling	Convenience sampling
Systematic random sampling	Judgment sampling
Stratified, random, proportionate, disproportionate sampling	Quota sampling
Cluster /area sampling	Snowball/internet sampling

To draw samples from the populations covering different groups as referred above, simple random sampling technique was used in this study.

3.3.8 The questionnaire

According to Malhotra (2004)¹⁸⁷,

“A questionnaire simply comprises a list of questions that are similar and usually presented to respondents in the same way or order to ensure that the same information is collected from every member of the sample”.

It has been considered that a questionnaire is a common instrument for observing data that is beyond the physical reach of the researcher. For the purpose of the present study six set of questionnaire is compiled in the form of open and closed questions. The questions were structured in such a manner that they elicited certain responses from the respondents. This approach is supported by Churchill and Lacobucci (2000)¹⁸⁸ who state that questionnaire consists of question that are carefully designed to obtain responses that could help in achieving the objective of the study. The questionnaire was selected as an instrument for the empirical study because it could assist the researcher to convert into information the data is collected from the respondents. The responses were summarized in order to gain information on the respondents’ knowledge of the subject, their perceptions and expectations. The Participants respond freely and to give neutral answers when they preferred to do so. There are six set of questionnaire is developed to achieve the objective of the study.

3.3.9 The pilot study

When the questionnaire was developed, great care was taken to ensure that the wording of the questions was clear, simple and easy to comprehend without compromising the objective of the study. An essential step that was taken before the collection of the data was pilot study. This step was intended to increase the effectiveness of the instruments and provide opportunities to make modifications and corrections. The aim of this step was to increase the validity and reliability of the study. It was undertaken in order to validate the study instruments. A total 20 people were used in the pilot test and they were university teacher, Accommodation owner, official of tour operator and tourists. Some

¹⁸⁷ Malhotra, N.K. (2004) Marketing Research: An applied orientation, 4th Edition Upper saddle river New Jersey, Pearson Prentice-hall

¹⁸⁸ Churchill, G. A & Lacobucci, D (2002) Marketing Research: Methodological Foundations, South western Dryden Prentice-hall

mistakes and omissions were identified during the pilot phase. Based on the feedback received from the pilot test, changes were effected.

3.3.10 The layout of the questionnaire

In the development of the questionnaire, precise instructions and guideline were given in respect of each question (see appendix-14). The layouts of questionnaire are as follows-

Questionnaire A which investigates the focus on promotional activities in developing tourism Industry of Bangladesh: The case on Chittagong Travel Mart 201 and these questionnaire has three parts.

Questionnaire B is prepared to measure the tourist satisfaction on tourism products and services for development of tourism industry of Bangladesh and this questionnaire also has two parts namely demographic characteristics and satisfaction measure questions on tourism products and services.

Questionnaire C also prepared to measure the image issues of tourism products and services for developing tourism industry of Bangladesh.

Questionnaire D examine the Safety and Security issues of Tourist in Developing Tourism Industry: The case of Bangladesh. This questionnaire has three part.

Questionnaire E observes the safety and security issues of tourist in the accommodation sector.

Lastly, Questionnaire F monitors the safety and security issues of tourist providing by the tour operator as tourism stakeholder.

3.3.11 Data processing and analyzing procedure

After questionnaires were administered to and collected from the respondents under study, the author applied the process of tabulation to summarize all the data from the filled-in questionnaires for the purpose of statistical analysis. First the data were transferred from the questionnaire to the code sheets and then master tables were constructed to process the data for proper analysis and interpretation. Initially, most of the tabulations and some the calculations were done manually. However later on Statistical Package for the Social Sciences (SPSS) 17.0 is utilized for computations and applications of statistical test.

3.3.12. Statistical techniques used in the study

To begin with, it may be mentioned that the basic descriptive statistics used in this study are importance performance analysis, frequencies, relative frequencies (percentages), averages (measure of central tendency), standard deviation and the like. For the purpose of testing the statistical hypotheses stated in different chapters The Chi- Square test and Paired t test have been used.

3.3.12.1 Importance performance Analysis

Systematic approach to mapping customer expectations helps managers to know better what aspects of a service best define its quality and can prepare the organization to take up a competitive position based upon its ability to deliver what customers demand (Cronin & Taylor, 1992)¹⁸⁹. A direct measurement technique is the Importance-Performance analysis (IPA) technique which emerged from the earlier work of Martilla and James (1977)¹⁹⁰.

Unlike SERVPERF, the Importance- Performance technique allows simultaneous comparison of direct performance measure of service quality to the importance rating given by customers for the various quality items being evaluated. The inclusion of customer preference rating in IPA gives a better picture of customers' quality assessment of service. According to Barsky, (1995)¹⁹¹ such relative assessments pinpoint clearly the quality aspects of product or service which contributes greatly to customer satisfaction. As a result the information derived out of importance-performance analysis (IPA) can aid the development of more focused marketing strategies (Ford, Joseph, & Joseph, 1999)¹⁹². This view is confirmed (Lovelock, Patterson, & Walker, 1999) who state that importance-performance analysis is a useful management tool which can help firms to redirect their scarce resources from low impact areas to high impact areas. This technique is also called Key Driver Analysis.

The importance-performance scale is based on the assumption that satisfaction is affected by both the importance of an attribute and perceived performance on the attribute. Designed for ease of transferring results into actions, the scale's end result is a graph indicating appropriate levels of action.

For the purpose of this study the researchers have deployed a variant of this technique-Importance- Experience Matrix (IEM) (See Figure 3.1). In IEM, customers' Importances and experiences have been plotted on a grid that is divided into 4 quadrants. Each quadrant is created on the basis of the mean scores of the expectations- experience ratings. The variables are then assessed according to its position in the quadrant on the grid. Each quadrant suggests different response from a strategy point of view.

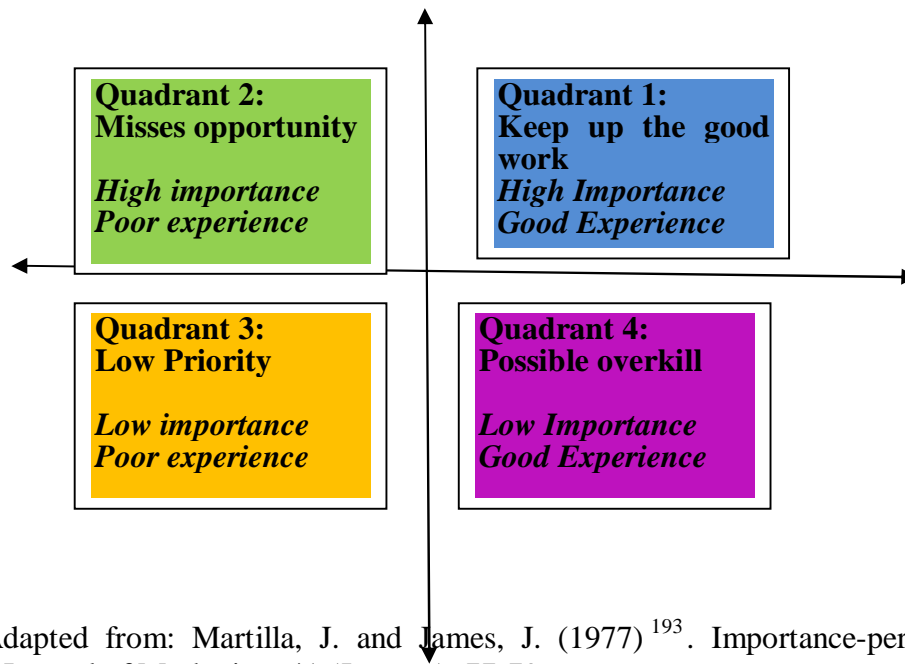
¹⁸⁹ Cronin, J. J., & Taylor, S. S. (1992). Measuring service quality: A re-examination and extension. *Journal of Marketing* ,56, 55-68.

¹⁹⁰ Martilla, J., & James, J. (1977). Importance- performance analysis. *Journal of Marketing* , 1, 77-79

¹⁹¹ Barsky, J. D. (1995). *World-class customer satisfaction*. Burr Ridge, Illinois: Irwin Professional Publishers

¹⁹² Ford, J. B., Joseph, M., & Joseph, B. (1999). IPA as a strategic tool for service marketers: The case of service quality perceptions of business students in New Zealand and the USA. *Journal of Services Marketing* , 13 (2), 171-186.

Figure3.1: Importance experience matrix



Source:Adapted from: Martilla, J. and James, J. (1977)¹⁹³. Importance-performance analysis. Journal of Marketing, 41 (January), 77-79.

Attributes that are rated high in expectation and high in experience score suggest that service providers *keep up the 'good' work* and increase resources directed towards these areas. In contrast, attributes having low expectation rating and a low experience rating suggest that investing resources to these areas may offer only little advantage and should therefore be on a *lower priority*. Attributes that are rated high in expectation and low in experience are the *missed opportunities* and service providers need to concentrate here and pay particular attention for improvement. Lastly, attributes rated low in expectations and high in experience are areas of *possible over kill*. Providers should reconsider the level of effort (See Figure 3.2). The beauty of IEM is that it can help a business understand what its customers feel is important to it across a number of relevant variables.

¹⁹³ Martilla, J., & James, J. (1977). Importance- performance analysis. *Journal of Marketing* , 1, 77-79

Figure-3.2 Importance –experience matrix explained

<p>Quadrant II: Missed opportunity These are the variables where particular attention for improvement of performance must be paid</p>	<p>Quadrant I: Keep up the good work Suggest that service providers keep up the good work vis-a-vis variables in this quadrant and increase resources directed towards these. These variables are the current differentiators for the service providers.</p>
<p>Quadrant III: Low priority Suggest that investing resources to these areas may offer only little advantage</p>	<p>Quadrant IV: Possible overkill These variables do not extend any competitive advantage where as service providers may be working too hard without corresponding result.</p>

Low

High

Quadrant I

Attributes are perceived to be very important to respondents, and at the same time, the organization seems to have high levels of performance on these activities. The message here is To Keep up the Good Work.

Quadrant II

Attributes are perceived to be very important to respondents, but performance levels are fairly low. This sends a direct message that improvement efforts should concentrate here.

Quadrant III

Attributes are with low importance and low performance. Although performance levels may be low in this cell, managers should not be overly concerned since the attribute in this cell is not perceived to be very important. Limited resources should be expended on this low priority cell.

Quadrant IV

This cell contains attributes of low importance, but relatively high performance. The respondents are satisfied with the performance of the organizations, but managers should consider present efforts on the attributes of this cell as being over-utilized.

[Sources: Adapted from (Evans & Chon, 1989¹⁹⁴); (Hemmasi, Strong, & Taylor, 1994¹⁹⁵); (Martilla & James, 1977)¹⁹⁶ and (Martin, 1995¹⁹⁷).]

¹⁹⁴ Evans, M. R., & Chon, K. S. (1989). Formulating and evaluating tourism policy using importance-performance analysis. *Hospitality Education and Research Journal*, 13, 203-2-13.

¹⁹⁵ Hemmasi, M., Strong, K. C., & Taylor, S. A. (1994). Measuring service quality for strategies planning and analysis in service firms. *Journal of Applied Business Research*, 10 (4), 24-34.

¹⁹⁶ Martilla, J., & James, J. (1977). Importance- performance analysis. *Journal of Marketing*, 1, 77-79

¹⁹⁷ Martin, D. W. (1995). An importance-performance analysis of service providers' perception of quality service in the hotel industry. *Journal of Hospitality & Leisure Marketing*, 3 (1), 5-17.

3.3.12.2. The Chi- Square test

The most widely known test for comparing frequency distributions of two variables is the *chi square* (χ^2). χ^2 compares the observed and expected frequencies in each category and examines the null hypothesis (H_0), assuming that the variables are independent of each other. The value of the test-statistic is Equation (1.8).

$$\text{Chi-Square} - X^2 = \frac{(O-e)^2}{E}$$

With Degree of Freedom = $(c-1)(r-1)$ where,

O = Observed frequency,

E = Expected frequency,

c = Number of Columns,

r = Number of Rows.

The level of probability for rejecting the null hypothesis for all tests was based on the significant value of .05, where the results would have occurred by chance only 5 times out of 100. The main limitation faced in the use of χ^2 is that in order to use this test, no more than 20 percent of cells should have expected frequencies of less than 5, and none should contain expected frequencies of less than 1. In any case where that happened, two solutions were used: the collapsing of some categories or Fisher's exact test for independence in a 2 x 2 table. If neither of these cases were applicable, the χ^2 was used for descriptive reasons, although its validity is questioned. In the present study, chi square tests were administered to measure the satisfaction level of tourists on various tourism products and services.

3.3.12.3 Paired t test:

A paired t-test looks at the difference between paired values in two samples, takes into account the variation of values within each sample, and produces a single number known as a *t-value*. The difference between the observations is calculated for each pair, and the mean and standard error of these differences are calculated. In this study paired t test is employed to reveal the difference in the importance and experience with respect to the images of tourism products and services of four tourist spots of Bangladesh.

6.3.13. Limitations and issues of validity and reliability

Validity and reliability are terms that, according to Leedy (1997:32)¹⁹⁸ are encountered repeatedly in research methodology. They are primarily concerned with the measuring instrument and contribute to the integrity of the research. Each term is discussed below-

¹⁹⁸ Leedy, P.D. (1997) Practical Research 6th Edition Upper Saddle River, Prentice - Hall

3.3.13.1 Validity

As validity is concerned with the soundness and effectiveness of the measuring instrument to Leedy (1997:32) , it must be asked whether the measuring instrument measures what it is intended to measure or not, and the degree of accuracy of that measurement. Therefore the following questions are asked regarding this study namely: Does the questionnaire measure what it is intended to measure and; does the questionnaire comply with the following validity criteria?

Face validity: Face validity refers to whether the questions seem appropriate or nor in the context of the study.

Criterion validity: This is where validity is determined by relating a performance measure to another measure that may be used as a standard against which results are measured.

Content validity: This is related to face validity. Content validity is where the accuracy of the instrument in measuring the factors of concern to the study is scrutinized.

Construct validity: This is the degree to which the content of the study is measured by the questionnaire.

Internal validity: This is concerned with the information of conclusions based on the actual results obtained from the study and not based on any opinion that is influenced by research bias.

External Validity: This is the degree to which conclusions reached in the study may be applied to the broader population and not merely the sample study.

In this study face validity, content validity, construct validity and external validity are applied. These criteria are chosen after consulting experienced officials in the tourism industry as well as academics in the pilot study describe earlier in this chapter. The face validity, content validity, constructs validity are confirmed by the pilot study. The external validity is based on the extensive literature study that is undertaken in order to prescribe the issues and strategies for the development of tourism industry in Bangladesh.

3.3.13.2. Reliability: Reliability is the consistency with which the measuring instrument performs (Leedy 1997:32). This means that apart from delivering accurate results reliability refers to whether the measurement must deliver similar results consistently using instrument, in this study the questionnaire, measures what it was intended to measure. Researchers argue that reliability may be improved through conducting exploratory studies in the area of interest, or by conducting pre- tests on a small sample of persons similar in characteristics to the target group. In this study, both of the above activities were conducted by the researcher- in the form of a comprehensive literature study and pilot study. The aim of the pilot study is to ensure that all questions are understandable and relevant.

6.4 Conclusion

This chapter has presented the chronological steps followed to complete this dissertation. The whole research process used in this study has been analyzed from beginning to end, in order to understand each step followed.

According to Ritchie (1985)¹⁹⁹,

¹⁹⁹ Ritchie, J.R.B. (1985). The nominal group technique - an approach to consensus policy formulation in tourism. *Tourism Management*. 6(2), pp.82-94.

The quality of research and planning activities is no better than the quality of information on which these activities are based. In turn, the quality of this information depends upon the use of methods of data collection, which provide appropriate and reliable inputs, which can be analyzed and interpreted so as to provide meaningful insights and conclusions (p.94).

The above sequential analysis of research methodology shows how the major aim of this study will be achieved and how they will give directions towards the meaningful conclusions for the development of tourism industry in Bangladesh.

Chapter-4 Current Performance Of Tourism Industry In Bangladesh

4.1. Tourist products and Services

In this chapter we look at the range of tourism products and services in Bangladesh, identifying the types, locations and where possible the quality and suitability for both domestic and international tourists.

4.1.1 Accommodation

The accommodation and other facilities complement the attractions. Accommodation plays a central role and is very basic to tourist destinations. World Tourism Organization in its definition of a tourist has stated that he must spend at least one night in the destination visited, to qualify as a tourist. This presupposes availability of some kind of accommodation. The demand for accommodation away from one's home is met by a variety of facilities.

The range and type of accommodation is quite varied and has undergone considerable change since the last half century. There has been a decline in the use of boarding houses and small private hotels. Larger hotels are increasing their share of holiday trade, especially in big metropolitan areas and popular spots. In more traditional holiday and sea-side resorts in Europe and elsewhere, big hotels are keeping their share of holiday resorts. In recent years, some changes have been reflected in the type of accommodation. There has been an increasing demand for more non- traditional and informal types of accommodation. The latest trends in accommodation are holiday villages. In recent years there has been an increase in the popularity of such accommodation.

Accommodation may in itself be an important tourist attraction. In fact, a large number of tourists visit a particular destination or town simply because there is a first class luxury hotel or resort which provides excellent services and facilities. Some countries like Switzerland, Holland, France, Austria, and Belgium have gained a reputation for providing excellent accommodation with good cuisine. Many hotel establishments elsewhere in various countries, especially the resort hotels, have gained a reputation for their excellent cuisine, services and facilities. The French government for instance, paved the way for tourist development of Corsica by launching a big hotel development programme.

Accommodation becomes a very important issue for the tourism industry and for the emerging MICE sector. There were times when a business traveller would be happy with a clean bed and an airconditioned room to tuck in after a hard day's grind. But not any longer. Let us break MICE into its Components and then see how all of them can contribute to the tourism accommodation sector:

The Present scenario of accommodation sector of tourism industry of Bangladesh are given below-

Table 4.1: Present scenario of accommodation sector of tourism industry of Bangladesh

Development of Tourism Industry In Bangladesh: Issues And Strategies

Location		Number of hotels	Number of rooms	Ownership	
Name of Division	Name of District			Public	Private
Barisal	Barguna	15	130	07	08
	Barisal	59	1100	*	*
	Vhola	13	276	*	*
	Jalokhati	04	23	04	
	Patuakhali	22	542	*	*
	Pirojpur	15	298		15
Total		128	2369	11	23
Khulna	Bagerhat	*	*	*	*
	Chuoadanga	13	158		13
	Jessore	43	528	25	18
	Jinaidah	22	307	10	12
	Khulna	34	415	13	21
	Kushtia	42	380	23	19
	Magura	18	128	05	13
	Meharpur	13	207	04	09
	Noairail	13	101	08	05
Satkharia	47	427	22	25	
Total		245	2651	110	135
Sylhet	Habiganj	33	299	18	15
	Mowlobhi Bazar	11	*	*	11
	Sunamganj	07	172	01	06
	Sylhet	96	*	*	*
Total		147	1328	19	32
Chittagong	Rangamati	32	729	07	25
	Bandorban	30	133	05	25
	Brammonbaria	44	287	10	34
	Chadpur	26	646	*	26
	Chittagong	88	1562	*	88
	Comilla	70	2938	*	70
	Cox's bazar	52	93	25	27
	Feni	08	110	05	03
	Khagratori	06	102	02	04
	Lakshampur	46	910	09	37
	Noakhali	40	496	20	20
Total		442	8006	83	359
Rajshahi	Bogra	06	206	1	5
	Chapai Nawabgang	10	242	3	7
	Joypurhat	*	*	*	*
	Naogaon	30	497		
	Natore	06	190		06
	Pabna	18	305	11	07
	Rajshahi	1	28	1	
	Shirajgonj	32	312	19	13
Total		103	1780	35	38

Rangpur	Thakurgaon	4	92		4
	Nilphamari	7	80	2	5
	Kurigram.	*	*	*	*
	Dinajpur	76	849	23	53
	Gaibanda	6	170	*	6
	Lalmonir hat	*	*	*	*
	Panchagarh	32	151	17	15
	Rangpur	*	*	*	*
Total		125	1342	42	83
Dhaka	Dhaka	*	*	*	*
	Faridpur	10	274	03	07
	Gazipur	24	316	05	19
	Gopalganj	13	185	08	05
	Jamalpur	52	423	27	25
	Kishorgonj	12	405	*	12
	Madaripur	08	153	03	05
	Mymensing	41	537	08	33
	Manikgonj	05	120	01	04
	Munshigonj	03	170	*	*
	Narangonj	21	648	06	15
	Narshindi	32	460	16	16
	Netrokona	34	311	15	19
	Rajbari	05	60	*	05
	Sariatpur	11	109	08	03
	Sherpur	05	103	*	05
Tangail	37	492	06	31	
Total		313	4766	106	204

*Data are not available

Source: District web site of Bangladesh

4.1.2. Tourism Products

A tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling en route to the destination. The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

The tourist product can be analyzed in terms of following-

4.1.2. 1.Natural Beauty Tourism Products of Bangladesh

Bangladesh is a land of magnificent beauty, the heritage of a natural splendor and historical legacy that dates back to the 7th century. Unspoiled and often unexplored, the country offers the most exciting experiences to visitors, ranging from closeness with nature at its pristine best to a culture trip into civilizations old and new. Its lavish natural beauty and green opulence is its major pride. Haque (2000) mentioned that the country

is a boon of nature and is gifted with immense natural beauty and diversity. As a land of diversified beauty, Bangladesh has got many natural beauties to offer to the tourists. These include emerald green villages with exotic rural life, Breath taking view of the country side, beautiful evergreen virgin forests wearing varying colors in different seasons, unspoiled nature with serenade of singing birds, different wildlife in different forest.

4.1.2.2. Adventure Tourism Products of Bangladesh

Adventurous tourist wants thrilling experience. Wildlife based travel, describe as Safari called adventure tourism. Bangladesh is a good place for adventure tourism. Here Sundarban adobe with Royal Bengal Tiger and Chittagong Hill Districts like Bandarban, Khagrachori and Rangamati are welcome adventurous tourist to take thrilling experience. Trekking to Tajindong and Keokradong at Bandarban, the highest and the second highest peak in Bangladesh and take the opportunity of fishing and boating in the navigable rivers surrounding the Sundarbans brings exceptional adventure experience and unique pleasure for tourist.

4.1.2.3. Eco Tourism Products of Bangladesh

The increasing concern of recent world on environment has developed the idea of ecotourism. Ecotourism emerged as development of tourism without disturbing ecological balance. Bangladesh is a country of good prospect for ecotourism. The country has a fairly large number of virgin eco-tourism spots to offer. Some of these are: Chittagong- a picturesque hinterland of large hill forests and lakes, Rangamati- a wonderful repository of scenic majesty with flora and fauna of varied descriptions, Kaptai- a huge expanse of emerald and blue water ringed with tropical forest, Sundarbans- a biggest mangrove forest and the home of royal Bengal tiger, Srimongol-tea gardens spread like green carpet over the plain land or on the sloping hills etc.

4.1.2.4. Mountain Tourism products of Bangladesh

Now a day, mountain tourism has become prominent due to its increasing significance throughout the world. Mountains have a mystic aura, not only for explorers, scholars, and mountain climbers, but also for the general public. One of the prime interests of a tourist is to expose himself/herself to a different environment and culture. This inherent passion, which is largely driven by curiosity, is generally satisfied by mountain tourism.(5 page-57). The scenic value of the mountains is a unique attraction for tourists. Here tourists get the opportunities to observe and study the rhythm of natural dynamics displayed by the flow of rivers and waterfalls, the flight of birds during migration, the force of torrential rains in monsoon and the response of farmers on their farmlands. The Chittagong hill districts are called the paradise of mountain tourism in Bangladesh.

4.1.2.5. Riverine Tourism Products of Bangladesh

Bangladesh is called the land of rivers or the gift of rivers. Almost 300 small and big rivers and their tributaries criss-cross the country. The outflow of water from Bangladesh is the third highest in the world, next only to those of the Amazon and the Congo systems.(page-9 TAB) Major rivers are the Padma, the Meghna, The Jamuna, the Brahmaputra and the Karnaphuly. They are an inseparable part of the lives of the

people and can bring both happiness and sorrow when there are floods. Tourists are sure to enjoy the riverine beauty of Bangladesh: the various types of boats playing smoothly to the rhythm of waves; and the sky and the river meeting in a spectacular sunset. By relaxing on the riverbank tourist can easily forget the bustle and anxieties of city life for a while.

4.1.2.6. Historical and Heritage tourism Products of Bangladesh

Natural beauty is not the last word for Bangladesh as it is full of various historic sites which have enriched the land and also attract tourists who come from different corners of the world to look at the ancient archeological sites and various religious establishments. The historical legacy of Bangladesh is composed of various stands, including Islamic, Hindu, Buddhist and British. The notable historical places include Sonargaon, Bahadur Shah Park, Lalbagh fort, National Memorial, World War Cemetery, and Mujib Nagar at Meherpur are few example of the historical places.

4.1.2.7. Spiritual Tourism Products of Bangladesh

Bangladesh, being a developing country with many beautiful religious spots and picturesque land scope is an ideal region to explore the validity of spiritual tourism. (2009 JBS XXX 1).The religious beliefs of the Muslims, Buddhists, Hindus, Christians, Animists and other tribal people in Bangladesh have shaped their way of life and can present a variety of customs, traditions and culture for tourists. (). The high rated spiritual tourism potentiality includes the Shat- Gambaj Mosque, The Shrine of Hazrat Shah Jalal, National Mosque, Boyazid Bostami, Kantiji temple, Paharpur Buddhist Monastery, Puthia temple and Bishaw Isteema are the few examples of the Spiritual tourism products of Bangladesh.

4.1.2.8. Cultural Tourism Products of Bangladesh

Bangladesh is fast emerging as an alluring tourist spot on the global map. It is a land of diverse attractions, bountiful nature and millions of friendly people with more than a millennium of cultural heritage. The cultural history of Bangladesh is one of the greatest and glorious heritages, which every Bangladeshi is legitimately proud of. The prime components of our cultural products are Language martyrs day, Independent day, Victory day, Pahela Baishak etc. Besides Bangladesh is essentially a land of songs, music and dance. The music of Bangladesh is emotional, ecstatic and romantic. One can find verities of songs and music, ancient and modern, local and western. Local music or song assume various names: Clasical music, semi classical music, Pllli Geeti or folk songs, religious songs, Rabindra Sangeet, Nazrul Geeti etc.

4.1.2.9. Archaeological Tourism products of Bangladesh

Bangladesh is a country considerably rich in archaeological wealth, especially of the medieval period both during the Muslim and pre Muslim rules, though most of it is still unexplored and unknown. A detailed study is needed on the archaeological and museum development of her past that influenced the history, government, society, culture, tradition and above all the life style of the people. There are also existed some important

ancient territory which are significant from archaeological considerations. These are: Virat, Matsya, kamrupa, Deva-Prastha, Pulinda Kaikya, Gauda, Harikeli etc. In Bangladesh 282 archaeological monuments and archaeological sites have been protected by the government of Bangladesh up to 1999 under the Archaeological Antiquities Act 1968. More over there are 82 museums of different types such as archaeological, Artistic, Geological Zoological, Postal Museum, memorial Museum, Historical museum, Folk art Museum, National Museum, Natural History Museum, Archives Museum, Coin Museum, Science Museum, Botanical garden Museum etc. All of these museums can play an important role to attract and motivate potentials tourists in Bangladesh,

4.1.2.10. Fair and Festival Tourism Products of Bangladesh

In Bangladesh, there are almost as many festivals as there are days in a year. The Bengali fairs and festivities, some of them with a recorded history of over 2000 years, have provided recreation and amusement to people of the Bengal region. For the ordinary people, fair and festivals play an important part in their social lives. Festivals in Bangladesh fall into three major categories, viz, (i) Religious festivals representing Islam, Hinduism, Christianity and Buddhism, (ii) National events like the Independence Day, Victory Day and Language Martyr's Day, (iii) Secular cultural festivals which are extensive in number and include Bengali New Years Day, Nabanna, Paush Mela, Basanta Utsab etc. Celebrating fairs and festivals is now an integral part of Bangladesh's cultural heritage. This celebration plays a vital role in blending heritage and modernity, it provides the substance for continuity across generations. The most notable fair and festival tourism products of Bangladesh are Amor Ekushey, Baisabi Festival, Basanta Utsab, Baul Mela, Bou Mela (Bride Fair), Buddha Purnima, Bull Fight, Christmas, Cock Fight, Dubla Rash Mela, Durga Puja, Eid-ul-Fitr, Eid-ul-Azha, Eid Fairs, Fair of Adinath, Jabbarer boli khela, Jonmashtomi, Kite – Flying Festival, Kothin Chibor Dan, Langalbandh Fair, Laxmi Puza, Madhabkunda Fair, Muharram, Nabanna, Pohela Baishakh, Poush Mela, Rash festival of the Monipuris, Saraswati Puza, Sitakunda Fair, Wangala Festival of the Garos etc.

4.1.2.11. Sports Tourism Products of Bangladesh

In Bangladesh, various sports activities are becoming more and more popular. Sports related activities are coordinated by local, regional and national bodies. These organizations hold tournaments and competition at various levels. Among the most popular games are football and cricket, although quickly gaining popularity are outdoor games such as Kabadi (National Game), golf, water-skiing, boat racing and indoor games such as basket ball, shooting, swimming, badminton chess, tennis and wrestling. Bangladesh has achieved international test cricket status in the year 2001.

4.1.3. Inbound Tour Operators and Group Handlers

A tour operator is a company which negotiates with hotels, transportation companies, and other suppliers, and combines these vacation components into a package tour. This package tour (the combination of components of a vacation, such as accommodation, transportation, entertainment, meals...) is then sold to the final consumer as a single product and at a single price (Sheldon, 1986). The tour operator thus intermediates

between the suppliers of the several products and services that by definition form the tourist product, and the final consumer - the tourist. 3

In Bangladesh tour operators form an association named Tour operators association of Bangladesh in 1992. The aim of the organization is to develop and nourish tourism and promote tourism products of Bangladesh in the international arena and inside Bangladesh. At present there are altogether 75 members in the association.

4.1.4. Travel Agency services

The travel agent is the retailer in the travel and tourism chain of distribution. Travel agencies provide a service to customers requiring business or leisure travel arrangements. They also act as agent for companies supplying the travel products. They provide information on airlines, coach companies, ferry companies, cruise lines, car rental firms, hotels, theatres, travel insurance and travelers' cheque firms. They also provide information on passports and visas. Sometimes travel agents will put together package tours for independent travelers using commissions from principals in transport and accommodation. In Bangladesh to provide above facilities Association of Travel Agents was formed in 1976. According to an estimation of ATAB there are about 3000 travel agencies working in Bangladesh. Out of these 2366 travel agencies are the members of ATAB.

4.1.5. Tourism information center

In almost all countries with a tourism industry of any size, tourist will find Tourist Information Centres. These can take many forms and can offer varying levels of service. Tourist Information Centres were often originally opened by individual tourist destinations seeking to advise visitors upon arrival of activities, and to give directions. In Bangladesh Tourist Information Centers are operated by Bangladesh Parjatan Corporation owned by Ministry of civil aviation and tourism. Bangladesh Parjatan Corporation operates tourist information centers in the following cities. Any visitor or tourist can collect the necessary information on tourism facilities and services from these places.

Table 4.2 Places of tourism information center

Name of Place	Name of the Information Center	Phone Number
Dhaka	Parjatan Head office	880-2-8217855-9
Chattagong	Motel Shaikat	031-630183
Cox's Bazar	Parhatan Holiday Complex	0341-64246,63274,64258
Rangamati	Parhatan Holiday Complex	0351-63126
Bogra	Parjatan Motel	051-67024-7
Rajshahi	Parjatan Motel	0721-775492,770247
Rangpur	Parjatan Motel	0521-63681
Sylhet	Parjatan Motel	0821-712426
Dinajpur	Parjatan Motel	0531-64718
Kuakata	Parjatan Motel	0441-64433, 0171801702
Teknaf	Parjatan Motel	
Tungipara	Parjatan Motel	06655-56349
Mongla	Parjatan Motel	04662-75100
Benapole	Parjatan Motel	0421-75411
Khagrachhari	Parjatan Motel	0371-62084-5
Bandarban	Parjatan Motel	0361-62741-2

4.2. Access and Infrastructure

Transport is one of the major components of the tourism product. Transport is used both to move passengers to their destination and to help them get around once at that destination. Accessibility is crucial if tourism is to flourish within a particular area or destination. Tourism has been developed in areas where transportation networks are already in place. However, tourism demand can also be responsible for developing transport networks. So a tourism destination has to be accessible. Arrangement for convenient and cheaper travel system from the origin markets to destinations must exist or must be created. Tourism implies pleasurable travel be it by land, sea or air. Tourist accessible services are available in Bangladesh are discussed below-

4.2.1 Air Access

The Civil Aviation Authority is a public sector entity to supervise airports and regulate air traffic. The national flag carrier Biman flies to 26 international and eight domestic destinations.

There are now 13 operational airports and Short Take-off and Landing (STOL) ports in Bangladesh. These are Dhaka, Barisal, Chittagong, Comilla, Cox's Bazar, Ishurdi, Jessore, Rajshahi, Syedpur, Sylhet and Thakurgaon. Of these, the airports at Dhaka, Chittagong and Sylhet serve international routes. Bangladesh can be reached by air from any part of the world. Several international carriers fly to and from Dhaka. Biman, Bangladesh airlines connects Dhaka with 27 major cities of the world, which are: Abu Dhabi, Amsterdam, Athens, Bangkok, Bombay, Calcutta, Doha, Dubai, Jeddah, Karachi, Kathmandu, Kuala Lumpur, London, Muscat, Dhahran, Baghdad, Kuwait, Yangoon, Rome, Tripoli, Tokyo, Singapore, Bahrain, Frankfurt, Ho Chi Minh City, Hong Kong, Jakarta, Sarjah, Seoul, Riyadh and Delhi.

4.2.2 Road Transport

In Bangladesh, among the various modes of transport, road transport system has been playing a significant role in transporting passengers and goods. The Roads and Highways Department (RHD) manage several categories of road. RHD has total length of 20,948 Km road under its control. RHD also control a total number of 4,659 bridges and 6,122 culverts. RHD are currently operating about 161 ferry boats in 81 crossings (13 on national highways, 11 on regional highways and 57 on feeder roads) on its road network throughout the country. As of January 2010, Local Government Engineering Department (LGED) has so far constructed a total of 133,514 km (64,691 km dirt road and 68,823 km paved roads) upazila and union roads and 971,498 bridges/culverts. The 4.8 km long Bangabandhu Bridge, which was opened to traffic in 1998, is the eleventh longest in the world. It has established a strategic link between the East and the West of Bangladesh.

4.2.3 Railway Transport

The Bangladesh Railway provides an efficient service to places of interest such as Chittagong, Sylhet, Khulna, Mymensingh, Bogra, Rajshahi, Dinajpur starting from Dhaka. The inter-city Express Service is available to and from important cities at cheap fares. About 32% of the total area of Bangladesh is effectively covered by railways. Bangladesh Railway had a total network of 2,835.04 km (Broad Gauge 659.33 km, Dual Gauge 374.83 km and Meter Gauge-1,800.88 km) and a total of 440 stations at the end of the year 2008-2009. Train services between Dhaka-Kolkata have been commenced on 14 April 2008.

4.2.4 Water Transport

Country made crafts are the most widely used carriers on the rivers. These carry passengers and merchandise on a large scale. The landscape of Bangladesh is dominated by about 250 major rivers which flow essentially north-south. Bangladesh Inland Water Transport Authority (BIWTA) has been established by the government for maintenance of navigability of ports and channels. The total Length of inland waterways 24,000 km. The entire coast along the Bay of Bengal is 710 km long. There are two major ports in the country. Chittagong, the oldest port, has been an entry-port for at least 1,000 years. The Mongla port in Khulna region serves the western part of Bangladesh.

4.2.5 Borders and Border Crossings

There are numerous points to cross into India, but only a few of these are set up with immigration facilities to service foreigners. There is a Tk 300 departure tax, officially at least, at all land border crossings. This tax must be paid in advance at a Sonali Bank branch (either in Dhaka, another big city or at the closest branch to the border). A change of route permit is officially required if anyone has to enter Bangladesh by air and leave via a land crossing. These can be obtained at the Immigration and Passport Office.

4.2.5.1. Akhaura

This border is close to Dhaka, along Akhaura Road, 4km west of Agartala in India. The border is open from 8am to 6pm daily. Officials on both sides operate an unofficial money-changing service.

The distance between Dhaka and Agartala (in India's Tripura state) is 155km. Coming into Bangladesh tourist will find plenty of rickshaws heading to the town of Akhaura, 5km away.

4.2.5.2. Benapole

Benapole is the border town situated on the overland route from Kolkata. The town is essentially a 2 km long road linked with trucks waiting to cross the border.

In India **BRTC** (Bangladesh Road Transport Corporation; 21/A Mirza Ghalib St, Salt Lake City, Kolkata) runs direct services from Kolkata to Dhaka on Tuesdays, Thursdays and Saturdays. The privately run **Shyamoli Paribahan** (033-2252 0802; 6/1 Marquis St; 10am-5pm) operates a daily service to Dhaka with a change in Benapole (Rs 550 one way).

4.2.5 .3. Burimari

Burimari is 13km northwest of the village of Patgram. It can be reached by direct bus from Dhaka or Rangpur.

4.2.5.4. Godagari

To get to the Godagari border from Rajshahi, take a Nawabganj-bound bus. The towns of Godagari and Lalgola are separated by the Padma River. In the dry season it is possible to walk across it, otherwise there will be boats waiting to take you across. In the town of Lalgola, on the Indian side, there is a train station. This crossing is surprisingly little used by foreign tourists.

4.2.5.5. Hili

Much trade between Bangladesh and India goes on via this border. The Indian town of Balurghat is 25km from Hili, on the state highway. The border can be seen from the side of the road – it's usually lined with hundreds of trucks. This crossing is little used by foreign tourists.

4.2.5.6. Tamabil

The catch with crossing at this border is the need to present a receipt that shows you have deposited a travel tax of Tk 300 into a Sonali Bank.

To drive in Bangladesh by car, visitor will need an International Driver's License. The import of a vehicle requires a carnet de passage en douane (a document from the motoring organization in the country in which the vehicle is registered, which says you

will not sell the vehicle abroad without paying import duties) and an entry permit from a Bangladeshi embassy

4.2.6. Other Infrastructure

Other infrastructure means electricity, water Supply systems, Bangladesh postal department, Bangladesh telecommunication regulatory commission (BTRC) and information and communication technology (ICT). These infrastructures are very much important for development of tourism industry in Bangladesh. These are discuss below-

4.2.6.1. Electricity

Planned and appropriate use of power is one of the pre-conditions for economic development of Bangladesh. There is a huge demand for electricity in our day-to-day life as well as in various sectors of the economy. The total power produced in the country is not enough to ensure adequate access to electricity. As of now, only 53 percent of the total population has access to electricity.

In order to improve this situation, the Government has given the highest priority to power sector development and is committed to make electricity available to all by 2021. Several programmes have already been taken up to implement short, medium and long term plans for the balanced development of power sector to scale up electricity generation. Up to June 2012, a total of 8,725 circuit kilometres of transmission lines and about 281,123 kilometres of distribution lines with necessary infrastructure have been constructed.

4.2.6.2. Water Supply systems

The sources of water in Bangladesh are surface water, groundwater and rainwater. Water supply in Bangladesh started during the early stage of the development of water supply. The water supply in Dhaka city was first started with the establishment of Dhaka Water Works (DWW) 1874. Major water works in the sub-continent and even in the developed world started around that time. The surface water treatment plants operated by Dhaka Water Supply and Sewerage Authority (DWASA) in Dhaka and Narayangonj produce about 40 million litres per day (DWASA, 2000). The Mohora surface water treatment plant in Chittagong is the largest surface water treatment plants in Bangladesh producing about 90 MLD of water.

Schemes for the collection of groundwater through handpump tubewells for community water supplies in rural Bangladesh were taken up as early as 1928. Since 1928, an estimated 6-8 million hand tubewells have been sunk in Bangladesh to provide drinking water to 97% of the population.

The numbers of manually operated shallow and Deep tubewells sunk by DPHE are 894,941 and 81,384 respectively (DPHE, 2000). The people themselves to meet their demand for water supply have sunk the remaining tubewells.

The population coverage by different modes of water supply has been presented in Table 2.1. The figures have been computed on the basis of data available from the Year Books of the Department of Public Health Engineering (DPHE, 2000), Sample Vital Registration System, Bangladesh Bureau of Statistics (BBS,1998), Water Supply and Sanitation Sector Questionnaire (UNICEF and WHO, 1999) and preliminary report on Population Census- 2001 of Bangladesh (BBS, 2001).

Table 2.1 : Population Coverage by Different Modes of Water Supply

Modes of Water Supply	Population Coverage, Million			Percent Coverage
	Urban	Rural	Total	
Piped water supply	13.10	-	13.10	10
Manually operated Deep Tubewells	-	8.20	8.20	6
Manually Operated Shallow Tubewells	16.86	86.14	103.00	80
Dug/Ring Well	0.28	1.02	1.30	1
PSF, VSST, SST, Rainwater Harvesting	-	1.50	1.50	1
Others	-	2.15	2.15	2
Total	30.24	99.01	129.25	100

4.2.6.3. Bangladesh Postal Department

The Postal Department is an attached department of the Ministry of Post and Telecommunication. The main tasks, among others, of this department are collection, transmission and delivery of the postal articles. It principally aims to ensure quicker service at a minimum cost through 9884 post offices operating across the country. In recent times postal service has been made available outside Bangladesh as well. Apart from the core ones, this department is rendering a number of other services, of which parcel (domestic and international), registration, insured articles (domestic and international), VPP, money order services, GEP services, EMS services, Intel post (Fax service), newspaper registration and e-post are worth mentioning. Besides the core services, agency services are also provided by which it earns a fixed amount of commission.

4.2.6.4. Bangladesh Telecommunication Regulatory Commission (BTRC)

In order to streamline and regulate the telecommunication services in Bangladesh, the Government established Bangladesh Telecommunication Regulatory Commission (BTRC) in 2002. The telecom sector is recognised as the fastest growing sector in Bangladesh. Currently, six mobile operators and eight PSTN operators are operating in a competitive environment to facilitate the customers with voice services. As of now, the tele-density (voice) of Bangladesh is around 63.74 percent. The number of mobile phone subscribers has reached almost 98 million.

4.2.6.5. Information and Communication Technology (ICT)

The Government is committed to take ICT to the door-steps of the mass people and has, therefore, taken several significant steps to develop infrastructure and legal framework of ICT. The ICT Act (Amendment), 2009 and National ICT Policy, 2009 have already been promulgated. The policy contains 10 objectives and, to meet these objectives 306 action items were identified to implement on short, medium and long term basis. Ministries/ Divisions and government agencies were given responsibilities for implementing the action items. Some of them were implemented immediately as quick-wins.

4.2.7. Visa Regime

The visa regime is very positive for tourism development. All foreign visitors to Bangladesh require a visa. Tourist visas are the easiest to obtain. The detailed procedure to obtain a visa to visit Bangladesh are given below-

4.2.7.1. Visa on Arrival

- In order to attract foreign investment and technologies, expansion of commerce and trade, and development of tourism, the government has decided to provide Visa on Arrival (VOA) to the foreign nationals including those of Bangladeshi origin. The immigration authority at the International Airports and Land ports after examining the necessary travel documents and being satisfied can issue visa on arrival for a period of maximum 30 days to the citizens of the countries mentioned below under the following conditions:
 - (a) The nationals of those countries where there is no diplomatic mission of Bangladesh may be granted visa on arrival after examining the genuineness of their visit;
 - (b) On the basis of invitation letters of interested/required body being attested by the Board of Investment/BEPZA, the foreign investors/businessmen may be allowed to issue visa on arrival. In this case, interested/inviting organization must inform in advance the arrival of the foreign visitor(s) to the immigration and passport authority.
 - (c) Only for the purpose of official duty, business, investment and tourism citizens arriving from USA, Canada, Australia, New Zealand, Russian Federation, China, Japan, Singapore, Malaysia, South Korea, UAE, Saudi Arabia (KSA), Qatar, Kuwait, Oman, Bahrain and the countries of Europe may issue visa on arrival after examining and being satisfied by the immigration authority at the International Airports and Land Ports;
 - (d) If any foreign national arrives in Bangladesh from a country other than his/her own country, where there is no mission of Bangladesh may be issued visa on arrival;
 - (e) Bangladeshi origin foreign citizens, their spouses and their offspring may be issued visa on arrival, on the proof of their being Bangladeshi origin;
 - (f) The staffs/officials of the foreign missions, UN or its affiliated organizations located in Bangladesh may be issued visa on arrival after examining their appointment letters or other related documents. Only UN passport holders will get such facilities gratis (free of charge).
- If the foreign visitors require extension of their visa after arriving Bangladesh under visa on arrival (VOA), the Department of Immigration and Passports Authority may extend their visa in light of the existing Visa Policy.
- Transit visa will be allowed to the passengers waiting for connecting flight for the period of maximum 72 hours or till the time of the next available flight on

request of the concerned carrier. For this an amount of 20 USD or equivalent amount of foreign currency is to be deposited in the concerned bank account.

- In respect of visa on arrival the following procedures to be followed:
 - a) Visa fees are to be paid in foreign currencies (US dollar, GB Pound/Euro etc.);
 - b) Visitor must possess minimum USD 500 or its equivalent amount of foreign currency in cash or credit card;
 - c) Visitors must have return ticket;
 - d) Must have necessary documents to justify his/her visit;
 - e) No visa fee will be applicable for the visitors from these countries which are exempted from visa fee.
 - f) On arrival visa fee will be applicable on the basis of reciprocity only.
 - g) The concerned intelligence agency must collect complete information of visitors to take necessary action. The immigration authority at Airports and Land Ports will send a monthly report on this issue to the Ministry of Home Affairs and the Department of Immigration and Passports.
- Visa on arrival shall be issued only after being satisfied about the purpose of visit. In case of foreign military or defense forces, prior approval from the Ministry of Home Affairs must be taken.
- Immigration officials at the Airports and Land Ports must stamp the passports of the visitors.
- All previous circulars in respect of visa on arrival will be treated as null and void after the commencement of this circular.
- This circular will come into force at once.

4.2.7.2. Passport and Visa Requirement

a) Valid passport is required for nationals of all countries for a visit to Bangladesh. However, passports are not required for the holders of identity certificate, laissez passers issued by United Nations and its affiliated bodies and continuous Discharge certificate/Nullies/ Seaman Book (Traveling on duty to join or repatriate from ship) issued by any country recognized by Bangladesh.

b) Visas are required for nationals of all countries with the following exceptions: Bhutan, Barbados, Botswana, Burkina Faso, Cyprus, Fiji, Western Samoa, Tonga, Sierra Leone, Lesotho, Zambia, Tanzania, Kenya, Grenada, Papua New Guinea, Seychelles, Gambia, Guinea, Guinea-Bissau, Jamaica, Mauritius, Malawi, Maldives, Singapore, Switzerland,

St. Kitts and Nevis, Ghana and Gabon. 'No visa required' means that no visa is required for stay in Bangladesh upto 90 days only.

c) The Immigration Authority may issue landing Permit (LP) or Visa-on-Arrival (VOA) to the following category of visitors :

- Residents and Nationals of the countries where Bangladesh Missions are not located and countries which extend LP or VOA formalities of Bangladesh. Nationals (on reciprocal basis); this however will not be applicable to residents and nationals of those countries against which the government has imposed sanction or embargo.
- Foreign investors with proper documents or documents certified by the officials of the Board of Investments (BOI) or Bangladesh Export Processing Zone Authority (BEPZA) or Ministry of Industry presented at the Airport on the arrival.
- Foreign delegates invited by Ministries or Division of the Government of Bangladesh to seminars, workshops, or International conventions for only the tenure of the stated event provided written request along with testifying documents satisfies the Immigration Authority.
- Foreigners directly involve in export oriented establishments with documents & TIN (Tax Identification Number) of the concerned export oriented establishment certified by Federation of Bangladesh Chamber of Commerce and Industries (FBCCI) or Bangladesh Garment Manufactures and Exporters Association (BGMEA) or other association of export oriented institutions of Bangladesh;
- Foreign passport holders of Bangladeshi origin by birth, there children or spouse;
- Foreign husband/wife of a Bangladesh national;
- Foreigners with certified documents issued by Tablig Committee, Kakrail Mosque, Dhaka for the purpose of Tablig Jamat and
- Doctors/Medical team with invitation letter issued by foreign embassies in Bangladesh, United Nations and/or its affiliate organizations for the purpose of emergency treatment and medical care of its officers or employees.

In all cases of LP or VOA the following procedures or conditions must be observed:

- a. Arriving foreigners must have a return ticket and at least US\$ 500.00 endorsed in their passport.
- b. Entry-Exit of persons issued with LP/VOA must be through the same airport; and
- c. LP/VOA may be issued for a maximum period of 30 (thirty) days unless otherwise stated and will not be extended under any circumstances (nor extendable).

4.3. Environmental Impacts

The development of the tourist industry of Bangladesh should be based on Sustainable. But if it doesn't happen then it would be threat on the environment and the natural heritage of the country.

4.3.1 Current Pressures on Natural Heritage Sites

As a branch of tourism, eco-tourism demands sustainability where natural attractions, among which are natural heritage attractions such as beaches, waterfall, mountains, natural park, archeological sites, rivers, lakes, islands, forests, and extraordinary landscapes, would be unchanged by tourism processes and activities.

The possible negative impact of the tourist industry on the environment in Bangladesh is seen mainly through the deterioration and depletion of natural resources, pollution increase, and physical impact.

4.3.1.1. Natural resources

The highest pressure in terms of consumption on the natural resources occurs when they are scarce or limited. With tourist development the consumption of these resources is increased and proportionally the pressure is increased.

One of the main negative impacts of tourism development is over consumption or non sustainable use of water resources. The overuse of water especially in the arid areas or areas with water scarcity results in water shortages to the population of the area where water is consumed.

Energy, food and other raw materials, which might be in short supply, is also a factor for the negative impact of tourism development on the environment. It is due to the fact that in the tourist season the high demand for these resources, in order to meet the high tourist expectations, is connected with greater extraction and transport, which exacerbate physical impact and pollution.

4.3.1.2. Pollution

Air and noise pollution is caused mainly by transport by land, air, road and rail and increases proportionally to the number of tourists and their mobility. The noise from transportation and recreational vehicles is an important pollution issue but almost always neglected. It is important not only as a human health impact but also as a negative impact to the wild life altering natural activity patterns.

Solid waste is one of the main issues in the areas with high concentration of tourist activities in Bangladesh. The lack of waste management in the natural heritage sites exacerbates even more the communal solid waste problem in the area. The solid waste management comprised mainly of collection and disposal of the waste if neglected can have a negative effect on the aquatic and terrestrial ecosystems, can have negative human health impacts and can deteriorate the scenic assets of tourist sites.

In the regions with tourist activities, besides the waste water coming from the local population and industry, the waste water pollution is increased because of the sewage coming from the hotels, recreation and other facilities used by tourists.

4.3.1.3 Aesthetic Landscape Pollution

Often tourism fails to integrate its structures with the natural features and indigenous architecture of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design. A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along river and lake shores, hills and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas, and landfills.

4.3.1.4. Physical Impact

Inadequate construction activities and infrastructure development such as the development of tourism facilities (accommodation, water supplies, restaurants and recreation facilities), road and airport construction are leading to land degradation and irreversible loss of natural habitats and deterioration of scenery. One prime example of physical impact is construction of resort accommodation and facilities in Chittahong hill districts, which frequently requires clearing forested land.

4.3.2 Status of Natural Heritage Sites

Natural heritage means the parts of the nature and sites consisting of geologic, physical and geographic or biological formations or a group of such formations, which have extraordinary value from the aesthetic, conservation or scientific point of view.

Natural heritage may be:

- _ protected areas;
- _ strictly protected or protected wild species;
- _ characteristic minerals and fossils or speleological objects.

Ecosystem means a spatial, dynamic complex of biogenesis and non-living environment that interact as functional entirety. Natural heritage is part of a certain defined ecosystem.

Some of the large wildlife animals in the country are tiger, elephant, black bear, deer, monkey, crocodile, snake and dolphin. Bangladesh is also the habit of more than 650 species of birds, almost half of those found on the entire subcontinent.

Global warming represents a huge challenge for Bangladesh, as it is one of the 10 countries most vulnerable to a rise in sea level. Present predictions (23) indicate the sea will rise by 8 to 30 cm by 2030, and 30 – 110 cm by 2100. A 1m rise in the Bay of Bengal would result in a loss of 12-18% of the country's land. UNESCO conclude in 2008 (24) that three sites inscribed on the World Heritage List and a tentative list now being drawn up with the assistance of UNESCO demonstrate that Bangladesh is concerned with safeguarding a heritage damaged by increased salinity and climate change.

Likewise, with regard to cultural policies and intercultural dialogue, UNESCO concludes that Bangladesh is concerned to protect and promote traditional Bengali culture while upgrading relations between cultural diversity and biodiversity as a basis for sustainable development.

4.3.3 Main Factors Leading to Nature Degradation

The basic factors which have led to the current unfavorable tourism development in Bangladesh include general historical processes, a bad socio-economic situation, an unstable political situation, inadequate spatial planning and inappropriate land use.

