

Promotional Measures in Developing Tourism Industry in Bangladesh: An Empirical Study



Thesis submitted in fulfilment of the requirement for the award of the
degree of Doctor of Philosophy (Ph.D.)

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August, 2015

**Dedicated
To
My Parents**

Declaration

I do hereby declare that the dissertation titled “**Promotional Measures in Developing Tourism Industry in Bangladesh: An Empirical Study**” is an original work of mine and is prepared for the award of the Degree of Doctor of Philosophy (Ph.D.) under the kind supervision of honorable Professor Dr. Mijanur Rahman, Department of Marketing, Dhaka University. I also declare that no part of this thesis has been copied from any other reports, journals, texts or any other sources without proper referencing. It is worth mentioning here that earlier this thesis has not been submitted anywhere for awarding any Degree or Diploma. I do earnestly request to accept this thesis for evaluation.

(Md. Jakir Hossain)

Statement of Originality

This is to certify that Md. Jakir Hossain has completed his Ph.D. thesis titled **“Promotional Measures in Developing Tourism Industry in Bangladesh: An Empirical Study”** under my supervision and guidance. The work contains in this thesis is original one and has not been previously submitted for a degree or diploma at any other higher educational institutions. To the best of my knowledge and belief, no part of this thesis has been copied from any other previously published or written reports without due reference(s).

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Abstract

Tourism is one of the fastest growing industries in the world. Many countries are now considering the tourism industry as an important sector for their economies. This importance has necessitated the destination countries to adopt appropriate and effective promotional measures to remain competitive and attract sufficient number of tourists to their destinations. Bangladesh is no exception to this. But the fact is that though the tourism industry and its market have grown phenomenally worldwide, the industry and its market have not grown in Bangladesh due to many reasons. Out of these reasons, insufficient and ineffective promotional measure is one of the major reasons responsible for not developing tourism in Bangladesh.

As tourists want to know in advance about the attractions and the facilities of a particular destination and other related information of his/her visit to make the visit a safe, secured and enjoyable, dissemination of information on travel and tourism-related products and services are highly important to the potential tourists. Tour operators provide the necessary information by using the different tools of promotion in order to influence the potential tourists' attitudes in favour of their destination. Bangladesh Parjatan Corporation and the private tour operators in Bangladesh fail to do so which led to the failure of this industry to grow properly. But time has not yet passed over. There are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to potential tourists properly through an effective promotional measure.

This thesis is an outcome of the study on "***Promotional Measures in Developing Tourism Industry in Bangladesh: An Empirical Study***" where the attempts have been made: (i) to examine the existing promotional approaches of both the public and private tour operators, (ii) to identify the problems and the limitations of their promotional activities, and (iii) to prescribe necessary policy measures for effective promotional actions for the industry in Bangladesh. In addition, it was

also attempted to investigate the current development trends of tourism industry in global perspective as well as in Bangladesh perspective and to examine the role of promotional measures in developing tourism industry in Bangladesh. The promotional activities and its effectiveness were also evaluated in order to identify the problems and limitations of the said activities. Finally, based on the findings, some suggestions have been put forwarded to the policy makers of the concerned authority.

In addition, by considering the importance of promotional activities in tourism, the present study were conducted based on some assumptions like: (i) Promotional activities of tour operators in Bangladesh is not proper, adequate and effective. Based on this assumption, the following supporting assumptions were taken into consideration: (i) Tourists consider the promotional tools used by the tour operators as important source(s) of information, (ii) Promotion activities play a vital role for the development of tourism industry and the promotional activities undertaken by different tour operators have significant effect on tourists' decision-making (iii) The promotional activities undertaken by different tour operators have not been sufficient; though promotion can play a vital role for the development of the tourism industry, (iv) The tour operators and the tourists assign the same level of importance on promotional activities, (v) Both the tour operators and the tourists perceived that the undertaken promotional activities are not appropriate (vi) The ongoing promotional activities undertaken by different tour operators are not effective (vii) The development of tourism does not depend on only the promotional activities rather it depends on tourism and tour operators' related serveral issues, (viii) There is no specific promotional tool(s) preferred by the tourists to get tourism related information.

In consideration of the above assumptions, here the researcher followed descriptive research to determine the frequency with which something occurs or the relationships among variables. Since the purpose of the present study is to

describe and analyze the use of promotional activities in Bangladesh tourism industry is an attempt to highlight the issues related to promotion and put forward some suggestions to what actual promotional measures are best suited for attracting more tourists to Bangladesh and contribute more positively to the economy of the country. For this purpose, three different sets of structured questionnaire were developed to collect the primary data. Primary data was collected from the 515 local tourists, 125 foreign tourists and 20 tour operators. In addition, 3 executives of BPC, 2 executives from TOAB and 3 academicians were also interviewed to get a clear understanding of issue under study and also to collect some necessary information. To analyze the collected data, conventional statistical tool like percentage, weighted average etc. have been used. In addition correlation, regression analysis, variance analysis, standard deviation, factor analysis, test of hypothesis, paired sample t- test etc. have been used. Finally, interpretation of the result has been made to draw the conclusion.

The present study found that: (i) the promotional influence the tourists' decision-making process but the promotional measures of Bangladesh tourism are inadequate and depending on mainly local media and some printed materials like brochures, folders, souvenirs, tourists maps, tourist guides etc to promote the same, the marketers should rethink this important issue, (ii) the undertaken promotional activities are also inappropriate and ineffective even the use of information technology to promote tourism in Bangladesh is not at a satisfactory level, (iii) the tourism development does not depend on only promotional measures; rather it needs some infrastructural facilities to the standard of international levels to its destination places. This important issue needs to be considered immediately and on priority basis before going to promoting the same sector in order to develop the industry.

To gain full potential of tourism, an effective and coordinated promotional campaign is a must. In addition, sufficient level of promotional activities is required to implement at the target markets from where the country wants to attract

more tourists. Both the government and the private investors should have some coordinated and joint efforts to develop some world standard tourism products and service and other infrastructures. At the same time, coordinated efforts are required among various institutions to promote Bangladesh tourism. It must be remembered that the success of any country in this regard does not depend only on what they have to offer rather it is largely determined how can they market it. It indicates that the marketers require adopting an innovative and creative marketing approach and promotion is one of the most important issues in tourism marketing.

Though the study found a positive trend in arrivals and earnings from tourism in Bangladesh, but if effective promotional measures could be undertaken, the same could be increased to a significant level. In addition, promotional activities should also be directed in correcting the present negative image towards Bangladesh as tourists' destination. It is also expected that the findings and analysis of this study will help formulate appropriate promotional measures and thus motivate effectively more potential foreign tourists to visit Bangladesh as well as to contribute to the economy of the country. At the same time, this study may be helpful for the policy-makers of the country to devote their attention to the segments of the tourism market that they expect to attract. Finally, it can be expected the by ensuring these measures, Bangladesh tourism industry can emerge as one of the major contributors to the national economy of Bangladesh.

Keywords: Promotional Measures, Promotional Tools, Tourism Industry, Tourism Development, Tourism Products/Services, Tourists' Satisfaction.

Executive Summary

The main purpose of this study is to investigate the role of promotional measures in developing tourism industry in Bangladesh. Considering the same, it has been attempted to evaluate the promotional activities undertaken by the tour operators of Bangladesh and to identify the problems and limitation of the said activities. In addition, it has also been attempted to find out what types of promotional activities best suited for tourism in Bangladesh. Finally, based on the findings, some suggestions have been put forwarded to the policy makers of the concerned authority.

The present study is a combination of both theoretical and empirical and for the theoretical foundation and analysis, the existing literature including published journals, periodicals, newspapers, related magazines, Internet and other published and unpublished literature have been analyzed. For empirical purpose, three sets of structured and close ended questionnaires were used for collecting primary data from the selected tour operators, local tourists and foreign tourists. To analyse the collected data, different statistical tools like simple average, regression analysis, factor analysis etc have been used.

It is revealed that tourism related information like tourist's attractions and facilities, safe and security, and other related information play an important role to the potential tourists in making their decision to visit a particular destination. Marketers can provide this required information through different promotional measures and can influence the potential tourists to select their destinations to visit.

As tourism plays an important role for the economies of many countries for creating employment generation, foreign exchange earnings, poverty alleviation, cultural exchange, regional development, peace-keeping among nations and from many angles, the competition among the destination countries has reached to remarkable level to attract more tourists to their destinations. The success of any

country in this regard does not depend only on what they have to offer rather it is largely determined how can they market it. It indicates that the marketers require adopting an innovative and creative marketing approach and promotion is one of the most important issues in marketing.

Though Bangladesh has some beautiful attractions to its destination, it fails to attract the sufficient number of tourists partly because of insufficient and ineffective promotional activities and partly because of long-term vision in marketing tourism products and services. The budget constraints of the tourism marketers in Bangladesh lead to conduct their promotional activities by using local media rather than using international media like cable TV, world renowned newspapers, magazines and other world coverage media. This leads to inability to attract an insufficient number of foreign tourists.

Image problem is another important issue for developing tourism in Bangladesh. Most often, international media highlight Bangladesh in a negative way which causes potential visitors not to select Bangladesh as a tourist destination. It necessitates the concerned authority of the government along with the tourism authority to initiate some measures for correcting the image of the country to the potential tourists in order to draw their attention and grow interest among the foreign tourists to select Bangladesh as a tourist destination and visit the same. The country also lacks the coordinated efforts among different ministries related to tourism like Ministries of Home, Civil Aviation and Tourism, Communication, Health, Planning etc. which need to overcome for the overall development of the industry. The coordinated efforts can make the visit more safe, comfortable and enjoyable and can fulfil the needs of the tourists.

Tourism development does not depend on only promotional measures; rather it needs some infrastructural facilities to the standard of international levels to its destination places. This important issue needs to be considered immediately and in the priority basis before going to promoting the same sector in order to develop the industry. Both the government and the private investors should have some

coordinated and joint efforts to develop some world standard tourism products and service and other infrastructures. The effective steps to encourage the private sector investment from the local as well as from the foreign investors can contribute to develop the industry.

As the promotional measures of Bangladesh tourism are inadequate and depending on mainly local media and some printed materials like brochures, folders, souvenirs, tourists maps, tourist guides etc. to promote the same, the marketers should rethink this important issue. Even, the use of information technology to promote tourism in Bangladesh is not at a satisfactory level. All these lead the industry to an insignificant level of growth.

Keywords: Promotional Measures, Promotional Tools, Tourism Industry, Tourism Development, Tourism Products/ Services, Tourists' Satisfaction.

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Glossary of Abbreviations

- BPC: Bangladesh Parjatan Corporation
- DMO: Destination Marketing Organization
- FTA: Foreign Tourist Arrivals
- GDP: Gross Domestic Product
- IMC: Integrated Marketing Communication
- ITB: International Tourism Board
- NTO: National Tourism Organization
- OECD: Organization for Economic Cooperation and Development
- PATA: Pacific Asian Travel Association
- PPT: Pro Poor Tourism
- SAARC: South Asian Association for Regional Cooperation.
- SEATO: South-East Asian Tourism Organization
- TOAB: Tour Operators' Association of Bangladesh
- TTCI: Travel and Tourism Competitiveness Index
- UNSC: United Nations Statistical Commission
- UNWTO: United Nations World Tourism Organization
- USTTA: United States Travel and Tourism Administration
- VTC: Virginia Tourism Corporation
- WOM: Word of Mouth
- WTO: World Tourism Organization
- WTTC: World Travel and Tourism Council

Glossary of Abbreviations

- BPC: Bangladesh Parjatan Corporation
DMO: Destination Marketing Organization
FTA: Foreign Tourist Arrivals
GDP: Gross Domestic Product
IMC: Integrated Marketing Communication
ITB: International Tourism Board
NTO: National Tourism Organization
OECD: Organization for Economic Cooperation and Development
PATA: Pacific Asian Travel Association
PPT: Pro Poor Tourism
SAARC: South Asian Association for Regional Cooperation.
SARTC:
SEATO: South-East Asian Tourism Organization
TOAB: Tour Operators' Association of Bangladesh
TTCI: Travel and Tourism Competitiveness Index
UNSC: United Nations Statistical Commission
UNWTO: United Nations World Tourism Organization
USTTA: United States Travel and Tourism Administration
VTC: Virginia Tourism Corporation
WOM: Word of Mouth
WTO: World Tourism Organization
WTTC: World Travel and Tourism Council

Chapter- 1

Introduction

1.1: Background of the Study

Tourism can be considered as the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services. It indicates that tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century although it has its antecedents in ancient times. Wasiul (2010) stated that the earliest forms of leisure tourism can be identified as far back as the Babylonian & Egyptian empires. The researcher also mentioned that a museum of "Historic Antiquities" was open to the public in the sixth century B.C. in Babylon, while Egyptian held many religious festivals attracting not only the devout, but many who came to see the famous buildings and works of art in the cities. In the medieval time, tourists travelled from one empire to another and would receive hospitality of the Kings in royal places. They also received many gifts from the kings and would give them. The kings sent gifts to other kings through the tourists to increase their dignity and honor. For example; Ibn Batuta who received many gifts from the kings of subcontinent and praised one to another.

In another view of tourism can be stated as long as people have travelled; the narrative of Marco Polo in the 13th century; the "grand tour" of the British aristocracy to Europe in the 18th century; and the journeys of David Livingstone through Africa in the 19th century are all examples of early tourism. Thomas Cook is popularly regarded as the founder of inclusive tours with his use of a chartered train in 1841 to transport tourists from Lough borough to Leicester. Before the 1950s, tourism in Europe was mainly a domestic activity with some international travel between countries, mainly within continental Europe. In the period of

recovery following World War II, a combination of circumstances provided an impetus to international travel (online, undated).

The "early", "pre-" or "developmental" phase of modern tourism is generally considered to have lasted from the 18th century to the first third of the 19th century and during this stage, touristic travel remained confined to a minority of wealthy nobles and educated professionals (Freyer, 1990). The researcher also stated that tourism in its "introductory phase" refers all the developments, structures and innovations of modern tourism between the first third of the 19th century and around 1950. This period witnessed the beginning of a comprehensive process characterized by a prototypical upsurge in a middle-class culture of travel and its formation, popularization and diversification. At the beginning of the 19th century, the opening up of the Central European system of transport, from the mid 19th century, the steamship and the introduction of rail transport and at the end of the 19th century the introduction of mountain railways etc. all these brought a revolutionary development in tourism development and improved the mobility of tourists. The railway therefore is rightly considered to be the midwife at the birth of modern mass tourism (Hachtmann, 2007).

Between 1933 and 1939, the National Socialist regime in Germany brought new impulses, an increasing amount of travel and holidaying practices aimed at the masses. These developments overcame the once essentially middle-class nature of travel by creating a social or popular tourism characterized by the state organization of holidaying and recreation. After World War- II, governments became interested in tourism as an invisible import and as a tool of diplomacy and emerged as international business activities in latter half of the 20th century (online, undated).

The last phase embraces the developments in tourism during the post-war period up to the present. Depending on one's perspective, this is the apex (Freyer, 1990) of tourism or the phase of practice and consolidation (Spode, 1993). Over the last few decades, tourism has become an important branch of the global economy and

is a defining characteristic of modern industrial nations. The increase in recreational mobility among broad strata of society should be seen against this background. Various factors brought about this boom, including rising affluence, urbanization, the unprecedented construction of transportation and communication networks, and the increase in leisure time as a result of shortening working hours, all of which shaped socialization (Krippendorf et al., 1987). The apex of European tourism began in the 1960s in response to the economic situation and strategic innovations in the market economy, commercial tour operators and travel companies transformed the nature of competition through increasingly cheaper offers. Modern technology played an important role on transforming people for living, working and tourism. The influence of computers and the internet has shown on tourism as customers can now search about holiday destinations, travel companies comparison and booking online (Holloway, J, C. Humphreys, C and Davidson, R. 2009). All these contributed to increasing demand of tourism as a worldwide phenomenon and this post-war boom has drawn the attention of many developing countries, and tourism as one of the growing industries of the world economy has enticed many entrepreneurs and governments of various countries to invest in the tourism industry without proper planning and preparation (Cevat and Dallen, 2001). Tourism is not associated with aristocracy. Today even ordinary persons may afford tourism. With the passage of time, the tourism has become almost a part of our normal life and the promotion of tourism as an industry serves multi-pronged interest, e.g. protecting our arts and culture, preserving our cultural heritage, interaction of different religion, exchange of views, and generation of foreign exchange and so on. Particularly for the developing countries, the tourism industry is considered as a bonanza.

By the early 21st century, international tourism had become one of the world's most important economic activities, and its impact is becoming increasingly visible. Tourism has become a popular global leisure activity in the world. According to United Nations World Tourism Organization (UNWTO), international tourist arrivals increased from 25 million to 1,035 million from 1950 to 2012. The overall export income generated by these arrivals increased to US\$

1,074.936 billion in 2012 (UNWTO, 2013). The updated forecast made by WTO and published in UNWTO Tourism Towards 2030 that the worldwide tourist arrivals will increase by 3.3% a year from 2010 to 2030. At the projected pace of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by 2030 and the earnings from the same will reach to US\$ 1.3 trillion in 2030 which is 6% of the total world's exports (WTO, 2013). The same forecast showed that the strongest growth will be seen in Asia and the Pacific regions with an average growth rate of 4.9% per year where arrivals were forecasted to increase from 331 million in 2010 to 535 million in 2030. This continued growth in tourism business throughout the world is encouraging and nations are becoming more concerned to attract more tourists to their own destinations and trying to promote this sector as a major source for the economic development of the nation.

South Asia or Southern Asia is the southern region of the Asian continent, which consists of Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka, is ethnically diverse. These countries have the traditions of different ethnic groups and are diverged throughout earlier times, sometimes giving rise to strong local traditions such as the distinct South Indian culture. The people of Asia have established the broadest variety of human adaptation found on any of the continents. A historical movement of population from the arid zones of Central Asia has followed the mountain passes into the Indian subcontinent. These countries (countries of Indian subcontinent) were by different rullers like: Maurya Empire, Middle Kingdoms, Mughal Empires etc., Muslim rule in core South Asia began in 8th century when the Arab general Muhammad bin Qasim conquered Sindh and Multan in southern Punjab in modern day Pakistan and the stage for several successive invasions from Central Asia between the 10th and 15th centuries CE, leading to the formation of Muslim empires in South Asia such as the Delhi Sultanate and the Mughal Empire (online, undated). Mughal rulers introduced Central Asian art and architecture in India.

The Mughal Empire suffered a gradual decline in the early 18th century, leaving a power vacuum that was exploited by local rulers such as the Sikhs and Marathas and later used by the British East India Company and after the Indian Rebellion of 1857, Indian sub-continent was directly administered by the British Crown for approximately 190 years. During the first half of the 20th century, a nationwide struggle for independence was launched in Indian sub-continent and gained independence from the United Kingdom in 1947 and was, partitioned into the dominions of India and Pakistan. Later on, Bangladesh came into existence as an independent country in 16 December, 1971 after a bloodiest war against Pakistan as the world's 139th country.

Since a long, Bengal was probably the wealthiest part of the subcontinent up until the 16th century which attracted different rulers into this region. During the Moghul administration, art and literature flourished, overland trade expanded and Bengal was opened to world maritime trade - the latter marking the death knell of Moghul power as Europeans began to establish themselves in the region. The Portuguese arrived as early as the 15th century but were ousted in 1633 by local opposition. The East India Company negotiated terms to establish a fortified trading post in Calcutta in 1690. From this time different people started to travel to this part (online, undated).

Bangladesh is a country in South Asia bordering the Bay of Bengal to the South, India to the West and North, and Myanmar to the Southeast. As a South Asian country, Bangladesh is rich on its history, archaeology, natural beauty and old palaces. All these contributed Bangladesh as a vacation land of scenic beauty with many facets. Her tourist attractions include archaeological sites, historic mosques and monuments, resorts, beaches, picnic spots, forest and wildlife. Bangladesh offers opportunities for angling, water-skiing, river cruising, hiking, rowing, surfing, yachting and sea bathing as well as bringing one in close touch with Mother Nature. She is also rich in wildlife and game birds.

Bangladesh has the world longest 120 km unbroken sea beach in Cox's Bazar sloping down to the blue water of the Bay of Bengal. Such a long sea beach in Cox's Bazar covering miles of golden sands, soaring cliffs, surfing waves, rare conch shells, Buddhist Temples, Pagodas and enjoyable sea-food make Cox's Bazar today the tourist capital of Bangladesh which is almost impossible to be found in anywhere of the other tourist destination of the world. The country has not only the largest sea beach Cox's Bazar and the largest single tract of mangrove forests Sundarbans but also many other natural, cultural, religious and historical sites and attractions which have strong potentialities to be unique selling points for Bangladesh. The country is blessed with natural beauty which attracts the tourists. To capitalize these potentialities of tourism, just immediate after the independence of Bangladesh, the Civil Aviation Division was created in 1972 and brought under the Ministry of Shipping, Inland Water Transport and Civil Aviation and in August 1975, an independent Ministry of Civil Aviation and Tourism was created in August 1975 which was re-established in 1986 and has been continuing as such since then. Under the stewardship of BPC - the National Tourism Organization (NTO) established in 1973, all promotional and development activities for tourism industry are conducted. But the BPC 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. By realizing the same and amid strong demand from the private sectors and the tourism professionals, the present government, 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 is evident that tourism has been advanced dramatically in the world. Bangladesh is no exception to this. The country is trying from the inception of this industry to attract more tourists to its destinations and to earn more foreign currency from this sector. Because the geographical position, natural beauties, biodiversity, history, culture and traditions, climate, hospitable people form the basic foundation of tourism development in Bangladesh which are in advantageous position for us

with great prospect to be an attractive tourist destination for both domestic and international tourists. But our tourism industry could not flourish up to the mark. The statistics on this sector shows that both the arrivals and earnings from tourism in Bangladesh have increased over the past. Statistically it may reflect an impressive profile but in a true sense the picture is somewhat different. 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 2012 about 588,193 foreign tourists visited Bangladesh during the year and the country earned about Tk. 8475.65 million (US\$ 110.0 million) in 2012-13 from this sector (BPC, 2013). Though tourism industry and its market have grown phenomenally worldwide, the industry and its market have not grown in Bangladesh. There are many reasons which are responsible for not developing tourism in Bangladesh. The major reasons can be stated as: (i) absence of proper planning for long run and its implementation, (ii) lack of sufficient infrastructural development, (iii) insufficient tourism product development, (iv) political instability, (v) lack of sufficient and effective promotional measures (vi) lack of efficient tourism manpower, (vii) insufficient government and private sector involvement, (viii) lack of tourism related inter-ministerial coordination, (ix) lack of ensuring security of the tourists etc. Out of these reasons, insufficient and ineffective promotional measure is one of the major reasons responsible for not developing tourism in Bangladesh. Because the 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. Besides, the expansion of tourism business and the increased competition among destination countries throughout the world have necessitated developing appropriate promotional approaches by the tourism firms worldwide.

Marketing promotion includes all the means of conveying the message about a product or service to potential customers by using publicity or sales campaign or TV commercial or free gift etc (Ivanovic and Collin, 1996). Promotion is regarded as one sub-category of the marketing mix elements. Promotion consists of those

activities which are used to communicate the products or services and its merits to target customers and persuade them to buy. One of the tools of marketing promotion is sales promotion which consists of short-term incentives to encourage sales of a product or service through samples, coupons, rebates, premiums, allowances, price-offs, contests, push money, trade promotion, exhibits, premiums, sales rallies etc. Sales promotion refers to a vast range of novelty items that can carry promotional messages or a visual representation of the products or services. It includes in-store promotions such as two-for-the-price-of-one, percent off, free gifts, redeemable coupons, competitions or money-back for returning so many bottle-tops or labels (Hackley, 2005). Sales promotion can be used to dramatize the offers of BPC. The researcher should specifically look for advertising, sales promotion, public relation and publicity, personal selling and or direct marketing including direct sales for the promotion of this industry. Along with some other problems, Bangladesh tourism also appears to have suffered due to inadequate and ineffective promotional activities. Promotional activities play an important role in the marketing of the same; therefore, it is necessary to study how promotion can play its proper role in the tourism industry of Bangladesh. Bangladesh Parjatan Corporation (BPC, 2013), the only public sector tour operator in Bangladesh spent Tk. 7.935 million in 1995-96 which decreased to TK. 2.258 million in 2012-13 for promotional activity which is only 0.71% and 0.026% of its earning respectively. On the other hand the Virginia Tourism Corporation (VTC) generates a return-on-investment of \$4 for every dollar spent promoting Virginia's tourism and for every one dollar spent in advertising returns almost four dollars in taxes to Virginia (Tourism in Virginia, 2002-2003). According to the latest Longwoods International ReSport Colorado Travel Year 2003, more than 3.8 million people visited Colorado in 2003 as a direct result of the state's tourism promotion, resulting in a \$65.5 million boost in state and local taxes. Without aggressive tourism promotion, the additional revenue would not have been realized (Tourism and Advertising, undated).

In the face of stiff competition among the destination countries, effective promotional measures are essential for the development of the industry.

Bangladesh Parjatan Corporation or Bangladesh tourism 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 also lacks in market oriented strategies. But time has not yet passed over. There are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to potential tourists properly through an effective promotional measure. For this it can undertake some initiatives to develop some infrastructural facilities. The country would thus be able to earn many times higher than the present by attracting more tourists within a short time. Considering the time factor and limitation of other resources, only the promotional aspects have been considered for the present study and an attempt has been made: (i) to examine the existing promotional approaches of both the public and private sector tour operators, (ii) to identify the problems and the limitations of their promotional activities, and (iii) to prescribe necessary policy measures for effective promotional actions for the industry in Bangladesh.

1.2: Importance of the Study

Tourism is one of the fastest growing industries in the world. Tourism as a multi-faced industry is playing a pivotal role in the global as well as in the individual economic perspective. In the year 1950, the international tourist arrivals were 25.2 million which increased to 1,035 million in 2012 and in 1950, the world tourism earning was US\$ 2.1 billion and the same reached to US\$ 1,075 billion in 2012 (WTO, 2013). UNWTO long term forecast Tourism Towards 2030 shows that tourist arrivals worldwide will increase by 3.3% a year from 2010 to 2030 to reach 1.8 billion by 2030 (WTO, 2013). The same forecast shows that tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, the Middle East and Africa will grow at double the pace (+4.4% a year) of that in advanced economy destinations (+2.2% a year) which will lead to exceeding the arrivals in emerging economies than in advanced economies in 2015. According to the mentioned forecast, it is expected that the strongest growth

by region will be seen in Asia and the Pacific region and the arrivals will reach to 535 million in 2030 from 331 million in 2010 with an average growth rate of 4.90%. The worldwide impressive growth of tourism industry has increased the competition among the destination countries. Every country is trying to attract more tourists to its destination which led them to undertake different measures like diversifying the products/services, offering more attractive packages, taking different promotional measures through different media with international coverage. Because tourism is now considered as the largest trade sectors in the world and this sector has been recognized as a major thrust area of economic and business activities in most of the destination countries and shown a tremendous growth during the past few decades. Many developing countries in the world are particularly known for using tourism as a way of supplementing economic output (Eccles, 1995). Incoming tourism is considered as an export and an earner of foreign exchange for the destination countries is of vital importance (Rita, and Moutino, 1992). The importance of the same in Bangladesh can be considered as a source of foreign exchange earnings, employment generation and as a whole can play an important role in economic development of the country. Tourism brings economic development and creates direct and indirect jobs in hotels, travel agencies, transport companies, restaurants, guides, show and entertainment business, monuments, parks, and other related sectors like insurance, health, housing, human resources and training institutions (Morena, 2004). Tourism industry is also related with other sectors such as agriculture, industry, transportation and social services (Timothy 1999). It implies that tourism is to be seen in terms of sectors rather than a single industry comprising the accommodation sector, the attraction sector, the transport sector, the travel organizers sector and the destination organization sector etc.

The prospect of tourism for Asia and the Pacific is brighter than the overall prospects of the globe. The tourism industry in Bangladesh is no exception from this. It can play an important role to contribute to the national economy of the country. In view of several holy shrines in the country there is the prospect of attracting millions of tourists to the country. To gain full potential of tourism,

notably, it requires an increasing involvement of countries in marketing their destinations to the presents and potential tourists. In marketing tourism services, the marketing mix needs to be applied successfully. Among the elements of marketing mix, the promotion is the most visible element. Because, promotional techniques are used to make prospective customers aware of products, to stimulate their appetites, and stimulate demand; they also provide information to help customers in their decision-making. Since, now-a-days the tourism industry is extremely challenging and has evolved during the latter half of the 20th century from a marginal and locally significant activity to a widely dispersed economic giant. Many aspects of tourism promotion have been developed in last few years to attract new customers. In the promotional process of tourism, the selection and the use of the tools is crucial. The major promotional tools in tourism are advertising, direct mail, sales promotion, merchandising, sales-force activities, printed material production and public relations activities through which the prospective tourists are make aware of products and stimulate demand; they also provide information to help customers in their decision-making process.

Promoting travel destination has been practiced since the era of the Athenians and Romans antecedence (Marshal, 2007). In today's context, competition has transcend to an international level encompassing other economic areas such as tourism sector, which has received a due recognition. Notably, most countries compete to market their destinations in attracting trade, investment and tourism. In promoting tourism, country's image is also an important issues. Because, the country's image substantially influences consumer's evaluation of a tourist destination. The prevailing country image determines the promotion strategy that will be suitable in the target market. It is significant to develop promotion strategies that reflect the real situation of a destination irrespective of the established preconceptions and take advantage of the situation. The creation of positive destination image in promotion activities can be effective in promoting a country. This is justified by the initiated efforts of integrated marketing communication (IMC) and other relevant organizations which are established solely to promote a specific destination.

Bangladesh is a country of natural beauty, heroic historical background and archaeological resources and is blessed with endowment of almighty which provide an ample opportunity for tourism as one of the most promising sectors. The concerned authority needs to make it handy for the interest group(s) both from home and abroad to gain expected contribution in Gross Domestic Product (GDP) of Bangladesh through employment generation, poverty alleviation and maintaining ecological balance. Tourism can open a new horizon for Bangladesh. In fact, tourism in Bangladesh is becoming an emerging issue both for the public and private sectors to establish their eligibility for accomplishing a successful business as well as marketing activities development (Akteruzzaman and Ishtiaque 2001).

To optimize the potential contribution of tourism to human welfare and environmental safeguard, tourism planning needs to undertake carefully and on research based (Tosun and Jenkins 1998). Many developing countries have prepared plans particularly at the central level to guide tourism development, as they have recognized the tourism sector as an important source of foreign currency earning and employment (Tosun and Timothy 2001).

Institutional framework for attracting tourists has been in existence for more than three decades, but various institutions promote Bangladesh tourism with little coordination. This is construed to be one of the major hurdles adversely affecting the promotional activities and the resultant growth rate of the tourism industry in the country. It is of utmost importance to examine the special features of tourism firms' promotional activities and suggest how to improve those activities in order to attract a reasonably good number of foreign tourists to visit the country and take their services. BPC – the National Tourism Organization in Bangladesh is in charge of expanding the country's incoming tourism failed to perform the responsibility of effective marketing the tourism services in the country and to attract a sufficient number of tourists as well as to meet the demand of the increasing number of tourists with its limited facilities. The role of private sector tour operators is not still significant in this connection. As a result, Bangladesh

with its enormous beauty fails to do so due to lack of coordination, proper policies, guidelines and the lack of marketing orientation of the concerned authority. The country needs to develop some infrastructural facilities to its destination. In addition, the country is suffering from the image problem, which needs to be solved on a priority basis. Due to the diverse location of the potential tourists, it requires to undertake the promotional activities by using media with international coverage. The effective use of up to date web page can produce expected result to disseminate the information among the potential tourists and to draw the attention and grow interest to visit Bangladesh. At the same time, various institutions promote Bangladesh tourism with little coordination. This is construed to be one of the major hurdles adversely affecting the development of tourism in Bangladesh and the resultant growth rate of the tourism industry in the country.

The overall development of this sector will depend how carefully the concern authority take the required initiatives for this sector. Because of the development of this sector does not merely depend on the attractions at the destination but also how effectively the destination country can market it. It is expected that if Bangladesh can ensure the required facilities for the tourists at its destination then the country will enjoy an expected growth of the industry that will in turn contribute from many angles for the well being of the nation. So far the researcher knows that no comprehensive study addressing promotional aspects of the industry in Bangladesh has been conducted. Very few studies are available related to the issue of tourism marketing in Bangladesh. Considering this issue, the present study is an attempt to explore the importance and the impact of promotional measures on developing tourism industry in Bangladesh. It is also expected that the findings and analysis of this study will help formulate appropriate promotional measures and thus motivate effectively more potential foreign tourists to visit Bangladesh as well as to contribute to the economy of the country. At the same time, this study may be helpful for the policy-makers of the country to devote their attention to the segments of the tourism market that they wish to attract.

1.3: Objectives of the Study

On the basis of the research problem, the objectives of the proposed study are as follows:

- i. To study the current development trends of the tourism industry in Bangladesh;
- ii. To examine the promotional activities undertaken by the BPC and other tour operators and evaluating the role of their activities for the development of tourism industry;
- iii. To measure the effectiveness of promotional activities on tourists' decision-making
- iv. To identify the problems and limitations of promotional activities undertaken by the tour operators; and
- v. To suggest some remedial measures to overcome the problems in promoting tourism in Bangladesh.

1.4: Research Assumptions

Tourism marketing is gaining importance all over the world. Currently, about 30% of all international tourist arrivals are in the Third World and this proportion has nearly tripled over the past 20 years (WTO, 1999). However, over the last few decades, there has been mounting criticism of the portrayal of these destinations and their people in promotional materials (Echtner, 2002). Major part of these criticism trace to the unique marketing situation that characterises the promotion of tourism in the Third World.

Bangladesh as a third world country has lacking of proper studies and attention on tourism promotion. As a result, though the tourism industry of Bangladesh has a bright prospect and could contribute to the economy to a greater extent, the sector could not flourish due to lack of necessary and proper initiatives of the concerned

firms/institutions. Researcher emphasized to eliminate this organizational problem and suggested for the coordinated efforts of the concerned authorities, professional efficiency of the management, and pleasant behaviour of the service providers to present the products or services and develop tourism fruitfully in a country like Bangladesh (Patwari, 1993). These reveal that there remains ample scope for further expansion and growth of the tourism industry if effective promotional activities are taken to cater to the expectations of the tourists and motivate them to visit Bangladesh. The literature review shows that very few studies have addressed the promotional aspects even the marketing aspects of tourism in Bangladesh. Only a few articles and a few research reports appear to have attempted to deal with the marketing problems of the tourism industry in Bangladesh in a superficial and peripheral manner (Hossain and Hossain, 2002). Promotional activities undertaken by the Bangladesh Parjatan Corporation (BPC) is extremely inadequate to cover the main tourist generating countries and suggested for developing more dynamic promotion tool (Hasan, 1988). Again, the researcher pointed out that BPC's present promotion strategy with folders and posters is not satisfactory and would not produce any result (Hasan, 1990). Review of literature on the development of the tourism industry in Bangladesh also reveals that the development of tourism in a particular destination does not depend on only the promotional activities rather it requires the development of different aspects of tourism. The tour operators can play an important role and they have much to do in matching the supply side with what the tourists demand from the host country. The following empirical research assumptions were kept in mind in conducting the present study:

Main Assumption: Promotional activities of tour operators in Bangladesh is not proper, adequate and effective. Based on this assumption, the following supporting assumptions were taken into consideration:

Assumption-1: Tourists consider the promotional tools used by the tour operators as important source(s) of information.