Several basic reasons for the problems of nature protection implementation are:

- A low level of education and a lack of information.
- Growing poverty, which does not recognize the principles of sustainable development.
- Incomplete legislation;
- Low institutional capacity in terms of educated and trained staff, equipment and resources;
- Uncontrolled urbanization, de-agrarisation (in the traditional sense) and industrialization are the main processes
- Stagnation of the economy and use of outdated technologies and lack of treatment of wastewater and waste gases, which leads to deterioration of nature;

4.3.4. Conclusion

Empirical evidences which are commonly discussed show that Bangladesh contains all sorts of environmental risk, it's from air pollution to land erosion, similarly forest depletion to green house effect. Due to lack of proper and adequate awareness and for the low standard of living of the mass people felt less concern about environmental impact.

4.4. Markets and Marketing

Before going to develop any strategy for tourism development, tourism stakeholder's first need to analysis the present tourism market situation and after the market analysis, tourism stakeholders can developed marketing strategies to achieve the goal. Keeping above in the mind the chapter will first discuss the present situation of tourism market and then will discuss state tourism organizations' roles and responsibilities for tourism marketing to uphold Bangladesh as a valued tourist destination.

4.4. 1. Markets

The term tourism market may be used to describe the collective of actual or potential customers of tourism service or destination. It may apply to the geographical area, a country, region or city from which a service or destination draws customers. For identifying a tourism market, a segment of total market is very important. At the same time it is also important to reach that fraction of the total market which is most likely to be attracted. Segmentation of the market is therefore made in order to achieve the most efficient use of marketing resources. It also helps them to know their customers' wishes, needs, motivations, likes and dislikes. Market segmentation for successful tourism marketing to attract more tourists in Bangladesh in terms of the following-

4.4.1.1 Purpose of visit

Purpose of visit by foreign tourist must be recorded and identified clearly as the whole scale of tourism development strategy depends much on the purpose of visit. The demand for tourist services by different segments of market basing on their purposes of visits may be different. However, we depended on the statistical data of the Bangladesh Parjatan Corporation 2009 for the breakdown of purpose of tourist visit.

Table 4.2: Visitors Arrival by Purpose of Visit 2009

Month	Tourism	Business	Office	Study	Religion	Other	Total
January	14,028	9,985	823	605	2,102	1,089	28,632
February	13,047	9,882	279	454	1,599	1,025	26,286
March	12,747	9,679	327	540	627	1,194	25,114
April	12,858	9,319	312	578	578	1,141	24,786
May	12,541	8,613	340	616	449	1,145	23,704
June	8,924	10,504	295	672	523	1,326	22,244
July	9,122	10,187	364	549	506	1,052	21,780
August	7,908	8,108	231	533	479	980	18,239
September	5,947	6,678	234	498	502	890	14,749
October	7,504	10,236	222	429	498	1,074	19,963
November	7,612	9,492	209	479	507	1,037	19,336
December	10,661	8,886	259	522	613	1,333	22,274
Total	122,899	111,569	3,895	6,475	8,983	13,286	267,107

Table4.3: Outbound Travels by Purpose of Visit 2009

Month	Purpose of Visit							Total
	Tourism	Business	Office	Study	Religion	Service	Others	
January	46,380	7,092	101	2,857	3,405	103,080	48,965	211,880
February	48,958	7,757	101	3,605	2,500	99,999	44,874	207,794
March	51,206	5,438	106	746	2,577	102,151	47,266	209,490
April	42,463	10,668	79	2,523	1,994	94,273	45,808	197,808
May	44,403	10,065	249	2,444	1,814	102,101	45,586	206,662
June	50,338	9,577	480	2,756	1,771	89,856	41,482	196,260
July	63,059	9,592	264	2,421	1,716	95,510	33,558	206,120
August	36,883	7,886	113	2,567	1,493	73,668	43,954	166,564
September	31,752	7,096	132	2,495	1,507	62,813	40,068	145,863
October	33,876	9,526	112	2,427	1,495	90,449	58,580	196,465
November	14,691	8,560	111	2,482	1,622	60,154	68,363	155,983
December	19,065	8,887	103	2,527	1,712	85,246	36,149	153,689
Total	483,074	102,144	1,951	29,850	23,606	1,059,300	554,653	2,254,578

From the above tables it becomes clear that major portion of the visitors to Bangladesh came on business purposes. But in case of outbound tourism of Bangladesh, major portion of visitor goes abroad for recreational purposes. This picture is very much threat for your domestic tourism and as well as inbound tourism in Bangladesh. Vacationing international tourists arrival in Bangladesh are much less in number than other countries of south Asia.

4.4.1.2 Seasonality

Tourist arrivals in Bangladesh according to seasonality are shown in the following table. From the table it has been found that international tourists seem inclined to visit Bangladesh during the winter season for climatic reasons. Followed by October to December, the winter months of January to March constitute the peak season of international tourist arrivals in Bangladesh. Another notable feature of the table is that tourist arrivals are lowest during the rainy season (July to September).

Table-4.4 Foreign Visitors Arrival by Months 2000-2009

Month	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
January	23,160	25,548	23,711	22,193	23,670	20,213	16,382	16,733	39,345	28,632
February	18,730	20,724	16,152	19,041	25,012	15,848	13,473	17,308	30,788	26,286
March	15,982	20,062	17,898	16,506	24,262	19,853	13,659	17,579	30,079	25,114
April	14,976	19,216	15,372	15,299	23,173	16,234	12,261	23,956	25,128	24,786
May	15,647	15,926	15,771	17,996	14,959	18,535	20,971	20,853	36,929	23,704
June	14,212	16,606	15,754	21,867	23,020	17,496	17,002	24,483	39,158	22,244
July	14,809	15,517	14,345	22,957	26,991	19,773	25,604	32,223	42,457	21,780
August	13,399	16,739	14,315	19,041	21,938	15,292	14,244	20,614	36,017	18,239
September	12,874	11,015	13,022	17,968	19,860	13,166	16,823	18,509	26,723	14,749
October	15,855	13,053	18,601	23,498	21,785	15,568	17,237	27,073	43,213	19,963
November	19,489	15,265	17,136	21,028	27,208	18,399	14,734	30,308	39,996	19,336
December	20,078	17,528	25,169	27,115	19,392	17,285	17,921	39,471	77,499	22,274
Total	199,211	207,199	207,246	244,509	271,270	207,662	200,311	289,110	467,332	267,107
% Change	15.30	4.01	0.02	17.98	10.94	-23.45	-3.54	44.33	61.65	-42.84

Source: Special Branch

4.4.1.3 Arrivals and Overnights

International inbound tourists (overnight visitors) are the number of tourists who travel to a country other than that in which they have their usual residence. The data on inbound tourists refer to the number of arrivals, not to the number of people traveling. Thus a person who makes several trips to a country during a given period is counted each time as a new arrival. The value for International tourism, number of arrivals in Bangladesh was 303,000 as of 2010. As the below table shows, over the past 15 years this indicator reached a maximum value of 467,000 in 2008 and a minimum value of 156,000 in 1995.

Table 4.5: Number of tourist arrival 1995-2010

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Number of Arrivals	156000	156000	182000	172000	173000	199000	207000	207000	245000	271000	208000	200000	289000	467000	267000	303000

4.4.1.4. International tourism, receipts (current US\$)

International tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment made for goods or services received in the destination country. The latest value for International tourism, receipts (current US\$) in Bangladesh was \$97,000,000 as of 2011. Over the past 16 years, the value for this indicator has fluctuated between \$103,000,000 in 2010 and \$25,000,000 in 1995.

Table 4.6: International tourism, receipts (current US\$)

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
receipts (current US\$)	\$25,000,000	\$33,000,000	\$62,000,000	\$52,000,000	\$50,000,000	\$50,000,000	\$48,000,000	\$59,000,000	\$59,000,000	\$76,000,000	\$79,000,000	\$80,200,000	\$76,000,000	\$75,000,000	\$77,000,000	\$103,000,000	\$97,000,000

4.4.1.4. Market Share analysis of SAARC countries (Based on Arrival 2010)

Market share is the most important tool that marketers can use in order to judge the effectiveness of marketing campaigns. This includes branding initiatives, advertising campaigns, and any other revenue generation effort. Market share tells how organization will determine their marketing strategies for their product. This is no exception for tourism stakeholders.

Table 4.7: Market Share analysis of SAARC countries (Based on Arrival 2010)

Name of the country	Total arrivals in 2010	Market Share (%)	Market position
Bangladesh	303,000	3.34	6
India	5776,000	63.64	1
Bhutan	41,000	0.45	7
Maldives	792,000	8.73	3
Pakistan	907,000	9.99	2
Nepal	603,000	6.64	5
Srilanka	654,000	7.21	4
Total	9076000	100	

The feature of the above table is that the main market share held by India with well over two –third of total market means first position whereas Bangladesh hold the six position among the seven countries.

4.4.1.5 Analysis of happy planet index (HPI)

The HPI is a clear and meaningful barometer of how well a nation is doing. The HPI measures the extent to which countries deliver long, happy, sustainable lives for the people that live in them. The Index uses global data on life expectancy, experienced well-being and Ecological Footprint to calculate this. The index is an efficiency measure;

it ranks countries on how many long and happy lives they produce per unit of environmental input. The 2012 HPI report ranks 151 countries and is the third time the index has been published. According to Happy Planet Index the position of Bangladesh and the SAARC countries among 151 countries are given below-

Table 4.8: Happy planet index

Name of the country	Position among 151 countries
Bangladesh	11
India	32
Bhutan	-
Maldives	-
Pakistan	16
Nepal	58
Srilanka	35

Source: <http://www.happyplanetindex.org>

From the table it has been seen that Bangladesh achieves Happy Planet Index ranks #11 of all the countries analyzed. So, Bangladeshi tourism stakeholders can use this index to attract tourist in Bangladesh and can uphold the slogan “Come Bangladesh, Visit Bangladesh and see how people are happy here.”

4.4. 2. Marketing

If Bangladesh wants to attract more tourists, then new directions, new strategies and an integrated tourism marketing effort are required. The products offered by Bangladesh tourism industry should be unique and should be competitive in the target market.

4.4. 2.1. Role of the National Tourism organization for Promotion and Support of Tourism

Under Ministry of Civil Aviation and Tourism, the foremost objectives of the Parjatan Corporation are to promote tourism in Bangladesh, build up positive image of the country in abroad, elevate infrastructure at tourism sites, provide services to the tourists and flourish tourist resources that exist in Bangladesh, creating employment opportunity in different sector of this industry which is helpful to alleviate poverty. As National

Tourism Organization, Bangladesh Parjatan Corporation has setup some hotels and motels in different places of Bangladesh for the convenience of the tourists. We take a look at Parjatan Corporations role in promoting tourism in Bangladesh.

4.4. 2.1.1. Marketing activities

Tourism is a publicity oriented industry. It is as far spread as much publicity is done. Bangladesh Parjatan Corporation has a Marketing Unit. BPC participates in different national fairs like Dhaka Travel Mart; Bangladesh Travel and Tourism Fair; Dhaka Int'l Trade Fair etc and Int'l Fairs such as World Tourism Market (WTM), London; Int'l Travel Mart, Kunming, China; China Outbound Travel and Tourism Mart, Beijing, China; ITB, Berlin, Germany and others. Marketing Unit has launched a programme to explore new tourist destinations in Bangladesh.

4.4. 2.1.2. Promotional activities

Publicity is said to be the soul of tourism. Therefore, Bangladesh Parjatan Corporation is trying to popularize their tourism products in the local & international market through regular advertisement in local and international press media, Radio, Television; creation of new film on tourism attractions; starting of updated information based web site (www.bangladehtourism.org), publication of new folders, booklets & CD, Wall posters are specially mentioned here.

4.4.2.1.3 Tour operator activities

The local & foreign tourists visits the tourism enriched areas of the country by tour operator. This kind of tours either package or tailor made induced by the organization is conducted by the tour unit either for a group or individual tourists. River-Cruise is arranged according to the demand of the tourists using BPC's own water-vessel. FAM Tour is conducted by Tour Unit in collaboration with Private Sectors.

4.4.2.1.4. Duty Free Shop

The corporation is operating three duty free shops at Hazrat Shajalal International Airport and one such is Mohakhali office -premise offering shopping opportunity for the tourists. Recently five duty free shops of Hazrat Shajalal International Airport have been modernized and tourist can get inside the shop and select the product they prefer to buy.

4.5. Economic Impact and Investment Climate

It has been said that 'Tourism is a developmental strategy.' Tourism can be used as an effective tool to turn the wheels of development in any economy. Tourism impacts various sectors of the economy. An attempt has been made in this part to touch upon the economic impact of tourism to enhance economic development of Bangladesh and overall importance of investment climate in tourism in the current world order.

4.5.1. Economic Impact

Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and

the opportunity for employment in the service industries associated with tourism. In this respect, the tourism sector can play an important role as a driving force of economic development in Bangladesh. The impact this industry can have in the different stages of economic development depends on the specific characteristics of the country. Given the complexity of tourism consumption, its economic impact is felt widely in other production sectors, contributing in each case toward achieving the aims of accelerated development. The contribution of tourism to the economy of Bangladesh has been looked at by analyzing its impact on gross domestic product, foreign exchange earnings, Balance of payment, and employment.

4.5.1.1 Contribution to Gross Domestic Product (GDP)

The tourism sector of Bangladesh contributes significantly to GDP earnings. Contribution to GDP earning can be shown in two ways – Direct contribution to GDP and total contribution to GDP.

4.5.1.1.1. Direct contribution to GDP

The direct contribution of Travel & Tourism to GDP reflects the ‘internal’ spending on Travel & Tourism means “total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).”

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by ‘netting out’ the purchases made by the different tourism sectors.

The direct contribution of Travel & Tourism to GDP was BDT193.0bn (2.1% of total GDP) in 2012, and is forecast to rise by 7.7% in 2013, and to rise by 6.4% pa, from 2013-2023, to BDT384.7bn in 2023 (in constant 2012 prices). The direct contribution of travel and tourism to GDP are shown in the following figure-

Table 4.9: Direct contribution to GDP

Contributing Items to the Economy of Bangladesh	Years (In Billion)							
	2007	2008	2009	2010	2011	2012	2013 Expected	2023 Forecast
Direct contribution to GDP	119.7	133.5	135.0	148.1	167.6	193.0	223.4	683.2

Source: WTTC

4.5.1.1.2. Total contribution to GDP

Total contribution to GDP means GDP generated directly by the Travel & Tourism industry plus its indirect and induced impacts (see below). Total contribution to employment (the number of jobs generated directly in the Travel & Tourism industry) plus the indirect and induced contributions. The total contribution of Travel & Tourism to GDP was BDT394.8bn (4.3% of GDP) in 2012, and is forecast to rise by 7.5% in 2013, and to rise by 6.8% pa to BDT819.4bn in 2023. The total contribution of travel and tourism to GDP are shown in the following figure-

Table 4.10: Total contribution to GDP

Contributing Items to the Economy of Bangladesh	Years (In Billion)							
	2007	2008	2009	2010	2011	2012	2013 Expected	2023 Forecast
Total contribution to GDP	244.4	278.6	281.1	305.2	340.4	394.8	456.2	1455.2

Source: WTTC

4.5.1.2. Contribution to Foreign Exchange Flows

Tourism expenditures and the export and import of related goods and services generate income to the host economy and can stimulate the investment necessary to finance growth in other economic sectors. Bangladesh seek to accelerate this growth by requiring visitors to bring in a certain amount of foreign currency for each day of their stay and do not allow them to take it out of the country again at the end of the trip by providing various tourism facilities. The foreign exchange earnings from Travel & Tourism industry of Bangladesh are shown in the below-

Table 4.11: Contribution to Foreign Exchange Flows

Contributing Items to the Economy of Bangladesh	Years (In Million BDT)									
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Foreign Exchange earnings	2653.80	3312.60	3310.00	3967.56	4493.89	5530.65	5265.19	6124.52	5762.24	5562.70

Source: Tourism Statistics 2010, Bangladesh Parjatan Corporation

4.5.1.3 Contribution to Employment

The rapid development of tourism sector in Bangladesh has led to significant employment creation. Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses. Travel and tourism contribution to employment can be shown in two ways – Direct contribution to employment and total contribution to employment.

4.5.1.3.1. Direct contribution to employment

Direct contribution to employment means the number of direct jobs within the Travel & Tourism industry. In 2012 Travel & Tourism directly supported 1,281,500 jobs (1.8% of total employment). This is expected to rise by 4.4% in 2013 and rise by 2.9% pa to 1,785,000 jobs (1.9% of total employment) in 2023.). The direct contribution of travel and tourism to employment are shown in the following Table 4.12.

Table 4.12: Direct contribution to employment

Contributing Items to the Economy of Bangladesh	Years (In 000)							
	2007	2008	2009	2010	2011	2012	2013 Expected	2023 Forecast
Direct contribution to Employment	1389.4	1367.6	1247.5	1240.5	1252.9	1281.6	1338.3	1784.8

Source: WTTC

4.5.1.3.2. Total contribution to employment

The total contribution of Travel & Tourism to employment means direct and indirect employees related with tourism industry of Bangladesh. In 2012, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 3.7% of total employment (2,714,500 jobs). This is expected to rise by 4.2% in 2013 to 2,829,500 jobs and rise by 3.2% pa to 3,891,000 jobs in 2023 (4.2% of total). Details are shown in the following table 4.13.

Table 4.13: Total contribution to employment

Contributing Items to the Economy of Bangladesh	Years (In 000)							
	2007	2008	2009	2010	2011	2012	2013 Expected	2023 Forecast
Total contribution to Employment	2943.2	2959.4	2695.8	2648.0	2633.5	2714.4	2829.3	3891.3

Source: WTTC

4.5.1.4. Contribution to Balance of Payments

Tourism can make an important contribution to a country's balance of payments. In Bangladesh tourism contribution to balance of payments means receipts and payments under tourism and other travel for such purposes as business and personal. Business travelers are usually commercial travelers, government employees on official travel and employees of international organizations on official missions. Personal travel covers travelers going abroad for religious, educational, health purposes, visits to relatives and friends, participation in sports etc.

Table 4.14: Tourism contribution to Balance of Payments

Items	Year (Taka In Millions)									
	2007-2008		2008-2009		2009-2010		2010-2011		2011-2012	
	Receipts	Payments	Receipts	Payments	Receipts	Payments	Receipts	Payments	Receipts	Payments
Entertainment, Cultural and recreational services	73	13	112	29			135	92	168	304
Travel (Total)	5997	11265	3920	13882			6094	18961	7674	25839
Business	75	1748	38	1570			67	2314	132	3186
Personnel	5922	9517	3882	12312			6027	16647	7542	22653

Source: Bangladesh Bank

4.5.1.5. Multiplier Effect of Tourism

Tourism has always been developed as a multilateral industry. Unlike other productive industries, it has wide range of inputs and, as a result, expenditures on inputs are distributed more widely than in most traditional industries. Tourism not only creates jobs in the tertiary sector, it also generates growth in the primary and secondary sectors of industry. This is known as the multiplier effect which in its simplest form is how many times money spent by a tourist circulates through a country's economy. Money spent in a hotel helps to create jobs directly in the hotel, but it also creates economic activity and jobs indirectly elsewhere in the economy. The hotel, for example, has to buy food from local farmers, who may then spend some of this money on fertilizer, fuel or clothes.

4.5.2. Investment Climate

Bangladesh is a country of immense potential for investment. It has all the natural endowments which are considered essential elements for a particular region to thrive up as a very coveted trade and investment center. But owing to lack of prudence, myopic vision, lack of timely initiatives and policy interventions as well as weak commitment and slow implementation process of the schemes on part of the Government(s) are attributed to the under exploitation of its immense potentials.

The country has a maritime Port called Chittagong port which is the only natural port of the world. Its navigability is God gifted. Moreover, it has tremendous strategic geographic advantages which can contribute immensely the country to be an ideal global trade and business pivot.

Bangladesh is also at the bridgehead point of the world's two most burgeoning and vibrant economic blocks – SAARC and ASEAN. The proposed Trans Asian Highway and Railway are also expected to have direct linkage with Bangladesh. In brief, it can be emphatically said that Bangladesh has all the prospects and opportunities to be an ideal transnational trade and investment hub for the whole South and Southeast Asia.

Apart from the strategic positional advantage, Bangladesh also possesses unique biodiversity rich in flora and fauna. It is endowed with huge enchanting landscape, green pasture, undulating topography in greater Chittagong, natural lakes & waterfalls, mountains, hills, hillocks, deep forests, wild life, world's largest unbroken beach, world's largest mangrove forest, coral island, huge sandy beach, many different tribal and primitive culture & life style, historical establishments, criss-cross of rivers and water bodies. People of the country are also very hospitable and have no xenophobia. All these features reveal the enormous opportunities for the robust growth of tourism industry in Bangladesh which also act as a catalyst to woo enhanced investment in the country.

4.5.2.1. Investment policy of Bangladesh

Bangladesh offers an unparalleled investment climate compared to the other South Asian economies. Here are eight key pointers to Bangladesh's investment climate today.

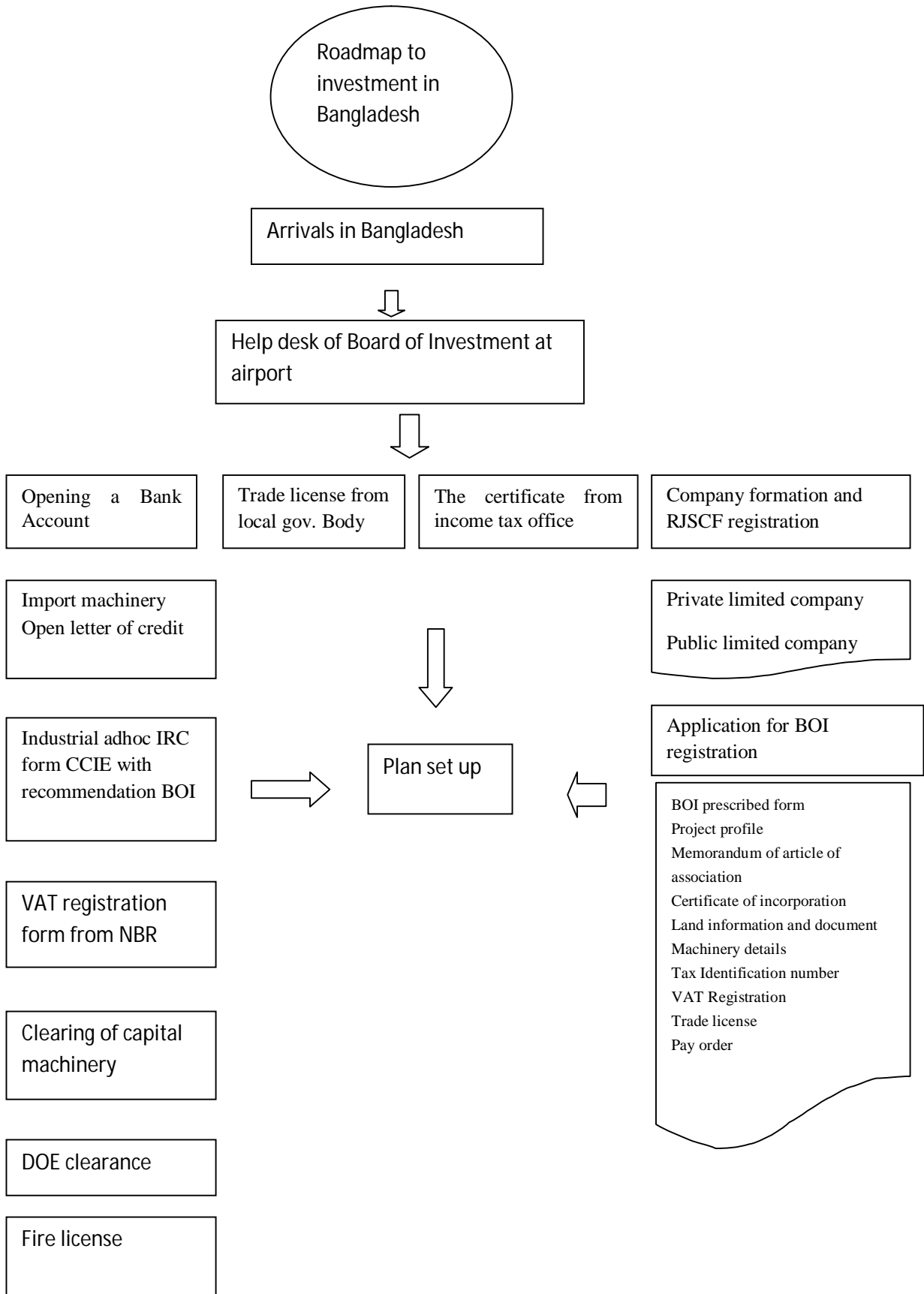
- Bangladesh is a largely homogeneous society with no major internal or external tensions and a population with great resilience in the face of adversity (e.g. natural calamities).
- Bangladesh is a liberal democracy. The population of this country irrespective of race or religion have been living in harmony and understanding for thousands of years.
- Broad non-partisan political support for market oriented reform and the most investor-friendly regulatory regime in South Asia.
- Trainable, enthusiastic, hardworking and low-cost (even by regional standards) labor force suitable for any labor-intensive industry.
- The geographic location of the country is ideal for global trade, with very convenient access to international sea and air routes.
- Bangladesh is endowed with abundant supply of natural gas, water and its soil is very fertile.
- Although Bengali (Bangla) is the official language, English is generally used as a second language. The majority of the educated population can read, write and speak in English.
- As a result of low per capita GDP, present domestic consumption is not significant. However, it should always be considered that there exists a middle class with over 10% of the population. As economic growth picks up, the purchasing power will also grow substantially.

Bangladeshi products enjoy duty free and quota free access to almost all the developed countries. Most Bangladeshi products enjoy complete duty and quota free access to EU, Canada, Australia and Norway

4.5.2.2. Step by step Procedure of investment in Bangladesh

Implementing a private sector industrial project in Bangladesh either local, joint venture or 100% foreign follows a rather simplified process. Once an investor to do business in Bangladesh, the first thing is to have relevant, sufficient and reliable information on the investment and business climate, opportunities, competitive strengths, industry structure etc.

Figure 4.1: Step by step investment procedure in Bangladesh



Source: Board of Investment

4.5.2.3. Tourism Investment Opportunities in Bangladesh

Investment both domestic and overseas sources in the tourism sector is welcome. Such investments can be made either independently, or through joint venture on mutually beneficial terms and conditions or through public private partnership. 100% foreign investments as well as joint venture with local private partners or with public sector are also encouraged.

4.5.2.3.1. Registration Authority

The board of investment (BOI) is the statutory body responsible for approval of foreign investment in Bangladesh.

4.5.2.3.2. Opportunities in investment

Facilities and incentives ensured to foreign investors are as under-

Table 4.15: Opportunities in investment

No.	of Particulars	Incentives
1.	Tax Exemptions:	<ul style="list-style-type: none"> • Tax exemption on royalties, technical knowhow and technical assistance fees and the facilities for their repatriation. • Tax exemption on the interest on foreign loan • Tax exemption on capital gains from the transfer of shares by the investing company • Generally 5 to 7 years. However, for power generation exemption is allowed for 15 years.
2.	Duty:	No import duty for export oriented industry. For other industry it is @ 5% ad valorem.
3.	Tax Law:	i. Double taxation can be avoided in case of foreign investors on the basis of bilateral agreements. ii. Exemption of income tax up to 3 years for the expatriate employees in industries specified in the relevant schedule of Income Tax ordinance.
4.	Remittance:	Facilities for full repatriation of invested capital profit and divided.
5.	Exit:	An investor can wind up on investment either through a decision of the AGM or EGM. Once a foreign investor completes the formalities to exit the country, he or she can repatriate the sales proceeds after securing proper authorization from the Central Bank.
6.	Ownership:	Foreign investor can set up ventures either wholly owned or in joint collaboration with local partner.

Source: BOI Report, 2008 site available at: http://www.boi.gov.bd/invest_incentive.php

4.5.2.4. Tourism Investment Statistics in Bangladesh

Travel & Tourism investment in 2012 was BDT37.3bn, or 1.6% of total investment. It should rise by 0.5% in 2013, and rise by 6.0% pa over the next ten years to BDT67.4bn in 2023 (1.5% of total). The following table shows the present scenery of travel and tourism investment in Bangladesh.

Table 4.16: Tourism investment statistics in Bangladesh

Contributing Items to the Economy of Bangladesh	Years (Bangladeshi Taka In Billion)							
	2007	2008	2009	2010	2011	2012	2013 Expected	2023 Forecast
Capital investment	13.5	22.6	24.9	28.3	32.2	37.3	40.3	119.7

Source:WTTC

4.5.2.5. Barriers to Investment

From the above delineation, it is evident that Bangladesh has all the prospects, potentials to grow as a very lucrative and attractive epi-center of investment. But ironically lack of vision & mission on part of the successive Governments, dearth of prudence & statesmanship, lackadaisical effort, inconsistent & unpredictable policy measures, slow decision making process, lackluster & protracted implementation process, lack of pro-activeness and leadership acuity have colossally contributed to under-exploitation of the ample potentials of Bangladesh..

4.5.2.5.1. Infrastructure Weakness

Electricity: Frequent power supply disruption costs heavy on trade, business and production in Bangladesh. Due to very erratic power supply, production and service are seriously hampered.

Road Communication & Transportation: Transportation problem is also a great problem for business. Lack of required road facilities appear as a formidable challenge to business. Apart from dearth of needed road facilities, inefficient transportation system stemming particularly from weak traffic management system in Bangladesh, sometimes cause havoc to business.

Port and ICD: Inadequate port and ICD facility is one of the main roadblocks to business. Port service is very inefficient which makes it the most costliest port in the region. Congestion of vessels and containers is a regular phenomenon. Corruption, mismanagement and inefficiency of Chittagong Port sometimes make our exportable items uncompetitive in international market.

Gas Connection: Getting gas connection for industry is a very big problem. Unusual delay and huge rent seeking by the gas company officials is a common phenomenon. Sometimes the gas pressure becomes very low, hampering production.

Water and Sewerage: Getting water and sewerage connection for business and industry is also a great problem. Moreover, water supply is very erratic resulting in serious disruption in production particularly which is water related.

Weak Railway and Waterway: The inadequate and weak railway and waterway has been seriously precluding the desired growth and development of trade and investment in the country.

4.5.2.5.2. Institutional Problems

Bank: Access to fund in Bangladesh, though is not a great problem, but the cost of getting it is huge. Lending rate for industry is very high which still over 12% is. But the lending rate is 3% - 7% in neighbouring and comparable countries like India, Pakistan, Sri Lanka and Thailand.

Customs, VAT and IT: Customs has been widely recognized as the most conspicuous barrier for the growth of business in Bangladesh. The corrupt customs officials are responsible for the drainage of large chunk of money of the businessmen without any receipt. Paying VAT and Income Tax and getting refund or rebate of it when becomes due is highly embarrassing for the businessmen.

Other Government Functionaries: The capacity of other Government functionaries, like port, shipping, insurance, finance, commerce, energy, environment, industry etc. affecting trade, commerce, industry and investment of the country is very meager. The personnel of most of these so called trade and investment facilitating Government functionaries are seemingly busy with making their own fortune by harassing and trapping the valued entrepreneurs rather building their knowledge base to help businessmen to get their problem solved.

4.5.2.5.3. Lack of good Governance

Policy Initiatives: Governance, which is related to government interaction and dealing with business by means of regulatory affairs, is rather a great problem for the sustainable business development in Bangladesh.

Corruption: Corruption is pervasive. Getting any approval, giving speed money is must. Discriminatory powers of the Govt. officials encourage them to be corrupt and whimsical.

Centralized and slow decision making process: One of the most formidable challenges to business in Bangladesh is centralized and slow decision making process. Due to lack of decentralization of administration, the businessmen have to frequently visit to or establish permanent office in Dhaka, increasing the cost of business. The problem becomes colossal for SMEs.

Complexed and lengthy permission procedure: In doing business , the entrepreneurs have to take permissions from a number of different ministries and departments. But the process is very complex and slow.

Inexperienced and non-responsive Government Officials: In most cases, the Govt. Officials are inexperienced, less knowledgeable, non-committed and non-responsive to the need of the trade and business. They cannot meet the information need and facilitation requirement of the entrepreneurs. This is a great problem for business growth and investment inflow in the country.

Procrastinating Implementation process: Sometimes, the implementation of development programmes and supportive policy initiatives already undertaken is very slow and lackadaisical. This slow mentality in materializing the development schemes and policy initiatives simply disheartens the entrepreneurs to go with any investment plan in Bangladesh.

Flagging law and order situation: Flagging law and order situation in the country including extortion, smuggling, mugging, kidnapping, killing etc. are big problems to business development.

4.6 Human Resource Development

Tourism is an income generating activity of the highest importance in the current world and holds great economic promise for the developing countries. Recognizing the need for training in all areas involved with tourism development, the National Hotel & Tourism Training Institute (NHTTI) was established in 1974 under Bangladesh Parjatan Corporation (The National Tourism Organisation).

The efficient management of Tourism Products depends upon professional training. In order to develop professionalism and provide a cadre of skilled and trained manpower to meet the increasing demands of the trained personnel for Hotel & Tourism Industry both at home and abroad, this Institute offers various courses of different duration. Besides offering regular courses, NHTTI in 1994 as a test case for the first time started a two year long diploma in Hotel Management Course. With the expansion of tourism in the country, need for skilled manpower in the supervisory level is felt every now and then. Hence, Diploma certificate in Hotel Management Course has been re-introduced on a regular basis. The institute also provides in-service and on the job training for BPC personnel and arrange special seminar and workshop related to tourism development

4.7. Tourism Organization and Management

The organization and management of the tourism sector is vital to the implementation of the Tourism Strategy. For this reason this section will discuss the various tourism organization's roles and functions for Promotion and Support of the Tourism in Bangladesh.

4.7.1. Role of the Government in Tourism

The Government role in Tourism is to provide leadership for the total industry as an economic force in the nation. It should, however, only intervene where the industry itself is unable to act effectively. Specifically the Government roles are to:

- Formulate medium to long-term tourism policy, plan for tourism development, and regulate tourism activities through legislation, licensing and classification.
- Monitor performance on quality, safety and targets.
- Facilitate tourism development by providing the economic, infrastructure, regulatory, fiscal and political environment that encourages investment and orderly growth.
- Ensure the marketing of the Republic of Macedonia as a tourist destination.

4.7.2. Ministry of Civil Aviation and Tourism

Ministry of Civil Aviation and Tourism was a ministry under central government before independence. After independence of Bangladesh in 1971 matters relating to communication and tourism were vested with the Ministry of Commerce.

In 1972, Civil Aviation Division was created and brought under the Ministry of Shipping, Inland Water Transport and Civil Aviation. However, an independent Ministry of Civil Aviation and Tourism was created in August 1975. This again became a Division under the Ministry of Communication in January 1976. A separate Ministry of Civil Aviation and Tourism was created again in December 1977. On 24th March 1982 the ministry was abolished and Civil Aviation and tourism Division became a new Division under the Ministry of Defense. In 1986, Ministry of Civil Aviation and Tourism was re-established as a ministry and has been continuing as such since then.

4.7.2.1. Mission Statement

-To contribute to the national growth through ensuring secure aviation transportation, development of country's airlines and tourism industries.

4.7.2.2. Major Functions

- a) Formulation and implementation of laws and policies relating to civil aviation
- b) Modernization and rationalization of airports, air routes and air services
- c) Supervision of activities relating to air space control, safe take-off and landing of aircraft, aeronautical inspection, and the issuance of licences for aircrafts and pilots
- d) Formulation of laws and rules relating to registration of travel agencies and monitoring of their implementation
- e) Formulating, updating and implementing the laws and policies for tourism, taking into account global perspectives
- f) Undertaking research for development of the tourism industry, its modern management and creation of skilled manpower
- g) Establishing, directing and controlling of associated/service-oriented organizations for the overall development of the tourism industry
- h) Signing of contracts relating to civil aviation and tourism with local and international organizations and supervision of all activities concerned with co-ordination.

4.7.2.3. Medium-Term Strategic Objectives

Table 4.17: Medium Term Strategic Objectives and Activities of Ministry of civil aviation and tourism

Medium-Term Strategic Objectives	Activities	Implementing Departments/Agencies
1. Safe and secure aviation system	<ul style="list-style-type: none"> • Infrastructural development of airports • Undertaking complete measures for fully fledged air transportation at domestic airports • Construct Bangabandhu Sheikh Mujib International Airport • Upgrading the Bangladesh Civil Aviation Authority up to category-1 of the standard set at KFFAA • Increase all internal facilities for the passengers • Conducting training programmes on air transport management and safety 	<ul style="list-style-type: none"> • Civil Aviation Authority • Biman Bangladesh Airlines Ltd.
2. Efficient and competitive air cargo transport system	<ul style="list-style-type: none"> • Ensure low cost, faster and on time cargo transportation in regional and international routes 	Civil Aviation Authority
3. Expansion of inbound tourism	<ul style="list-style-type: none"> • Identify potential tourist spots scattered over different places of the country and modernize and expand existing ones • Involve local government institutions in tourism activities • Create infrastructure and improve management of the tourism industry through Public Private Partnership (PPP)arrangements • Establish Exclusive Tourist Zones for foreign tourists 	<ul style="list-style-type: none"> • Bangladesh Parjatan Corporation
	<ul style="list-style-type: none"> • Development of tourism related products 	<ul style="list-style-type: none"> • Bangladesh Tourism Board
	<ul style="list-style-type: none"> • Produce documentary films and advertisements, arrange tourism promotion events and give wide publicity in foreign electronic & print media 	<ul style="list-style-type: none"> • Bangladesh Parjatan Corporation
	<ul style="list-style-type: none"> • Conduct tourism related training courses and establishing 4 more tourist training centers 	<ul style="list-style-type: none"> • Bangladesh Tourism Board

4.7.2.4. Priority Spending Areas/Programmes

Table 4.18: Priority Spending Areas/Programmes of Ministry of civil aviation and tourism

Number	Priority Spending Areas/Programmes	Related Strategic Objectives
1	<p>Development and modernization of civil aviation related infrastructure: It is very essential to create and expand the civil aviation infrastructure in order to expand air transportation, ensure air safety and provide improved services to the increasing number of passengers.</p>	<input type="checkbox"/> Safe and secure aviation system <input type="checkbox"/> Efficient and competitive air cargo transport system
2	<p>Modernisation of existing tourism infrastructure and development related infrastructures International as well as domestic tourism will receive a boost with the identification of more new tourist spots, reconstruction/repair/renovation and modernization of existing tourist establishments and construction of tourist infrastructure at different tourist attractive places of the country.</p>	<input type="checkbox"/> Expansion of inbound tourism
3	<p>Wider publicity for tourism-promotion events: Tourism is a very fast expanding industry throughout the world. Number of tourists coming to Bangladesh is very insignificant as compared with other SAARC countries.</p>	Expansion of inbound tourism
4	<p>4. Development of physical infrastructure for tourism under PPPs: Since infrastructure development projects of civil aviation and tourism sector are very expensive, it would not be possible for the government alone to fund all the infrastructure development in this sector.</p>	<input type="checkbox"/> Expansion of inbound tourism
5	<p>5. Conducting training for human resource development: It would not be possible to attract foreign tourists and foreign investments in tourism sector unless there is sufficient skilled manpower to deliver services up to the international standard.</p>	<input type="checkbox"/> Expansion of inbound tourism

4.7.3. Bangladesh national Tourism Organization

Bangladesh national tourism organization called “The Board of Bangladesh Parjatan Corporation” established in the year 1973 consists of a Chairman and 3 whole- time Directors.

4.7.3.1. Objectives of National Tourism Organization (NTO)

- To introduce Bangladesh globally as a top tourist destination and develop its tourism prospects and facilities.
- To establish tourism infrastructures in Bangladesh.
- To develop, expand and promote tourism business

- To create tourism awareness among the people.
- To establish institutes for instruction and training of potential tourism personnel.
- To publish tourism publications.

4.7.3.2. Functions of National Tourism Organization (NTO)

- To promote and develop tourism.
- To establish tourism infrastructures in Bangladesh.
- To provide facilities to undertake measures and carry out all kinds of activities connected with tourism
- To acquire, establish, construct, arrange, provide and run hotels, restaurants, rest houses, picnic spots, camping sites, theatres, amusement parks and facilities for water skiing and entertainment.
- To establish institutes for instruction and training of potential tourism personnel.
- To bring out tourism publication.

4.7.3.3. Recent Achievements

Construction of one motel with 4 rooms, a 100-seat conference hall, one 200 bed youth Inn and the development of a Buddhist temple have been completed at Kuakata tourist spot. Construction work of one motel with 16 air conditioned rooms, 1 conference hall and one restaurant at Srimangal and construction work of a 30-seat restaurant at Jaflong has started. One 20- seat snacks corner has been set up near Kantaji Temple in Dinajpur. 6 more air conditioned rooms and a conference hall has been constructed at the Dinajpur Motel. A motel with 12 rooms, 1 restaurant and 1 dormitory has been constructed at Chapainababgong. Zamidar Bari in Kishorgong has been renovated and a rest house has been constructed there. Repair and redevelopment of 2 motels in Rajshahi and Rangpur have started. In Chittagong, construction of 1 modern motel with 66 air conditioned rooms, one 400-seat conference hall has commenced. Expansion of Hotel Saibal at Cox's Bazar with 69 air conditioned rooms and other facilities have also begun. Construction of one motel with 51 rooms, 1 conference hall and 1 restaurant has been commenced in Rangamati. A list showing the tourist attractive/potential spots in all districts have been prepared. The Bangladesh Tourist Reserve Area and Special Tourist Zone Act, 2010 and Rules of this Act have been promulgated. For the first time, brochures focusing on important factual information regarding Bangabandhu Memorial Museum housed at the Father of the Nation Bangabandhu Sheikh Mujibur Rahman's Dhanmondi residence and the Bangabandhu Graveyard at Tungipara, have been published. Tourism vision-2011 has been formulated.

4.7.3.4. Activities, Output Indicators and Targets

Table 4.19: Activities, Output Indicators and Targets of Bangladesh Tourism Board

Activities	Output Indicator	Related Strategic Objectives	Unit of Measurement	2010-11		2011-12		Medium Term Targets				
				Revised	Actual	Target	Revised	2012-13	2013-14	2014-15	2015-16	2016-17
1. Identify the potential tourist spots scattered over different places of the country and modernize and expand the existing ones	Tourist spots identified	3	Number	800	725	800	800	820	25	35	45	60
	Accommodation facilities created		Bed	214	225	142	142	338	350	400	500	600
	Restaurant Facilities created		Seat	100	100	130	130	280	300	400	500	600
	Conference Facilities created		Person	200	200	400	400	1050	200	400	500	600
2. Involve local government institutions in tourism activities	Roads developed	3	K M	-	-	18	18	18	20	25	30	35
	Bridge constructed	3	Number	-	-	10	10	10	15	20	25	30
	Tourist spots developed	3	Number	-	-	15	15	15	20	25	30	35
3. Establish Exclusive Tourist Zones for foreign tourists	Recreational Facilities provided with Security measures in Exclusive environment	3	Number	1	-	1	1	1	1	1	1	2
4. Create infrastructure and improve management of tourism industries through Public Private Partnership (PPP) arrangements	Private entrepreneurs encouraged	3	Number	33	-	3	3	3	3	5	8	10

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5. Produce documentary films and advertisements, arrange tourism attractive events and give wide publicity in foreign electronic & print media	Documentary films produced	3	Number	20	20	30	30	40	50	60	70	80
				Person (thousand)	1.30	1.20	1.40	1.40	1.50	1.50	1.60	1.60
6. Maintaining tourism related training courses and establishing 4 more tourist training centres	Human resource developed	3	Person (thousand)	1.30	1.20	1.40	1.40	1.50	1.50	1.60	1.60	1.70
				Number	20	20	30	30	40	50	60	70

4.7.3.5. Medium Term Expenditure Estimates by Operational Unit, Programmes and Projects

Table 4.20: Programs and Policies of Bangladesh tourism Board

Name of the Operational Unit/ Programme/Project	Related Activity	Actual 2010-11	Budget 2011-12	Revised 2011-12	Medium Term Targets					
					2012-13	2013-14	2014-15	2015-16	2016-17	
Approved Projects										
Development of Tourism Facilities in Different Places Of Bangladesh	1	11,00,00	5,00,00	2,50,00	8,67,00	4,39,19	4,74,33	5,12,25	5,53,26	
Development of Tourism Facilities at Chapainabaganj, Kishoreganj, Rajshahi and Rangpur (01/07/2010-30/06/2013)	1	8,00,00	12,00,00	9,21,00	4,25,00	2,15,31	2,32,50	2,51,11	2,71,19	

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Construction of a New Parjatan Motel at Motel Shaikat Compound in Chittagong and Horizontal Extension of Hotel Shaibal at Cox's Bazar.	1								
		4,00	6,47,00	6,47,00	37,45,00	18,96,98	20,48,74	22,12,63	23,89,61
Total -Approved Projects:		19,04,00	23,47,00	18,18,00	50,37,00	25,51,48	27,55,57	29,75,99	32,14,06
Total -Development:		19,04,00	23,47,00	18,18,00	50,37,00	25,51,48	27,55,57	29,75,99	32,14,06
Total (Non-Development+Development):		19,04,00	23,47,00	18,18,00	50,37,00	25,51,48	27,55,57	29,75,99	32,14,06

(Taka in Thousand)

4.7.4. Bangladesh Tourism Board

Amid strong demand from the private sectors and the tourism professionals, the present government, as one of the pre-election pledges to the nation established Bangladesh Tourism Board as the National Tourism Organization of the country. The organization has been established as the Statutory Body by dint of Bangladesh Tourism Board Act-2010 passed in the parliament which was in force from July 18, 2010.

It was felt imperative to have a National Tourism Organization (NTO) in the country over the years which will steward all promotional and development activities for tourism industry. But for a full-fledged NTO, the responsibility was not properly aligned and identified. Even though Bangladesh Parjatan Corporation was established in 1973, it could not play the role of an NTO as this organization was given the dual responsibility to pioneer and run tourism business installations and services as well as promotional activities since its inception. Currently the organization is running its activities with the revenue it can generate running its hotels, motels and duty free operations.

From early 80's a comprehensive change happened in the public management of tourism industry. The governments started to release their control and regulation on tourism and encouraged private sector to come in policy planning, development and promotion of tourism. The Government regulatory Authority of Tourism transformed into promotional agency having considerable participation of the private sectors. This change in the management framework of tourism spurred the inward investment to destination development and management.

The NTO on the basis of public and private partnership has become the best practice of tourism management by the government. Even Nepal, having public-private partnership NTO, has been successful in development and promotion of tourism industry. United Nation World Tourism Organization (UNWTO) strongly recommends the public-private partnership in tourism management.

4.7.4.1. Governing Body of Bangladesh Tourism Board

Bangladesh Tourism Board is a public private partnership NTO. It has a governing body of 17 members, of them five from different industry organizations such as TOAB, TDAB, ATAB, Academician and researchers and women representatives. Ten members from their respective ministries. The Secretary of the Ministry of Civil Aviation and Tourism is the Chairman of the Governing body. The Chief Executive Officer is the Member-Secretary and the Administrative Chief to implement the decisions of the Governing Body and anything ancillaries to tourism.

The governing body consists of the following officials:

- Secretary, Ministry of Civil Aviation
- A Representative from the Finance Division, Ministry of Finance, Joint Secretary or equivalent
- A Representative from the Local Government, Joint Secretary or equivalent
- A Representative from the Ministry of Law, Justice and Parliamentary Affairs, Joint Secretary or equivalent
- A Representative from the Ministry of Cultural Affairs, Joint Secretary or equivalent
- A Representative from the Ministry of Chittagong Hill Tracts Affairs, Joint Secretary or equivalent
- A Representative from the Ministry of Home Affairs, Joint Secretary or equivalent
- A Representative from the Ministry of Environment and Forest, Joint Secretary or equivalent
- A Representative from the Ministry of Foreign Affairs, Joint Secretary or equivalent
- A Representative from Ministry of Land, Joint Secretary or equivalent
- Chairman, Bangladesh Parjatan Corporation
- A Representative from Travel Agency Association or equivalent organization
- A Representative from Tour Operator Association or equivalent organization
- A Representative from Hotel, Resort, Restaurant Association or equivalent organization
- An Academician or Researcher as Representative with experience regarding tourism
- A Woman Representative with experience regarding tourism

4.7.4.2. Functions and responsibility of Bangladesh Tourism Board

Bangladesh Tourism Board Guidelines:

- To construct various rules under the law where the main objective is to fill in the gap of existing tourism rules and let regulations proceed.
- To develop Tourism Industries through various planning related activities and side by side give advice as well as directions.
- To create general awareness regarding tourism protection, development and exploration.
- To execute responsible tourism through creation of some helping hand on behalf of government like as personal sector, local people, local admin, NGO, women federation, media.

- To create better communication channel for the International Tourists Organizations in Bangladesh with both government and private tourism related organizations.
- To create a strong and safe foothold for the Bangladeshi Tourist by coordinating with respective government organizations.
- To create a tourism friendly environment in Bangladesh and to market its tourism potential in both domestic and foreign nations.
- To develop human resource for tourism sector by creating training facilities and to provide them with the right directions.
- To attract tourists by maintaining quality and relevant material which in turn can provide smooth tourism service and ensuring necessary actions that need to be taken for maintenance.
- To ensure the participation of physically challenged people.
- To protect women rights and ensure their participation in the tourism sector.
- To research on tourism industry, to survey international markets and to analyze the data.
- To support the small tourism based industries and to provide them the right direction.
- To organize tourism related fairs and to encourage tourism through various promotional techniques.
- To create a database regarding tourism prospects.
- To comply with whichever duty imposed by the Government.

4.7.4.3. Recent Achievements

Two TV commercials of international standard were prepared and circulated throughout the world on the occasion of ICC World Cricket Cup in the financial year 2010-11. Information centres were set up at different stadium venues for distribution of publicity materials and providing service to the foreign tourist who came to Bangladesh on the occasion of the ICC World Cup. A tourist help line (13801) had been introduced. Publicity bill boards were set up at different airports and important places, BTV logo pasted at pitch mat, souvenir published and brochure distributed. Folk festivals were organized at Hotel Sonargeon in honour of foreign guests. A pre campaign workshop with people from different professional groups connected with tourism was arranged for implementation of the “Visit Bangladesh Campaign” in June 2011. World tourism day-2011 was observed and Asian Tourism Fair arranged.

4.7.4.4. Activities, Output Indicators and Targets

Table 4.21: Activities, output indicator and targets of Bangladesh tourism Board

Activities	Output Indicator	Related Strategic	Unit of Measure	2010-11		2011-12		Medium Term Targets				
				Revised Target	Actual	Target	Revised Target	2012-13	2013-14	2014-15	2015-16	2016-17
1. Development of tourism related product	Product development	3	number	-	-	-	-	20	30	50	-	-
2. Produce documentary films and advertisements, arrange tourism attractive events and give wide publicity in foreign electronic & print media	Documentary films produced	3	number	1	1	2	5	5	5	5	5	5
	TV commercial prepared	3	number	1	1	5	10	10	10	10	10	10
	Tourism related Events arranged	3	number	1	1	10	20	25	25	25	25	25

4.7.4.5. Medium Term Expenditure Estimates by Operational Unit, Programmes and Projects

(Taka in Thousand)

Table 4.22: Medium Term Expenditure Estimates by Operational Unit, Programmes and Projects of Bangladesh tourism Board

Name of the Operational Unit/ Programme/Project	Related Activity	Actual 2010-11	Budget 2011-12	Revised 2011-12	Medium Term Targets				
					2012-13	2013-14	2014-15	2015-16	2016-17
Operational Unit									
Bangladesh Tourism Board	1-2	1,00,00	66,52,00	66,52,00	7,76,70	3,93,43	4,24,90	4,58,88	4,95,60
Total Non-Development		1,00,00	66,52,00	66,52,00	7,76,70	3,93,43	4,24,90	4,58,88	4,95,60
Total (Non-Development+Development) :		1,00,00	66,52,00	66,52,00	7,76,70	3,93,43	4,24,90	4,58,88	4,95,60

Chapter-5 Physical setting of the study area

5.1 Introduction

To conduct any research it is significant to know the physical setting of the study area because physical setting of the study area tells the researcher how to conduct the research. It helps the researcher to determine the research methodology. Since the major part of this research is based on four tourist spots namely, Cox's Bazar, St. Martin, Sundaban and Kuakata, so the researcher feels urgency to give a precise description about the study area.

5.2 Cox's Bazar

Cox's Bazar Municipality is located just beside the Bay of Bengal which is situated in the south east corner of the town. The range of hills runs parallel to the beach for about 96 km. During low tide people can drive jeeps along the beach for a long distance where they can enjoy views of both the sea and the hills in parallel. The sea is safe for bathing, swimming and surfing as it is free from sharks and other dangerous species. The exquisite pagodas and Buddhist temples in and around the town are also tourist attractions. Tourists can visit other beautiful beaches like Himchari, Inani, Teknaf, Moseskhali, Sant Martin and Sonadia islands. It is worth mentioning that tourists can also enjoy exotic food including delicious sea-fish and world famous shrimps.

5.2.1 Transportation of the study area Cox's Bazar

Cox's Bazar can easily be accessed by both air and road although the later is preferred by most tourists. A three km. long Kalatoli road passes through the municipality and ends up at the beach. As per the municipality officials the area has a total of 47 roads out of which the three major ones: the main road; the new circuit road; and the motel road were constructed and maintained by the roads and highways department of the government. The other 44 roads are under the maintenance of the municipality. On an average 500 passenger buses and 200 cars and minibuses enter the town everyday. Until 1950 there was no rickshaw (local three-wheeled manually driven vehicle) commuting into the area and in the first part of 1951 only two rickshaws were seen moving in the area (Ahmed, 2005). At present more than 5000 rickshaws commute providing cheap, convenient and environmentally friendly means of transport.

5.2.2 Weather and Climate of the study area Cox's Bazar

These are not simply sight-seeing excursions, but real-time learning experiences. Enjoy an ideal blend of adventure and exploration with comfort and relaxation. Here you find that you are not alone. With us, any place in Bangladesh is a home away from home. The climate is subtropical with temperatures ranging from a day time low of 12°C in the cold season to a maximum 38°C in the summer with an average annual rainfall of 78.8 inches. **The country has six seasons.** They are Winter, Spring, Summer, Rainy, Autumn and Late Autumn. Winter is a pleasant season when average maximum and minimum temperatures are 26.5°C and 13.5°C respectively. But the best season for the tourists is from October -March. However, the rainy season has got its own charm for the tourists. The weather and climate of the study area Cox's Bazar are given below-

Table 5.2.2.1: Weather forecast of Cox’s Bazar

Normal Maximum Temperature (°C)												
Station name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Cox's Bazar	26.7	28.5	30.9	32.1	32.3	30.7	30.0	30.2	31.6	31.6	30.0	27.5
Normal Minimum Temperature (°C)												
Cox's Bazar	15.0	17.0	20.7	23.9	25.1	25.2	25.1	25.0	25.0	24.3	21.1	16.5
Average Normal Rainfall in mm												
Cox's Bazar	4.1	17.0	34.7	121.8	286.8	801.9	924.6	667.1	330.1	213.6	109.4	13.0

Source-<http://www.bmd.gov.bd>

5.3 St.martin’s Island

This small coral island about 10km (6mi) south-west of the southern tip of the mainland is a tropical cliché, with beaches fringed with coconut palms and bountiful marine life. There's nothing more strenuous to do here than soak up the rays, but it's a clean and peaceful place without even a mosquito to disrupt your serenity. It's possible to walk around the island in a day because it measures only 8 sq km (3 sq mi), shrinking to about 5 sq km (2 sq mi) during high tide. Most of island's 5500 inhabitants live primarily from fishing, and between October and April fishermen from neighboring areas bring their catch to the island's temporary wholesale market. 3 ships leave Teknaf for St Martin every day and takes around 3 hours.

5.3.1 Transportation of the study area St.martin’s Island

Getting to St. Martin's is a three-step program. First you'll need to fly or bus it down to Cox's Bazar, and then catch a bus or car to Teknaf, which is right on the very tip of Bangladesh, sandwich up against Myanmar. From Teknaf ships run daily to St. Martin Island . The total distance from Dhaka to the island is 510km (316ml)

5.3.2 Weather and Climate of the study area St.martin’s Island

Since there is no weather station at St. Martin, so nearest weather station has been considered to forecast the weather condition of St. Martin.The Weather and Climate of the study area St.martin’s Island are given below-

Table 5.3.2.1: Weather forecast of St. Martin

Normal Maximum Temperature (°C)												
Station name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Teknaf	27.2	28.8	30.8	31.9	32.1	30.3	29.8	30.0	31.4	31.4	30.2	28.1
Normal Minimum Temperature (°C)												
Teknaf	15.1	17.1	20.6	23.9	25.2	25.2	25.0	24.9	24.9	24.0	21.1	17.0
Average Normal Rainfall in mm												
Teknaf	1.9	16.5	15.3	73.0	259.9	968.1	1029.7	898.9	402.1	207.4	75.7	5.9

Source-<http://www.bmd.gov.bd>

5.4 Sundarban

One of the most attractive place in the world. Located at about 320km. West of Dhaka. Here in the south, spread over an area of about 6000 sq. km. of delta swamps along the coastal belt of Khulna is the biggest mangrove forest, Sundarbans (beautiful forest) – the home of the Royal Bengal Tiger. These dense mangrove forests are criss-crossed by a network of rivers and creeks. One find here tides flowing in two directions in the same creek and often tigers swimming across a river or huge crocodiles basking in the sun. Other wildlife in this region is cheetahs, spotted deer, monkeys, pythons, wild bears and hyenas. There are rest houses for the visitors to stay and enjoy the unspoiled nature with all its charm and majesty. Spending some times inside the forest can be a rare treat for the lovers of nature. BPC offers package tours to Sundarbans.

5.4.1 Transportation of the study area Sundarban

The forest is accessible by river from Khulna and Mongla. Only means of transportation inside the forest is boat. There is no road, no trail of a path anywhere. The wood-cutters make temporary dwellings at the edge of the forest at a height of 8-10 feet for fear of wild animals others live on boats. In the chandpai region it is fascinating to see the nomadic fishermen (living with families on boats) catching fish with the help of trained offers. Exciting activities take place in Dublar Char in the forest where fishermen from Chittagong gather for four months (mid Oct. to mid Feb.) to catch and dry fish. But the most daring and exciting of all activities is presented by the honey-collectors who work in groups for just two months (April-May) and it is interesting to see how they locate a hive and then collect honey.

5.4.2 Weather and Climate of the study area Sundarban

Climate in the Sundarban is moderate. Air is humid. Full monsoon is from June to September. The annual rainfall average between 65" and 70". During ebb-tide the forest becomes bare by 6-7 feet and at high tide (30 miles and hour) the entire territory of the forest floats on water. Journey time: It varies depending on tides against or in favor in the river. Usually it takes 6 to 10 hours journey by motor vessel from Mongla to Hiron Point or Katka.

Best time to visit the Sundarban is from November to March. Exciting honey collection season is during April-May. Hunting is prohibited by law in the country for the preservation of wildlife. Certain species of birds, however, can be shot with prior permission of the Divisional Forest Officer, Khulna .

Table-5.4.2.1 Weather forecast of Shundarban

Normal Maximum Temperature (°C)												
Station name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Khulna	25.6	28.5	33.1	34.6	34.3	32.9	31.8	31.8	32.0	32.0	29.9	26.5
Normal Minimum Temperature (°C)												
Khulna	12.4	15.4	20.5	23.9	25.2	26.1	26.0	26.2	25.8	24.1	19.6	13.9
Average Normal Rainfall in mm												
Khulna	13.3	44.4	52.1	87.5	200.0	335.6	329.8	323.5	254.7	129.8	32.1	6.6

Source-<http://www.bmd.gov.bd>

5.4.3 Authorities and the Safety Factors of the study area Sundarban

Prior permission must be obtained through written application from the Divisional Forest Office, Circuit House Road , Khulna (Phone 880-41-20665, 41-211731) to visit the Sundarban. Required entrance fees for visitors, vessel or boat payable at the relevant forest station/range office. Cholera vaccine is to be taken well in advance. Anti-malarial, insect repellent cream, drinking water, green coconuts, medical kit, light tropical dress, thick rubber soled boots etc. are to be carried with the tourist. It will be wise to take the help of an experienced guide to make the journey fruitful.

5.5 Kukata

Kukata is situated 390 Km away from Dhaka city, a 30km length and 6 km breadth beach named kuakata is one of the rarest place. It is another beautiful sea beach and tourist attraction sight in Bangladesh .Kuakata has the unique beauty. It is one of the most beautiful natural romantic sea-beach in the world from where one can see both sunrise and sunset from the same spot. At Kuakata, locally known as Sagar Kannya (Girl of Sea) you will find an excellent combination of natural beauty, sandy beach, blue sky and evergreen forest. The coconut trees of the seashore create unforgettable scenery! Here tourists can enjoy the unique lifestyle of the tribal people known as the Rakhaines. They are friendly and well known for their hospitality. Tourists can also visit a vast Buddhist statue in Misry Para near Kuakata. Here you will find the statue of Gautam Buddha and two wells of 200 years old at the Buddhist temple. Adventurous people go for fishing on the fishing boat with the local fisherman, even you may try once.

5.5.1 Transportation of the study area Kukata

Kuakata has road communication with Dhaka, but the journey may be long and a bit stressful. A much easier way is to go to Barisal by air and from there travel by road or water to Patuakhali or Kuakata. BRTC runs a direct bus service from Dhaka to Kuakata via Barisal. Besides, Bangladesh Parjatan Corporation may organize guided package tours from Dhaka to Kuakata on demand. You can go to Patuakhali by bus or Khepupara by vessel from Dhaka and then you will get bus services to go to Kuakata. Some hotels and motels are available to receive you.

5.5.2 Weather and Climate of the study area Kuakata

The climate of Kuakata suites all kind of tourists. Tourist can visit its beaches anytime and tourist will not feel that cold instead it accommodates every activities that are associated with the water-sport. The average daily temperature in March-April is 32 degrees Celsius. Since there is no weather station at kuakata, so nearest weather station has been considered to forecast the weather condition of kuakata.

Table-5.5.2.1 Weather forecast of Kuakata

Normal Maximum Temperature (°C)												
Station name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Khepupara	25.8	28.3	31.6	32.6	32.5	31.3	30.5	30.6	31.2	31.2	29.4	26.8
Normal Minimum Temperature (°C)												
Khepupara	13.9	16.9	21.7	24.7	25.7	26.2	25.7	25.8	25.6	24.4	20.3	15.4
Average Normal Rainfall in mm												
Khepupara	6.1	24.9	50.9	132.4	258.5	510.0	650.1	479.9	357.7	228.1	58.3	7.2

Source-<http://www.bmd.gov.b>

5.6 Conclusion

The study area was selected for investigation of the research hypotheses regarding the various tourism products and service in the context of development of tourism industry in Bangladesh.

The chapter has attempted to make the other people or tourism stakeholders to see the importance of developing the products and services in the study area by looking at the things that this study area provides. Furthermore, the policies and practices should be drafted in on order to develop this fastest growing tourism industry and to protect its rich resources and the notion of the 'goose that lay the golden egg' because without this goose this industry cannot grow.

Chapter-6 Diagnostic Analysis of Contemporary Macro Environment Trends in Bangladesh: Illusions for Tourism Entrepreneurs

6.1 Introduction

The marketing environment is made up of a micro-environment and a macro- environment. The micro-environment is comprised of forces close to the enterprise which affects its ability to function. These elements include the suppliers, customers, competitors and the public. The macro environment, on the other hand, represents the larger and more uncontrollable societal factors that affect the entire micro environment. These are comprised of the demographic, economic, natural, technological, political and cultural forces. This paper attempts to determine how the relevant macro environment forces have evolved over the years in Bangladesh and to examine the implications of such changes for tourism entrepreneurs, not only for those who are based in Bangladesh but also for those who are interested in attracting out-bound tourists from Bangladesh.

Table 6.1: Expenses from overseas trips made by Bangladeshi (Period-2008, 2009)

(Million in Taka)

Travel	2008	2009	Changes
Business	1748	1570	-178
Personal	9517	12312	2795
Total	11265	13882	2617

Source: Annual Balance of payments, Bangladesh Bank

From the table it should be noted that Bangladeshi expends 11265 million taka in 2008 and 13882 million taka in 2009 for overseas business and personal trips. This represents an increasing trend in expense compared to that of 2008. Now it is evident that a great proportion of Bangladeshi went abroad for the purpose of tourism, shopping, business, recreation and associated leisure activities. Given this surge to participate in tourism related activities by the local population, it is imperative to examine the changing marketing and environmental trends contributing to these activities with particular reference to demographic, socioeconomic as well as psychographic i.e., values and lifestyle changes in Bangladesh.

6.2 Restatement the objectives of the study

The objective is to carryout a study to evaluate the contemporary macro environmental trends of Bangladesh for tourism entrepreneur so as to recommend measures to make its market more attractive, more encompassing and promising one. The task entailed not only an assessment of Bangladesh's specific conditions, but also positioning Bangladesh within the broader entrepreneurs' context and the major trends and perspectives affecting the tourism industry.

6.3 Findings of the study

The macro environmental impact on tourism is a key component of the study. Bangladesh tourism industry is faced with challenges arising from new competitors and from rapidly changing trends of macro environmental and global tourism industry. The findings of this study suggest that Bangladesh could position itself to face these challenges successfully and generate major economic benefits for its economy through coherent demand and supply-side entrepreneurial policies and fulfilling tourist expectations. The findings of the study are given below-

6.3.1 Changing demographic trends

The population of Bangladesh grew from 90.4 million in 1981 to 112.2 million in 1991 and 131.1 million in 2001. The latest figure reported by the department of statistics 2011 was 1423000 million. According to the SURS 2007 natural growth rate of population during 2007 was 1.48%. It was higher than the annual population growth rate obtained from the population census 2001 which is 1.40%. Trends and levels of natural population growth can be seen in Table- 6.2.

Table 6.2: Trends and levels of natural population growth c (Period: 1981- 2007)

Year	Mid-year population (in million)	Natural Growth (Birth-Death) (in million)	Natural Growth Rate (%)
1981	90.4	2.06	2.28
1985	98.4	2.21	2.25
1991	112.2	2.45	2.18
1995	120.2	2.22	1.85
2001	131.1	1.80	1.40
2005	138.6	2.07	1.49
2006	140.6	2.11	1.49
2007	142.6	2.00	1.48

Source: Population census 2005, Bureau of Statistics, Bangladesh

It is evident from the table that natural growth rate of population has been decreasing but very slowly starting from 2.28% in 1981 to 1.48% in 2007. This slow rate of growth is contributed to an aging population, which is evident by the increasing median age of population. 25-29 years of population computed in 1981 was 7.2% which increased to 7.9% in 1991 and in 2001 was 7.7%. This trend clearly indicates an aging population which might require different tourism and recreational products and services.

6.3.2 Changing in age structure

Table-3 shows the percentage distribution of the resident population by age groups from the year 1991 to 2007.

Table-6.3: Trends and levels of natural population growth (Period: 1991- 2007)

Age	Male							Female						
	1991	1995	2001	2004	2005	2006	2007	1991	1995	2001	2004	2005	2006	2007
00-04	14.4	13.0	13.1	11.9	11.2	10.9	11.1	14.9	12.0	12.9	11.5	11.2	10.9	10.8
00-09	31.2	27.0	26.9	25.3	24.6	24.0	23.3	31.9	26.8	26.2	25.9	24.4	23.8	22.7
00-14	45.3	41.3	40.1	38.2	38.1	37.2	35.6	44.8	39.6	38.6	37.5	37.0	36.1	34.3
15-49	44.0	47.2	48.1	49.4	49.5	50.3	50.9	45.8	48.8	51.0	51.6	51.4	52.3	53.1
50+	10.7	11.5	11.8	12.7	12.5	13.2	13.5	9.4	11.6	10.4	10.9	11.9	11.9	12.6
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Source: Population census 2005, Bureau of Statistics, Bangladesh

It is evident from the table that at the age groups 0-04, 0-09 and 0-14 both male and female population decreased with some fluctuations. But the age group 15-49 irrespective of sex increased slightly during 1991-2006 in terms of numbers and percentages. For the age group 50+ populations also increased in terms of numbers and percentages. So it is noteworthy for those involved in the tourism industry that this population structure necessitates a segmented approach in meeting the travel and leisure needs of the individuals belonging to each group.

6.3.3 More remaining singles

In 2005, about 59.23 percent of the adult populations were reported as being married, as compared to 36.55 percent who were single; the rest were either widowed or divorced. However, if analyzed by the age group, the trend to remain single is most noticeable among the people aged between 15 to 34. Again, marketers of tourism products and services must think of an effective way to reach the different segments of this market as their needs differ from those with families.

6.3.4 Decrease in household size

During the last decade, the socio-economic change witnessed in Bangladesh was quite evident from the table below. The modal household size class was 5 persons in 1981 and 1991, which shifted to 4 persons in census 2001 and SVRS-2007.

Table-6.4: Trends of household size

Year	No of person										
	1	2	3	4	5	6	7	8	9	10+	All
1981	3.2	7.6	12.0	14.3	15.0	13.7	11.1	8.0	5.3	9.8	100.0
1991	2.5	7.4	12.7	16.6	17.0	14.4	10.6	7.1	4.4	7.2	100.0
2001	2.8	8.9	16.1	21.0	18.7	13.2	8.2	4.7	2.7	3.8	100.0
2002	2.6	8.6	16.8	22.9	19.5	12.9	9.0	3.2	1.8	2.7	100.0
2003	2.7	8.0	16.0	22.7	19.7	13.2	9.0	3.7	2.0	3.1	100.0
2004	3.0	7.9	16.0	22.8	19.6	13.0	8.1	4.0	2.6	3.1	100.0
2005	2.8	8.0	16.2	23.4	19.6	12.8	7.6	4.0	2.3	2.9	100.0
2006	3.0	8.0	16.4	23.7	19.5	12.7	7.3	4.0	2.4	3.0	100.0
2007	2.9	8.1	16.6	23.9	19.5	12.6	7.3	3.9	2.3	2.9	100.0

Source: Report on Sample Vital Registration System 2005-2006, Bureau of Statistics, Bangladesh

It is also observed in the table that percentage of 10+ persons, 9 persons, 8 persons, 7 persons, 6 persons households decreased continuously during 1981 to 2007. On the other hand the percentage of 5 persons, 4 persons, 3 persons and 2 persons household size classes increased steadily during the same period. The biggest change is found among households with three to four persons. This implies that household income will be divided among fewer members, with a subsequent rise in consumption.

6.4 Changing Economic and Social Status

The changing economic and social statuses of Bangladesh are given by the following headings.

6.4.1 Growth in household income

Table-5 provides monthly income per household, number of earner per household, monthly income per member and monthly income per earner etc.

Table-6.5: Distribution of monthly income among household member

Survey Year	Number of member per household	Number of member per household	Monthly household income per household	Monthly income per member	Monthly income per earner
2005	4.85	1.40	7203	1485	5145
2000	5.18	1.45	5842	1128	4029
1995-96	5.26	1.48	4366	830	2950
1991-92	5.35	1.38	3341	625	2421

Source: Report of the Household Income and Expenditure Survey-2005, Bureau of Statistics, Bangladesh

Average monthly income per household at current price was estimated at Tk. 7203 at the national level in 2005. This was Tk.5842, 4366 and 3341 in 2000, 1995-96 and 1991-92 respectively. In 2005 the monthly household income increased by 23.30% with respect to the similar income in 2000 and by 115.59% with respect to 1991-92. Thus signaling a greater proportion of the population with a higher level of disposable income.

6.4.2 Increase size of labor size

The total population as well as the economically active population as obtained from 1974, 1981, 1991, and 2001 censuses is shown in table 6.

Table- 6.6: Numerical distribution of population by economically active category

Category	1974			1981			1991			2001		
	Both sex	Male	Female	Both sex	Male	Female	Both sex	Male	Female	Both sex	Male	Female
Total population	71.5	37.1	34.4	87.1	44.9	42.2	106.3	54.7	51.6	124.4	64.1	60.3
Economically active	20.5	19.7	0.9	23.6	22.4	1.2	30.7	28.4	2.3	35.9	31.4	4.5

Source: Report on Labor force Survey 2005-2006, Bureau of Statistics, Bangladesh

It is noticed from the table that during the period 1974-2001 while the total population has increased by around 74 percent, the total employed person has increased by 71 percent. This is indicative of more people gaining economic power and economically solvent people can enjoy their leisure period. So marketers of tourism products and services must think of an effective way to reach this level of people to make their leisure period enjoyable.

6.4.3 Rising economic status of women

The economic power of women has also been rising steadily during the twenty four year period under observation. The participation rate of female in the labor force increased from 0.9 million in 1974 to only 1.2 million in 1981, while it was 83.3% in 1991 and 95.4% in 2001.

Table- 6.7: Numerical distribution of population by economically active category sex

Category	1974			1981			1991			2001		
	Both sex	Male	Female	Both sex	Male	Female	Both sex	Male	Female	Both sex	Male	Female
Total population	71.5	37.1	34.4	87.1	44.9	42.2	106.3	54.7	51.6	124.4	64.1	60.3
Economically active	20.5	19.7	0.9	23.6	22.4	1.2	30.7	28.4	2.3	35.9	31.4	4.5

Source: Report on Labor force Survey 2005-2006, Bureau of Statistics, Bangladesh

This also shows a significant increasing trend and the level of income during the period experienced a big improvement also, which should allow them to afford more of the finer things in life. This represents a good opportunity for tourism marketers who now need to examine the travel potential for this segment of the market.

6.4.4 Higher educational attainment

Advancement in education among the female population of Bangladesh has been quite impressive during this period also. The higher educational attainment of the population will dictate different needs and wants for tourism product/ services. For example, they may prefer more culturally and historically oriented tours instead of choosing shopping or sight seeing.

Table-6.8: Percentage Distribution of persons completed different educational levels,2001

Category	Total	Class (i-iv)	Class (v-ix)	SSC and HSC	Degree and Above
Both sex	100	35.63	48.19	13.32	2.66
Male	100	34.15	46.06	15.72	4.07
Female	100	37.45	50.79	10.39	1.37

Source: Population census 2005, Bureau of Statistics, , Bangladesh

6.5 Changing Psychographic Trends

In the previous sections, many changes were observed in the demographic structure of the population as well as the socio-economic levels. These changes should have a tremendous effect on the relative demand for tourism products and services. Nonetheless, it is equally imperative to examine changes occurring among the population in respect to their psychographic make-up. As defined by Schiffman and Kanuk (1983)²⁰⁰. “demographics consist of objective and somewhat easily measured characteristics of a population, such as age, income, education, sex, and marital status. Psychographics, on the other hand, trends to include relatively intangible variables, such as motives, interests, attitudes, and values.” According to Engle and Blackwell (1982)²⁰¹., Psychographics is an “operational measure of life style”. In their words, psychographics has come to mean about the same as AIO (Activity, Interest, and Opinion) measures.

Psychographics has been successful in segmenting the market. Although no specific psychographic studies is found on the travel behavior of Bangladesh, an attempt is made here to examine the changing psychographic in Bangladesh. More specifically, the change in the values and life styles of the population will be examined. The information will be based primarily on newspaper reports and other related studies published by researchers in various academic and business journals.

6.5.1 Family orientation

The government of Bangladesh stresses the importance of maintaining the cohesiveness of the family. For instance, government takes various initiatives to encourage family members to get out and enjoy themselves as a family unit. This emphasis of government on family togetherness offers additional marketing opportunities for tourism marketers. For instance, tours for families could be organized to meet the needs of this segment of the market by providing opportunities for the families to share their activities through pre-arranged packages. Such family tours could also be offered at a reduced price to encourage greater participation.

²⁰⁰ . Schiffman, L.G. and Kanuk, L. (1983), Consumer Behavior, Prentice Hall, New Jersey.

²⁰¹ . Engle, J.F. and Blackwell R.D. (1982 Consumer Behavior, The Dryden Press, New York.

6.5.2 Religious inclination

Table -6.9 shows the percentage distribution of population by religious communities. This indicates that there is a possibility of promoting tours for those who are religiously inclined to pilgrimages.

Table-6.9: Percentage distribution of population by religious communities

Census Year	Total	Muslim	Hindu	Buddhist	Christian	Others
1974	100	85.4	13.5	0.6	0.3	0.2
1981	100	86.7	12.1	0.6	0.3	0.3
1991	100	88.8	10.5	0.6	0.3	0.3
2001	100	89.6	9.3	0.6	0.3	0.2

Source: Population census 2005, Bureau of Statistics, Bangladesh

6.5.3 Prioritization of education

People, now a days, pay a great deal of importance on education. Government as well provides free education for all up to the Higher Secondary Education. Because, advancement in education is important to one's future. From the tourism entrepreneurs' point of view tours providing educational value would be greatly appreciated. It is , therefore, not surprising that educational tours to other countries will be well received.

6.5.4 Growing interest in outdoor adventure

People living in different busy cities like Dhaka live a stressful life. There are few opportunities available for outdoor activities, other than visiting the parks. As such, there is growing appetite for soft adventure, outdoor life. Tourism entrepreneur can take these advantages to meet the demand of urban people for outdoor activities.

6.6 Conclusion

The last few decades of economic development has transformed Bangladesh into a more affluent country. The people enjoy a higher standard of living, are better educated and are able to afford more recreational and leisure activities. On the other hand, certain demographic and psychographic changes are also taking place which have great implications for tourism marketers. For instances, the aging population demands a more segmented approach in providing tourism related services to meet the needs of the population.

Chapter-7 An empirical study on exploration of tourist spots in Bangladesh

7.1 Introduction

The various types of tourism destinations provide an amalgam of tourism products and services. The components of tourism products and services are essential for tourism development and marketing, and are commonly referred to as tourism attractions and resources. Leiper (1995) said that destinations are places where people travel to and where they stay for awhile in order to have certain travel experiences, depending on the destinations' attractions. Hu and Ritchie (1993) also stated that a "tourism destination reflects the feelings, beliefs, and opinions that an individual has about a destinations' perceived ability to provide satisfaction in relation to his or her special vacation needs(p.25)."

Thus, in general, these destination attractions/resources 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; Formaica, 2000). A recent study by Buhalis (2000) lists six major components of tourism attractions and resources (p.98) that most of the tourism literature commonly includes in assessing and evaluating the elements of tourism destinations.

These components are as follows:

- Attractions -natural, man-made, artificial, purpose-built, heritage, special events.
- Accessibility – entire transportation system comprised of routes, terminals and vehicle.
- Amenities – accommodations, catering facilities, retailing, other tourist services
- Available packages – prearranged packages by intermediaries and principals
- Activities – all activities available at the destination and what consumers will do during their visit
- Ancillary services – services used by tourists such as banks, telecommunications, newsagents, hospitals.

Many researchers have attempted to evaluate and classify destination attractions/resources as tourism products (Ferrario, 1976; Gunn, 1988; Hu & Ritchie, 1993; MacCannell, 1976; Murphy, 1985; Murphy, Pritchard, & Smith, 2000; Smith, 1994; Yoon, Formica, & Uysal, 2001). Particularly, Ritchie and Crouch (1993, 2000) and Mihalič (2000) suggested that destination attractions/resources should be acknowledged as important sources of comparative and competitive advantage factors in destination competitiveness. These are the essential components of the competitiveness of a tourism destination and are critical attributes for sustaining tourism destinations (Crouch & Ritchie, 1999; Hassan, 2000).

The destination attractions/resources such as natural/cultural components, heritage/historical resources, supporting facilities/services, infrastructure, hospitalities, sports/recreation activities, transportation/accessibility, and cost, should be considered as not only basic to understanding tourism planning, but also essential for successful tourism development (Gunn, 1994; Pearce, 1997). Furthermore, maintaining and developing the quality of these tourism resources is important to the competitiveness of most types of tourism destinations (Inkeep, 1991; Go & Govers, 2000).

Many tourism destinations contain natural or man-made advantages to attract visitors. In the long-term sustainability and success of tourism destinations, such tourism attractions should be identified and evaluated. Especially, each destination and tourist region could have a different advantage in its destination attractions. The assessment of destination attractions is needed to create a more competitive and quality environment in tourism planning and development.

7.2 Findings of the Study

In this section the researcher presents some important touristic places and spots of Bangladesh which could be turned to most potential tourist's product if necessary plans are formulated to build up the touristic infrastructural facilities like accessibility, accommodation, security, tourist guide, catering, communication, entertainment and recreations etc.

7.2.1 Tourist spots by Type

A tourist spot is a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. The tourist's spots of Bangladesh based on type are given below-

Table 7.1: Tourist spot by type

Name of Division spot	Type of tourist							Grand Total
	Dhaka	Chittagong	Khulna	Barisal	Rajshai	Rangpur	Sylhet	
Beach/ Sea Beach		10	1	2				13
Historical Place	56	18	31	8	13	18	6	150
Monuments	5		7	1			10	23
Historical Building/Jamidar Bari/Rajbari/Lode/Place	66	16	19	20	17	21	10	169
Museums/Zoo	18	7	5	2	9	5	5	51
Forest / Garden/ Park/ Eco-park/Reserve Forest	16	5	2	6		2	14	45
Mosque/Toms/Churches/Temples/Tomb/Mondir/Moth	76	41	61	13	36	31	8	266
Shrine/ Majar/ Dorga	33	7	11	1	7	2	11	72
Hawor/Bill/Chor	7	1	5	6	5	5	5	34
Digi/Lake/Pukur	29	22	3	3	4	16	5	82
Setu/Bridge	3	3	1		5	2	1	15

Hill/Tunnel/Ghua		17					2	19
Island		6		2				8
Waterfall	1	12					5	18
Bihar/ Boddo Vhumi	4	6			9			19
Aasrom	6	4	1	1	1			13
Picnic spot/Resort/Amusement park	28	7	6		2	5	2	50
Archeological Site	103	44	61	17	120	34	11	390
Architecture	11	1			1			13
Others	33	18	3	7	8	8	6	83
Grand Total	500	245	217	89	238	149	101	1539

7.2.3 Tourist spot by division

Bangladesh has a variety of attractions for visitor, tourist and holidaymakers. Bangladesh offers ample opportunities to tourists for angling, rowing, jungle trekking, sun and sea bathing and above all to be in and amidst the pristine nature. Each division is richest with several tourist spots. The division wise tourist spots are given below-

7.2.3.1 Barisal Division

Barisal division is in the south west part of Bangladesh, has an area of 13297 sq. km and a population of 8.11 million. There are 6 districts and 22 municipalities under Barisal. It is a revering area. Barishal is a Division of rivers and canals. It is also famous for gardens of coconut trees. The popular tourist spots of this division are showing below-

Table 7.2: Barisal division tourist spot

Barisal division							
Type of tourist spot	Barguna	Barisal	Jalokhati	Patuakhali	Pirojpur	Vhola	Grand Total
Beach/ Sea Beach	1			1			2
Historical Place	1		5	1	1		8
Monuments						1	1
Historical Building/Jamidar Bari/Rajbari/Lode/Place		5	12	1	2		20
Museums/Zoo		2					2
Forest / Garden/ Park/ Eco-park/Reserve Forest	1			2	3		6
Mosque/Toms/Churches/Temples/ Tomb/Mondir/Moth	1	6	3	2	1		13
Shrine/ Majar/ Dorga	1						1
Hawor/Bill/Chor	2			3		1	6
Digi/Lake/Pukur		1	2				3
Setu/Bridge							
Hill/Tunnel/Ghua							
Island				1		1	2
Waterfall							
Bihar/ Boddo Vhumi							
Aasrom			1				1
Picnic spot/Resort/Amusement park							

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Archeological Site	1	6	4	6			17
Architecture							
Others		1	3	2		1	7
Grand Total	8	21	30	19	7	4	89

7.2.3.2 Chittagong division

The commercial capital and the largest seaport of Bangladesh, the healthy city (declared by UNESCO), Chittagong is located picturesque hinterland of large forests and lakes. It is really an amazing vacation spot. Its green hills and forests, broad sandy beaches and fine cool climate always attract holiday makers. The popular tourist spots of this division are showing below-

Table 7.3: Chittagong division tourist spot

Chittagong Division												
Type of tourist spot	Bandorban	Brammonbaria	Chadpur	Chittagong	Comilla	Cox's bazar	Feni	Khagrasori	Lakshampur	Noakhali	Rangamati	Grand Total
Beach/ Sea Beach				4		6						10
Historical Place	5	1	1	6	1				1		3	18
Monuments												00
Historical Building/Jamidar Bari/Rajbari/Lode/Palace	1	1	4	3	2	2			2		1	16
Museums/Zoo	1			3	1					1	1	7
Forest / Garden/ Park/ Eco-park/Reserve Forest				2	1	2						5
Mosque/Toms/Churches/Temples/Tomb/Mondir/Moth	1	3	9	10	4	5	3		4	1	1	41
Shrine/ Majar/ Dorga		1	1	3			2					7
Hawor/Bill/Chor		1										1
Digi/Lake/Pukur	3	1	3	4	2	0	3	2	1	1	2	22
Setu/Bridge	1	1									1	3
Hill/Tunnel/Ghua	4			5		3		5				17
Island						4				2		6
Waterfall	6			2				3			1	12
Bihar/ Boddo Vhumi				1	3						2	6
Aasrom					1		1			2		4
Picnic spot/Resort/Amusement park	2	1		1	2						1	7
Archeological Site		4	5		29		6					44
Architecture			1									1
Others			1	6	5	1	2	1	0	0	2	18
Grand Total	24	14	25	50	51	23	17	11	8	7	15	245

7.2.3.3. Dhaka Division

The capital city of Dhaka, the heart of Bangladesh, is a colorful and thriving metropolis with about 13 million people. Known as the city of mosques, muslin and rickshaws, Dhaka has attracted travelers from around the world for centuries. The city was founded in 1608 A.D. by the Moghul viceroy of Bengal. The major tourist spots of Dhaka division are given below-

Table 7.4: Dhaka division tourist spot

Dhaka division																		
Type of tourist spot	Dhaka	Faridpur	Gazipur	Gopalganj	Jamalpur	Kishorgonj	Madaripur	Mymensing	Manikgonj	Munshigonj	Naragonj	Narshindi	Netrokona	Raibari	Sariatpur	Sherpur	Tangail	Grand Total
Beach/ Sea Beach																		
Historical Place	15	1	11	2		3	1	3	1	2	5	2	3	1	3		3	56
Monuments	5																	5
Historical Building/Jamidar Bari/Rajbari/Lode/Place	19	2	7	2		4	2	4	3	1	2	2	2		3	3	10	66
Museums/Zoo	9	1	1		1			3		1	1	1						18
Forest / Garden/ Park/ Eco-park/Reserve Forest	5		4					3			2					1	1	16
Mosque/Toms/Churches/Temples/Tomb/Mondir/Moth	24	3	4	5	1	7	5		4	4	2	3			2	5	7	76
Shrine/ Majar/ Dorga	2		2		2		1	1	2	3	6	2	1	5	2		4	33
Hawor/Bill/Chor			3			1	1					1	1					7
Digi/Lake/Pukur	3		14	1		0	3			3	2		1			1	1	29
Setu/Bridge						1									1		1	3
Hill/Tunnel/Ghua																		0
Island																		0
Waterfall																1		1
Bihar/ Boddo Vhumi	3																1	4
Aasrom		1		1	1				1		9				1		1	6
Picnic spot/Resort/Amusement park	4		16		2		1	1		1						1	2	28
Archeological Site	37	2	1	3		8	2	9		5	19	3	5		4	3	2	103
Architecture	4		4					1					2					11
Others	7	1	2		4			3	2	2	5		3	2	1	1		33
Grand Total	137	11	69	14	11	21	16	28	13	21	53	14	18	8	17	16	33	500

7.2.3.4. Khulna Division

Khulna District with an area of 4,394.46 km square is bordered by the districts of Jessore and Narail in the north, the Bay of Bengal in the southern district of Bagerhat in the east, Satkhira district in the west. Half of Khulna division is marshland or dense jungle and a haven for wildlife. In the south of Khulna division are the Sundarbans (beautiful forest), a huge almost untouched track of waterlogged jungle. Many travelers count a boat trip through the waterways of the Sundarbans as a highlight of their visit to Bangladesh. Between Khulna city and Barisal, the monuments and mosques scattered around Bagerhat make another worthwhile excursion. The tourist spot of this division are given below-

Table 7.5: Khulna division tourist spot

Khulna division spot \ Type of tourist	Khulna division										Grand Total
	Bagerhat	Chuoadanga	Jessore	Jinadah	Khulna	Kushtia	Magura	Meharpur	Noairail	Satkharria	
Beach/ Sea Beach										1	1
Historical Place	8	4	6	1	6	2		3	1		31
Monuments	4						1	1	1		7
Historical Building/Jamidar Bari/Rajbari/Lode/Place	4	3	3	4	1	1	2			1	19
Museums/Zoo	1		1		2	1					5
Forest / Garden/ Park/ Eco- park/Reserve Forest					2						2
Mosque/Toms/Churches/Temples/ Tomb/Mondir/Moth	16	4	21	6		2	2	1		9	61
Shrine/ Majar/ Dorga	2	1		3		1	1			3	11
Hawor/Bill/Chor	4		1								5
Digi/Lake/Pukur	2			1							3
Setu/Bridge						1					1
Hill/Tunnel/Ghua											
Island											
Waterfall											
Bihar/ Boddo Vhumi											
Aasrom							1				1
Picnic spot/Resort/Amusement park									4	2	6
Archeological Site	13		11	1	4	2	23	1	2	4	61
Architecture											
Others	1	1		1							3
Grand Total	55	13	43	17	15	10	30	6	8	20	217

7.2.3.5. Rajshi Division

Rajshahi has seen the most glorious period of Bengal Pala dynasty. It is famous for pure silk, mangoes and lichies. Attractive silk products are cheaper. A visit to Varendra research Museum at the heart of the city, of rich archaeological finds, would be most rewarding. There are also a number of ancient mosques, shrines and temples in and around Rajshahi. The tourist spot of this division are given below-

Table 7.6: Rajshi division tourist spot

Rajshi division Type of tourist spot	Bogra	Chapai Nawabganj	Joypurhat	Naogaon	Natore	Pabna	Rajshahi	Shirajgonj	Grand Total
Beach/ Sea Beach									
Historical Place	8	1	1		1		2		13
Monuments				1					
Historical Building/Jamidar Bari/Rajbari/Lode/Place		2	1	2	3	5	3	1	17
Museums/Zoo	3	1			1	1	3		9
Forest / Garden/ Park/ Eco-park/Reserve Forest									
Mosque/Toms/Churches/Temples/ Tomb/Mondir/Moth	2	11	3	1	3	8	5	3	36
Shrine/ Majar/ Dorga	1	2	1		1		1	1	7
Hawor/Bill/Chor				1	1	2		1	5
Digi/Lake/Pukur		1	2					1	4
Setu/Bridge						3		2	5
Hill/Tunnel/Ghua									
Island									
Waterfall									
Bihar/ Boddo Vhumi	3		2	4					9
Aasrom					1				1
Picnic spot/Resort/Amusement park				1		1			2
Archeological Site	44	22	4	11	3	14	22		120
Architecture				1					1
Others	1					2	1	4	8
Grand Total	62	40	14	22	14	36	37	13	238

7.2.3.6. Rangpur Division

Rangpur Division became Bangladesh's seventh division on January 25, 2010. Before that, it had been the northern 8 districts of the Rajshahi Division. It is a major transit point for the northern half of Rajshahi division. The town is home to several historic public buildings of the Raj era, including Carmichael College and Tajhat Palace. The tourist spot of this division are given below-

Table 7.7: Rangpur division tourist spot

Rangpur division Type of tourist spot	Thakurgaon	Nilphamari.	Kurigram.	Dinajpur	Gaibanda	Lalmonir hat	Panchagarh	Rangpur	Grand Total
Beach/ Sea Beach									
Historical Place	7	3		3	1	3	1		18
Monuments									
Historical Building/Jamidar Bari/Rajbari/Lode/Place	5	1	1	2	4	3		5	21
Museums/Zoo				1		1	1	2	5
Forest / Garden/ Park/ Eco-park/Reserve Forest				1			1		2
Mosque/Toms/Churches/Temples/ Tomb/Mondir/Moth	12	1	4	4	1	3	3	3	31
Shrine/ Majar/ Dorga	1						1		2
Hawor/Bill/Chor				1				4	5
Digi/Lake/Pukur	10	1	1	1		1	1	1	16
Setu/Bridge			1			1			2
Hill/Tunnel/Ghua									
Island									
Waterfall									
Bihar/ Boddo Vhumi									
Aasrom									
Picnic spot/Resort/Amusement park	1			2			1	1	5
Archeological Site	2	1	5	14		2		10	34
Architecture									
Others	1	1				2	1	3	8
Grand Total	39	8	12	29	6	16	10	29	149

7.2.3.7. Sylhet division

Sylhet town is located 350km. north east of Dhaka between khasi and jaintia hills and the Tripura hills. Sylhet district is famous for its tea production. Sylhet is considered to be a holy city by the domestic muslims because of the mazars of saint Shahjalal, Paran shah ad others. Tourism in Sylhet has been flourished because of the religious rites rather than motives of tourism. However, there is good scope to develop Srimangal in Sylhet district as a tourist for the tea gardens clustering around Srimangal. The natural waterfall at Madhab kunda attractive tourist could be turned into an s spot. The most promising area for tourism development would be the frontier containing hill tribe culture. The tourist spots of Sylhet division are given below-

Table 7.8: Sylhet division tourist spot

Sylhet division					
Type of tourist spot	Habiganj	Mowlobhi Bazar	Sunamganj	Sylhet	Grand Total
Beach/ Sea Beach					
Historical Place	1			5	6
Monuments		10			10
Historical Building/Jamidar Bari/Rajbari/Lode/Place	2	2	3	3	10
Museums/Zoo		1	1	3	5
Forest / Garden/ Park/ Eco-park/Reserve Forest	7	5		2	14
Mosque/Toms/Churches/Temples/ Tomb/Mondir/Moth	4		3	1	8
Shrine/ Majar/ Dorga	7	1		3	11
Hawor/Bill/Chor		3	1	1	5
Digi/Lake/Pukur	1	3	1		5
Setu/Bridge				1	1
Hill/Tunnel/Ghua			2		2
Island					
Waterfall		4		1	5
Bihar/ Boddo Vhumi					
Aasrom					
Picnic spot/Resort/Amusement park				2	2
Archeological Site	2	4		5	11
Architecture					
Others	5		1		6
Grand Total	29	33	12	27	101

7.2.4 Forest-based Tourism in Bangladesh

Forest-based tourism, popularly known as ‘ecotourism’ that blends ‘ecology’ and ‘tourism’, is defined as environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples. Forest-based tourism is regarded as an effective tool for sustainable conservation of forest resources and its biodiversity. It plays both conservation and revenue earning roles

Table 7.9: Forest-based Tourism in Bangladesh

Serial No.	Name	Forest types	Area (Ha)	Year of Eastablished	Location
1	Sunderbans (W) WS	Mangrove	71,502	1996	Satkhira
2	Sunderbans (E) WS	Mangrove	31,226	1960	Mongla
3	Sunderbans (S) WS	Mangrove	36,970	1996	Khulna
4	Lawachara NP	Hill Forest	1250	1996	Moulobibajar
5	Rema-Kalenga WS	Hill Forest	1795	1996	Habiganj
6	Satchari WS	Hill Forest	243	2006	Habiganj
7	Chunti WS	Hill Forest	7764	1986	Chittagong
8	Teknaf GR	Hill forest	11615	1983	Teknaf
9	Bhawal NP	Sal Forest	5022	1974	Gazipur
10	Madhupur NP	Sal Forest	8436	1962	Maymensing
11	Ramsagar NP	Sal Forest	28	2001	Dinajpur
12	Himchari NP	Hill Forest	1729	1980	Cox's Bazar
13	Kaptai NP	Hill Forest	5464	1999	Rangamati
14	Nijhum Dip NP	Coastal Mangrove	16352	2001	Hatia
15	Meda Kachchapia NP	Hill forest	396	2004	Chittagong
16	Khadimnagar NP	Hill Forest	679	2006	Sylhet
17	Pablakhali WS	Hill forest	45087	1962	Khagratori
18	Char Kukri-mukri WS	Coastal Mangrove	40	1961	Vhola
19	Fashiakhali WS	Hill Forest	1302	2007	Chittagong
20	Hazarikhil WS	Hill Forest	2908		Chittagong
21	Banskhali EP	Hill Forest	1200	2003	Chittagong
22	Madhabkunda EP	Hill Forest	266	2001	Moulobibajar
23	Kuakata EP	Coastal Mangrove	5661	2006	Barguna
24	Sitakunda EP	Hill Forest	808	1998	Chittagong
25	Madhutila EP	Sal forest	100	1999	Sherpur
26	Dulahazara EP	Hill Forest	900	1999	Chittagong
27	National BG	<i>Ex-situ</i>	84	1961	Dhaka
28	Sitakunda BG	Hill forest	808	1998	Chittagong
29	Tanguar haor (Ramsar site)	Swam forest	9725	1992	Sunamgonj
30	Hakaluki haor	Swamp forest	18000		Moulobibajar

Source: BFD (2007); EP, Ecopark; NP, National Park; GR, Game Reserve; BG, Botanical Garden; WS, Wildlife Sanctuary⁴

7.2.5 Manmade Tourist spots

Man- made tourism products are created by man for pleasure, leisure or Business. Man-made tourism products include: Culture, Traditions and Entertainment. Resorts have been one of the fastest growing man made tourism sectors in tourism, leisure and hospitality industry. Resorts offer both the attractions that motivate people to travel, and the services they require. They are self contained and functions as a home from home. Some are based on the time-share principles and others provide conference rooms. The resort product is normally zoned for different usages. The resort market can be segmented geographically, demographically, psycho graphically or the purpose of the trip. The benefits visitor are seeking vary from privacy to companionship; from complete relaxation to participating activities. Benefits also include convenience and value for money. Resorts are easily accessible and open every day of the year. Well known resorts in Bangladesh are given below-

Table 7.10: Tourist spots by manmade

Serial No.	Name of the tourist spot	Place		
		Location	Name of the District	Name of Division
1	আফরিন পার্ক রিসোর্ট Afrin Park Resort	জয়দেবপুর, গাজীপুর-ময়মনসিংহ সড়কের পাশেই, ০১৮১২২৫৩৩৩৩	গাজীপুর Gazipur	
2	উষা সব পিকনিক স্পট Utshob Picnic Spot	হোতাপাড়া, গাজীপুর-ময়মনসিংহ সড়কের পাশেই, ০১৭১৩০৪৪৫৯১ 8626376,01718425228	গাজীপুর Gazipur	
3	পুষ্পদাম পিকনিক স্পট Poshpo Picnic Spot	বাঘের বাজারে, ০১৮১২২১৬১৫৭	গাজীপুর Gazipur	
4	হ্যাপি ডে ইন Happy Day In	ভাওয়াল জাতীয় উদ্যানের ঠিক বিপরীত, ০১৯৩৯-০৪৭৫৮৬-৮	গাজীপুর Gazipur	
5	অঙ্গন Ongon	সূর্যনারায়নপুর, কাপাসিয়া থানা	গাজীপুর Gazipur	
6	ফ্যান্টাসি কিংডম Fantasy kingdom	আশুলিয়া, ৭৭০১৯৪৪-৪৯	Savar	
7	মোহাম্মাদী গার্ডেন Mohammadi Garden	Kalampur-Mohisati-Dhamrai মহিশাবী, ধামরাই	ধামরাই Savar	
8	গ্রীনটেক রিসোর্ট এন্ড কনভেনশন সেন্টার Greentake Resort and convention centre	ভবানিপুর	গাজীপুর Gazipur	
9	নন্দন পার্ক Nondon Park	গাজীপুর ,২৮৯০২৮৩	গাজীপুর Gazipur	
10	হাসনাহেনা Hasna Hena	হাড়িবাড়ীর টেক ,পূবাইল কলেজগেটে, ০১১৯৯৮৭৫৫৭৬, ০১৯১৪৯৫১২৩, ০১৭১৪০০৩১০৩, ০১৭৩৬৬৭২৪০৮	পূবাইল	
11	জল জগলের কাব্য Jol Jonggol er Kabbo	পূবাইল 01919782245	পূবাইল	
12	রিসোর্ট "নক্ষত্রবাড়ি" Resort Nokkoto Bari	শ্রীপুর উপজেলার রাজাবাড়ি এলাকা, Chinashukhania, RajabariBazaar, Rajendrapur, +88 01818 448329	শ্রীপুর	
13	সোহাগ পল্লী Soag Polli	কালামপুর, চন্দ্রাতে	গাজীপুর	
14	আনন্দ পার্ক এন্ড রিসোর্ট Aanondo Park And Resort	ভালতলী, সফিপুর		
15	ড্রিম স্কয়ার রিসোর্ট Dream Square Resourt	Chalkpara, Azogirchala, Mauna	গাজীপুর	
16	সী গার্ল Sea Girl	Post office : Mawna Bazar, Police Station : Sreepur, Cell : 01732-866866, 01711057485, 01718-128951, 01927115626	গাজীপুর Gazipur.	
17	দিপালী রিসোর্ট Dipali Resort	Hotapara,Master Bari, Moiran, 01733718287, 01726429470	গাজীপুর Gazipur	
18	পি এস সি সি	emorpara, Pubail, Cell: 01715492680,	গাজীপুর	

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	PSCC	01926674076,01926674072,01926674074	Gazipur
19	জঙ্গলবাড়ী পিকনিক স্পট Jonggol Bari Picnic Spot	KISHORGONJ	KISHORGO NJ
20	Joshna House	Demorpara, Pubail +8802 8712104 ,+8801715 492680	পূবাইল
21	Tourist home Picnic spot	Panam nagar-Sonargaon, +88028827053, +8801819481471, +880181 9272152	Sonargaon সোনার গাঁও
22	Shirnu Cottage	Rajendrapur, Tel: +88029003954 , Mob: +8801715343603	Rajendrapur
23	Moon House and Moon Park Picnic Spot	Hotapara, Gazipur	গাজীপুর
24	নাহার গার্ডেন পিকনিক স্পট Nahar Garden Picnic Spot	মানিকগঞ্জের সাটুরিয়া উপজেলার	মানিকগঞ্জের
25	আল জেসোর রিসোর্ট Al Jessore Resort	Ashulia, Savar	Savar
26	শালবন পিকনিক স্পট Salbon Picnic Spot	Nanduyan-Gazipur	Gazipur
27	শ্যামলী পিকনিক স্পট Shamoli Picnic Spot	Monipur-Gazipur	Gazipur
28	বি সি ডি এম পিকনিক স্পট BCDM Picnic Spot	Rajendrapur, Gazipur	Gazipur
29	সাবাহ গার্ডেন Sabah Garden	Bagher Bazar, Gazipur	Gazipur
30	তেপান্তর পিকনিক স্পট	ময়মনসিংহ ফোন-৮৩১৩৫২১□	ময়মনসিংহ
31	রাসেল পার্ক	নারায়ণগঞ্জ, বৃন্দগঞ্জ, ০১৭১৫৪৬০৬৪	নারায়ণগঞ্জ
32	জিন্দাপার্ক,	বৃন্দগঞ্জ, নারায়ণগঞ্জ	নারায়ণগঞ্জ
33	পন্ড গার্ডেন	নারায়ণগঞ্জ জেলার কাঞ্চনে ০১৭২৭৩৯১১৯৮	নারায়ণগঞ্জ
35	ড্রিম হলিডে পার্ক	নরসিংদী, ঢাকা থেকে ৪২ কিলোমিটার দূরে ঢাকা-সিলেট মহাসড়কের	নরসিংদী
36	পদ্মা রিসোর্ট,	লৌহজং, মুন্সীগঞ্জ ৮৬২৮৮৭৮, ০১৭১২-১৭০৩৩০□	মুন্সীগঞ্জ
37	মেঘনা ভিলেজ রিসোর্ট	মুন্সীগঞ্জ জেলার গজারিয়া উপজেলায়□	মুন্সীগঞ্জ
38	গজনী অবকাশ কেন্দ্র	শেরপুর	শেরপুর
39	লাউচাপড়া	জামালপুর জেলার বকশিগঞ্জের লাউচাপড়ায়	জামালপুর
40	বনফুল রিসোর্ট	লাউচাপড়া, জামালপুর	জামালপুর
41	রয়েল রিসোর্ট	ধনবাড়ী, টাঙ্গাইল, ১১৩০৯০০, ০১৯১১৯৫৬৩৫৭, ০১৭৪৯৪১৯৯৪০□	টাঙ্গাইল
42	যমুনা রিসোর্ট	টাঙ্গাইল, বঙ্গবন্ধু সেতুর কাছেই ৮১৪২৯৭১-৩, ০১৭১১৮১৬৮০৭□	টাঙ্গাইল
43	এলঙ্গা রিসোর্ট	টাঙ্গাইল	টাঙ্গাইল
44	ড্রিমল্যান্ড,	গাইবান্ধা জেলার পলাশবাড়ী	গাইবান্ধা
45	পাকশী রিসোর্ট□	ঈশ্বরদী, পাবনা ০১৭৩০৭০৬২৫১, ০১৭৩০৭০৬২৫২□	পাবনা
46	অবুনিমা কান্ট্রিসাইড নড়াইল	নড়াইল জেলার কালিয়া উপজেলার মধুমতির তীরে ০১৭১১৪২২০৩□	নড়াইল
47	চিত্রা রিসোর্ট নড়াইল	নড়াইল শহরের চিত্রা নদীর তীরে অবস্থিত ০১৭১৩০৬৩৬১০	নড়াইল
48	নিরীবিলা বনভোজন কেন্দ্র, নড়াইল	নড়াইল জেলার লোহগড়া খানার রামপুরে অবস্থিত ০১৭১১৬৯৩৭৮৮□	নড়াইল
49	পানিগ্রাম রিসোর্ট ,	যশোর	যশোর
50	সাতছড়ি উদ্যান হবিগঞ্জ, সিলেট	সিলেট বিভাগের হবিগঞ্জ জেলার চুনারুঘাট উপজেলায় সাতছড়ি জাতীয় উদ্যান	হবিগঞ্জ
51	নাজিমগড় রিসোর্ট সিলেট	০১৭১২০২৭৭২২, .০১৭১২৪৯৫৭৯১□	সিলেট
52	শ্রীমঙ্গল টি রিসোর্ট মৌলভীবাজার	শ্রীমঙ্গল শহর থেকে তিন কিলোমিটার দূরে এ রিসোর্ট□ ০১৭১২৯১৬০০১, ০১৭১২০৭১৫০২	মৌলভীবাজার
53	রেইন ফরেস্ট রিসোর্ট	শ্রীমঙ্গল শহর থেকে প্রায় আট কিলোমিটার দূরে শ্রীমঙ্গল-কমলগঞ্জ সড়কের পাশে, (০১৯৩৮-৩০৫৭০৬-৭, ০২-২৫৫৩৫৭০	মৌলভীবাজার
54	জেসটেট হলিডে রিসোর্ট	সিলেট-তামাবিল মহাসড়কের পাশে দেশের প্রথম রিসোর্ট জাকারিয়া সিটি জেসটেট হলিডে রিসোর্ট□ ০৮২১-২৮৭০০৪০) ০৮২১-	সিলেট

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		২৮৭০৭৬০	
55	জৈন্তা হিল রিসোর্ট,	সিলেট	সিলেট
56	আমতলী নেচার রিসোর্ট শ্রীমঙ্গল,মৌলভীবাজার	মৌলভীবাজার জেলার শ্রীমঙ্গল থানার খুব কাছই আমতলী চা বাগান	মৌলভীবাজার
57	দুসাই হোটেল অ্যান্ড রিসোর্ট লিমিটেড মৌলভীবাজার	দেশের উত্তর-পূর্বাঞ্চলীয় বিভাগ সিলেটের চিরহরিৎ অঞ্চলেই গড়ে উঠছে এই রিসোর্ট	মৌলভীবাজার
58	শ্রীপুর পিকনিক স্পট সিলেট	পাহাড়ের দেশ বলে খ্যাত জৈন্তাপুর উপজেলার শ্রীপুর	সিলেট
59	মৌ ভ্যালি পমর্টেন ও পিকনিক স্পট	শ্রীমঙ্গল-মৌলভীবাজার সড়ক ধরে যে কোন যানবাহনে মৌলভীবাজার থেকে ৫ কিলোমিটার এবং শ্রীমঙ্গল শহর থেকে ১৫ কিলোমিটার অদূরে অবস্থিত মোকাম বাজার	মৌলভীবাজার
60	ফয় স লেক রিসোর্ট চট্টগ্রাম	চট্টগ্রাম	চট্টগ্রাম
61	চট্টগ্রামে ঠান্ডাখড়ি রিসোর্ট, চট্টগ্রাম	চট্টগ্রাম সিটি কর্পোরেশন নগরীর দক্ষিণ পাহাড়তলী ওয়ার্ড এলাকায়	চট্টগ্রাম
62	পিকনিক স্পট প্রশান্তিরাঙামাটি	কাপ্তাই জাতীয় উদ্যানে ছায়া নিবিড় পরিবেশে এটি গড়ে তোলা হয়েছে	রাঙামাটি
63	কাপ্তাই নেভি ক্যাম্প রিসোর্ট, কাপ্তাই	রাঙামাটি	রাঙামাটি
64	পিকনিক স্পট "গিরি নন্দিনী" কাপ্তাই, রাঙামাটি	কর্ণফুলী নদীর কোলঘেঁষে শীলখড়ি এলাকায়	রাঙামাটি
65	নীলগিরি রিসোর্ট বান্দরবান	বান্দরবান	বান্দরবান
66	গিরিছায়া গার্ডেন রিসোর্ট :বান্দরবান	জেলা শহরের টাউনহল সংলগ্ন পুলিশ কোয়ার্টারের একশত জমিতে পুলিশ প্রশাসনের অর্থায়নে নির্মাণ করা হয়েছে	বান্দরবান
67	হিল সাইড রিসোর্টঃ বান্দরবান	বান্দরবান জেলা থেকে ৪.২ কিঃমিঃ দূরে চিষুক সড়কের মিলনছড়িতে	বান্দরবান
68	সাকুরা রিসোর্ট,বান্দরবান	3.k.m. Ruma Road, Bandarban Hill Dist. Mobile:01556510277,01190780601	বান্দরবান
69	মিলনছড়ি রিসোর্ট, বান্দরবান	বান্দরবান	বান্দরবান
70	নীলিমা রিসোর্ট কক্সবাজার	কক্সবাজার	কক্সবাজার
71	প্যারাডাইস রিসোর্ট কক্সবাজার	কক্সবাজার	কক্সবাজার
72	মারমেইড রিসোর্ট পর্য্যটন দ্বীপ, কক্সবাজার	হিমছড়ি আর ইনালী বিচের মাঝামাঝি পর্য্যটন দ্বীপে এর অবস্থান ০১৮৪১৪১৬৪৬৪-৯	কক্সবাজার
73	নিঝুম রিসোর্ট, হাতিয়া নোয়াখালী	, হাতিয়া নোয়াখালী ৯৩৪২৩৫১, ৯৩৫৯২৩০, ০১৫৫২৩৭২২৬৯ ফোন: ০১৭২৪-১৪৫৮৬৪	নোয়াখালী
74	স্বপ্নপুরী দিনাজপুর	যোগাযোগ :০১৭১২-৫৮৬০৬৬	দিনাজপুর
75	ফানসিটি অ্যামিউজমেন্ট পার্ক ঠাকুরগাঁও	ঠাকুরগাঁও জেলার পীরগঞ্জ উপজেলায় ০৫৬২৪-৫৬৫৮২	ঠাকুরগাঁও
76	মোজাফর গার্ডেন ও রিসোর্ট সাতক্ষীরা	সাতক্ষীরা শহরের প্রাক্কেন্দ্র হতে মাত্র ৪ কিলোমিটার দূরে খড়িবিলা নামক স্থানে	সাতক্ষীরা
77	বলেস্বর ডিসিয়ার্ক ও পিকনিক স্পট পিরোজপুর	নামাজপুরে বলেস্বর নদের ধারে পার্কটি তৈরি করেছে	পিরোজপুর
78	উসব পিকনিক স্পট এন্ড রিসোর্ট, হোতাপাড়া, গাজিপুর	গাজিপুর	গাজিপুর
79	সফিপুর আনসার একাডেমিগাজীপুর	(০২-৭২১৪৯৫১-৯)	গাজিপুর
80	নুশাপল্লবী	:০১৭১২০৬০৯৭১	গাজিপুর
81	পুষ্পদাম পিকনিক স্পট	ঢাকা থেকে ৫৫ কিলোমিটার দূরে গাজীপুর জেলার বাঘের বাজারে পুষ্পদাম অবস্থিত যোগাযোগ :০১৮১৯২১৬১৫৭	গাজিপুর
82	অঙ্গন : গাজীপুর	গাজীপুরের সূর্যনারায়নপুর, কাপাসিয়া থানায় অবস্থিত	গাজিপুর

7.2.6 Tourist spot by Food /Food Tourism

Consumption is an integral aspect of the tourist experience, with the tourist consuming not only the sights and sounds, but also the taste of a place. Nearly, all tourists eat and dine out. Food is a significant means to penetrate into another culture as "...it allows an individual to experience the 'Other' on a sensory level, and not just an intellectual one" (Long, 1998, p.195). Local food is a fundamental component of a destination's attributes, adding to the range of attractions and the overall tourist experience (Symons, 1999). This makes food an essential constituent of tourism production as well as consumption.