Assumption-2: Promotion activities play a vital role for the development of tourism industry and the promotional activities undertaken by different tour operators have significant effect on tourists' decision-making.

Assumption-3: The tour operators and the tourists do not assign the same level of importance on promotional activities.

Assumption-4: There is differen

ces between the tourists' assigned importance and perceived importance of promotional activities in tourism.

Assumption-5: The promotional activities undertaken by different tour operators are not sufficient.

Assumption-6: Both the tour operators and the tourists perceived that the undertaken promotional activities are not appropriate and there are differences in the perception regarding the appropriateness of the tour operators and the tourists.

Assumption-7: There are perceptual gaps between the tour operators and the tourists regarding the implementation performance of the designed promotional activities.

Assumption-8: There is specific promotional tool(s) preferred by the tourists to get tourism related information.

Assumption-9: The ongoing promotional activities undertaken by different tour operators are not effective.

Assumption-10: The development of tourism does not depend on only the promotional activities rather it depends on tourism and tour operators' related serveral issues

The above research assumptions have been tried to prove by analyzing the collected data on promotional activities undertaken by the tour operators and the

respondents' responses through some theoretical and statistical analysis. Conclusion has been drawn based on the findings of the study. At the same time recommendations have been made based on the identified problems related to the issues under study so that the concerned parties can utilize the findings of the study in making the promotional activities an effective one to attract more tourists at different tourism spots of the country.

1.5: Research Methodology

This section addresses the methods and techniques employed to conduct the present study which can be stated in the following sub-sections:

1.5.1: The Nature of the Study

Promotional activities can play the significant role for the development of tourism industry. Tourism in Bangladesh is no exception to this. Lack of promotional activities is likely to affect the development of tourism in any country as well as in Bangladesh. But the existing literature on the promotional aspects of Bangladesh tourism is very rare and even the literature covering the marketing aspects of tourism industry in Bangladesh is not sufficient. It was hypothesized that promotion is a vital force for an effective marketing strategy of tourism products and services. But Bangladesh is far behind from the realization of this fact. Due to this, Bangladesh could not take advantage of the full potential of the sector and which has led the insignificant development of the industry and lack of earning sufficient foreign currency. In consideration of the above facts, among the three types of research designs for marketing studies like: exploratory research, descriptive research and causal research, here the researcher followed descriptive research to determine the frequency with which something occurs or the relationships among variables. Through descriptive research, research questions can be defined, people surveyed, and the method of analysis prior to beginning data collection. Since the purpose of the present study is to describe and analyze the use of promotional activities in Bangladesh tourism industry is an attempt to highlight the issues related to promotion and put forward some suggestions to what actual promotional measures are best suited for attracting more tourists to

Bangladesh and contribute more positively to the economy of the country. As a result, to examine how different tools of promotion are used to promote tourism in Bangladesh, the descriptive research design is the most relevant to the present study.

1.5.2: Questionnaire Design and Pre-test of Questionnaire

A questionnaire, whether it is called a schedule, interview form, or measuring instrument, is a formalized set of questions for obtaining information from respondents (Malhotra, 2006). Taking this view in mind, the questionnaire was developed in such a way so that it was motivating, uplifting and encouraging to the respondents to provide the required information for the study. Considering this issue, three different sets of structured questionnaire were developed. Each set of questionnaire was closed-ended and open-ended. Majority of the questions were closed-ended. These three sets were used to obtain information from local tourists, foreign tourists and tour operators. It was also attempted to collect relevant data from the executives of Bangladesh Parjatan Corporation (BPC), the executive of TOAB, and some academicians through informal discussions.

Before finalizing the questionnaire for field survey, the questionnaires were pretested. For this purpose, a pilot survey was conducted to find out the limitation of the questionnaires and to examine the practicability of the questionnaire. The pilot survey includes the conversation and interviews with experts in the relevant field, some top executive of Bangladesh Parjatan Corporation (BPC) and some tour operators. At the same time, 20 foreign tourists and 30 local tourists were also interviewed with initial questionnaire and the collected data were also analyzed to determine whether it can satisfy the objectives of the study. Based on the same, the questionnaires were modified to ensure its practicality and meet the objectives of the study.

1.5.3: Population and Sample Size of the Study

BPC – the only government owned National Tourism Organization (NTO) in Bangladesh and the private tour operators (only the members of TOAB) were considered as the institutional population for this study. A total number of three top executives from BPC, two executives from TOAB, twenty owners/top executives from private tour operators and three academicians were selected as the respondents for collecting the data on the promotional aspects of tourism in Bangladesh. Primary data was also collected from the tourists which, consists of 515 local tourists and 125 foreign tourists. As the number of the tourists (population for this study) happens to be infinite, to estimate the sample size, the following formula was used (Malhotra, 2006):

$$n = \frac{\pi(1-\pi)z^2}{D^2}$$

Where, n = size of the sample

z = The value of the standard deviation at 95% confidence level which indicates the probability that the population mean will fall outside one end of the interval is 0.025 (0.05/2). The associated z value obtained from the table is 1.96

π = Standard deviation of the population proportion and here it is 0.5

D = Level of precision and in this case, the desired precision has set at the allowable interval as $D = p - \pi = \pm 0.05$.

So the sample size is:

$$n = \frac{\pi(1-\pi)z^2}{D^2} = \frac{0.5(1-0.5)(1.96)^2}{(0.05)^2} = 384.16$$

The above formula shows the sample size is 384. Since the tourist comprises of local tourists (majority of the population tourism in Bangladesh) and the foreign tourists, 515 local tourists and 125 foreign tourists were interviewed for this present study which is more than the standard sample size. The distribution of the respondents interviewed can be shown in the following table (Table-1.1):

Table - 1. 1: Distribution of the Sample Selected & Interviewed

Sl. No.	Category of the Sample	Number
01.	Executives from Bangladesh Parjatan Corporation	03
02.	Tour Operators (Including 2 executives from Tour Operators' Association of Bangladesh)	22
03.	Local Tourists	515
04.	Foreign Tourists	125
05.	Academicians	03

The responses of the respondents interviewed were analyzed to gain insights into both qualitative and quantitative aspects of the promotional activities used by the tour operators.

1.5.4: Sampling Techniques/Methods

Among the different respondents as shown in the above table (Table-1.1), the private tour operators were selected from the members' list of Tour Operators' Association of Bangladesh (TOAB) by using convenient sampling. It is worth mentioning here that most of the tour operators are located in Dhaka and very few of them are located in other larger cities of the country. Due to the lack of time and fund, all the tour operators for interview were selected only from Dhaka- the capital city of Bangladesh. One set of questionnaire was used for collecting the primary data from the local tourists and another set of questionnaire was used to collect the same from the foreign tourists. The selection of local tourists was done by using the snowball sampling i.e. an initial group of respondents was selected at random and interviewed them and the subsequent groups of respondents were selected based on the referrals of the previous group(s). On the other hand, the samples of foreign tourists were chosen conveniently as they happen to be at the right time and place or the accessibility of them was considered. In addition, the BPC executives, the executives from TOAB and the academicians were selected

purposively as they were considered the most appropriate or relevant to the researcher for providing the relevant data for this study.

1.5.5: The Source of Data and Data Collection Methods

There are several alternative sources of data such as documentation, archival records, interviews, direct observation, participant observation and physical artifacts. All these sources of evidence have both strengths and weaknesses, but none is considered superior over others. This indicates that several of these sources can be used in conducting good research (Yin, 1994). The sources of data for research can be distinguished according to secondary and primary types. The research has been conducted based on both primary and secondary data. As it was mentioned earlier that the existing literature on the promotional aspects of Bangladesh tourism and even on the overall marketing aspects is not adequate, the study was done on the primary data collected through questionnaire related to promotional activities of Bangladesh tourism industry. For this study, the researcher also collected the secondary data through consulting the existing literature, brochure and Internet and analyzed them to have a better understanding of the problem. Then it was complemented by the data collected through questionnaire.

A. Documentation

Documentary data are those data available from events and communication, administrative documents (like proposals, progress reports and internal documents etc), formal studies/evaluations and related articles from journals, mass media etc. In this study, different types of documents from the Ministry of Civil Aviation and Tourism, Bangladesh, articles both published in home and abroad, available documents from Internet have been used.

B. Archival Records

Organizational records, maps and charts, list of names, previously conducted survey data and personal record are termed as Archival records. This study also

used different types of diagrams, table, charts etc from WTO sites, Bangladesh Parjatan Corporation, and Ministry of Civil Aviation and Tourism.

C. Interviews

Among the different methods of data collection, the survey method was used in this study for obtaining the data from the respondents. To perform this, three sets of structured questionnaires were prepared (one set for the local tourists, one for the foreign tourists and lastly one for the tour operators). Each set of questionnaire consisted both of closed ended and open ended questions related to the topic under study. In obtaining the information from the respondents, personal interview was used in most cases. In some cases especially for the foreign tourists, after a face to face conversation, the soft copy of the questionnaire was sent to the concerned respondent to provide the information requested and in case of the local tourists, face to face personal interview was used with pre-set questionnaire and in some cases, the hard copy of the questionnaire were left with them and they were requested to send it back through post and/or was collected later. To obtain the information from the tour operators, the same strategy was used. To collect the secondary data related to Bangladesh tourism, annual reports of BPC, related journals, periodicals, newspapers, BPC's web page etc. were consulted. In obtaining the information from the executive of Bangladesh Parjatan Corporation, a set of semi structured questionnaire was used. In addition to that for literature review and for other theoretical analysis different journals, periodicals, textbooks, newspapers, internet and other related materials were consulted and used as references.

D. Time Period of Data Collection

Since most of the tourists prefer to travel from mid October to late February, it was convenient to collect the data during the same time. As a result, primary data was collected from October 2013 to February 2014 from both the local tourists and the foreign tourists. Most of the secondary data was collected before formulating the research problem but during the whole research period, secondary

data was updated and collected if it was related to the present study and not previously consulted.

1.5.6: Data Analysis and Interpretation

The collected data were analyzed based on the objectives of the study. To analyze the collected data, conventional statistical tool like percentage, weighted average etc. have been used. In addition correlation, regression analysis, variance analysis, standard deviation, factor analysis, test of hypothesis, paired sample t- test etc. have been used. Finally, interpretation of the result has been made to draw the conclusion.

1.5.7: Organization of the Study

The research was conducted considering the time frame allowed for the study. The whole discussion of the study has been organized in a systematic way and presented in ten different chapters. The *First* chapter includes an introductory discussion covering the justification of the study, research areas, problems and questions, objectives of the study, research assumptions, questionnaire design and its pre-test, population and determination of sample size and sampling technique(s). The *Second* chapter deals with literature review. Based on the review of the literature, the research gap has been identified to justify the selection of the present topic for conducting the study. The *Third* chapter covers the meaning and scope of tourism where different issues like- defining tourism and its related terms, different forms of tourism etc have been incorporated. In *Fourth* chapter, the socio-economic importance of tourism in terms of foreign exchange earnings, employment generation, poverty alleviation, int'l peace keeping, cultural exchange etc. has been highlighted. In chapter *Five*, the present state of tourism – global and Bangladesh perspective has been highlighted. In this chapter, the overall scenario of tourism industry in Bangladesh including transportation, accommodation, food & beverage and finally the image of Bangladesh as a tourist destination has been addressed and the progress of tourism industry in Bangladesh in terms of tourist arrivals and earnings in compare to global and South Asian countries' perspective has been shown.

Chapter **Six** includes the discussion on marketing strategies of Bangladesh tourism industry. Here, the description has been presented in light of 7Ps of marketing mix of service. Chapter **Seven** entails the analysis of strategic promotional approaches for the development of the tourism industry in Bangladesh. Chapter **Eight** focuses on the findings of the present empirical study. In chapter **Nine**, some recommendations have been put forwarded to design an effective promotion strategy for the development of tourism industry in Bangladesh based on the findings of the present study and finally a conclusion has been drawn by highlighting the required steps needed for promoting the tourism industry in Bangladesh.

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Chapter -2

Tourism Promotion - An Ongoing Discussion

2.1: Literature Review

Though there is a sufficient amount of literature highlighting the different aspects of tourism marketing, few of them have emphasized on the discussion of promotional aspects of tourism marketing. In this study, the literature review includes the following:

Naik (1977) stated that tourism not only seen as an economic activity for national development but also it is considered as a medium of cultural exchange among nations of the world. It was also mentioned by the researcher that through promoting tourism, the culture of the destination country would come into focus beyond the national boundaries as well as its important role can be utilized as a means of fostering social, educational and cultural relations among the countries concerned to broden the horizon of knowledge, and enrich the culture of the people and consequently builds up images and goodwill of the countries concerned.

Thirlwall and Hussein (1982) explored that tourism's appeal to developing countries is based, in large part, on its provision of foreign currency earnings and corresponding alleviation of the balance of payments constraints. Supporting the same arguments, Lee (1987) claimed international tourism has been and remains one of the most important sources of foreign currency, in terms of both absolute value and growth in many developing countries. Similarly, Sinclair (1998) stated that foreign currency receipts from tourism have provided an important means of economic development by financing imports of capital goods necessary for the growth of the manufacturing sector.

Lovelock (1983) stated that like the consumers of any tangible products, potential tourists like to know in advance about the features, quality, price, availability etc. what they are planning to purchase. Hossain and Hossain (2002) supporting the argument described that potential tourists also want to know in advance about the attractions, services, and facilities etc at the destination and accessibility to there through various forms of promotional measures and the destination marketers can be meet these requirements through undertaking necessary promotional activities.

Talukder (1984) highlighted the importance of tourism and regarded the promotion of tourism as a means of narrowing the gap of balance of payments of underdeveloped countries through increased foreign exchange earnings, but it does not demand as much technical sophistication as other industries do.

Henshall and Roberts (1985) described that in maximizing the benefit from the undertaken promotional measures, the destination marketers have to face several strategic decisions which include determining most attractive market(s), finding way of promotional budget allocation for greater effectiveness, and selecting the type of promotional messages to be conveyed. The appropriateness of making the decision on the above issues largely determines the success of a destination marketer.

McQueen and Miller (1985) described that segmentation of potential tourists markets can provide a number of benefits for governmental tourists agencies who have limited promotional resources. Promotional message and travel incentives can be better tailored to receptive market segments thereby improving the effectiveness of promotional spending. Since, Bangladesh National Tourism Organization as well as the private tour operators have limited resources to spend for promotional purpose, they can jointly initiate the measures for segmenting the tourists market and can take joint efforts to promote Bangladesh tourism to those selected segments.

Shafi (1985) mentioned that in promoting tourism industry, tour operators require to use various forms of promotional activities directed at a large number of people of different socio-economic structures being capable of fulfilling the different needs, tastes, expectations, attitudes and behavior patterns. She also emphasized that the marketers need to have a proper understanding of the differences in the market and to incorporate the same in planning effective marketing strategy, which must penetrate in the people's tastes and preferences.

Ahmed (1986) blamed that the promotional efforts undertaken for tourism industry in Bangladesh lack well coordination among BPC, government and private tour operators, which resulted the industry not to develop in a true sense. He also recommended that before promoting Bangladesh as a tourist destination, the industry requires the expansion and development of some infrastructure.

Kale and Weir (1986) pointed out since every country has some unique, specific and repelling factors affecting tourists' choices and decisions in choosing that country for travelling, therefore, the marketers must attempt to uncover those factors and highlight those in promoting their tourist destinations.

Pizam and Milman (1986) stated that tourism can influence on social and cultural aspects of human being in various ways like changing in value system, individual behavior, collective life style, moral conduct, creative expression, and community organization among the people of both the host and source communities through direct and indirect associations. It emphasizes that a marketer of tourism services requires determining their promotional strategies in a way that will contribute in changing the above mentioned aspects in a positive way.

Singh (1987) stated that the creation of international friendship and peace are now in the top priority of all nations in order to increase the understanding, exchanging views and ultimately boosting up the trade among the participating nations and suggested that tourism can be effectively used as an emerging and important force

for the promotion of international understanding, and peace among different nations.

Hasan (1988) described that though the promotion of tourism of a country is greatly dependent on the magnitude of publicity, the promotional campaign of BPC is inadequate to cover the main tourist generating spots. Due to fund crisis, BPC's promotional activities are limited to producing and distributing different kinds of literature, folders, booklets, tourist maps, guide books, brochures, pictures, post cards, view cards, posters, leaflets, accommodation guide etc. to make potential tourists aware of the interesting and important historical places, scenic beauties, adventurism, health resorts, rich and diverse culture etc. He also mentioned that the theme used in these promotional materials is not dynamic and fails to draw the attention of the potential tourists. He emphasized that a liaison and meaningful cooperation should be maintained among various governments, tourist organizations, travel agencies and tour operators especially among the SAARC countries to promote the industry effectively. In another study Hasan (1990) criticized that the present promotional activities undertaken by BPC is limited with folders and posters which does not produce any satisfactory result. He opined that folders, posters, accommodation guide, maps, etc could only be effective promotion tools if the market is established and emphasized that the industry needs to be more concerned with promotion rather than the tourism trade. According to his opinion, the opening of its own offices at some of the major tourist generating countries to perform the promotional activities, re-build or correcting the image of the country and establish liaison with tour operators, professional clubs, tour wholesalers, etc. may produce better result for the growth of the industry. Again, Hasan (1992) described the present situation of Bangladesh tourism industry and present marketing strategies in his research book "Problems and Prospect of Bangladesh Tourism Industry." He observed 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. His criticism was concentrated mainly on the failure of BPC to develop and launch any dynamic and effective promotional strategy. He suggested

creating an independent and different organization for performing the marketing activities of BPC owned tourists spots. In addition, he strongly recommended for initiating and implementing the marketing plan and strategy for potential markets and to avoid aimless policies.

Pannell Kerr Forster Associates (1988) mentioned that most often international media highlight Bangladesh by projecting as a desperately poor country ravaged by war, flood, pestilence and political turmoil which create negative impact on the potential tourists and lead them not to choose Bangladesh as a tourist destination or even a stop-over point. They also reported that a very insignificant number of foreign tour operators present Bangladesh as a main or secondary destination in their tourists attracting activities. It was also blamed in the same report that BPC has failed to play its proper role as a national tourism promotion agency and facilitator for tourism development in Bangladesh. Finally, in the same report, it was suggested that BPC should prepare itself to play its proper role though balanced marketing activities with the improvement of infrastructure, quality of services, facilities, amenities and management in order to cater the needs of present and potential tourists.

Gilbert (1989) described that tourism industry can contribute economic and social growth of a country because of its direct and indirect effect on employment, balance of payment, and society as a whole in terms of educational and cultural benefits. The researcher added that since every nation is desirous to fulfill the above goals, therefore, much of the above stated goals can be met through promoting tourism.

Edgell and Cartwright (1990) stated that since small businesses can contribute to employment generation as well as to national development, travel and tourism can be used to promote the small businesses in rural areas and for rural economic development which in turn will contribute to national development.

Rao et al. (1990) advocated to improve the image of the destination country for the development of tourism industry and suggested for a greater advertising thrust for promoting both domestic and international tourism to bring about greater tourism awareness. They also argued for more public relations efforts to ensure more media attention for streamlining publicity programs.

Vavrik and Mazanec (1990) pointed out for effective promotion of a tourist destination, market segmentation is a prerequisite for selective market operation and takes into account tourist attitudes, travel behavior and demographic or socio-economic profiles and by doing so, marketers can reduce competitive pressure that would prevail if all tourist services are indiscriminately offered to the same market.

Ahmed and Krohn (1992) pointed out the importance of tourist receiving destinations to perform appropriate marketing strategies to promote right tourism products and service to specific traveler groups. It indicates that the marketers first need to target the right market and plan product positioning and sales. The researcher also mentioned that the sales can be boost up through initiating and implementing an effective promotional program by highlighting the tourists' favorite activities such as food, sightseeing and shopping.

Hossain (1992) stated that tourists can also enjoy the colorful tribal life, meet new people, and test or engage in fun and make friendship with them. The migratory tribes have a distinct culture with their own way of life and self-reliantness, primitiveness, and simplicity are the common features of the way of life of the tribal people have make them distinct from the modern civilization of plain land. Joy (1987) also mentioned that the distinctive cultural entities of the tribal people, who account for less than one percent of the total population of Bangladesh, have ornamented the nation adding color, shade, and variety.

Rita and Moutinho (1992) noted that National Tourism Organization (NTO) in any country is responsible for expanding a country's incoming tourism and NTO's main task is to promote the destination country in the global tourism markets. As a result, NTO has to identify the most attractive markets - the markets in which its country's 'products are most competitive, determine the appropriate amount of promotional budgets, allocating the promotion budget in a way so that the greater effectiveness can be achieved, determining the type of promotional message appropriate to convey for attracting the potential tourists. For promoting tourism industry, marketers are expected to consider the strategic imperatives of making meaningful progress in the long run rather than short-term sustainability. The authors also emphasized those ideas should be grown and improved over a period of years to realize the full value of promotion potentials rather than forcing the underlying concepts to stop and start over a period of days, weeks or months. In addition to that NTO should have a good plan for promotional activities for achieving the marketing objectives which require deciding on priorities and goals before allocating money and resources for promotion. Finally, they recommended that money spend on promotion should depend on factors like: disposable income, relative price, quality, attractiveness, product availability, average annual market growth, length of stay, per capita spending, expenditure per visit, buying habits, competitive pressure, travel distance and costs, travel intensity, potential for getting non-government funding, political factors, overseas staff resources and knowledge etc.

Patwari (1993) mentioned that one of the major problems of Bangladesh tourism industry is the lack of coordination among the different concerned authorities. He also added that lack of professionalism and proper techniques for presenting the tourism products/services to the tourists are also responsible for not developing tourism in Bangladesh. The author specifically urged to ensure some important tourism related issues such as infrastructural development, safe transport facilities, security of the tourists at destination, efficient marketing information system and professional manpower for promoting tourism in Bangladesh.

Davidson (1994) regarded tourism as an invisible export because it brings significant amount of foreign exchange to a country which helps them bring the balance of payment favorable, augment national income and contribute to the nation in its economic growth. Bangladesh can use this sector for her economic development through initiating and implementing proper and effective promotional program.

Kumar (1994) highlighted the importance of using personal selling by travel agencies and tour operators in promoting tourism industry in a particular destination. He pointed out in his study that tourists rely more on personal source of information and since more than 80% business in tourism is done with the help of travel agencies and tour operators, he recommended that advertising and sales promotion in tourism promotion could be very effective when supplemented by publicity and personal selling.

Eccles (1995) viewed tourism development as a way of improving a country's economy and social well-being, and therefore, the concerned destination countries need to handle this development carefully to retain the tourists to their own destinations and not to migrate to competing destinations or attractions and then also emphasized that to ensure that the tourism product is recognized and accepted by the public, organizations need to spend more of their business time focusing on marketing, and in particular on promotion.

Hasan and Chowdhury (1995) described accommodation as one of the most significant factors contributed to the development of tourism in a destination. They found the overall scenario of the same throughout the country is not at a satisfactory level for the both the domestic and foreign tourists and they suggested to ensure good quality accommodations blending with good restaurants and services for the domestic travellers and establishing more better quality hotels at some key tourist spots to serve both the domestic and foreign tourists. They also suggested in promoting tourism to offer customized services blending with reception, living, foods and recreation for high spending tourists.

Ahmed (1996) explained that a merely possessing outstanding tourism resources could not be sufficient to lure the optimal number of tourists to a tourist destination rather tourism promotion could have an important role to play in enhancing the competitive edge of one tourist destination over another. In addition, he also stated that tourists' image - the aggregate of tourists' beliefs, ideas, impressions, and expectations toward a destination and its influences on their behavior, attitudes, and predispositions as consumers also need to be considered as an important factor which could provide important information and could be used in developing focused promotional strategies to promote that destination.

Baloglu and Uysal (1996) described that the capacity of a particular destination to attract the tourists is the result of some push factors and pull factors. The researchers also identified the push factors as intrinsic socio-psychological inspirations like escape from routine surroundings, relaxations and social interaction and the pull factors includes some tangible ones like scenic landmarks and sports facilities or intangible ones like destination image and travellers' expected benefits. Again, by ensuring these factors, the destination marketers need to promote these among the potential tourists and to persuade them to make a positive decision in favor of their destinations.

Buhalis (1998) pointed out information technology as the life blood of tourism and described that tourism enterprises need to understand, incorporate and utilize information technologies strategically in promoting tourism, in order to be able to serve their target markets, improve their efficiency, maximize profitability, enhance services and maintain long term prosperity for both themselves and destinations. The researcher also mentioned that as IT enables tourists to communicate with tourism organizations in order to request information and purchase products, as well as to interact with principals, the future success of tourism organizations and destinations will be largely determined by a combination of innovative marketing as well as strategic use of advanced ITs. Peacock (1994) supported the argument and added that use of IT in promoting

tourism destinations can also boost staff morale, managerial effectiveness, productivity and ultimately profitability of tourism organizations

Maser and Weiermair (1998) described that as information can reduce the tourists' uncertainty and risks in their travel purchase decision, information in tourism can be treated as one of the most or even the most important factor influencing and determining consumer behavior. They also demonstrated in the same study on Australian tourists that perceived risks associated with travel purchase were related to different patterns of information source usage and also found that risk perceptions were also linked to the type of travel being considered and the individual characteristics. It indicates that the destination marketers need to be very careful in providing the tourists' needed information timely and accurately through their promotional activities.

Tosun and Jenkins (1998) described that the participation of local community is necessary for the development and promotion of the tourism industry in a particular destination. They also commented that though in developed countries, the active participation of local community in tourism promotion is extensively observed but the same in underdeveloped and developing countries are very rare to observe.

Vogt and Stewart ((1998) argued that travellers need different types of information at different stages in both the decision to travel to a destination and then for all the decisions made while actually travelling. They emphasized that travel information source usage is likely to vary at different stages in the travel experience from pre-trip planning to the return home. Murphy et al. (2007) confirmed this argument and recognized the importance of word of mouth (WOM) information sources in travel decision-making process and found that the most commonly used information source for all travellers before the travel decision was made was WOM from friends and relatives. They also termed WOM as organic image formation agents and considered WOM information as one of the most relied upon sources of information for destination selection.

Goeldner et al. (2000) described that in promoting a tourist destination country, marketers need to provide the secured accommodation facilities for foreign tourists as well as to the local tourists to ensure the comfortable tours for the visitors to a destination and they pointed out that the most common forms are hotels, motels, campgrounds, bed & breakfast (B & Bs), dormitories, hostels and the homes of friends and relatives.

Goeldner, et al. (2000) in their another study stated tourism as a composite of activities, services and industries that delivers travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality services available for individuals or groups that are travelling away from home. Then they mentioned that the proper planning and promotion of tourism would lead to the development of all the related industries or sectors which in turn contribute to the economic developed of the country as a whole.

Hossain and Hossain (2002) stated that tourism industry has gained top priority in most of the destination countries and there exists increased competition among the countries to attract tourists. In the face of world-wide increased competition, Bangladesh lacks far behind in attracting relatively larger number of foreign tourists mainly due to inadequate and ineffective promotional strategies of the industry due to lack of sufficient funds, low quality of promotional materials and its improper distribution, perceived negative image of potential tourists about Bangladesh etc. The authors also emphasized to face the competition and to attract potential tourists, Bangladesh needs to give priority to use effective promotional activities in order to attract a significant number of foreign tourists to visit the country. In addition, tour operating firms need to give proper attention in developing the promotional materials and careful attention is required to incorporate the factors affecting the choice of potential tourists. Without effective and sufficient promotional activities in public and private sector of the industry, there is no possibility or little possibility for tourism to emerge as a major contributor to the national economy.

Mill and Morrison (2002) emphasized that tourists need to stay in the destination, therefore, arrangements for convenient, cheap and secured accommodation systems at the destination place is a must for proper promotion of tourism. They also mentioned that sleeping accommodation can range from hotels of an international standard and condominiums, to campground and the homes of friends and relatives.

Hossain and Firozzaman (2003) mentioned that Bangladesh tourism industry failed to grow properly not merely because it lacks in enough attractions but due to inadequate and effective promotional activities. They also claimed that the limited promotional materials like souvenirs, brochures, travel guides, accommodation guides, hand books, tourist maps, poster, folders, etc distributed by BPC and some other private tour operators don't reach properly to the potential tourists. In addition, the quality of these materials is not satisfactory and thus does not attract the potential tourists. At the same time, there are lacks in government initiative to offset or correct the country's present image prevailing outside of country. The researchers also blamed that BPC or other private tour operators have little connection with the foreign tour operators and travel agencies for promoting Bangladesh tourism abroad though they act as hidden promoters of tourism activities in any tourist destination. According to the authors, lack of coordination among the parties related to tourism sector e.g. Ministry of Civil Aviation and Tourism, BPC, Biman Bangladesh Airlines, tour operators, travel agencies, hotels, other providers, local authorities and host population also causes for not developing the industry in Bangladesh. Finally, they suggested policy-makers should pay proper attention to this sector to overcome the limitation of the promotional measures of this industry and taking a coordinated effort among the sectors involved in this industry.

Morgan et al. (2003) pointed out that in making a purchase decision, interpersonal influence and word-of-mouth (WOM) are ranked as the most important information source in the hospitality and tourism industry, whose intangible products are difficult to evaluate prior to their consumption. The influence of

WOM may be both positive and negative upon tourism products. Negative WOM can have an overwhelming impact upon a destination's image, as dissatisfied visitors spread unflattering comments related to their experiences while positive WOM can increase the number of visitors to a particular destination.

Robinson (2003) explained that like other business, tourism business is changing rapidly and needs to improve its services and effectiveness to satisfy tourists. He also suggested using Information and Communication Technology (ICT) to improve the tourism business, particularly in research, communicating and in gathering information as required by the tourists, as well as booking airlines tickets and hotel seats etc.

Siddiqi (2003) pointed out the gap between what the government promises and what they actually do for the tourism promotion in Bangladesh and blamed the government as the single most important agency for the backwardness of the said industry. He showed some major reasons including the lack of priority of the government for the sector, not allocating and releasing sufficient fund for the development of infrastructure, absence of enough and effective promotional measures undertaken by the concerned authority, discontinuity of the policy measures, inability of recruiting qualified personnel and the frequent change of the top executives of this sector which all are responsible for not developing this sector in Bangladesh.

Vengasayi (2003) described that tourist satisfaction is central in destinations as it determines the tourists' intention to revisit and recommend the destination to friends and relatives. The researcher also added that the ability of a destination to attract visitors and compete internationally is associated with its reputation and image and is moderated by the perceived cost of the experiences. It indicates that the continuous growth in tourist arrivals in a particular destination is the result of the derived satisfaction of the tourists visited the destination and their positive recommendation to potential tourists. The marketer of a particular tourist

destination needs to keep in mind this important issue while promoting the destination.

Law et al. (2004) mentioned that most visited destinations have developed their websites in a way that promote the travellers' favorite activities such as food, sightseeing and shopping as well as that can meet the potential tourists' information requirement related to the destination and can help to make the quick but right decision. From the practical point of view, it is essential for the destination marketers to make it easy access to the necessary information required for making the decision in favor of a destination. Bangladesh Tourism industry is far behind from this.

Morena (2004) described tourism as a labour-incentive industry and which can be a better source of employment generation for a large number of skilled and unskilled persons in tourism related different sectors and sub-sectors. The researcher then concluded that for creating more employment opportunities the destination marketers are supposed to pay due attention in promoting tourism industry.

Rahman (2004) mentioned that Bangladesh is a country of scenic beauty and her people having diversified traditions, customs, beliefs, feelings and ways of living. He also added that its land is the frame which holds the tapestry together and the people are the colors which make it enchanting and the easy and simple ways of living of the peace loving people in Bangladesh and their uncommon sense of hospitality are points above questions. All these can be attractive to the true tourists if it can be properly promoted to them.

Becken (2005) explored that tourist icons are major pull factors of a destination that attract the attention of potential tourists because tourists are drawn mainly to iconic sites, in their limited time and /or budgets there is little room to visit less well-known but possible equally attractive, less crowded destinations. The

researcher also added that to attract the tourists to any particular destination not only needs to have some distinctive attractions or icons; they are ‘natural or built assets that they are widely accepted by visitors as important tourist attractions or experiences but also the marketers need to associate these benefits with promoting one or several icons that symbolize a country and make the destination immediately recognizable in promotional materials.

Addressing the way to promote Bangladesh as a tourist destination, Chantarachoti (2005) described 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 it could not be utilized properly due to lack of government support as well as the right initiatives of the country’s NTO to highlight Bangladesh as a tourist destination instead of a business destination. Though there are lot of similarities between India and Bangladesh and even with Nepal, Bangladesh is far behind from the mentioned two countries due to ineffective and insufficient promotional activities. Chantarachoti also claimed that the high foreign travel tax discourages foreigners to visit Bangladesh. Finally, he also emphasized that government’s initiative can reduce the monopoly of five star hotels by providing facilities of establishing different types of hotels and improving the infrastructural support, accommodation and land arrangements to promote and sell packages.

Gammack (2005) addressed that the relationship between tourism and media and focused on the thematic areas including film and literature induced tourism, decision making and risk perception, advertising and marketing and tourism associated with events and activities. The researcher described based on the discussion of the conference on International Tourism and Media Conference held in November 24-26, 2004 at Latrobe University in Melbourne, Australia that various media help to a great extent to convey the destination awareness among the tourists and with an increasingly globally informed and media-savvy public,

one key issue related to understanding tourists' motivation and expectation. He also concluded that destination branding and promotion are supported by compelling propositions and images and their aesthetic selections and media treatments generate portrayals active in the public mind. Research concerning media and tourism relationships, adopting mixed methods and cross-disciplinary designs allowed larger questions of fact and imagination in touristic media to be addressed.

LenR (2005) pointed out that to attract a sufficient number of tourists to any particular destination; it must have a positive image but the world views Bangladesh as a country of poor, flood-ravaged, and more of a disaster zone than a travel destination and then recommended that joint promotion measures from the Bangladesh government and private tour operators are required to eliminate the negative images and to build positive image of the country so that it can be a destination for potential tourists.

Mitra (2005) described that Bangladesh does not put 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. The researcher then emphasized that Bangladesh needs to develop infrastructure like hotels, resorts, and coordination between the government tourism organization and the private tour operators to boost promotional activities.

Siddqui (2005) claimed that though Bangladesh has lots of aspects for tourism, the country lacks in the initiatives to expose it to the potential tourists. He added that marketing communication can play an important role to let the people abroad know what unique products Bangladesh can offer to the tourists. He emphasized on the cooperative efforts of the National Tourism Organization (NTO) with the private tour operators rather than emerging as the competitor for the overall development of tourism industry. He also concluded that National airlines, hotels and the foreign missions of the country or at least an officer in each mission abroad with the responsibility of encouraging the potential tourists through

providing necessary information and cooperation can contribute to a great extent for promoting the tourism industry of Bangladesh.

Liu and Wall (2006) mentioned that tourism is generally used as a tool to stimulate marginal economies and to promote development through the jobs and incomes that it can foster. Thus, tourism has emerged in many destinations as a catalyst for socio-economic change. The authors emphasized that tourism planning should be made in a way so that both the local residents and the visitors can be benefited. Proper planning based on local response, participation and support can provide an opportunity to consider tourism as a positive force for the lives of local residence. The authors also blamed that it is very unfortunate because many tourism plans for developing area destinations are made by giving insufficient concentration on human resource development which do not fit well with existing human resource capabilities and local people find it difficult to participate in tourism which leads to less benefit than what might otherwise be the case. In addition, the repeated appeals for more participation of local people in directing, participating and benefiting from tourism that is taking place or proposed for the destinations in which they live are testimony to deficiencies in tourism planning, including its human resources development components. If tourism plans are prepared appropriately through giving adequate attention to the development of human resources for tourism so that local residents will be in a better position to participate in and benefit from the development of tourism in their area, then tourism can really be a “passport to development” and a means to enhance the lives of destination residents.

Hossain (2007) described that competition among the destination marketers are increasing day by day and things will only get worse in the years to come and urged that in promoting tourist destinations, marketers need to have a proper understanding of why and how tourists become loyal to destinations for a long time and what are the determinants of loyalty which helps to retain consumers. The author also suggested that in promoting Bangladesh as a tourist destination, the concerned authority should plan in such a way that will attract the domestic

tourists first and then foreign tourists and then suggested that a more attractive historical and natural spots should be developed with all sorts of excellent infrastructure facilities in order to offer the quality tourists a more lavish treatment and services of international standard.

2.2: Study Gap

The expansion of tourism around the world has created new challenges for destination marketers and notably has led to an increasing involvement of countries in marketing their destinations. Because of the increasing tourist activity and a growing number of tourist destinations, a complex and highly competitive global marketplace in which destinations compete to draw the attention of potential tourists. To attain this goal, destination marketers need to create and implement an efficient promotion strategy to position their destinations in the minds of potential tourists and to persuade tourists to visit, and perhaps revisit, the destination. Though promoting travel destination has been practiced since the era of the Athenians and Romans antecedence, but surprisingly, this is an area into which few tourism researchers and academics have looked. Despite the sheer size of the tourism industry, and despite the important role played by promotional activities, research on this particular type of communication, which represents the tourism industry, is scarce. But it is significant to develop effective promotion strategies that reflect the real situation of a destination irrespective of the established preconceptions and in paving way for a favorable environment particularly by enhancing the existing infrastructures and introducing modern amenities which are fundamental in today's tourism industry. By considering the issue, the present research is an attempt to measure the role of promotion to develop the tourism in Bangladesh.

2.3: Important Observations Based on Existing Literature and Empirical Study

Bangladesh is a country of vast, largely unknown and untapped natural beauty and reserves. These can be used to attract both foreign tourists and domestic tourists if proper promotional measures are undertaken. Based on the existing literature, the following remarks can be made:

Observation-1: Bangladesh is suffering from a negative image because the international media mostly highlights Bangladesh negatively rather than an attractive tourist destination which leads the tourists not to choose Bangladesh for visiting. This indicates that the concerned authority needs to undertake proper initiatives from the government level to correct the present image and needs to have international media coverage in a positive way.

Observation-2: Data shows that Bangladesh has the potential of receiving a large number of tourists and a handsome amount of earnings from this sector. The average growth rate in tourist arrivals in Bangladesh from 1991 to 2012 is 8.16 percent (Table-5.12) and the same in earnings from 1990-91 to 2012-2013 is 17.00 percent (Table-5.13) against the South Asian growth rates of 7.02 percent (Table-5.8) and 11.92 percent (Table-5.9) respectively. The average annual growth rates in arrivals and earning for the world were 3.99% and 6.33% respectively. Effective measures can uphold the present growth rate or even can be useful to accelerate the growth rate and can contribute to earning more from this sector.

Observation-3: Tourism is considered as a composite of activities, services and industries that delivers travel experience. In promoting tourism in a particular destination, marketers need to ensure the sufficient quality services according to the expected level of the potential tourists related to transportation, accommodations, eating and drinking, establishments, shops, entertainment, and other hospitality services. But Bangladesh lacks the required infrastructural facilities like sufficient number of standard hotels, motels, transportation, security

of potential tourists, new products and services etc in the destination for developing the tourism sector in an expected way. So, due attention and initiatives are essential for a significant growth of this sector.

Observation-4: In the real sense, the promotional activities for tourism products or services need to be undertaken and launched at the national level and also at the international levels. It is a must to attract foreign tourists to earn foreign currency from this sector which needs to conduct the marketing promotion at the international level especially to those countries or destinations from where the host county wants to attract or receive the tourists. To conduct any promotional measure or campaign for any product or service at the international level there is need to use the media which has international coverage like international Newspapers, Internet, Cable TV, participation in international tourism fairs. The total promotion budget of BPC was Tk. 10.413 million in 2004-05 which is only 0.25 percent of the total earnings of Bangladesh tourism and it decreased to Tk. 2.258 million in 2012-13 which is only 0.026% of the total earnings of BPC. In consideration of the amount spent for promotion in the year 2004-05 is the highest amount since the inception of BPC. It can be easily said that this amount for promotional activities is quite insufficient in conducting any promotional campaign at the national and international levels. This leads BPC not to take any vigorous promotional effort for tourism. If Bangladesh tourism wants to undertake any extensive promotional campaign more promotional budget is required.

Observation-5: Promotional activities undertaken by the Bangladesh tourism sector is not effective and is limited to traditional activities like distributing brochures, hand book, advertising in national news papers, local TV channels etc. Both the existing literature and the data collected show that the promotional measures taken by Bangladesh tourism are not effective. The existing literature shows that the promotional activities undertaken by this sector is very traditional in form and are limited to folders, posters, accommodation guide etc. and again it is not well distributed and publicized. Empirical data shows that the mean score of the effectiveness is 3.19 in a five-point scale which indicates the promotional

activities undertaken by the tour operators in Bangladesh are neither effective nor effective. As a result, promotional measures undertaken by different tour operators can affect potential tourists in a very limited scale. If Bangladesh wants to attract a large number of tourists for earning more foreign currency by using the full potential of this sector, there is no alternative of taking rigorous promotional activities at least to some major tourists generating destinations or countries.

Observation-6: Promoting tourism in Bangladesh, one of the major problems of Bangladesh tourism industry is the lack of coordination among the different concerned authorities like Ministry of Civil Aviation and Tourism, Ministry of Home, Ministry of Transportation, Foreign Ministry and other concerned authorities. In addition, there must have some joint efforts between the National Tourism Organization and the private tour operators for launching and implementing efficient and effective promotional programs.

Observation-7: Out of the 20 tour operators, 17 constituting 85% respondents realized that promotional activities need to be increased but they fail to do that due to lack of funds. But if the tourism destination and its facilities is not properly highlighted to potential tourists, no destination can expect more tourists. Because the capability of any destination not only depends on the destination's attractiveness but also how effectively marketers can present it to the prospective tourists and can draw their attention and grow interest to that particular destination.

Observation-8: Both the local and potential international tourists face the problem of easy access to information related to Bangladesh tourism and its facilities. Though BPC uses its web page, but it is not capable to highlight Bangladesh tourism attractions and the necessary related information properly. Bangladesh National Tourism Organization needs to develop a well designed sophisticated web page so that potential tourists can get all necessary information related to Bangladesh tourism from any corner or part of the world and thus, can make their queries and bookings through online easily.

Observation-9: The overall images of a country may have negative perception as a tourist destination, but there is very likelihood that the images of some constituents could be positive and even outstanding. It indicates that the identification of the overall images is not sufficient for promotional purposes; rather a destination's promotion strategists should identify the respective images of different constituents separately. After determining those constituents of a destination's tourist image that are most significant in the evaluation made by various segments of the target market, the destination's promotion strategists should direct their promotional efforts toward inducing a more favourable image based on those constituents and the maximum gain can be ensured from the conducted promotional efforts.

Observation-10: To promote tourism in Bangladesh, the promotion strategists first focus on the domestic market and need to make some spots attractive and popular to the local tourists and then they should focus the international markets. In case of focussing on the international markets, Bangladesh needs to concentrated and target some major tourists generating countries instead of targeting every country. At the same time, policy-makers need to set their minds in a way to consider the promotion expenditure as an investment rather than assessing it as revenue expenditure and more promotional budget from the part of NTO and private tour operators must allocate to conduct a vigorous and effective promotional campaign in the targeted markets.

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Chapter- 3

Meaning and Scope of Tourism

3.1: Defining Tourism and its Related Terms

There are some conceptual terms related to tourism industry which need to be described here for a clear understanding. Among these terms, the most important ones are tourism, tourist, tourist attraction, travelling, service, recreation and leisure.

3.1.1: Tourism

Tourism is an important field of discussion which covers many interrelated areas. The term 'Tourism' started to be known from the very beginning of human civilization. It is important to define 'tourism' itself for a clear understanding of the term itself. But the fact is that there is no single definition of the term tourism which is universally accepted. Academicians and practitioners feel that defining tourism is not an easy task. Even there are some differences of the outlook among them. For example, some prefer to consider tourism as an industry, others especially scholars take a different approach. In addition, terms like tourist, visitor and excursionist are used to describe people involved in tourism covering various purposes of travel, leisure, business and short stays. The Ottawa Conference on Tourism held in 1991 organized by the World Tourism Organization (WTO) put forward some fundamental recommendations for a meaningful and acceptable definition of tourism. Based on the recommendations, the definition of tourism was endorsed by the WTO in 1992 and adopted by the United Nations Statistical Commission (UNSC) in 1993 is as (Quoted by Middleton, 1994):

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year of leisure, business and other purpose.”

Another popular definition was quoted by Goeldner et al (2000) as:

“Tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.” The authors also stated that tourism is a composite of activities, services and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality services available of individuals or groups that are traveling away from home. This definition describes the full scope and covers the various groups participating and affecting the tourism.

Chris (1991) mentioned the definition of tourism provided by the British Tourist Authority as:

“a stay of one or more nights away from home for holidays, visitors to friends or relatives, business conferences or any other purpose except such things as boarding education or semi-permanent employment.”

Recently, from the discussion at the University of Westminster Third Annual Tourism Forum on “Optimising Tourism Impacts – Implications for Planning and Management of Destinations” held in December, 1999, Dalakas (2001) reported that the participants ranging from academicians and industrial practitioners in the forum expressed their interests, concern and solutions to various issues of tourism on economy, social, cultural, political and environmental. The discussion was concentrated on the impacts of tourism both positive and negative. The experts emphasized that people involved in tourism should do in the best through the coordination of economic, social and geographic elements within a designated tourist area and at the same time do their best not to undermine the challenges so that the maximum benefits can be gained.

Though the word tourism retains the idea of “vacation; recreation” in all these compounds, another small group has come into use in which the word returns to its roots and, as in *business tourism*, implies “travelling for the purpose of” with little or no suggestion that the person is actually on holiday (Quinion, undated).

On the other hand, in simple word, tourists are persons who travel from one place to another. The United Nations Conference on International Travel and Tourism of 1963 provided the generally accepted definition of the term tourist as (Sinclair, 1998):

“Temporary visitors who spend more than 24 hours in destinations other than their normal place of residence, whose journey is for the purpose of holiday- making, recreation, health, study, religion, sport, visiting family or friends, business or meetings and those who spend less than 24 hours in their destinations are defined as excursionists.”

According to United Nations World Tourism Organization (UNWTO), the official definition is as (Wikipedia, undated):

“Tourists are persons who are travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. The distance between these two places is of no significance.”

The word tourist was coined in the late eighteen century with the literal meaning of “one who tours” which very quickly gained the related sense of “one who tours for pleasure or recreation” that has dominated in the two centuries since (Quinion, undated). Tours then were for the wealthy, and were generally quite lengthy, in part because it took so long to go anywhere.

Mill and Morrison (2002) tried to link among travel, tourism, recreation and leisure but their efforts do not seem to be clear thus making the task of explaining tourism more complicated. They argue that describing tourism is expected to include local communities, other business and other organisations affected by tourism rather than limiting at listing the business related to tourism such as hotels, airlines and resorts etc. But the basic notion of tourism is the movement of people to their selected destinations. Again the World Tourism Organization (WTO) defined the term tourism and classified the various types of visitors as follows (WTO, 1995 as cited in Latham and Edwards, 1989):

- i. Tourism - The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
- ii. Tourist (overnight visitor)' - Visitor staying at least one night in a collective or private accommodation in the place visited.
- iii. Same Day Visitor (excursionist)' - Visitor who does not spend the night in a collective or private accommodation in the place visited.
- iv. Visitor - Any person travelling to a place other than that of his/ her usual environment for less than 12 consecutive months and whose main purpose of travel is not to work for pay in the place visited.
- v. Traveller - Any person on a trip between two or more locations.

The League of Nations in 1937 recommended the use of the term 'tourist' to explain a person who travels for a period of at least 24 hours in a country other than his residential country (Holloway, 2002). The purpose of the visit may be either for pleasure, health, business or visiting a country on a cruise vessel even if being on board for less than 24 hours. Again, in 1963 The United Nation Conference on International Travel and Tourism approved to use the term visitor recommended by The World Tourism Organisation which covers people who visit

a country other than his usual place of residence, for any reason other than paying occupation. According to this recommendation, it covers:

- i. “Tourists, who are classified as temporary visitors staying at least 24 hours, whose purpose could be categorised as leisure (whether for recreation, health, sport, holiday, study or religion) or business, family, mission or meeting.”
- ii. “Excursionists, who are classified as temporary visitors who are staying less than 24 hours, including cruise travellers but excluding travellers in transit.”

It is noteworthy to mention here, that the above definition does not cover the domestic tourist which was long been acknowledged by scholars as the major part of the total tourist traffic and contributor to this sector. Domestic tourism includes those trips undertaken by the residents of a country within the national territory of that country. It was further attempted by The Tourism Society in 1976 to define the term ‘Tourism’ which includes domestic tourist as:

“the temporary short term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions.”

The WTO (1994a as cited in Latham and Edwards, 1989) recommends the following definition of domestic visitors:

“The term ‘domestic visitor’ describes any person residing in a country, who travels to a place within the country, outside his/ her usual environment for a period not exceeding 12 months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.”

The authors also mentioned that the above definition covers ‘domestic tourists’, where an overnight stay is involved, and ‘domestic excursionists’ where the stay in the place visited is less than 24 hours and no overnight stay is involved. Following an International Government Conference held in Ottawa, Canada in 1991, the WTO formalised a new definition in 1993 which was endorsed by the UN Statistical Commission. The Organisation defines tourism as:

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes”.

3.1.2: Tourist Attractions

Tourist attractions can be defined as places which draw or attract persons to visit a place, attend an event, or travel to a location for the purposes like recreation, enjoyment, education and information gathering or intellectual hobbies or searches. In a simple word, it can be said that attractions are the reason why people travel. Harris and Howard (1996) defined the term as a physical or cultural feature of a particular place that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. On the other hand, Metelka (1990) defined tourist attractions as positive or favourable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, culture. In this definition, the author also included:

- a. Man made attractions like physical structure (Sydney Harbour Bridge) or events (Olympics).
- b. Natural attractions are physical phenomena deemed unusual and/or beautiful (Bungle Bungles).
- c. Secondary attractions have tourist appeal, but are not the primary reason for visiting a location.
- d. A negative attraction is an attribute of an area that tends to make some customer or market choose not to visit as for example pollution or crime.

Tourist attractions may be either built or natural. Whatever be the type of attractions, it is expected that it would be interesting enough, affordable, nearby, accessible and appealing to a wide demographic or potential tourists. Mill and Morrison (2002) described attractions as the most important element and a successful tourist's destination should have the blend of certain elements. Again they concluded that while attractions are needed to bring people in, they must have adequate facilities, infrastructure, and transportation alternatives to make their stay comfortable.

A tourist attraction is a place where tourists, foreign and domestic, normally visit. Some examples include famous historical places, zoos, museums and art galleries, botanical gardens, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, and bridges), national parks and forests, theme parks and carnivals, ethnic enclave communities, historic trains, cultural events and rare oddities (Wikipedia, undated). Goeldner et al (2000) classified attractions as: (i) Cultural attractions which includes historical sites, archaeological sites, architecture, cuisine, monuments, industrial sites, museums, ethnic, concert, theatre etc, (ii) Natural attractions like landscape, seascape, parks, mountains, flora, fauna, coasts, islands, (iii) Events covering mega-events, community events, festivals, religious events, sports events, trade shows, corporate etc, (iv) Recreation like sightseeing, golf, swimming, tennis, hiking, biking, snow sports and (v) Entertainment attractions include theme parks, amusement parks, casinos, cinemas, shopping facilities, performing art centres, sports complex and so on. In conclusion, tourist attractions can be places of interest open to public offering recreation, education or historic interest. It can be any theme parks, historic houses, museums, zoos, art galleries, country parks, leisure complexes etc.

3.1.3: Travelling

Travel is the act of going from one place to another. Sometimes tourism and travel are used interchangeably. In this context travel has a similar definition to tourism, but implies a more purposeful journey. Travel is the transport of

people on a trip or journey. Reasons for travel include: Tourism-travel for recreation, Visiting: friends and family; Trade; Commuting—going to various routine activities, such as work or meetings; Migration -travel to began life somewhere else; Pilgrimages-travel for religious reasons (Wikipedia, undated). In the importance of travel, transport has always been the lifeblood of this industry. On the occasion of World Tourism Day 2005 organized in Doha, Qatar, the Secretary General of the WTO, expressed his views that travel enables us to enrich our lives with new experiences, to enjoy and to be educated, to learn respect for foreign cultures, to establish friendships, and above all to contribute to international cooperation and peace throughout the world (Frangialli, 2005).

The differences between travelling and living away from home are sometimes very difficult to differentiate. To determine whether an employee is living away from home or travelling, a practical general rule, where the period does not exceed 21 days, the allowance will be treated as a travelling allowance rather than a living-away-from-home allowance (NTAA, undated).

3.1.4: Service and its Characteristics

Service can be defined as an economic activity that does not result anything in the ownership, and this is what differentiates it from providing tangible goods. Different scholars defined the term ‘service’ and there are plenty of definitions of the term. According to Gronroos (1983 as cited in Islam, 2005) service means:

"An activity or series of activities of more or less intangibles nature that normally, but not necessarily, take place in interactions between the customer and service employees and/or physical resources or goods and / or systems of service provider, which are provided as solutions to customer problems".

Islam (2005) also cited another meaning of service given by Sasser *et al.* (1978) and refined by Fitzsimmons and Sullivan (1982):

"A service is a package of explicit and implicit benefits performed with a supporting facility and using facilitating goods".

Most commonly used definition of service given by Kotler *et al.* (1999) is as:

"Service is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything. He also claimed that the activities such as renting a hotel room, depositing money in a bank, travelling on an aeroplane, visiting a doctor, getting a haircut, having a car repaired, watching a professional sport, seeing a movie, having clothes cleaned at a dry cleaner and getting advice from a solicitor all involving buying service."

The definition of service given by Kotler *et al.* (1999) suggests that a marketer needs to know five main service characteristics which are: (i) service intangibility- means that service can't be readily displayed, so they can't be seen, felt, heard or smelt before they are bought, (ii) service inseparability- means that service can't be separated from their providers, whether the providers are people or machines, (iii) service variability/ heterogeneity- indicates the quality of services depends on who provides, them as long as when, where and how they are provided which makes difficult to control the service quality, (iv) Service perishability- means that services can't be stored for later sale or use, and (v) lack of ownership –means that the service products lack the quality of ownership. Due to the distinct characteristics of service, it creates some marketing problems and requires some special attention of the

marketer. The marketing problems related to distinct characteristics of service are shown in the following table (Table-3.1):

Table - 3. 1: Service Characteristics and Marketing Problems

Service Characteristics	Marketing Problems
Intangibility	<ul style="list-style-type: none"> - Services cannot be stored - Services cannot readily be displayed, demonstrated or communicated - Processes are difficult to set and keep adjusted - No patent protection is protection is possible for services
Perishability	<ul style="list-style-type: none"> - Services cannot be inventoried
Heterogeneity	<ul style="list-style-type: none"> - Services cannot be standardized - Quality control is difficult
Inseparability	<ul style="list-style-type: none"> - Customer interacts with service production and delivery systems and the service environment - Customer may be part of the product, production, and the delivery system. - No clear distinction between marketing, human resource management and operations management can be made.

Source: Zeithaml, Parasuraman and Berry, 1985 (as cited in Islam, 2005, p. 17)

In marketing, a service is non-material or intangible which is considered as equivalent to goods. For example, airlines services, bank services, business services, financial services, food, lodging and travel services, information, entertainment, insurance, real estate, telecommunications, transport, utilities etc. are considered as services. It is claimed to be a process that creates benefits by facilitating a change in customers, a change in their physical possessions, or a change in their intangible assets. In consideration of the characteristics of service, tourism service has those characteristics and both quality and the marketing of

products and services offered by tourist agencies have received considerable attention in recent decades (Binge and Andreu, 1999). Tourism can be considered as combination of transport, accommodation, catering, entertainments, natural resources and other facilities and services. In addition, the nature of the tourism product is that it cannot be examined prior to purchase, can't be stored, and involves an element of travel.

3.1.5: Recreation

Recreation is any activity that refreshes and recreates, diverts or amuses or stimulates and renews health and spirits by enjoyment and relaxation. Recreation is the employment of time in a non-profitable way, in many ways it is also the therapeutic refreshment of one's body or mind which is active and participatory, but in a refreshing and diverting manner (Wikipedia, undated). The weekend is typically a time for recreation especially, in Judeo-Christian and Muslim cultures. Because the Sabbath falls on the weekend and the Sabbath is the day of rest. In addition to that holidays are also a common time for recreation. Several activities are considered as recreational among which important are: music, dance, conversing, hunting and fishing, shopping, sports and exercise, amusement parks, recreational drugs usage etc. In addition, skiing, snowboarding, BASE jumping, adventure tourism, rock climbing, sky diving, paint balling, bungee jumping etc. are considered more exciting forms of recreation in the recent years. Watching TV and listening to music are common forms of recreation in most of the cultures in the world.

Recreations provide several benefits to individual, family and community. To show individual benefits, RAND Corporation (1993) claimed that for each additional mile walked or run by a sedentary person adds an extra 21 minutes to his/her life. This would save U.S. society an average of 34 cents per mile in medical and other costs. A study of psychologists found that pleasant events such as dinner with friends or a weekend hike in the woods gave a boost to the immune system that lasted two to three days (Sachs and Segal, 1994). The study also

concluded that Recreation brings meaning, purpose and pleasure to people's lives. It contributes to both the years in one's life well as in the lives of others. To show the family and community benefits of recreation, the Club Industry (1995) expressed that people who are socially involved are two to five times less likely to suffer from heart disease. According to the study conducted by Brown University and as reported in "One Small Step for Mankind" in The Hartford Advocate in 1995, the United States could save \$20 billion per year if every sedentary American walked an hour a day (Brown University, undated).

3.1.6: Leisure

Leisure is an English word derived in the 14th century from the Latin word "licere" meaning to be permitted or to be free. The word also comes from the French word "loisir" meaning free time. Leisure is time spent in non-compulsory activities. Different scholars have defined the term "leisure" from different angles. Leisure in the ancient Greek society was defined as the contemplation of the supreme values of the world: truth, goodness, beauty and knowledge and this contemplation demanded a life of leisure (Juniu, 2000). The Romans moved away from the Greek perception of leisure and found in the time required to rest, recreate, and recuperate in order to go back to work (Munne', 1992, as cited in Juniu, 2000). Over the passage of time, the meaning and scope of leisure have been changed. Leisure time is free from compulsory activities such as employment a business, household, chores, education eating, and sleeping and is often referred to as "free time" (Wikipedia, undated). The common definition of leisure as "time off work" or "time for play" points out an important aspect of leisure time which specifies the nature of the freedom or opportunity which is involved in leisure: leisure is time available for action (Miller, undated). He also expressed his views as: formally, leisure is an individual human life as measured by time and informally leisure is the time of one's life.

The increasing instrumentalism of leisure as a reflection of modernization produced "culture consuming" instead of "culture creating" (Hemingway, 1996 as

cited in Juniu, 2000). The author also described that leisure is conceived as “culture creating” and has an element of communication and interaction among individuals, while free time, and “culture consuming” leisure, is a means to an end, making use of subjects and objects.

3.2: Different Types of Tourism

Tourism can be classified in a number of ways based on the nature of activity, location type or duration of stay. A brief description on major types of tourism can be presented as:

A. Adventure Tourism

Adventure Tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. C. M. Hall defined adventure tourism as “a broad spectrum of outdoor tourist activities, often commercialized and involving an interaction with the natural environment away from the participant’s home range and containing elements of risks in which the outcome is influenced by the participant, setting, and management of the tourists’ experience” (Quoted by Sung, 2000). Sung considered the above definition as an incomplete one based on own research findings and gave a new definition of adventure tourism as a complete one like, “A trip or travel with the specific purpose of activity participation to explore a new experience, often involving perceived risk or controlled danger associated with personal challenges, in a natural environment or exotic outdoor setting” (Sung, et al., 1997).

B. Heritage Tourism

The most recent trend in today’s tourism industry is heritage tourism or visiting historical sites of an area. Now a days, people want to enrich their lives through travelling not to escape rather than visiting a park or a mountain range. They want to experience unique places, traditions and history and learn about their cultural roots. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battleground etc with the purpose of gaining an

appreciation of the past. In addition to that education, fun, marriage, employment, etc can also be the purpose of heritage tourism. It can also be attributed to historical events that have been dramatized to make them more entertaining. Heritage tourism is distinct from visiting a family member in a faraway place because the connection to the original homeland is removed.

C. Ecotourism

Ecotourism essentially means ecological tourism; where ecology has both environmental and social connotations. The International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment and improves the well-being of local people. Ecotourism refers to tourism that is based on the natural environment but that seeks to minimise the harmful impacts and better still, seeks to promote conservation. It focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. Responsible ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water re-use, and the creation of economic opportunities for local communities are an integral part of ecotourism. Critics claim that ecotourism as practiced and abused often consists in placing a hotel in a splendid landscape, to the detriment of the ecotourism and they opined that ecotourism must above all sensitize with the beauty and the fragility of nature.

D. Agritourism

A style of vacation in which hospitality is offered on farms which may include the opportunity to assist with farming tasks during the visit where the tourists have the opportunity to pick up fruits and vegetables, ride horses, taste honey, learn about wine, shop in gift shops and farms stands for local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable

experience suitable for the entire family. Some scholars defined the term as ‘any tourism or recreation enterprise on a working farm’ or ‘form of rural tourism whereby paying guests can share in farming life either as staying guests or day visitors on working farms’ (Akpınar, et al, 2004). They also recognized it as a new income source for agricultural societies. People are more interested in how their food is produced and want to meet the producers to have an understanding of their production process.

E. Sustainable Tourism

Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, bio-diversity and life support systems (WTO, 2002). Sustainable tourism can be used as a tool to ecological and socio-cultural carrying capacities which can involve the community of the destination in tourism development planning. It also involves integrating tourism to match current economic and growth policies that can lead to mitigate some of the negative economic and social impacts of 'mass tourism'.

F. Medical Tourism

Medical tourism can be defined as traveling from one country to another country to take the advantages of the price or regulatory differences relating to medical services. Medical tourism is fundamentally different from traditional tourism. It provides the scope of international medical travel where patients generally journey from less developed nations to major medical centers in highly developed countries for medical treatment that is unavailable in their own communities or from industrialized nations to less developed countries due to the low cost of the treatment. Medical tourism or health tourism can be seen as the travel of people to another country for the purpose of obtaining medical treatment in that country.

Many countries are working to successfully compete in the medical tourism marketplace by offering a wide variety of medical, surgical and dental services in comfortable modern facilities. Medical tourism enables countries that have long

waiting lists for certain procedures to clear their backlog by sending patients to foreign countries for expedient care, at low cost, without expanding local capacity (Lancaster, 2004).

G. Cultural Tourism

Most of the communities have some form of cultural heritage they identify with and defined as anything that someone wishes to conserve or collect, and to pass on to future generation (Howard, 2003). Cultural heritage is a subset of heritage and may include both tangible aspects such as buildings, memorial and landscapes; and intangible aspects and cultural practices, oral traditions and knowledge (McKercher & du Cross 2002). Cultural/culture tourism is the subset of tourism concerned with a country or region's culture, especially its arts and includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. Cultural tourism is tourism motivated wholly or in part by interest in the historical, artistic, or lifestyle/heritage offerings of the tourism destination, be it a community, region, group, or institution (Pourafkari, 2009). Ingram, Hadyn, (2003, p. 413) described that since 1970s, cultural tourism has begun to be recognized as a tourism product category with potential, rather than a niche and specialized activity and cited that the original authors venture to suggest that between 35 and 70 percent of international travellers are now considered cultural tourists, and this has started a tourism bandwagon on to which many destinations would like to climb. Cultural tourists spend substantially more than standard tourists do which leads the destination marketers to focus the attention of the tourists toward heritage assets of a particular destination.

H. Sports Tourism

Sports tourism has become popular from the late 1980s. More recently the focus on sport and spreading knowledge on the subject lead to the increased level. Events such as rugby, Olympics, Commonwealth games, Asian Games and football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions. Different international events such as the Olympics caused a shift in focus in the audience who now realize the variety of sports exist in the world and the most popular sports are football and cricket. This popularity has increased through major events like the World Cups. But, it was the Olympics that brought together different sports that lead to the increase in sport tourism. The tremendous interest increases in sports in general and not just one sport caught the attention of travel companies, who then began to sell flights in packages.

I. Creative Tourism

Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of mostly interactive, educational experiences. More recently, its originators are Greg Richards and Crispin Raymond (2001) who define it as ‘creative tourism’ as “learning a skill on holiday that is part of the culture of the country or community being visited. Creative tourists develop their creative potential, and get closer to local people, through informal participation in interactive workshops and learning experiences that draw on the culture of their holiday destinations”.

In 2006, the “Creative Cities Network” endorsed by UNESCO, agreed on the following working definition of creative tourism: “Creative Tourism is travel directed towards an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place. It provides a connection with those who reside in this place and create this living culture.” Creative tourism is

tourism related to the active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences (Wurzburger, 2009)

J. Religious Tourism

Religious tourism is a kind of tourism where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes and is popularly known as faith tourism. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. The most famous holy cities are Mecca, Armenia-Ejtema, Karbala, Jerujalem, Tongi Bisshaw Ejtema in Bangladesh etc. Religious tourism comprises many facets of the travel industry including pilgrimages, missionary travel, leisure (fellowship) vacations, faith-based cruising, crusades conventions and rallies, retreats, monastery visits and guest-stays, faith-based camps etc. According to Collins-Kreiner (2006), Pilgrimage is one of the well-known phenomena in religion and it exists in all the main religions of the world and it can be found different important places of pilgrimage like Jerusalem or Santiago de Compostela for Christianity, Mecca for Muslims, Kapilavastu in Nepal for Buddhism the birthplace of Buddha.

Jackowski (2000) stated that religious tourism nowadays is considered as a common motivation for travel and mentioned that approximately 240 million people travel every year because of the religion, including Christians, Muslims and Hindus. According to Vukonic (1996), most religions require, whatever the aim is, to visit holy places. Visiting sacred places help people to verify and reinforce their beliefs, seeing that the personages they believe in were real people who lived in our world in other times.

K. Space Tourism

A recent concept in tourism is space tourism where individuals travel for the purpose of personal pleasure and is only affordable to exceptionally wealthy individuals and corporations. Among the primary attractions of space tourism is the uniqueness of the experience, the awesome and thrilling feelings of looking at

the earth from the space. The professional and business interest in space tourism commenced in Japan and continued to increase and the market studies made there, and subsequently in the USA and elsewhere, during the past very few years suggest that, when fully developed, space travel and tourism could become a new space-related business with annual revenues of as much as \$ 10 billion per year and already 10-12 million people visit our Air and Space Museum, the Kennedy launch site, space camps, etc – a terrestrial space tourism business probably some \$1 billion per year in size (Rogers, 1998). Space is very much a reality in our lives; even we are not always aware of it and it is likely to grow in importance in the future, with far-reaching national and international implications.

L. Benefit Tourism

The British government has been troubled in recent years by what it calls *benefit tourism*, in which individuals travel to Britain from other countries, usually from elsewhere in the European Union, to obtain free medical attention or to take advantage of the British welfare system to obtain what was until recently called unemployment benefit. He also mentioned that more benevolent term is *health tourism*, in which people travel to obtain medical attention not available in their own countries, or which is obtainable more cheaply, or accompanied by greater privacy which is a thriving business, with some hospitals having links with hotels so that patients can have good attention and facilities during convalescence.

M. Educational Tourism

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

N. Geotourism

Geotourism is defined as tourism that sustains or enhances the geographical character of a place- its environment, culture, aesthetics, heritage, and the well-being of its residents. As such, Geotourism supports these principles (Mader, undated). Worldwatch Institute reports that ecotourism, Geotourism, and pro-poor tourism are among the increasingly popular niches in the travel industry that aim to address consumers' ethical concerns (Quoted by Wagner, 2005, p. 14). Wagner also mentioned that a growing trend in travel is the desire of many tourists for non-typical tourist experiences, such as "ethical" adventures and defined the term "Geotourism" as the travel that sustains or enhances the geographical character of a place, including its environment, heritage, aesthetics, and culture.

O. Alternative Tourism

Travellers rarely request "alternative tourism" by that specific name; instead, they ask for what they are seeking - adventure, education, sports, religion, gay and lesbian events, experiences with communities, etc. (Mader, undated). Some other researchers have tried to define alternative tourism as a tourism that gives emphasis to the contact and understanding between the hosts and the tourist, as well as the environment (Smith & Eadington, 1992 as cited in Newsome, Moore & Dowling, 2002). The authors also cited that tourism which is consistent with the natural, social and community values, allows a positive relationship among locals and tourists.

P. Sex Tourism

Sex tourism is tourism, partially or fully for the purpose of having sex or it can be defined as a purely physical meet in which the associate is no more than an animated object. A good definition, based on the kind of advertisements that appear in special magazines and through word of mouth, is a man who is going through a mid-life crisis, who has been disenchanted with his enjoyment of life due to feminism and women's liberation rhetoric; a man who is tired of taking a politically correct position on his sexual preferences because of social pressure

(Rao, 1999). Sex tourists have one thing in common: they want to feel like real men. It is interesting that sex tourism is often promoted in the same way as gastronomy, which has become an important attribute of a tourist destination. Sex tourism is legal in any country in the world where prostitution is also legal. A sex tourist is usually defined as an adult who travels in order to have legal consensual sexual relations with another adult often for the exchange of money or presents.

Q. Ethno Tourism

Ethno tourism refers to visiting a foreign location for the sake of observing the indigenous members of its society for the sake of non-scientific gain. Some extreme forms of this include attempting to make first contact with tribes that are protected from outside visitors. Two controversial issues associated with ethno tourism include bringing natives into contact with diseases they do not have immunities for, and the possible degradation or destruction of a unique culture and/or language.