Dining out is a growing form of leisure where meals are consumed not out of necessity but for pleasure, and the atmosphere and occasion are part of the leisure experience as much as the food itself.

However, when it comes to tourists, dining out can both be a necessity and a pleasure. While some tourists dine to satisfy their hunger, others dine at a particular restaurant to experience the local food and cuisine, because for the latter these form an important component of their travel itinerary. This makes the study of tourists' food consumption interesting as well as comp

Table 7.11: Tourist spots by food / Food tourism

Serial No.	Name of the food with place
1	বগুড়ার দই
2	টাঙ্গাইলের চমচম
3	ব্রাহ্মণবাড়িয়ার তালের বড়া
4	বাঘাবাড়ির ঘি
5	নওগাঁর প্যারা সন্দেশ
6	নাটোরের কাচাগোল্লা
7	মুক্তাগাছার মণ্ডা
8	কিশোরগঞ্জ-নেত্রকোণার বালিশ মিষ্টি
9	ময়মনসিংহের আমিরতি
10	কুমিল্লার রসমালাই
11	নোয়াখালীর নারকেল নাড়- ও ম্যাড়া পিঠা
12	সিলেটের পাঁচলেয়ার চা
13	সিলেটের চুঙ্গাপুড়া
14	সাতক্ষীরার সন্দেশ
15	যশোরের জামতলার মিষ্টি
16	যশোরের খেজুরের লোলন গুড়ের প্যারা সন্দেশ
17	যশোরের খেজুর রসের ভিজা পিঠা
18	মাদারীপুরের রসগোল্লা
19	রাজশাহীর তিলের খাজা
20	শেরপুরের (জামালপুর) ছানার পায়েস, ছানার পোলাও
21	চিটাগাং এর মিষ্টি পান
22	সিলেটের সাতকড়ার আচার
23	সিরাজদিখানের পাতক্ষীরা
24	রাজবাড়ির শংকরের ক্ষীরের চমচম
25	নওগাঁর রসমালাই
26	পাবনার প্যারাডাইসের প্যারা সন্দেশ
27	পাবনার শ্যামলের দই
28	সিরাজগঞ্জের শাহজাদপুরের পানিতোয়া
29	পুরান ঢাকার বাকেরখনি
30	চট্টগ্রামের মেজবানের মাংস
31	কুষ্টিয়ার মহিষের দুধের দই

32	মেহেরপুরের সাবিগ্রী নামে একটা মিষ্টান্ন
33	পুরান ঢাকার হাজীর বিরিয়ানী□
34	বেইলি রোডের ফকরুদ্দিনের কাচ্চি□
35	ধানমন্ডির মামা হালিম□
36	ঘরোয়ার খিঁচুড়ী-মতিঝিল□
37	শওকতের কাবাব-মিরপুর বেনারশী পল্লী□
38	কিংস বেকারীর- মালাই রোল-গুলশান-১□
39	নোয়াখালী হোটেলের-গরুর গোস্ত ভূনা-পল্টন□
40	আবুলের-মালাই চা- বায়তুল মোকারম/পল্টন ওভারব্রিজের নীচে□
41	নন্দন রেস্টোরার- কপি মিক্সড চা- মহাখালী□
42	ধানসিঁড়ির-মুরগীর রাব-বি-কিউ টিকিয়া-গুলশান-২□
43	কুষ্টিয়ার তিলে খাজা
44	ব্রাহ্মণবাড়িয়ার ছানামুখি!
45	মানিকপুর-- চকরিয়ার মহিষের দই
46	রাঙ্গামাটির জুম রেস্টোরার বাঁশের ভেতর তৈরী খাবার□
47	জামানের চা (আন্দর কিল্লা)
48	ইকবালের সল্দেশ(দেওয়ান বাজার)
49	বোম্বাইয়াওয়ালার ফীর(এনায়েত বাজার)
50	চন্দনাইশের গুরা আলু
51	পুরান ঢাকার নান্নার বিরিয়ানী
52	মহাস্থানের কটকটি
53	হোটেল নিরবের ব্রেন ভূনা
54	হাতিরপুরের শর্মা হাউসে শর্মা
55	স্টারের শিক কাবাব
56	ঠাটারী বাজার স্টারের বিরিয়ানী
57	আম্বরখানার হোটেল মারজিয়ার গরু ভূনা
58	কুষ্টিয়ার স্পেশাল চমচম
59	নেত্রকোনার বালিশ মিষ্টি
60	ঢাকার চকবাজারের নুরানী লাঙ্গী
61	ঢাকার বংগবন্ধু আভিনিউ এর পূর্ণিমার জিলাপী
62	গুলশান এর সমরখন্দ এর রেশমী জিলাপী
63	মতিঝিলের ঘরোয়ার খিচুরী
64	পল্টন এর কস্তুরীর বাংলা খাবার
65	মহেশখালীর মোষের দই
66	চাঁপাইনবাবগঞ্জের কলাইএর রুটি
67	রাজশাহীর রসকদম
68	চাপাই নবাব গঞ্জের শিবগঞ্জের চমচম
69	হ্যালভেশিয়ার(রাইফেলস স্কয়ার) চিকেন ব্রোস্ট□
70	কিমা খিচুরি- "কৈ-পাবদা রেস্টুরেন্ট", মিরপুর-১□
71	স্পিনাচ(ধানমন্ডি ৯/১০এ) এর ভেজিটেরিয়ান ডিশ

72	ষ্টারের ফালুদা (ঠাঠারি বাজার)
73	শিবগঞ্জের (চাঁপাই নবাবগঞ্জ) চমচম, প্য়ারা সন্দেশ□
74	কাফে কর্ণারের (বাংলাবাজার, ঢাকা), ক্রাম চপ (মাংশের কাটলেট)
75	বিরেন দা'র সিঙ্গারা (অলকার মোড়, রাজশাহী)
76	চকবাজার ১০ নং গলির ঝালমুড়ি□
77	প্রমিনেন্টের (ঢাকার অভিজাত মিষ্টান্ন শপ) মালাই চপ, শন পাপড়ি□
78	পুরান ঢাকার হাজির বিরানী□
79	আম্বালা ও ঢাকা ক্লাবের কাঞ্চি বিরানী□
80	সিলেটে উন্দাল এর স্পেশাল ভেজিটেবল
81	খুলনার চুই-রাজ হাঁসের মাংস
82	কিশোরগঞ্জের তালরসের পিঠা
83	ভৈরবের নকশী পিঠা
84	দিনাজপুরের শীদল,

7.3 Concluding comments

Importantly, these research findings may help tourism planners, developers, and policy-makers to collect information and plan appropriate strategies based on the tourism attractions/resources they prefer to develop.

It could be said from the findings of this study that tourists will get more information about the unexplored tourist destination. Information for tourists in order to attract more tourists to their communities was also an important source of tourism attraction. Accordingly, with not only these tourism attractions/resources but also well-prepared marketing plans and strategies, and effective support and help by destination management organizations, the best strategies for enhancing destination competitiveness may be established for the tourism destinations.

Finally, even though the results and findings of this study are somewhat exploratory in nature, it is expected that the information produced and the implications of the study may be of help to tourism planners, policy-makers, and marketers to build more competitive tourism destination environments and enhance Bangladesh good position in the world of tourism industry.

Chapter -8 SWOT analysis of tourism industry of Bangladesh

8.1 Introduction

Strategic planning for a destination could be a challenging process since there are many possible strategies derived from the evaluation of environmental factors. Decision making without systematic approaches will apparently result in less effective strategies for a destination. SWOT analysis is a very classic strategic planning tool that provides direction and work as a basis for the development of strategic plan. It provides a simple way to assess how a strategy can best be implemented by identifying internal strengths and weakness and external opportunities and threats. The analysis helps planners be realistic about what they have, what can achieve, and where they should focus.

By addressing strengths, weaknesses, opportunities, and threats- prevailing in Bangladesh's tourism sector, this chapter aims to help policy makers not only to realize important factors of the tourist destination, but also provide an analytical tool for developing effective strategies for a destination.

8.2 Findings of the study

The findings of the strengths, weakness, opportunities and threats of Bangladesh tourism industry are given below-

8.2.1 Strengths

Tourism Industry experts insist that promoting tourism should be based on strengths they have. For this reason tourism stakeholders should definitely take advantage of factors created by geographical diversity, God gifted natural beauty, the exotic culture and tribal life in some parts of the country. The strengths of Bangladesh tourism industry are as follows:

- Due to historical isolation Bangladeshi culture and history is distinctive to many countries of the world.
- Bangladesh offers a variety of natural and cultural tourist destinations; some of them are included in the UNESCO Heritage List.
- The country possesses some unique archaeological sites, cultural heritage and ecotourism products such as the world's largest mangrove forest, the Sundarbans, the world's longest unbroken sea beach in Cox's Bazar (120 km), the oldest archaeological site in the Southern Himalayas-Paharpur and world's largest terracotta temple - Kantaji Temple in Dinajpur, and spectacular monuments and mausoleums of language movement and liberation war of the country.
- There are many tribal groups in different areas of Bangladesh. Each has its own culture, social structure and lifestyle. Not many parts of the world boast such diversity.
- The nation has also been bestowed with archaeological sites and religious sanctuaries of old which have significant historical value that can attract tourist en masse. The key strategy would be to convey to potential tourists that there is much more to experience in Bangladesh.

- The 25 rivers of Bangladesh can easily be turned into haunts for water sports and adventure, entwining entertainment with the beauty of the rivers.
- There are different appealing spots for the eco-tourists, who travel to different destinations in a sustainable manner.
- Apart from the natural beauty, greenery, archeological and historical places Bangladesh is well-known for the hospitality of the people.
- It offers a low cost for products and services.
- The tourism industry has low construction, running and salary expenses. Labor force is reliable and abundant.
- English is generally used in the tourism industry.
- The traditional Bengali handicraft is cheap and people are tourist friendly.
- The national transport, whether it is by air, land or water, is cheap.
- Communication and transport system has been developed from north to south, east to west.
- Existing slow transportation in remote area by road and water can be exploratory with the right positive attitude.
- Bangladesh is concerned with safeguarding a heritage damaged by increased salinity and climate change.
- Bangladesh is a fairly new and rarely visited as an inbound tourist destination, which can attract an adventure searching tourist market.
- **Domestic tourism is increasing steadily. During weekends the trend of moving out for recreation has increased among the middle class people of the society.**
- Awareness about tourist attractions as a whole is increasing.
- Bangladesh has the potential and resources to create innovative tourist destinations which will pull people from other nations in hordes.

8.2.2 Weaknesses

Tourism, the globally recognized tool for poverty alleviation, is yet to be recognized by the policy makers of Bangladesh. While most of the countries all over the world are making all out efforts to develop tourism and boost foreign currency revenue, Bangladesh sticks into no action. It remains as one of the poorest countries despite having significant tourism potentials. The weaknesses of Bangladesh tourism industry are as follows:

- The accessibility to tourist destinations and accommodations is negatively affected by non-availability of adequate infrastructure, including domestic and international transportation.
- The tourism industry is quite a young line of business in Bangladesh, where the development predominantly has been left to the local market forces.
- The development of tourism industry is not properly planned with a proper destination.
- Lack of adequate knowledge of the people involved about demand, supply and competitors in the tourism business leading the industry nowhere.
- There is a low level of co-operation and innovation in the tourism sector.
- Tourism industry lacks marketing professionalism, which is severely crippling the industry's inbound tourism growth. In the home market tourist promotion

every company is generally on their own. It is expensive and ineffective for local operators to reach the worldwide market at the current time.

- The inbound tourism marketing is primarily performed by few foreign tour operators. This fact indicates that the Bangladeshi tour operators are losing income to their foreign competitors.
- There is a lack of initiatives both from the government sector and the private sector.
- Low investment kept the industry struggling with running the business.
- Overall safety, security, hygiene and above all services are not up to the expectations of the foreign tourists.
- Small number of tour operators, inefficient national airlines, and insignificant role of travel agencies fail to give the proper co-operation.
- Inadequate promotional and marketing activities of tourism by both public and private sector.
- The country often suffers from image crisis. It continues to remain as an unknown destination to the tourist generating countries.
- There is a great shortage in properly skilled human resources for the industry. At the moment, there is a huge crisis for proper tour guides.
- Due to absence of a tourism law, the tour operators or tourism service providers cannot be brought under law for any mishandling with the tourists. Also owing to absence of law, tourism products cannot be protected or conserved.
- One of the biggest hurdles is the lack of proper infrastructure in the country which has made operating tour guides and other excursions a hectic and unprofitable feat.
- Frequent changes of officials in the BPC's management and its line ministry make the situation even worse.
- Presence of representation of civil society in the BPC's Board of Directors is not yet met.
- Budget allocation for the promotion of tourism development in the country is insufficient.
- Due to the absence of proper policy direction, BPC or the private sector cannot receive any fund or loan from any quarter.
- Lack of world class entertainment opportunities in the beaches, at the hotels and restaurants for the foreign tourists has a negative impact.
- Availability and access to the right information is not easy. That sometimes forces the tourists to feel helpless in and around.
- Insufficient safety measures make the tourists worried.
- Local people lack the visitor's experience, so tourists sometime feel uneasy in some places. Moreover, the huge crowds everywhere have sometimes negative impression to the tourists.

8.2.3. Opportunity

Opportunities means chances to get greater advantages from the environment. In this situation tourism stakeholder should be careful and recognize the opportunities and grasp them whenever they arise. The opportunities of Bangladesh tourism industry are as follows:

- Arrangements of international events like World Cup Cricket.

- Bangladesh is a Democratic Muslim state more interesting in national developing challenges than being engaged in the conflicts between the ‘Western’ and ‘Muslim’ world.
- The country enjoys a multiparty democracy and has a generally homogeneous society and one dominant religion.
- National economy is showing positive development.
- The seasonal weather is relatively stable; especially the cold season is comfortable for travelling.
- Strong linguistic, cultural and historical connections exist with England, Pakistan and India.
- Number of tourists in Bangladesh is estimated to increase due to generally growing local, regional and world tourism travel activities.
- It is easy to implement eco-tourism, riverine tourism, and spiritual tourism.
- Bangladesh is located strategically in South Asia.
- Good transport network by Bus, Railway and Air transport to accede to the area and rickshaw service in the local area.
- Free of cost tour guide by the Rickshaw puller.
- Access to tribal people.
- Access to islands with less expense.
- Scope for development of national parks in the nearby forest.
- Scope for expansion of several sea beaches.
- Scope for sea tour to Myanmar and Thailand.
- Scope for seeing sea fishing by the fishermen.
- Scope for development of tourism in the islands like Saint Martin and Sonadia.
- Scope for regional cooperation integration in tourism network with the development of regional economy and regional trade and investment cooperation.

8.2.4 Threats

Threat means external elements in the environment that could cause trouble for the business. Threats are uncontrollable. When a threat comes, the stability and survival can be at stake. The common threats of Bangladesh tourism industry are as follows

- Political Instability of the country.
- Harassment by the police and the broker in the airport.
- Language barrier of the people of the country.
- Conservative social and religious systems.
- Lack of awareness among the mass people regarding the benefits of tourism both locally and internationally.
- Illegal hunting and fishing in Sundarbans.
- Absence of sufficient trained safe guards in the beaches to make the tourists aware and save them in case of emergency.
- Shortage of accommodation, food and beverage services and other amusement services.
- Tourists presently hold misconceptions about Bangladesh as a tourist’s destinations.
- Absence of proper tourism policy.
- Political collision between tribal and Bengali people.

- Natural disasters such as storms, floods and earthquakes.
- The country has a worldwide image of poverty, natural catastrophes and corruption.
- The national tourism sector is negatively affected from lack of social and political commitment.
- The preservation of natural and historical attractions is just one challenge between several to the Bangladeshi society.
- Unstable political situation created a bad image abroad, which should be taken as the biggest threat for development of tourism industry overseas.
- Continuous campaign against Bangladesh by certain quarters as a fundamentalist country.
- Rapid growth of population.
- Availability of exclusive zone for foreign tourists in the competing country with similar socio-cultural background (e.g. Maldives).
- Threat from fundamentalist forces against the expansion of recreational facilities (specially drinks and dance which are specially important for the foreign tourists).
- Lack of national policy support for tourism.
- Failure to implement recommendations of the Strategic Development Plan for Tourism.
- Failure to improve standards of service in all sectors of the industry.
- Failure to improve infrastructure in all tourist areas.

8.3 Conclusion

The findings of this study provides an important contribution to the tourism industry of Bangladesh by analyzing strength, weakness, opportunities and threats to enhance policy makers' discussions related to both internal and external environments of their destinations. If policy makers of tourist destinations utilize this study (SWOT), they will be able to take a more comprehensive decision for their strategic planning process.

Chapter-9 Focus on promotional activities in developing tourism Industry of Bangladesh: The case on Chittagong Travel Mart 2013

9.1 Introduction

The world entered in the 21st century and realized that many new opportunities wait for the tourism industry. The advent of globalization has coincided with a boom in the tourism sector and this presented many new challenges. Trade rules and free movement of capital are the real forces behind globalization. In the perspective of tourism, globalization means dramatic increases in the number of destinations and also in distances among them. International tourism conditions have changed drastically and it has become necessary to address these issues in order to remain competitive in the tourism market. Development of new tourism products with existing one and introduce it to the world is one of the vital challenges for any destination to increase tourism market share.

Yet, attracting a bigger number of tourists is not a simple way, particularly in times of ever-changing travel preferences. In line with Peter Drucker; “the aim of marketing is to increase sales. By considering enormous changes in the economic conditions of the world, it can be seen that every nation tries to create or maintain competitive advantage for itself and with the help of the marketing science, increase its enjoyment of the created or maintained competitive advantages.”²⁰². In this respect organization with better communications skill with tourists; through utilization of effective promotional tools along with acquiring better tourist understanding, have been able to attract and maintain tourist loyalty.

Now tourists are more conscious about safety, security, environmental issues, and quality of services, available of information and expenses rather than visiting a place without proper prior information. Distance is no more a big obstacle to visit a place while available information and introducing the destination is more important. Tourism is a meticulous service, as a service the marketing mix can be applied to it. The marketing mix includes the four Ps: Product, Price, Promotion and Place. The promotion is the most visible in the four Ps. In the process of promotion, the selection and the use of the promotional tools are crucial. The different promotional tools in tourism are advertising, direct mailing, sales promotion, personal selling promotion, public relation and online social network are mentionable. Promotional techniques are used to make prospective customers aware of products, to what their appetites, and stimulate demand; they also

²⁰² Drucker, P.F., 1985. Innovation and Entrepreneurship: Practice and Principles, Harper and Row, New York, U.S.A., pp: 15-21.

provide information to help customers decide. The promotion cannot be fully effective unless it is coordinated with the other three P (Middleton, 1994, pp. 63-65).²⁰³

The importance of promotional activities is especially evident in tourism industries with intense competition. Because in terms of global increasing trend in both the number of tourist arrivals and the earnings from tourism, the same in Bangladesh is very insignificant. Even in consideration of the positions of the neighbouring countries, Bangladesh is far behind in this respect. In 2004 about 271,270 foreign tourists visited Bangladesh during the year and the country earned about Tk²⁰⁴ **3967.56** million (US\$ 66.82 million) from this sector in the same year (BPC, 2005).²⁰⁵ Though tourism industry and its market have grown phenomenally worldwide, the industry and its market have not grown in Bangladesh. Lack of proper or sufficient promotion is one of the major reasons not for developing the tourism industry in Bangladesh up to the mark. Because, potential tourists need to know properly about the attractions, services, facilities, etc. at the destinations and accessibility to there through various forms of promotional measures. For this reason effective promotional tools are essential for the development of the industry. Bangladesh Parjatan Corporation or Bangladesh tourism board could not meet this requirement due to lack of needed fund along with the absence of decision-makers' foresightedness. As a result, this sector and its market have failed to grow properly not merely because it lacks enough attractions and facilities. But time has not yet past over. Still there are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to the potential tourists properly through an effective promotional tools and can take some initiatives to develop some infrastructural facilities, the country would be able to earn many times higher than the present by attracting more tourists within a short time. Considering this backlog the study take attempted to examine the existing promotional tools that are used by tourism stakeholders to attract tourist and identify the problems and the limitations of their promotional activities, and prescribe necessary policy measures for effective promotional actions for the tourism industry in Bangladesh.

9.2. Respondents

All participants (hotel, motel travel agency, tour operator, national tourism organization and Air Lines Company) of Chittagong Travel Mart-2013 at hotel peninsula on 6th Feb, 2014 are the total population of the study. Among 16 participants²⁰⁶, 13 participants are interviewed by a close ended questionnaire. The detailed research methodology of this study has been given in the chapter 3 of this dissertation.

9.3. Restatement of Objective and Hypothesis

It is important to repeat objectives and hypotheses because they give direction for the analysis and the findings of the study. Objectives give guidelines on where the interpretation of data should focus. The study is based on the following objectives and hypotheses-

²⁰³ Middleton V.T.C (1994), Marketing in travel and tourism, 2nd edition, pp. 63-65

²⁰⁴ Presently \$1= Tk. 69

²⁰⁵ BPC (undated), online, accessed 27.02.06

²⁰⁶ The daily Star, Feb07, 2014

- To examine the dimensions of promotional activities undertaken by the different tourism stakeholders to attract tourist and evaluate the role of their activities for the development of this industry.

Ho (1): Level of uses of promotional tools by tourism stakeholder to attract tourist is sufficient.

Ho (2): The amount spent in taka by tourism stakeholders on promotional tools to attract tourist is satisfactory.

9.4 Demographic characteristics of the respondent

Demographic characteristics of the respondent are nothing more than characteristics of a population. Generally, characteristics such as type of the organization, year of establishment, ownership of the organization, designation of the respondent are being considered as socio-demographics and are being asked in this survey. It will help to understand what is happening in promoting Bangladesh as a valued tourist destination in the world by the current tourism stakeholders of Bangladesh.

9.4.1. Type of the organization

Travel and tourism organizations operate in a very dynamic business environment. Every day new travel companies are set up, new holiday products launched and new destinations promoted to visitors. Travel and tourism is a very wide-ranging sector, made up of many different component industries. There are different types of tourism organization in Bangladesh. Survey result found that 39% respondent is hotel, 23% is travel agency, 23% are tour operator and 15% are Airlines Company that operated business in Bangladesh.

9.4.2. Year of establishment

Year of establishment of the organization is important for promoting Bangladesh as a valued tourist destination because after establishing the organization they started their promotional activities. Survey result found that most of the organization started their promotional activities recently. Though tourism marketing was started in Bangladesh after the immediate of the independence of the country in 1971 and Bangladesh Parjatan Corporation the only government tourism marketing organization in Bangladesh was started its operation from 1973.

9.4.3. Ownership of the organization

Variations in ownership may affect organizational objectives, organizational efficiency, organizational promotional activities and other factors, and the size of their impact depends on the nature of the products, market competition and more. Basically two types of ownership of the organization are exists in tourism industry in Bangladesh e.g. public and private. In this perspective survey result found 8% ownership of the organization in public sector and remaining 92% in the private sector for this survey.

Table 9.1: The demographic characteristics of the respondent of the study Chittagong Travel Mart 2013

Variable	Sub Variable	Frequency	Percent
Type of the organization	Hotel	05	39
	Travel agency	03	23
	Tour operator	03	23
	Airlines Company	02	15
		13	100
Year of establishment	Before 2000	04	31
	2001-2005	03	23
	2006-2010	04	31
	2011- 2014	02	15
		13	100
Ownership of the organization	Government	01	08
	Private	12	92
		13	100
Designation of the respondent	Manager	04	31
	Senior Executive	02	15
	Executive	06	46
	Public Relation Officer	01	08
			13

9.4.4. Designation of the respondent

Designation of the respondent is very much important for this research. To get the best reliable information about the promotional tools, researcher needs the person who closely related with the decision making about the promoting a tourism product. From this survey it has been found that 31% of the respondent is manager,15% of the respondents are the senior executive, 46% of the respondents are the executive and reaming 08% public relation officer.

9.5. Findings of promotional activities undertaken by different tourism stakeholders of Bangladesh

The development of a good tourist product, pricing it to attract tourists and making it available to the tourists by companies need to be integrated with proper communication with current and prospective tourists. Today's marketing managers need to effectively develop promotional techniques as a proper medium to disseminate information about their products to the tourists. The tourism stakeholders have woken up to realize the importance of the various communication channels as important promotional tools. Currently the tourism industry is extremely challenging. The international market is changing faster than ever before, it's getting easier to travel and discover new destinations. Tourism has evolved during the latter half of the 20th century from a

marginal and locally significant activity to a widely dispersed economic giant. It is considered as an important economic, environmental and socio-cultural phenomenon (Weaver & Lawton, 2002, p. 3).²⁰⁷ Most promotional activities require an investment of time and money which can reap excellent rewards if they are carefully planned and executed (Briggs, 2001, p. 89).²⁰⁸ A company’s total marketing mix – also called its promotion mix- consists of the blend of advertising, personal selling, sales promotion and public relations, direct marketing and online social network. These are the various tools that the company uses to pursue its marketing objectives. This research will focus on the exploration of different promotional tools used by different tourism stakeholders of Bangladesh to uphold Bangladesh as a valued tourist destination.

9.5.1. Advertising

Advertising is the best way for initial publicity of tourist attractions. Advertising is defined as any paid marketing activity which motivates potential customers to take the goods and services. Advertising is precisely timed for general public. The result of advertising may be short term or long term and it is very difficult to get feedback from the customers instantly. A quote by Steuart Britt in Esu (2003)²⁰⁹ buttresses the importance of advertising to a tourism business. The quote says: —Doing business without advertising is like winking at a girl in the dark. Advertising informs, persuades, educates, and reminds prospective or actual tourists about attraction and destination. This promotion tools is used to generate publicity and it gives basic idea of goods and services. In this respect table-9.2 reveals that tourism stakeholders use only 31% different type of advertising tools to promote Bangladesh as a valued tourist destination in our country.

Table- 9.2: Opinion on the uses of advertising as promotional tools by tourism stakeholders

Name of the promotional tool		Response			
		Yes		No	
		Frequency	%	Frequency	%
Advertising	Advertising on national T.V.	1	1	12	9
	Local T.V.	1	1	12	9
	Radio	0	0	13	10
	Internet	6	5	7	5
	Newspapers and magazines	12	9	1	1
	Advertising in cities	1	1	12	9
	billboards and posters	2	2	11	8
	brochures and booklets	6	5	7	5
	sport stadiums	0	0	13	10
	Participating in trade fairs/exhibitions	9	7	4	3
Total	38	31%	92	69%	

[n=13. The respondent gives more than one response to advertising promotional tool]

²⁰⁷ BPC (undated), online, accessed 27.02.06

²⁰⁸ Briggs S. (2001) , Successful Tourism Marketing, 2nd edition

²⁰⁹ Esu.B.B.and Ebitu.E (2010) Promoting an Emerging Tourism Destination Global Journal of Management and research Vol. 10 Issue 1 (Ver 1.0), pp21

9.5.2. Public relation

Public relations are another major promotional tool of building good relations with the public by obtaining favorable publicity, good corporate image and handling unfavorable events. It is a management function, which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance (**Moore and canfield, 1977**)²¹⁰. But survey result display that tourism stakeholders use only 27% different type of public relation promotional tools as their marketing strategy and 73% none though it is an important promotional tool to make tourist product and services more popular.

Table- 9.3: Opinion on the uses of public relation as promotional tools by tourism stakeholders

Name of the promotional tool		Response			
		Yes		No	
		Frequency	%	Frequency	%
Public Relation	Participation in seminars/forums	4	4	9	10
	Press releases	6	7	7	8
	Press product launches	4	4	9	10
	Charities and making donations	2	2	11	12
	Giving interviews to newspapers and mass media	5	6	8	9
	Staged events	1	1	12	13
	Publishing weekly or monthly newsletters about products	3	3	10	11
Total		25	27%	66	73%

[n=13. The respondent gives more than one response to public relation promotional tool]

9.5.3. Sales promotion

Another promotional technique is sales promotion. Sales promotion can be defined as: Those marketing activities other than personal selling and advertising and publicity that stimulate purchases such as exhibitions, shows, and demonstrations. In a way they refer to short –term incentives offered to the consumer to induce a booking, reservation or sale etc. The purpose of sales promotion, like advertising, is to attract attention to a product and generate sales. In tourism, sales promotions are frequently used to target an intermediary group such as travel agents or other members of the travel trade. The following table shows the respondent’s attitude towards uses of different sales promotional tools to uphold their tourism products and services.

²¹⁰ BPC (undated), online, accessed 27.02.06

Table- 9.4: Opinion on the uses of sales promotion as promotional tools by tourism stakeholders

Name of the promotional tool		Response			
		Yes		No	
		Frequency	%	Frequency	%
Sales promotion	Free samples	1	1	12	15
	Premium or Bonus offer	5	7	8	10
	Presenting gift	5	7	8	10
	Price-off offer /discount	6	8	7	9
	Coupons	1	1	12	15
	Money back offer	4	5	9	12
Total		22	29%	56	71%

[n=13. The respondent gives more than one response to sales promotional tool]

9.5.4. Personal selling

Personal selling refers to person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product, service or idea (Belch & Belch, 2001)²¹¹. In personal selling, an individual performs the task of selling in person by having face-to-face interaction with the prospective buyer. The essence of personal selling depends upon the careful training of all sales force and personnel who are in direct interaction with the public and tourists. In this perspective survey result disclose that tourism stakeholder uses 35% of different personal selling tools to increase their sales volume.

Table- 9.5: Opinion on the uses of personal selling as promotional tools by tourism stakeholders

Name of the promotional tool		Response			
		Yes		No	
		Frequency	%	Frequency	%
Personal selling	Face-to-Face interaction	9	12	4	5
	Persuasion	2	3	11	14
	Flexibility	4	5	9	11
	Promotion of sales	4	5	9	11
	Supply of Information	5	7	8	10
	Mutual Benefit	2	3	11	14
Total		26	35%	52	65%

[n=13. The respondent gives more than one response to personal selling promotional tool]

²¹¹ BPC (undated), online, accessed 27.02.06

9.5.5. Direct Marketing

Direct marketing refers to direct communications one-on-one with the target audience, traditionally via mail. In today's marketplace, email is assuming an increasing role in direct communications with customers; however, traditional direct mail continues to play a major role in tourism marketing. If properly planned and targeted, direct marketing can be almost as effective as a personal sales call. It works particularly well if it is used to publicize special offerings, to introduce new facilities or services, or to announce new business start-ups. In this regard tourism stakeholders use only 37% direct marketing promotional tools and 63% none.

Table- 9.6: Opinion on the uses of direct marketing as promotional tools by tourism stakeholders

Name of the promotional tool		Response			
		Yes		No	
		Frequency	%	Frequency	%
Direct marketing	Face-to-face selling	7	11	6	9
	Direct-mail	8	12	5	8
	Catalogue selling	2	3	11	17
	Telemarketing	6	9	7	11
	Television marketing	1	2	12	18
Total		24	37%	41	63%

[n=13. The respondent gives more than one response to direct marketing promotional tool]

9.5.6 Online social network

Nowadays, the Internet has become a part of our life. People spend a big portion of their time everyday using the internet, chatting with friends and acquaintances and always want to be connected with them by different social media like Facebook, YouTube, and different blogs and so on. Again the number of internet users is increasing day by day. Hence, for tourism marketing, online social media can be effective tools. Each generation has a different motivation for travel and tourism. The seniors want to be active, feel useful, and meet with other people to gain new friends (Ekerdt, 1986).²¹² The young people want to gain new skills, to be part of the community and to enjoy life. Being ICT literate, they use the technology for various purposes. As the increase in popularity of the OSN is on constant rise, young-adults are particularly interested in it. Moreover, the OSN find its application in travel and tourism purposes. It is often a case to be used for sharing travel and tourism information and experience with one another. Generally, it is used as prevalent and growing communication tool particularly for tourism promotion.

²¹² BPC (undated), online, accessed 27.02.06

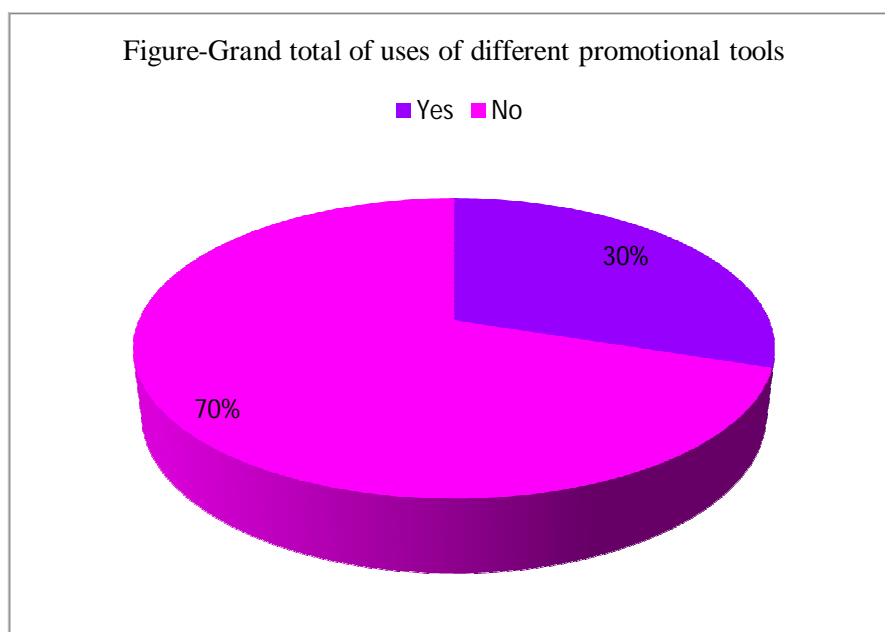
Table- 9.7: Opinion on the uses of online social network as promotional tools by tourism stakeholders

Name of the promotional tool		Response			
		Yes		No	
		Frequency	%	Frequency	%
Online social network	Facebook.com	11	15	2	3
	Twitter.com	1	1	12	15
	LinkedIn.com	1	1	12	15
	Google Plus	0	0	13	17
	MySpace	0	0	13	17
	You tube	1	1	12	15
Total		16	18%	62	82%

[n=13. The respondent gives more than one response to online social network promotional tool]

But unfortunately in our country tourism stakeholders are not habituated to use these popular promotional tools for marketing their tourism products and services. Survey result shows tourism stakeholders use only 18% online social network as their promotional tools.

Figure 9.1: Overall result of promotional tools undertaken by tourism stakeholders



Finally it is found on the whole from the Fig- 6.6.1 that different promotional tools undertaken by tourism stakeholders to attract tourist as well as development of this tourism industry are not on top of things. So, following on these findings it may be concluded that Hypothesis 1 which states: “Level of uses of promotional tools by tourism stakeholder to attract tourist is sufficient “should not be supported or be rejected. The main reason is that the findings indicated that tourism stakeholders use only 30% promotional tools to uphold Bangladesh as a valued tourist destination in front of the prospective tourist.

9.6 Findings on methods of determining promotion budget

Responding to a question on the method(s) of determining promotion budget, some respondents express that they use more than one method in doing so. It was found that 23% respondents use the affordable method rather than the existing market demands in determining the promotion budget followed by 8% respondents who uses percentage of revenue earning method. It was revealed that only 15% respondents' use objectives and task method and 31% based on the previous year's expense. The following table (Table 9.8) shows the distribution of the respondents and the method used in determining the promotion budget:

Table- 9.8: Opinion on the methods of determining promotional budget by tourism stakeholders

Method of promotional Budget	No. of respondent	Percentage
Affordable amount method	03	23%
Percentage of revenue earning method	01	08%
Based on the previous year's expense	04	31%
Objective and task method	02	15%
Fixed amount method	02	15%
Others	01	08%
Total	13	100%

[n = 13. Some respondents responded that they use more than one method]

9.7. Findings on the amount spent on different promotional tools

The promotional efforts of any product or service by any organization are intended to achieve the better performance in achieving the goal of the organization. Considering the same, it was attempted to evaluate the overall promotional activities undertaken and launched by the tourism industry in Bangladesh to have a clear understanding whether tourism stakeholder are performing in an expected way or not. This evaluation may help to find out whether the promotion activities have any role or not in tourism marketing, are the tourism stakeholders are spending the sufficient amount on promotional activities or not, whether they need to spend more money to promotion or not and finally, is the promotional measures undertaken and launched by the same industry is effective or not. In this part respondents were asked to express their opinion whether the amount spent on different promotional tools is satisfactory or not, by giving a five point range from strongly agree to strongly disagree to reveal the data on promotional activities undertaken by tourism stakeholders. The following table (Table 9.9) shows the respondents comments regarding the issues on the promotional activities of Bangladesh tourism:

Table 9.9: One-Sample t test Statistics regarding promotional activities of Bangladesh tourism

Promotional tools	N	Mean*	Std. Deviation	Std. Error Mean
Advertising	13	2.7692	1.42325	.39474
Sales Promotion	13	2.8462	1.46322	.40583
Personal Selling	13	2.3846	1.19293	.33086
Direct Marketing	13	2.0769	.95407	.26461
Public relation	13	2.2308	1.01274	.28088
Online social network	13	2.3077	1.25064	.34687

[*Strongly Agree-5.....Strongly disagree-1]

The table 9.9 shows the mean score on the point whether the promotional expenditure on advertising, sales promotion, personal selling, direct marketing, public relation and online social network is sufficient or not. From the table it has been seen that all mean score is close to 3 or a minor below the average score which indicate that promotional expenditure by tourism stakeholders not up to the mark to attract tourist.

Table9.10 One-Sample t Test regarding promotional activities of Bangladesh tourism

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference*	95% Confidence Interval of the Difference	
					Lower	Upper
Advertising	7.015	12	.000	2.76923	1.9092	3.6293
Sales Promotion	7.013	12	.000	2.84615	1.9619	3.7304
Personal Selling	7.207	12	.000	2.38462	1.6637	3.1055
Direct Marketing	7.849	12	.000	2.07692	1.5004	2.6535
Public relation	7.942	12	.000	2.23077	1.6188	2.8428
Online social network	6.653	12	.000	2.30769	1.5519	3.0634

[*Strongly Agree-5.....Strongly disagree-1]

It apparent from the above table 9.10 that majority of the respondent are disagree with the statement “expenditure on promotional tools by your organization is enough”. The mean value, standard deviation indicates that their opinion is distributed towards lower side than the average score. The calculated t value is significant at 5 percent level of significance. Since the observed significance (2-tailed) level is smaller than 0.05, which conclude the hypothesis 2 which states that “The amount spent in taka by tourism stakeholders on promotional tools to attract tourist is satisfactory” is not supported or be rejected and it is quite unlikely that tourism stakeholders expend on promotional tools is more to attract tourist. They seem to expense much less.

9.8 Conclusion

The purpose of this chapter was to gain better understanding about how tourism stakeholders Promote Bangladesh as a tourist destination. The survey revealed that the main reason of not succeeding Bangladesh tourism is that the concern authority failed to realize the importance of this sector initiate the proper measures in undertaking effective promotional measures to attract the potential tourists. For this reason on the basis of obtained empirical results tourism stakeholders should give emphasis where improvement should be made to flourish this sector. Tourism stakeholders should take care of creating and integrating value in tourism products and resources by proper use of promotional tools so that Bangladesh as a valued tourist destination could achieve better competitive market position. Thus, the concern authority needs to give priority and adopt necessary effective promotional measures in order to attract a significant number of foreign tourists to visit the country.

Chapter -10 An empirical study on tourist satisfaction on tourism products and services for development of tourism industry of Bangladesh

10.1 Introduction

Trying to understand what comprises tourist satisfaction is one of the most relevant areas of research for the tourism sector (Petrick 2004; Prebensen 2006), as satisfied tourists tend to transmit their positive experience to third persons as well as repeating their visit (Hallowell 1996; Kozak & Rimmington 2000; Pizam 1994; Alen, Rodriguez & Fraiz 2007; Operman 2000). It is extremely important to take into account the way a tourist feels about the destinations they visit. The planning process can take inputs from the findings of the perceptions of the tourists in developing a site further so as to either attract more tourists or make a site viable for sustained tourism. Different kinds of tourists reach a particular destination with a specific objective and if the objective is not fulfilled the tourist may not like to visit the site again or recommend the site to others. A tourist destination ideally should fulfill the expectations of the tourist including tourism products and market. Tourist perception of the site can be a key to developing that site further and can also enhance the overall planning and decision-making process. Each tourist destination could be engineered in the way that it can fulfill most of the aspirations of the visiting tourist. Tourist satisfaction has been identified as an important concept in establishing the performance of different destinations. Given the increasing level of competitiveness, it is essential for tourism management authorities to understand the main factors causing satisfaction/dissatisfaction for the tourist. The aim of this chapter is to explore the tourist satisfaction on different tourism products and services of four tourist spots of Bangladesh with the hope that these findings will aid tourism stakeholders in their task of creating satisfied tourist products and services.

10.2. Respondents

The purpose of this study is to analyze the satisfaction level of tourists for visiting four tourist spots of Bangladesh. For this reason all tourists of Cox's Bazaar, St. Martin, Sundarban and Kuakata during their visit at the destination are the total population of the study. Among all tourists of these four places 60 tourists of each place are considered as the sample size of the study. The data for this study was gathered through close ended survey questionnaire. The detailed research methodology of this study has been given in the chapter 3 of this dissertation.

10.3. Restatement of Objective and Hypothesis

It is evident from the literature review in the chapter 2 that there is still dearth of research studies mainly focusing on the tourist's satisfaction in tourism products and market in four icon tourist spots of Bangladesh namely Cox's bazaar, St. Martin, Sundarban and Kuakata. The present work is conducted against this backdrop. It includes empirical study on tourist satisfaction on tourism products and market of these spots i.e. accessibility, tourism services, accommodation and so on. At the time of visiting every tourist has some expectations about the destination, which leads to different levels of satisfaction and dissatisfaction. The restatement objectives of this study are as follows:

- To study the satisfaction of the tourists towards the tourism products and services available in four icon tourist spots of Bangladesh namely Cox's bazaar, St.Martin, Sundarban and Kuakata.
- To recommend measures to improvise the available tourism product and services so as to enhance the tourist's satisfaction.

On the bases of the objectives of the study the intended hypothesis is as follows:

- Ho₍₃₎ : It is presumed that tourists are satisfied with the tourism products and services available in four icon tourist spots of Bangladesh namely Cox's bazaar, St.Martin, Sundarban and Kuakata.

10.4 Demographic characteristics of the respondent

The demographic data of the respondents was analyzed by gender, age, educational level, and occupation and so on (as presented in Tables 1, 2, 3 and 4).

Table-10.1: The Demographic characteristics of respondents of the study area Cox's Bazar

Variable	Sub-variable	Frequency	Percent
Gender	Male	36	60
	Female	24	40
Total		60	100
Age	1-15	8	13
	16-25	32	5
	26-35	11	18
	36-45	07	12
	46 and above	02	3
Total		60	100
Marital Status	Single	44	73
	Married	16	27
Total		60	100
Level of Education	Primary education	05	8
	Secondary education	11	18
	Higher secondary	08	13
	Graduate	23	38
	Post graduate	13	22
Total		60	
Occupation	Students	05	8
	Self employed	12	20
	Professional (Teaching, Doctors, Engineer)	13	22
	Manager/ Executive	17	28
	Government officer	03	5
	Unemployed	06	10
	Retired	04	7
Total		60	
Family Income per month	Less Than 20000	10	17
	20001-30000	22	37
	30001-40000	08	13
	More than 400000	20	33
Total		60	
Holiday organization Mode	Individually	38	63
	Package tour	08	13
	Others	14	24
Total		60	100

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Accompanying person	Travel Alone	07	12
	Spouse	16	27
	Spouse and Children	14	22
	Friends and relatives	07	12
	Others	16	27
Total		60	100

Table 10.2: The Demographic characteristics of respondents of the study area St.Martin

Variable	Sub-variable	Frequency	Percent
Gender	Male	32	53
	Female	28	47
Total		60	100
Age	1-15	05	8
	16-25	25	42
	26-35	15	25
	36-45	08	13
	46 and above	07	12
Total		60	100
Marital Status	Single	36	60
	Married	24	40
Total		60	100
Level of Education	Primary education	02	3
	Secondary education	08	13
	Higher secondary	10	17
	Graduate	28	47
	Post graduate	12	20
Total			
Occupation	Students	23	38
	Self employed	12	20
	Professional (Teaching, Doctors, Engineer)	08	13.
	Manager/ Executive	05	8
	Government officer	00	0
	Unemployed	09	15
	Retired	03	5
Total		60	100
Family Income per month	Less Than 20000	12	20
	20001-30000	22	37
	30001-40000	06	10
	More than 400000	20	33
Total		60	
Holiday organization Mode	Individually	22	37
	Package tour	10	16
	Others	28	47
Total		60	100
Accompanying person	Travel Alone	02	3.
	Spouse	18	30
	Spouse and Children	16	27
	Friends and relatives	14	23
	Others	10	16
Total		60	100

Table 10.3: The Demographic characteristics of respondents of the study area Sundarban

Variable	Sub-variable	Frequency	Percent
Gender	Male	47	78
	Female	13	22
Total		60	100
Age	1-15	11	18
	16-25	27	45
	26-35	15	25
	36-45	05	9
	46 and above	02	3
Total		60	100
Marital Status	Single	48	80
	Married	12	20
Total		60	100
Level of Education	Primary education	02	3
	Secondary education	07	12
	Higher secondary	09	15
	Graduate	28	47
	Post graduate	14	23
Total		60	
Occupation	Students	33	55
	Self employed	12	20
	Professional (Teaching, Doctors, Engineer)	07	12
	Manager/ Executive	03	5
	Government officer	00	0
	Unemployed	05	8.
	Retired	00	0
Total		60	100
Income Level	Less Than 20000	16	27
	20001-30000	15	25
	30001-40000	21	35
	More than 400000	08	13
Total		60	100
Holiday organization Mode	Individually	03	05
	Package tour	41	12
	Others	46	43
Total		60	100
Accompanying person	Travel Alone	03	05
	Spouse	01	02
	Spouse and Children	05	08
	Friends and relatives	44	73
	Others	07	12
Total		60	100

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Table 10.4: The Demographic characteristics of respondents of the study area Kuakata

Variable	Sub-variable	Frequency	Percent
Gender	Male	38	63
	Female	22	37
Total		60	100
Age	1-15	07	12
	16-25	12	20
	26-35	37	61
	36-45	04	7
	46 and above	00	0
Total		60	100
Marital Status	Single	34	57
	Married	26	33
Total		60	100
Level of Education	Primary education	02	03
	Secondary education	04	07
	Higher secondary	06	10
	Graduate	36	60
	Post graduate	12	20
Total		60	100
Occupation	Students	12	20
	Self employed	11	18
	Professional (Teaching, Doctors, Engineer)	10	17
	Manager/ Executive	14	23
	Government officer	02	3
	Unemployed	10	17
	Retired	01	1
Total		60	100
Income Level	Less Than 20000	02	03
	20001-30000	16	27
	30001-40000	40	67
	More than 400000	02	03
Total			
Holiday organization Mode	Individually	07	12
	Package tour	14	23
	Others	39	35
Total		60	100
Accompanying person	Travel Alone	02	3
	Spouse	07	12
	Spouse and Children	15	25
	Friends and relatives	24	40
	Others	12	20
Total		60	100

10.5 Findings of tourist’s satisfaction level towards tourism products and service of Bangladesh: The case of Cox’s Bazar, St.Martin, Sundarban and Kuakata

For this study survey data were collected by using five point Lykert scale range from very satisfied-5 to very dissatisfied-1 from four icon tourist spots of Bangladesh namely Cox’s bazaar, St.Martin, Sundarban and Kuakata. After sorting out the invalid questionnaires, data were coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS). Statistical analyses such as frequencies, descriptive, and Chi-Square test were used according to the respective objectives of the study. The detailed research methodology of this study has been given in the chapter 3 of this dissertation. The breakdown of the score/ranking are shown in the following Table-4.

Table 10.5: The breakdown of the mean score/ranking

Score rank	Interval scoring (Mean Value)	Meaning
1	1.00 – 1.80	Very dissatisfied
2	1.81 – 2.60	Dissatisfied
3	2.61 – 3.20	Neither satisfied nor dissatisfied
4	3.21 – 4.20	Satisfied
5	4.21 – 5.00	Very Satisfied

As for the selection of the determinants of tourist satisfaction, the researcher focus on the following attributes:

- Accommodation and restaurants: it includes comfort and cleaning of the hotel, hotel’s bathrooms and toilets, the friendliness and competence of hotel’s manager, staff, security staff personnel etc., the quality and variety of restaurants and quality of food and beverage of the restaurants.
- Accessibility: it comprises quality of public transport, local tourism transportation efficiency/quality, overall cleanliness of the streets and public places, touring the city or easiness to get around and display Tourist maps & information boards.
- Tourism services: it contains availability of tourism information center, availability of tourism signals, availability of daily tour services, availability of health services and facilities and cooperation of tourist police.
- Entertainment facilities: it consist of availability of shopping facilities, water based activities (e.g. swimming, surfing, boating, fishing, comfort and cleanliness of beaches or sea, special events/festivals and availability of music club, theatre hall, Cinema hall.
- Quality of life: it embraces traveled around the destination, walked alone after dark, feeling of personal safety and security, feeling about night life and availability of public toilet and cleanness.

The details findings of the above attributes regarding tourist satisfaction on four icon tourist spots of Bangladesh are given below-

10.5.1 Accessibility

The most vital component of tourism industry is accessibility. It is a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. Accessibility is the main function behind the basics of tourism transport. Without the presence of efficient and effective accessibility system obviously the tourism industry would be collapsed to function. A historic city or a beautiful place becomes only a tourist destination when the places are easily accessible. However, tourism demand can also be responsible for developing easily accessible networks. So measure the satisfaction upon the accessibility of tourism destination is important to determine the strategies to flourish this industry. The findings of tourist satisfaction towards accessibility of four tourist spots of Bangladesh are given below-

10.5.1.1 Quality of public transport: It is evident from the above four table that majority of the respondent of Cox’s bazaar, St.Martin and kuakata are more or less satisfied except Sundarban on the quality of public transport. The mean value accordingly 3.80, 3.30, 3.60 and 2.50 confirmed the statement. The standard deviation and skewness of Cox’s bazaar are.65871 and .236; St.Martin are.94421 and .355; Kuakata are1.34290 and -.438; and Sundarban are 1.00000 and -.105 respectively . The Chi- square test is significant at 5 percent level of significance. Thus the opinion is not equally distributed. So it can be concluded that majority of the respondents have the same opinion over the issue of quality of public transport in the study area.

Table 10.6: Tourist satisfaction towards quality of public transport in respect with accessibility

Name of tourist pots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox’s Bazaar	60	3.8000	.65871	.236	.309	14.400	.001
St.Martin	60	3.3000	.94421	.355	.309	12.000 ^a	.007
Sundarban	60	2.5000	1.00000	-.105	.309	5.600	.133
Kuakata	60	3.6000	1.34290	-.438	.309	14.000 ^a	.007

10.5.1.2 Local tourism transportation efficiency/quality: It is observed from the table based on mean value that tourists of cox’s bazaar are satisfied on the local tourism transportation efficiency/quality issues where as tourists of St.Martin and kuakata are neither satisfied nor dissatisfied but tourists of Sundarban are dissatisfied on the issue. The standard deviation and skewness of Cox’s bazaar-.78762and -1.025; St.Martin .82064 and -.255; Kuakata-.99092 and -.364; and Sundarban .86684 and -.012 respectively. The Chi- square test is significant at 5 percent level of significance. Hence the opinion is not equally distributed. But the findings of p value did not support the statement that tourists are satisfied on the local tourism transportation efficiency/quality issues.

Table 10.7: Tourist satisfaction towards local tourism transportation efficiency/quality with accessibility

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.3000	.78762	-1.025	.309	33.333	.000
St.Martin	60	2.9333	.82064	-.255	.309	19.467 ^a	.000
Sundarban	60	2.1667	.86684	-.012	.309	16.267 ^a	.001
Kuakata	60	2.9667	.99092	-.364	.309	14.133 ^b	.003

10.5.1.3 Overall cleanliness of the streets and public places: A majority of the respondent of cox's bazaar are satisfied but the respondents of St. Martin, Sundarban and KUakata are neither satisfied nor dissatisfied on the factor of overall cleanliness of the streets and public places. The mean value confirmed the above statement. The findings of standard deviation of Cox's Bazar, St. Martin and Sundarban indicate that the data re spread out over a large range of volume or data are not close to the mean value. Only the findings of standard deviation of kuakata indicate that data are close to the mean. The skewness findings shows that data are right skewed distribution which means most values are concerned on the left to the mean, with extreme values to the right. Here the Chi- square value is significant at 5 percent level of significance and indicates the opinion is not equally distributed. The conclusion can be drawn that tourists are not satisfied on the overall cleanliness of the streets and public places of various spots.

Table 10.8: Tourist satisfaction towards overall cleanliness of the streets and public places with accessibility

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.4000	.76358	-.359	.309	29.067	.000
St.Martin	60	2.8333	.86684	.012	.309	48.667 ^b	.000
Sundarban	60	2.8500	.81978	-.476	.309	26.000 ^a	.000
Kuakata	60	2.7667	.42652	-1.294	.309	17.067 ^c	.000

10.5.1.4 Touring the city or easiness to get around: The table reveals that tourists of cox's bazaar are satisfied; tourists of St.Martin, Sundarban and kuakata are neither satisfied nor dissatisfied on the issue of touring the city or easiness to get around. The mean value of table 1,2,3,4 confirmed the above statement. The findings of high standard deviations of the four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The skewness value of Cox's bazaar,St.Martin and Kuakata shows that data are right skewed distribution which means most values are concerned on the left to the mean, with extreme values to the right and the skewness value of Shundarban shows that data are left skewed distribution. Further

Chi-square value is significant at 5 percent level of significance. It shows that opinion of the respondents is not equally distributed.

Table 10.9: Tourist satisfaction towards touring the city or easiness to get around in respect with accessibility

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.5333	.72408	.434	.309	34.933	.000
St.Martin	60	3.1667	.90510	.226	.309	53.333 ^b	.000
Sundarban	60	2.9500	.96419	-.367	.309	36.500 ^b	.000
Kuakata	60	2.8333	.58705	.039	.309	26.800 ^d	.000

10.5.1.5 Display Tourist maps & information boards: It is notable that majority of the respondent of Sundarban and st.Martin are dissatisfied regarding accessibility factor display tourist maps & information boards while respondents of Cox's bazaar and Kuakata are neither satisfied nor dissatisfied. The mean value of the tables are below the average score. The result of high standard deviations of the four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness value of St.Martin, Sundarban and Kuakata shows that data are right skewed distribution which means most values are concerned on the left to the mean, with extreme values to the right and the skewness value of Cox's bazaar shows that data are left skewed distribution. The calculated Chi-square value shows significant at 5 percent level of significance. It is concluded that display tourist maps & information boards are not satisfactory and needs more care.

Table 10.10: Tourist satisfaction towards display Tourist maps & information boards in respect with accessibility

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	2.8667	1.03280	-.106	.309	19.333	.001
St.Martin	60	2.6667	.95077	.481	.309	33.333 ^b	.000
Sundarban	60	2.4833	.62414	.930	.309	24.100 ^c	.000
Kuakata	60	2.8333	.58705	.039	.309	26.800 ^d	.000

10.5.2 Accommodation and Restaurant

The accommodation and restaurants is considered as a major sector of the tourism industry. A large percentage of holiday expenditure is accounted for by accommodation and restaurant which helps tourism stakeholders to sustain. Accommodation provides facilities that make travel convenient and comfortable and also provides an essential support services to satisfy the tourists which act as wider motivation that brought the visitor again to the destination. So tourist satisfaction up on accommodation and restaurant sector is very crucial to bring the visitor again and again to the destination. The findings of tourist satisfaction towards accommodation and restaurants of four tourist spots of Bangladesh are given below-

10.5.2.1 Comfort and cleaning of the hotel:

It is observed from the table based on mean value that tourists of Cox’s bazaar and Kuakata are satisfied on the Comfort and cleaning of the hotel issues where as tourists of St.Martin and Sundarban are neither satisfied nor dissatisfied on the issue. The standard deviation and skewness of Cox’s bazaar are .64221 and .162 ; St.Martin are .89947 and -.155; Kuakata are .99490 and -.461; and Sundarban are .73338 and .105 respectively. The Chi- square test is significant at 5 percent level of significance. Hence the opinion is not equally distributed. But the findings of p value did not support the statement that tourists are satisfied on the Comfort and cleaning of the hotel issues.

Table 10.11: Tourist satisfaction towards comfort and cleaning of the hotel in respect with accommodation and restaurant

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox’s Bazaar	60	3.8333	.64221	.162	.309	17.200 ^a	.000
St.Martin	60	2.9333	.89947	-.155	.309	15.200 ^a	.002
Sundarban	60	2.9333	.73338	.105	.309	5.200 ^a	.074
Kuakata	60	3.4000	.99490	-.461	.309	29.333 ^a	.000

10.5.2.2 Hotel’s bathrooms and toilets

It is evident from the above four table that majority of the respondent of Cox’s bazaar and kuakata are very satisfied except the tourists of Sundarban and St.Martin on the variable Hotel’s bathrooms and toilets. The mean value accordingly 3.8333, 2.0000, and 2.7667 confirmed the statement. The findings of high standard deviations of the four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The skewness of Cox’s bazaar is .162, St.Martin is -.113, Kuakata is -.362 and Sundarban is .624 respectively . The Chi- square test is significant at 5 percent level of significance. Thus the opinion is not equally distributed. So it can be concluded that the respondents are divided in two sections very satisfies and dissatisfied over the issue of quality of Hotel’s bathrooms and toilets in the study area.

Table 10.12: Tourist satisfaction towards hotel’s bathrooms and toilets in respect with accommodation and restaurant

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox’s Bazaar	60	3.8333	.64221	.162	.309	17.200 ^a	.000
St.Martin	60	2.7667	.88999	-.113	.309	13.067 ^a	.004
Sundarban	60	2.0000	1.10469	.624	.309	15.733 ^b	.001
Kuakata	60	3.4333	1.26714	-.362	.309	12.667 ^a	.013

10.5.2 .3 The friendliness and competence of hotel’s manager, staff, security staff, personnel etc.

It is notable that majority of the respondent of Cox’s bazaar, Sundarban and Kuakata are very satisfied regarding the accommodation and restaurant factor the friendliness and competence of hotel’s manager, staff, security staff personnel etc while respondents of St.Martin is neither satisfied nor dissatisfied. The mean value of the tables are cross the average score. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness value of Cox’s bazaar and Sundarban shows that data are right skewed distribution which means most values are concerned on the left to the mean, with extreme values to the right and the skewness value of St.Martin and Kuakata shows that data are left skewed distribution. The calculated Chi-square value shows significant at 5 percent level of significance. But the calculated p value does not support the statement that tourist a are satisfied on the issues The friendliness and competence of hotel’s manager, staff, security staff personnel etc.

Table 10.13: Tourist satisfaction towards the friendliness and competence of hotel’s manager, staff, security staff, personnel etc. in respect with accommodation and restaurant

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox’s Bazaar	60	3.7333	.77824	.064	.309	24.267 ^b	.000
St.Martin	60	2.9667	.66298	-.686	.309	57.867 ^a	.000
Sundarban	60	3.4000	.80675	.337	.309	26.400 ^b	.000
Kuakata	60	3.6667	.95077	-.009	.309	9.333 ^b	.025

10.5.2.4 The quality and variety of restaurants

The tourist of Cox’s bazaar and Kuakata are very satisfied regarding the issue the quality and variety of restaurants while respondents of St.Martin and Sundarban are neither satisfied nor dissatisfied. The mean value of the tables proves this statement. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness value of Cox’s bazaar, Sundarban , St.Martin and Kuakata shows that data are left skewed distribution which means most values are concerned on the right of the mean, with extreme values to the left. The computed Chi-square value shows significant at 5 percent level of significance. But the calculated p value reject the statement that tourists are satisfied on the issues the quality and variety of restaurants.

Table 10.14: Tourist satisfaction towards the quality and variety of restaurants in respect with accommodation and restaurant

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox’s Bazaar	60	3.7000	1.16880	-.306	.309	29.333	.000
St.Martin	60	3.0333	.71228	-.048	.309	7.600	.022
Sundarban	60	2.8667	.72408	-.346	.309	37.067	.000
Kuakata	60	3.7000	1.16880	-.306	.309	29.333	.000

10.5.2.5 Quality of food and beverage of the restaurants

The table reveals that tourists of Cox’s Bazaar and Kuakata are very satisfied and tourists of St.Martin are satisfied and tourists of Sundarban are dissatisfied on the issue of Quality of food and beverage of the restaurants. The mean value of table confirmed the above statement. The findings of high standard deviations of the four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The skewness value of St.Martin and Sundarban shows that data are right skewed distribution which means most values are concerned on the left to the mean, with extreme values to the right and the skewness value of Cox’s Bazaar and Kuakata shows that data are left skewed distribution. Further Chi-square value is significant at 5 percent level of significance. It shows that opinion of the respondents is not equally distributed. But the calculated p value refuse the statement that tourists are satisfied on the issues the quality of food and beverage of the restaurants.

Table 10.15: Tourist satisfaction towards the quality of food and beverage of the restaurants in respect with accommodation and restaurant

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox’s Bazaar	60	3.5667	.81025	.173	.309	22.667 ^b	.000
St.Martin	60	3.1667	1.01124	.060	.309	21.333 ^c	.000
Sundarban	60	1.9333	.86095	.461	.309	17.867 ^b	.000
Kuakata	60	3.3667	.80183	-.772	.309	54.667 ^a	.000

10.5.3 Entertainment Facilities

Entertainment is closely related to leisure is the availability of entertainment facilities in tourism destination. Theatre or concerts, beach cricket or kite festival especially those taking place in tourism spots add to the visitor appeal of a place and can become an important factor in determining an overnight stay. To be sustainable they need to appeal to local interests and remain accessible. Other forms of entertainment, such as shopping and taking photos as significant and enjoyable activities on the tour. Purchasing souvenirs and gifts for family and friends and showing photos are a key part of the post-tour enjoyment – shopping experiences can create value by providing enjoyment. Undoubtedly, tourist hopes that they will have an enjoyable holiday. Indeed, enjoyment influences the level of tourists’ dissatisfaction or satisfaction, especially through memorable incidents – both positive and negative. Positive memorable events recall the tourist to visit the destination again. The findings of tourist satisfaction towards Entertainment facilities of four tourist destination of Bangladesh are given below-

10.5.3.1 Availability of shopping facilities

The table discloses that tourists of Cox’s Bazaar very satisfied and tourists of Kuakata are only satisfied; tourists of Sundarban are dissatisfied and tourists of St.Martin are neither satisfied nor dissatisfied on the issue of availability of shopping facilities. The mean value of table established the above statement. The results of high standard deviations of four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The skewness value of St.Martin, Sundarban Cox’s Bazaar and Kuakata shows that data are left skewed distribution which mean most value are concerned on the right of the mean, with extreme values to the left. Further Chi-square value is significant at 5 percent level of significance. It shows that opinion of the

respondents is not equally distributed. But the calculated p value rejects the statement that tourists are satisfied on the issues of availability of shopping facilities.

Table 10.16: Tourist satisfaction towards the availability of shopping facilities in respect with entertainment facilities

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.7000	.94421	-.355	.309	12.000 ^a	.007
St.Martin	60	2.9333	.93640	-.377	.309	11.467 ^a	.009
Sundarban	60	2.1667	.69298	-.234	.309	10.000 ^a	.007
Kuakata	60	3.1333	.89190	-.270	.309	6.400 ^a	.041

10.5.3.2 Water based activities (e.g. swimming, surfing, boating, fishing

The tourist of Cox's bazaar and Kuakata are very satisfied concerning the issue of water based activities (e.g. swimming, surfing, boating, fishing) while respondents of St.Martin are neither satisfied nor dissatisfied .The tourist s of Sundarban are dissatisfied regarding the issue. The mean value of the tables proves this statement. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness value of Sundarban and Kuakata shows that data are left skewed distribution which means most values are concerned on the right of the mean, with extreme values to the left and result of skewnes value of Cox's Bazaar and St. Martin are right skewed distribution. The computed Chi-square value shows significant at 5 percent level of significance. It shows that opinion of the respondents is not equally distributed. However the calculated p value reject the statement that tourists are satisfied on the water based activities (e.g. swimming, surfing, boating, fishing) variable.

Table 10.17: Tourist satisfaction towards the water based activities (e.g. swimming, surfing, boating, fishing in respect with entertainment facilities

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.3667	1.05713	.097	.309	2.400 ^a	.494
St.Martin	60	2.8667	.85304	.263	.309	41.333 ^b	.000
Sundarban	60	2.1667	.64221	-.162	.309	17.200 ^a	.000
Kuakata	60	3.4000	.99490	-.461	.309	29.333 ^b	.000

10.5.3.3 Comfort and cleanliness of beaches or sea

Further it is observed from the table based on mean value that tourists of cox's bazaar, St.Martin and Kuakata are very satisfied on the comfort and cleanliness of beaches or sea issues where as tourists of Sundarban are neither satisfied nor dissatisfied on the issue. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness of Cox's bazaar are-.362; St.Martin are -.174; Kuakata are -.362; and Sundarban are .418respectively. The Chi- square test is significant at 5 percent level of significance. Hence the opinion is not equally distributed. But the findings of p value did not support the statement that tourists are satisfied on the comfort and cleanliness of beaches or sea issues.

Table 10.18: Tourist satisfaction towards the comfort and cleanliness of beaches or sea in respect with entertainment facilities

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.4333	1.26714	-.362	.309	12.667 ^b	.013
St.Martin	60	3.3333	1.05230	-.174	.309	18.000 ^b	.001
Sundarban	60	2.8000	1.02180	.418	.309	24.667 ^b	.000
Kuakata	60	3.4333	1.26714	-.362	.309	12.667 ^b	.013

10.5.3.4 Special events/festivals

It is evident from the above four table that majority of the respondent of Cox's bazaar and kuakata are very satisfied except the tourists of Sundarban and St.Martin on the variable special events/festivals. The findings of mean value accordingly 3.1667, 3.6667, 2.5333 and 2.8000 confirmed the statement. The findings of high standard deviations of the four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The skewness of Cox's bazaar is -.335, St.Martin is -.033, Kuakata is -.009 and Sundarban is .116 respectively. The Chi-square test is significant at 5 percent level of significance. Thus the opinion is not equally distributed. So it can be concluded that the respondents are divided in two sections very satisfies and dissatisfied over the issue of Special events/festivals in the study area.

Table 10.19: Tourist satisfaction towards the special events/festivals in respect with entertainment facilities

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.1667	.86684	-.335	.309	38.667 ^b	.000
St.Martin	60	2.8000	.79830	-.033	.309	21.600 ^a	.000
Sundarban	60	2.5333	.76947	.116	.309	26.933 ^c	.000
Kuakata	60	3.6667	.95077	-.009	.309	9.333 ^c	.025

10..5.3.5 Availability of music club, theatre hall, Cinema hall.

The tourist of Kuakata are very satisfied regarding the issue of availability of music club, theatre hall, Cinema hall while respondents of Cox's Bazar are neither satisfied nor dissatisfied. The tourist of sundarban is very dissatisfied and tourists of St.Martin are dissatisfied accordingly. The mean value of the tables proves this statement. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness value of Sundarban and Kuakata shows that data are left skewed distribution which means most values are concerned on the right of the mean, with extreme values to the left and remaining to the right skewed distribution. The computed Chi-square value shows significant at 5 percent level of significance which shows that the opinion is not equally distributed. But the calculated p value disallow the statement that tourists are satisfied on the issues of availability of music club, theatre hall, Cinema hall in the study area.

Table 10.20: Tourist satisfaction towards the availability of music club, theatre hall, Cinema hall in respect with entertainment facilities

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	2.9000	.95136	.205	.309	39.333	.000
St.Martin	60	2.3000	.69624	.137	.309	37.600	.000
Sundarban	60	1.9667	.55132	-.021	.309	36.400	.000
Kuakata	60	3.7000	1.16880	-.306	.309	29.333	.000

10.5.4 Quality of Life

Among the basic components of a tourist product, quality of life is very important. Quality of life means freedom of life at the destination of tourist such as traveled around the destination, work alone after dark etc. Unless the absence of this freedom of tourist, the tourist will not be motivated to go to a particular place. Quality of life is those elements in a tourist product which determine the choice made by particular tourist to visit one particular destination rather than another. The findings of tourist satisfaction towards quality of life of tourist at four tourist destination of Bangladesh are given below-

10.5.4.1 Traveled around the destination

It is evident from the above four table that majority of the respondent of Cox's bazaar, St.Martin and kuakata are more or less satisfied except Sundarban on the traveled around the destination variable. The mean value accordingly 3.4333, 3.1333, 3.2667 and 2.9333 confirmed the statement. The standard deviation and skewness of Cox's bazaar are .76727 and -.933; St.Martin are .81233 and -.252; Kuakata are and .73338 and -.468 ; and Sundarban are.97192 and .595 respectively . The Chi- square test is significant at 5 percent level of significance. Thus the opinion is not equally distributed. So it can be concluded that majority of the respondents have the same opinion over the issue traveled around the destination in the study area.

Table 10.21: Tourist satisfaction towards the traveled around the destination in respect with quality of life

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.4333	.76727	-.933	.309	62.667	.000
St.Martin	60	3.1333	.81233	-.252	.309	52.667 ^a	.000
Sundarban	60	2.9333	.97192	.595	.309	38.667 ^a	.000
Kuakata	60	3.2667	.73338	-.468	.309	7.600 ^a	.022

10.5.4.2 Walked alone after dark

It is observed from the table based on mean value that tourists of cox's bazaar are satisfied on the walked alone after dark issues where as tourists of St.Martin and kuakata are neither satisfied nor dissatisfied but tourists of Sundarban are very dissatisfied on the issue. The standard deviation and skewness of Cox's bazaar are 1.11538 and -.052; St.Martin are .81233 and 1.037; Kuakata are and .96316 and .492; and Sundarban are.99774 and 1.128 respectively .The Chi- square test is significant at 5 percent level of

significance. Hence the opinion is not equally distributed. But the findings of p value did not support the statement that tourists are satisfied on the walked alone after dark issues.

Table 10.22: Tourist satisfaction towards the walked alone after dark in respect with quality of life

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.1000	1.11538	-.052	.309	14.000 ^a	.007
St.Martin	60	2.8667	.81233	1.037	.309	37.067 ^b	.000
Sundarban	60	1.7667	.99774	1.128	.309	30.133 ^b	.000
Kuakata	60	2.7667	.96316	.492	.309	38.667 ^b	.000

10.5.4.3 Feeling of personal safety and security

A majority of the respondent of cox's bazaar is satisfied but the respondents of St. Martin, and Kuakata are neither satisfied nor dissatisfied on the factor of feeling of personal safety and security. The tourists of Sundarban are very dissatisfied on the issue. The mean value confirmed the above statement. The findings of standard deviation of Cox's Bazar, St. Martin ,kuakata and Sundarban indicate that the data re spread out over a large range of volume or data are not close to the mean value. The skewness findings St.Martin and Sundarban show that data are right skewed distribution which means most values are concerned on the left to the mean, with extreme values to the right. Here the Chi- square value is significant at 5 percent level of significance and indicates the opinion is not equally distributed. The conclusion can be drawn that tourists are not satisfied on the variable feeling of personal safety and security in the study area.

Table 10.23: Tourist satisfaction towards the feeling of personal safety and security in respect with quality of life

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.1333	1.09648	-.113	.309	14.667 ^a	.005
St.Martin	60	2.9000	1.02014	.801	.309	44.667 ^a	.000
Sundarban	60	1.8667	1.06511	.971	.309	23.733 ^b	.000
Kuakata	60	2.9000	.87721	-.424	.309	72.000 ^b	.000

10.5.4.4 Feeling about night life

The table reveals that tourists of cox's bazaar ,St.Martin and kuakata are satisfied and tourists of Sundarban are neither satisfied nor dissatisfied on the issue of feeling about night life. The mean value of table 1,2,3,4 confirmed the above statement. The findings of high standard deviations of the four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The skewness value of,St.Martin and Sundarban show that data are right skewed distribution which means most values are concerned on the left to the mean, with extreme values to the right and the skewness value of Cox's Bazaar and Kuakata shows that data are left skewed distribution. Further Chi-square value is significant at 5 percent level of significance. It shows that opinion of the respondents is not equally distributed.

Table 10.24: Tourist satisfaction towards the feeling about night life in respect with quality of life

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.6000	1.02841	-.279	.309	27.333	.000
St.Martin	60	3.0333	.88234	.240	.309	47.333	.000
Sundarban	60	2.1000	1.33658	1.133	.309	36.000	.000
Kuakata	60	3.5333	.62346	-.998	.309	25.600	.000

10.5.4.5 Availability of public toilet and cleanness

It is notable that majority of the respondent of Cox's Bazaar and St.Martin are dissatisfied regarding factor availability of public toilet and cleanness while respondents of Kuakata are neither satisfied nor dissatisfied. The Tourists of Sundarban Are very dissatisfied regarding the issue. The mean value of the tables are below the average score. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness value of St.Martin, Sundarban and Kuakata shows that data are right skewed distribution which means most values are concerned on the left to the mean, with extreme values to the right and the skewness value of Cox's bazaar shows that data are left skewed distribution. The calculated Chi-square value shows significant at 5 percent level of significance. It is concluded that availability of public toilet and cleanness are not satisfactory and needs more care.

Table 10.25: Tourist satisfaction towards the availability of public toilet and cleanness in respect with quality of life

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	2.6333	1.31441	.163	.309	8.667 ^a	.070
St.Martin	60	2.5667	.76727	.933	.309	62.667 ^a	.000
Sundarban	60	1.5333	.81233	1.066	.309	30.400 ^c	.000
Kuakata	60	3.1000	.79618	.233	.309	83.333 ^b	.000

10.5.5 Tourism Services

Tourism service quality and customer satisfaction is a critical concept in the fields of recreation and tourism. Tourism stakeholders should give paramount importance towards the service quality related to the tourist satisfaction during the vacation because if tourists are dissatisfied on the service quality that they perceived during the visit, then they will not come again to the destination. The findings of tourist satisfaction towards tourism services at four tourist destination of Bangladesh are given below-

10.5.5.1 Availability of tourism information center

The table discloses that tourists of Cox's bazaar and tourists of St.Martin are neither satisfied nor dissatisfied; tourists of Sundarban are dissatisfied and tourists of Kuakata are satisfied on the issue of availability of tourism information center. The mean value of

table established the above statement. The results of high standard deviations of four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The skewness value of St.Martin , Sundarban and Kuakata shows that data are right skewed distribution which mean most value are concerned on the left of the mean, with extreme values to the right. Further Chi-square value is significant at 5 percent level of significance. It shows that opinion of the respondents is not equally distributed. But the calculated p value rejects the statement that tourists are satisfied on the issues of availability of tourism information center.

Table 10.26: Tourist satisfaction towards the availability of tourism information center in respect with tourism services

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	2.9000	1.02014	-.388	.309	8.800 ^a	.032
St.Martin	60	2.7667	.85105	.133	.309	18.400 ^a	.000
Sundarban	60	2.2333	.85105	.208	.309	17.333 ^a	.001
Kuakata	60	3.3667	1.38963	.011	.309	24.667 ^a	.000

10.5.5.2 Availability of tourism signals

The tourist of Cox's bazaar and Kuakata are very satisfied concerning the issue of availability of tourism signals while respondents of St.Martin are neither satisfied nor dissatisfied .The tourists of Sundarban are dissatisfied regarding the issue. The mean value of the tables proves this statement. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness value of Cox's Bazaar and Kuakata shows that data are left skewed distribution which means most values are concerned on the right of the mean, with extreme values to the left and result of skewness value of Sundarban and St. Martin are right skewed distribution. The computed Chi-square value shows significant at 5 percent level of significance. It shows that opinion of the respondents is not equally distributed. However the calculated p value rejects the statement that tourists are satisfied on the availability of tourism signals variable.

Table 10.27: Tourist satisfaction towards the availability of tourism signals in respect with tourism services

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.1667	.78474	-.306	.309	61.333 ^b	.000
St.Martin	60	2.8667	.76947	.235	.309	68.000 ^b	.000
Sundarban	60	2.0000	1.10469	.468	.309	26.400 ^a	.000
Kuakata	60	3.2333	1.18417	-.345	.309	38.000 ^a	.000

10.5.5.3 Availability of daily tour services

Further it is observed from the table based on mean value that tourists of Cox's bazaar, St.Martin and Kuakata are very satisfied on the availability of daily tour services issues where as tourists of Sundarban are dissatisfied on the issue. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness of Cox's bazaar are -.492; St.Martin are -.095; Kuakata are -.735; and Sundarban are -.808

respectively. The Chi- square test is significant at 5 percent level of significance. Hence the opinion is not equally distributed. But the findings of p value did not support the statement that tourists are satisfied on the availability of daily tour services issues.

Table 10.28: Tourist satisfaction towards the availability of daily tour services in respect with tourism services

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.2333	.96316	-.492	.309	38.667	.000
St.Martin	60	3.1333	.62346	-.095	.309	20.800	.000
Sundarban	60	2.5333	.76947	-.808	.309	44.000	.000
Kuakata	60	3.3667	.75838	-.735	.309	12.400	.002

10.5.5 .4 Availability of health services and facilities

It is evident from the above four table that majority of the respondent of Cox's bazaar and kuakata are satisfied except the tourists of Sundarban and St.Martin on the variable availability of health services and facilities. The findings of mean value accordingly 3.2000, 3.1667, 1.8000 and 2.8667 confirmed the statement. The findings of high standard deviations of the four spots indicate that the data are spread out over a large range of volume or data are not close to the mean value. The skewness of Cox's bazaar is -.418, St.Martin is .510, Kuakata is -.849 and Sundarban is .398respectively . The Chi-square test is significant at 5 percent level of significance. Thus the opinion is not equally distributed. So it can be concluded that the respondents are divided in two sections satisfied and dissatisfied over the issue of availability of health services and facilities in the study area.

Table 10.29: Tourist satisfaction towards the availability of health services and facilities in respect with tourism services

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.2000	1.02180	-.418	.309	24.667 ^b	.000
St.Martin	60	2.8667	.96492	.510	.309	30.667 ^b	.000
Sundarban	60	1.8000	.83969	.398	.309	4.800 ^b	.091
Kuakata	60	3.1667	.94181	-.849	.309	21.600 ^c	.000

10.5.5.5 Cooperation of tourist police

The tourist of Cox's Bazaar are satisfied regarding the issue of co-operation of tourist police while respondents of St. Martin are neither satisfied nor dissatisfied. The tourist of sundarban is very dissatisfied and tourists of Kuakata are dissatisfied accordingly. The mean value of the tables proves this statement. The result of high standard deviations of the four spots indicates that the data are spread out over a large range of volume or data are not close to the mean value. The result of skewness value of Sundarban , St.Martin and Cox's Bazaar shows that data are right skewed distribution which means most values are concerned on the left of the mean, with extreme values to the right remaining to the right skewed distribution.The computed Chi-square value shows significant at 5 percent level of significance which shows that the opinion is not equally distributed. But the calculated p value disallows the statement that tourists are satisfied on the issues of co-operation of tourist police in the study area.

Table 10.30: Tourist satisfaction towards the cooperation of tourist police in respect with tourism services

Name of tourist spots	N	Mean	Std. Deviation	Skewness		Chi-Square	Asymp. Sig. (p value)
				Statistic	Std. Error		
Cox's Bazaar	60	3.1333	1.09648	.046	.309	18.667 ^b	.001
St.Martin	60	2.6667	.75165	.642	.309	66.667 ^b	.000
Sundarban	60	2.0000	1.19320	.619	.309	26.933 ^a	.000
Kuakata	60	2.8667	1.06511	-.422	.309	6.667 ^c	.083

10.6 Result of Hypotheses Testing

Based on the purpose of this study, one hypothesis was proposed. The hypothesis is reiterated below and then the results of statistical analysis for testing them are reported. Hypothesis 3 which states that “It is presumed that tourists are satisfied with the tourism products and services available in four icon tourist spots of Bangladesh namely Cox’s bazaar, St.Martin, Sundarban and Kuakata.” Hypothesis was tested by using Chi square test. Since the findings of products and services of above four spots’ chi square significance value or p value is less than .05, then the hypothesis is be rejected or not be supported.

10.7 Conclusion

Tourist satisfaction plays a crucial role in planning marketable tourism products and services as it influences the tourist’s choice of destination, the consumption of products and services and the decision to return. The goal of every destination is to create a good product and to offer value for money in order to have satisfied tourists who communicate their positive experience to others and may also return to the destination. Tourist’s satisfaction with respect to the destination attributes is considered a very important tool for increasing tourism destination’s competitiveness. For this reason this study has significant implications for tourism stakeholders. Tourism stakeholders can use these findings to get a clear guidance for the improvement of tourist offer, by identifying the main area of intervention according to the tourists’ satisfaction or dissatisfaction.

Chapter-11 Focusing on image issues of tourism products and services for developing tourism industry of Bangladesh

11.1 Introduction

A destination image is `the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place²¹³. Destination images impudence a tourist's travel decision-making, cognition and behavior at a destination as well as satisfaction levels and recollection of the experience. In the process of image construction, a tourist has a wish list of expectations before consuming tourism products and services in the destination. During holidays, tourists consume tourism products and services in the destination. Tourists overall impression develops their experience of a destination after their visitation. Therefore, the image plays an important role in determining the traveler's choice of a destination. A major objective of any destination positioning strategy will be to reinforce positive images already held by the target audience, correct negative images, or create a new image. If the expectations are fulfilled more than what had been expected, then it could be said that tourist has enjoyed positive experiences otherwise if the expectation is not fulfilled then the tourist must have had negative experiences. Thus, the challenge for tourism marketer is how to change negative into positive experience, by identifying certain attributes of a destination, or if the positive experience has been built then work on to reinforce those positive experiences so that the destination becomes favorable over other areas the traveler might consider in his/her destination selection . This study takes an initiative to explore the image of tourism products and services of four tourist spots of Bangladesh by analyzing importance experience matrix.

11.2. Respondents

The purpose of this study is to analyze the image of tourist products and services of the four tourist spots of Bangladesh. For this reason all tourists of Cox's Bazaar, St.Martin, Sundarban and Kuakata during their visit at the destination are the total population of the study. Among all tourists of these four places 60 tourists of each place are considered as the sample size of the study. The data for this study was gathered through close ended survey questionnaire. The detailed research methodology of this study has been given in the chapter 3 of this dissertation.

²¹³ Lawson, F., and Baud-Bovy, M. (1977), *Tourism and Recreational Development*. London: Architectural Press.

11.3. Restatement of Objective and Hypothesis

It is important to rewording the objective and hypothesis of the research. Because rewording the objective and hypothesis of the study provides clear direction for analysis of the findings. The objective and hypothesis of the study are given below-

- To explore the image of tourism products and services of Bangladesh for development of this industry and stipulate needed strategies.

On the bases of the objectives of the study the intended hypothesis is as follows:

- H_0 (4) : It is assumed that there is no significant difference between importance and experience of tourist products and services available in four icon tourist spots of Bangladesh namely Cox's bazaar, St.Martin, Sundarban and Kuakata with respect to image.

11.4 Demographic characteristics of the respondent

The demographic characteristic of the respondent are same as the chapter 10. Because each respondent was given two sets of questionnaire at the time of survey and requested them to give tick marks regarding satisfaction and images of tourism products and services.

11.5. Findings of image of tourism products and service of Bangladesh: The case of Cox's Bazar, St.Martin, Sundarban and Kuakata

This part presents the analysis of the collected data and data was collected from tourists during their visit at Cox's bazaar, St. Martin, Sundarban and Kuakata. The collected data was analyzed by using the following tools:

- Importance performance analysis
- Paired T-Test

11.5. 1 Importance -Experience Matrix

A five point Likert scale was employed to indicate how important various tourism products and service of at Cox's bazaar, St. Martin, Sundarban and Kuakata to attract tourist to visit these places and what their experience with these attributes. Image was measured using the same set of attributes as importance so that the importance and experience/ performance of the destination attributes can be directly compared for each attraction via the IEM plot. The importance ratings were measured through a 5 point Likert scale (5= very important to 1= completely unimportant). The experience/ performance ratings were measured through a 5 point Likert scale (5= very Satisfied to 1= very dissatisfied).

The mean values of importance and experience/ performance scores are used as the crossing point in constructing the IEM grid. The horizontal axis in the IEM grid indicates the tourist's experience/performance with the destination attributes.

The vertical axis indicates the importance for the same destination attributes. The grand means for importance and performance rating were 4.23 and 3.15 of Cox's bazaar; 4.13 and 2.95 of St. Martin; 4.21 and 2.58 of Sundarban and; 4.53 and 4.00 of Kuakata respectively. This determines the placement of axes on the grid. Each destination attribute is placed in the quadrant based on the mean scores for importance and experience /performance. The graphical representation of the data shows that each factor falls into one of the four quadrants or cells: Keep up the good work, Concentrate here, low priority and possible overkill. A separate grid was created for each type of destination.

11.5.1.1 Cox’s bazaar: The opinion of the tourists of Cox’s Bazaar on importance and experience to measure the images of tourists’ products and services is noted in the table 1. The average scores of importance and experience are used as reference in the grid. Then data is placed based on the mean scores in importance experience matrix. The result of the matrix can be understood in terms of quadrants as summarized in the figure-1.

Table 11.1: Importance- Experience/Performance Matrix means of tourist products and services of Cox’s Bazaar

Factor	Tourism products and services	Importance		Performance		Mean Difference
		Mean	Std. Deviation	Mean	Std. Deviation	
Accessibility	The destination can be easily reached	4.5333	.62346	3.2167	1.02662	1.3166
	Overall cleanliness of the destination	4.3667	.71228	3.1500	.91735	1.2167
	Unspoiled nature	4.0667	.68561	3.1500	.77733	0.9167
	Climate conditions	4.3333	.65527	3.4500	.69927	0.8833
	Diversity of tourist attractions	4.1333	.76947	3.2833	.90370	0.85
Safety and Security	Personal safety and security	4.8000	.48011	3.1000	1.00338	1.7
	Accommodation safety and security	4.7000	.46212	3.1833	.92958	1.5167
	Condition of various Roads and Highway and transport	6.2667	8.95538	3.0667	.79972	3.2
	Cooperation of Tourist police	4.2000	.60506	3.2167	.76117	0.9833
	Availability of Hygiene food and beverage	4.1667	.82681	3.1833	1.03321	0.9834
Value of Money	The quality of the accommodation	4.4333	.62073	3.2667	1.00620	1.1666
	The rent of accommodation	4.2333	.62073	3.0000	.93881	1.2333
	The prices of additional offer at this tourist destination	4.1667	.78474	3.0833	.82937	1.0834
	Staying at this tourist destination is worth every taka paid	3.8667	.72408	3.3667	.71228	0.5
	Overall, staying in this tourist destination has been very valuable to me	4.0667	.77824	3.3167	.72467	0.75
Tourism services	Availability tourist information center	4.2000	.70830	2.9833	.85354	1.2167
	Local transportation services	4.4000	.66892	3.1000	1.00338	1.3
	Availability of tourism signals	4.2333	.72174	2.9500	.62232	1.2833
	Staff at this tourist destination is friendly towards the guests	3.9000	.87721	3.4167	.76561	0.4833
	Availability of public toilet	4.1667	.82681	2.9333	.93640	1.2334
Entertainment Facilities	Night life and entertainment	3.8667	1.03280	3.0000	.95669	0.8667
	Availability of water sport facilities and recreational activities	3.5333	1.03280	2.9500	.87188	0.5833
	Special offer of cultural and other events	3.6667	.79547	3.0000	.66384	0.6667
	Availability of music club, theatre hall, Cinema hall	3.5000	1.06564	3.1333	.89190	0.3667
	Possibilities for shopping	4.1000	.75240	3.3500	.84020	0.75
		4.23		3.15		

Figure11.1: Importance experience Matrix for of tourist products and services of Cox’s Bazaar

<p><u>Quadrant -2: Missed Opportunity</u> High Importance But Poor experience</p> <p>Personal safety and security Accommodation safety and security Condition of various Roads and Highway and transport Cooperation of Tourist police The quality of the accommodation The rent of accommodation Availability tourist information center Local transportation services Availability of tourism signals Staff at this tourist destination is friendly towards the guess Availability of public toilet Night life and entertainment Availability of water sport facilities and recreational activities Special offer of cultural and other events</p>	<p><u>Quadrant -1: Keep Up the Good work</u> High Importance and Good Experience</p> <p>The destination can be easily reached Overall cleanliness of the destination Climate conditions Diversity of tourist attractions</p>
<p><u>Quadrant -3: Low Priority</u> Low Importance and Poor experience</p> <p>Unspoiled nature The quality of the accommodation The prices of additional offer at this tourist destination Availability of music club, theatre hall, Cinema hall Possibilities for shopping</p>	<p><u>Quadrant -4: Possible overkill</u> Low Importance But Good experience</p> <p>Staying at this tourist destination is worth every taka paid Overall, staying in this tourist destination has been very valuable to me</p>

As shown in the importance experience analysis matrix (Figure-11.1), Quadrant 1 falls -the destination can be easily reached, overall cleanliness of the destination, climate conditions and diversity of tourist attractions which represents high importance and good experience. These are Cox’s Bazaar destination attributes which could be considered as the strength of the destination appeal for traveler’s visiting Cox’s Bazaar. This Quadrant represents the Keep up the good work. These are the areas that destination marketers should focus on.

In the Quadrant 2 which represents high importance but poor experience are personal safety and security, accommodation safety and security , condition of various Roads and Highway and transport, cooperation of Tourist police ,the quality of the accommodation ,the rent of accommodation , availability tourist information center, local transportation services, availability of tourism signals, staff at this tourist destination is friendly towards the guess, availability of public toilet, night life and entertainment, availability of water sport facilities ,and special offer of cultural and other events. The major of the tourism products and service attributes fall in this quadrant which very alarming for destination image. These destination attraction elements are important to tourists but are not getting their due respect as Cox’s Bazaar attraction elements. These attributes are missing in Cox’s Bazaar and itis an area that calls for immediate attention of the Cox’s Bazaar tourism stakeholders to build up good destination image.

Quadrant 3 which depicts low importance and poor experience are unspoiled nature, the quality of the accommodation, prices of additional offer at this tourist destination, availability of music club, theatre hall, cinema hall and possibilities for shopping. This is the Low Priority Quadrant. These destination attraction attributes having low importance rating and a low performance rating suggest that investing resources to these areas may offer only little advantage.

Quadrant 4 represents Low Importance but good experience. This Quadrant represents the Possible Overkill. It is interesting to note that there are only two destination attributes that fall in this quadrant which suggest that service providers should continue to maintain the level of effort.

So from the above analysis it can be concluded that the destination image of Cox's Bazaar are not in the right direction. For this reason tourism stakeholders should take immediate action to build the positive destination image of Cox's Bazaar.

11.5.1.2 St.Martin

The opinion of the tourists of St.Martin on importance and experience to measure the images of tourists' products and services is noted in the table 2. The average scores of importance and experience are used as reference in the grid. Then data is placed based on the mean scores in importance experience matrix. The result of the matrix can be understood in terms of quadrants as summarized in the figure-11.2.

Table 11.2: Importance- Experience/Performance Matrix means of St.Martin

Factor	Tourism products and services	Importance		Performance		Mean Difference
		Mean	Std. Deviation	Mean	Std. Deviation	
Accessibility	The destination can be easily reached	4.4333	.72174	3.0667	.89947	1.3666
	Overall cleanliness of the destination	4.5000	.56748	3.1333	.76947	1.3667
	Unspoiled nature	4.0333	.80183	2.9000	.75240	1.1333
	Climate conditions	4.1667	.74029	3.4667	.92913	0.7
	Diversity of tourist attractions	4.3333	.79547	3.6667	.83700	0.6666
Safety and Security	Personal safety and security	4.3333	.83700	3.1667	.86684	1.1666
	Accommodation safety and security	4.3667	.84305	3.1333	.89190	1.2334
	Condition of various Roads and Highway and transport	4.4667	.85304	2.8667	.89190	1.6
	Cooperation of Tourist police	4.2000	.83969	2.7667	.88999	1.4333
	Availability of Hygiene food and beverage	4.1000	.98635	2.7333	1.07146	1.3667
Value of Money	The quality of the accommodation	4.4667	.85304	3.1667	.90510	1.3
	The rent of accommodation	4.2000	.87914	3.0333	.91996	1.1667
	The prices of additional offer at this tourist destination	4.1667	.86684	2.8667	.96492	1.3
	Staying at this tourist destination is worth every taka paid	3.6333	1.11942	3.2000	.83969	0.4333
	Overall, staying in this tourist destination has been very valuable to me	3.8667	1.06511	3.2333	.88999	0.6334
Tourism services	Availability tourist information center	4.2000	.91688	2.6000	.88681	1.6
	Local transportation services	4.3000	.78762	2.6333	.71228	1.6667
	Availability of tourism signals	4.0667	.86095	2.6333	.91996	1.4334
	Staff at this tourist destination is friendly towards the guests	4.0000	.93881	3.0333	.75838	0.9667
	Availability of public toilet	4.1667	.78474	2.5667	.88999	1.6
Entertainment Facilities	Night life and entertainment	3.9667	.95610	3.0333	.99092	0.9334
	Availability of water sport facilities and recreational activities	4.0333	.75838	2.9000	.75240	1.1333
	Special offer of cultural and other events	3.9333	.86095	2.5667	.72174	1.3666
	Availability of music club, theatre hall, Cinema hall	3.5333	1.09648	2.6000	.99490	0.9333
	Possibilities for shopping	3.7667	.96316	2.7667	1.09493	1
		4.13		2.95		

Figure 11.2: Importance experience analysis Matrix for of tourist products and services of St.Martin

<p><u>Quadrant -2: Missed Opportunity</u> High Importance But Poor experience</p> <p>The destination can be easily reached Overall cleanliness of the destination Unspoiled nature Condition of various Roads and Highway and transport Cooperation of Tourist police The rent of accommodation Availability tourist information center</p>	<p><u>Quadrant -1: Keep Up the Good work</u> High Importance and Good Experience</p> <p>Climate conditions The quality of the accommodation Personal safety and security Accommodation safety and security Diversity of tourist attractions</p>
<p><u>Quadrant -3: Low Priority</u> Low Importance and Poor experience</p> <p>Availability of Hygiene food and beverage The prices of additional offer at this tourist destination Possibilities for shopping Staff at this tourist destination is friendly towards the guests Availability of public toilet Night life and entertainment Availability of water sport facilities and recreational activities Special offer of cultural and other events Availability of music club, theatre hall, Cinema hall Availability of tourism signals</p>	<p><u>Quadrant -4: Possible overkill</u> Low Importance But Good experience</p> <p>Staying at this tourist destination is worth every taka paid Overall, staying in this tourist destination has been very valuable to me</p>

From the figure- 11.2 it has been seen that Quadrant 1 falls - climate conditions, the quality of the accommodation, personal safety and security, accommodation safety and security and diversity of tourist attractions which represents high importance and good experience. These are St.Martin’s destination attributes which could be considered as the strength of the destination appeal for traveler’s visiting Cox’s Bazaar. This Quadrant represents the Keep up the good work. These are the areas that destination marketers should focus on and should increases the resources directed towards these areas.

In the Quadrant 2 which represents high importance but poor experience such as the destination can be easily reached, overall cleanliness of the destination, unspoiled nature, condition of various Roads and Highway and transport, cooperation of tourist police, the rent of accommodation and availability tourist information center. Since the major of the tourism products and service attributes fall in this quadrant which very alarming for positive destination image of St. Martin. These destination attraction elements are important to tourists but are not getting their due respect. Here tourism stakeholders should give particular attention for improvement. These attributes are missing in St. Martin and it is an area that calls for immediate attention of the St. Martin tourism stakeholders to build up good destination image.

Quadrant 3 which depicts low importance and poor experience such as availability of Hygiene food and beverage, the prices of additional offer at this tourist destination

,possibilities for shopping etc. This is the low priority Quadrant. This destination attraction attributes having low importance rating and a low performance. These rating suggest that investing resources to these areas may offer only little advantage.

Quadrant 4 represents low Importance but good experience. This Quadrant represents the possible overkill. It is exciting to note that there are only two destination attributes that fall in this quadrant which suggest that service providers should continue to maintain the level of effort

So from the above analysis it can be concluded that the destination image of St. Martin are not in the right direction. For this reason tourism policy makers should devote more efforts to build the positive destination image of St. Martin.

11.5.1.3 Sundarban

The opinion of the tourists of Sundarban on importance and experience to measure the images of tourists’ products and services is noted in the table 3. The average scores of importance and experience are used as reference in the grid. Then data is placed based on the mean scores in importance experience matrix. The result of the matrix can be understood in terms of quadrants as summarized in the figure-11.3.

Table 11.3: Importance- Experience Matrix means of Sundarban

Factor	Tourism products and services	Importance		Performance		Mean Difference
		Mean	Std. Deviation	Mean	Std. Deviation	
Accessibility	The destination can be easily reached	4.8667	.34280	2.7000	1.40580	2.1667
	Overall cleanliness of the destination	4.6000	.71781	2.5667	1.31956	2.0333
	Unspoiled nature	4.7167	.45442	3.2667	1.21943	1.45
	Climate conditions	4.5333	.72408	3.7000	.94421	0.8333
	Diversity of tourist attractions	3.9667	.80183	2.9000	.87721	1.0667
Safety and Security	Personal safety and security	4.9000	.39915	2.5667	1.34501	2.3333
	Accommodation safety and security	4.8667	.56648	2.3667	1.26178	2.5
	Condition of various Roads and Highway and transport	4.7000	.78762	2.3333	1.14487	2.3667
	Cooperation of Tourist police	4.6000	.71781	2.2667	1.27381	2.3333
	Availability of Hygiene food and beverage	4.8333	.64221	2.2000	1.11690	2.6333
Value of Money	The quality of the accommodation	4.4000	.84773	2.4000	.88681	2
	The rent of accommodation	4.1000	.65613	2.5000	.81303	1.6
	The prices of additional offer at this tourist destination	4.1500	.73242	2.6333	.75838	1.5167
	Staying at this tourist destination is worth every taka paid	4.0167	.70089	2.8000	.70830	1.2167
	Overall, staying in this tourist destination has been very valuable to me	4.4000	.66892	3.3333	.79547	1.0667
Tourism services	Availability tourist information center	3.8667	.76947	2.9333	.89947	0.9334
	Local transportation services	4.2667	.97192	2.4667	1.26848	1.8
	Availability of tourism signals	4.2333	1.03115	2.2667	1.16250	1.9666
	Staff at this tourist destination is friendly towards the guests	4.1000	.98635	3.1667	.97714	0.9333
	Availability of public toilet	4.5000	1.00000	1.8333	1.01124	2.6667
Entertainment Facilities	Night life and entertainment	3.2833	1.00998	2.2667	.89947	1.0166
	Availability of water sport facilities and recreational activities	3.2333	.67313	2.4000	.92425	0.8333
	Special offer of cultural and other events	3.2833	.58488	2.3000	.86944	0.9833
	Availability of music club, theatre hall, Cinema hall	3.0667	.82064	2.2000	.70830	0.8667
	Possibilities for shopping	3.7833	.94046	2.2333	.85105	1.55
		4.21		2.58		

From the figure -11.3 it has been seen that Quadrant 1 falls - unspoiled nature, climate conditions, overall staying in this tourist destination has been very valuable to me which represents high importance and good experience. These are Sundarban’s destination

attributes which could be considered as the strength of the destination appeal for traveler's visiting Cox's Bazaar. This Quadrant represents the Keep up the good work. These are the areas that destination marketers should focus on and should increase the resources directed towards these areas.

Figure-11.3 Importance experience Matrix for of tourist products and services of Sundarban

<p><u>Quadrant -2: Missed Opportunity</u> High Importance But Poor experience</p> <p>The destination can be easily reached The rent of accommodation Personal safety and security Accommodation safety and security Condition of various Roads and Highway and transport Cooperation of Tourist police Availability of Hygiene food and beverage The quality of the accommodation Overall cleanliness of the destination\ Local transportation services Availability of tourism signals Availability of public toilet</p>	<p><u>Quadrant -1: Keep Up the Good work</u> High Importance and Good Experience</p> <p>Unspoiled nature Climate conditions Overall, staying in this tourist destination has been very valuable to me</p>
<p><u>Quadrant -3: Low Priority</u> Low Importance and Poor experience</p> <p>Night life and entertainment Availability of water sport facilities and recreational activities Special offer of cultural and other events Availability of music club, theatre hall, Cinema hall Possibilities for shopping</p>	<p><u>Quadrant -4: Possible overkill</u> Low Importance But Good experience</p> <p>Diversity of tourist attractions The prices of additional offer at this tourist destination Staying at this tourist destination is worth every taka paid Availability tourist information center Staff at this tourist destination is friendly towards the guests</p>

In the Quadrant 2 which represents high importance but poor experience. From the figure-3 it has been seen that the major of the tourism products and service attributes fall in this quadrant which very alarming for positive destination image of Sundarban. These destination attraction elements are important to tourists but are not getting their due respect. Here tourism stakeholders should give particular attention for improvement. These attributes are missing in Sundarban and it is an area that calls for immediate attention of the Sundarban tourism stakeholders to build up good destination image.