R. Pro-poor Tourism

Pro-poor tourism, which seeks to help the poorest people in developing countries, has been receiving increasing attention by those involved in development; the issue has been addressed through small-scale projects in local communities and through attempts by Ministries of Tourism to attract large numbers of tourists. Research by the Overseas Development Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain-climbing in Tanzania and cultural tourism in Luang Prabang, Laos (Jonathan, 2009).

S. Disaster Tourism

The term disaster tourism is that kind of tourism that lead the individuals to travel for the purpose of visiting the scene of a natural disaster, usually with a connotation of voyeurism (Online, travel industry dictionary). Individuals who

participate in this type of travel are typically curious to see the results of the disaster and often travel as part of an organized group. When a geographical region suffers a major incident, and is highlighted in the media reporting on the situation and the plight of local residents draw the attention of curious individuals who may have difficulty comprehending the magnitude of the situation. These individuals are typically motivated by curiosity and do not necessarily plan to participate in relief efforts to assist the rebuilding of the communities they will visit. In some cases, it is also evident that many charitable groups do offer individuals the opportunity to travel to disaster-affected areas as part of a work group to work with local organizations to rebuild communities and provide charitable and even relocation services to residents who have lost their homes, jobs, and families. Irrespective of the objectives of the travelers, it can be said from the tourism perspective, it creates the opportunity to sell some package tours for the travel business.

T. Recession Tourism

Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt Landau (2007), recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low costs of living and a slow world job market suggesting travelers are elongating trips where their money travels further.

U. Jungle Tourism

Jungle tourism is the most recent phenomenon of Western international tourism which is one of the subcategories of adventure travel. The term can be defined by active comprehensive physical means of travel in the jungle regions of the earth. Jungle tourism pertains specifically to the context of region, culture and activity. It can be compared as adventure tourism in many respects and has become a major component of green tourism in tropical destinations.

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Chapter- 4

Socio-Economic Importance of Tourism

Tourism is now considered as one of the largest and fastest growing industries in the world. The existing literature on tourism and economic development shows the contribution of tourism to development which includes earnings of foreign currency, income and employment, poverty alleviation, cultural exchange, international peace keeping etc. (Sinclair, 1998). Tourism appears an attractive option for developing countries with few immediate alternatives and these developing countries are particularly renowned for using tourism as a way of supplementing economic output. Jenkins (1980) explained that in developed countries, tourism is practiced as an essential economic endeavour, whereas in developing countries it is mainly considered about leisure consumption as a path to development. As a result, both the developed and developing countries are striving to maximize the benefit from this sector as much as possible. Tourism is a multifaceted industry with a diversity of long-term consequences, one that is being pursued on a global basis as a remedy for underdevelopment (Tooman, 1997) and Goeldner et al. (2000) described that tourism contributes to gross domestic product (GDP), capital investment, employment, foreign exchange, and export earnings; the job creation capacity of tourism is its most significant feature. By supporting the same Liu and Wall (2006) described that tourism is commonly used as a tool to stimulate marginal economies and to promote development through the jobs and incomes that it can foster and in particular, for developing economies, tourism is often a contested development strategy and the promotion of tourism as a leading economic sector frequently raises substantial debates.

The importance of tourism is also well recognized from the perspective of developed economies. Several studies stated that declining economic activity, restructuring of the agricultural sector, dwindling rural industrialization and out-

migration of higher educated youth, has led to the adaption, in many western nations, of tourism as an alternative development strategy for the economic and social regeneration of rural areas (Pompl & Lavery, 1993; Williams & Shaw, 1991; Hannigan, 1994a; Dernoï, 1991; Wickens, 1999 as quoted in Briedenhann & Wickens, 2004). Kinsley (2000) argued that tourism still remains the preferred development option; especially in rural communities where people are so desperate that they will accept any proposal, which signifies to offer economic growth, with little or no consideration of future harmful impacts. The rapid growth of tourism to developing countries has led to new international expectations for tourism as an agent of socio-economic development and use of tourism as an effective tool in meeting new expectations to expedite their socio-economic development and which can be stated as follows:

4.1: Tourism and Foreign Exchange Earnings

International tourism has been and remains one of the most important sources of foreign currency, in terms of both absolute value and growth, in many developing countries (UNCTAD, 1973; English, 1986; Lee, 1987; Lea, 1988; Euromonitor, 1997). It is considered as an important economic sector not only from the national perspective but also from an international perspective. The number of international tourist arrivals recorded worldwide grew by 4.0% over its previous year and reached to 1,035 million in 2012 for the first time and earned US\$ 1,075 billion (UNWTO, 2013). UNWTO also forecasted that the tourist arrivals will increase to 1.8 billion in 2030 with an average growth rate of 3.3% from 2010 to 2030. It indicates that tourism has become a major economic activity worldwide. The economic importance of the same within developing countries, often contributes in earning foreign currency more than traditional primary commodity exports (Sinclair, 1998).

Goeldner et al (2000) described that tourism is a powerful economic force providing employment, foreign exchange, income and tax revenue and its multiplier effect for a city, a state, a province, a country. Tourism's appeal to

developing countries is based, in large part, on its provision of foreign currency earnings and corresponding alleviation of the balance of payments constraints (Thrilwall, 1979; Thrilwall and Nureldin-Hussen, 1982). Sinclair (1998) placed the arguments in a same manner and described that tourism revenues obtained by host counties include direct and indirect foreign currency payments made by tourists for goods and services.

Tourism helps in the process of generating foreign exchange, creation of employment and encouragement of local economics especially nature tourism which occurs in rural areas. It can lead to localized economic development in these often neglected areas. According to Antonio Enriquez Savingnac, Secretary General of the World Tourism Organization, the opportunity that tourism offers for positive economic and social benefits for tomorrow will depend on decisions made today (Quoted by Edgell, 1990). Tourism as an invisible sector especially international tourism, as one of the most vibrant indistinguishable export sectors, contributes a significant amount of foreign exchange to the balance of payment and makes very important contribution to the economic growth of a country. Oh (2005) described that international tourism has been steadily increasing over the past several decades as well as the importance of the tourism industry for the economy of many countries, because tourists' spending has served as an alternative form of exports, contributing to an ameliorated balance of payments through foreign exchange earnings. Supporting the same in a similar way, Davidson (1994) regarded tourism as an invisible export because it has the potential to bring foreign exchange to a country, through the provision of services to overseas visitors. Talukder (1984) described that today tourism industry has assumed special importance in underdeveloped countries because promotion of tourism is being considered as a means of narrowing the gap of balance of payment in underdeveloped countries through increased foreign exchange earnings for it does not demand as much technical sophistication as other industries do. In an another study, Hasan (1992) claimed that tourism has emerged as one of the top foreign exchange earners and now occupies the second position, next to petroleum, among the foreign exchange earners and during the period 1960-79, the

growth rate of international tourism was found almost equal to that of the world exports. In addition to that, he also claimed that tourism creates friendship among the people of different nations and different cultures; the bond which goes a long way to consolidate international peace and cooperation. From an international angle, therefore, the tourism and travel industry helps in bringing about better understanding and peace in the world (Singh, 1987). Tourism has a noticeable impact on the balance of payments of many countries especially for the developing countries. There are various studies supporting the same. Tourism contributes to the developing countries' foreign currency earnings and corresponding alleviation of the balance of payments constraints (Thirwall, 1979; Thirwall & Nureldin-Hussein, 1982). International tourism has been and remains one of the most important sources of foreign currency, in terms of both absolute value and growth (UNCTAD, 1973; English, 1986; Lee 1987; Lea 1988, Euromonitor, 1997). Similarly, Sinclair (1998) supported the same and stated that foreign currency receipts from tourism have provided an important means of economic development by financing imports of capital goods necessary for the growth of the manufacturing sector. The researchers also added that tourism appears an attractive option for developing countries with few immediate alternatives which provides increasing per capita income, foreign currency and government revenue which can be used to promote the growth of manufacturing. Bangladesh as a developing country is of no exception from this. If the country can utilize the full potential of its tourism industry then it will help to earn a large amount of foreign currency which can be utilized to fulfil the unfavorable gap of the country's balance of payment account.

4.2: Tourism and Economic Activities

Kweka et al (2003) predicted that tourism has a significant impact on output and generates many economic benefits including incomes, employment, tax revenue and foreign exchange earnings, both within the sector and through linkages with other sectors. Similarly, Tapper (2001) described that tourism build links between

tourism and local economic activities and thus contributes to fair and sustainable socio-economic development.

Economic activity is not only becoming more internationalized, but, more significantly it is becoming increasingly globalized which is always regarded as the product of the liberalization and has been the hallmark of economic policy throughout the world during the past decade. The internationalization of services is at the core of today's economic globalization and thus tourism has become one of the most important industries in the world, and its economic impacts are vital for many countries (Fayed & Fletcher 2002). The total economic impact is the sum of all direct, indirect and induced effect. Effects that are caused from immediate effect of changes in tourist expenditure are called direct effect and the effects of backward linkage industries related with tourism such as air transport, road transport, hotel business, beverage industry etc are called indirect effect. Bangladesh is no exception from this and it can be expected that Bangladesh tourism industry can gain benefits from the same if necessary policies and measures are taken and can contribute to the national economy to a greater extent. Due to direct and indirect impact as well as induced impact on economy, there is every reason to suppose Bangladesh's tourism will participate in this growth if necessary policies and measures are taken and can contribute to the national economy to a greater extent. The annual report of World Travel and Tourism Council (UNWTO, 2013) shows the contribution tourism industry and its impact on the economy of Bangladesh and shown in the following table (Table -4.1):

Table - 4. 1: Direct & Total Contribution of Tourism on GDP

Key Facts	Year	Amount (in billion BDT)	(%) of Total GDP	Forecast	
				Year	Change (%)
Direct Contribution to GDP	2012	193.0	2.1	2013	7.7
	2023	384.7(f)	-	2013-23	6.4

GDP: Total Contribution	2012	394.8	4.3	2013	7.5
	2023	819.4	6.8	-	-

Source: World Travel & Tourism Council

The direct contribution of travel & tourism to GDP was Tk. 193.0bn (2.1% of total GDP) in 2012, and is forecasted to rise by 7.7% in 2013. It is also forecasted that it will rise by 6.4% pa, from 2013-2023 and the amount will reach to Tk. 384.7bn in 2023 (in constant 2012 prices). The total contribution of travel & tourism to GDP was Tk. 394.8bn (4.3% of GDP) in 2012, and is forecasted to rise by 7.5% in 2013 which will again grow by 6.8% pa and the amount will reach to Tk. 819.4bn in 2023. While the contribution of Bangladesh tourism is small relative to the world totals, the amount Bangladesh receives from tourism make an important contribution to its economy in terms of income and employment-generating effects, which can be used to finance essential imports.

4.3: Tourism and Employment Generation

Tourism industry is considered as important not only as a generator of income but also for creating employment opportunities. Tourism brings economic development and the creates direct and indirect jobs in hotels, travel agencies, transport companies, restaurants, guides, show and entertainment business, monuments, parks and other related sectors like insurance, health, housing, human resources and training institutions (Morena, 2004). Tourism's ability to generate employment is not only confined to the formal sector but is also found in activities of the informal sector (Elkan, 1975). It has been cited as one of its key advantages for developing countries (de kadt, 1979). Empirical studies have confirmed that the level of employment in tourism activities is high (Sinclair and Bote Gomez, 1996). However, it is also useful to consider direct employment in tourism as a share of total employment. The employment contribution of tourism is 0.5million jobs in Spain (Sinclair and Gomez, 1996), 0.9 percent for the Philippines (Delos

Santos et al., 1983), 1.4 percent for Sri Lanka (Attanayake et al., 1983) and 1.3 percent for Zimbabwe (EXA International, 1993).

Tourism is now considered as the more labour-incentive industry provides the scope of creating direct and indirect employment opportunities for a large number of skilled and unskilled persons. Liu and Wall (2006) described that tourism consumption generates jobs and tourism may be the only remunerative employment possibility in poor and peripheral regions where few other options are available to improve their marginal economic status. The researchers also mentioned that these jobs are created mainly through self-employment and paid employment in the informal sector. Elkan (1975) described tourism as the ability to create employment not only in the formal sector but also in the informal sector and de Kadt (1979) recognized that it is one of the major advantages of tourism in developing countries. Tourism offers a diversity of jobs in a variety of operations of varied sizes and types (Szivas et al., 2003). Szivas and Riley (1999) in their earlier study, described tourism as an industry with high labor accessibility, absorption and mobility. Goeldner et al (2000) stated that firms such as hotels, restaurants, airlines, cruise lines, and resort provide direct employment because their employees are in contract with tourists providing the tourist experience and on the other hand employees of firms providing goods and services to the direct employment firms such as aircraft manufacturers, construction firms, and restaurant suppliers create indirect employment. By supporting in a same way Morena (2004) claimed that tourism brings economic development and the creation of direct and indirect jobs in hotels, travel agencies, transport companies, restaurants, guides, show and entertainment business, monuments, parks and other related sectors like insurance, health, housing, human resources and training institutions. The author also added that tourism might be a rare opportunity for development in the face of the decline of their traditional economic activities especially for coastal areas and island territories and to vulnerable rural or mountain regions. Economic Review of World Tourism (WTO, 1986 as cited by Pannell Kerr Forster Associates, 1988) has shown that in the developed countries of the world, two-thirds of the workforce had been working in the service sectors

and as much as 25 percent of these workers were in tourism-related jobs. Tourism has become the single largest employer in the world. But the important feature of tourism employment in both developing and industrialized countries is structured by gender in that most of the top jobs are undertaken by men while the lower paid, part-time and seasonal jobs are predominantly filled by women (Sinclair, 1997).

Tourism as an industry with multi-faceted activities has a multiplier effect in the economy. The Organization for Economic Cooperation and Development (OECD) has estimated that within member countries, each \$ 1 billion of additional tourism spending creates 33,000 new jobs through a multiplier effect (Palmer, 1995). In terms of world statistics, “The world Travel and Tourism Council projected in 1994 travel and tourism would generate direct and indirect employment for more than 200 million people – one of every nine workers in the world economy and in the United States, the projection was that travel and tourism supported one of every 10 workers directly and indirectly (Gatty 1993 as cited in Tooman, 1997). Goeldner et al (2000) mentioned that according to World Travel and Tourism Council (WTTC) estimates, in 1998 there are that tourism’s economic activity generated about 231 million jobs in 1998, or about one in nine workers worldwide and expects 328.4 million jobs being created in the tourism sector with in 2010 and will increase faster than traditional industries by as much as 59 percent. They also added that the contribution of tourism in employment creation for South Asia was 33.7 million in 1998 and will increase to 57.8 million in 2010 and the contribution to Gross Domestic Product (GDP) was US\$ 40.9 billion in 1998 and US\$ 156.4 billion in 2010 while the contribution to World GDP was US\$ 3564.3 billion in 1998 and it is expected to be increased to US\$ 8008.4 billion in 2010. As Bangladesh is suffering from a huge unemployment problem, the development of the tourism sector can provide an ample opportunity for the country to generate employment opportunities at the different sectors related to tourism. As the same time, if Bangladesh can promote this industry successfully, then it will provide an opportunity to increase the GDP as well as the foreign exchange earnings.

As Bangladesh is facing problem in creating employment opportunities, tourism can help a lot in this regard. The annual report of World Travel and Tourism Council (UNWTO, 2013) shows the contribution tourism industry in creating employment opportunities in the economy of Bangladesh as shown in the following table (Table- 4.2):

Table - 4. 2: Direct & Total Contribution of Tourism on Employment

Key Facts	Year	Employment Created	(%) of Total Employment
Employment: Direct Contribution	2012	12,81,500	1.8%
	2013	13,38,500 ^a	1.8% ^a
	2023	17,84,800 ^a	2.1% ^a
Employment: Total Contribution	2012	2,714,500	3.7%
	2013	2,829,500 ^a	4.4%
	2023	3,891,300	4.3%

*. a = Projected figure

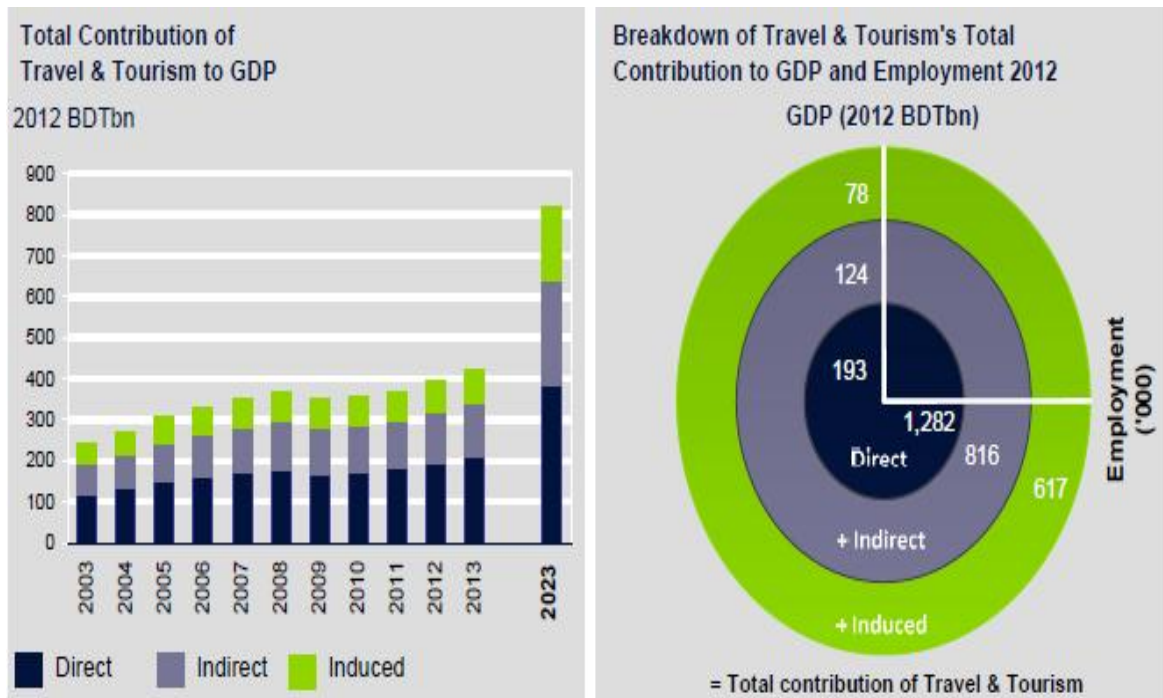
Source: World Travel & Tourism Council

The above table (Table – 4.2) shows that in 2012 travel & tourism directly created 1,281,500 jobs (1.8% of total employment) and it is expected that it will increase to 13,38,500 (1.8% of total employment) and again it will reach to 38,91,500 in 2023 (4.2% of total employment) with an average growth rate of 3.2%.

The above discussion implies that tourism can influence in different ways like in earning foreign currency, generating employment, exchanging cultural views, making friendships among different nationals, contribute international peace keeping and cooperation and lastly as a whole for the economic development of country especially for the developing and underdeveloped countries. Eccles (1995) importantly quoted that tourism development is seen as a way of improving a country's economy and social well-being, but if this development is not handled carefully, tourists will migrate to competing destinations. Foden (1992) concluded

in a precise way in a study that overall destination attractions represent a major addition to a local or regional economy, which economic developers should not overlook if the opportunity arises. The researcher also added that sizable capital investment, potential multiplier opportunities and permanent and part-time employment offered may represent a promising development for the area. The contribution of travel and tourism on the economy of Bangladesh can be shown in the following figure (Figure-4.1):

Fig-4.1: Total Contribution of Travel & Tourism to GDP & Employment



4.4: Tourism and Income Distribution

Tourism not only facilitates the creation of jobs but also contributes to the distribution of wealth among regions of different income. Edgell and Cartwright (1990) pointed out that tourism redistributes income through out the nation, and from foreign countries to the host country's rural communities. They also added that tourism generated income circulates from hand-to-hand through such communities, and creates and supports jobs, not only in those businesses which directly serve the traveller, but also in firms which supply the local travel industry. Bangladesh tourism is not an exception from this. A long-term strategy for the development of the tourism sector of Bangladesh can uplift the sector to contribute to promote the tourism related services like hotel/ accommodation services,

transport services and other related business which will intern generate the employment opportunities in the country.

It was the time that tourism and travelling were considered as a means of pleasure only for the wealthy people. Because the lower income group people didn't have the time and money to spend for the pleasure of travelling and tourism. But today's labour-saving devices, improved transports, easy communication, short-working hours, relatively longer paid-holidays, increased disposable-income, improvement in standard of living, changes in personal and family outlook, etc have led people to enjoy through tourism (Hossain, 1999). Moreover, the recent surge in business and pleasure travel represents an unparalleled demand for tourism-related service (Rao et al, 1999). As a result, if due attention is given for the development of the industry, people from all levels can participate to enjoy through travelling and tourism which will again contribute to the industry and ultimately to the nation.

4.5: Tourism and Poverty Alleviation

The General Assembly of United Nations recognized the important dimension and role of tourism as a positive instrument for the alleviation of poverty and the improvement of the quality of life for all people, its potential to make a contribution to economic and social development, especially of the developing countries, and its emergence as a vital force for the promotion of international understanding, peace and prosperity (Morena, 2004).

Tourism is also relevant to initiating and implementing strategies for sustainable development and environmental rehabilitation in areas with great landscape and cultural values (Mazurski, 2000). The recent trend in tourist arrivals and the earnings from this sector recognize tourism as one of the largest industries in the world. Tourism business is essential to economies because of the direct effect on employment, the balance of payment and society in terms of educational and cultural benefits (Gilbert, 1989). Another scholar Sinclair (1998) claimed that the

problems of declining terms of trade for agricultural products and high levels of protection against manufactures in many developing countries have turned to tourism as a possible alternative source of growth and devoted resources for the development of this sector and thus, the sector has become a major economic activity with in developing countries. As Bangladesh is facing constraints in foreign currency as well as the adverse position in the balance of payment account, proper policy and strategy for the development of tourism industry can contribute positively to overcome the situation.

Promotion of the tourism industry of Bangladesh is necessary for the overall growth of the sector as well as to contribute to the national economy of the country. Sinclair (1998) again argued that “the promotion of domestic tourism is necessary, not only as an important objective in its own right, but also owing to the relatively high local content of the products which domestic tourists consume and international tourism has the advantage of providing considerable amounts of foreign currency to support the growth of manufacturing activities, and appropriately planned spatial expansion can ensure that the development of the two sectors is complementary. Kale and Katherine (1986) recognized tourism as the life blood of the developing nations by bringing foreign exchange and promoting local employment, while exploiting a country’s resources without depleting them.

4.6: Tourism and International Peace keeping

Tourism not only bears importance as the sources of employment generation and foreign exchange earnings but also acts to improve relationships among the nations as well acts as a force for peace keeping. A number of researchers postulated that tourism may be a positive force able to reduce tension and suspicion between nations that have been divided or remain hostile to each other by influencing national politics, international relations and world peace (D’Amore, 1988a, b; Hall, 1994; Hobson & Ko, 1994; Jafari, 1989; Matthews, 1978; Matthews & Ritcher, 1991; Richter, 1989, 1996; Var, Brayley, & Korsay, 1989;

Var, Schluter, Ankomah, & Lee, 1989). Tourism can also be used as a tool for reducing political tension and inadvertently become a vehicle for inhibiting peace (Butler and Mao, 1996 and Yu, 1997). Today, every nation wants to keep peace with a view to keeping harmonious relationship on personal, national and international levels (Kim and Prideaux, 2003). By maintaining a good relationship with others, everyone can increase their businesses volume which will ultimately expedite the economic growth of the country and improvement of standard of living of its inhabitants. Kim and Crompton (1990) theorized that tourism is a good vehicle to implement 'people-to-people' diplomacy and later, reunification in inter-Korean relations.

4.7: Tourism and Cultural Exchange

Tourism is an exchange process, an experience which has value to tourists (Calantone and Mazanec, 1991). Liu and Wall (2006) described that many tourism policies that have been promulgated worldwide bear an unselfish facade, integrating diplomatic interest, cultural exchanges, social improvement and even world peace as purposes. Tourism provides values to the tourists it has some social and cultural significance. Tourism is the temporary movement of people to destinations and during their stay in the destinations, tourists act together with local people which provide the opportunity to have an understanding of the host individuals' and host community's quality of life, value systems, labour division, family relationships, attitudes, behavioural patterns, ceremonies and creative expressions and return home with some new outlooks on life, habits and added experiences. In addition, local community or individuals can also get some knowledge and ideas from tourists which may help to enrich their cultural values.

4.8: Tourism and Regional Development

Tourism not only helps national development but also contribute to regional development. As a result, tourism is increasingly being considered as a catalyst for regional development. A number of studies and projects have investigated how tourism could support development in peripheral regions (Briedenham and

Wickens, 2004; Murphy and Williams, 1999 as cited in Becken, 2005). Zhang and Murphy (2003 as cited in Becken, 2005), for example, discussed four different models for regional tourism development in Victoria, Australia, and Yunnan, China, concluding that government policies have considerable influence on how stakeholders in the regions perceive growth, the dispersion of development, metropolitan control and major factors for development. The concept of rural tourism is not new; what is new is the recent policy focus on rural tourism as an economic development tool in the overall strategic planning for rural revitalization (Edgell and Cartwright, 1990).

Bangladesh tourism industry with its enormous potentials is striving to reach a satisfactory level in order to play the expected role in the economy of the country. A major sector of the services economy, tourism is increasingly recognized as contributing to social and economic development as well as a beneficial activity for host countries and local communities to combat unemployment by creating direct and indirect jobs and contributing significantly to rural development, especially in depressed rural areas threatened by the decline of traditional agricultural activities. It is precisely in rural areas of developing countries where most poor people live (Siddiqi, 2006). He also added that the world tourism is booming and almost imperceptibly it has become one of the fastest growing industries in the world.

Considering the socio-economic importance of tourism industry, Bangladesh government has initiated some steps for the development of the country's tourism industry. One of the noteworthy initiatives is the preparation of Strategic Master Plan by Pannell Kerr Forster, an international consulting firm which was sponsored by the World Tourism Organization (WTO) and funded by the United Nation Development Programme (UNDP). Siddiqi (2006) pointed out that the plan was intended to identify long-term tourism policies and formulate a development programme for a specific period by evaluating the country's resources, defined types of tourism to be developed with targets set to be achieved, to plan for an integrated development of accommodation, attractions and supporting

infrastructures and also to work out marketing and promotion guidelines. He also added that during its long life, no effort from the government was made to implement even a small part of the master plan. The government also initiated the National Tourism policy in 1992 where the tourism was recognized to contribute in poverty alleviation and in the Industrial Policy of 1999 tourism was considered as an industry and identified as Thrust Sector. All the governments from the independence of Bangladesh in 1971, showed their seriousness for the development of the tourism industry to secure some benefits for the country of current worldwide tourism boom. But no government was sincere in releasing funds for real development of this sector and all their commitments and initiatives remained as paper work. As a result, Bangladesh is at the bottom of the list of SAARC countries in terms of tourism development. In Bangladesh, the number of tourist arrivals and earnings is far less than that of India, Sri Lanka, Nepal or Pakistan and Maldives. However, according to the statistics there is a rising trend in both the number of arrivals and the amount of earnings from the promising sector.

Due to stiff competition among the destinations countries, Bangladesh needs to formulate and implement a long-term policy in developing tourism facilities in its main tourist destinations and also in promoting the sector among the potential markets both at local and international levels. It should concentrate on the implementation of realistic policies and strategies rather than on any verbal commitment or paperwork, so that tourism industry can emerge as a major contributor in the economy in the years to come.

In concluding remarks, it can be stated that the socio-economic importance of tourism can be viewed from many angles. The developing economies can not only benefit from tourism marketing but also the developed economies can benefit from this sector. But the success whether the destination country is a developed or developing economy will depend how successfully it can initiate and implement the proper strategies to maximize the benefits from this sector.

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Chapter- 5

Present State of Tourism Industry – Global and Bangladesh Perspectives

The expansion of tourism throughout the world has increased competition and created new challenges which have led to an increased involvement of countries in marketing their tourist destinations. To be successful, destination marketers need to create and implement effective and efficient marketing and promotion strategies to position their destinations in the minds of potential tourists and to persuade tourists to visit, and perhaps revisit, the destination.

Bangladesh is a country of vast and largely unknown and unspoiled natural beauty and reserves. These natural phenomena are composed of hills and vales, parks, forests, wild life sanctuaries, tea estates, rivers, lakes, sea and beaches, and the evergreen landscape embracing the country. A vibrant historical background has blessed Bangladesh with many historic places, heritages, monuments, historical buildings, and archaeological sites. This historic background and the combination of huge cultural ingredients have an appeal the tourists. In addition, Cox's Bazar - the world's longest and unbroken sea beach, the world's largest mangrove forest with a variety of wildlives (The Sundarbans - the home of world famous Royal Bengal tiger), historical cultural heritage, tribal culture, captivating beauty of the nature etc. The longest sea beach covering miles of golden sand, soaring cliffs, surfing waves, rare conch shells, Buddhist Temples, Pagodas and enjoyable sea-food make Cox's Bazar today, the tourist capital of Bangladesh. UNESCO acknowledged the Sundarban of Bangladesh in the World Heritage list by their 21st session in 1997 and Bangladesh Government declared the Sundarban as World Heritage Site in 1999. It offers fabulous opportunities for tourism. Similarly, Kuakata, the second longest beach in Bangladesh, provides opportunities for observing the scenic beauty of sunrise and sunset in a calm environment from the sea shore. Talukder (1997) mentioned that the sound and

glittering breaks of rolling water in the sea seem to sparkle like diamond crowns on the tops of the gentle waves in moonlight nights. Parki beach is another attractive tourist spot in Bangladesh located at Gahira and lies at Karnafuli river channel.

Bangladesh is a country enriched by historical events and cultural traditions. It also has a rich and diverse culture in traditional music, tribal dances, drama and theatre which are old traditions and very popular in Bangladesh. There are several places of historical interest in Bangladesh like- shrine of Hazrat Shah Jajal (R) in Sylhet, the shrine is visited by innumerable devotees of every caste and faith every day, the shrine of Hazrat Shah Paran (R) in Sylhet, the shrine of Sultan Bayazid Bostami in Chittagong - the shrine attracts a large number of visitors and pilgrims, the shrine of Shah Amanat, Tomb of Chisti Behesti near High Court, Mirpur Mazar, the Tomb of Hazrat Shah Ali Bagdadi, Tomb of Khan Jahan Ali in Bagerhat etc.

The Bangladesh region contains relics of the finest specimens of different temples and Buddhist monastic architecture. The most important temples include *Dhakeshwari Temple* (11th century), *Ramkrishna Mission*, *Kantaji Temple* of Dinajpur built by Maharaja Pran Nath in 1752 - the most metaphorical among the late medieval Hindu temples of Bangladesh, *Sri Chaitanya Temple*- 500 years old famous temple, *Wooden Buddhist Temples* at Ramu in Cox's Bazar, *Chandranath Temple* and the *Buddhist Temple* at Sitakund with the footprint of Lord Buddha, *Khodar Pathar Moud*, *Maniklir Kunda*, *Parasuramer Bedi* in Bogra, *Gokul Medh* in Mahastangarh, *Kamalapur Buddhist Monastery*, *International Buddhist Monastery*, Merul Badda, Dhaka, *Pyramidal Cruciform Temple* – the largest monastery in the South of Himalayas at Paharpur, *Vasu-Vihar* at Mahastangarh, *Salban Bihar* at Mainamati etc

In short, it can be said that Bangladesh with her bounty of tourism resources can meet the unquenchable needs of the tourists if it can initiate and implement the right approach to market it effectively. To do so, it needs to be considered that

tourism is the aggregate of different business activities. Smith (1988) defined tourism industry as the aggregate of all business that directly provides goods or services to facilitate business, pleasure and leisure activities away from the home environment.

5.1: Transportation, Accommodation, Food and Drinks

Tourism is a composite product, involving transport, accommodation, catering, entertainments, natural resources and other facilities and services such as shops and currency exchange (Sinclair, 1998). Transportation, accommodation, food and drinks or beverage are the important and integral parts of tourism system. A tourist wants to be ensured about cheap, comfortable, and easy access transportation and accommodation available for the destination place so that he/she can reach and stay safely and can enjoy the attraction of the destination. When visitors are out of their home, they need to eat and sleep. The tourism marketers need to ensure these facilities at the destinations so that the visitors can have a peaceful visit. Considering the importance of these factors, it can be attempted to highlight on some of the aspects regarding these issues in the following subsections:

5.1.1: Transportation in Tourism

Prideaux (2000) defined tourism transport system as the operation of, and interaction between, transport modes, ways and terminals that support tourism resorts in terms of passenger and freight flows into and out of destinations, the provision of transport services within the destination, and the provision of connecting transport modes in the tourism generating region. This definition indicates that there is a link between transport and tourism and efficient transport is considered as an overall element in a successful program of tourism development and which links between tourist generating regions and tourism destination regions. Kaul (1985) acknowledged the role of transport system as an essential component of successful tourism development and mentioned that “transport plays an important role in the successful creation and development of new attractions as well as the healthy growth of existing ones. Provision of

suitable transport has transformed dead centres of tourist interest into active and prosperous places attracting multitudes of people.” Cooper et al (2005) described that in tourism, transport is the main function of the tourism system, carrying tourists between generating regions and the tourist destination regions. This indicates that sufficient transportation infrastructure and access to generating markets is one of the most important prerequisites for the development of any destination. Transports, making the destination accessible to the tourists, act as the sinews and blood vessels for the tourism industry of the country concerned (Hossain, 1999). The overall competitiveness of a destination is also related to the mode of transport to the destination chosen by the tourists and is determined by the time and the cost to reach the destination. Hasan (1992) argued that the arrangement of convenient and cheap transport system from the origin-markets to destination must exist or must be created. A good transportation network can help to increase the possibility of attracting more tourists toward a specific destination, the absence of which may weaken the competitiveness of a destination to the tourists and may put them off from travelling to enjoy the attractions. Tourists can normally travel by land, sea or air. Mill and Morrison (2002) stated that people generally travel either in their own private mode of transportation or alternatively use a group travel mode offered by a common carrier. Since the different modes of transport provide varying functions, facilities and operating characteristics, the researchers also stressed that there should have the coordination among different types of transportation modes for example air, rail, bus and cruise to facilitate transfer between modes.