Quadrant 3 which depicts low importance and poor experience are night life and entertainment, availability of water sport facilities and recreational activities, special offer of cultural and other events, availability of music club, theatre hall, Cinema hall and possibilities for shopping. This is the low priority Quadrant. These destination attraction attributes having low importance rating and a low performance rating suggest that investing resources to these areas may offer only little advantage.

Quadrant 4 represents low Importance but good experience. This Quadrant represents the possible overkill. The tourism attribute in this quadrant are diversity of tourist attractions, the prices of additional offer at this tourist destination, staying at this tourist destination is worth every taka paid, availability tourist information center and staff at

this tourist destination is friendly towards the guests. This quadrant suggests that service providers should continue to maintain the level of effort but not mandatory.

So from the above analysis it can be concluded that the destination image of Sundarban are not in the right direction. For this reason tourism policy makers should devote more efforts to build the positive destination image of Sundarban.

11.5.1.4 Kuakata

The opinion of the tourists of Kuakata on importance and experience to measure the images of tourists' products and services is noted in the table 4. The average scores of importance and experience are used as reference in the grid. Then data is placed based on the mean scores in importance experience matrix. The result of the matrix can be understood in terms of quadrants as summarized in the figure-4.

Table 11.4: Importance- Experience/Performance analysis means of Kuakata

Factor	Tourism products and services	Importance		Performance		Mean Difference
		Mean	Std. Deviation	Mean	Std. Deviation	
Accessibility	The destination can be easily reached	4.8667	.43048	2.9167	.90744	1.95
	Overall cleanliness of the destination	4.7000	.46212	2.9667	.88234	1.7333
	Unspoiled nature	4.1667	.69298	2.9833	.59636	1.1834
	Climate conditions	4.5333	.62346	3.5333	.53573	1
	Diversity of tourist attractions	4.4333	.76727	3.2000	.85964	1.2333
Safety and Security	Personal safety and security	4.9667	.18102	2.8667	.85304	2.1
	Accommodation safety and security	4.8000	.40338	2.9000	.83767	1.9
	Condition of various Roads and Highway and transport	4.6667	.54202	2.9667	.60971	1.7
	Cooperation of Tourist police	4.5333	.72408	3.5667	.49972	0.9666
	Availability of Hygiene food and beverage	4.6667	.54202	3.2000	.79830	1.4667
Value of Money	The quality of the accommodation	4.5333	.62346	2.8833	.88474	1.65
	The rent of accommodation	4.1333	.85304	2.9000	.87721	1.2333
	The prices of additional offer at this tourist destination	4.6000	.71781	2.9500	.64899	1.65
	Staying at this tourist destination is worth every taka paid	4.1667	.82681	3.6000	.49403	0.5667
	Overall, staying in this tourist destination has been very valuable to me	4.4333	.72174	3.2167	.73857	1.2166
Tourism services	Availability tourist information center	4.1333	.72408	2.8500	.86013	1.2833
	Local transportation services	4.6000	.71781	2.8833	.84556	1.7167
	Availability of tourism signals	4.1667	.82681	2.9500	.62232	1.2167
	Staff at this tourist destination is friendly towards the guests	4.4333	.72174	3.5500	.53441	0.8833
	Availability of public toilet	4.6000	.71781	3.1833	.81286	1.4167
Entertainment Facilities	Night life and entertainment	4.7000	.69624	2.8667	.85304	1.8333
	Availability of water sport facilities and recreational activities	4.8000	.40338	2.8667	.85304	1.9333
	Special offer of cultural and other events	4.5000	.72486	2.9667	.60971	1.5333

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	Availability of music club, theatre hall, Cinema hall	4.4000	.71781	3.5000	.67648	0.9
	Possibilities for shopping	4.7000	.59089	3.2000	.79830	1.5
		4.53		3.00		

From the figure -11.4 it has been seen that Quadrant 1 falls - availability of hygiene food and beverage, cooperation of Tourist police, availability of public toilet and possibilities for shopping which represents high importance and good experience. These are Kuakata's destination attributes which could be considered as the strength of the destination appeal for traveler's visiting Kuakata. This Quadrant represents the Keep up the good work. These are the areas that destination marketers should focus on and should increase the resources directed towards these areas.

Figure 11.4: Importance experience Matrix for of tourist products and services of Kuakata

<p><u>Quadrant -2: Missed Opportunity</u> High Importance But Poor experience The destination can be easily reached Overall cleanliness of the destination\ Personal safety and security The prices of additional offer at this tourist destination Condition of various Roads and Highway and transport The quality of the accommodation Accommodation safety and security Special ffer of cultural and other events Night life and entertainment Availability of water sport facilities and recreational activities Local transportation services</p>	<p><u>Quadrant -1: Keep Up the Good work</u> High Importance and Good Experience Availability of Hygiene food and beverage Cooperation of Tourist police Availability of public toilet Possibilities for shopping</p>
<p><u>Quadrant -3: Low Priority</u> Low Importance and Poor experience Unspoiled nature The rent of accommodation Availability tourist information center Availability of tourism signals</p>	<p><u>Quadrant -4: Possible overkill</u> Low Importance But Good experience Diversity of tourist attractions Climate conditions Staying at this tourist destination is worth every taka paid Overall, staying in this tourist destination has been very valuable to me Availability of music club, theatre hall, Cinema hall Staff at this tourist destination is friendly towards the guests</p>

In the Quadrant 2 which represents high importance but poor experience such as the destination can be easily reached , overall cleanliness of the destination, personal safety and security and so on. Since the major of the tourism products and service attributes fall in this quadrant which very alarming for positive destination image of Kuakata. These destination attraction elements are important to tourists but are not getting their due respect. Here tourism stakeholders should give particular attention for improvement.

These attributes are missing in Kuakata and it is an area that calls for immediate attention of the Kuakata tourism stakeholders to build up good destination image.

Quadrant 3 which depicts low importance and poor experience are unspoiled nature, the rent of accommodation, availability tourist information center, and availability of tourism signals. This is the low priority Quadrant. These destination attraction attributes having low importance rating and a low performance rating suggest that investing resources to these areas may offer only little advantage.

Quadrant 4 represents low Importance but good experience. This Quadrant represents the possible overkill. It is interesting to note that second highest destination attributes fall in this quadrant which suggest that service providers should continue to maintain the level of effort.

So from the above analysis it can be concluded that the destination image of Kuakata are not in the right direction. Because the importance experience gap told us that story. For this reason tourism policy makers should devote more efforts to build the positive destination image of Kuakata.

11.5.2 Paired T-Test Analysis

Study identified five important concerns regarding image of tourism products and services from tourist visiting the four tourist spots of Bangladesh. These are accessibility, safety and security, value of money, tourism services and entertainment facilities. The above table-1234 shows the destination image of tourism products and services of Cox’s Bazaar, St.Martin, Kuakat and Sundarban by showing mean difference. It is important to understand whether the gaps shown above are statistically significant or just because of a sampling error. Researcher administered a paired sample t- test for the sample means for each of the 5 factor for 95% confidence level (see table-1234). This table represents the results of the paired sample t test. The degree of freedom is 59. The 2 tailed significance values are 0.000. Since significance (0.000) is lesser than .05 then conclusion can be drawn that H_0 (4) : It is assumed that there is no significant difference between importance and experience of tourist products and services available in four icon tourist spots of Bangladesh namely Cox’s bazaar, St.Martin, Sundarban and Kuakata with respect to image is rejected because survey result found that there is a significant difference between importance and experience of tourist products and services with respect to image.

Table- Results on Paired t-test between Tourists’ importance and experience with tourism products and services of Cox’s Bazaar regarding destination image

Tourism products and services	Importance Mean	Experience Mean	Mean Difference	t-Value	df	Sig.(2-tailed)
Accessibility	21.4333	16.2500	5.1833	11.407	59	.000
Safety and Security	24.1333	15.7500	8.3833	6.944	59	.000
Value of Money	20.7667	16.0000	4.7667	9.237	59	.000
Tourism Services	20.9000	15.3833	5.5167	10.816	59	.000
Entertainment Facilities	18.6667	15.4333	3.2334	6.027	59	.000

Table-Results on Paired t-test between Tourists' importance and experience with tourism products and services of St. Martin regarding destination image

Tourism products and services	Importance Mean	Experience Mean	Mean Difference	t-Value	df	Sig.(2-tailed)
Accessibility	21.4667	16.2333	5.2334	9.892	59	.000
Safety and Security	21.4667	14.6667	6.8	12.279	59	.000
Value of Money	20.3333	15.3333	5	6.013	59	.000
Tourism Services	20.7333	13.4667	7.2666	11.974	59	.000
Entertainment Facilities	19.2333	13.8667	5.3666	8.989	59	.000

Table-Results on Paired t-test between Tourists' importance and experience with tourism products and services of Sundarban regarding destination image

Tourism products and services	Importance Mean	Experience Mean	Mean Difference	t-Value	df	Sig.(2-tailed)
Accessibility	22.6833	15.1333	7.55	10.603	59	.000
Safety and Security	23.9000	11.7333	12.1667	13.910	59	.000
Value of Money	21.0667	13.6667	7.4	15.842	59	.000
Tourism Services	20.9667	12.6667	8.3	9.669	59	.000
Entertainment Facilities	16.6500	11.4000	5.25	11.663	59	.000

Table-Results on Paired t-test between Tourists' importance and experience with tourism products and services of Kuakata regarding destination image

Tourism products and services	Importance Mean	Experience Mean	Mean Difference	t-Value	df	Sig.(2-tailed)
Accessibility	22.7000	15.6000	7.1	15.706	59	.000
Safety and Security	23.6333	15.5000	8.1333	18.682	59	.000
Value of Money	21.8667	15.5167	6.35	13.873	59	.000
Tourism Services	21.9333	15.4167	6.5166	15.173	59	.000
Entertainment Facilities	23.1000	15.4000	7.7	18.158	59	.000

11.6 Conclusion

A positive image of the tourist products and services of a tourist spot can largely contribute to generating tourists' confidence to choose the destination. Bangladesh cannot expect to develop its tourism industry without considering the perceived image of tourist about tourist products and services. This study will help the tourism stakeholders where should give emphasis to develop the image of tourism products and services. Though image of tourism products and services develops through time and do not change overnight.

Chapter-12 Focusing on Safety and Security issues of Tourist for Development of Tourism Industry in Bangladesh

12.1 Introduction

It is a generally accepted truth and practices that tourism as a development based industry has to protect and support the tourist that is visiting any particular destination. This notion is similar to the view that "tourism is a goose that lays the golden egg"; hence it has to be protected at all times. Some of the protection has to be achieved by making assurances that tourism crime, and lapses in safety and security in all tourist destinations are not allowed to occur.

Bangladesh is of no exception from this. The country is trying from the inception of this industry to attracting more tourists to its destinations and to earn more foreign currency from this sector. In terms of global increasing trend in both the number of tourist arrivals and the earnings from tourism, the same in Bangladesh is very insignificant. Even in consideration of the positions of the neighbouring countries, Bangladesh is far behind in this respect. Though our beloved country, Bangladesh has endless amount of natural beauty and resources. But lack of proper/sufficient safety and security of tourists is one of the major reasons not for developing the industry in Bangladesh up to the mark. Evidence suggests that Bangladesh has failed to create the right image among foreigners. Foreigners know Bangladesh as a disaster-prone (both natural and man made) and corrupt country. On its part, the country has been the victim of negative external press coverage and publicity. A cover story about Bangladesh published in Hong Kong based 'Far Eastern Economic review' has published a cover story under the title "Be Ware of Bangladesh". The writer has visited Bangladesh and expressed his impression on the country as a 'Cocoon of Terror' The story mentioned that fundamentalists and Talebaneese are being trained in the deep forests of Bangladesh. The transparency International had listed Bangladesh for the fifth consecutive times as the number one corrupt country. The national situation has further compounded with Bangladesh being recently blacklisted as terror risk country by the United States of America. This has caused a serious problem and created a terrible situation for the country's tourism industry. Dhaka's Zia International Airport is the gateway of Bangladesh for the foreigners. It seems international only in the name and not by function or reputation. This airport has rather become a heaven place for drug dealers and of regular harassments by custom officials, terrorist, beggars, cheats and local hoodlums. All these have created a bad image of Bangladesh as a tourist destination and meant it does have nothing to be a destination country or even a stop over point for prospective tourists and creating a very bad image of the country as tourist destination. As a result foreign tourists do not want to include Bangladesh in their destination package. For this reason, this sector and its market have failed to grow properly not merely because it lacks enough attractions and facilities. But time has not yet past over. Still there are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to the potential tourists properly through improving the country's law and order situation, ensuring safety and security of tourists from the man-on-the street, to hotel managers to government ministers and can take some initiatives to develop some infrastructural

facilities, the country would be able to earn many times higher than the present by attracting more tourists with in a short time. But unfortunately, this sector has remained almost in the dark and failed to draw proper attention to the government and the policy makers.

Against this back drop, research needs to explore the facts related to the sector for its on-going development in terms of building positive aspects of Bangladesh by ensuring safety and security measures of tourists. Hence, a study on this area is essential to uncover the relevant facts. The researcher in this regard was interested in finding out the nature and incidents of criminal activities that the tourist experience in the study area. The researcher also wanted to establish the level of awareness that the tourists and authorities are show towards the existence tourism policies and how these policies secure the safety and security of tourists against tourism crime. In other words, how was tourism affected by the crime situations and what safety measures are put in place in order to prevent these criminal activities.

12.2 Restatement of Objectives and Hypotheses

It is important to restate objectives and hypotheses because they give direction for the analysis and the findings of the study. Objectives give guidelines on where the interpretation of data should focus. This study is based on the following objectives and hypotheses-

Objective: To find out whether the local community (stakeholders) understands the importance of tourism crime, safety and security in the study area.

Hypothesis: Ho (5): That the stakeholder does not understands the importance of tourism crime, safety and security in the study area.

Objective: To establish the extent to which tourists feel safe and secure tourist environment in and around the tourist area.

Hypothesis: Ho (6): That the tourists feel safe and secure tourist environment in and around the tourist area

Objective: To find out the factors whose are responsible for tourism safety and security of the study area.

Hypothesis: Ho (7): Tourists are not aware of the key factors who are responsible for tourism crime safety and security of tourist in the study area.

Objective: To reveal the strategies that fit for fighting against tourism crime at the destination.

Hypothesis: Ho (8): That the stakeholders are not aware of the strategies that helps for fighting against tourism crime at the destination.

Objective: To examine the regulatory measures that ensure social , cultural, and environmental sustainability as well as safety and security of tourists undertaken by different tour operators, hotels, nearest police station and evaluate the role of their activities for the development of this industry.

Hypothesis: Ho (9): That the regulatory measures undertaken by different tour operators, hotels, nearest police station are sufficient.

Objectives and hypotheses give some guidelines on the analysis of data. The reinstatement of the hypotheses helps in remembering the objectives and hypotheses so that they may be accepted or rejected when the findings on data analysis have been adequately interpreted. The reason behind the restatement of hypotheses is that the data collected has to confirm or refute each of the above stated hypotheses.

12.3 Demographic characteristics of the respondent

The researcher found it important to obtain personal information about the respondents in order to be able to draw accurate conclusions. Demographic characteristics of all the categories of respondents such as tourists, was analyzed. The researcher started by collecting personal information or demographic characteristics of all categories of respondents that is found in the study area.

The researcher felt it was necessary to present data on the socio-demographics of the respondents in the study area. It must be mentioned at this stage that there were about 225 tourists/local community of Sundarban, 320 tourists tourists/local community of St. Martin and 316 Tourists tourists/local community in Cox's Bazar and 280 tourists/local community tourists of kuakata were selected to participate in this research study. The socio-demographic characteristics of the tourists are important in the sense that the researcher can determine the extent to which socio-demographic characteristics have a bearing on making the subjects respond the way they did. As indicated in Table -12.1, Table-12.2, Table -12.3 and Table -12.4; a number of demographic variables were analyzed and the results are described b

Table 12.1: The Demographic characteristics of respondents of the study area Sundarban

Variable	Sub-variable	Frequency	Percent
Gender	Male	155	69
	Female	70	31
Total		225	100
Age	1-15	55	24
	16-25	60	27
	26-35	50	22
	36-45	25	11
	46- above	35	16
Total		225	100
Marital Status	Single	130	58
	Married	95	42
Total		225	100
Level of education	Primary Education	25	11
	Secondary Education	30	14
	Higher Secondary	50	22
	Graduate	65	29
	Post Graduate	55	24
Total		225	100
Length of stay	0-1 Day	50	22
	2-3 Days	80	36
	4-5 Days	70	31
	6 and more Days	25	11
Total		225	100
Occupational level	Students	135	60
	Housewives	45	20
	Private/NGO	20	9
	Teaching, Doctors, Engineer etc.	5	2
	Manager / Executive	10	5
	Government Officer	5	2
	Unemployed	5	2
	Retired		
Total		225	100
Monthly family income status	Less than Tk 15000	80	36
	Tk.15001 – Tk.25000	90	40
	Tk.25001 – Tk.35000	30	13
	More than Tk.35000	25	11
Total		225	100

Table 12.2: The Demographic characteristics of respondents of the study area St. Martin

Variable	Sub-variable	Frequency	Percent
Gender	Male	220	69
	Female	100	71
Total		320	100
Age	1-15	20	6
	16-25	230	72
	26-35	25	8
	36-45	25	8
	46- above	20	6
Total		320	100
Marital Status	Single	225	70
	Married	95	30
Total		320	100
Level of education	Primary Education	8	2
	Secondary Education	37	11
	Higher Secondary	55	18
	Graduate	175	55
	Post Graduate	45	14
Total		320	100
Length of stay	0-2 Day	85	26
	2-3 Days	135	42
	4-5 Days	85	27
	6 and more Days	15	5
Total		320	100
Occupational level	Students	230	72
	Housewives	35	11
	Private/NGO	20	6
	Teaching, Doctors, Engineer etc.	10	3
	Manager / Executive	5	2
	Government Officer	10	3
	Unemployed	10	3
Total		320	100
Monthly family income status	Less than Tk 15000	75	23
	Tk.15001 – Tk.25000	185	58
	Tk.25001 – Tk.35000	25	8
	More than Tk.35000	35	11
Total		320	100

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Table 12.3: The Demographic characteristics of respondents of the study area Cox's Bazar

Variable	Sub-variable	Frequency	Percent
Gender	Male	225	71
	Female	91	29
Total		316	100
Age	1-15	77	24
	16-25	98	31
	26-35	57	18
	36-45	56	18
	46- above	28	9
Total		316	100
Marital Status	Single	189	60
	Married	127	40
Total		316	100
Level of education	Primary Education	35	11
	Secondary Education	63	20
	Higher Secondary	64	20
	Graduate	105	33
	Post Graduate	49	16
Total		316	100
Length of stay	0-3 Day	56	18
	2-3 Days	175	55
	4-5 Days	71	23
	6 and more Days	14	4
Total		316	100
Occupational level	Students	182	57
	Housewives	49	15
	Private/NGO	22	7
	Teaching, Doctors, Engineer etc.	21	7
	Manager / Executive	21	7
	Government Officer	0	0
	Unemployed	21	7
	Retired		
Total		316	100
Monthly family income status	Less than Tk 15000	85	27
	Tk.15001 – Tk.25000	140	44
	Tk.25001 – Tk.35000	63	20
	More than Tk.35000	28	9
Total		316	100

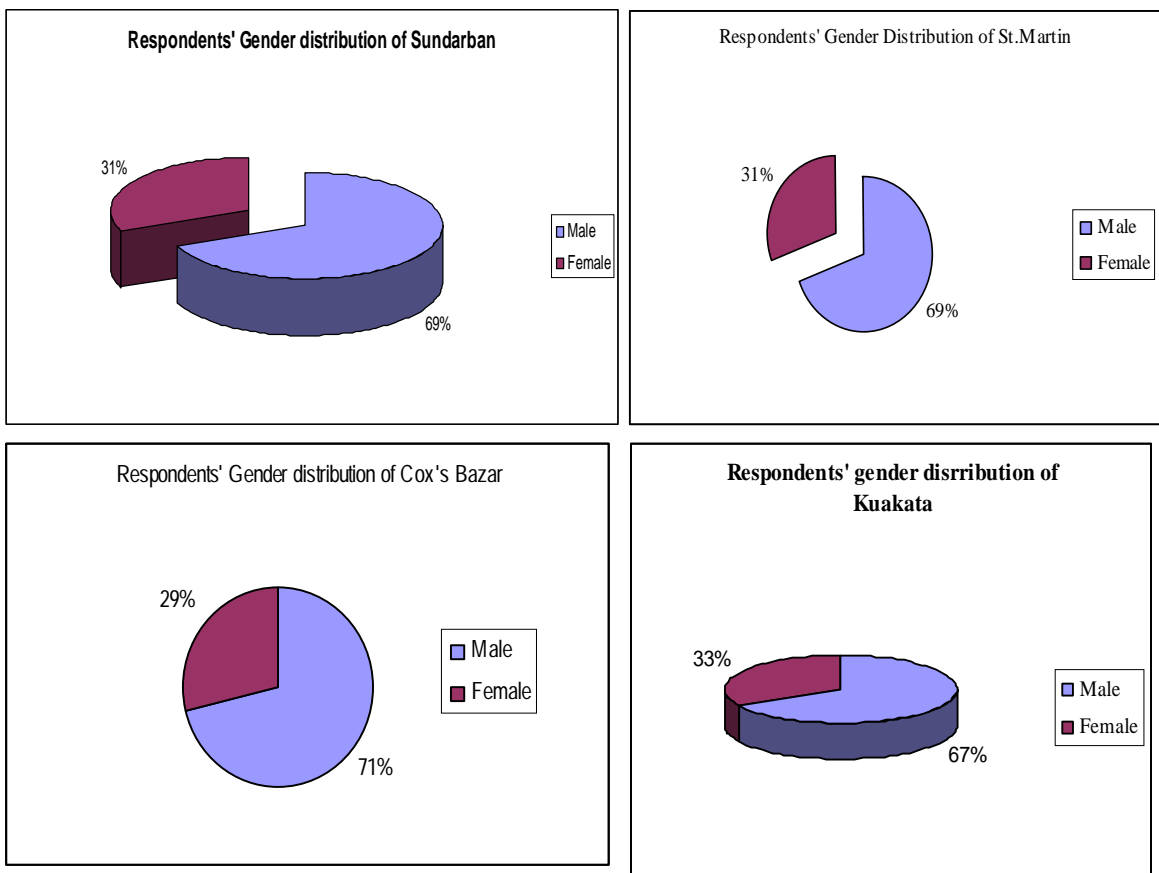
Table 12.4: The Demographic characteristics of respondents of the study area Kuakata

Variable	Sub-variable	Frequency	Percent
Gender	Male	187	67
	Female	93	33
Total		280	100
Age	1-15	66	24
	16-25	87	31
	26-35	55	20
	36-45	43	15
	46- above	29	10
Total		280	100
Marital Status	Single	191	68
	Married	89	32
Total		280	100
Level of education	Primary Education	41	15
	Secondary Education	49	17
	Higher Secondary	64	23
	Graduate	77	27
	Post Graduate	49	18
Total		280	100
Length of stay	0-4 Day	72	26
	2-3 Days	151	54
	4-5 Days	43	15
	6 and more Days	14	5
Total		280	100
Occupational level	Students	159	57
	Self employed	41	15
	Professional (Teaching, Doctors, Engineer etc)	27	10
	Manager / Executive	21	7
	Government Officer	12	4
	Unemployed	11	4
	Retired	9	3
Total		280	100
Monthly family income status	Less than Tk 15000	65	23
	Tk.15001 – Tk.25000	129	46
	Tk.25001 – Tk.35000	55	20
	More than Tk.35000	31	11
Total		280	100

12.3.1 Gender Distribution

The distribution of gender is important in the analysis of tourism crime, safety and security. It is a commonly held fact that females are known to be less involved in the perpetration of criminal activities than males, yet at the same time females are largely the victims of various sort of criminal acts, than men. In the sample collected [see Figure- 12.1] the majority of the respondents 69% at Sundarban; 69% at St. Martin and 71% at Cox’s Bazar and 67% at Kuakata indicated that they were male, whereas 31% at Sundarban; 31% at St. Martin and 29% at Cox’s Bazar and 33% at Kuakata indicated that they were females. Indications are that males were more accessible to participate and respond to tourism related matters. Furthermore, as mentioned above, males more involved the perpetration of criminal acts than females, hence more of them being interviewed.

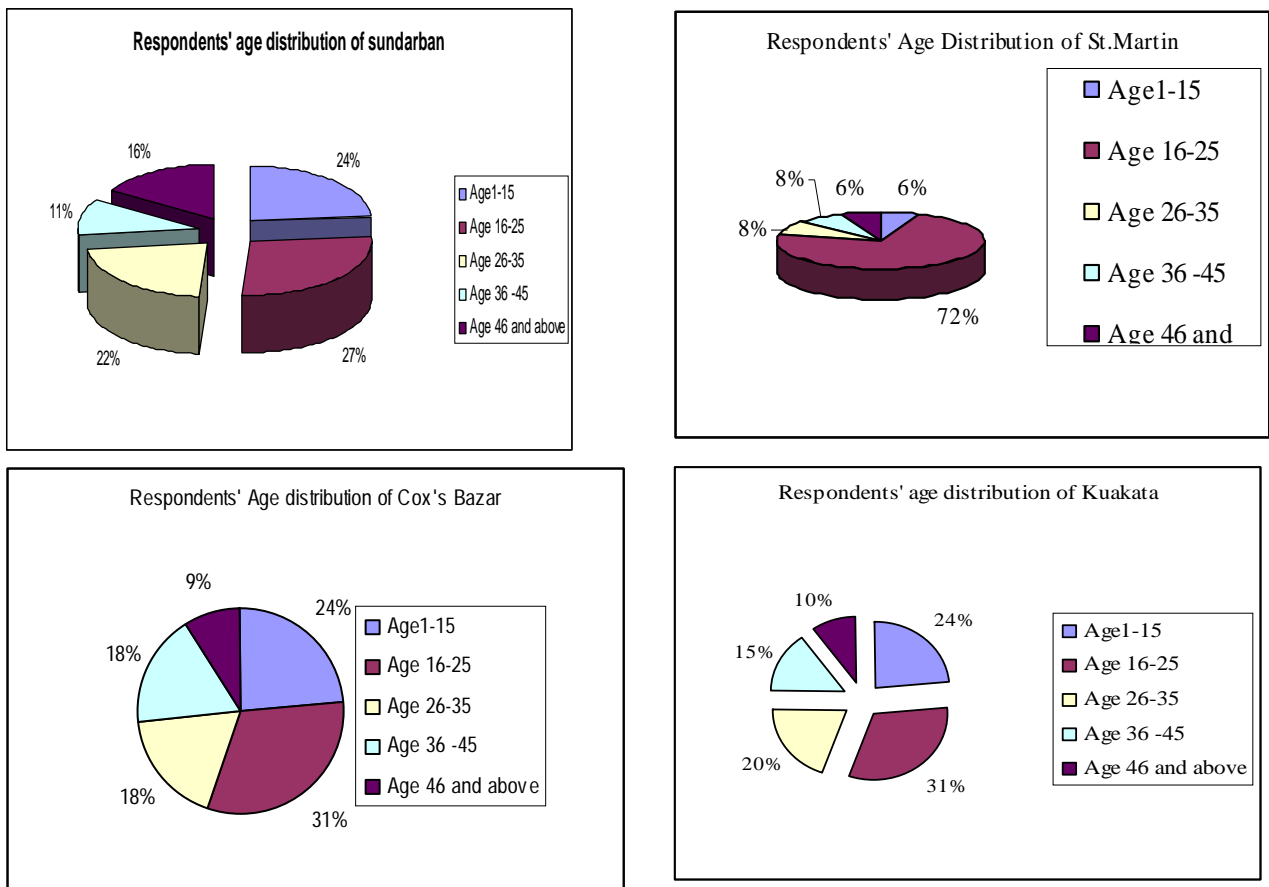
Figure 12.1: Gender Distribution of Respondents



12.3.2 Age of the Respondents

The respondents were asked to reveal their age with a view of later establishing their participation in tourism activities in the study area. As shown in Figure-12.2, approximately 11 percent respondents at Sundarban, 8 percent respondents at St. Martin, 18 percent respondents at Cox’s Bazar and 15 percent at Kuakata showed that they varied between 36 to 45, whereas 22 percent respondents at Sundarban, 8 percent respondents at St. Martin, 18 percent respondents at Cox’s Bazar and 20 percent at Kuakata range between 26 to 35 age group, where as 27 percent respondents at Sundarban, 72 percent respondents at St. Martin, 31 percent respondents at Cox’s Bazar and 31 percent at Kuakata ranged between the 16 to 25 age-group. Finally, the least response 16% at Sundarban, 6% at St. Martin, 9% at Cox’s Bazar and 24 percent at Kuakata were from the 46 and above age-group. It is interesting to note that the mature adult age-group were the leading respondents. This is mainly because they more accessible than the other groups.

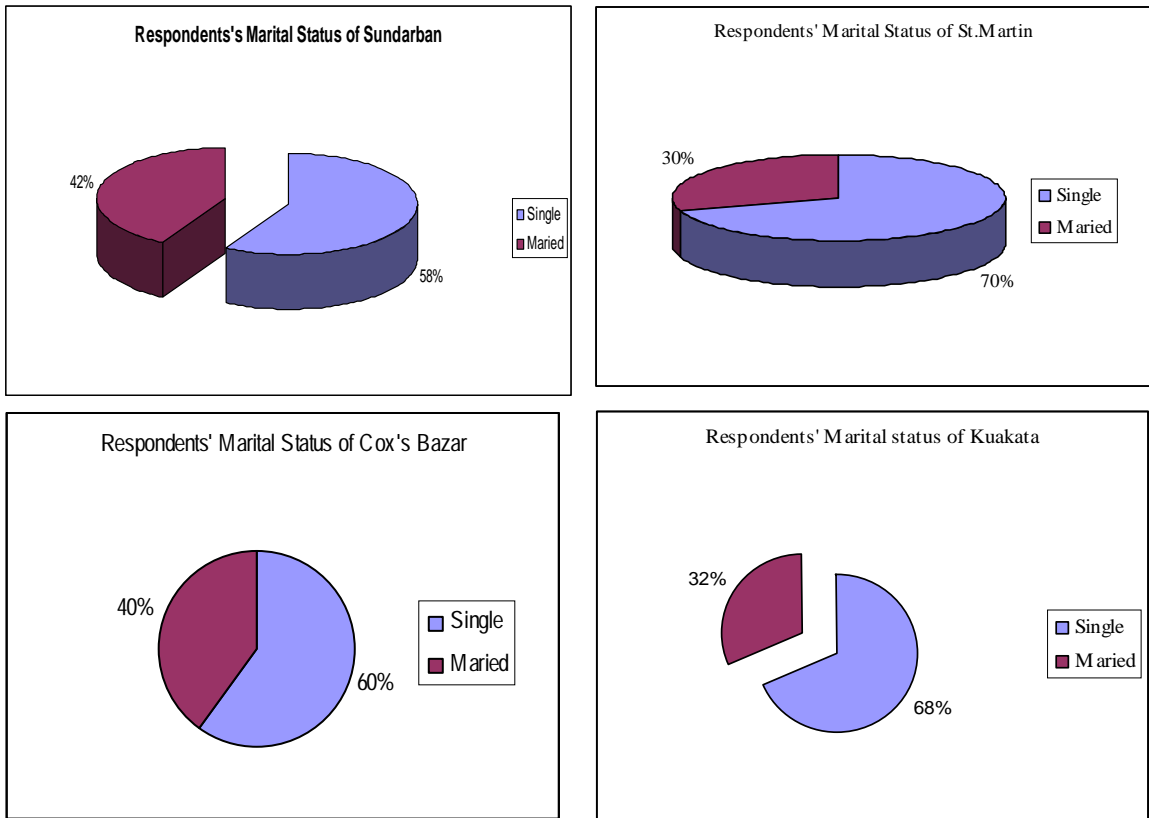
Figure 12.2: Age Distribution of Respondents



12.3.3 Marital Status of the Respondents

When the research was conducted, the respondents were asked to reveal their marital status with the view of establishing their participation level in tourism activities in the study area. As shown in Figure-12.3, the marital status of respondents indicated that about 58 percent respondents of Sundarban, 70 percent respondents of St. Martin, 60 percent respondents of Cox’s Bazar and 68 percent respondents of Kuakata were single. In the light of the above discussion, it would be interesting to establish whether the responses to tourism related issues would be influenced by the respondents' marital status.

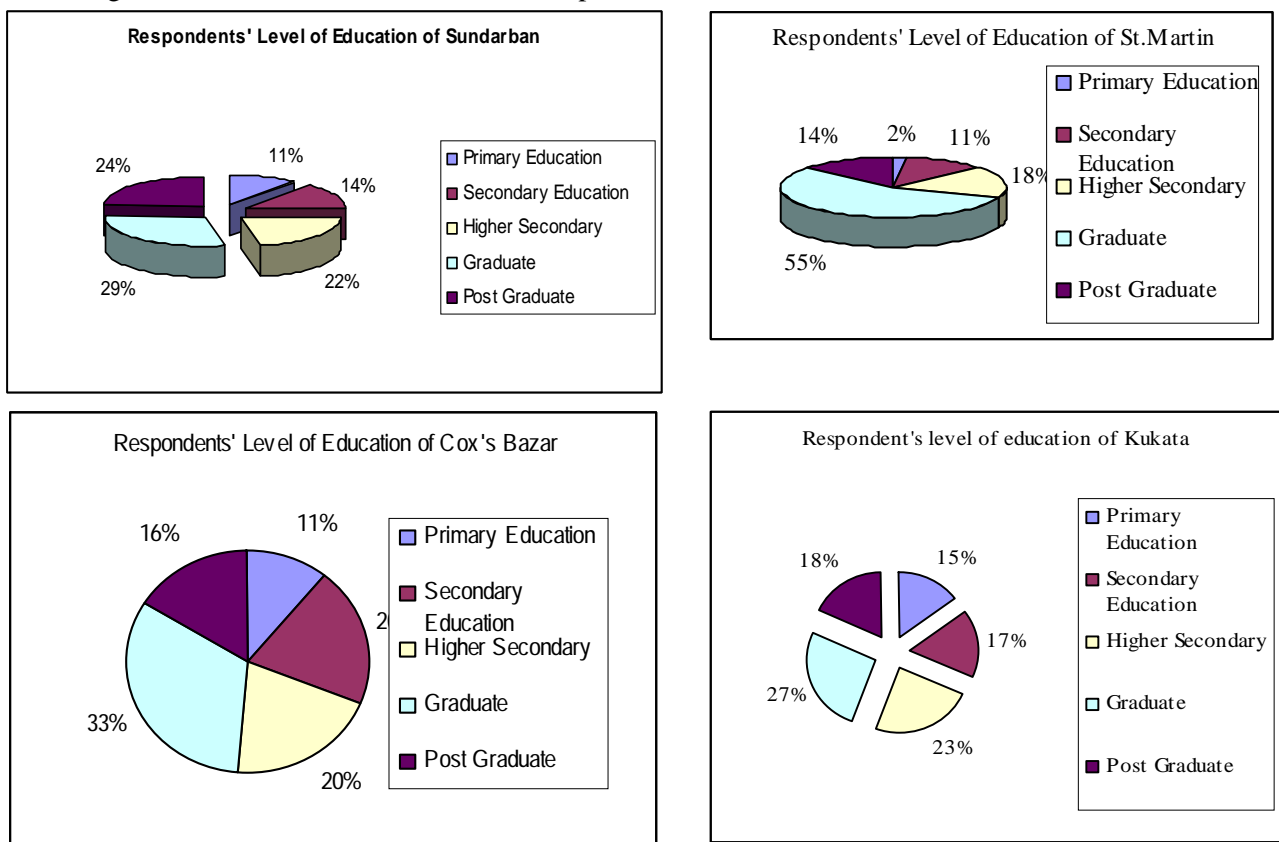
Figure12.3: Marital Status of the Respondents



12.3.4 Level of Education of Respondents

The distribution of the education standards of education of respondents emerged as shown in Figure- 12.4 and described below. The majority of respondents about 29 percent of Sundarban, 55 percent of St. Martin, 33 percent of Cox’s Bazar and 27 percent of Kuakata indicated that they had acquired graduate standard of education. On the other hand, about 24 percent of Sundarban, 14 percent of St. Martin, 16 percent of Cox’s Bazar and 18 percent of Kuakata’s respondents had acquired post graduate degree. Only about 22 & 14 percent of Sundarban, 18 & 11 percent of St. Martin, 22 & 20 percent respondents of Cox’s Bazar and 23 & 17 percent respondents of Kuakata had acquired higher secondary and secondary education qualifications. These findings were expected to assist the investigation in determining if education played a role in responding to tourism matters as well as tourism crime, safety and security matters.

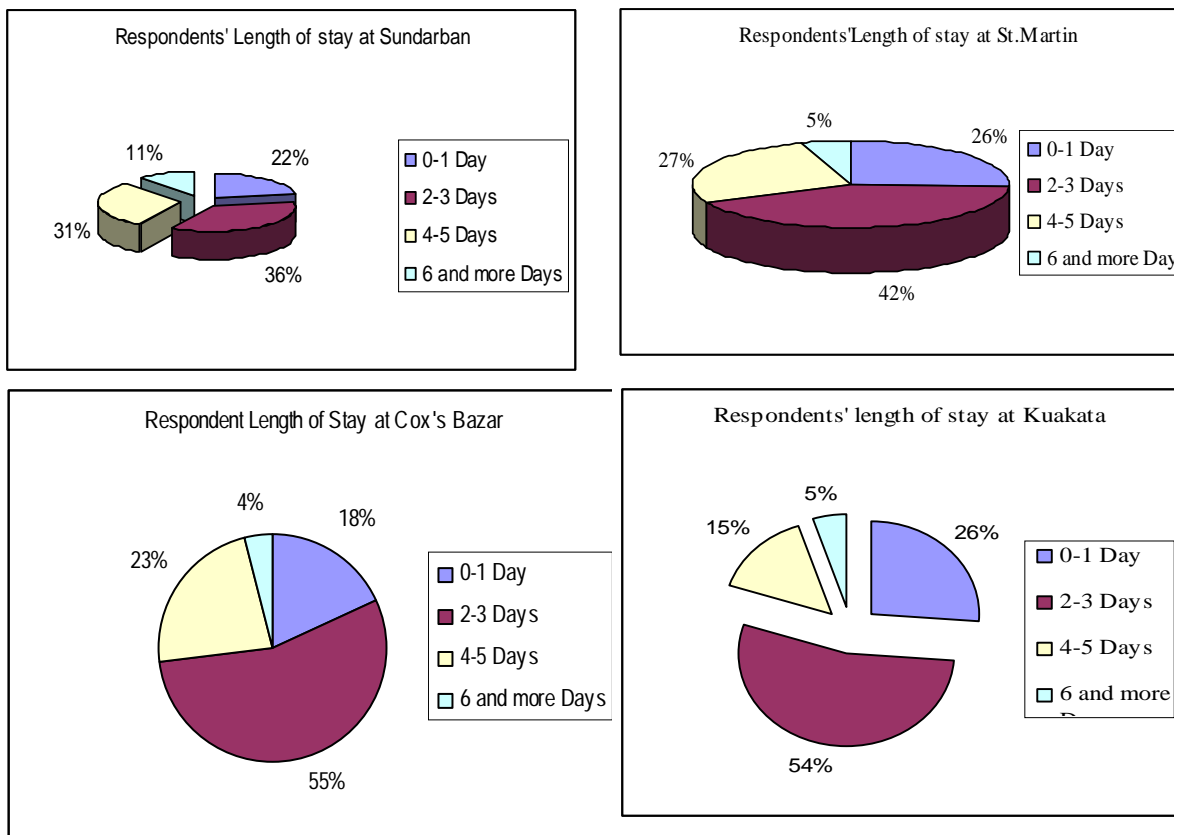
Figure 12.4: Educational Status of the Respondents



12.3.5 Length of stay of the Respondents

When the research was conducted, the respondents were asked to reveal their length of stay status of the study area with the view of establishing their participation level in tourism activities in the study area. As shown in Figure-12.5, approximately 11 percent respondents of Sundarban, 5 percent respondents of St. Martin, 4 percent respondents of Cox’s Bazar and 5 percent respondents of Kuakata showed that they have been stayed 6 and more days at the study area. The majority of respondents about 36 percent of Sundarban, 42 percent of St. Martin, 55 percent of Cox’s Bazar and 42 percent respondents of Kuakata indicated that they had been stayed between 2 and 3 days in the study area. In the light of the above discussion, it would be interesting to establish whether the responses to tourism related issues would be influenced by the respondents' length of stay of the study area.

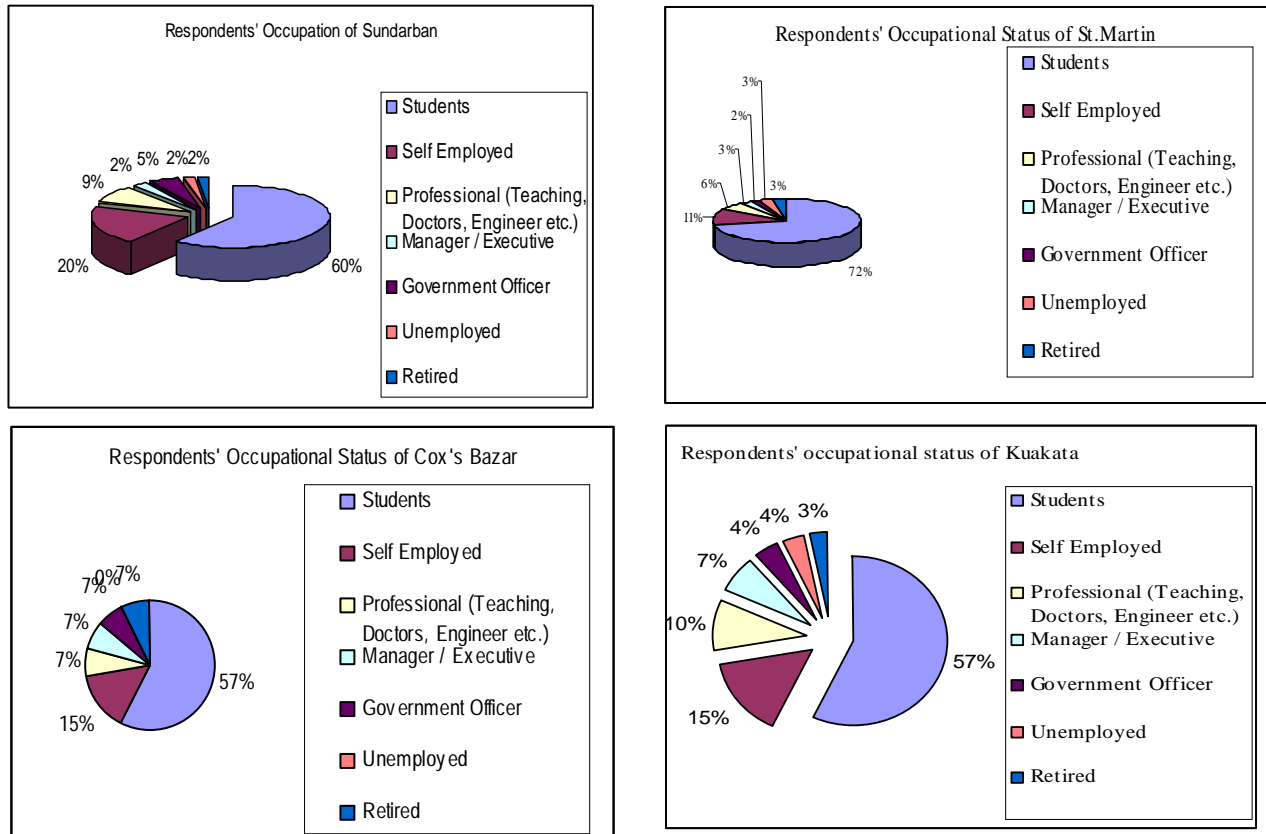
Figure 12.5: Length of stay of the Respondents



12.3.6 Occupational level of Respondents

It was interesting [see Figure- 12.6] to note that the majority of the respondents interviewed were students. The next largest response came from those who were self employed. Only about 9 & 2 percent of Sundarban, 6 & 3 percent of St. Martin, 7 & 7 percent respondents of Cox's

Figure- 12.6: Occupational Status of the Respondents

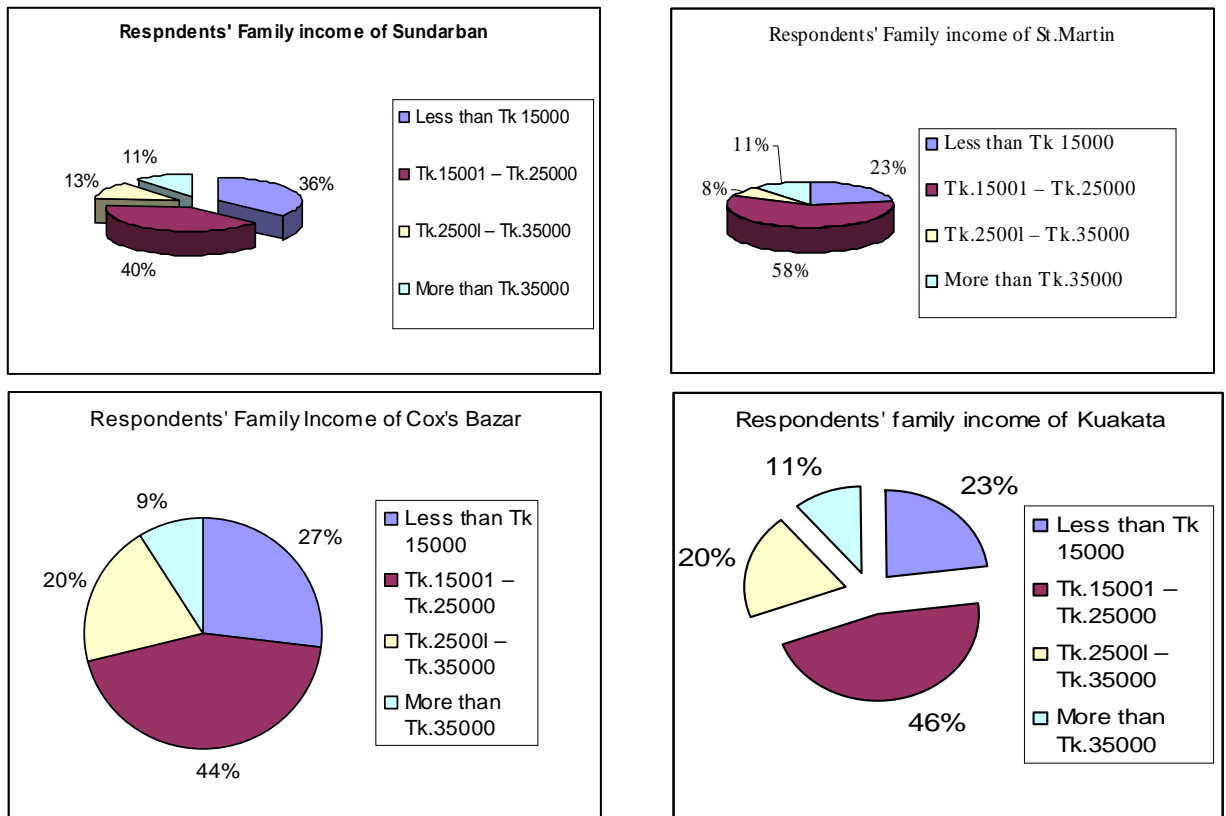


Bazar and 10 & 7 percent respondents of Kuakata were professional and manager/executive respectively. Only about 2 percent respondents of Sundarban, 3 percent respondents of St. Martin, and 4 percent respondents of Kuakata indicated that they were unemployed. It should be noted that a high majority indicated that they were students. The latter suggests that the views on tourism crime, safety and security we would be getting would be from respondents well placed in terms of occupation.

12.3.7 Income of the Respondents

As reflected in Figure- 12.7 it came to light that the majority 40 percent respondents of Sundarban, 58 percent respondents of St. Martin, 44 percent respondents of Cox’s Bazar and 45 percent respondents of Kuakata indicated that they earn Tk.15001 to 2500 per month. About 13 percent respondents of Sundarban, 8 percent respondents of St. Martin, 20 percent respondents of Cox’s Bazar and 20 percent respondents of Kuakata earn up to 25001 to 35000, whereas about 36 percent respondents of Sundarban, 23 percent respondents of St. Martin, 27 percent respondents of Cox’s Bazar and 23 percent respondents of Kuakata earns less than Tk.15000. Relatively fewer respondents earn more than Tk.35000, that is, 11 percent respondents of Sundarban, 11 percent respondents of St. Martin, 9 percent respondents of Cox’s Bazar and 11 percent respondents of Kuakata earns up to Tk.35000 a month. Understandably, income influences the level of participation on tourism activities. This suggests that income plays a major role in people's perceptions and choices regarding tourism related matters.

Figure 12.7: Income level of the Respondents



12.4 Understanding the importance of tourism crime, safety and security

In an attempt to discuss the first objective of the study it was found necessary to deal with how respondents perceive the importance of tourism in the context of tourism crime, safety and security. In other words, it has been suggested that before the stakeholders, local communities and tourists can be expected to participate in tourism activities or make a meaningful contribution to the industry, they must understand what tourism provision, utilisation and management is all about. The community must also be aware of the benefits and opportunities of tourism and what crime does to tourism.

12.4.1 Understanding the make-up of tourism and crime

With a view of addressing how respondents understand the notion of tourism and crime respondents were asked to respond to a series of questions relating to these matters. As shown in Table- 12.5 the respondents revealed their understanding and the make-up of tourism related crime, safety and security. In their response the subjects gave more than one answer for each question, when they were responding to the inquiries.

As shown in Table 12.5 respondents, which consisted of tourists, tour operators, tourism and law enforcement authorities as well local community members, responded to various questions as shown below -

Table 12.5: Understanding and make-up of tourism crime and safety

Statements on crime and safety related to tourism	Response					
	Yes		No		Not sure	
	Frequency	%	Frequency	%	Frequency	%
It is crime committed at tourist attractions by anybody.	252	71%	50	14%	53	15%
It is when tourists become victims of crime	302	85%	36	10%	18	5%
It is the absence of safety and security measures to the tourists	135	38%	192	54%	28	8%
It is any type of crime committed against any person.	238	67%	67	19%	50	14%

[n = 355. The subjects gave more than one response to some of the statements]

A majority of respondents (85%) responded positively to the statement that tourism crime: "It is when tourists become victims of crime". Furthermore they also responded positively to the statements such as: "It is crime committed at tourist attractions by anybody" (71%) and "It is the absence of safety and security measures to the tourists" (38%). These responses suggest that respondents are fully aware and understand the importance of tourism crime, safety and security matters. In addition, this indicating that respondent fully understands the importance of tourism and crime matters.

Since the first objective of this study was to establish the level of understanding the importance of tourism crime, safety and security make up, it is therefore may be concluded that the above findings indicated that the majority of the respondents from the study area have a good understanding and the make-up of tourism crime and safety in the study area. Following on these findings it may be concluded that Hypothesis 5 which states: "That the stakeholders (local community) does not understand the importance of tourism crime, safety and security in the study area, should not be supported or be rejected. The main reason is that the findings indicated that respondents do understand the tourism and make-up of tourism crime, safety and security issues.

12.4.2 Understanding a Safe and Secure Tourism Environment

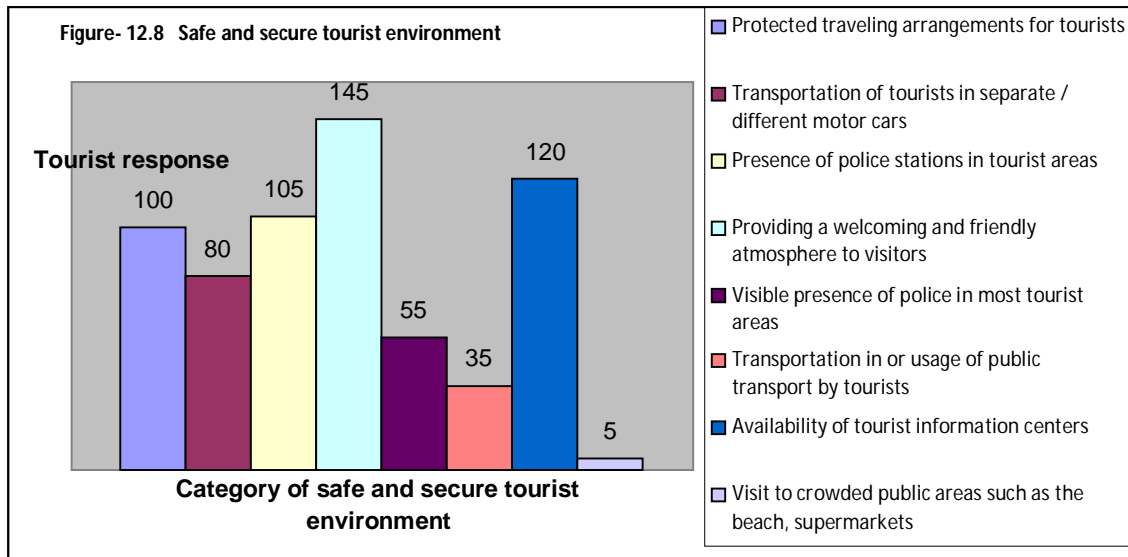
With a view of addressing how respondents understand the notion of safe and secure tourism environment, respondents were asked to respond to a series of questions relating to these matters. As shown in following tables the respondents revealed their understanding and the make-up of safe and secure tourism environment. In their response the subjects gave more than one answer for each question, when they were responding to the inquiries.

In the study area Sundarban tourists were asked to rank and describe what they perceive as a safe and secure environment using an about 08 statements or phrases that were given to them to respond to (Refer to Table 12.6).

Table 12.6: Ranked responses of tourists regarding a safe and secure tourist environment in Sundarban

Ranks	Safe and secure tourist environment	Response	
		Frequency	%
1	Providing a welcoming and friendly atmosphere to visitors	145	22
2	Availability of tourist information centers	120	19
3	Presence of police stations in tourist areas	105	16
4	Protected traveling arrangements for tourists	100	16
5	Transportation of tourists in separate / different motor cars	80	12
6	Visible presence of police in most tourist areas	55	9
7	Transportation in or usage of public transport by tourists	35	5
8	Visit to crowded public areas such as the beach, supermarkets	5	1
Total		645	100

In this regard and shown in Table 12.6 the majority of tourists ranked as first [22%] the statement that: “Providing a welcoming and friendly atmosphere to visitors “. Secondly, [19%] was the statement that “Availability of tourist



information centers “. Thirdly, [16%] the “Presence of police stations in tourist areas” were regarded high on the rank list. Other statements such as listed in Table 12.6, reflecting attributes such as Protected traveling arrangements, Transportation of tourists in separate / different motor cars as well as presence of police in most tourist areas were regarded as important by the tourist respondents. It is important to state that the majority of the activities and facilities in the table are not available in the study area of Sundarban.

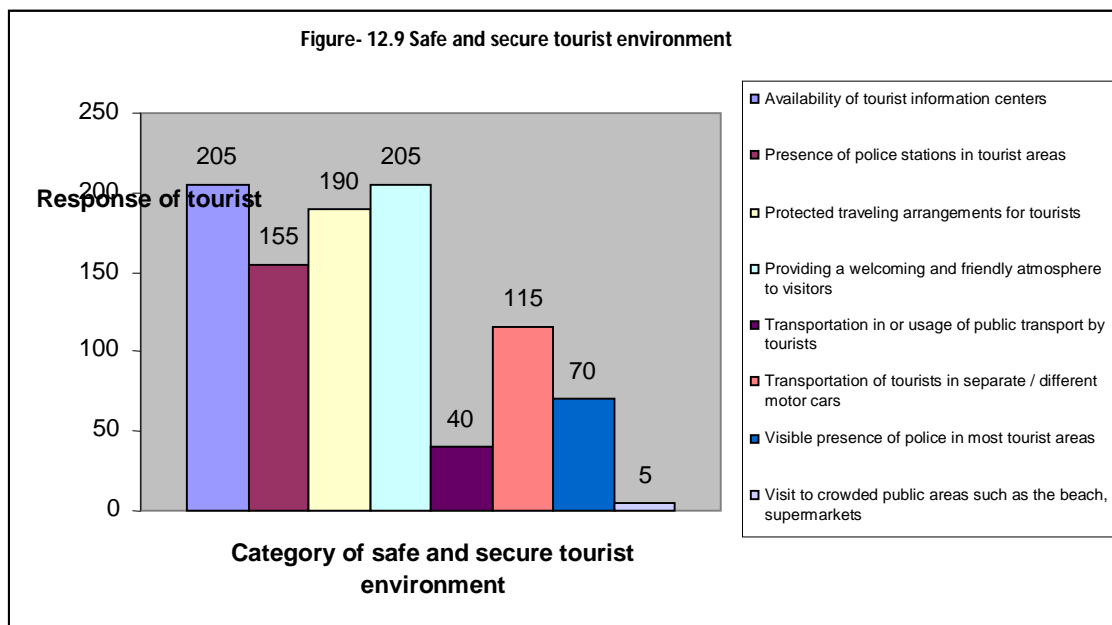
In the study area St.Martin tourists were asked to rank and describe what they perceive as a safe and secure environment using an about 08 statements or phrases that were given to them to respond to (Refer to Table 12.7).

Table 12.7: Ranked responses of tourists regarding a safe and secure tourist environment St. Martin

Ranks	Safe and secure tourist environment	Response	
		Frequency	%
1	Availability of tourist information centers	205	21
1	Providing a welcoming and friendly atmosphere to visitors	205	21
2	Protected traveling arrangements for tourists	190	19
3	Presence of police stations in tourist areas	155	16
4	Transportation of tourists in separate / different motor cars	115	11
5	Visible presence of police in most tourist areas	70	7
6	Transportation in or usage of public transport by tourists	40	4
7	Visit to crowded public areas such as the beach, supermarkets	5	1
Total		985	100

In this regard and shown in Table 12.7 the majority of tourists ranked jointly as first [21%] the statement that: “Availability of tourist information centers ” and “Providing a welcoming and friendly atmosphere to visitors” . Secondly, [19%] was the statement that “Protected traveling arrangements for tourists ”. Thirdly, [16%] the “Presence of police stations in tourist areas” were regarded high on the rank list.

Other statements such as listed in Table 12.7 reflecting attributes such as Transportation of tourists in separate / different motor cars, Visible presence of police in most tourist areas as well as presence of police in most tourist areas were regarded as important by the tourist respondents. It is important to state that the majority of the activities and facilities in the table are not available in the study area of St. Martin.

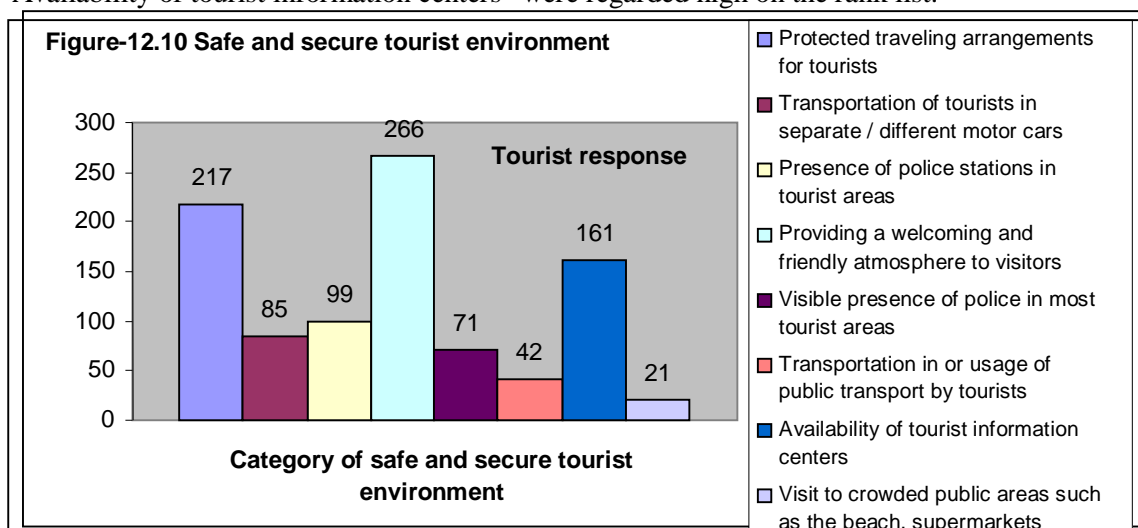


In the study area Cox’s Bazar tourists were asked to rank and describe what they perceive as a safe and secure environment using an about 08 statements or phrases that were given to them to respond to (Refer to Table 12.8).

Table 12.8: Ranked responses of tourists regarding a safe and secure tourist environment in Cox’s Bazar

Ranks	Safe and secure tourist environment	Response	
		Frequency	%
1	Providing a welcoming and friendly atmosphere to visitors	266	28
2	Protected traveling arrangements for tourists	217	23
3	Availability of tourist information centers	161	17
4	Presence of police stations in tourist areas	99	10
5	Transportation of tourists in separate / different motor cars	85	9
6	Visible presence of police in most tourist areas	71	7
7	Transportation in or usage of public transport by tourists	42	4
8	Visit to crowded public areas such as the beach, supermarkets	21	2
Total		962	100

In this regard and shown in Table 6.4.3 the majority of tourists ranked as first [28%] the statement that: “Providing a welcoming and friendly atmosphere to visitors. Secondly, [23%] was the statement that “Protected traveling arrangements for tourists “. Thirdly, [17%] the “Availability of tourist information centers” were regarded high on the rank list.



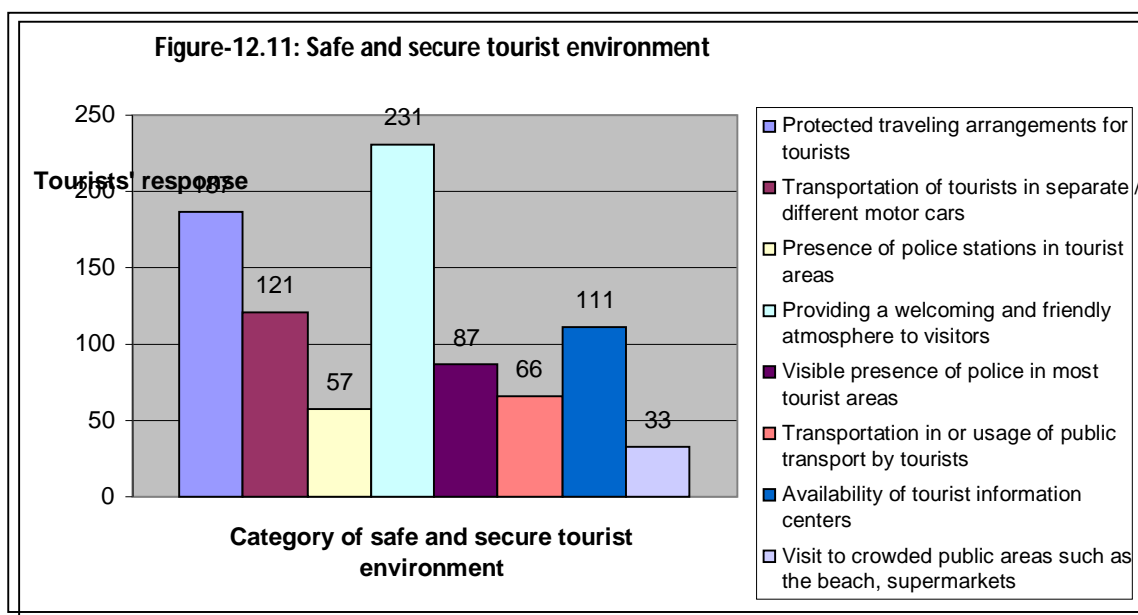
Other statements such as listed in Table 12.8, reflecting attributes such as Presence of police stations in tourist areas ,Transportation of tourists in separate / different motor cars, as well as Visible presence of police in most tourist areas were regarded as important by the tourist respondents. It is important to state that some of these facilities and practices are not all available in the study area of Cox’s Bazar. Nonetheless, it is important to state that the majority of the activities and facilities in the table are available in the study area of Cox’s Bazar.

In the study area Kuakata tourists were asked to rank and describe what they perceive as a safe and secure environment using an about 08 statements or phrases that were given to them to respond to (Refer to Table 12.9).

Table 12.9: Ranked responses of tourists regarding a safe and secure tourist environment in Kuakata

Ranks	Safe and secure tourist environment	Response	
		Frequency	%
1	Providing a welcoming and friendly atmosphere to visitors	231	26
2	Protected traveling arrangements for tourists	187	21
3	Transportation of tourists in separate / different motor cars	121	14
4	Availability of tourist information centers	111	12
5	Visible presence of police in most tourist areas	87	10
6	Transportation in or usage of public transport by tourists	66	07
7	Presence of police stations in tourist areas	57	06
8	Visit to crowded public areas such as the beach, supermarkets	33	04
Total		893	100

In this regard and shown in Table 12.9 the majority of tourists ranked as first [26%] the statement that: “Providing a welcoming and friendly atmosphere to visitors”. Secondly, [21%] was the statement that “Protected traveling arrangements for tourists” and thirdly [14%] Transportation of tourists in separate / different motor cars.



It is important to state that the majority of the activities and facilities in the Figure-12.11 are not available in the study area of Kuakata.

From these above responses it may be concluded that some of these facilities and practices are available in these study area. The majority of the activities and facilities in the table are not available in the study area but the tourists are well aware and understand what safe and secure should contain or not. This is based on how the respondents listed these statements or phrases and are listed according to higher percentage to the lowest percentage. In this regard it may therefore be concluded that Hypothesis 6, which states: "That the tourists feel safe and secure in and around the study area" should not be supported. The hypothesis is rejected because most of the activities and facilities are not available in the study area.

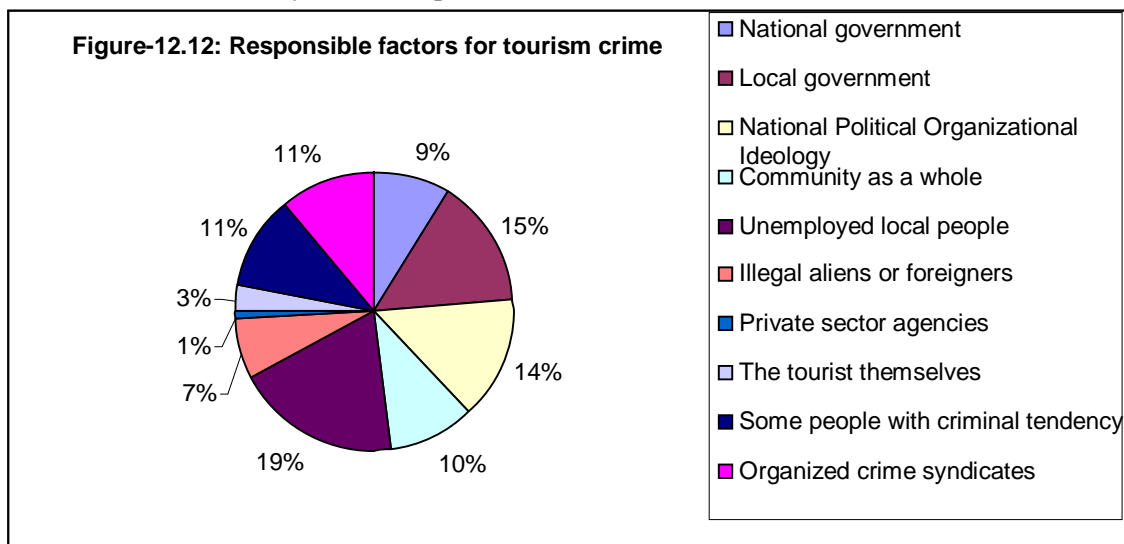
12.4.3. Responsible factors for tourism crime

The tourists of the Sundarban were asked whom do they think are the culprits responsible for increasing tourism crime in Sundarban by using an about 10 factors that were given to them to respond to (Refer to Table 6.5.2). They responded as follows in this question and these are the ratings/percentage of the factors that increase the Tourism Crime shown below in Table 12.10.

Table- 12.10: Factors involved in tourism crime at Sundarban

Ranks	Responsible factors for tourism crime	Response	
		Frequency	%
1	Unemployed local people	135	19
2	Local government	105	15
3	National Political Organizational Ideology	95	14
4	Organized crime syndicates	80	11
4	Some people with criminal tendency	80	11
5	Community as a whole	65	10
6	National government	60	9
7	Illegal aliens or foreigners	50	7
8	The tourist themselves	20	3
9	Private sector agencies	10	1
Total		700	100

The percentages show that: "Unemployed local people [19%] , Local government [15%]" and "National Political Organizational Ideology" (14%) are the responsible factor who commits tourism crime in the study area and positioned in rank as 1,2 an 3 likewise.



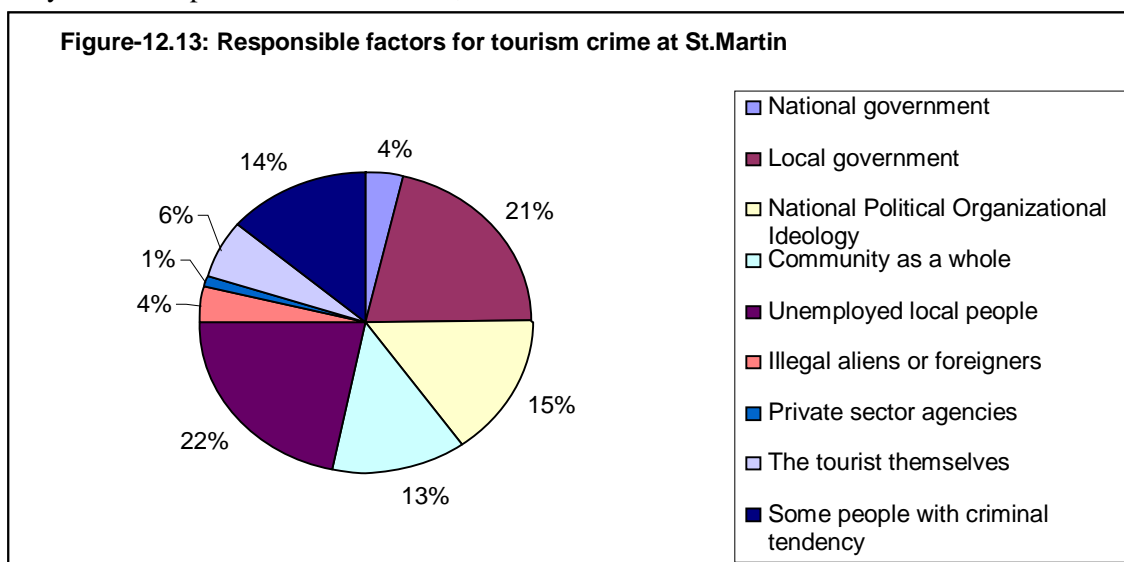
Members of the National government ,Organized crime syndicates, Some people with criminal tendency and National government were as important which suggests that they may be involved in corrupt activities.

In the study area St.Martin tourists were asked whom do they think are the culprits responsible for increasing tourism crime in St. Martin.by using an about 10 factors that were given to them to respond to (Refer to Table 6.5.2). They responded as follows in this question and these are the ratings/percentage of the factors that increase the Tourism Crime shown below in Table 12.11.

Table- 12.11: Factors involved in tourism crime at St.Martin

Ranks	Responsible factors for tourism crime	Response	
		Frequency	%
1	Unemployed local people	165	22
2	Local government	160	21
3	Community as a whole	115	15
4	National Political Organizational Ideology	105	13
5	Some people with criminal tendency	100	14
6	The tourist themselves	45	6
7	Illegal aliens or foreigners	30	4
8	Private sector agencies	10	1
9	Organized crime syndicates	0	0
Total		730	100

The percentages show that: "Unemployed local people [22%] , Local government [21%]" and "Community as a whole" (15%) are the responsible factor who commits tourism crime in the study area and positioned in rank as 1,2 an 3 likewise.



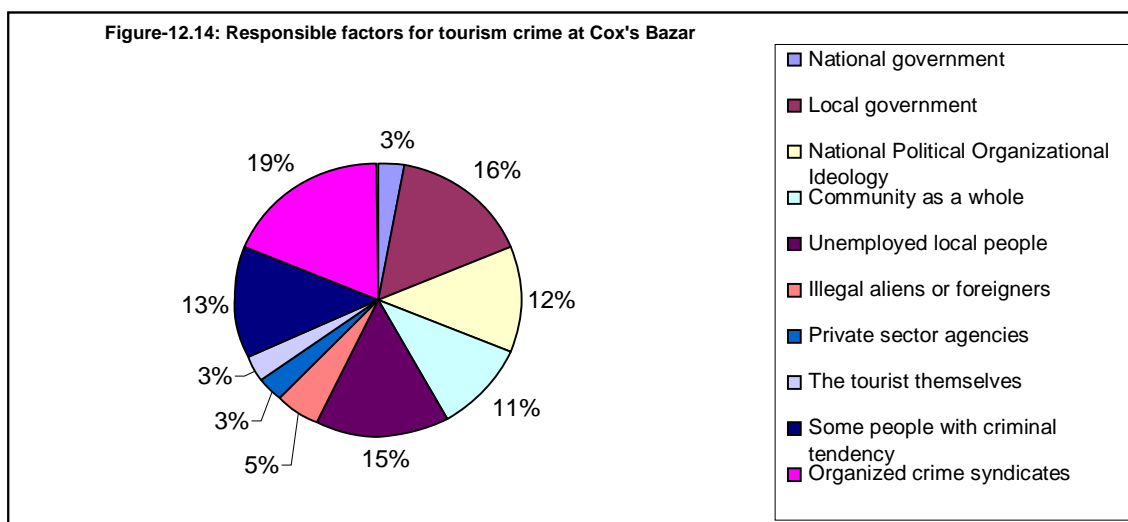
National Political Organizational Ideology, Some people with criminal tendency and The tourist themselves were as important which suggests that they may be involved in corrupt activities.

The tourists of the Coz’s Bazar were asked whom do they think are the culprits responsible for increasing tourism crime in Cox’s Bazar by using an about 10 factors that were given to them to respond to (Refer to Table 12.12). They responded as follows in this question and these are the ratings/percentage of the factors that increase the Tourism Crime shown below -

Table- 12.12: Factors involved in tourism crime at Cox’s Bazr

Ranks	Responsible factors for tourism crime	Response	
		Frequency	%
1	Organized crime syndicates	182	19
2	Local government	161	16
3	Unemployed local people	147	15
4	Some people with criminal tendency	126	13
5	National Political Organizational Ideology	119	12
6	Community as a whole	106	11
7	Illegal aliens or foreigners-	49	5
7	Private sector agencies	29	3
8	National government	29	3
9	The tourist themselves	28	3
Total		976	100

The percentages show that: “Organized crime syndicates [19%], Local government [16%]” and “Unemployed local people” (15%) are the responsible factor who commits tourism crime in the study area and positioned in rank as 1, 2 and 3 likewise.



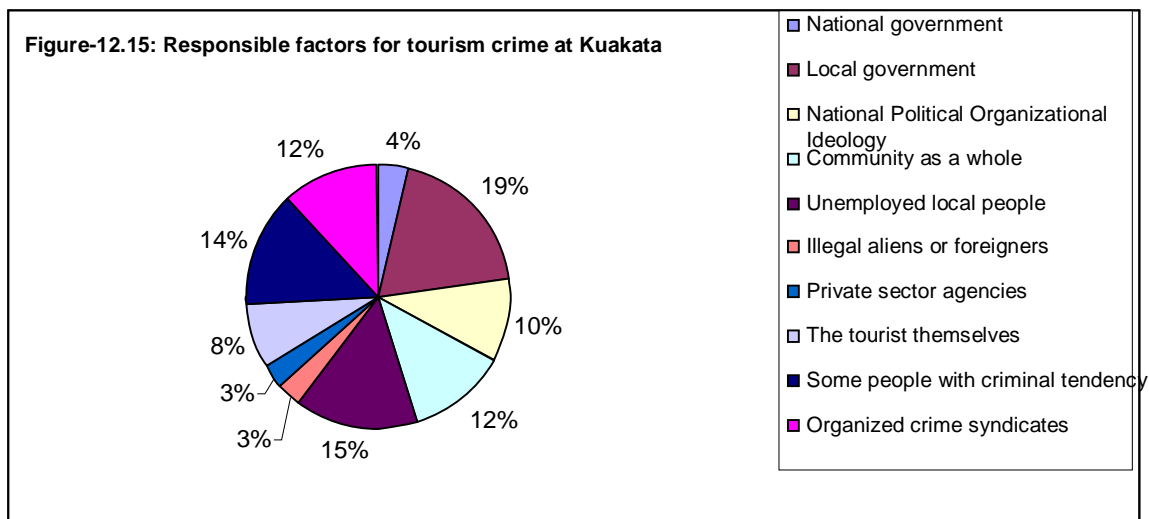
Some people with criminal tendency, National Political Organizational Ideology, and unity as a whole were as important which suggests that they may be involved in corrupt activities.

The tourists of the Kuakata were asked whom do they think are the culprits responsible for increasing tourism crime in Kuakata by using an about 10 factors that were given to them to respond to (Refer to Table 12.13.). They responded as follows in this question and these are the ratings/percentage of the factors that increase the Tourism Crime shown below in Table 12.13.

Table- 12.13: Factors involved in tourism crime at Kuakata

Ranks	Responsible factors for tourism crime	Response	
		Frequency	%
1	Local government	151	19
2	Unemployed local people	121	15
3	Some people with criminal tendency	111	14
4	Organized crime syndicates	99	12
5	Community as a whole	93	12
6	National Political Organizational Ideology	81	10
7	The tourist themselves	66	08
8	National government	29	04
9	Private sector agencies	28	03
9	Illegal aliens or foreigners	22	03
Total		801	100

The percentages show that: “Local government [19%], Unemployed local people [15%]” and “Some people with criminal tendency” (14%) are the responsible factor who commits tourism crime in the study area Kuakata and positioned in rank as 1, 2 and 3 likewise.



It reject hypothesis 7 which says “Tourists are not aware of the key factors that are responsible for tourism crime safety and security of tourist in the study area. So this hypothesis is rejected because tourists are conscious about the factors which are responsible for tourism crime in the study area.

12.4.4. Strategies for fighting against tourism crime at the destination

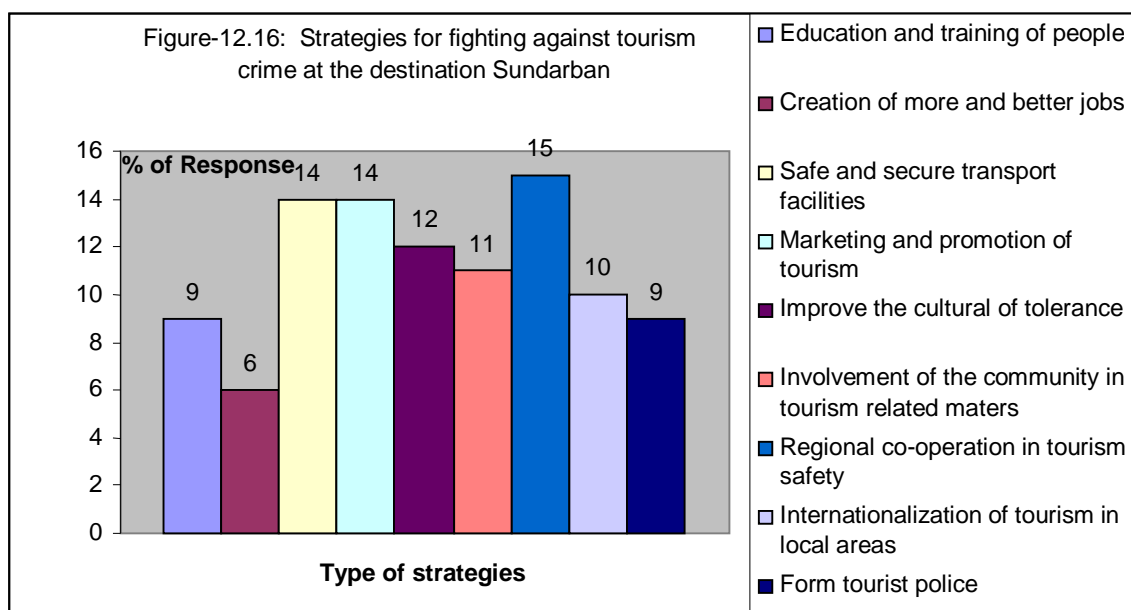
For a destination to be successful it should have its principles to achieve whatever things that needs to be achieved. The stakeholders that are involved in the running of the destination should think of various things that might happen in a destination and how to deal with those things. The respondents were asked to rank and to prefer five strategies among the nine strategies that are most important things that need to be done in fighting tourism crime in four destinations.

In the study area Sundarban tourists were asked to rank using an about 09 statements or phrases that were given to them to respond to. The outcomes of the analysis shown in the table are ranked, that is, written from the highest percentage to the lowest percentage. (Refer to Table 12.14).

Table-12.14: Strategies for fighting against tourism crime at the destination Sundarban

Rank	Strategies	Frequency	%
1	Involvement of the community in tourism related matters	170	15
2	Safe and secure transport facilities	160	14
2	Marketing and promotion of tourism	160	14
3	Improve the cultural of tolerance	135	12
4	Regional co-operation in tourism safety	130	11
5	Internationalization of tourism in local areas	110	10
6	Education and training of people	105	9
6	Form tourist police	95	9
7	Creation of more and better jobs	55	6
Total		1120	100

The findings were stand like this, firstly Involvement of the community in tourism related matters 15%; Secondly, Safe and secure transport facilities 14% and Marketing and promotion of tourism 14%; Thirdly Improve the cultural of tolerance 12%; Fourthly Regional co-operation in tourism safety 11%; Fifthly, Internationalization of tourism in local areas 9%



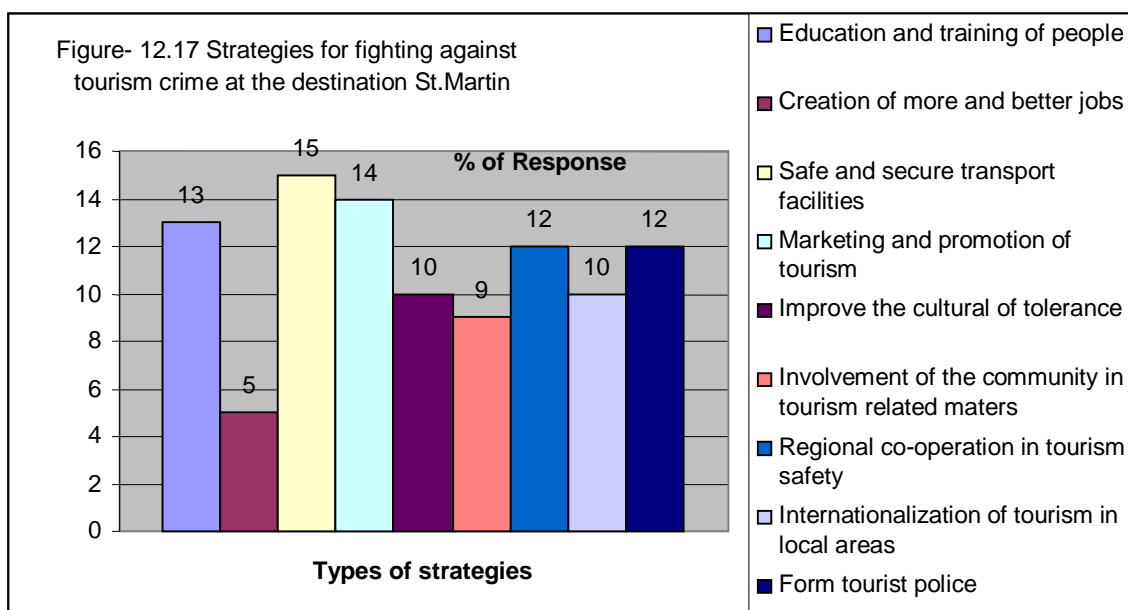
are the strategies that the respondents recommended towards achieving a crime free and tourism safety and security environment at the destination Sundarban.

In the study area St.Martin tourists were asked to rank using an about 09 statements or phrases that were given to them to respond to. The outcomes of the analysis shown in the table are ranked, that is, written from the highest percentage to the lowest percentage. (Refer to Table 12.15).

Table-12.15: Strategies for fighting against tourism crime at the destination St.Martin

Rank	Strategies	Frequency	%
1	Safe and secure transport facilities	235	15
2	Marketing and promotion of tourism	225	14
3	Education and training of people	215	13
4	Regional co-operation in tourism safety	185	12
4	Form tourist police	185	12
5	Improve the cultural of tolerance	160	10
5	Internationalization of tourism in local areas	155	10
6	Involvement of the community in tourism related maters	150	9
7	Creation of more and better jobs	80	5
Total		1590	100

The findings were stand like this, Firstly Safe and secure transport facilities 15%; Secondly, Marketing and promotion of tourism 14% ; Thirdly, Education and training of people 13% ; Fourthly, Regional co-operation in tourism safety 12% and Form tourist police 12% ; and Fifthly, Improve the cultural of tolerance 10% and Internationalization of tourism in local areas 10%



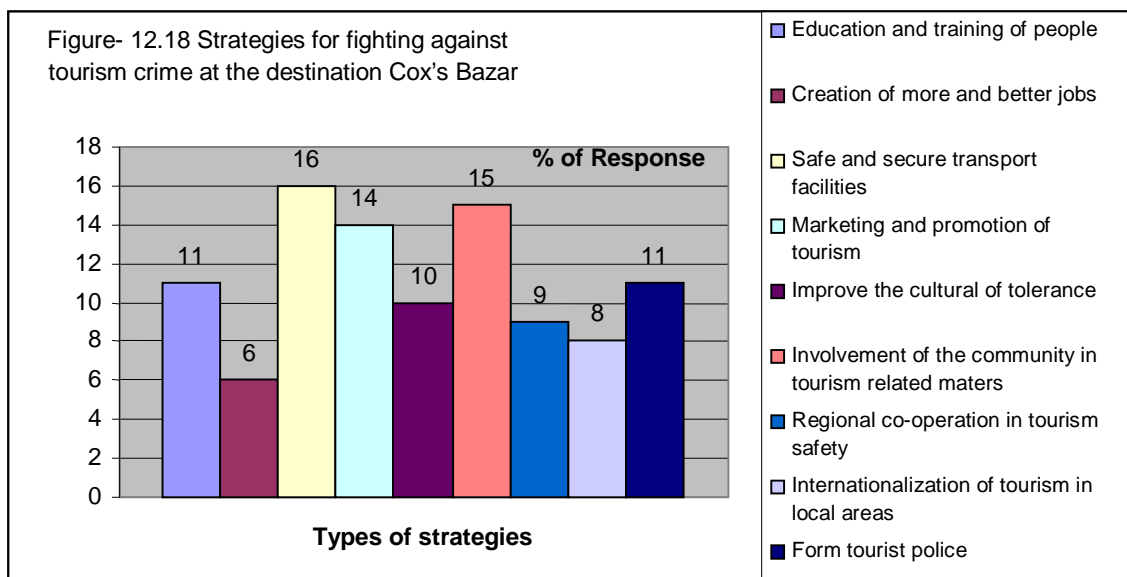
are the strategies that the respondents recommended towards achieving a crime free and tourism safety and security environment at the destination ST. Martin.

In the study area Cox’s Bazar tourists were asked to rank using an about 09 statements or phrases that were given to them to respond to. The outcomes of the analysis shown in the table are ranked, that is, written from the highest percentage to the lowest percentage. (Refer to Table 12.16).

Table- 12.16 Strategies for fighting against tourism crime at the destination Cox’s Bazar

Rank	Strategies	Frequency	%
1	Safe and secure transport facilities	253	16
2	Involvement of the community in tourism related matters	245	15
3	Marketing and promotion of tourism	231	14
4	Education and training of people	183	11
4	Form tourist police	175	11
5	Improve the cultural of tolerance	161	10
6	Regional co-operation in tourism safety -7	133	9
7	Internationalization of tourism in local areas -8	126	8
8	Creation of more and better jobs-9	91	6
Total		1598	100

The findings were stand like this, Firstly, Safe and secure transport facilities 16%; Secondly, Involvement of the community in tourism related matters 15%; Thirdly, Marketing and promotion of tourism 14% ; Fourthly, Education and training of people 11% and Form tourist police 11% ; and Fifthly, Improve the cultural of tolerance 10%



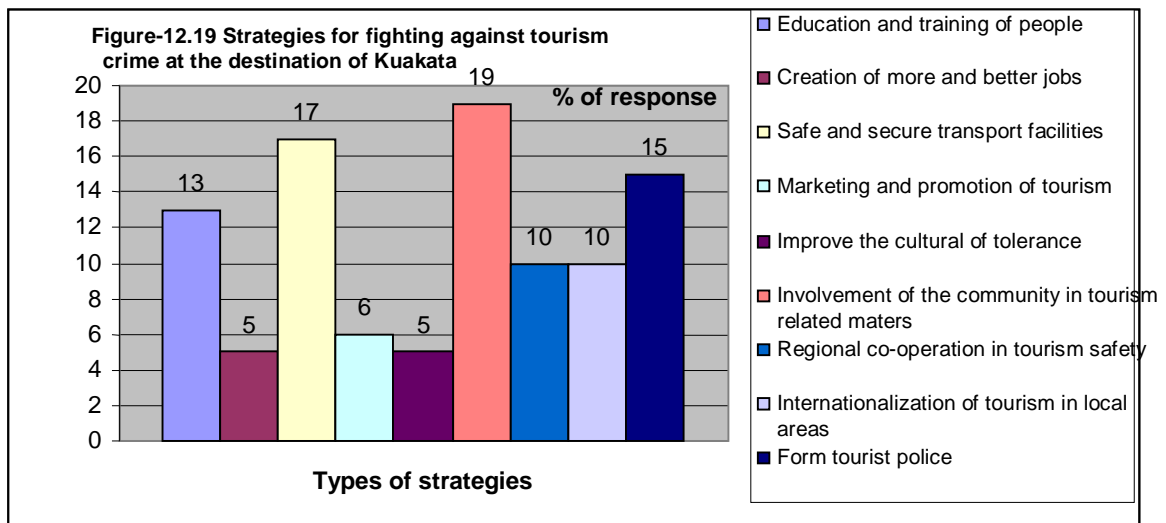
are the strategies that the respondents recommended towards achieving a crime free and tourism safety and security environment at the destination Cox’s Bazar.

In the study area Kuakata tourists were asked to rank using an about 09 statements or phrases that were given to them to respond to. The outcomes of the analysis shown in the table are ranked, that is, written from the highest percentage to the lowest percentage. (Refer to Table 12.17).

Table-12.17 Strategies for fighting against tourism crime at the destination Sundarban

Rank	Strategies	Frequency	%
1	Involvement of the community in tourism related matters	267	19
2	Safe and secure transport facilities	234	17
2	Form tourist police	201	15
3	Education and training of people	183	13
4	Internationalization of tourism in local areas	141	10
5	Regional co-operation in tourism safety	133	10
6	Marketing and promotion of tourism	87	6
7	Improve the cultural of tolerance	78	5
8	Creation of more and better jobs	67	5
Total		1391	100

The findings were stand like this, firstly Involvement of the community in tourism related matters 19%; Secondly, Safe and secure transport facilities 17% ,Thirdly Form tourist police 15%; Fourthly Education and training of people 13%; Fifthly Regional co-operation in tourism safety 10%; Sixthly, Marketing and promotion of tourism 6% are the strategies



that the respondents recommended towards achieving a crime free and tourism safety and security environment at the destination of Kuakata.

Assurance of safety in a destination is important, because it makes the visitors to be willing to visit the destination and its tourism attractions. These findings prove that the lowest rankings are not that important in fighting tourism crime.

So from the above analysis it can be concluded that hypothesis 8 which states stakeholders are not aware of the strategies that help fighting against tourism crime at the destination are not supported or be rejected.

12.5. Investigation of safety and security measures undertaken by different tour operators

Tour operators today play a very important role in creating the images of destinations. In this global capacity, they can significantly influence domestic and international tourism flows towards a country hit by safety and security risks. Even decisions of individual tourists on where to spend a holiday very often depend on the attitude and practice of tour operators towards a particular destination.

In generally Package Travel, Package Holidays, and Package Tours, tour operators are considered liable not only for the non-performance or improper performance of the services involved, but also for the physical injury of their clients if this could be in any way linked to negligence due to them, or even to their service providers. This means that tour operators are liable for all aspects of the contract with the client and can be relieved of such liabilities only if they result from force majeure. Therefore, it is natural that they take certain measures to secure the safety of their clients during the journey and while on holiday. In this way, tour operators try to diminish the safety and security risks that their clients could face. They assess destination safety even more critically than an individual would. For example, tourists are very often not aware of the quality of sanitation or health care at a destination. In order to avoid risks, tour operators decide whether or not to include in their programs destinations with different kinds of risk, to stop operations to certain resorts already included in their program, to reduce capacities at a destination, or to take certain measures to protect their clients on the spot. This section analyzes the significance of tour operators to ensure safety and security of tourist from the different view point.

Table-12.18: Safety and security measures undertaken by different tour operators

Statements on regulatory measures undertaken by different tour operators regarding tourist safety and security	Response			
	Yes		No	
	Frequency	%	Frequency	%
Organization protect all tourists' travel monies in a trust account if tourists want until the tour is complete	0	0%	25	100%
Prior to confirming tour arrangements, all accommodation, transport and visits are checked to ensure safety of the tourist	19	76%	6	24%
Organization give briefing before starting the journey to tourists, to respect the local people and must commit themselves to acting in adherence to local laws since people across the world dress, eat and live differently and follow different values and norms	7	28%	18	72%
Insists that all who travel are covered either by your organization comprehensive Insurance or if using their own.	0	0%	25	100%
Organization maintains 24 hours Emergency mobile phone facility.	22	88%	3	12%
Organization have a strict policy regarding use and abuse of alcohol, tobacco and drugs by tourist	4	16%	21	84%
Maintain close communication with your tourist prior to departure and in addition an Emergency Duty Officer is available 24 hours a day to deal with any unforeseen circumstances of the tourist.	17	68%	8	32%

[n = 25. The subjects gave more than one response to some of the statements]

12.5.1 Financial Security

Organization should protect all tourists' travel monies in a trust account if tourists want until the tour is complete. But in our country tour operator does not provide this facility. Survey result (Table-12.18) shows that no organization unfortunately provides this facility.

12.5.2 Accommodation

Accommodation is very much important to make tourists comfortable and to keep them safe. Prior to confirming tour arrangements, all accommodation, transport and visits should be checked by tour operator to ensure safety of the tourist. A distinguish travel adventure environment requires after the confirmation of the accommodation by the tourist tour operators should checked all the essential features of health and safety such as fire certificates or the local equivalent, appropriate insurance to avoid potential risks regarding safety and security of tourists by accommodation risk assessment form. Survey result (Table-12.18) found that 76% tour operator checked all tour arrangement before tourist reached the destination to ensure safety of the tourist.

12.5.3 Communication

Organization should give briefing before starting the journey to tourists, to respect the local people and must commit themselves to acting in adherence to local laws since people across the world dress, eat and live differently and follow different values and norms. In this survey (Table-12.18) only 28% tour operator give briefing or give brochure before starting journey of the tourist to ensure how to protect the environment, how to act with the local people and how tourist keep themselves safe.

12.5.4 Travel Insurance

Travel insurance is very much important for tourist to protect themselves from unavoidable loss. For this reason tour operator should insists that all who travel are covered either by their organization comprehensive Insurance or if using their own. But survey result found that this service is unavailable in our country.

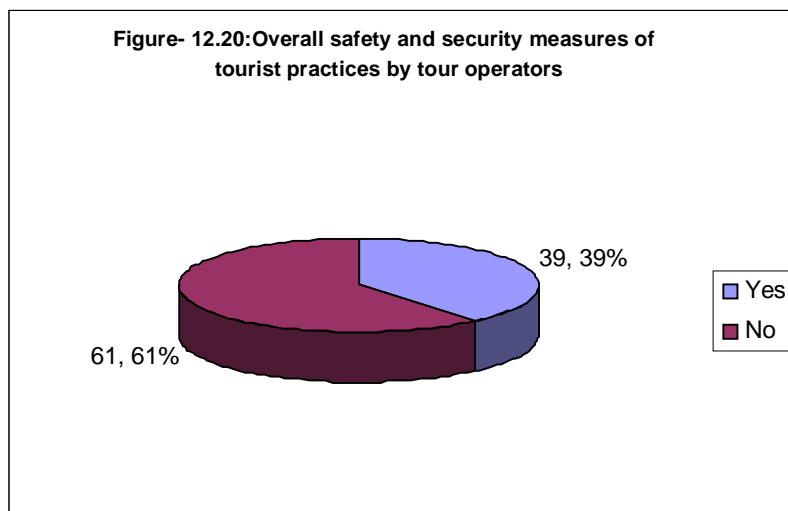
Travel insurance is the second critical factor in the safety net. Travel agents and tour operators should continue to recommend that clients have in place an appropriate travel insurance policy – one that includes provision for emergency medical evacuation should this be required. As the well-known industry saying goes, “if you can't afford travel insurance, you can't afford to travel.”

12.5.5 Emergency Contact Details

Organization should maintain close communication with their tourist prior to departure and in addition an Emergency Duty Officer is available 24 hours a day to deal with any unforeseen circumstances of the tourist. In this way, tour operators can diminish the safety and security risks that their clients could face. Survey result (Table-12.18) shows majority of the tour operator very much aware of the service.

12.5.6 Alcohol, Smoking, Drugs and Misconduct

Survey result (Table-12.18) found that only 16% organizations have a strict policy regarding use and abuse of alcohol, tobacco and drugs by tourist.



In this perspective from the above figure 12.20 it may therefore be concluded that Hypothesis 9, which states: “ the regulatory measures undertaken by different tour operators, are sufficient” should not be supported. The hypothesis is rejected because Graph shows only 39% tour operators take different safety measures of tourist. But tour operators can play a major role in building a better tourism destination.

12.6. Investigation of safety measures undertaken by hotel owner

The two primary goals of hotels in tourism industry to make tourist comfortable and to keep them safe are at cross purposes. Hotels need to implement safety and security measures without making tourists feel uneasy. Over the past few years, the tourism industry has been seriously undermined by the growing lack of safety and security. Crime, terrorism, food safety, health issues and natural disasters are among the major areas of concern. It is now widely accepted by the international community that the success of the tourist industry in a particular destination is directly linked to its ability to offer tourists a safe and pleasant visit. Since accommodation is an essential component of the tourism sector, hotel safety and security is increasingly gaining the attention of several stakeholders. Protecting tourists and ensuring their safety is now one of the main concerns of hoteliers, given that problems related to safety, security and health influence negatively occupancy rates. Tourists increasingly feel that they should not be subjected to risk while on vacation. This section analyzes the significance of hotel owners to ensure safety and security of tourist from the different view point.

12.6.1Hotel Level Physical Systems

The physical systems that ensure security in a hotel include the planning and design of the hotel property, access systems to guestrooms, hygienic bathrooms and toilets, comfortable and clean mattress, pillow, bed sheets and covers, provision of children’s facilities (playground, baby-sitting, swimming pool, etc., boundary wall around the hotel etc. Here Table-12.19 reveals that 73% hotelier maintain hotel level physical systems security of tourists and remaining part not.

12.6.2Equipment

In ensuring the safety of the tourist, all the hotels should install various types of security equipment on their premises. This includes CCTV, fire alarm system, fire extinguisher

and central safe deposit boxes. Survey result found that most of the hotels have not these types of security system facilities.

12.6.3 Policies & Procedures

Hoteliers are responsible for providing a healthy and safe environment to their guests. For these reason hoteliers should have some policies and procedures regarding tourist safety. This includes proper policy for handling theft, lost and fraud system; policy for additional precautions in ensuring the safety and security of single lady travelers and uses of safe deposit box. But unfortunately survey result reveals that most of the hotels have not written policy regarding this type of security measures which can ensure tourist safety.

Table-12.19: Safety and security measures undertaken by different hotel owners

Statements on regulatory measures undertaken by hotel owner regarding tourist safety and security	Response			
	Yes		No	
	Frequency	%	Frequency	%
Hotel Level Physical Systems				
have hygienic bathrooms and toilets	25	21	5	4
have comfortable and clean mattress, pillow, bed sheets and covers	30	25	0	0
have provision of children's facilities (playground, baby-sitting, swimming pool, etc.	20	17	10	8
have boundary wall around the hotel	12	10	18	5
Total	87	73%	33	27%
Security Department				
have security department	23	25	7	8
have well trained security personnel to protect the guest	8	8	22	24
hotel security officer wear uniform	17	18	13	14
Total	48	53%	42	47%
Equipment				
have CCTV in various location of the hotel	7	5	23	19
have fire alarm system	9	8	21	18
have fire extinguisher	9	8	21	18
have central safe deposit boxes	11	9	19	15
Total	27	30%	84	70%
Policies & Procedures				
have proper policy for handling lost and fraud system	9	15	21	35
take additional precautions in ensuring the safety and security of single lady travelers	18	30	12	20
Total	27	45%	33	55%
Industry Level				
member of the hotel association	26	87	4	13
Total	26	87%	4	13%
National (Destination) Level				
provide phone number in every room to communicate with the local police	8	27	22	83
Total	8	27%	22	83%

[n = 30. The subjects gave more than one response to some of the statements]

12.6.4 Security Department / Personnel

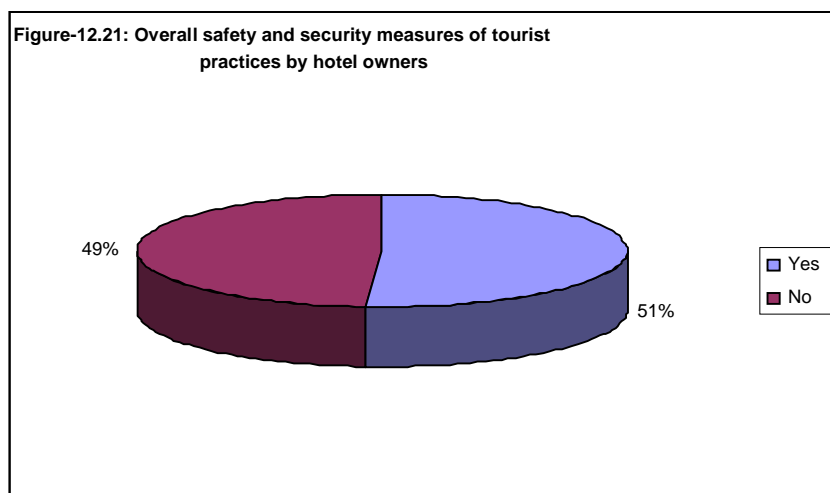
A typical security department usually consists of a security manager, security officer, security guards, timekeepers and doorman. All employees should know the appropriate security procedures that will help protect the guests. An effective security system would require well-trained personnel to carry out the security procedures accordingly and to operate the security equipment properly. Table-12.19 provides evidence that 53% hotels have satisfactory security department and 47% hotels have not.

12.6.5 Industry Level

The safety and security of tourist should be maintained at the industry level. The local hotel association and police force should collaborate to facilitate and promote cooperation in providing safety and security among member hotels. At this level safety and security of tourist should be ensured when hotelier are the member of hotel association. Survey results disclose that 90% hotels are the member of hotel association which is very much important for ensuring tourist safety.

12.6.6 National (Destination) Level

At the national level which includes tourist police who will enforce domestic law against crime to protect the tourists at destination level and the civil defence forces will ensure public safety in relation to fire and other dangers. The police should assist hotels in their regular evaluation of their security systems using a comprehensive audit checklist, to ensure and maintain high standards and to make recommendations to the hotels for their improvement. Tourist can seek help by communicating with the police at a prescribed emergency phone number. But survey result shows that no hotels provide phone number in every room to communicate with the local police.



Finally it is found on the whole from the Fig- 12.21 that safety and security measures undertaken by hotel owner are not satisfactory, because safety and security measures practices in hotel should not be compromised with a single percentage. Therefore, the ultimate conclusion emerging from the findings that as bad publicity arising from crime and accidents that occur in hotels where tourists are victimized could tarnish a hotel’s image at the same time destination image and result in potential great financial losses, it is of paramount importance that an hotelier must provide for a safe and crime free environment within its premises for tourists. Security plays a vital role in ensuring the future viability of hotels and tourist destination. To plan and design an effective safety and security system for an individual hotel is very much important but even that is not enough? The hotel industry which provides accommodation in a tourist destination constitutes one of the essential segments for a successful tourist destination. So In this regard it may therefore be concluded that Hypothesis 9, which states: “the regulatory measures undertaken by different hotel owners, are sufficient” should not be supported.

12.7. Investigation of regulatory measures undertaken by police at the destination

Tourism Industry is the one of the fastest growing industries in Bangladesh. Hence, there is a need of separate personnel to look after the needs of the tourists, manage the tourist enquires and complaints and ensure that the language barrier doesn't hamper the enjoyment or security. The tourism police will help the tourists in case of any emergency and will provide safety and security against dishonest people. As a result in 2009 Tourist Police was formed to protect local and foreign tourists, starting the service in Cox's Bazar Sea Beach, a popular area with world's longest sandy beach. It is planned to expand the Tourist Police to other tourist spots very soon. The Tourist Police Unit is committed to ensuring safety for tourists to make them feel at home away from home. It works under the District Police Administration.

12.8 Conclusion

Safety has risen as important issue in the field of tourism during the last few years. Even Bangladesh can be still considered safe destinations; more attention has been paid to tourism safety, especially with growing international tourism. Safety can be considered as one of attraction factors for states and their areas and tourism resorts. Especially international terrorism has during the last few years had impact on the fact, that on global level safety issues have grown more important. According to World Tourism Organization (WTO) safety is essential for the quality of tourism. Providing high quality tourism experiences, paying attention to principals of safety, is starting to be the most important aim of tourism destinations. Images have a great role in tourism. If tourist is a victim of natural tragedy at a tourism destination, the negative impact on image of the place can be both serious and long.