For the long distance travel among different continents, commercial airlines are more suitable for the travellers. The cost of air travel depends on the airline chosen, time of travelling and also the easy availability of airlines for the chosen destination(s). LenR (2005) commented that most internal transport within Bangladesh is incredibly cheap except airlines. Foreigners pay higher fares but they are still cheap by most standards and a passenger can travel from Dhaka to any available destination by air paying only US\$ 60. The author also added that the thing which distinguishes Bangladesh from most countries is the presence of a

well-developed and much-used system of river boats which can be quite an experience. But the problem is that there are no sufficient domestic flights. Responding to a question regarding regularity and sufficient domestic flight, the foreign tourists expressed their opinion and the mean value of which is only 2.06 with a standard deviation of 0.693. In addition, it was attempted to know the opinion of the tourists regarding two important issues of transport services available in Bangladesh which can be presented in the following table (Table-5.1):

Table - 5. 1: Tourists' Satisfaction with Transport Services and Cost

Variables	Local Tourists			Foreign Tourists		
	N	Mean	St. Dev	N	Mean	St. Dev
Satisfaction with available Transport Services	515	3.29	0.737	125	2.95	0.506
Satisfaction with Transport Cost	515	3.22	0.743	125	3.47	0.563

Source: Field Survey; N= No. of Respondents

The above table (Table-5.1) indicates that the satisfaction level of both the local and foreign tourists on available transport services and cost is very low. It also indicates that the concerned authority should take special care to improve the situation for the overall development of tourism in Bangladesh.

5.1.2: Accommodations/Hotels in Tourism

The accommodation is one of the most significant factors to have contributed to the development of tourism. Accommodation or lodging is, by a long way, the largest and most ubiquitous subsector within the tourism economy and is considered a necessary component in the development of tourism within any destination that seeks to serve visitors other than day-trippers (Cooper et al., 2005). The quality and range of accommodation available in a particular destination influence both the domestic and foreign tourists to select that destination to visit and revisit.

A tourist destination country needs to provide the secured accommodation facilities for foreign tourists as well as to the local tourists to ensure the comfortable tours for the visitors if it wants to attract a sufficient number of tourist arrivals. Goeldner et al (2000) mentioned that accommodation refers to the facilities for the lodging of visitors to a destination. The most common forms are hotels, motels, campgrounds, bed & breakfast, dormitories, hostels and the homes of friends and relatives. Sleeping accommodation can range from hotels of an international standard and condominiums, to campground and the homes of friends and relatives (Mill and Morrison, 2002). Since tourists need to stay in the destination, therefore, arrangements for convenient, cheap and secured accommodation systems at the destination places need to exist or must be arranged. It is vital for the success for a tourist region to provide sufficient quantity with right quality accommodations at a competitive price compared to its competitive destinations countries to fulfill the visitors' needs. Otherwise the visitors may shift to the competitors' destination.

Bangladesh Parjatan Corporation (BPC) has some sorts of hotels, motels or guest houses facilities. Here, the researcher has attempted to mention the accommodation facilities provided by the Bangladesh Parjatan Corporation (the only govt. owned tourism organization in Bangladesh) to fulfil the visitor needs. The cost of these hotels, motels and cottages are extra ordinarily very cheap. In addition to the accommodation facilities provided by BPC for the tourists, there are many other private owned hotels in most of the tourist spot in the country. The international standard hotels are available in Dhaka, Chittagong, and Cox's Bazar - the major tourist spots in the country. The rest houses of different government, semi-government, autonomous organizations can also be hired by the tourists. In addition, there are some private owned accommodation facilities at the major tourist spots in Bangladesh and the quality of the same is comparatively better than that of government owned. But the overall scenario of the accommodation facilities for the tourist except some areas is not satisfaction. The following table (Table-5.2) show the tourists' opinion regarding this issue:

Table - 5. 2: Tourists' Satisfaction with Accommodation Related Issues

Variables	Local Tourists			Foreign Tourists		
	N	Mean	St. Dev	N	Mean	St. Dev
Satisfaction with Quality of Accommodation	515	3.26	0.885	125	3.05	0.672
Satisfaction with the Cleanliness of the Accommodation	515	3.12	0.631	125	3.11	0.627
Satisfaction with the Cost of Accommodation	515	3.21	0.757	125	3.23	0.563

Source: Field Survey; N= No. of Respondents

5.1.3 Food and Drinks

Food, like other groups of factors such as accommodation, transport, attractions and activities, is a basic and crucial element of the tourist product (Renolds, 1994). Several authors have stressed that though food is a basic element in tourism but tourists' choices are not determined by a tribal need to 'feed oneself', but also by the desire to eat interesting products in suitable environments (Mennell, 1985; Finkelstein, 1989; Pillsbury, 1990). Cohen and Avieli (2004) stated based on the discussion on an international conference dedicated to "Local Food and Tourism" held in Cyprus in November, 2000 that the local food is an attraction in different destinations. Boyne et al ((2003) stressed that there is a growing recognition of the relationships between tourism, food and gastronomy. The existing literature strongly suggests that the provision or arrangement of food and beverage is vital for tourism and hospitality and has a strategic importance to this industry. A tourist product is considered as a total comprising goods and services. Food and beverage are considered as partial tourist products and the tourists wants to be satisfied with these products qualitatively, quantitatively, esthetically, ethnologically and in any other sense. For a tourist consumer, the satisfaction of nutritional needs is not a mere act, but increasingly a culinary-gastronomic "experience", more or less adjusted to the system of values established by the nutritional culture of an individual tourist consumer (Meler and Cervic, 2003).

But in Bangladesh, the food choices by foreign tourists are to some extent limited. Western, Chinese and Thai foods are available in all main hotels and most of the large restaurants located in large cities and major tourist spots. Except the large cities, the choice of food for the foreign visitors is limited and it was supported by LenR (2005). The reality is that in Bangladesh, the choice of food and restaurants is quite restricted although in Dhaka city there are some excellent restaurants serving Thai, Chinese, Italian, and other cuisines. In the countryside however, one will only find basic restaurants and local food which has been influenced by history, geography, and religion - the Mughals, the Indians, and the Muslims. In addition to that, the tourists can have a taste of varieties of local dishes such as Rezala, Bhoona and Masala Gosht, Chicken, mutton, beef, fish and prawns, Chicken Baghdadi, Chicken Kashmiri, Chicken Afghani, Chicken Tikka, Korma, shuti kabab, boti kabab, and a variety of fish curries. Rice like: pulao, biriani-with rice and mutton or chicken and khichuri are available in most of the restaurants. Naan, mughlai parata, plain parata etc are available for those who don't like rice. The tourists' opinion on food related issues can be seen from the following table (Table-5.3):

Table - 5. 3: Tourists' Satisfaction with Food Related Issues

Variables	Local Tourists			Foreign Tourists		
	N	Mean	St. Dev	N	Mean	St. Dev
Availability of Varied and Exotic Foods	515	3.35	0.832	125	3.03	0.861
Quality of Available Foods	515	3.17	0.800	125	3.27	0.593
Price of Available Foods	515	3.07	0.765	-	-	-
Availability of Pure Drinking Water	515	30.3	1.107	125	2.80	0.402

Source: Field Survey; N= No. of Respondents

Different kind of international soft-drinks and some local brands such as Coca Cola, Pepsi, 7up, Sprite, Mirinda, RC Cola, Virgin, etc and local drinks like: Lachi the refreshing yogurt drink, sweet milky tea etc are available everywhere. Local

green coconut water is a fine, safe and refreshing drink. Drinking water may be a problem to some extent though bottled water is usually available with no guarantee of purity in most cases. In addition, hard drinks are only available in large hotels and bars and are allowed in restricted places but not in open/public places.

5.2: Destination Image and the Role of Promotional Activities

The perception toward a tourist destination is the sum total of beliefs, ideas, impressions, and expectations that a tourist holds about a destination (Crompton, 1979). Destination image is the expression of all objective knowledge, impressions, prejudices, imaginations, and emotional thoughts an individual or group might have of a particular object or place (Lawson and Baud-Bovy, 1977). Engel et al. (1986) noted that image refers to the consumers' subjective perceptions of how an alternative performs on important evaluation criteria. Tourists perceive many images of their destinations and these images in turn influence their behavior, attitude, and predispositions as consumers (Ahmed, 1996). It reveals that tourist destination images are important because they influence the decision-making behavior of potential tourists. Because only possessing outstanding tourism resources are not sufficient to attract reasonable number of tourists to a particular destination. For attracting the potential tourist, the destination must have a positive image which can be created through aggressiveness promotional campaigns lunched by tourist destinations. The destination's image is an important issue and is universally acknowledged, since it affects the individual's subjective perception and consequent behavior and destination choice (Echtner and Ritchie, 1991; Chon, 1992; Stabler, 1988).

The literature on destination image studies supports that there is influential role of destination image in traveler buying behavior and satisfaction (Chon, 1990). The travel purchase heavily depends on a comparison of his expectation about the destination, or a previously held destination image. Bangladesh as a South Asian country can develop the cultural link with its surrounding regions to overcome the

image problem and can attract more tourists from other South Asian and Southeast Asian countries.

Destinations are complex (Smith, 1994) in nature and multidimensional (Gartner, 1989) substance which vary in a broad range of respects. This complexity and multidimensional nature of destinations indicate that the proper understanding of the roles that the various aspects of destinations play in tourists' evaluations is necessary in getting the clear direction on the ways how tourists evaluate destinations. Based on the Echtner and Ritchie's (1991) review on the meaning of destination image, Gallarza et al (2001) presented a selection of Tourists Destinations Image (TDI) definitions in their study which can be stated under:

Table - 5. 4: Selected Definitions of Destination Image

Hunt (1971): Impressions that a person or persons hold about a state in which they do not reside.

Markin (1974): Our own personalized, internalized and conceptualizing understanding of what we know.

Lawson and Bond-Bovy (1977): An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place.

Crompton (1979): An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination.

Dichter (1985): The concept of image can be applied to a political candidate, a product, and a country. It describes not individual traits or qualities but the total impression and entity makes on the minds of others.

Reynolds (1985): An image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which selected impressions are elaborated, embellished and ordered.

Embacher and Buttle (1989): Image is comprised of the ideas and conceptions held individually or collectively of the destination under investigation. Image may comprise both cognitive and evaluative components.

Fakeye and Crompton (1991): Image is the mental construct developed by a potential tourist on basis of a few selected impressions among the flood of total impressions.

Kotler et al (1994): The image of a place is the sum of beliefs, ideas and impressions that a person holds of it.

Gartner (1993), (1996): Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative.

Santos Arrebola (1994): Image is a mental representation of attributes and benefits sought of a product.

Parenteau (1995): Is a favorable or unfavorable prejudice that the audience and distributors have of the product or destination.

Source: Gallarza, M. G., Saura, I. G. and García, H. C. (2001), Destination Image – Towards a Conceptual Framework, *Annals of Tourism Research*, Vol. 29, No. 1, p. 60

Different scholars have defined destination image and emphasized in almost a similar way that the image toward a destination or place or product is a state of feeling that a person holds. Their discussion clearly highlights that there is a direct relationship between the image of a destination and the satisfaction level of the tourist as well as the repeat visit of the destination. It can be said that the higher the positive image of a destination, the higher the possibility of the tourist to return to the same destination in the future as well as to recommend the potential tourists to visit the same. As a result, image or perception toward a particular destination is an important consideration in designing the promotional strategy for attracting the tourist to a given tourist destination. But the world views Bangladesh as a poor, flood-ravaged, and more of a disaster zone than a travel destination (LenR, 2005). In some respects the world is right but hiding behind these images, Bangladesh is a country with a rich history, a scenic beauty, and some interesting attractions. Pannell Kerr Forster (1988, as cited in Hossain and Hossain, 2002) expressed a similar opinion in the project findings and recommendation for a Strategic Master Plan for Bangladesh Tourism. His comment was as “that the international media so often project Bangladesh as a desperately poor country ravaged by war, flood, pestilence, political unrest, meaning it does nothing to be a destination country or even a stopover point for prospective tourists, which creates a very bad image of the country as a tourist destination”. The report also found very few of the overseas tour operators feature Bangladesh as a main or secondary destination

within their brochure. It also blamed the BPC for not playing its role completely as a national tourism promotion agency and suggested preparing itself for playing its proper role in this regard.

Many foreigners still know Bangladesh as a country of poverty, beggars, floods, and political unrest (Hossain and Firozzaman, 2003). If a country is presented in this way to the potential tourists, nobody will be interested to visit the destination. The authors again noted that some more negative aspects including sanitation problems, uncomfortable ground level transports, insufficient accommodations at the destination areas, insecurity of movements, lack of pure drinking water and hygienic food, etc. have also affected the image of the country as a tourist destination. But the people who have visited Bangladesh (though very few) are pleased with and satisfied with the country's magnificent natural beauty, eye-catching attractions, rich cultural heritage, cheap services and facilities, and simple friendly simple people. But we have miserably failed to create a correct and original image about the special attractions in our country (Das, 1999). The promotional activities are not directed or failed to correct the perceived misconception of most of the potential foreign tourists and its resultant effect is less tourists are choosing or selecting Bangladesh as a destination to visit.

The image of a destination is extremely interconnected to touristic benefits. Attracting tourists is particularly tough for Bangladesh due to a negative image of the country to the potential tourists. The promotional activities undertaken by the tourism industry can play an important role in providing competitive advantages to one tourist destination over another. There is a strong link between destination image and the mass media (Ehemann, 1977). Mass media can play a critical role in creating a positive image of a destination, especially in Bangladesh due its prevalent spot in international politics and turmoil, Bangladesh should put in sufficient efforts to utilize the international media to overcome the problem so that the country can significantly influence the future tourists.

But the fact is that Bangladesh is one of the few countries in South Asia with enormous beauty, hundreds of serpentine rivers, lakes of crystal clear water, ever green hills, luxuriant tropical rain forests, beautiful green tea gardens, Sundarban forest (the forest of endless mystery)- the world's largest mangrove forest and one of the World Heritages in the UNESCO list, home of the Royal Bengal Tiger and the wild lives, Hill Tracts Districts/Tribal people/Trekking, Tiger Trails Dolphin, Bird, wildlife watching cruises, warbling of birds in green trees, wind in the paddy fields, plenty of sunshine, world's longest and unbroken (120 km long) natural sea beach in Cox's Bazar sloped along the blue waters of the Bay of Bengal, Kuakata sea beach- a virgin beach offering a full view of both the sunrise and sunset, rich cultural heritage, relics of ancient Buddhist civilizations and colourful tribal lives, an old and eventful historic place and home of an ancient civilisation, rich archaeological sites with numerous historical monuments representing Hindu, Muslim and the British period scattered all over the country, comparatively a cheap country of food, accommodation and travel - Bangladesh creates an unforgettable impression of a land of peace. These could be reasons why Bangladesh should be highlighted in the world's tourist maps.

Despite the above facts, Bangladesh has not taken appropriate measures to counter its negative image abroad as a country that faces abject poverty, floods and cyclones. Bangladesh Parjatan Corporation (BPC) - the National Tourism Organization (NTO) is far behind to play the appropriate role to create a favourable or positive image by eliminating the negative perception of the potential tourists toward Bangladesh as a main or secondary destination. Even there are some drawbacks in the government policy to overcome the situation. Building image of Bangladesh posted by Rezwan (2006) pointed out "Incredible India- this type of advertisements is all over in Germany, in buses, newspapers, billboards to promote tourism in India. And I am sure this program runs in many countries. But where is Bangladesh in this regard? I had to mention India's name to several people while trying to explain the location of Bangladesh, whose name they have seldom heard." This indicates that Bangladesh is suffering from not only image problem but also from the point of identity to some extent. Muqbil (2005) mentioned that Bangladesh has taken little measures to counter its "negative image abroad" as a country that faces "abject poverty, floods and cyclones." BPC, which is responsible for marketing, spent only 2.258 million taka for

the fiscal years 2012-13 to conduct marketing campaigns in a highly competitive market which seems very unrealistic.

Though the number of foreign visitors is not large, but those who visited the country returned with a good feeling impressed by the attractions of the country, rich cultural heritage, magnificent natural beauty, cheap service and facilities and above all the friendly reception and cordial acceptance and hospitality of the local community. But the country or the National Tourism organization could not reverse the existing image of the country by highlighting the real atmosphere and situation suitable for tourists. It is expected that the BPC along with other private tour operators will prioritize the issue of correcting the image by undertaking aggressive promotional measures in order to develop tourism in Bangladesh. The government should also extend cooperation in this regard by playing the major role in building the positive image so that the industry can play its proper role to the economy in the country.

5.3: Trends of Tourism Industry in Terms of Arrivals and Earnings

The importance of tourism to every economy is now well acknowledged because of its impact on economic activities including foreign currency, income and employment generation that tourism can make to the overall economic development of any country. As a result, tourism is seen as an increasing overall economic activity, and this increase in activity is highly desirable (Dwyer et al, 2004). Many countries in the world depend upon tourism as the main source of foreign exchange earnings. Tourism continues to surge as a world economic force, contributing nearly \$5.5 trillion to the world's economy in 2004 (Wagner, 2005). The increasing trend of tourist arrivals and earnings is continuing. In 2012, the world tourist arrivals increased to 1,035 million and the earnings rose to US\$ 1,074.936 billion. This continued growth in tourism business throughout the world is encouraging and nations are becoming more concerned to attract more tourists to their own destinations and trying to promote this sector as a major source for the economic development of the nation. Based on the overall trend of the tourism industry in terms of tourist arrivals and earnings from this sector it was attempted to measure the region-wise position and its share in the world market. This can be shown in the following sections:

5.3.1: World Tourist Arrivals and Earnings

Tourism can contribute to any economy from many angles like: foreign exchange earnings, employment generation, exchanging cultural views, peace keeping and as a whole for the economic development especially for the developing countries like Bangladesh. As a result, every country is trying to attract more tourists to its destination in order to earn more foreign currency which results in an increasing trend both in tourist arrivals and earning every year. The following table (Table- 5.5) shows the picture of world tourist arrivals and the earnings from this sector:

Table - 5. 5: World Tourist Arrivals & Receipts

Year	Arrivals (Million)	Receipts (Billion US\$)
1990	438	270.159
1995	533	410.703
2000	683	481.560
2005	802	680.584
2006	846	741.324
2007	901	857.558
2008	919	940.603
2009	880	852.140
2010	952	930.341
2011	996	1,042.427
2012	1,035	1,074.936
Av. Growth Rate	3.99%	6.33%

Source: UNWTO Tourism Highlights, Edition 2013, World Tourism Organization, available from: <http://www.world-tourism.org/facts/menu.html> (accessed 18.3.14)

The above table (Table- 5.5) indicates that in terms of both numbers and earnings, international tourism has boosted up dramatically over the past few decades. International arrivals in 1990 were 438 million which jumped to 1,035 million in 2012 with an average annual growth rate of 3.99% and the earnings from the same was US\$ 270.159 billion in 1990 and it increased to US\$ 1,074.936 billion in 2012 with an average annual growth rate of 6.33%. This impressive growth indicates that tourism is one of the important means of foreign currency. The growth rate of the earnings is more than the same of tourist arrivals. WTO forecast shows that this growth will continue in worldwide tourist arrivals at an average annual growth rate of 3.3% from 2010 to 2030 and that will lead to receive 1.8 billion tourist arrivals and the earnings of US\$ 1.3 trillion in 2030 (WTO, 2013).

5.3.2: International Tourist Arrivals and Earnings by Regions

The world's tourism is performing very well at least in-terms of the number of tourist arrivals and the earnings from the industry. Brohman (1996) stressed that although there has generally been an upward trend in international tourism in recent years, not all global regions and countries have pooled equally in that growth. The following table (Table- 5.6) presents the regional performance of tourist arrivals:

Table - 5. 6: International Tourist Arrivals (in million) by Regions and Share of each Region

Year	Regions					Total World Arrivals
	Africa	The America	Asia and the Pacific	Europe	Middle East	
1990	14.8 (3.38)	92.8 (21.19)	55.8 (12.74)	265.0 (60.50)	9.6 (2.19)	438 (100.00)
1995	18.9 (3.55)	109.0 (20.46)	82.0 (15.39)	309.1 (58.03)	13.7 (2.57)	533 (100.00)
2000	26.5 (3.88)	128.9 (18.88)	110.1 (16.13)	392.2 (57.46)	24.9 (3.65)	683 (100.00)
2005	35.4 (4.42)	134.0 (16.71)	153.6 (19.16)	441.0 (55.00)	37.8 (4.71)	802 (100.00)
2006	39.3 (4.65)	135.8 (16.05)	166.1 (19.63)	463.9 (54.83)	40.9 (4.83)	846 (100.00)
2007	43.1 (4.78)	143.9 (15.97)	182.0 (20.20)	485.4 (53.87)	46.7 (5.18)	901 (100.00)
2008	44.2 (4.81)	147.8 (16.08)	184.0 (20.03)	487.2 (53.03)	55.6 (6.05)	919 (100.00)
2009	45.6 (5.18)	140.7 (15.99)	181.2 (20.59)	459.7 (52.23)	52.9 (6.01)	880 (100.00)
2010	49.8 (5.23)	150.3 (15.79)	205.1 (21.54)	487.6 (51.22)	59.2 (6.22)	952 (100.00)
2011	49.2 (4.94)	156.3 (15.69)	218.1 (21.90)	517.1 (51.92)	55.3 (5.55)	996 (100.00)
2012	52.3 (5.05)	162.3 (15.68)	232.9 (22.50)	534.9 (51.68)	52.6 (5.08)	1,035 (100.00)
Av. growth rate	5.91	2.57	6.71	3.24	8.04	3.99

Source: Compiled from Tourism Market Trends, 2005, 2006 Edition and Tourism Highlights 2013 Edition, – Annex, World Tourism Organization (UNWTO), and available from: <http://www.world-tourism.org/facts/menu.html> (accessed on 13.04.10 and 18.03.14)

The above table (Table– 5.6) shows that Europe captured the major share of the world tourism market and attracted 265 million tourists in 1990 which increased to 534.9 million in 2012. The share of Europe in total world tourist arrivals was 60.50 percent and 51.68 percent respectively for the same period. America had 21.19 percent share in 1990 and 15.68 percent in 2012 though the number of tourist arrivals increased to 162.3 million from 92.8 million in the same period. It is important to note that both the Europe and the America lost its market share by 8.82 percent and 5.51 percent during the period. On the other hand, the position of Asia and the Pacific shows very attractive. The statistics shows that the number of arrivals increased to 232.9 million in 2012 from 55.8 in 1990 and the share of which increased to 22.50 percent from 12.74 percent in the same period. The growth rate in tourist arrivals in Asia and the Pacific is accelerating than any other regions of the world. But the fact is that though the region gained an increased position during the period under consideration both in terms of the number of tourist arrivals and its share to total world arrivals, but still the dominance of European countries in the tourism industry is clear.

Again, the performance of the same industry can be evaluated in terms of earning from the sector and the position of each region can be measured rather than considering only the number of tourist arrivals. The researcher attempted to show the financial contribution that each of the regions have gained from the tourism sector. The table (Table- 5.7) given below shows the foreign currency earned by each region from tourism:

Table - 5. 7: International Tourism Receipts (US\$ million) by Regions and Share of each Region

Year	Regions					Total World Receipts
	Africa	The America	Asia and the Pacific	Europe	Middle East	
1990	6,402 (2.37)	69,274 (25.64)	46,474 (17.20)	1,42,885 (52.89)	5,124 (1.90)	270,159 (100.00)
1995	8,500 (2.07)	98,439 (23.97)	80,700 (19.65)	2,12,159 (51.66)	10,905 (2.66)	410,703 (100.00)
2000	10,503 (2.18)	1,30,797 (27.16)	90,207 (18.73)	2,32,486 (48.28)	17,567 (3.65)	481,560 (100.00)
2005	21,526 (3.16)	1,44,556 (21.24)	1,40,765 (20.68)	3,48,263 (51.17)	25,474 (3.74)	680,584 (100.00)
2006	24,621 (3.32)	153,721 (20.74)	156,122 (21.05)	376,341 (50.76)	30,6 (4.13)	741,324 (100.00)
2007	29,562 (3.45)	171,356 (19.98)	186,307 (21.73)	435,350 (50.77)	34,983 (4.48)	857,558 (100.00)
2008	30,207 (3.21)	188,145 (20.00)	208,934 (22.21)	473,665 (50.36)	39,652 (4.22)	940,603 (100.00)
2009	28,865 (3.39)	165,277 (19.40)	203,741 (23.91)	413,082 (48.48)	41,175 (4.83)	852,140 (100.00)
2010	30,497 (3.28)	1,80,848 (19.44)	2,54,747 (27.38)	4,12,030 (44.29)	52,219 (5.61)	930,341 (100.00)
2011	32,705 (3.14)	1,97,944 (18.99)	2,98,614 (28.65)	4,66,722 (44.77)	46,442 (4.46)	10,42,427 (100.00)
2012	33,585 (3.12)	2,12,623 (19.78)	3,23,865 (30.13)	4,57,832 (42.59)	47,031 (4.38)	10,74,936 (100.00)
Av. Annual Growth Rate	7.83	5.23	9.23	5.44	10.60	6.48

Source: Compiled from Tourism Market Trends, 2005, 2006 Editions and Tourism Highlights 2010 & 2013 Editions, – Annex, World Tourism Organization (UNWTO), and available from: [http:// www. world-tourism.org/facts/menu. html](http://www.world-tourism.org/facts/menu.html) (accessed 13.04.08 and 18.03.14)

The above table (Table- 5.7) shows that Europe earns the highest foreign currency from tourism. This region earned US\$ 1,42,885 million in 1990 and US\$ 4,57,832

in 2012 which constitutes 52.89 percent and 42.59 percent respectively of the total world earnings from tourism for the same period. The analysis on the number of tourist arrivals section shows that Europe lost 8.82 percent market share in number of tourist arrivals during the period but this section shows that the share of earnings decreased in the world context is 10.30 percent. The share of earnings of the America decreased to 19.78 percent in 2012 from 25.64 percent in 1990. Both the earnings and its share for Asia and the Pacific have increased during the period. Asia and the Pacific earned US\$ 46,474 million in 1990 and it increased to US\$ 3,23,865 million in 2012 and the share of which is 17.20 percent and 30.13 percent respectively for the same period. It is noteworthy to mention here that though the achievement of Asia and the Pacific region is increasing in terms of the share and the amount earned, the growth rate in earnings is more accelerating than the same of arrivals. The above tables (Table – 5.6 and 5.7) show that the average annual growth rates in arrivals is 6.71 percent and the same in earnings is 9.23 percent.

5.3.3: International Tourist Arrivals and Earnings in Asia by Sub-Regions

The tourism industry has become increasingly important as a source of revenue and employment for countries in Southeast Asia (Yahya, 2003). In earlier section, it was already mentioned that the growth rate in terms of tourist arrivals, earnings from tourism by Asian region is accelerating in comparison to other regions of the world. Again the analysis can be made on the sub-region of Asia and the Pacific to show the position of each sub-region. The following table (Table- 5.8) presents the tourists arrivals in different sub-regions of Asia and the Pacific:

Table - 5. 8: International Tourist Arrivals in Asia and the Pacific (in million) by Sub-Regions and Share of Each Sub-Region

Year	Regions				Total in Asia and the Pacific
	North-East Asia	South-East Asia	Oceania	South Asia	
1990	26.35 (47.22)	21.15 (37.90)	5.15 (9.23)	3.15 (5.65)	55.80 (100.00)
1995	41.30 (50.37)	28.40 (34.63)	8.10 (9.88)	4.20 (5.12)	82.00 (100.00)
2000	58.30 (52.95)	36.10 (32.79)	9.60 (8.72)	6.10 (5.54)	110.10 (100.00)
2005	86.00 (55.99)	48.50 (31.58)	11.00 (7.16)	8.10 (5.27)	153.60 (100.00)
2007	101.00 (55.50)	59.70 (32.80)	11.20 (6.15)	10.10 (5.55)	182.0 (100.00)
2008	101.00 (54.89)	61.70 (33.48)	11.10 (6.03)	10.30 (5.60)	184.0 (100.00)
2009	98.10 (54.14)	62.10 (34.27)	10.90 (6.02)	10.10 (5.57)	181.20 (100.00)
2010	111.5 (54.36)	70.0 (34.13)	11.6 (5.66)	12.0 (5.85)	205.1 (100.00)
2011	115.8 (53.07)	77.3 (35.43)	11.7 (5.36)	13.4 (6.14)	218.2 (100.00)
2012	122.8 (52.73)	84.0 (36.07)	12.1 (5.20)	14.0 (6.01)	232.9 (100.00)
Av. growth rate	7.25%	6.47%	3.96%	7.02%	6.71%

Source: Compiled from Tourism Market Trends, 2006 Editions and Tourism Highlights 2013 Edition, – Annex, World Tourism Organization (UNWTO), and available from: <http://www.world-tourism.org/facts/menu.html> (accessed on 18.03.14)

The above table (Table- 5.8) shows that among the four sub-regions of Asia and the Pacific, the position of North-East Asia is at the top followed by South-East Asia. During the period from 1990 to 2012, the tourist arrivals in the North-East Asia increased from 26.35 million to 122.8 million constituting 47.22 percent and 52.73 percent share respectively. The share of the same region increased by 5.51 percent during the period and the average growth rate is 7.25 percent which is at the top of this region. The share of South-East Asia has decreased to some extent (from 37.90 percent to 36.07 percent). But the position of South Asia in terms of

tourist arrivals has increased a little bit (from 5.655 to 6.01%). But the positive sign is that the average annual growth rate is satisfactory which is 7.02%.

The performance of each region can also be evaluated based on the foreign currency earned by each region, because the ultimate goal of each region is to improve its economic condition for which monetary measure is an important indicator.. The following table (Table- 5.9) shows the earnings of the sub-regions of Asia and the Pacific:

Table - 5. 9: International Tourism Receipts (US\$ million) in Asia and the Pacific by Sub-Regions and Share of each Sub-Region

Year	Regions				Total in Asia and the Pacific
	North-East Asia	South-East Asia	Oceania	South Asia	
1990	22,651 (48.74)	14,479 (31.16)	7,315 (15.74)	2,029 (4.36)	46,474 (100.00)
1995	36,167 (44.82)	26,981 (33.43)	14,148 (17.53)	3,404 (4.22)	80,700 (100.00)
2000	44,460 (49.29)	26,210 (29.05)	14,739 (16.34)	4,797 (5.32)	90,206 (100.00)
2005	70,820 (50.31)	33,403 (23.73)	26,727 (18.99)	9,816 (6.97)	140,766 (100.00)
2008	99,900 (47.82)	59,800 (28.63)	33,700 (16.13)	15,500 (7.42)	208,900 (100.00)
2009	100,300 (49.24)	54,300 (26.66)	33,500 (16.45)	15,600 (7.65)	203,700 (100.00)
2010	1,28,578 (50.47)	68,438 (26.87)	37,696 (14.80)	20,034 (7.86)	254746 (100.00)
2011	1,49,611 (50.10)	84,444 (28.28)	40,832 (13.67)	23,727 (7.95)	298614 (100.00)
2012	1,66,843 (51.52)	91,665 (28.30)	41,201 (12.72)	24,156 (7.46)	323865 (100.00)
Av. Growth Rate	9.50	8.75	8.17	11.92	9.23

Source: Compiled from Tourism Market Trends, 2005, 2006 Editions and Tourism Highlights 2010 & 2013 Editions, – Annex, World Tourism Organization (UNWTO), and available from: <http://www.world-tourism.org/facts/menu.html> (accessed 13.04.11 and 18.03.14)

It is apparent from the above table (Table- 5.9) that North-East Asia holds almost half of the total earnings and the share of the aforementioned region rose to 51.52 percent in 2012 from 48.74 percent in 1990 and with an average annual growth rate of 9.5 percent. During the period, the share of this region in arrivals increased by 5.51 percent and earnings by only 2.78 percent. The share of South-East Asian sub-region in earnings was 31.16 percent and 28.30 percent in 1990 and 2012 respectively which indicates a 2.86 percent decrease over the period and the share in tourist arrivals of Oceania decreased by 4.03 percent in 2012 from 1990 and the same in earning decreased by 3.02 percent. The position of South Asia in tourist arrivals remained more or less unchanged but there is an increase in earnings from 4.36 percent in 1990 to 7.46 percent in 2012. The average annual growth rate is also highest in South Asian region which is 11.92 percent.

5.3.4: International Tourists Arrivals and Earnings in South Asian Countries

In the past few years, though there is no remarkable progress in the share of South Asia within Asia and the Pacific region but in terms of the number of tourist arrivals have increased to an outstanding level. Even some of the South Asian countries are performing well and have achieved a remarkable progress. The following table (Table-5.10) shows the international tourist arrivals in South Asian countries and share of each country:

Table - 5. 10: International Tourists Arrivals in South Asia (1000) and Share of Each Country

Country Year	Bangla desh	Bhutan	India	Iran	Mald- ives	Nepal	Pakistan	Sri Lanka	Total
1990	115 (3.65%)	2 (0.06%)	1707 (54.19%)	154 (4.89%)	195 (6.19%)	255 (8.10%)	424 (13.46%)	298 (9.46%)	3,150 (100%)
1995	156 (3.69%)	5 (0.12%)	2124 (50.18%)	489 (11.55%)	315 (7.44%)	363 (8.58%)	378 (8.93%)	403 (9.52%)	4,233 (100%)
2000	199 (3.27%)	8 (0.13%)	2649 (43.53%)	1342 (22.05%)	467 (7.67%)	464 (7.62%)	557 (9.15%)	400 (6.57%)	6,086 (100%)
2002	207 (3.55%)	6 (0.10)	2384 (40.87%)	1585 (27.17%)	485 (8.31%)	275 (4.71%)	498 (8.54%)	393 (6.74%)	5,833 (100%)
2003	245 (3.81%)	6 (0.09%)	2726 (42.41%)	1546 (24.05%)	564 (8.78%)	338 (5.26%)	501 (7.80%)	501 (7.80%)	6,427 (100%)
2004	271 (3.61%)	9 (0.12%)	3371 (44.94%)	1659 (22.12%)	617 (8.23%)	360 (4.80%)	648 (8.64%)	566 (7.55%)	7501 (100%)
2005	208 (2.61)	14 (0.18)	3,919 (49.13)	1,719 (21.55)	395 (4.95)	375 (4.70)	798 (10.00)	549 (6.88)	7,977 (100%)
2006	200 (2.17)	17 (0.18)	4,447 (48.22)	1,983 (21.50)	602 (6.53)	516 (5.59)	898 (9.74)	560 (6.07)	9,223 (100%)
2007	289 (2.85)	25 (0.25)	5,082 (50.06)	2,219 (21.86)	676 (6.66)	527 (5.19)	840 (8.27)	494 (4.87)	10,152 (100%)
2008	467 (4.52)	28 (0.27)	5,367 (51.90)	2,034 (19.66)	683 (6.61)	500 (4.84)	823 (7.96)	438 (4.24)	10,340 (100%)
2009	267 (2.53)	29 (0.27)	5,109 (48.37)	2,689 (25.46)	656 (6.21)	510 (4.83)	855 (8.09)	448 (4.24)	10,563 (100%)
2010	303 (2.53)	27 (0.23)	5,776 (48.13)	2,938 (24.48)	792 (6.60)	603 (5.03)	907 (7.56)	654 (5.45)	12,000 (100)
2011	594 (4.38)	37 (0.27)	6309 (46.47)	3354 (22.93)	931 (6.86)	736 (5.42)	1,000 (7.37)	856 (6.31)	13,506 (97.90)
2012	588 (4.17)	44 (0.31)	6,649 (47.15)	NA -	958 (6.79)	NA -	NA -	1,006 (7.13)	14,103 (61.38)
Av. Annual Growth Rate	7.70%	15.09%	6.38%	-	7.50%	-	-	5.69%	7.05%

Source: Compiled from Tourism Market Trends, 2005, 2010 & 2013 Editions – Annex, World Tourism Organization (WTO), and available from: <http://www.world-tourism.org/facts/menu.html> (accessed 18.03.14)

*. (-) means not available

It is apparent from the above table (Table- 5.10) that the number of tourist arrivals has increased in every country in this region but there is significant variation and growth in the share of each country. It is also seen that among the total arrivals, India has the major market share in this region constituting about 54.19 percent in 1990; 44.94 percent in 2004 and 47.15 percent in 2012. The data indicates that India lost 7.04 percent share during this period though the number of tourist arrivals almost increased by 3.9 times during the period. Iran is now in second top position and has increased its share to 22.93 percent in 2011 (data for 2012 is not available) from only 4.89 percent in 1990 which can be considered a very positive growth for tourism in Iran. The share of Maldives in 2012 increased to 6.79 percent from 6.19 percent in 1990. This indicates that Maldives could maintain its share in this region as well as increased the number of tourist arrivals to its destination. At the same time, the share of Nepal, Pakistan and Sri Lanka has decreased in 2011 compare to that of 1990. The share of Bangladesh which one is under study of the present researcher almost remained same during the period. Bangladesh had 3.65 percent share in 1990 and the same increased to 4.17 percent in 2012 and the position of Bangladesh remained the same (7th out of eight countries) and just above the position of Bhutan who has very insignificant or negligible number of tourist arrivals.

The recent UNWTO long term forecast shows that international tourist arrivals will increase by 3.3 percent a year from 2010 to 2030 and will reach to 1.8 billion by (UNWTO, 2013). The same forecast also shows that the growth rate in Asia and the Pacific region will 5.7 percent and 4.2 percent during the period of 2010-2020 and 2020-2030 respectively and the total tourist arrivals in this region will 355 million and 535 million in 2020 and 2030 respectively (21.7 percent and 29.6 percent of world tourist arrivals for the mentioned period). In addition, the growth rates in South Asian region will 6.8 percent and 5.3 percent during the period 2010-2020 and 2020-2030 respectively. The South Asian region's share of total tourist arrivals will reach to 2.0 percent in 2030 from 1.2 percent in 2010 by receiving 36 million tourists in 2030 to its destinations.

Again an attempt was taken by the researcher to judge the position of each country in terms of the foreign currency earnings which can be presented in the following table (Table- 5.11):

Table - 5. 11: Foreign Exchange Earning from Tourism in South Asian Countries (US\$ million)

Country Year	Bangl- adesh	Bhutan	India	Iran	Mald- ives	Nepal	Pakistan	Sri Lanka	Total
1990	11 (0.54)	2 (0.10)	1513 (74.57)	61 (3.01)	89 (4.39)	64 (3.15)	156 (7.69)	132 (6.51)	2029 (100%)
1995	25 (0.73)	5 (0.15)	2582 (75.83)	67 (1.97)	211 (6.20)	177 (5.20)	110 (3.23)	226 (6.64)	3405 (100%)
2000	50 (1.11)	10 (0.22)	3168 (70.32)	467 (10.37)	321 (7.13)	158 (3.51)	81 (1.80)	248 (5.50)	4505 (100%)
2002	57 (1.09)	8 (0.15)	2918 (55.66)	1357 (25.88)	337 (6.43)	103 (1.96)	97 (1.85)	363 (6.92)	5243 (100%)
2003	57 (0.98)	8 (0.14)	3533 (60.80)	1033 (17.78)	402 (6.92)	199 (3.42)	136 (2.34)	441 (7.59)	5811 (100%)
2004	67 (0.91)	12 (0.16)	4769 (65.04)	1074 (14.65)	479 (6.53)	230 (3.14)	186 (2.54)	513 (7.00)	7332 (100%)
2005	70 (0.71)	19 (0.19)	7356 (74.94)	1410 (14.36)	287 (2.92)	132 (1.34)	180 (1.83)	362 (3.69)	9,816 (100%)
2007	75 (0.54)	27 (0.19)	10729 (76.81)	1677 (12.01)	602 (4.31)	198 (1.42)	276 (1.98)	385 (2.76)	13,969 (100%)
2008	75 (0.48)	36 (0.23)	11832 (76.24)	1918 (12.36)	664 (4.28)	336 (2.17)	316 (2.04)	342 (2.20)	15,519 (100%)
2009	77 (0.49)	37 (0.24)	11436 (73.31)	2467 (15.81)	590 (3.78)	371 (2.38)	272 (1.74)	350 (2.24)	15,600 (100%)
2010	81 (0.40)	35 (0.17)	14,490 (72.47)	2,438 (12.17)	1,713 (8.65)	344 (1.73)	305 (1.52)	576 (2.88)	20,034 (100%)
2011	87 (0.37)	48 (0.20)	17,707 (74.82)	2,381 (10.06)	1,868 (7.89)	386 (1.63)	358 (1.51)	830 (3.51)	23,727 (100%)
2012	110 (0.46)	63 (0.26)	17,971 (74.40)	2407 (9.96)	1,873 (7.75)	352 (1.46)	341 (1.41)	1,039 (4.30)	24,156 (100%)
Av. Growth Rate	11.03	16.98	11.91	18.18	14.85	8.06	3.62	9.83	(11.92)

Source: Compiled from Tourism Market Trends, 2005, 2010 & 2013 Editions – Annex, World Tourism Organization (WTO), & available at: <http://www.world-tourism.org/facts/menu.html> (accessed 18. 034.14)

The above table (Table- 5.11) clearly shows that the amount of earnings has increased in every country, but in real sense, progress in every country is not the same. For example, India the top most tourist attracting country in this region had 54.19 percent market share in 1990 and the country earned 74.57 percent of the total earnings which is 20.38 percent above of its market share in terms of arrivals. In 2012, India with its 47.15 percent market share in arrivals earned 74.40 percent of the total earnings in this region. It indicates that India's share in tourist arrivals decreased by 7.04 percent from 1990 to 2012 but it didn't affect in the share of earnings. Iran with its second position in terms of tourist arrivals with a share of 4.89 percent earned 3.01 percent of total earning in this region in 1990 which rose to 22.93 percent and 10.06 percent in 2011 (data for tourist arrivals in 2012 is not available) in the share of tourist arrival and earnings respectively. It shows that still the share of Iran in earnings is still far behinds its share in arrivals. The same case is for Pakistan which produced only 1.41 percent earnings with 7.37 percent share in arrivals in 2012 which were 7.69 percent and 13.46 percent respectively in the 1990. It shows that Pakistan lost its position both in terms of earning and attracting tourists during the period. The situation of Maldives is improving. The share of Maldives in tourist arrivals increased to 6.79 percent in 2012 from 6.19 percent in 1990. But the performance of the same country in earnings increased to 7.75 percent in 2012 from 4.39 percent in 1990. Nepal lost in both the cases of earnings and tourist arrival. The data shows that Nepal's share in earnings decreased to 1.46 percent in 2012 from 3.15 percent in 1990 and share of arrivals come down to 5.42 percent from 8.10 percent at the same period. In consideration of earnings, the share of Sri Lankan is also decreasing. Sri Lanka's share was 6.51 percent in 1990 which decreased to 4.30 percent in 2012. Similarly, the share in tourist arrivals came down to 7.13 percent in 2012 from 9.46 percent in 1990. The position of Bangladesh improved at a very insignificant level in attracting tourists and increased to 4.17 percent share in 2012 from 3.65 percent in 1990. The data shows that the share of Bangladesh in tourism earnings of South Asian region is very insignificant even in comparison to its share in total tourist arrivals and in addition to the share in earnings of South Asian region decreased to 0.46 percent in 2012 from 0.54 percent in 1990. Another important aspect is that the receipts per tourist arrival, Indian earning is US\$ 1,770 whereas the same for Bangladesh, Bhutan, Nepal and Sri Lanka can be stated as US\$ 245, 1350, 595 and 905 respectively (WTO, 2005). This

also indicates that the earnings of other countries are much higher than that of Bangladesh due to the short stay of tourists in Bangladesh in comparison to the tourist's longer stay in other countries.

5.3.5: Tourist Arrivals and Foreign Exchange Earnings from Tourism in Bangladesh

Earlier the situation of the tourist arrivals by different regions and sub-regions along with its share as well as the situation prevailing in the South Asian countries was discussed. Attempts were also made to highlight details of the same for Bangladesh. The following table (Table-5.12) shows the tourist arrivals in Bangladesh in different years and the rate of growth of the same:

Table - 5. 12: Year-Wise Total Tourist Arrivals in Bangladesh

Year	Tourist Arrivals	
	Number	Growth Rate (%)
1991	1,13,242	-
1995	1,56,231	(+) 11.50
2000	1,99,211	(+) 15.30
2005	2,07,662	(-) 23.45
2006	2,00,311	(-) 3.54
2007	2,89,110	(+) 44.33
2008	4,67,332	(+) 61.65
2009	2,67,107	(-) 42.84
2010	3,03,386	(+) 13.58
2011	5,93,667	(+) 95.68
2012	5,88,193	(-) 0.92
2013	2,78,780	(-) 52.60
2014	4,50,000*	(+) 61.42
Average Growth Rate		(+) 6.18

Source: Bangladesh Parjatan Corporation

*. Provisional figure

The table (Table- 5.12) shows that the number of tourist arrivals in Bangladesh has increased to 5,88,193 in 2012 from 1,13,242 in 1991 which shows an average annual growth rate of 7.78 percent. The tourist arrivals increased in an accelerate way 2007, 2008 and 2011 with a growth rate of 44.33 percent, 61.65 percent and 95.68 percent respectively in compare to its preceding year. But the rate of growth was negative in

the years 2005, 2006 2009 and 2012. In general, the statistics shows a very good and positive trend. But the fact is that the overall scenario is not good. This rate can be considered very accelerative for those countries that have already matured in the market. But for the initial level of market entry, the above growth rate is not a positive one.

By using the above data (Table- 6.8) the projected number of tourist arrivals for the year 2020 and 2030 can be calculated with the help of regression analysis where, the model:

$$y = mx + b$$

Here, x is independent variable (year) and y is dependent variable (total number of tourist arrivals)

$$\text{Slope} = m = \frac{n(\sum xy) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2}$$

$$\text{Intercept} = b = \frac{\sum y - m(\sum x)}{n}$$

By interpreting and solving this we get the value $m = 15,622.98$ and $b = 64,908.77$ and then the model stands as: $y = 15,622.98(x) + 64,908.77$ and the projected tourist arrivals is 5,17,975 and 6,74,205 for the year 2020 and 2030 respectively subject to remaining the present trend unchanged. But Bangladesh already received 5,93,667 and 5,88,193 tourists in 2011 and 2012 which is more than the projected number for 2020. So, it can be said that the scenario of tourist arrivals in Bangladesh more than the projection made by regression analysis. Again, if the average growth rate is taken into consideration, the number of tourist arrivals in Bangladesh in 2020 can be calculated as:

$$A = P(1+i)^n$$

Where, A = Projected tourist arrivals in Bangladesh.

P = Tourist arrivals in 1991

i = Average growth rate = 6.18% = 0.0618

n = No. of years

Projected Tourists Arrivals in 2020 (Here, n = 29)	Projected Tourists Arrivals in 2030 (Here, n = 39)
$A = 113242(1+0.0618)^{29} = 6,44535$	$A = 113242(1+0.0618)^{39} = 11,74,015$

Bangladesh Parjatan Corporation (BPC) projected that Bangladesh will receive 1.10 million in 2020 and 2.41 million tourists in 2030 which seems very realistic if the average growth rate is taken into account.

The marketing performance of any tourism organization can be evaluated based on the earnings by the organization. So, it was attempted to focus on the earnings of BPC and the growth rate of the same for the last couple of years to have a clear picture of the sector in terms of financial performance. The following table (Table- 5.13) is shows the earnings and growth rate of the same of the BPC, the only government owned tourism organization in Bangladesh:

Table - 5. 13: Foreign Exchange Earnings from Tourism and Travels in Bangladesh

Year	Earnings from Tourism	
	Amount (Million Tk*)	Growth Rate (%)
1990-91	267.70	-
1995-96	1,125.40	(+) 36.64
2000-01	2,638.10	(+) 2.15
2005-06	5,092.86	(+) 21.16
2006-07	5,355.70	(+) 5.16
2007-08	5,658.84	(+) 5.66
2008-09	6,082.83	(+) 7.49
2009-10	5,386.01	(-) 11.45
2010-11	5,946.64	(+) 10.41
2011-12	7,435.45	(+) 25.04
2012-13	8,475.65	(+) 13.99
2013-14	10,995.27	(+) 29.73
Average Growth Rate		(+) 17.53

Source: Bangladesh Bank and BPC Web page, available at: http://www.bangladeshtourism.gov.bd/resource_center_wtar9904_03_sh2.php (accessed on 30.03.13).

By using the above data (Table- 5.13) the projected foreign exchange earnings from tourist arrivals for the financial year 2019-2020 and 2029-2030 can be calculated with the help of regression analysis where, the model:

$$y = mx + b$$

Here, x is independent variable (financial year) and y is dependent variable (total foreign exchange earning form tourist arrivals)

$$\text{Slope} = m = \frac{n(\sum xy) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2}$$

$$\text{Intercept} = b = \frac{\sum y - m(\sum x)}{n}$$

By interpreting and solving this we get the value $m = 369.349$ and $b = -789.75$ and then the model stands as: $y = 369.349(x) - 789.75$ and the projected foreign exchange earnings are Tk. 9,621.71million and 13,614.86 for the year 2019-2020 and 2029-2030 respectively subject to remaining the present trend unchanged. By using the average growth rate in earnings, it can be obtained that the same for the years of 2019-2020 and 2029-2030 would be Tk. 28,970.88 million and Tk. 1,45,696.49 million and shown as follows:

Projected Earning from tourism in 2019-20 (in million Tk.)	Projected Earning from tourism in 2029-30 (in million Tk.)
A = 267.70 (1+0.1753) ²⁹ 28,970.88	A = 267.70(1+0.1753) ³⁹ =1,45,696.49

Though the foreign exchange earnings through mobilizing domestic resources by the host country's tourism industry can play an important role in the economy, the earning of BPC is very insignificant in terms of the overall earnings of the said industry in the world and even in the Asian region. The

earnings from tourism in Bangladesh was Tk. 267.7 million in 1990-91 which increased to Tk. 10,995.27million in 2013-14. There is also a very positive sign that every year from 1990-01 to 2013-2014 has a positive growth rate except 1998-99 and 2009-10. These two years are exceptional and achieved a negative growth rate over its preceding year may be due to devastating flood in 1998 all over the country and which lasted about 2 months and the political instability in 2009-2010. The highest growth rate was achieved in 1997-98 which is 71.52 percent over the previous year. From the analyses of the above table, it can be commented that though Bangladesh does not have a good position in world tourism, but the trend of growth rate in the earnings is encouraging.

5.3.6: Tourist Arrivals from SAARC Countries to Bangladesh

There are seven countries of South Asian Association of Regional Cooperation (SAARC) including Bangladesh. It was clear from the discussion made in the earlier sections that the position of Bangladesh in world tourist arrivals is not amazing though the industry is growing faster than other industries. It was also observed that in the South Asian countries, the position of Bangladesh is very insignificant. An attempt was made to see the picture of the tourist arrival in Bangladesh from the SAARC countries, which can be shown in the following table (Table- 5.14):

Table - 5. 14: Tourists Arrivals from Member Countries of SAARC (1995-2013)

Country Year	Bhutan	India	Maldives	Nepal	Pakistan	Sri Lanka	SAARC Total	Total Arrivals	Share of SAARC Countries
1995	415 (0.65)	46015 (72.10)	94 (0.15)	2995 (4.69)	12903 (20.22)	1395 (2.19)	63817 (100.00)	156231	40.85
2000	1010 (1.09)	74268 (79.85)	189 (0.20)	4481 (4.82)	10637 (11.44)	2427 (2.61)	93012 (100.00)	199211	46.69
2004	874 (0.88)	80469 (80.95)	98 (0.10)	3144 (3.16)	11997 (12.07)	2826 (2.84)	99408 (100.00)	271270	36.65
2005	1187 (1.20)	86232 (87.09)	220 (0.22)	3378 (3.41)	5671 (5.73)	2322 (2.35)	99010 (100.00)	207662	47.68
2006	1422 (1.89)	60516 (80.53)	693 (0.92)	3422 (4.55)	6680 (8.89)	2410 (3.21)	75143 (100.00)	200311	37.51
2007	1600 (1.57)	78568 (76.99)	1321 (1.29)	4537 (4.45)	12224 (11.98)	3799 (3.72)	102049 (100.00)	289110	35.30
2008	N/A	N/A	N/A	N/A	N/A	N/A	N/A	467332	
2009	N/A	98081	N/A	8804	N/A	6403	N/A	267107	
2010	N/A	105262	N/A	13472	N/A	6898	N/A	303386	
2011	N/A	145243	N/A	11338	N/A	9341	N/A	593667	
2012	N/A	160230	N/A	10445	N/A	9983	N/A	588193	
2013	N/A	57188	N/A	4129	N/A	3734	N/A	278780	

Source: Special Branch, Bangladesh, available from: [http://www. Bangladesh tourism.gov.bd/statistics_saarc_visitors.php](http://www.Bangladesh.tourism.gov.bd/statistics_saarc_visitors.php) (accessed on 25.3.06 and 25 May. 2014)

N/A – Data is not available

It can be noted that a large number of tourists who visited Bangladesh are from the SAARC Countries. The number is almost half of the total tourist arrivals in Bangladesh. The share of the tourist arrivals from SAARC countries to Bangladesh was more than 40 percent from 1995 to 2003 which decreased to 36.64 percent in 2004. Another important issue to observe here is that most of the tourists of SAARC countries are from India. In 2013, a total of 57,188 tourist from India visited Bangladesh which is 20.5 percent of the total foreign tourists received by Bangladesh.

In short, it can be said that the world wide tourist arrivals and foreign exchange earnings from this sector is growing day by day (Incredible India, 2004). The growth of the same in the Asia and the Pacific region is more accelerating than any other region. The ever increasing growth of this industry and its market has increased the competition among the tourists importing countries. As a result, the success of any destination country depends on how well it can offer the more attractive tourism products and services and can initiate and adopt the competitive marketing strategy over its competitors. Promotion is one of the most important elements of the marketing mix through which the attractions of the destinations and its facilities are focussed to the potential tourists to draw their attention and grow interest among them to visit the sponsor's destination. It states that in the face of worldwide stiff competition, intangible nature of tourism services and the need of pre-purchase information for potential tourists, promotional measures in the tourism industry can play key a role in the performance and development of this industry destination country. For this effective promotional measures have to be taken so that they can gain a positive result through attracting more tourists to its destination. Though tourism marketing is gaining importance all over the world, Bangladesh as a tourist destination could not achieve significant progress to develop the industry though the country has some unique attractions like the world's longest and unbroken sea beach, world's largest mangrove forest with a variety of wild lives, historical cultural heritage, tribal culture, captivating beauty of nature etc. Because the world thinks Bangladesh as a poor, flood-ravaged, and more of a disaster zone than a travel destination (LenR, 2005), the author mentioned that though in some respects the world is right but hiding behind these images, Bangladesh is a country with a rich history, a strange beauty, and some interesting attractions. Despite the above facts, Bangladesh has not taken appropriate measures to counter its negative image abroad as a country that faces abject poverty, floods and cyclones. Muqbil (2005) mentioned that Bangladesh has taken little measures to counter its "negative image abroad" as a country that faces "abject poverty, floods and cyclones" and blamed that in 2004-05, the Tourism Corporation, which is responsible for marketing, was given only 10 million taka (about US\$158,000) and for the fiscal years 2005-06, 2006-07 and 2007-08, "no

funds have been allocated" making it impossible to conduct marketing campaigns in a highly competitive market. In 2012-13, only Tk. 2.258 was allocated to BPC for promotional purpose of Bangladesh tourism. It may seem that the number of tourist arrivals and the earnings from this industry show a positive growth rate, but the reality is that the position of Bangladesh tourism in the world context is very negligible and is at the bottom line in the South Asian region. One of the reasons for the failure of Bangladesh tourism is that insufficient promotional measures have been undertaken for marketing in the said sector. 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. Besides, the expansion of the tourism business and the increased competition among destination countries throughout the world has necessitated developing appropriate promotional approaches by the tourism firms worldwide.

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Chapter- 6

Marketing Strategies of Tourism Industry in Bangladesh

Marketing program positioning strategies indicate the desired positioning of the product in the eyes and mind of the target buyers of the marketer. The marketing manager of any organization blends together the elements of the marketing mix in such a way that they fulfill the needs of selected target markets. Kotler and Armstrong (1996,) recognize marketing mix as one of the key concepts in modern marketing theory and define the term as the set of marketing tools that work together to affect the marketplace. The traditional approaches of marketing suggest that a marketing mix is comprised of four elements: product, price, promotion, and place and literally is known as marketing mix (Perreault and McCarthy, 2000). These four elements of marketing mix are independent and interrelated on each other and requires a marketing manager to have an optimal mix of these factors for a given market segment at given time period. Hossain (1999) emphasizes that the marketing manager's strategies and action plans are usually structured on the basis of these four Ps. However, since these four elements of marketing mix were originated and intended to apply in manufacturing organizations, the strategies for the 4Ps require some adjustments when applying in services marketing. Because services are usually produced and consumed simultaneously, customers are often present in the firm's factory, interact directly with the firm's personnel, and are actually part of the service production process (Zeithaml et al, 2006). The intangibility nature of services, customer will often look for any tangible cue to help them understand the nature of service experience. Cooper et al (2005) stated that in tourism marketing, it is not only dealt with the tangible inventory of physical attributes such as the natural geography, built environment and attractions, accommodation and transport facilities but also intangible social and cultural factors.

Considering the intangible nature of tourism services, Booms and Bitner (1981) considered that the four Ps of traditional marketing mix as insufficient and expanded the marketing mix for services by adding three more elements like: people, physical evidence and process in traditional marketing mix which is appropriate for service marketing like tourism. Similarly, Magrath (1986) also argued that the four Ps of traditional marketing mix is not enough for the service marketing like tourism and hospitality and recommended the management's attention to include three additional elements in marketing mix in their strategic marketing actions and program for services. The marketing strategy, or mix for tourism and recreation should be viewed as a package of offerings designed to attract and serve the customer or visitor. The marketing program (marketing mix) positioning strategies for tourism industry can be stated as under:

6.1: Product Strategies

The first element in the marketing mix is the product. Tourism is primarily a service based industry. The tourism industry mainly produces and markets intangible products or service-products. The principal products provided by recreation or tourism businesses are recreational experiences and hospitality which includes some components – trip planning and anticipation; travel to the site/area; the experience at the site; travel back home; and recollection etc and requires to be expressed in such a way that the tourists see a value in them. Because people do not buy products rather they buy the expectation of benefits. Mill and Morrison (2002) stated that travel experience consists of several different services and products ranging from transportation and lodging to sightseeing and souvenirs.

Gunn's (1988) model of the Tourist System denotes the tourism product as a complex consumptive experience that results from a process where tourists use multiple travel services during the course of their visit (information, transportation, accommodation, and attraction services). These indicate that tourism products need to produce and consume at the same time which requires a larger reliance on service to deliver the expected high quality product. In this

regard, tour guide can play the important role. Because the quality of a tour guide can have a strong impact on the type of experience the customer will gather, a lively, friendly, and knowledgeable guide is required to ensure a more satisfying experience than a boring guide who acts as driver only.

Tourism as an industry has many elements – transportation, accommodations, food and beverage services, shops, entertainment, aesthetics and special events that comprise the overall "travel experience. As a result, in most of the cases, it is quite impossible for a single business to provide the variety of facilities to fulfill tourists' needs or desires as well as to maintain and control the quality of the experience. To overcome these problems, all the tourism related service providing agencies and organizations need to work together to package and promote tourism opportunities in their areas and should look for ways to enhance the quality of the overall experience during all phases of the trip and thus to ensure the consistent quality of the products.

Bangladesh is an artistic country with various tourist attractions that include archaeological sites, mosques, temples, monuments, modern resorts and a range of tours, including river cruises and boating and many other natural phenomena composed of hills and vales, forests, rivers, lakes, sea and beaches, and the evergreen landscape embracing the country. These vast, largely unknown and unspoiled natural beauty and reserves brought travelers close to nature and are considered to them as simply unique and fascinating. To market it effectively and efficiently, market should have appropriate product positioning strategy. Product strategy involves deciding what tourism product, service facilities, service quality and type of packaging to offer to the target markets (Rao et al, 1990). The product positioning strategy is an important decision area of a marketer's program planning to gain desired market position in the target market.

In product/service strategies, the tourism marketers need to decide on the types of package tours to be offered, destination to be covered, service package (modes of transport, types of hotel rooms, etc) to be included, tangible products (foods,

drinks, tea etc.) to be served and facilities (play ground, hotel room, swimming pool, night life etc.) to be provided (Hossain, 1999). Due to the variation in needs and wants of tourists, the marketer of tourism industry need to develop several distinct products and services which will be appealing to different market segments and fulfilling their varying needs (Hossain, 1999). These variations in tourism needs, coupled with a set of core product, mean that the marketing strategy needs to be varied based upon the variations of the requirement in the different countries (Greenly and Alan, 1983) and even these variations are often seen in the different market segments of the same country. Again, these needs and wants of the tourists change constantly which requires the tourism marketers to bring change in their product strategies by adopting new products and offers so that it can meet the changing expectations of the tourists. As a result, the tourism marketers, therefore, will constantly watch the market conditions and respond with continuous appraisal of product/service strategies to make necessary modifications of the existing products/services and develop new ones to cater for present demand of the market (Hossain, 1999).

In promoting tourism of any destination country, several organizations such as tour operators (govt. and private), airline, travel agents hotel and restaurant are the major and important firms that can play the positive role in tourism promotion. The tour operator represents one of the most powerful and most influential entities in the tourism industry in such a way that the 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 (Cavlek, 2002). Tour operator works as a transactional partner in the distribution chain of tourism services between the customer and the destination and has an ability to influence the system.

BPC - the National Tourism Organization (NTO) in Bangladesh, previously offered different types of package tours covering most of the important and attractive tourist spots of the country and also it had different cruise programs of varying durations, but recently BPC have stopped it's all package tours and river cruises. Even BPC has stopped its different types of transport services and has

started to handover its accommodation services and restaurant arrangements under private ownership or management. BPC as the National Tourism Organization (NTO) in Bangladesh is now concentrating to develop the infrastructure and providing the policy supports to private entrepreneurs (private tour operators and other service providers) and other promotional initiatives to highlight Bangladesh as an attractive tourist destination.

Private tour operators can also play the important role in promoting tourism in any destination country. Private tour operators in Bangladesh are offering different types of package tours covering the major important tourist spots throughout the country both for the inbound and outbound tourists. They are trying their level best to expand their services and attracting more tourists both the local and foreign tourists through their promotional activities. Hossain (1999) stated that they offer a wide-range of choices for the tourists and emphasizing on the changes and developments of their service packages to meet the changing demands of the tourist customers.

Airlines have strong ties with large-scale tour operators in terms of crafting strategies to stimulate the market for air travel through intermediaries (Holloway, 1992). Airlines of a country have an important role in promoting tourism in a specific country. They can play their role through offering and arranging different package tours both for the domestic and foreign tourists. Bangladesh Biman, the national airlines of Bangladesh is suffering from image problem from the travelers even from the nationals of the country. The services they providing are far below the standard compare to any other airlines operating to carrying the passengers from and to Bangladesh. Kamal and Chowdhury (1993) described that the management fails to offer better services compared to most of its competitors.

Another contributing organization in tourism promotion in a particular destination country is travel agencies. They can provide a number of services to the tourist like- booking and collecting air tickets, hotel room booking, dealing with inbound package tours etc and thus can make the tours easy, comfortable and free from

anxiety. Though the agencies in Bangladesh provide service relating to air ticket booking and collection, but most of them do not extend their help to the tourist in booking the hotel. The travel agencies in Bangladesh make themselves known as ‘travel agents and tour operators’, their service is mainly confined to the selling of airline ticket only (C&I Reporter, 1994). It indicates that the travel agencies are not playing its proper role. So, the travel agencies are supposed to rearrange and expand their services with coordinated efforts with other tourism related organizations in order to promote the same industry in Bangladesh.

Product in tourism is different from most of other tangible products, because what is being sold is the consumption of an experience rather than a tangible product. which results that most tourism products cannot be touched or tested before they are bought and consumed. The success of a tourism marketer largely depends on the ability to communicate the distinguishing characteristics of the product to consumers. A tourism product consists of two components: (i) attributes such as rooms, transport, conference facilities, (ii) benefits which are what the customer achieves as a result of buying the product, such as relaxation, learning and exploration.

6.2: Place Strategies

Tourism product is one where no transfer of ownership takes place and service is simply rented or consumed which require tourism product has to be both available and accessible (Cooper et al., 2005). The authors also stated that these special characteristics of the tourism product have led to specific forms of distribution. Tourism is characterized by fragmentation of supply, the complementarities of tourist services and the predominance of small enterprises (Gilbert, undated). By analyzing the tourism products and service, Hossain (1999) necessitated that the marketers need to formulate the relevant strategies tailored to the needs and wants of potential tourists, an effective marketing plan relevant to who, what, where, when, how much and other aspects of the supply side of tourism products and

services and such marketing plans include decisions on the channel of collection to be used to reach the tourists to the products and services.

A distribution system is the mix of channels used to gain access by which a tourism service is made available to the potential buyers (Cooper et al, 2005). The nature and spread of the tourism products have necessitated a very large number of intermediaries (Holloway and Robinson, 1995). In Bangladesh, BPC and different private tour operators, are mainly performing the role of distribution channel. Tour operators today play very important role tourism marketing and significantly influence international tourism flows towards a country and even they influence the decisions of individual tourists on where to spend a holiday. Mill and Morrison (1992) described that the tour operator in most cases manages the day-to-day operation of a package and brings together the core elements of an inclusive travel packages namely transport and accommodation to and within a pre-determined destination or destinations. In Bangladesh, the participation of the private operators in tourism marketing is increasing day by day and they have started to play the vital role in this sector. It can be expected that if they can play their appropriate role, that will bring the positive impact on this sector. In an informal discussion with different tour operators in Bangladesh, it was found that they have some understanding with different hotel owners/management for providing special discount on the cost of accommodation. In addition, airlines have strong ties with large-scale tour operators in terms of crafting strategies to stimulate the market for air travel through intermediaries (Holloway, 1992). Since the role of of airlines in boosting the tourism marketing in a particular destination is very important, the tour operators in Bangladesh have also some arrangement with different airlines and travel agencies to arrange some special packages with their collaboration. But the fact is that it is at a very insignificant level.

6.3: Pricing Strategies

Determining the right price for tourism services is critical to the profitability of the tourism enterprise though it the hardest on to make among the elements of

marketing mix. Price acts as an active and deciding factor in the choice of destinations and dominant weapon for the accomplishment of marketing objectives of the service providers (Hossain, 1999). As a result, the marketer needs to set price tactically considering the level of demand and the willingness of the market to pay the price. Price is also an indicator of quality, particularly for the first-time buyer, and while it remains so, subsequent purchases are much more concerned with judgment of value for money. Price is highly relevant symbol in signaling or communication what buyers should expect in terms of product quality and value for money (Middleton, 1994).

The price of a particular product incorporates a range of issues such as (i) the actual cost of providing the product, (ii) industry standard, (iii) profit margin (iv) image and standard, (v) value for money etc. Similarly, when setting prices of tourism services, it is important to take into consideration a wide range of issues such as business and target market objectives, cost of producing, delivering and promoting the product, willingness of the target, prices charged by competitors offering similar destination facilities/services to the same target markets, availability and prices of substitute products/services, and economic climate. Seasonality of demand and inherent perishability of tourism product are also important issues which need to take into consideration in establishing the prices of the said product which require the marketers to provide attention to pricing strategies which may encourage off season and non-peak period sales, longer stays, group business, and the sale of package plans (combination of room, meals, and recreational facilities) etc. The price should also be set in a manner that provides a perception to the buyer that the quality of the product is high relative to the price paid. In setting price, marketers need to be very careful in setting prices. They need to take into consideration all the relevant factors that affect the pricing decision in establishing the price of the same. In deciding to get the services from the tour operators, both the local and foreign tourists consider the cost as one of their deciding factors. By considering the issue, the present researcher attempted to know the tourists' satisfaction level toward the price charged by the tour operators in providing tourism related services. It was found that in a five point

Likert Scale, the satisfaction level of the local tourists is 4.21 with a standard deviation of 0.704 and the same of the foreign tourists is 4.29 and 0.593 respectively. This indicates that the satisfaction level of both the local tourists and foreign tourists is almost similar and it is reasonably high.

6.4: Promotional Strategies

The tourism industry has become increasingly well organized and skilled in promoting their industry. To attract more tourists, it is important for the marketer to be able to project a 'place identity that can transform 'ordinary places and times into extraordinary and a unique tourist attraction'. Moreover, consumers (tourists) like to know in advance what they are buying – what the product features are and what the service will do for them (Lovelock, 1983). Consumers of the tourism industry appear to face particularly uncertain and risky purchase situations (Hossain, 1999). As a consequence, the risk and uncertainty for the tourist are higher and his/her need for reliable pre-purchase information is stronger (Shafi, 1985). These indicate the necessity of promotional measures in tourism industry. Promotion includes the activities that tell people what's on offer. It is not entirely separate from the product because what is said and how it is said influences how the product is seen. Marketing in tourism and travel promotion includes advertising, direct mail, public relations, printed brochures, presence at travel trade shows, and participation in joint marketing schemes.

In order to implement the promotional activities, a marketer can use several tools. According to Aronsson and Tengling (1995), tools used more frequently within tourism industry are: advertising, direct marketing, personal selling, public relations, sales promotion and trade shows. In addition Smith, Berry and Pulford (1998), propose several other tools such as, the Internet, sponsorships, packaging, point of purchase, word-of-mouth and corporate identity. All these tools constitute the promotion mix. A marketer needs to select an appropriate promotion mix for the efficient and successful operation of his promotional activities. In establishing an appropriate promotion mix, Rowley (1998) proposes issues to be taken under

consideration, such as the available budget, the marketing message, the complexity of the product or service, distribution of the product, the stage in the product life-cycle, and competition. Whatever be the tool or combination of tools used for this purpose, the most important considerations that the marketers need to keep in mind in selecting promotional tools are: (i) the objective(s) of promotion, (ii) the best type of promotional tool to use that will reach target market(s), and (iii) the most cost effective type of promotional tool.

Through cost-effective ways of communication, tourism marketers can differentiate their services, building relationships with customers and getting their message across an increasingly crowded and 'noisy' market through which they can attempt to attract more tourists to their own destinations. In tourism, promotion helps in creating opportunities for purchase retiming, and to move customers towards particular destinations, operators or travel agents. Promotions have been shown to affect consumers directly in a variety of ways including the retiming of purchases (Doyle and Saunders, 1985); brand switching (Vilcassim, and Jain, 1991); increased volume of purchasing (Neslin et al, 1985; Gupta, 1988); product-type substitutions (Cotton, and Babb, 1978; Moriarty, 1985); and retail outlet substitutions (Kumar and Leone, 1988; Walters, 1991). As promotion plays an important role in tourism marketing, marketers need to take it into consideration very carefully and need to make sure of its optimal and efficient use so that the maximum benefit can be derived from the amount spend for it.