This chapter was about the recommendations and the conclusion of the whole study. Its recommendations were about the stakeholders that are supposed to be involved in the decision making and making the study area to be a crime free. These stakeholders are involved with every decision that is supposed to take place in the study area. For the successfully tourism project it involves these stakeholders to work together.

The recommendations that were made here were taken from the different views of different respondents that were interviewed. In order to make a study area a crime to promote crime free, safety and security. Other recommendations were about the utilization of resources by the local community who does not visit within the destination and not knowing the importance of tourism industry. Other recommendations were about making the life of the local community to be better by benefiting on the tourism resources and the resources of the study area The latter is with the view that the local community should be entrepreneurs utilising the products from their own area.

The findings of this study hopefully will manage to bring attention to the problems crime, safety and security, as well as promote a crime free, safe and secured in the study area. It hoped it will bring interest to the stakeholders involve, to achieve a crime free, safe and secured study area.

Chapter 13: Conclusions and recommendations

13.1 Introduction

This chapter, first of all, summarizes the basic findings of all the previous chapters. Then, it spells out the conclusions emerging from the findings. Finally, it provides a set of recommendations based on the findings of the study and the directions for future research.

13.2: A Resumé of findings

This research presents the findings of an inquiry into the theoretical as well as empirical aspects of development of tourism industry in Bangladesh. This study takes attempts by examining throughout some issues of tourism to uphold the potentiality of development of tourism industry in Bangladesh. The resumé of major findings of this study are given below-

Chapter four focuses on current performance of tourism industry in Bangladesh. Several secondary sources are studied, reviewed and analyzed and found that-

- **Tourism products and services**
 - There are no statistics of accommodation sector of Bangladesh regarding total Hotel number and total occupancy number. But the study reveals that there are 1503 hotels in our country and total accommodation stock is 22,242. Among them in Dhaka there are 313 hotels and 4766 rooms are available except Dhaka district; in Rangpur division there are 125 hotels and 1342 rooms are available except Kurigram and Rangpur district; in Rajshahi division there are 103 hotels and 1780 rooms are available except Joypurhat district; in Barisal division there are 128 hotels and 2369 rooms are available; in Khulna division there are 245 hotels and 2651 rooms are available except Bagerhat district; in Sylhet division there are 147 hotels and 1328 rooms are available ; and in Chittagong division there are 442 hotels and 8006 rooms are available. From here tourism stakeholder can get a clear picture of occupancy position of tourist in our country.
 - Another finding regarding accommodation is that there are no practices of showing categorization of Hotel, motel, etc, among Hotel owners/Management.
 - A finding regarding tourist products is unlike many countries (France with the Eiffel Tower, Italy with the coliseum, etc) Bangladesh does not have a single iconic product or attraction with which the country is associated.

- There are sixteen tourism information under in Bangladesh which are operated by BPC, but their service is very much limited and its operation range is only in BPC.

- **Access and infrastructure**

- There are operation airports and short Take-off and landing ports in Bangladesh. But all operational airports do not provide domestic service regularly.
- There are very few international standard roads in Bangladesh to go to the major tourism destination.
- With an increasing proportion of visitors touring the country in their own vehicles the need for signage to tourism attraction and facilities become more important. But study found that in Bangladesh BRTA has not taken initiatives till now to show the visitors tourist attractions by signage.
- Railway transport plays a very small role in tourism as the rail network does not reach the main tourist destination and regions and the trains are very slow.
- Water transport also plays a very small role in tourism though the water network reaches the main tourist destinations. Because there are no standard and high speed water transport in our country.
- Another finding regarding infrastructure is that recently the government emphasizes on telecommunication and information and communication technology which is very much important for development of tourism industry in Bangladesh. In BD telecommunication and internet cost is very cheap compared to other neighboring countries.

- **Environmental impact**

- Global warming represents huge challenges for Bangladesh as it is one of the 10 most vulnerable countries to a rise in sea level. Present predictions indicate the sea will rise by 8 to 30 cm by 2030 and 30-110 cm by 2100. A 1 mm rise in the bay of Bengal would result in a lost of 12% to 18% of the country's land. This is very much alarming for Cox's Bazar and Kuakata Sea beach.

- **Markets and marketing**

- The study found that major portion of the visitors come to Bangladesh on business purposes but in case of outbound tourism of BD, major portion of visitors go abroad for recreational purposes.
- Study reveals that January is the peak season of International tourist arrival in Bangladesh and off season is the rainy season.
- Tourism market share analysis of International tourists in SAARC countries shows that Bangladesh is the seventh among the SAARC countries.

- Happy planet index ranking 2012 show that the people of BD is happy and gets the rank 11 among the 151 countries where our neighbor country India is in 32nd position.

- **Economic Impact**

- The direct contribution of Travel and tourism to GDP was BDT 193.0 bn (2.1% of total GDP) in 2012 and Travel and Tourism directly supported 1,281,500 jobs (1.8% of total employment).
- The study found that there are some tremendous investment opportunities in BD. But infrastructure weakness the electricity Road communication; institutional problems like lending from bank, customs, vat and it etc., and lack of good governance hinder this opportunities to pick-up these investment opportunities by investor.

- **Human Resource development**

- There are very few institutions in BD which helps to develop human resources for tourism industry. This incapability hinders the development of tourism industry in BD.

- **Tourism organization and management**

- There is no separate ministry of Tourism in BD.
- The function of BPC or NTO is very much limited for the development of tourism industry in Bangladesh. Their functions are limited by running hotels, restaurant and rest houses.
- Bangladesh tourism board was formed in 2010. But till now their function is limited by producing documentary films and arranging tourism events which is very much dis-regretful for this sector.

Chapter six explores the diagnostic analysis of contemporary macro environment trends in Bangladesh. The major findings are-

- The population reveals that there are a greater proportion of older and young people. So it is noteworthy for those involved in the tourism industry that this population structure necessitates a segmented approach in meeting the travel and leisure needs of the individuals belonging to each group.
- The study found by analyzing age group is that most people tend to remain single and it is most noticeable among the people aged between 15 to 34. Again marketers of tourism products and services must think of an effective way to reach the different segments of this market as their needs differ from these with families.
- By analyzing household size the biggest change is found among households with three to four persons. This implies that household income will be divided among

fewer members, with subsequent rise in consumption which can lead to the travel and tourism.

- Another important finding is that average monthly income per household is increasing day by day and in 2005 it was TK.7203. This signifies a greater proportion of the population with having a higher level of disposable income.
- Study found that people are living in different busy cities like Dhaka, where life is stressful. There are few opportunities available for outdoor activities, other than visiting the parks. As such there is growing appetite for soft adventure outdoor life. Tourism entrepreneur can take this advantage.

Chapter seven deals with the exploration of tourist spots in Bangladesh. Major findings of this chapter are-

- There is a very few literatures on the tourism spots in Bangladesh. Study reveals the number of available tourism spots in different divisions are: Barisal Division-89, Chittagong division-245, Dhaka Division-500 Khulna Division-217, Rajshahi Division-238, Rangpur Division-149 and Sylhet Division-149.
- Another important finding is that there is a place in Satkhira district named Mandarbaria sea beach which is unexplored by tourist till now. The sunrise and sunset can be seen staying in the same spot.
- Empirical study found that there are 30 forests in Bangladesh which is very much promising for ECO-Tourism or forest based tourism and 82 tourist spots are man made.
- Another important finding in this chapter regarding food tourism is that there are 84 food items popular to the tourists in Bangladesh.

Chapter eight reveals the strengths and weaknesses, opportunities and threads of tourism industry of Bangladesh. This analysis will help the tourism stakeholders to take a more compressive decision for their strategic planning process.

Chapter nine discloses the condition of promotional activities that are undertaken by relevant tourism stakeholders of Bangladesh based on Chittagong Travel Mart 2013. Survey result found that level of usage of promotional activities or tools by tourism stakeholders to attract tourists are not sufficient. The findings indicate that tourism stakeholders use only 30% of promotional tools to uphold Bangladesh as a valued tourist destination.

Chapter ten reveals the level of satisfaction of tourists on various tourist products and services of tourism industry in Bangladesh. Research Hypothesis was that the tourists were satisfied with the tourism products and services available in four icon tourist spots of Bangladesh namely Cox's bazar, St. Martin, Sundorban and Kuakata; But the research findings reject the Hypothesis. Tourist, as found in that research, is more or less dissatisfied on various tourist products and services.

Chapter eleven is to measure the image of tourist products and services of the four tourist sports of Bangladesh. The research hypothesis assumed that there is no significant difference between importance and experience of tourist products and services available in four icon tourist spots of Bangladesh namely Cox's bazaar, St.Martin, Sundarban and Kuakata with respect to image, which is rejected because survey result found that there

is a significant difference between importance and experience of tourist products and services with respect to image.

Chapter twelve reported the results of a field survey designed to study the safety and security of tourists for development of tourism industry in Bangladesh. Accordingly the attitude of tourists, the function of the tour operators and the safety issues in accommodation sector are studied. To achieve the objective of the study the hypothesis were: that the stakeholders do not perceive the importance of tourism crime, safety and security in the study area; that the tourists feel safe and secured in and around the tourist area; that the tourists are not aware of the key factors who are responsible for tourism crime safety and security of the tourists in the study area; that the stakeholders are not aware of the strategies that helps for fighting against tourism crime at the destination; and that the regulatory measures undertaken by different tour operators, hotels, nearest police stations are sufficient. But the survey results reject the entire hypothesis. So it concluded that the safety and security measures taken to protect the tourists by tourism stakeholders are not sufficient.

13.3: Conclusion

The simple and friendly people of Bangladesh along with its indigenous communities, which live isolated from modern society and possess their own distinct culture and way of life, make Bangladesh a unique attraction for tourists. Bangladeshis are always happy to extend their hospitality to visitors, who should find it an enjoyable place, especially with the improvement of law and order in the country. The tourism resources of Bangladesh are immense, and the government of Bangladesh has given due importance to the development of the tourism sector. The significance of tourism is viewed from many angles like economic, social, cultural, political, etc. Tourism is now the fastest growing and single largest industry of the world. The industry has attained the impressive growth world-wide in terms of tourist arrivals and foreign exchange earnings which has led the ever increasing competition among the destination countries and gained the top priority in most of the destination countries. Every destination country is trying to attract more tourists by drawing the attention and growing the interest among the potential tourists through adopting effective marketing strategies because tourism is a field where the customers want to know in advance about the attractions and facilities of the destination. Marketers need to provide such necessary information to the prospective tourists through different promotional measures and thus, try to motivate and attract them to the sponsor's destination. Though the growth of tourism is impressive world-wide, the same in Bangladesh is not so. It is not because of lack of eye-catching tourist's attraction to the destination of Bangladesh, rather it is the result of inadequate promotional measures. The contribution of Bangladesh tourism to the world tourism is very negligible. Even the position of the country among the SAARC countries is at the bottom line. As a result, the contribution of tourism in the economy of Bangladesh is very insignificant. So, the concern authority needs to give priority and adopt necessary strategies in order to attract a significant number of foreign tourists to visit the land as well as the development of this industry.

13.4 Recommendations

In order to achieve the objectives set out in this study, specific strategies need to be developed and implemented in specific areas. The following are the recommendations based upon the findings of the study-

13.4.1 Recommendations from the view point of current performance of tourism industry in Bangladesh

13.4.1.1 Tourism product and service development

Bangladesh is a country of many contrasts. It is endowed with, among others, many of the world's diverse climatic and geographic zones, abundant wildlife, sandy beaches, archaeological sites and diverse cultures. However, Bangladesh has yet to fully exploit this potential for tourist purposes as for many years. Bangladesh tourism has mainly concentrated on sea beaches. Whence, there is a need to diversify the tourist attractions in order to achieve balanced growth within the tourism industry and maximize the benefits that can accrue from the sector.

It is important and necessary to realize the full potential of existing tourist facilities. This entails developing new quality products and diversifying tourist attractions. Emphasis is to be placed on, among others, the development of primary tourist attractions, the improvement of tourist facilities such as accommodation as well as the supporting physical and service infrastructure. The needed strategies for product development include:

- Enhancing the existing tourist products and developing others.
- Developing the infrastructure, increasing and improving accessibility to tourist products.
- Protecting and enhancing quality control mechanisms for tourist products and services through legislation and regulations and by ensuring that through community involvement, these benefits also reach the local communities as this will also serve to ensure the protection of the products and services.

13.4.1.2 Marketing

Direct accessibility, one of the main problems of marketing Bangladesh as a tourist destination, should be increased. Concrete efforts need to be made to ensure that Bangladesh truly becomes a favourite tourist destination. This will increase the viability of the country's major tourist attractions. Bangladesh could easily become an all-rounded as well as single holiday destination point if other product elements, particularly the beach resorts and cultural attractions were included in the tour packages. More result-oriented marketing strategies are therefore needed. Emphasis should be placed on obtaining a precise understanding of customer needs, developing and delivering the products customers' desire, having adequately skilled staff in place and utilizing information technology as a marketing tool. The needed marketing strategies of this policy include:

- Identifying and locating the target market with a view towards putting into place cost-effective means of communication and influencing the market segments identified.

- Supporting the promotional activities of operations in the tourism industry such as hoteliers, tour operators and travel agents.
- Providing the pre and post-vacation services needed to ensure customer satisfaction (satisfying the "value-for-money" requirement).
- Encouraging students in secondary schools to undertake tourism studies that will be introduced in collaboration with the responsible ministry.
- Encouraging institutions to hold their annual meetings in areas with tourism attractions.

13.4.1.3 Infrastructure Development

The operation of a competitive tourism industry largely depends on the quality of the infrastructure. The existence of good and well-functioning telecommunication systems; land and air transportation services, and adequate and up-to- standard accommodation facilities are vital for the industry as it assures the accessibility, efficiency and quality vis-à-vis these services and facilities, for the benefit of the tourist. The problem of Bangladesh tourism industry is to failure to deliver services that provide customer satisfaction, It is thus imperative to establish quality information networks, through the promotion and greater use of Information Technology (IT) in the tourist industry and the development of business networks. Needed strategies for infrastructure development include:

- Upgrading, developing and maintaining a multi-modal transport system of surface (road and rail), river and air transport in a rational network that is friendly to the environment.
- Enhancing the provision of national infrastructure networks through the maintenance of links between national entry and exit points as well as important international networks.
- Providing points of access into the country and new tourist routes leading to tourist attractions.
- Encouraging adequate, high quality, efficient and environmentally friendly communication services responsive to the increasing needs of the tourism sector.
- Providing support and assistance for the renewal, upgrading and replacement of existing accommodation facilities and the establishment of additional facilities of the kind.

13.4.1.4 Development of Human Resources

Tourism is one of the sectors with a high employment creation potential. Significant expansion and growth in the tourism industry is currently taking place; e.g. in the provision of services, accommodation, local transportation, and recreational facilities and businesses associated with the country's rich and diverse cultural heritage that are friendly to the environment. Human resource development is a basis for enhancing the national capacity to manage and develop Bangladesh tourism sector. Given the need for appropriate and specialized skills within the tourist industry, it is imperative that greater effort should be put into the building of capacities in this sector. Being a service-oriented industry, it is imperative that those engaged in the tourist industry should ensure that customers obtain good value for their money. There is therefore a need for, among others, formal and in-service training, refresher courses, workshops, seminars, study tours

and an increase in private sector involvement in this arena. Needed strategies for employment and human resource development include:

- Developing and investing in the training of qualified local personnel at all levels for the industry and developing comprehensive skills and training programmes. Stronger emphasis will be directed towards the development and training of the local human resource for all management positions.
- Establishing more training facilities for the tourist industry.
- Developing a competent workforce in the sector by nurturing a pool of creative, capable and internationally oriented managers, encouraging labour efficiency and devising cost-effective measures.
- Establishing co-ordination and regulatory mechanisms in order to ensure that academic and professional quality required is maintained.
- Promoting the provision of formal training in the tourist industry which is occupational-specific and practical-oriented, promoting self-employment and the enhanced use of local cuisine, materials and resources.

13.4.1.5 Environmental Protection:

The relationship between the environment and development of sustainable tourism is so closely knit that the two cannot be dealt in isolation. Protection, enhancement and improvement of various components of man's environment are therefore among fundamental conditions for harmonious development of tourism. Needed strategies for environmental protection include:

- To monitor and review environmental protection measures in tourism.
- To ensure that laws and regulations governing land use along the coast, rivers and lakes are strictly observed in all tourism development projects and recreational activities.

13.4.2 Recommendation from the view point of diagnostic analysis of contemporary macro environment trends in Bangladesh

Based on the changing demographics, socio-economic and psychographic trends of Bangladesh the following strategic implications for tourism marketers are recommended:

- Increased levels of income have enabled a greater proportion of the population to undertake tours previously reserved for the affluent class. People with average level of disposable income can now travel to tourism destinations easily. So tourism entrepreneurs can look forward to arrange tours for these kinds of people.
- The aging population of Bangladesh reveals that there is a greater proportion of older and young people. The necessity to travel for these older and young people may differ from the rest of the population. For instance, older people may need a more leisurely place in their itinerary to enjoy the tour without jeopardizing their health. In addition, special tours for health rejuvenation and exercise can also be arranged.

- Bangladesh is a country of multi religion. So there are more opportunities to organize tours which emphasize the spiritual aspects of life. For marketers, it may be necessary to introduce new services to meet the aspirations of this group of potential tourists.
- With more married women working outside, with smaller households, there are ample opportunities to introduce family oriented tours. Such family oriented tours may take several forms. One type could be designed mainly for relaxation and recreation, where the family members could spend time together. Another type could be for the benefit of the children who accompany their parents on these tours to provide educational benefits or opportunities for cultural appreciation among the children.
- With the increased educational attainment of the population, it may be necessary to plan all tours keeping in mind that it may no longer be possible to simply send people to a place of interest to take photos only. Tourists with advanced education may need better services or prefer to develop a deeper understanding of the countries or places they visit by studying them before, during, or after a trip. It may be necessary to employ educated and sophisticated tour guides. The level of professionalism of the tourism industry must be upgraded to meet the need of a new generation tourists.
- A greater variety of tours must be planned by the tour operators. The tourists who travel more frequently may desire to visit more exotic places or countries, instead of going to the more traditional tourist spots that they have visited before. In addition, tours which emphasize an appreciation of culture, history and even religion can be planned. Tourism marketers must be ready to offer many possibilities of adventure and exotic experience.
- Marketers should be able to gauge the changing trends in the tourism industry and make an attempt to satisfy the needs and wants of their customers. Ultimately ignoring these changes only mean that the products or services will not be required by the market, and this must be avoided at all cost.

13.4.3 Recommendation from the view point of an empirical study on exploration of tourist spots in Bangladesh

Even though the results and findings of this chapter is somewhat exploratory in nature, it is expected that the information produced and the implications of the study may be of help to tourism planners, policy-makers, and marketers to build more competitive tourism destination environments and enhance Bangladesh good position in the world of tourism industry. The following strategies are recommended-

13.4.3.1 Form an organization named Tourism Finance Corporation of Bangladesh (TFCB)

Government can developed this specialized financial institution to cater to the needs of the tourism and related activities, facilities and services viz. hotels, restaurants,

holiday resorts, amusement parks & complexes, safari parks, ropeways, cultural centres, convention halls, transport, travel and tour operating agencies, air, taxi service etc.

13.4.3.2 Package of Incentives for promoting private investment in the tourism sector

For Attracting Private Investment in the Tourism Sectors, the following incentives should be available:

i) Priority Status

Hotels and tourism related activities are declared as priority sector for foreign investment. As a result, 100% foreign equity is permissible in the sector and automatic approvals are also granted by the Bangladesh Bank for foreign equity upto 51% and subject to specified parameters.

ii) Interest Subsidy

Approved hotels up to 3 star category and heritage hotels outside the Dhaka is eligible for interest subsidy ranging from 3% to 5% in respect of loans taken from Government commercial Bank of Bangladesh. This subsidy increases in the case of hotels constructed in the travel circuits-cum-destinations identified for intensive development under the National Action Plan for Tourism (NAPT).

iv) Concessional Customs Duty

The import of capital equipment by hotels and restaurants, travel agents and tour operators is allowed at a concessional rate of customs duty. Equipment for adventure sports can also be imported at a concessional rate of duty. Customs duty on specialized food items has also been reduced.

13.4.3.3 Tourism Investment Facilitation Cell

This cell has to be set up for providing assistance to perspective entrepreneurs, including the following:

- Prepare investment profile for each divisions.
- Establishing linkages with embassies and other institutions.
- Process investment proposals received from both local and foreign investors and obtain various approvals and clearances from various agencies .
- Assist entrepreneurs in getting import licenses, finance, land etc.
- Provide technical assistance.

13.4.3.4 Create Tourism Development Fund

Tourism development fund should be created for financial incentives such as loans and grants which would provide for private and public tourism investment projects.

13.4.3.5 Tourists lifeline

The following tourist lifeline should be provided in major tourist circuit:

- Twenty four hours tourists' lifeline – manned phones for assisting tourists to contact in case of emergency.

- Program to launch the complaint and definite follow-up procedure to book the erring establishments.
- Utilization of computers and other latest equipment in processing of all tourism based activities including police complaints etc. in order to process them at the shortest time duration.

13.4.3.6 Centers imparting Hospitality education, Research & Training

For the promotion of tourism proper initiative should be taken to set up centers imparting training in hospitality education.

- Conduct short term courses or crash courses in identified areas for the existing manpower engaged in the tourism industry.
- Start new courses, vocational at the undergraduate level and regular courses of the post-graduate level in Hospitality Services and Tourism.
- Undertake scientific market research from time to time and devise marketing strategies for the development of this sector.
- Organize meetings of the Government Department's industry and the associations of tourism and supportive industries for mutual interaction.

13.4.4 Recommendation from the view point of focus on promotional activities in developing tourism Industry of Bangladesh: The case on Chittagong Travel Mart 2013

Based on the findings of the study, the researcher put forwards the following strategies for the managerial implication to improve the promotional activities of tourism industry in Bangladesh

13.4.4.1 Using social media for tourism marketing

Nowadays, internet has become a part of our life. People spend a big portion of their time everyday using the internet, chatting with friends and acquaintances and always want to be connected with them by different social media like Facebook, YouTube, and different blogs and so on. Again the number of internet users is increasing day by day. Hence, for tourism marketing, social media can be effective tools because through social media tourism stakeholder can communicate with larger community that may not have been available via traditional advertising channels.

13.4.4.2. Raise Allocation for Promotional Funds

Bangladesh does not have that level of capability to compete with the world's top tourist generating countries, but it has the capability to compete with the member countries of SAARC or at least some other small countries of SAARC except India. To compete with these countries, needs to conduct more promotional measures. But what the amount is allocating presently for this purpose is not sufficient. Though the country has not enough financial capabilities, but it can easily increase it promotional budget up to 4 or 5 percent of it total earnings from this sector. In addition to that the authority should have a plan for the effective use of the promotional budget. It will again help to increase the earnings by attracting more tourists.

13.4.4.3 Coordination among the Different Related Sectors

Bangladesh tourism industry needs the coordinated efforts and promotional activities among the parties involved in this industry. Both the government sector and private sector tour operators should take the joint programs for promoting Bangladesh as a valued tourist destination.

13.4.4.4 Ensuring economic and social benefit

The ‘success’ of tourism destinations’ promotional activities should be evaluated not only in terms of ‘arrivals’, but also in terms of economic and social benefits and in terms of the negative environmental and social impacts.

13.4.4.5 Event based promotional activities

The development of an event-related promotional strategy should be encouraged in order to mainstream the development message, particularly encouraging the use of the media in major sports events to promote sustainable tourism.

13.4.4.56 Use of modern Information and Communication Technologies

Opportunities provided by modern Information and Communication Technologies (ICT) to raise awareness on sustainable consumption and operations in tourism should be part of the marketing activities.

13.4.4 Recommendation from the view point of tourist satisfaction and image on tourism products and services for development of tourism industry of Bangladesh

Based upon the results of this study, several recommendations can be made to increase tourists’ satisfaction with the Virginia Historic Triangle. In other words, they should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists.

13.4.4.1 Develop tourism on core and naturally available resources

The success of the tourism industry of Bangladesh depends on two of its core natural strengths: one arising out of its geographical positioning and the other from its cultural heritage. The Sundarbans as well as the Cox’s Bazar Sea Beach already have been showcased and accepted internationally. The initial tourism efforts of the state should be focused on these two areas of strengths.

13.4.4.2 Building Distinct image

The image of Bangladesh is not always positive. So the tourism spots focused should go for developing a brand and image of it’s own that would make it distinct even from Bangladesh. Therefore, a distinct identity might be imperative. This strategy essentially may protect the tourism destinations from the fluctuations that affected the country and that often created strong negative currents internationally.

13.4.4.3 Compete internationally as well as locally

To strive for the betterment of the tourism industry the competitive arena should be international destinations like Bali, Mauritius, Maldives, India and Seychelles. Accordingly, studies of these destinations and parallel efforts should be directed towards achieving the quality and product development standards demanded by international travelers to such locations. It also needs to be focused on international participation and affiliation. Some existing tourism spots should be put into competition among themselves as international tourism destination.

13.4.4.4 Create Social awareness and responsiveness

Public awareness and responsiveness need to be built for acknowledging the importance of tourism and tourists. The beauty of the country should be preserved for business and holiday travelers.

13.4.4.5 Let the professionals lead

The tourism industry should be managed in a professional manner. Right people should be in the right place who should shoulder the responsibility of achieving result. The traditional scenario of “promotion, transfer and posting” of key personnel should give a way to manage the industry consistently with professional hands.

13.4.4.6 Package the product to align with international trends

Every tourist spots should come forward with products for the intended customers. They should be very clear about the kind of tourist they want, and the requirements of this target segment should be comprehensively addressed. We should aim at creating world-class products with ordinary people, using local resources. The small scale of development and the cultural affinity to the local environment should go hand in hand with the goal of the new age traveler. So marketing should be deliberate and targeted.

13.4.5 Recommendations for tourist safety from the viewpoint different tourism stakeholder

13.4.5.1 Accommodation

For accommodation companies it is important to make sure not to turn the stay into “survival” for the tourists. They also believe that safety precautions are specific to each product. For them safety is:

- Ensure physical safety of the clients.
- Ensure Fire safety.
- Ensuring safety in emergencies.
- Making clients feel more comfortable and secure in the hotel.

- Keep risk to life and health of clients at an acceptable level.
- The rooms should have peepholes and safety locks in the doors. The rooms should have safety guidelines for the customers, for example concerning fire safety and other emergencies. All the evacuation routes should be marked.
- Risks can be eliminated by training hotel staff.
- Hoteliers should use Safety in marketing and sales.
- Hoteliers should use supervision equipment.
- Hotels should have prescribed policies and procedures.

13.4.5.2 Police

Safety from the point of view of the police means an undisturbed state of people, property and environment, and when disturbance occurs; immediate and accurate help is needed. In the light of above, activities of tourist police of Bangladesh should be -

- 24 hours patrolling within the tourist area.
- Opening tourist police post in different area of tourist destination.
- To provide information on travel security.
- To ensure hassle free trip by keeping hawkers, beggars and street children away from tourist.
- To assist tourist whenever need arises.
- To register tourists complaints and to provide police report in case of theft or loss of items.
- To maintain safety environment mainly in tourist area.
- To inspect hotel, motel, guest house, tour agencies and other facilities for safety of tourist without doing any disturb of tourist.
- To control unlicensed tourist guide, shops etc.

However, it is not possible to wipe out tourism crime completely. Real security starts with observing one's personal security. So the need is to observe personal security.

13.4.5.3 Tour operator

For tour operator companies it is important to make sure not to turn the tour into "survival" for the tourist. They also believe that safety precautions are specific to each product. From the view point of tour operators, recommendations are

- Follow safety rules in all their activities.
- Should give briefing before starting the journey to tourists, to respect the local people and must commit themselves to acting in adherence to local laws since people across the world dress, eat and live differently and follow different values and norms.
- Use of qualified guides who are also able to render first-aid in case of necessity.
- Obligatory recommendations to the clients how to dress and what to have on the tour (such as GPS devices, matches, ropes, etc).
- Checking equipment and familiarizing clients with safety rules prior to and during the tour.
- Life saving equipment (life vests, maps etc).

- Tools for repairing the equipment in the field.
- Right choice of speed on the route and allocation of sufficient time for rest.
- Should maintain close communication with their tourist prior to departure and in addition an Emergency Duty Officer is available 24 hours a day to deal with any unforeseen circumstances of the tourist.

13.4.5.4 Tourist

13.4.5.4.1 Tourists common-sense Do's and Don'ts

- Never accept lifts from strangers.
- Wherever possible, travel in pairs or groups - don't walk in the streets at night alone.
- If you 'sense' that an area of town 'doesn't feel right' – don't go there.
- Don't talk about money or your financial situation with strangers, or in public places where you can be overheard.
- Don't swim anywhere until you've checked with an accredited person that the swimming is totally safe. This includes rivers, lakes, innocent-looking ponds, the ocean.
- Don't swim in strong currents or heavy seas – it's very dangerous and many people who've thought to themselves, 'Oh, but I'm a strong swimmer,' have found out that they're not strong enough.
- Don't go out in a boat unless you're with an experienced guide or sailor.

13.4.5.4.2 Tourists Safety do's and Don'ts

Do

- Consider safety in your choice of destination, bearing in mind that all travel involves some risk.
- Check the tires, brakes, lights and safety belts on any hire vehicle.
- Be aware of local traffic patterns even if walking or cycling.
- Consult with a reputable source (e.g. airport or hotel information, restaurant) for are liable taxi service.
- Use vehicle safety belts where available.
- Wear a helmet if riding a horse, bicycle or motorbike.
- Check fire exits in discos, clubs and hotels.
- Check depth of water before diving.
- Supervise children at all times when near water.
- Dress modestly and avoid wearing jewelry or clothing that brings attention to yourself.
- Advise someone of your travel plans.

Don't

- Drive, or be driven, at night on poor roads.
- Travel on overcrowded, poorly maintained ferries, trains, buses.
- Travel alone at night unless you are sure of the area.
- Strike up a conversation with a stranger who approaches you on the street.

- Agree to use illegal drugs or carry them for others.
- Display expensive jewelry and watches.
- Attempt to resist a mugger.

13.4.5.4.2 Money Precautions

- Check the validity, expiry dates and cash available on your credit or debit card(s).
- Make a note of your card numbers and the 24-hour emergency numbers and keep them separately.
- Keep some backup funds in separate bags during your travel.

13.4.5.4.3 Medical Preparation

- Pack medication in your hand luggage.
- Stay healthy. If you need to take medicine, ensure you continue to do so and ensure that you tell Travelers about what you are taking – this is a requirement.

13.4.5.4.4 Possessions

- Travel as lightly as possible.
- Ideally do not take expensive equipment unless necessary.

13.4.5.4.5 Stay in touch

- Phone Home! Tell your family that you've arrived safely and try to stay in touch regularly.
- If you go off on your own sightseeing or for whatever the reason, always tell someone where you are going, and write the information down for him or her if necessary.
- Always keep your Travelers ID card and a mobile phone on you at all times.
- It is recommended that you set up an In Case of Emergency (ICE) number on your phone in case you are involved in an accident of some sort.

13.4.5.4.7 Local customs

- Seek as much local knowledge as possible. Make this an objective when you arrive.
- Respect local customs and dress codes.
- Be tactful about your views on cultural differences/religions.

13.4.5.4.8 Theft and muggings

- If you're unfortunate enough to be mugged, Give them your valuables. Don't fight. Don't argue with them. Just throw your purse or watch or whatever it is they want at them – they'll be surprised at the gesture and you may have chance to escape. Injuries (or worse) are not worth your material possessions.
- Theft: If you have anything stolen, report it to the police immediately.

13.4.5.4.9 Female travelers

Women need to take extra security precautions when traveling alone. It's a fact that women need to travel with a little special care. Here are some tips every female traveler should remember.

13.4.5.4.9.1 Clothing and behavior

- Think about how your clothing will fit in with local customs and attitudes. Look at what the local women are wearing if you feel you need guidance. Don't wear expensive jewelery. Wear dark glasses that can boost your confidence and reduce harassment, but remember to remove them when talking to people.
- Consider wearing a wedding ring even if you don't usually. It can help you avoid harassment.
- Be wary of new-found 'friends'. Don't tell strangers where you are staying or give out too many details about your travel plans.

13.4.5.4.9.2 Traveling around

- If you are traveling alone you may attract unwelcome attention and you may receive unwelcome propositions or remarks. It is usually best to ignore them and to avoid eye contact.
- Act confidently. Plan your daily tour. Know where you are going and what you are doing. Leave details of your plans with your hotel or guesthouse. Make sure when you go out you know how to get back. Some guesthouses give you cards that show you how to get back.
- Never accept car rides from strangers. Ask the local guesthouse to recommend a taxi firm
- Consider carrying a rape alarm.

13.4.5.4.9.3 Hotels and guesthouses

- Use only a first initial when checking in. Don't put 'Ms', 'Miss' or 'Mrs'.
- Never leave your key where someone can note your room number.
- Do not leave your window open if your room is on the ground floor
- Never open your room door to anyone – maintenance, flower delivery or whoever – without checking with reception to verify the service.
- If the guesthouse provides a safety box or safe – use it
!

13.4.5.4.9.4 Going out

- Avoid risky situations such as traveling or walking alone at night or drinking by yourself in a bar.
- Alcohol can affect your judgment and your ability to react. Be aware of your environment and stay in control.

13.5 Direction for further research

Research is always a cumulative endeavor. The present study is an initial probe. It is therefore necessary to recognize that much further research is required to develop the tourism industry in Bangladesh.

Chapter 14 References and Appendix

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14.2 Appendices

14.2.1 Questionnaire-A

Focus on promotional activities in developing tourism Industry of Bangladesh: The case on Chittagong Travel Mart 2013

(I solicit your valuable cooperation in filling up this questionnaire. Information collected from you will make a meaningful contribution to the fields of recreation and tourism, as well as development of this sector. All information collected from you through this questionnaire will be kept in strict confidence.)

A. About the Respondent

Name: _____

Designation/ Position: _____

Gender: Male Female;

Email: _____

B. About the Organization

Name of the Organization: _____

Year of Establishment: _____

Ownership Government Private Other

C. Promotional Activities Undertaken

01. Which Advertising tools do you use to attract the tourists? (Choose one or more of the following)

Advertising on national T.V. Local T.V. Radio Internet
Newspapers and magazines Advertising in cities billboards and posters
brochures and booklets sport stadiums Participating in trade fairs/exhibitions

02. Do you think amount spent in Taka by your organization for advertising to attract tourist is enough?

Strongly agree Agree Neutral Disagree strongly disagree

03. Which Sales promotion tools do you use to attract the tourists? (Choose one or more of the following)

Free samples Premium or Bonus offer Presenting gift Price-off offer /discount
Coupons Money back offer:

04. Do you think amount spent in Taka by your organization for sales promotion to attract tourist is enough?

Strongly agree Agree Neutral Disagree Strongly disagree

05. Which Personal selling promotion tools do you use to attract the tourists? (choose one or more of the following)

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Face-to-Face interaction Persuasion Flexibility: Promotion of sales

Supply of Information: Mutual Benefit

06. Do you think amount spent in Taka by your organization for personal selling to attract tourist is enough?

Strongly agree Agree Neutral Disagree Strongly disagree

07. Which direct marketing promotional tools do you use to attract the tourists? (choose one or more of the following)

Face-to-face selling Direct-mail Catalogue selling Telemarketing

Television marketing

08. Do you think amount spent in Taka by your organization for Direct marketing to attract tourist is enough?

Strongly agree Agree Neutral Disagree Strongly disagree

09. Which Public relation promotional tools do you use to attract the tourists? (Choose one or more of the following)

Participation in seminars/forums Press releases Press product launches Charities

and making donations Giving interviews to newspapers and mass media Staged events

Publishing weekly or monthly newsletters about products

10. Do you think amount spent in Taka by your organization for public promotion to attract tourist is enough?

Strongly agree Agree Neutral Disagree Strongly disagree

11. Which On-line social networks promotional tools do you use to attract the tourists? (Choose one or more of the following)

Facebook.com Twitter.com LinkedIn.com Google Plus MySpace

You tube

12. Do you think amount spent in Taka by your organization for using online social network to attract tourist is enough?

Strongly agree Agree Neutral Disagree Strongly disagree

13. What do you think who should take the responsibility to promote Bangladesh as a tourist destination?

Government Tour operator Hotel Owner Airlines Company

14. Which method do you follow to determine the promotional budget?

Affordable amount method Percentage of revenue earning method

Based on the previous year's expense Objective and task method Fixed amount method

Others

13.2.2 Questionnaire-B

An empirical study on tourist satisfaction on tourism products and services for development of tourism industry of Bangladesh

(Good morning/afternoon and welcome to our tourist destination. We are pleased that you decided to stay here. If you have spent at least one night at our destination we kindly ask you to participate in a survey which will help us make your future stay here even more pleasant. The interview will take about 10-15 minutes and is conducted anonymously.)

A. Visited Area [Give tick () marks]

Saint Martin Cox's Bazar Kuakata Sundarban

B. DEMOGRAPHIC CHARACTERISTICS

Please make a tick [] in the box provided next to the most appropriate response.

1. Gender Male Female

2. Age 1-15 16-25 26-35 36-45 46 - Above

3. Marital Status Single Married

4. Level of Education Primary Education Secondary Education Higher Secondary Graduate Post Graduate

5. Occupation

Students Self Employed Professional (Teaching, Doctors, Engineer etc.)
Manager / Executive Government Officer Unemployed Retired

6. Your family income per month

Less than Tk 20000 Tk.20001 – Tk.30000 Tk.30001 – Tk.40000
More than Tk.40000

C. Travel Behaviors Information

7. Holiday Organization Mode

Individually Package tour Others

8. Accompanying Person

Travel alone Spouse Spouse and children Friends/relatives
Others

9. Length of stay 0-1 Day 2-3 Days 4-5 Days 6 and more Days

10. How would you rate your satisfaction during your trip for the following? Give tick () marks

Accessibility	
Quality of public transport	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Local tourism transportation efficiency/quality	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Overall cleanliness of the streets and public places	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Touring the city or easiness to get around	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Display Tourist maps & information boards	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Tourism services	
Availability of tourism information center	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Availability of tourism signals	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Availability of daily tour services	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Availability of health services and facilities	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Cooperation of tourist police	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Accommodation and restaurants	
Comfort and cleaning of the hotel	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Hotel's bathrooms and toilets	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
The friendliness and competence of hotel's manager, staff, security staff personnel etc.	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
The quality and variety of restaurants	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Quality of food and beverage of the restaurants	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Entertainment facilities	
Availability of shopping facilities	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Water based activities (e.g. swimming, surfing, boating, fishing)	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Comfort and cleanliness of beaches or sea	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Special events/festivals	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Availability of music club, theatre hall, Cinema hall.	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Quality of life	
Traveled around the destination	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Walked alone after dark	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Feeling of personal safety and security	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Feeling about night life	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied
Availability of public toilet and cleanness	Very satisfied / Satisfied / Average / Not satisfied/ Dissatisfied

13.2.3 Questionnaire-c

Focusing on image issues of tourism products and services for developing tourism industry of Bangladesh

Dear Sir or Madam,

Good morning/afternoon and welcome to our tourist destination. We are pleased that you decided to stay here. If you have spent at least one night at our destination we kindly ask you to participate in a survey which will help us make your future stay here even more pleasant. The interview will take about 10-15 minutes and is conducted anonymously.

A. Visited Area [Give tick () marks]

Saint Martin Cox's Bazar Kuakata Sundarban

B. DEMOGRAPHIC CHARACTERISTICS

Please make a tick [] in the box provided next to the most appropriate response.

6. Gender Male Female

7. Age 1-15 16-25 26-35 36-45 46 – Above

8. Marital Status Single Married

C. Travel Behaviors Information

4. Holiday Organization Mode

Individually Package tour Other

5. Accompanying Person

Travel alone Spouse Spouse and children Friends/relatives
others

6. Length of stay 0-1 Day 2-3 Days 4-5 Days 6 and more
Days

7. How did you arrive to this destination

By car By bus By air By river way By train

8. Where did you hear about this tourist destination? (mark the appropriate answer, more answers possible)

I already knew of it The Internet. Friends and relatives Media
Books and guides Travel agency Fairs and/or exhibitions

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9. Below are listed some elements that you might consider when you chose a tourist destination. We ask you to evaluate them twice. First, please indicate HOW IMPORTANT is each of these elements to you when you chose any tourist destination (in general) (rate them on a scale »1« - Very important »5« - completely unimportant). Then we ask you to indicate on a scale 1 – 5 to what your experience with the statement at this tourist destination (where »1« means – very satisfied, »5« - very dissatisfied).

ELEMENTS OF TOURIST DESTINATION	HOW IMPORTANT IS THIS ELEMENT?					Your experience about this element				
	very important	important	Neutral	unimportant	completely unimportant	Very satisfied	satisfied	Neutral	Dissatisfied	Very dissatisfied
Accessibility										
The destination can be easily reached										
Overall cleanliness of the destination										
Unspoiled nature										
Climate conditions										
Diversity of tourist attractions										
Safety and Security										
Personal safety and security										
Accommodation safety and security										
Condition of various Roads and Highway and transport										
Cooperation of Tourist police										
Availability of Hygiene food and beverage										
Value of Money										
The quality of the accommodation (hotel, motel, apartment...)										
The rent of accommodation (hotel, motel, apartment...) in this tourist destination is reasonable.										
The prices of additional offer at this tourist destination (i.e. prices of food and drink, prices of souvenirs, prices of handcrafted products, prices of excursions, prices of beauty and relaxing programs) are favorable										
Staying at this tourist destination is worth every taka paid										
Overall, staying in this tourist destination has been very valuable to me										
Tourism services										
Availability tourist information center										
Local transportation services										
Availability of tourism signals										
Staff at this tourist destination is friendly towards the guests										
Availability of public toilet										
Entertainment Facilities										
Night life and entertainment										
Availability of water sport facilities and recreational activities										
Special offer of cultural and other events										
Availability of music club, theatre hall, Cinema hall										
Possibilities for shopping										

13.2.4 Questionnaire-D

Focusing on Safety and Security issues of Tourist for Development of Tourism Industry in Bangladesh

(I solicit your valuable cooperation in filling up this questionnaire. Information collected from you will make a meaningful contribution to the fields of recreation and tourism, as well as provide a better safety and security of tourist in the study area. All information collected from you through this questionnaire will be kept in strict confidence.)

A. Visited Area [Give tick () marks]

Saint Martin Cox's Bazar Kuakata Sundarban

B. DEMOGRAPHIC CHARACTERISTICS

Please make a tick [] in the box provided next to the most appropriate response.

9. Gender Male Female

10. Age 1-15 25-34 35-44 45-54 55- Above

11. Marital Status Single Married

12. Level of Education

Primary Education Secondary Education Higher Secondary

University Graduate University Post Graduate

13. Length of stay

0-1 Day 2-3 Days 4-5 Days 6 and more Days

14. Occupation

Unskilled Semi- skilled Skilled Professional Retired

Unemployed Students

7. Your family income per month

Less than Tk 7000 Tk.7001 – Tk.15000 Tk.15001 – Tk.25000

More than Tk.25000

C. TOURISM CRIME & SAFETY UNDERSTANDING AND MAKE-UP

01. Which of the items or phrases listed below, describe a **safe and secure** tourist environment?

Protected traveling arrangements for tourists		1
Visible presence of police in most tourist areas		2
Transportation of tourists in separate / different motor cars		3
Transportation in or usage of public transport by tourists		4
Presence of police stations in tourist areas		5
Visit to crowded public areas such as the beach, supermarkets.		6
Availability of tourist information centers		7
Providing a welcoming and friendly atmosphere to visitors		8
Other		9

02. Tick three items or phrases listed below, which mean/ describe tourism crime according to you.

Statements on crime and safety related to tourism	Response		
	Yes	No	Not sure
It is crime committed at tourist attractions by anybody.			
It is when tourists become victims of crime			
It is the absence of safety and security measures to the tourists			
It is any type of crime committed against any person.			

03. Who do you think, who are responsible for increasing **tourism crime** in Kuakata / Saint Martin / Cox's Bazar / Sundarban?

National government		1
Local government		2
National Political Organizational Ideology		3
Community as a whole		4
Unemployed local people		5
Illegal aliens or foreigners		6
Private sector agencies		7
Some people with criminal tendency		8
The tourist themselves		9
Organized crime syndicates		10

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04. Rank in order of importance [01-10] those Items of Tourism Crime, Safety and Security which you think are vital for improving the tourism crime situation in Kuakata / Saint Martin / Cox's Bazar / Sundarban ?

Education and training of people		1
Creation of more and better jobs		2
Safe and secure transport facilities		3
Marketing and promotion of tourism		4
Improve the cultural of tolerance		5
Increasing tourism awareness & benefits		6
Involvement of the community in tourism related matters		7
Regional co-operation in tourism safety		8
Internationalization of tourism in local areas		9
Other (specify)		10

13.2.5 Questionnaire-E

Focusing on Safety and Security issues of Tourist for Development of Tourism Industry in Bangladesh

(Accommodation Sector)

(I solicit your valuable cooperation in filling up this questionnaire. Information collected from you will make a meaningful contribution to the fields of recreation and tourism, as well as provide a better safety and security of tourist in the study area. All information collected from you through this questionnaire will be kept in strict confidence.)

A. DEMOGRAPHIC CHARACTERISTICS

- **What type of accommodation establishment do you operate?**

(Write down the code number in below)

Code-1 Hotels, Code-2 Guest house, Code-3 Lodge, Code-4 Resort

Answer:

- **How many employees do you have?**

Answer:

- **How many rooms do you have?**

Answer:

- **Who owns the business? Under what type of ownership is this establishment?**

Code-1 Partnership, Code-2 Solo trade, Code-3 Family trust, Code-4 Company (Ltd.)

Code-5 Others.

Answer:

- **What facilities did you offer to your guests?**

Code-1 Restaurants, Code-2 Bars, Code-3 Shops, Code-4 Sports, Code-5 Conference centre, Code-6 Swimming pool, Code-7 other

Answer:

- **What is the main factor that contributed in the choice of the site of the business?**

Code-1 Locality, Code-2 Destination attraction, Code-3 Availability of tourist, Code-4 Cheap labor, Code-5 Good law and Order Situation

Answer:

- **Tick any three items or phrases listed below, which mean/ describe tourism crime according to you.**

Statements on crime and safety related to tourism	Response		
	Yes	No	Not sure
It is crime committed at tourist attractions by anybody.			
It is when tourists become victims of crime			
It is the absence of safety and security measures to the tourists			
It is any type of crime committed against any person.			

B. TOURISM CRIME & SAFETY UNDERSTANDING AND MAKE-UP

(Please write 1 if your answer “Yes” and write 2 if your answer “No” for the following questions.)

- Does the hotel have security department?

Answer:

- If yes, does the hotel have well trained security personnel to protect the guest?

Answer:

- If yes, does the hotel security officer wear uniform?

Answer:

- Does the hotel member of the hotel association?

Answer:

- Does the hotel have central safe deposit boxes?

Answer:

- *Does the hotel have CCTV in various location of the hotel?*

Answer:

- *If yes in which location?*

Code-1 Lobby, Code-2 Corridor, Code-3 Lifts, Code-4 Stairs, Code-5 Swimming pool, Code-6 Restaurant, Code-7 Information desk.

Answer:

- *Does the hotel have fire alarm system?*

Answer:

- *Does the hotel have fire extinguisher?*

Answer:

- *Does the hotel have proper policy for handling lost and fraud system?*

Answer:

- *Does the hotel take additional precautions in ensuring the safety and security of single lady travelers?*

Answer:

- *Does the hotel provide phone number in every room to communicate with the local police?*

Answer:

- *Does the hotel's room's balcony is attached with one another?*

Answer:

- *Does the hotel have hygienic bathrooms and toilets?*

Answer:

- *Does the hotel have comfortable and clean mattress, pillow, bed sheets and covers?*

Answer:

- *Does the hotel have provision of children's facilities (playground, baby-sitting, swimming pool, etc.)?*

Answer:

- *Does the hotel have boundary wall around the hotel?*

Answer:

13.2.6 Questionnaire-F

Focusing on Safety and Security issues of Tourist for Development of Tourism Industry in Bangladesh

(Tour Operator)

(I solicit your valuable cooperation in filling up this questionnaire. Information collected from you will make a meaningful contribution to the fields of recreation and tourism, as well as provide a better safety and security of tourist in the study area. All information collected from you through this questionnaire will be kept in strict confidence.)

A. DEMOGRAPHIC CHARACTERISTICS

- Name of your organization:
- Year of establishment:
- How many employees do you have? :
- Tick any **three items or phrases** listed below, which mean/ describe tourism crime according to you.

Statements on crime and safety related to tourism	Response		
	Yes	No	Not sure
It is crime committed at tourist attractions by anybody.			
It is when tourists become victims of crime			
It is the absence of safety and security measures to the tourists			
It is any type of crime committed against any person.			

(Please write 1 if your answer “Yes” and write 2 if your answer “No” for the following questions.)

- Does the organization have the web address?
Answer:
- Does the organization member of TOAB?
Answer:
- Does the organization have license to do tourism business?
Answer:
- Does the organization have permanent furnished office?
Answer:

B. TOURISM CRIME & SAFETY UNDERSTANDING AND MAKE-UP

(Please write 1 if your answer “Yes” and write 2 if your answer “No” for the following questions.)

- Does the organization protect all tourists’ travel monies in a trust account if tourists want until the tour is complete and everyone has returned home safely?

Answer:

- Prior to confirming tour arrangements, all accommodation, transport and visits are checked to ensure safety of the tourist by your organization.

Answer:

- Do you maintain close communication with your tourist prior to departure and in addition an Emergency Duty Officer is available 24 hours a day to deal with any unforeseen circumstances of the tourist.

Answer:

- Do you insist that all who travel are covered either by your organization comprehensive Insurance, or if using their own, that this satisfies organizer’s liability and repatriation.

Answer:

- Does the organization have a database of risk assessments for the majority of its accommodation, transportation, and the destination?

Answer:

- Does the organization maintain 24 hours Emergency mobile phone facility?

Answer:

- Does the organization maintain First Aid kit?

Answer:

- Does the organization have a strict policy regarding use and abuse of alcohol, tobacco and drugs by tourist?

Answer:

- Does the organization give briefing before starting the journey to tourists, to respect the local people and must commit themselves to acting in adherence to local laws since people across the world dress, eat and live differently and follow different values and norms?

- Answer:

Dissertation Title: Development of Tourism industry In Bangladesh: Issues and Strategies

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Abstract

Bangladesh is one of the countries of South Asia and located in North-Eastern part of this region. If Bangladesh is known at all in the world of tourism, it is essentially because of the world's longest unbroken, clean sandy beach at Cox's bazaar, the largest mangrove forest of the world- the home of the majestic Royal Bengal Tiger and spotted deer at Sundarban and the hospitable and open hearted people of Bangladesh. This is a country where genuine adventure is not just a possibility but a certainty. Lonely Planet ranked Bangladesh as the best value destination for the year 2011^{1 2}. As a destination for tourism, Bangladesh is truly hard to beat. Yet the most notable feature of the country's topography is the diversity of its landscape; it is characterized by wooded marshy lands and jungles with deep forest regions in sylhet, Rangamati, Khagrachhari and Bandarban hill districts, Sundarbans (the World Heritage site), Mymensingh and Tangail; rare beauty spot of sunrise and sunset in fascinating kuakata; the oldest archeological site in Mahasthangarh; the unseen relics of long forgotten Buddhist kingdoms, lush and lurid tea plantations; tribal groups with Burmese faces; glorious beaches that stretch for eternity; fresh water dolphins and deep water whales and many other delightful beauties of cultural and historical heritage. These treasures are relatively unknown in the world and are rich resources for the development of tourism in Bangladesh. But time has not yet past over. Still there are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to the potential tourists properly through implementation of some strategies like taking an effective promotional measure, can take some initiatives to develop some infrastructural facilities, facilitate easy access to different destination, building better image of Bangladesh and ensuring safety and security of tourists, the country would be able to earn many times higher than the present by attracting more tourists within a short time. But unfortunately, this sector has

¹Lonely Planet (2010), "[Lonely Planet's Best in Travel 2011](#)". ISBN 978-1-74220-090-3.

²Lonely Planet (2010), "[Top 10 best value destinations for 2011](#)". ISBN 978-1-74220-090-3.

remained almost in the dark and failed to draw proper attention to the government and the policy makers. Against this back drop, research needs to explore the facts related to the sector for its ongoing development in terms of developing various sectors of the tourism industry. Hence a study on this area is essential to uncover the relevant facts. The main objective of this study is to examine the various issues towards tourism development of Bangladesh and take an attempt to establish overall directions for tourism development and suggest effective tourism strategies and policies to alleviate the problems resulting from previous unplanned tourism development. With this motto the research has been conducted which was both qualitative and quantitative in nature. Research data were collected from the tourists, local government officials, police officers, local community, owners / top executives from the hotels and tour operators in each study area of Coz's Bazar, St. Martin, Sundarban and Kuakata. The respondents were randomly selected to complete the questionnaire at the time of their visit in the study area. The responses were analyzed using the Statistical Package of Social Science (SPSS) and computer programme. This software helped to organize the data into tables, charts and graphs and also perform statistical calculations that were pertinent to the data analysis process. The research findings identify that there are some gap between expectation and experience regarding some issues like current tourism performance by tourism stakeholders, promotional measures undertaken by tourism stakeholders, destination image building, enhancing tourist satisfaction and safety and security issues of tourists which hinder the development of tourism industry in Bangladesh. As a result, policy implications emerging from the results presented in this thesis are discussed and future strategies are suggested.

Key words: Tourism, Image, Tourists satisfaction, Tourism Stakeholder,