Though the tourism industry has expanded worldwide which has led increased the competition among the destination countries to attract more tourists to its own destination, the promotional measures undertaken to develop the tourism industry in Bangladesh is far behind the required level. The promotional activities of the tour operators in Bangladesh are also being seriously affected due to lack of sufficient funds, low quality of promotional literatures and its improper distribution, perceived bad image of the potential tourists about Bangladesh etc (Hossain and Hossain, 2002). Hasan in his several studies described that the promotional activities undertaken in promoting tourism in Bangladesh is

insufficient and ineffective. Firstly, Hasan (1988) in his study described that though BPC is promoting Bangladesh tourism by producing and distributing different tourist literatures, showing documentary films in the main tourists generating countries through the film clubs there, and maintaining a liaison with different international tourism organizations, but still the promotional measures of BPC is awfully inadequate to cover the main tourist generating countries and suggested for developing more dynamic promotion theme. Similarly, in another study, Hasan (1990) blamed that the promotional strategy initiated by BPC with folders and posters is not satisfactory and would not produce any result, because these folders, posters, accommodation guide, maps etc could be effective promotion tools only when the market is established and emphasized that the BPC should be more concerned with promotion than tourism trade. Furthermore, in the later study conducted by the same author, mentioned that Bangladesh has failed to launch any pragmatic promotional strategy as yet to uphold the image of Bangladesh as a tourist destination and also blamed that the present promotional strategy of the BPC is neither appropriate nor satisfactory (Hasan, 1992). All these led to the failure Bangladesh tourism industry and its markets to grow properly not merely because it lacks in enough attractions and facilities rather it appears to have suffered mostly due to inadequate and ineffective promotional activities.

BPC as the public sector tour operator in Bangladesh uses all traditional techniques such as producing and distributing printed materials including brochures, souvenirs, booklets, guides, leaflets, posters, folders etc. for disseminating information among the prospective markets. In addition, BPC produces some tourist maps, view cards, and picture post cards and distribute through those offices at a minimum price. BPC has the arrangement for the same in its own information centre in home country in order to provide the information among the local people, domestic resident foreigners, and visiting foreigners.

As a technique of personal selling, BPC also trains its contact personnel and employees to ensure better interactions with the tourists and maintain effective relations with the tour operators and travel agencies in some important tourist

generating countries. In addition, BPC sometimes organizes complementary tours for the selected foreign tour operators to familiarize them with the tourism installations and facilities in Bangladesh which serves as both the personal selling and publicity for the tourism industry of Bangladesh. BPC also participate in international tourism exhibitions like the ITB at Berlin through which attractive package tours are sold to international tour operators and a large number of individual visitors in the fair. During tourism month (16 October – 15 November) different cultural night shows, food festivals, seminars, symposiums, audio-visual presentations etc are arranged mainly locally. Sometimes, BPC also attempts to publish articles featuring Bangladesh tourism in different professional magazines and tourism related journals as part of its publicity. As sales promotion techniques, BPC uses quantity discount, children discount, off-season price rebate and improved service packages for its package tours, cruise programs and accommodations etc. In addition, BPC offers extra services, improved services and improved food at the existing price.

BPC also uses a web page for disseminating the information to the potential tourists. But the fact is that the web page does not contain the complete information of Bangladesh tourism and its related facilities. As a result, it is tough for a potential tourist to have the required information from the said page. The same scenario regarding the web page of BPC and other tour operators was found from the responses of the tourists. The usability of web pages used by the different tour operators scored only 2.92 out of 5.00 by the local tourists and the same of the foreign tourists were only 3.17.

In the local market, BPC and private tour operator advertise in different newspapers, magazines and television and in some cases they also advertise in some specialized and special interest magazines. Hossain and Hossain (2002) described that BPC does not use any international TV channels, foreign news papers, or world-class general newsmagazines to promote Bangladesh as a tourist destination because of fund crisis. This inability leads BPC to use the local media even though it is very limited in scale. The same case happens for the private tour

operators also. During the tourism season, BPC with the help of Bangladesh Mission offices and cooperation of foreign tour operators and film clubs arranges the audio-visual presentations on some important tourist attractions and facilities of the country among the potential tourists in some popular tourist generating countries. Private tour operators have some links with the foreign tour operators through which they also attract some tourists.

BPC has taken steps for mutual cooperation through different international organizations and maintaining liaison with various tourism and travel trade organizations like WTO, SARTC, ASTA, PATA etc. BPC as an active member of those organizations is attending in different seminars, workshop in order to extending the mutual cooperation among the member countries and trying to disseminate information for the development of tourism in Bangladesh.

Most of the private tour operators also started their business just few years back. They also suffer from fund crisis to conduct extensive promotional activities. As these tour operators are small in size and suffer from fund crisis, they cannot undertake heavy promotional programs at the international media. Even it is difficult for them to conduct any dynamic and sufficient promotional programs in the local market. As a result, they also conduct some promotional activities in a traditional form by distributing the brochures, leaflets, making advertisements in the local newspapers, participation of different exhibitions arranged locally. Even these printed materials are low qualitative. In addition, these materials are not distributed properly among the potential tourists. But the reality is that these activities are also limited. A limited number of private tour operators prints and distributes their brochures in Bengali (local language), English and Japanese languages and some other operators do the same either in Bengali or in English or in both. There are some operators who participate in the international tourism fairs to attract the attention and encourage the potential tourists and try to sell package tours to the foreign tour operators as well as to the individual tourist. This sort of participation helps to get the media coverage in the international level. But most of

the private tour operators try to attract the local nationals and the foreign residents already living in Bangladesh or visiting Bangladesh.

The private tour operators also use some sorts of sales promotion like off-season price discounts, free distribution of printed materials; organize live music programs for the visitors in destination's spot, extra service offers, group tour discounts for the packages offered and river cruise programs. A limited number of tour operators are using the web page for the promotion of the tourism in Bangladesh. Most of the tour operators also use one or more sales promotion method(s) to stimulate the short-term demand during the short-falls in demand and off-seasons (Hossain and Hossain, 2002). Hasan (1992) stated that the overseas intermediaries in the target market have little or negative information about Bangladesh which has a negative impact or at least can't play the expected role for the tourism development in Bangladesh. But BPC and private tour operators of Bangladesh have started to maintain the business contact with some well-known foreign tour operators through which BPC attempts to distribution the printed material for the dissemination of information related to Bangladesh Tourism. Responding to a question, tour operators in Bangladesh and top executives of some hotels mentioned that there are some contacts among them to provide the accommodation facilities at a discounted rate for the tourists who reserve the same through tour operators

6.5: People Strategies

People include all human actors who play a part in service delivery and thus influence the buyer's perceptions: namely, the firm's personnel, the customers, and other customers in the service environment (Zeithaml et al., 2006). All these human actors participating in the delivery of a service provide cues to the customer regarding the nature of the service itself, because how these people are dressed, their personal appearance, and their attitudes and behaviors all influence the customer's perception of the service. In case of tourism product, service forms a large part of the product offering and invariably engages front line people and it

is here that a tourism offering can really do well or fail miserably. So, it is greatly important to make sure that all these people dealing with customers carries out always excellent service delivery. These people include the tourist guide, service employee of hotel and restaurant, service employee of the airlines, transport agencies, local residence etc. People are key components in tourism business, because of their pleasant manner and appearance can turn a disaster into an acceptable experience, and an acceptable experience into a memorable one. The importance of people in delivering the tourism product underlines the need for careful selection of staff, their proper training and motivation, and the provision of the right tools and information to make their jobs easier and more effective. Tourism marketer needs to ensure that these people are adequately trained in their related and specific service with hospitable attitudes to the tourists.

6.6: Process Strategies

Process includes the actual procedures, mechanisms, and flow of activities by which the service is delivered –the service delivery and operating System (Zeithaml et al., 2006). The authors also describe that the actual delivery steps that the customer experiences, or the operational flow of the service, also give customers evidence on which to judge the service. In tourism business, different types of processes such as, administration, training, planning and strategizing, recruitment, distribution, purchasing and service delivery. For ensuring the smooth operations and quick rectification of the problems, it is essential to planned and carry out these processes properly.

Processes help to ensure proper delivery of the product by reutilizing the way it is delivered. A careful and proper attention to these processes such as dealing with staff turnover, sick leave, suppliers and distribution channels in tourism marketing all have an impact on how the service is delivered. The effective and efficient implementation of the same will ensure that the best possible service delivery in the tourism sector. In addition, since the customers of tourism services vary in their needs and wants, marketers need to develop several products and services for

the fulfilling their varying needs and the process of delivering the same may require highly customized to the individual needs.

Tourists form an image of a tourist destination after undergoing a process which, according to Gunn (1988) involves the following stages: (i) accumulating mental images of the destination, thus forming an organic image, (ii) modifying the initial image after more information, thus forming an induced image, (iii) deciding to visit the destination, (iv) visiting the destination, (v) sharing the destination, (vi) returning home; and (vii) modifying the image on the experience in the destination. Gunn describes that the organic image is based on non-commercial sources of information, such as news about the destination in the mass media, education at school, information received and opinions of friends and relatives and the induced image is based on commercial sources of information, such as different forms of advertising and information from travel agents and tour operators. The study shows though organic image of the tourist spots of Bangladesh is comparatively better but the induced image of the same is unsatisfactory due to insufficient and ineffective promotional measures along with some misguided information in some international media.

6.7: Physical Evidence Strategies

Physical evidence means the environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service (Zeithaml et al., 2006). Tourism marketing organizations depend heavily upon physical evidence as a means of marketing communications. Because, physical evidence is the material part and tangible representations of tourism service which includes packaging, Internet/web pages, paperwork (such as invoices, tickets and dispatch notes), brochures, report formats, signage and equipment (such as those on aircraft and vehicles), uniforms, letterhead, business cards, the building itself (such as prestigious offices or scenic headquarters), mail boxes and many other.

The physical environment is very significant in services business especially in tourism marketing. For example, a dirty plate in a restaurant, a dirty bed in a hotel an uncomfortable seat during the transport – any one of these would put anyone off and make it difficult for the service to be experienced as was intended and will create negative experience which in turn will off the head from a particular destination to visit or to recommend someone for the same. Elements such as quality and attractiveness of decor, effective layout of establishment, tidiness of surroundings and quality of promotional material are all important in tourism marketing. As a result, marketer can provide a positive and attractive hints or cues to potential customers with regard to the quality of the product through tangibilizing the product.

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Chapter- 7

Strategic Promotional Approaches to Developing Tourism Industry in Bangladesh

Strategic promotion strategy is one of the key elements in marketing that allows marketer to build a synchronized communication strategy that reaches every market segment with a single unified message. The objectives of any promotional strategy can be drawn from an appropriate mixture of the roles of promotion; to increase sales, maintain or improve market share, create or improve brand recognition, create a favorable climate for future sales, inform or educate the market, create a competitive advantage relative to competitor's products or market position and to improve promotional efficiency (Kulluvaara and Tornberg, 2003). Considering the economic and non-economic importance, many nations are competing to attract a larger number of tourists to their own destinations. To gain competitive advantage, it is becoming increasingly important for tourists marketers to concern how travelers perceive a competing set of choice of alternatives (destinations) and to their offerings of travel and tourism activities, attractions and amenities (Javalgi, Thomas & Rao, 1992). To ensure that the tourism product is recognized and accepted by the potential tourists, Eccles (1995) emphasizes the need for organizations to spend more of their business time focusing on marketing and in particular promotion.

Promotion as usually replaced by the term marketing communication Pickton and Broderick (2001), described it as one of key areas of marketing and stated marketing communication is a conversation between a brand and its audience and it is the collective terms for all the communication functions used in marketing a product or service. Keller (2001) described marketing promotion as the means by which firms attempt to inform, persuade, incite, and remind consumers directly or indirectly about the brand they sell. Most leisure and tourism organizations use a

combination of a variety of promotional activities including advertising, sales promotion, public relations, personal selling, direct marketing, word of mouth communication etc. Through promotion, it is attempted to provide target audiences with accurate and timely information and thus by assisting the target audiences in making their purchase decision. Like other tangible products, destination promotion can be conducted in a variety of ways. In order to communicate a marketing message, Integrated Marketing Communication offers several tools. According to Aronsson and Tengling (1995), tools used most frequently within the tourism industry are: advertising, direct marketing, personal selling, public relations, sales promotion and trade shows. Each of the promotion tools has its own unique characteristics to draw the attention of the potential tourists.

7.1: Advertising

Advertising is one of the powerful promotion tools through which destination awareness and place identity can be conveyed largely by using various media. Among the different promotional tools, advertising for example, is the most manifest form of promotion. Consumer advertising, particularly using print, television, radio, outdoor, and now Internet media predominates but trade advertising in travel trade magazines and newspapers, for example, also play an important role (Dore and Crouch, 2003).

Before deciding to visit a particular destination, the potential travelers want to know in advance about the place, the available facilities, and the security of that place and as a whole the attractiveness of the desired places to visit. The importance of information and efficient information management is steadily increasing due to the evolution of new technologies and high-capacity storage media but also because growing market dynamics raise information needs (Wöber, 2003). The research in the hospitality and tourism demonstrated that the website design and Internet message, quality of products and services, and brand image (Perdue, 2001). As a result the destination marketers need to provide the expected information to travelers and to attract them to their destinations. Advertising plays

a key role in tourist destination marketing. The marketers can perform the same by using different media like print media, electronic media, Internet, and other available media. Television is one of the most important medium which is based on action and is more appropriate for those products requiring physical demonstrations (Patterson, 2007). Because this medium has the power to reach a mass audience with and can offer sight, sound, motion and color through which it can attract the viewers. Among the different advertising media such as television, press, radio, outdoors as well as tourist board and other travel guides and brochures, print ads have become a mainstay in promoting state tourism which often used to create positive imagery and as a result, to accomplish the very difficult job of 'selling' a wide range of destinations and modes of travel (Motes and Hilton, 2002).

Advertising is one of the components of the promotion mix. Chang et al (2005) described advertising as an important part of the promotional mix and as a key marketing tool and mentioned that potential consumers must base buying decisions upon mental images of products and services, rather than being able to sample alternative options physically. As such, advertising is a critical variable in the tourism marketing mix (Morgan and Pritchard, 2002). Advertising endorsers are recognized as opinion leaders. Supporting the same Mowen and Brown (1981) mentioned that advertising endorsers as opinion leaders have drawn the audiences' attention and affection, thereby stimulating purchase decision. It is also claimed that advertisements with endorsers are a ubiquitous feature of modern marketing (McCracken, 1989) and an effective form of persuasive communication (Hsu and McDonald, 2002). Dwyer and Tanner (2002) describe that advertising is related and starts as a foundation of creating awareness and strengthening a company's position or image and makes the company known. Middleton and Clarke (2001) define advertising within the tourism industry as a classic communication tool used by marketing managers as part of marketing campaigns to develop awareness, understanding, interest and motivation amongst a targeted audience. Due to socio-economic importance of tourism, government consider advertising expenditures as an investment whereby a government entity seeks a positive financial return

through increased tax revenue generated via its advertising expenditures (Agarwal and Yochum, 1998).

7.2: Personal Selling

Personal selling is an oral presentation in a conversation between the salespeople and prospective consumers for the purpose of making a sale of a product or service. Belch & Belch (2005) describe personal selling as a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea. In addition, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales which provide more immediate feedback. Duncan (2002) defines personal selling as "real-time, two-way personal communication between a sales person and a prospective buyer and is the most persuasive of all marketing communication methods, to identify buyers' needs to the firm's product offerings, and to allow sellers to immediately respond to buyer's questions and objection." It is apparent that personal selling is an interpersonal processes of communication whereby the seller ascertains, activates and satisfies the needs and wants of the buyer so that both the seller and buyer benefits. It is a method of influencing the purchase. Personal selling is the most effective of the communication tools available to the marketer, however, its costs per contact are high (Czinkota and Ronkainen, 2001). The selling sequence includes prospecting and qualifying, planning and delivering sales presentations, overcoming objections and closing the sale. Personal selling has an important role to make the prospective tourists aware of the tourism products and services and persuade them to visit the destination (Hossain and Firozzaman, 2003). Due to intangible and inseparable nature of tourism services, the sales people need to personally communicate with the potential customers and the customers need to directly communicate and present to the destination place to get the delivery of expected services rather sending the goods (tangible goods) to the customers. Contact employees represent the organization, physically embody the product, directly influence customer

satisfaction and act as walking billboards from a promotional standpoint (Zeithaml and Bitner, 2003).

7.3: Sales Promotion

Sales promotion is an important tool that the marketers use to promote sales. Sales promotion involves any activity that offers an to induce a desired result from potential customers, trade intermediaries of the sales-force (Cooper et al., 2005). In tourism marketing, sales promotion can play an important role. Mill and Morrison (2002) define sales promotion as approaches other than personal selling, advertising, and public relations and publicity where customers are given a short-term inducement to make an immediate purchase or booking, or to communicate with potential visitors or travel trade intermediaries. Middleton and Clarke (2001), defines sales promotion within the tourism industry as the short-term incentives offered for inducement to purchase, including temporary product augmentation, which covers sales-force and distribution network as well as consumers. Furthermore, the researchers point out that sales promotion especially suitable for such short-run demand adjustments and they are vital weapons in the marketing armory of most travel and tourism businesses.

The above discussion indicates that sales promotion: (i) it involves some kinds of inducement/incentive, (ii) it is short-term incentives, (ii) it provides extra value to the product or service (iii) sales promotion can be integrated to different parties involved in the marketing channel and provides incentive to the salespeople, intermediaries and the final ultimate consumers or users with a view to achieve an immediate sale, and (iv) can be targeted at consumers, the trade and the company. The tourism service marketers can also use the same for achieving it promotion goals and objectives and thus by organizational goal.

7.4: Publicity and Public Relations

Public relation in tourism is about how people who matter to a tourism organization think about it and how their perceptions, attitudes and behavior can be kept or made positive. Kotler and Armstrong (1997) define public relations as the activities designed to build good relations with the company's various publics by obtaining favorable publicity, building up a good "corporate image" and handling or heading off unfavorable rumors, stories, and events. On the contrary, the authors mention that publicity includes those activities designed to promote a company or its products by planting news about it in media not paid for by the sponsor. Publicity is one of the most useful and cost-effective ways of generating media coverage for a product for attracting customers. Publicity generally takes place in the form of editorial, that is, interviews, stories and other types of write-ups that inform the public about a particular product or experience. Belch and Belch (2005) define public relations as the management functions which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and execute a program of action to earn public understanding and acceptance and on the contrary, publicity refers to nonpersonal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship.

Kotler (1997) states that several tools are used in today's public relations such as product publicity, press relations, corporate communications, lobbying and counseling. Wells et al. (2000) mention news conference, company-sponsored events, open houses, plant tours and donations etc are included as public relations activities. Publicity is widely used in the tourism industry to influence travelers to choose one destination or travel product over another. Due to an unpaid recommendation rather than a paid advertisement, is considered as the strength of publicity.

7.5: Internet and E-Commerce

Tourism is one of the areas that can be greatly benefited from using Internet. Because the Internet has gradually become a popular medium for tourism marketing through offering enormous potentials for this industry. The travellers can use the Internet to get information on destinations or to check prices and schedules. Information from either internal or external sources, is necessary for choosing a destination and for making onsite decisions such as travel mode, attractions, location, activities, and lodging (Filiatrault and Ritchie, 1980; Jenkins 1978; Perdue, 1985; Snepenger et al, 1990). At present, in the highly competitive marketplace, consumer awareness, selection, and choice of tourism and hospitality products depend on the information available to and used by the tourist (McIntosh and Goeldner, 1990; Moutinho, 1987).

Tourism is very information-intensive and information is often called the "life-blood" or "cement" of the industry that holds together the different producers within the travel industry - airlines, tour operators, travel agencies, attractions, car rental, cruise lines, and other supplies (Liu, 2000). The other areas of activity like: generation, gathering, processing, application and communication of information are also important for day-to-day operations for the travel and tourism industry (Poon, 1993). Information is increasingly important component in the tourism system and this modern technology in the communication like information communication technology especially; Internet and e-business can be used to promote tourism and its related products and services. With the progressing growth of the Internet and in particular, the world-wide-web (WWW), there is now exists a new marketing potential for tourist regions (Flynn, 1995).

The Internet enables both tourists and destination marketers to exchange information between them and thus establishing direct links which reduces the cost of sales, distribution, and promotion etc. which have significant implications in tourism marketing. Internet can be considered as a group of people and companies interconnected by computer 24 hours a day from anywhere of the

world for the purpose of sharing information and helps to avoid time zones, speeds up the creation of new products. No doubt, the tourism industry is also influenced by the technological revolution like the introduction of Internet in modern communication. Potential tourists have a need for information to know in advance what opportunities are available at the destination and to make an evaluation of those opportunities that helps to make the most desirable and right decision regarding his/her intended tour. Internet with its global reach and multimedia capacity is gradually becoming more important means of promoting and distributing information-based product like tourism services (Walle, 1996).

The key functions of Internet in business area include both internal and external communications, market research, customer services, market penetration, product development, cost savings through process reengineering, direct marketing, advertising and product delivering (Cronin, 1996b; Ellsworth and Ellsworth, 1996). Web provides immediate confirmation and speedy documentation of reservations providing a greater degree of flexibility and enabling prospective travellers to book at the "last minute" (Buhalis, 1996). In another study, the author also explained the need and importance of Internet in tourism industry and stated that to satisfy the demand for tourism and continue to exist in the long term, there is no other alternative except to use information technology and to interact with the market (Buhalis, 1997). Internet is used by small business in tourism and hospitality mainly as a communication and promotional tool as well as gathering information gathering purpose (Poon and Swatman, 1997). The authors also described that Internet provide the opportunity of access to small business to an information infrastructure larger than that owned by any individual large organization. Internet usage is increasing considerably within small firms in the tourism and hospitality sector and that up to one-quarter of these firm are currently using the Internet as a promotional medium (Thomas et al., 1997).

The Internet connects companies with companies, companies with customers, and people with people without regard to time, space and hardware/ software platforms

(Mathur et al., 1998). As a result, it helps to provide higher satisfaction to the tourists by providing timely, accurate and relevant information as well as the promptness of responding to tourists' needs can ensure their satisfaction and from the marketers view point, improved access to information on all aspects of tourist activities has made it possible for marketers to offer personalized services at the same prices as standard packages. Buhalis (1998) described that information technologies provides many strategic benefits to a marketer particularly ITs have stimulated radical changes in the operation and distribution of the tourism industry where information is considered as the life-blood of tourism. The author also commented that the future success of tourism organizations and destinations will be determined by a combination of innovative management and marketing through effective use of information technology.

The web provides four tangible improvements in customer service: *first*, larger accessible choice set for customer since a web site can display a vast set of product options and service options; *second*, faster payment processing for customers - through automatic processing of cyber-cash or credit card charges; *third*, reduced delivery time for many products such as online software and music distribution; and *fourth*, easier, faster and greater availability of support literature, and more detailed and particularized help (De and Mathew, 1999). The web-based distribution systems of information in tourism industry can satisfy consumer needs for easy access to transparent and uncomplicated comparison of information on a large variety of choices of destinations, holiday packages, flights, lodging and leisure services.

The Internet is considered as the global 'network of networks" of interlinked computers operating on a standard protocol which allows data to be transferred between them. As an information exchange system, the most important aspect of the Internet is its connectivity, the ability to allow everyone to access the network (Young et al., 1999). The leading characteristics of Internet is that the information can be stored, indexed, retrieved, restructured and redistributed automatically by software and without human intervention (Liu, 2000). The

author described that Internet helps the tourists in booking an airline seat, a hotel room, or a package holiday provide the right to the tourists to use that seat, room or holiday in the specified time period. A well-designed web site with attractive, informative and interactive and its proper maintenance helps to instant distribution of promotional information to millions of potential customers in the worldwide markets in a most labor-effective and cost-effective way as possible as there is virtually no capacity constraints or advertising space limits on the Web. The studies conducted by several authors prove that Internet can be an effective tool for the promotion of tourism products and service by any country. Internet has got the immense popularity as a medium of promotion of any product or services like tourism in the world-wide market at comparatively low cost (Tierney, 2000). The research confirmed that the use of website and Internet in hospitality and tourism marketing can contribute to effective delivery of messages, quality of products and services, and brand image (Perdue, 2001; Wynne et al., 2001).

Again, the international tourism system is dependent on information technology for its future growth, competitiveness and long-term survival - particularly in terms of tourism marketing and distribution (Morgan et al, 2001). It is considered that who are able to access more information and make use of it are likely to be the winner in the competitive environment. In promoting the tourism industry of any country, the Internet can play the leading role to facilitate information exchange internationally. Among the recent technological developments, the Internet is, without a shadow of a doubt, the one that may have the leading impact on tourism can be used in exchanging products and services in a much easier way than using any other place or means and the two main components of the tourism product, travel and accommodation, both are widely known to have been marketed via the Internet for several years (Vich-i-Martorell, 2004). Internet can provide information instantly to potential customers anywhere in the world, and the customer plays a more dynamic role in the search for information. The recent change and progress in information technology have a revolutionary impact on tourism industry (Özturan and Roney, 2004).

Finally, it can be said that Internet is now treated in tourism industry as an effective and efficient communication medium due to its addressability, interactivity, flexibility and accessibility and has changed continually the tourism marketing system and its environment. No tourism marketer can get away its impacts but have to be involved in using Internet to maximize the benefits from this sector through improving the over all performance in their marketing activities. In a short it can be said that a marketer should have a strategic vision to use this technology for the successful marketing of tourism products.

7.6: Direct Marketing

Direct marketing is vending products to customers without the use of other channel members and the most typical forms of direct marketing are: mail, catalogs, telemarketing, mass media, alternative media, the Internet, e-mail etc (Clow and Baack, 2005). Shimp (1997) states that direct marketing/direct mail includes letters, catalogues, price lists, booklets, circulars, newsletters, cards and samples. The advantages of direct marketing is that the messages can be sent to selective audiences, message can be personalized, circulation can be limited to what is affordable and it can be used to encourage action/direct response and sales. Direct marketing is contacting potential customers individually via telephone, e-mail, or by sending a mail.

Direct mail is one of the most important advertising methods for tourism enterprises, however, hard to obtain right mailing lists and the tourism industry; previous visitors contain the most important mailing list source (Witt and Moutinho, 1995). The marketer will address the potential customer by name and usually the potential customers will have something in common. The marketer depends on databases with massive information about people, and he selects those people who meet his criteria. The primary objective with direct marketing is to achieve more cost-effective use of marketing budget based on a deep and evolving knowledge of customers and their behaviour, and direct communication with them (Middleton and Clarke, 2001).

7.7: Word of Mouth (WOM) Communication

The basic principle of consumer behavior is that consumers have the ability to exert powerful influences upon each other. Maser and Weiermair (1998) treated information in tourism, as one of the most important factors influencing and determining consumer behavior. One of the most widely accepted notions in consumer behavior is that word-of-mouth communication (hereafter WOM) plays an important role in shaping consumers' attitudes and behaviors (Brown and Reingen, 1987). Marketing research on WOM shows that earlier WOM was defined as face to- face communication about products or companies between those people who were not commercial entities (Arndt, 1967; Carl, 2006). Later, Westbrook (1987) described WOM more broadly, to include "all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers." WOM is a process that allows consumers to share information and opinions that direct buyers towards and away from specific products, brands, and services (Hawkins, Best and Coney 2004). Travel research consistently shows the importance of the WOM information sources in the travel decision-making process where friends and relatives have been identified as organic image formation agents and has been emphasized that the WOM information is one of the most relied upon sources of information for destination selection (Murphy et al., 2007). The study conducted by Beiger and Laesser (2004) confirmed that the most commonly used information source for all travelers before the travel decision was made was WOM from friends and relatives. Different studies that have investigated the effects of WOM have traditionally found it to be an extremely influential form of communication in terms of influencing awareness, attitudes and consumer behavior (Day, 1971; Keaveney, 1995) and it can play a strong role in affecting product choice, selection of service providers, and in the diffusion of information regarding new products. Word of mouth is seen as the most potential one-to-one communication mix (Kulluvaara and Tornberg, 2003).

WOM can be ranked as the most important information source when a consumer is making a purchase decision, especially in the hospitality and tourism industry, whose intangible products are difficult to evaluate before its consumption. During the times when a company faces bad publicity may be also decreasing sales, publicity stunts, clever mailings, creative promotions, and challenging advertising can efficiently help turn this trend around (Wells et al., 2000). WOM was the most important source of influence in the purchase of household goods and food products and seven times as effective as newspapers and magazines, four times as effective as personal selling, and twice as effective as radio advertising in influencing consumers to switch brands (Katz and Lazarsfeld, 1955). Interpersonal communications have long been recognized as influential in the tourism industry.

In short, WOM is regarded as providing more reliable, trustworthy advice; and personal contacts are generally able to offer social support and encouragement. Recent research in the tourism area has demonstrated the influence of both positive and negative WOM upon tourism products. Among these, Morgan, Pritchard, and Piggott's (2003) New Zealand based research noted that negative WOM can have an overwhelming impact upon a destination's image, as dissatisfied visitors spread unflattering comments related to their experiences. Crick's (2003) Caribbean study similarly warned that when locals display hostile feelings towards tourists, the result is negative WOM and a likely downturn in the industry.

7.8: Social Media

Social media is considered as one of the vital ways of promoting tourism and becoming increasingly crucial to hospitality and tourism businesses. The communication by using social media is no longer limited to producer-to-consumer, but can be consumer-to-consumer, and consumer-to-producer, as well as many-to-one, one-to-many, one-to-one, or many-to-many (Buhalis, 2003). In the age of information technology, social media are seen as a new communication landscape and have been proved to be a major communication vehicle that spread

across the world. Bing and Crotts (2013) described that the intangible and experiential nature of tourism products, visitors must rely on the information delivered to them, either online or offline, to identify and evaluate the product alternatives. It has enabled the marketers in reducing technological barriers for average travelers through providing information online. The social media also have a major influence on the world of travel and tourism. Leung et al (2013) expressed social media mainly in tourism and hospitality fields that greatly impact on the travelers' travel planning process.

Social media, unlike traditional media channels, represent a unique way of transmitting information in all directions, not just “one-way” and “top-down”. So people generate and share their own content, which is very vital for marketing in tourism industry. Facebook, Twitter, MySpace, LinkedIn, YouTube etc can be marked as the best known and effective social media networks for marketing in tourism and hospitality industry. These kinds of social media are used highly in tourism marketing and these media do not have any border limit. Sometimes these are considered as the cheapest way of marketing communication especially for tourism industry. From these media, customers can get all information like price, facilities, opening time, contract information, recent activities and other related issues of tourism very easily through those links. Customers can mail to the service provider for any information if they needed (Sweeney 2008). Advices frequently obtained from friends and relatives are significant and influential source of information used by tourists in their travel decision making. Because of the information communicated by friends and relatives is construed as more credible, honest and trustworthy than that generated by marketers, since the communicators are not compensated for the referral.

Social media such as Facebook and MySpace provide instant ways to reach thousands or millions of people, Twitter is a fast way to get a few words out, and social media, such as LinkedIn as an important business-oriented social networking site which has the appeal to professions who want to create a network of like-minded people and connect people interested in business relationships. Most ‘friends’ on Facebook have met off-line, it is common for users of Twitter to ‘follow’ accounts of those they have not met in real life, such as celebrities, bloggers, new organizations, comedians, or

other personal users with whom they share similar interests (Ross et al., 2009 cited in Stankov et al., 2010). Organizations see Twitter as a new, groundbreaking way of reaching out to, interacting with, and understanding the consumer behavior of millions around the world. On the other hand, blogs and content sharing networks may target a specific segment of the population. Tourism's and travel's customers have created social media networks in which they share reviews of hotels, restaurants and/or attractions. These people often post stories about their experiences, both good and bad and as these websites become more prevalent they also impact not only a locale's reputation but also the way that we need to market and advertise. To a great extent this is word-of-mouth advertising taken to a new level. Tourism entities for promoting their attractions, hotels, transportation systems, restaurants or communities may use social media as a personalized form of advertising.

The use of the social media can help tourism entity to enhance its buzz and create credibility at a low or no cost to the provider. To get the maximum benefits/results from using social media, marketers should give emphasize on: (i) the impact of the social media as a pervasive and its instant communicability in real time situations, (ii) the form of social media which works best for a particular situation and a specific target audience, (iii) using it as a great means to show off tourism attraction or community through video sharing (iv) a way to get the feedback in a creative way that allow people to express their opinion and to interact in a way that permit them to feel they are part of the process. As social media represent two-way communication, marketers are using social media to stimulate conversation, encourage interaction, and engage in ways that traditional marketing (Tuten, 2008). This involvement can be vital to developing loyalty, generating interesting content and increasing awareness (Parise, Guinan, & Weinberg, 2008).

Finally, it can be said that social media is one of the key important and vibrant media in the world which can be successfully used for promoting a company, products, services, places, brands etc. It is well used marketing media and online tools in the western world. Bangladesh is not far beyond from that opportunity and started walking on that way. Practically, it is right time for Bangladeshi company and brands to make sure their presence in the online social media and virtual environment.

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Chapter- 8

Major Findings of the Study

The major findings of the study can be presented in the following sections and sub-sections:

8.1: Promotion in Tourism Marketing

Promotional techniques in tourism are used with a view to link the potential tourists and the tourists' destinations which require a careful selection and use of the promotional tools. Over the last few years, many aspects of tourism promotion have been developed and these created tourism promotion extremely challenging. Briggs (2001) stated that most promotional activities require an investment of both time and money which can reap excellent rewards if they are carefully planned and executed. Various forms of promotional activities can serve this purpose and lead the marketers undertaking several promotional measures by using different promotional tools in order to provide the related information to potential tourists and influence their decisions in favour of visiting the destination and enjoying the attractions.

The main purpose of the promotional activities is to draw the attention and grow interest among the potential tourists to select the sponsor's destination over the competitors' destinations. Mill and Morrison (2002) described that in promoting tourism, the following issues should be kept in mind: (i) informative promotions are most effective at the earlier buying process stages of attention and comprehension, (ii) promotion messages must grab the visitor's attention, while providing enough information and convincing arguments to assist with comprehension and (iii) persuasive promotions are used to change attitudes, develop intentions to buy, and to initiate purchases. These arguments clearly state that promotion is pivotal to modify the tourist's behaviour by having them switch

to another destination, package or service or it can help to reinforce tourist's existing behaviour. Bangladesh has some delicate and distinctive attractions of its own to offer the tourists (*t 2 Bangladesh, undated*) which indicates that it has the potentials to attract a reasonable number of tourists to its attractions if it can adopt and implement the appropriate policies and strategies and can promote its destinations effectively.

8.2: Promotional Activities Used in Bangladesh for Tourism Marketing

BPC as the national tourism organization (NTO) uses all traditional techniques to perform the responsibility of stimulating tourism demand among the markets and promoting Bangladesh as a tourist destination through a variety of promotional forms and activities (Hossain and Hossain, 2002). One of the major attempts of BPC and private tour operators' promotional measures is producing and distributing printed materials including brochures, souvenirs, booklets, guides, leaflets, posters, folders etc. for disseminating information among the prospective tourists. BPC produces some tourist maps, view cards, and picture post cards and distributes those among the potential tourists. BPC and the private tour operators make advertisements in local newspapers, magazines and televisions rather than using international media. The main reasons behind this is the lack of funds to meet the cost of those expensive media and this inability leads the tour operators to use the local media even though it is very limited in scale. BPC has the arrangement for the same in its own information centre in the home country in order to provide information among local people, domestic resident foreigners, and visiting foreigners. BPC and some of the larger private tour operators maintain contact with the foreign tour operators to influence them to highlight Bangladesh tourism and its facilities among foreign tourists. Both private tour operators and BPC use the techniques of sales promotion which include quantity discount, children discount, off-season price rebate and improved service packages for its package tours, cruise programs and accommodations to persuade the local tourists as well as the foreign tourists. In addition, BPC and some private tour operators participate at the tourism exhibition/fair arranged locally and internationally.

Occasionally, BPC arranges different cultural night shows, food festivals, seminars, symposiums, audio-visual presentations etc. at the popular tourism destination of the country. BPC also trains its contact personnel and employees to ensure better interactions with the tourists and maintain effective relations with the tour operators and travel agencies in the tourist generating countries and thus motivate them to sell its package programs (Hossain and Firozzaman, 2003). BPC and some larger tour operators also maintain contact with some selected tour operators and travel agencies in some important tourist-generating countries and sometimes organize complementary tours for the selected foreign tour operators to familiarize them with the tourism installations and facilities in Bangladesh.

Both BPC and private tour operators of Bangladesh also participate in international tourism exhibitions like the ITB at Berlin through which attractive package tours are sold to international tour operators and a large number of individual visitors in the fair. During tourism month (16 October – 15 November) different cultural night shows, food festivals, seminars, symposiums, audio-visual presentations etc are arranged mainly locally. During the tourism season, BPC with the help of Bangladesh Mission offices and cooperation of foreign tour operators and film clubs arranges the audio-visual presentations on some important tourist attractions and facilities of the country among the potential tourists in some popular tourist generating countries.

BPC and other tour operators have their own web pages for disseminating the information to the potential tourists. But the fact is that the web page does not contain the complete information of Bangladesh tourism and its related facilities. As a result, it is tough for a potential tourist to have the required information from the said page. BPC has taken steps for mutual cooperation through different international organizations and maintaining liaison with various tourism and travel trade organizations like WTO, SARTC, ASTA, PATA etc. BPC as an active member of those organizations is attending in different seminars, workshop in order to extending the mutual cooperation among the member countries and trying to disseminate information for the development of tourism industry for each

country. At the same time, the mutual cooperation among the SAARC countries has been initiated by forming a technical committee in 1991 and adopted an action plan on tourism development.

8.3: Foreign Exchange Earnings and Promotion Budget

In implementing an effective promotional program, more promotion budget is needed for this purpose. But tour operators in Bangladesh and BPC suffer seriously in this connection and it limits the promotional activities in a very limited scale. The following table (Table- 8.1) shows the year-wise foreign exchange earnings of BPC and promotion expenditure:

Table - 8.1: Foreign Exchange Earnings and Promotion Budget of Bangladesh Parjatan Corporation (BPC)

Year	Earnings from Tourism (TK. in Million)	Promotion Expenditures (TK. in Million)	% of Promotion Expenditures on Earnings
1991-92	391.3	2.965	0.76%
1992-93	448.3	5.363	1.20%
1993-94	607.1	8.065	1.33%
1994-95	823.6	7.143	0.87%
1995-96	1125.4	7.935	0.71%
1996-97	1799.7	10.391	0.58%
1997-98	3086.9	9.058	0.29%
1998-99	2370.1	8.096	0.34%
1999-00	2582.7	10.147	0.39%
2000-01	2638.1	10.834	0.41%
2001-02	3087.1	7.399	0.24%
2002-03	3207.4	10.06	0.31%
2003-04	3782.7	-	-
2004-05	4203.25	10.413	0.25%
2005-06	5092.86	-	-
2006-07	5355.70	-	-
2007-08	5658.84	-	-
2008-09	6082.83	3.870	0.060%
2009-10	5386.01	1.387	0.020%
2010-11	5946.64	1.997	0.030%
2011-12	7435.45	0.659	0.008%
2012-13	8475.65	2.258	0.026%

Source: Bangladesh Bank and BPC Web page

(-) Figures are not available

The above table (Table-8.1) shows that in 1991-92, BPC spent only 0.76% of its total earnings for promotion and it increased for the succeeding two years and then started to fall. It was only 0.39%, 0.25% and .026% in the years 1999-2000, 2004-2005 and 2012-13 respectively. The promotion expenditure is very discouraging and is not consistent with the declared goal of this sector. The same case happens for the private tour operators in Bangladesh which leads to not using the international media and they limit their promotional activities based on traditional way like BPC. Only few private tour operators rarely uses the international media in a limited way. Out of 20 private tour operators interviewed, only 2 mentioned that the amount spend for promotional purpose is sufficient.

8.4: Measurement of Tourists' Attitudes towards the Tourism Arrangements in Bangladesh

It has been mentioned in the methodology section that 3 sets of questionnaire were used to collect primary data to reveal the tourists' attitudes and opinion on the different aspects of tourism industry of Bangladesh. To do so, a total number of 515 local tourists and 125 foreign tourists were interviewed for this purpose. The following section and subsections highlight the same concerning the local tourists:

8.4.1: Demographic Characteristics of the Local Tourists

The demographic characteristics of the local tourists interviewed for gathering the primary data can be stated in the following table (Table - 8.2):

Table - 8. 2: Demographic Profile of the Local Tourists

Descriptive Variables	Frequency	Percentage
Gender:		
Male	349	67.77
Female	166	32.23
Total	515	100.00

Age in years:		
16 – 25 (Very Young)	127	24.66
26 – 35 (Young)	202	39.22
36 – 50 (Middle Aged)	144	27.96
50 – 60 (Old Aged)	42	8.16
Total	515	100.00
Average age of the respondents is 33.56 years with a standard deviation of 10.28		
Educational Qualification:		
Up to SSC	37	7.18
HSC	103	20.00
Graduation	183	35.53
Masters and above	192	37.29
Total	515	100.00
Marital Status:		
Married	313	60.78
Unmarried	202	39.22
Total	515	100.00
Family size:		
Up to 2	39	7.57
3 - 4	335	65.05
5 – 6	141	27.38
Total	515	100.00
Occupation:		
Student	130	25.24
Govt. Service	78	15.15
Private Service	136	26.41
Businessman	74	14.37
Teaching	42	8.16
Housewife	40	7.77
Retired	15	2.90
Total	515	100.00
Monthly Family Income (in Tk.):		
Below 20,000)	17	3.3
20,000-30,000	173	33.6
30,001-40,000	183	35.5
40,001-50,000	86	16.7

Above 50,000	56	10.9
Total	515	100.00
Average monthly family income of the respondents is Tk. 36,204 with a standard deviation of 12,570.		
Income Spent for Family Vacation:		
Below 5.00%	383	74.37
5.01% - 7.50%	117	22.72
7.51% - 10.00%	15	2.91
Total	515	100.00

Source: Field Survey

The above table (Table - 8.2) shows the demographic profile of the local tourists in terms of their gender, age, educational qualifications, marital status, family size, occupation, monthly family income and their spending for vacation travel.

8.4.2: Demographic Characteristics of the Foreign Tourists

Like the local tourists, a total number of 125 foreign tourists were also interviewed on different aspects of promotion relation and other issues of tourism with a set of structured questionnaire. The demographic characteristics of the foreign tourists can be stated in the following table (Table-8.3):

Table - 8. 3: Demographic Profile of the Foreign Tourists

Descriptive Variables	Frequency	Percentage
Gender:		
Male	67	53.60
Female	58	46.40
Total	125	100.00
Country of Origin:		
India	34	27.20
UK	9	7.20
USA	15	12.00
Pakistan	11	8.80
China	14	11.20
Canada	13	10.40
Australia	7	5.60

Malaysia	6	4.80
Korea	4	3.20
Japan	6	4.80
Others	6	4.80
Total	125	100.00
Age in years:		
16 – 25 (Very Young)	31	24.80
26 – 35 (Young)	49	39.20
36 – 50 (Middle Aged)	26	20.80
50 – 60 (Old Aged)	17	13.60
Above 60 (Very Old Aged)	2	1.60
Total	515	100.00
Average age of the respondents is 36.72 years with a standard deviation of 12.56		
Marital Status:		
Married	65	52.00
Unmarried	56	44.80
Widow	3	2.40
Divorce	1	0.80
Total		100.00
Family size:		
Up to 2	31	24.80
3 – 4	82	65.60
5 – 6	11	8.80
Above 6	1	0.80
Total	125	100.00
Occupation:		
Students	30	24.00
Service holders	79	63.20
Business	13	10.40
Housewife	1	0.80
Retired	2	1.60
Total	125	100.00
Monthly Family Income (US\$):		
Below 2,000	47	37.60
2,000-3,000	49	39.20
3,001-4,000	26	20.80
4,001-5,000	3	2.40
Above 5,000	0	0.00

Total	125	100.00
Average monthly family income of the respondents is US\$ 2,892 with a standard deviation of 1,478.		
Income Spent for Family Vacation:		
Below 5.00%	72	57.60
5.01% - 10.00%	53	42.40
Total	125	100.00

Source: Field Survey

The above table (Table - 8.3) shows the demographic characteristics of the foreign tourists selected for interview in terms of their gender, age, educational qualifications, marital status, family size, occupation, monthly family income and their spending for vacation travel.

8.4.3: Local Tourists' Attitude Toward Vacation Travel

It was attempted to know the attitudes of tourists towards vacation travel. The opinion expressed by the respondents to this issue can be stated in the following table (Table - 8.4):

Table - 8. 4: Attitude Toward the Vacation Travel Based on Gender

Gender	Highly Favorable (5)	Favorable (4)	Indifferent (3)	Unfavorable (2)	Highly Unfavorable (1)	Total	Mean	St. Devi.
Male	74 (21.20%)	171 (49.00%)	102 (29.23%)	2 (0.57%)	- (0.00%)	349 (100%)	3.908	0.714
Female	33 (19.88%)	83 (50.00%)	50 (30.12%)	- (0.00%)	- (0.00%)	166 (100%)	3.898	
Total	107 (20.78%)	254 (49.32%)	152 (29.51%)	2 (0.39%)	0 (0.00%)	515 (100%)	3.905	

Source: Field Survey

The above table (Table - 8.4) shows that 107 (20.78%) tourists hold highly favorable attitude toward vacation travel, 254 (49.32%) tourists hold favorable attitude and 152 tourists constituting 29.51% are indifferent. The overall mean

value of their attitude is 3.905 with a standard deviation of 0.714. The table also shows that there is no significant attitudinal difference between the male (mean value 3.908) and female (mean value 3.898). Further, attempt was also taken to know the attitude of the tourist based on their age group. The result obtained can be summarized in the following table (Table -8.5):

Table - 8. 5: Attitude Toward Vacation Travel Based on Age

Age Category	Highly Favorable		Favorable		Indifferent		Unfavorable		Total
	Male	Female	Male	Female	Male	Female	Male	Female	
Very Young	21 (16.54%)	2 (1.57%)	42 (33.07%)	19 (14.96%)	31 (24.41%)	11 (8.66%)	1 (0.79%)	0 (0.00%)	127 (100%)
Young	24 (11.88%)	20 (9.90%)	53 (26.24%)	48 (23.76%)	30 (14.85%)	26 (12.87%)	1 (0.50%)	0 (0.00%)	202 (100%)
Middle Aged	25 (17.36%)	11 (7.64%)	54 (37.50%)	15 (10.42%)	27 (18.75%)	12 (8.33%)	0 (0.00%)	0 (0.00%)	144 (100%)
Old Aged	4 (9.52%)	- (0.00%)	22 (52.38%)	1 (2.38%)	14 (33.33%)	1 (2.38%)	0 (0.00%)	0 (0.00%)	42 (100%)
Total	74 (14.37%)	33 (6.41%)	171 (33.20%)	83 (16.12%)	102 (19.81%)	50 (9.71%)	2 (0.00%)	0 (0.00%)	515 (100%)

Source: Field Survey

The above table (Table- 8.5) shows that among the total respondents, the highest number of (202) respondents fall into young group followed by middle aged group. On the other hand, very young and old aged group hold the 3rd and fourth positions respectively in terms of the number. It is found that among 107 (male 74 and female 33) respondents who hold highly favorable attitude, maximum number is also from young group which is 44 respondents constituting 41.12% of the group holding highly favorable attitude (24 male and 20 female) followed by 36 or 33.64% (male 25 and female 11) respondents from middle aged group.

Attitude also differs due to the professional differences among the respondents. The study results on the attitude based on the professions of the respondents are shown in the following table (Table- 8.6):

Table - 8. 6: Occupation-wise Attitude to Vacation Travel

Occupation	Highly Favorable	Favorable	Indifferent	Unfavorable	Total
Student % within Occupation	23 (17.69%)	61 (46.92%)	45 (34.62%)	1 (0.77%)	130 (100%)
Govt. Service % within Occupation	22 (28.21%)	36 (46.15%)	20 (25.64%)	0 (0.00%)	78 (100%)
Private service % within Occupation	37 (27.21%)	73 (53.68%)	25 (18.38%)	1 (0.74%)	136 (100%)
Business % within Occupation	12 (16.22%)	31 (41.89%)	31 (41.89%)	0 (0.00%)	74 (100%)
Teaching % within Occupation	8 (19.05%)	22 (52.38%)	12 (28.57%)	0 (0.00%)	42 (100%)
Housewife % within Occupation	4 (10.00%)	22 (55.00%)	14 (35.00%)	0 (0.00%)	40 (100%)
Retired % within Occupation	1 (6.67%)	9 (60.00%)	5 (33.33%)	0 (0.00%)	15 (100%)
Total % on Total	107 (20.78%)	254 (49.32%)	152 (29.51%)	2 (0.39)	515 (100%)

Source: Field Survey

The above table (Table - 8.6) depicts that the majority of the students' constituting 46.92% has a favorable attitude toward vacation travel followed by 34.62% as indifferent and only 17.69% holds highly favorable attitude. Similarly, the highest percentage of the respondents from all other professions have favorable attitude and the second highest percentages of the respondents of all professions belong to indifferent attitude group except the respondents from private service. The respondents from this group have the highest percentage in highly favorable group. In aggregate, 49.32% respondents are with favorable attitude, 29.51% respondents are with indifferent attitude and 20.78% respondents have highly favorable attitude toward vacation travel.

8.4.4: Importance of Family Vacation to Local Tourists

The expansion of domestic tourism also depends on how importantly the local people consider vacation travel. To know the importance of family vacation to the local tourists, the respondents were also requested to express their opinion in this

connection. The summary of their responses can be presented in the following table (Table- 8.7):

Table - 8. 7: Local Tourists Attach Importance to Family Vacation

Gender	Very High (5)	High (4)	Indifferent (3)	Low (2)	Very Low (1)	Total	Mean
Male	81 (23.21%)	197 (56.45%)	68 (19.48%)	3 (0.86%)	- (0.00%)	349 (100%)	3.908
Female	23 (13.86%)	99 (59.64%)	44 (26.51%)	- (0.00%)	- (0.00%)	166 (100%)	3.898
Total	104 (20.19%)	296 (57.48%)	112 (21.75%)	3 (0.58%)	0 (0.00%)	515 (100%)	3.905

Source: Field Survey

The table (Table- 8.7) shows that the importance of family vacation is very high to 20.19% respondents, 57.48% respondents consider the importance of family vacation as high and 21.75% respondents are indifferent in this regard. It is also revealed that there is no significant difference between the mean value of the importance of family vacation for both male and female.

8.4.5: Purposes of Local Tourists' Visit

People visit different places for different purposes. As a result, it was also attempted to find out the reasons of the respondents' visits. The summary of the respondents' responses is presented in the following table (Table -8.8):

Table - 8. 8: Main Purpose of Local Tourists' Visit Based on Gender

Gender	Recreation	Business	Officials	Others	Total
Male	288 (82.52%)	36 (10.32%)	24 (6.88%)	1 (0.29%)	349 (100%)
Female	142 (85.54%)	13 (7.83%)	11 (6.63%)	- (0.00%)	166 (100%)
Total	430 (83.50%)	49 (9.51%)	35 (6.80%)	1 (0.19%)	515 (100%)

Source: Field Survey

The above table (Table- 8.8) shows that the majority (430 respondents constituting 83.50%) of the respondents indicated that the main purpose of their visits is recreation. Only 9.51% respondents mentioned that their main reason of visiting is

business followed by 6.80% indicating official purpose. Among the respondents who indicated that their main purpose of visit is recreation, 288 respondents constituting 82.52% within same gender are male and the same for female respondents is 142 constituting 58.54%. Another attempt was made to know the variation in the main purpose of visit based on the marital status of the respondents. The feedback obtained from the respondents is presented in the following table (Table - 8.9):

Table - 8. 9: Main Purpose of Local Tourists' Visit Based on Marital Status

Marital Status	Recreation	Business	Officials	Others	Total
Married	258 (82.43%)	30 (9.58%)	24 (7.67%)	1 (0.32%)	313 (100%)
Unmarried	172 (85.15%)	19 (9.41%)	11 (5.44%)	- (0.00%)	202 (100%)
Total	430 (83.50%)	49 (9.51%)	35 (6.80%)	1 (0.19%)	515 (100%)

Source: Field Survey

The above table (Table - 8.9) shows that there is no mentionable variation in the purpose of their visit. Even the percentage of married and unmarried in comparison to male and female is almost similar. In the same way, the purpose of the respondents' visits can be presented based on their occupation. The following table (Table - 8.10) shows the respondents' occupation-wise purpose of visit:

Table - 8. 10: Main Purpose of Local Tourists' Visit Based on Occupation

Occupation	Recreation	Business	Officials	Others	Total
Students	119 (91.54%)	7 (5.38%)	4 (3.08%)	- (0.00%)	130 (100%)
Govt. Jobs	63 (80.77%)	6 (7.69%)	9 (11.54%)	- (0.00%)	78 (100%)
Private Jobs	118 (86.76)	11 (8.09%)	7 (5.15%)	- (0.00%)	136 (100%)
Business	53 (71.62%)	15 (20.27%)	6 (8.11%)	- (0.00%)	74 (100%)
Teaching	34 (80.95%)	3 (7.14%)	5 (11.90%)	- (0.00%)	42 (100%)
Housewife	30 (75%)	6 (15.00%)	4 (10.00%)	- (0.00%)	40 (100%)
Retired	13 (86.67%)	1 (6.67%)	0 (0.00%)	1 (6.67%)	15 (100%)
Total	430 (83.50%)	49 (9.51%)	35 (6.80%)	1 (0.19%)	515 (100%)

Source: Field Survey

The above table (Table- 8.10) shows that 91.54% students visits for the purpose of recreation, which is 80.77%, 86.76%, 71.62%, 80.95%, 75% and 86.67% for govt. employees, private employees, business peoples, teaching professionals, housewives and retired people respectively.

8.4.6: Foreign Tourists' Attitude toward Vacation Travel

Like the attempt to measure the attitude of local tourists toward the vacation travel, it was also attempted to measure the same of the foreign tourists and their opinion toward the same can be stated in the following table (Table - 8.11):

Table - 8. 11: Gender-wise Attitude of Foreign Tourists toward Vacation Travel

Gender	Highly Favorable (5)	Favorable (4)	Indifferent (3)	Unfavorable (2)	Highly Unfavorable (1)	Total	Mean	Std. Devi.
Male	13 (19.40%)	51 (76.12%)	3 (4.48%)	-	-	67 (100%)	4.15	0.498
Female	9 (15.52%)	46 (79.31%)	3 (5.17%)	-	-	58 (100%)	4.10	
Total	22 (17.60%)	97 (77.60%)	6 (4.80%)	-	-	125 (100%)	4.18	

Source: Field Survey

It can be revealed from the above table (Table - 8.11) that 22 tourists constituting 17.60% hold highly favorable attitude toward vacation travel, 97 tourists constituting 77.60% tourists have favorable attitude to the same and the remaining only 6 tourists constituting 4.80% were found indifferent. Further, attempt was also taken to know the attitude of the tourist based on their age group. The result obtained can be summarized in the following table (Table - 8.12):

Table - 8. 12: Foreign Tourists' Attitude Toward Vacation Travel Based on Age

Age Category	Highly Favorable		Favorable		Indifferent		Unfavorable		Total
	Male	Female	Male	Female	Male	Female	Male	Female	
Very Young	9 (29.03%)	6 (19.35%)	7 (22.58%)	8 (25.81%)	–	1 (3.23%)	–	–	31 (100%)
Young	2 (4.08%)	1 (2.04%)	21 (42.86%)	22 (44.90%)	2 (4.08%)	1 (2.04%)	–	–	49 (100%)
Middle Aged	1 (3.85%)	1 (3.85%)	13 (50.00%)	9 (34.61%)	1 (3.85%)	1 (3.85%)	–	–	26 (100%)
Old Aged	–	–	10 (58.82%)	7 (41.18%)	–	–	–	–	17 (100%)
Very Old	1 (50.00%)	1 (50.00%)	–	–	–	–	–	–	2 (100%)
Total	13 (10.40%)	9 (7.20%)	51 (40.80%)	46 (36.80%)	3 (2.40%)	3 (2.40%)	–	–	125 (100%)

Source: Field Survey

The above table (Table - 8.12) depicts that out of the 31 very young tourists, 15 hold highly favorable attitude, 15 hold favorable attitude and only 1 is indifferent. But out of the 49 young tourists, only 3 (6.12%) hold highly favorable attitude and 43 tourists (87.75%) have favorable attitude. Similarly, the majority of the middle aged and old aged tourists hold favorable attitude toward travel vacation which is 22 (84.61%) out of 26 and 17 (100%) out of 17 respectively. Attitude also differs due to the professional differences among the respondents. The study results on the attitude based on the professions of the respondents are shown in the following table (Table- 8.13):

Table - 8. 13: Occupation-wise Attitude of Foreign Tourists' to Vacation Travel

Occupation	Highly Favorable	Favorable	Indifferent	Unfavorable	Total
Student % within Occupation	15 (50.00%)	14 (46.67%)	1 (3.33%)	- -	30 (100%)
Service % within Occupation	3 (3.79%)	72 (91.15%)	4 (5.06%)	- -	79 (100%)
Business % within Occupation	2 (15.38%)	11 (84.62%)	- -	- -	13 (100%)
Housewife % within Occupation	- -	- -	1 (100.00%)	- -	1 (100%)
Retired % within Occupation	2 (100.00%)	- -	- -	- -	2 (100%)
Total % on Total	22 (17.60%)	97 (77.60%)	6 (4.80%)	- -	125 (100%)

Source: Field Survey

The above table (Table -8.13) shows that out of the 30 students, 15 (50%) students hold highly positive attitude toward vacation travel. A total number of 97 respondents hold favorable attitude toward vacation travel. It can also be revealed that 72 service holders out of 79 respondents constituting 91.15% hold favorable attitude toward vacation travel. Out of 13 respondents who are involved in business 11 respondents constituting 84.62% hold favorable attitude to the same.

8.4.7: Importance of Family Vacation to Foreign Tourists

The tourism development also depends on how important the tourists consider family vacation travel. An attempt was made to examine the same; the respondents were also requested to express their opinion in this connection. The summary of their responses can be presented in the following table (Table -8.14):

Table - 8. 14: Importance Attached to Family Vacation

Gender	Very High (5)	High (4)	Indifferent (3)	Low (2)	Very Low (1)	Total	Mean
Male	26 (38.81%)	38 (56.72%)	3 (4.47%)	-	-	67 (100%)	4.34
Female	17 (29.31%)	38 (65.52%)	3 (5.17%)	-	-	58 (100%)	4.24
Total	43 (34.40%)	76 (60.80%)	6 (4.80%)	-	-	125 (100%)	4.296

Source: Field Survey

The table shows (Table - 8.14) that the importance of family vacation is very high to 34.40% of the total respondents comprising 26 male (38.81%) and 17 female (29.31%), and 76 respondent constituting 60.80% provide importance on family vacation out of which 38 (56.72%) are male and 38 (65.52%) are female. Only 6 respondents or 4.80% of the total are indifferent regarding the importance of family vacation.

8.4.8: Purposes of Foreign Tourists' Visit

People visit different places for different purposes. As a result, it was also attempted two find out the reasons of the respondents' visits. The summary of the respondents' responses are presented in the following table (Table –8.15):

Table - 8. 15: Gender-wise Main Purpose of Foreign Tourists' Visit

Gender	Recreation	Business	Officials	Others	Total
Male	49 (73.13%)	11 (16.42%)	6 (8.96%)	1 (1.49%)	67 (100%)
Female	37 (63.79%)	12 (20.69%)	9 (15.52%)	-	58 (100%)
Total	86 (68.80%)	23 (18.40%)	15 (12.00%)	1 (0.80%)	125 (100%)

Source: Field Survey

From the above table (Table - 8.15), it can be revealed that the main purpose of 86 respondents (68.80%) is recreation followed by business (23 respondents or 18.40%), officials (15 respondents or 12.00%), and others (1 respondent or 0.80%). The purpose of visit may also vary due to the marital status of the respondents and the feedback obtained from the respondents is presented in the following table (Table - 8.16):

Table - 8. 16: Main Purpose of Foreign Tourists' Visit Based on Marital Status

Marital Status	Recreation	Business	Officials	Others	Total
Married	49 (75.38%)	8 (12.31%)	7 (10.77%)	1 (1.54%)	65 (100%)
Unmarried	36 (64.29%)	13 (23.21%)	7 (12.50%)	-	56 (100%)
Widow	1 (33.33%)	1 (33.33%)	1 (66.67%)	-	3 (100.00%)
Divorce	-	1 (100.00%)	-	-	1 (100.00%)
Total	86 (68.80%)	23 (18.40%)	15 (12.00%)	1 (0.80%)	125 (100.00%)

Source: Field Survey

The above table (Table - 8.16) shows that 75.38% of the married respondents' main purpose of visits is recreation followed by 12.31% business and 10.77% official. On the other hand 64.29% unmarried respondents' main purpose of visit is recreation followed by 23.21% business and 12.50% official.

In the same way, the purpose of the respondents' visits can be presented based on their occupation. The following table (Table - 8.17) shows the respondents' occupation-wise purpose of visit:

Table - 8. 17: Main Purpose of Visit Based on Occupation

Occupation	Recreation	Business	Officials	Others	Total
Students	24 (80.00%)	3 (10.00%)	3 (10.00%)	- (0.00%)	30 (100%)
Service	57 (72.15%)	13 (16.46%)	8 (10.13%)	1 (1.26%)	79 (100%)
Business	3 (23.08%)	6 (46.15%)	4 (30.77%)	-	13 (100%)
Housewife	1 (100.00%)	-	-	-	1 (100%)
Retired	1 (50.00%)	1 (50.00%)	-	-	2 (100%)
Total	86 (83.50%)	23 (9.51%)	15 (6.80%)	1 (0.19%)	125 (100%)

Source: Field Survey

The above table (Table - 8.17) shows that 80.00% students visits for the main purpose of recreation, which is 72.15%, 23.08%, for service holders and business people respectively. People do not visit for only one purpose; rather they may have multiple purposes. The issue was taken into consideration by the researcher and it was attempted to know the priority of their visits when they have more than one purposes of visiting a specific place. The gender-wise summary of the responses made by the respondents can be presented in the following table (Table- 8.18):

Table - 8. 18: Gender-wise Rank of the Purpose of Foreign Tourists' Visit

Purpose	1st Priority			2nd Priority			3rd Priority			Total
	Male	Female	Total	Male	Female	Total	Male	Female	Total	
Recreation	48 (38.40)	37 (29.60)	85 (68.00)	19 (15.20)	21 (16.80)	40 (32.00)	- -	- -	- -	125 (100)
Business	8 (6.40)	8 (6.40)	16 (12.80)	7 (5.60)	3 (2.40)	10 (8.00)	1 (0.80)	1 (0.80)	2 (1.60)	28 (22.40)
Official	7 (5.60)	13 (10.4)	20 (16.00)	18 (14.40)	23 (18.40)	41 (32.80)	3 (5.60)	1 (5.60)	4 (5.60)	65 (5.60)
Others	4 (3.20)	- -	4 (3.20)	18 (14.40)	9 (7.20)	27 (21.60)	4 (3.20)	4 (3.20)	8 (6.40)	39 (31.20)
Total	67 (53.60)	58 (46.40)	125 (100)	62 (49.60)	56 (44.80)	118 (94.40)	8 (6.40)	6 (4.80)	14 (11.20)	

Source: Field Survey

It can be revealed from the above table (Table - 8.18) that recreation is top priority of 48 male and 37 female constituting 68.00% of the total respondents followed by 20 respondents (7 male and 13 female) constituting 12.80% and 16 business people (8 male and 8 female) constituting 12.80% of the total give top priority on official and business respectively. Similarly, 40 respondents (32.00%) give second priority on recreation, 41 respondents (32.380%) give second priority on official purpose, 10 respondents (8.00%) give priority on business and 27 respondents (21.60%) give second priority on other purposes.

8.5: Importance of Promotional Tools to Local Tourists as Sources of Information

Relevant information plays a vital role in the decision making process of the consumers. Tourism is of no exception to this. From the pilot survey and from the literature relevant to this field, the major tools of tourism promotion were identified first, and then it was attempted to determine its importance the tourists considered as a source of information by using a five point Likert scale. The study result shown in the following table (Table -8.19):

Table - 8. 19: Descriptive Statistics on Importance attached by Local Tourists on Promotional Tools as Information Sources

Source of Information	Most Important (5)	Important (4)	Moderately Important (3)	Less Important (2)	Least Important (1)	Total	Mean	Rank of Mean	Std. Deviation
	Frequency	Frequency	Frequency	Frequency	Frequency				
Word of Mouth (WOM)	167	257	70	18	3	515	4.10	1	0.802
Personal selling	100	240	119	56	0	515	3.75	2	0.893
Publicity & Public Relations	66	230	131	86	2	515	3.53	3	0.930
Tourism Fair	44	241	166	61	3	515	3.51	4	0.833
TV Program/Documentary	70	205	147	79	14	515	3.46	5	0.996
Cultural Program	44	224	128	112	7	515	3.36	6	0.959
Internet	60	195	128	111	21	515	3.31	7	1.061
Direct Marketing	43	200	159	94	19	515	3.30	8	0.982
Advertisement	50	161	191	105	8	515	3.27	9	0.946
Printed Materials	49	170	153	125	18	515	3.21	10	1.026
Overall Mean and Standard Deviation							3.48		0.269

Source: Field Survey

The above table (Table- 8.19) shows that word of mouth communication (information received from friends and relations, neighbors, associates, co-workers), sales force of the tour operators (personal selling), publicity and public relations activities and tourism fair are considered as the most, second most, 3rd most and 4th most important sources of information to the tourists with mean values and standard deviations of 4.10 and 0.802; 3.75 and 0.893; 3.53 and 0.930; and 3.51 & 0.833 respectively. Among the identified promotional tools, printed materials scored the least (3.21) but it is above 3.00 and the second least scorer tool is advertisement with a mean value of 3.27. The overall mean value of promotional tools is 3.48 with a standard deviation of 0.269. It indicates that promotional activities bear importance in developing tourism industry. **It also validate the research assumption-1 that the local tourists consider the**

different promotional tools used by the tour operators as important source of information.

It was attempted to find the relationships among the promotional tools used in tourism marketing of Bangladesh. The relationships can be predicted from the following table (Table – 8.20):

Table - 8. 20: Pearson Correlations among the Different Promotional Tools in Tourism Marketing

	1	2	3	4	5	6	7	8	9	10
1. Advertisement	1									
2. Pub & PR	.452**	1								
3. Personal Selling	.232	.352**	1							
4. WOM	.289	-.262	.552**	1						
5. TV Docum.	.312**	.272*	.632**	.359*	1					
6. Tourism Fair	.449	.332**	.492*	.436*	-.198*	1				
7. Direct Mktg	-.139	.173	.653**	-.172*	.279**	.313*	1			
8. Internet	.369*	.329*	.369*	.293	.326	.272*	.234*	1		
9. Printed Materials	.352**	-.271*	.389**	-.262*	.429*	.496**	.492**	-.149**	1	
10. Cultural Shows	.226*	-.332**	-.384	.311	.462*	.352	.337**	.372**	.261**	1

** . Correlation is significant at 0.01 level (2-tailed).

* . Correlation is significant at 0.05 level (2-tailed).

By considering the result of the correlation among the various elements of promotional tools, the summary can be shown in the following table (Table-8.21):

Table - 8. 21: Relationships of each Elements with other Elements

Promotional Tools	Elements with Positive Relationship	Elements with Negative Relationship
Advertisement	Publicity and public relations, Internet, printed materials, TV documentary and cultural shows.	-
Publicity & PR	Personal selling, tourism fair, Internet, and TV documentary.	Cultural shows, printed materials.
Personal Selling	Direct marketing, TV documentary, WOM communication, tourism fair, printed materials, and Internet.	Cultural shows.
WOM Comm.	Tourism fair, and TV documentary Documentary.	Printed materials and direct marketing.
TV Documentary	Cultural shows, printed materials, and direct marketing.	Tourism fair.
Tourism Fair	Printed materials, direct marketing, and Internet	-
Direct Marketing	Printed materials, cultural shows, and Internet	-
Internet	Cultural shows.	Printed materials.
Printed Materials	Cultural shows.	-
Cultural events	Advertisement, TV documentary, Direct marketing,	Publicity and PR

It is apparent from the above table (Table- 8.21) that the publicity and public relations have the highest positive significant relationships with advertising followed by tourism fair, Internet and printed materials. Personal selling has the highest positive significant relationship with publicity & public relationships followed by, tourism fair, Internet, and TV documentary and significant negative relationship with cultural shows and printed materials. In the same way the relationships among the different tools can be explained.

8.5.1: Factor Analysis

For the purpose of factor analysis, first it was attempted to judge the sampling adequacy. Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity is an appropriate test in measuring the sampling adequacy and in this case the following table (Table -8.22) shows the result of KMO and Bartlett's Test:

Table - 8. 22: KMO and Bartlett's Test

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.698
Bartlett's Test of Approx. Chi-Square	417.548
Sphericity	
df	45
Sig.	.000

The above table (Table - 8.22) shows the correlating matrix and yields a value of 417.58 and an associated level of significance 0.000. Kaiser-Meyer-Olkin Measures of Sampling Adequacy shows that the sample is 69.8% adequate. So, the correlation matrix shows significant correlations among at least some variables and highlights the importance of different promotional tools used by tour operator in Bangladesh. To validated the same, an attempt was made for factor analysis, to explain the variance of those items and can be shown in the following table (Table– 8.23):

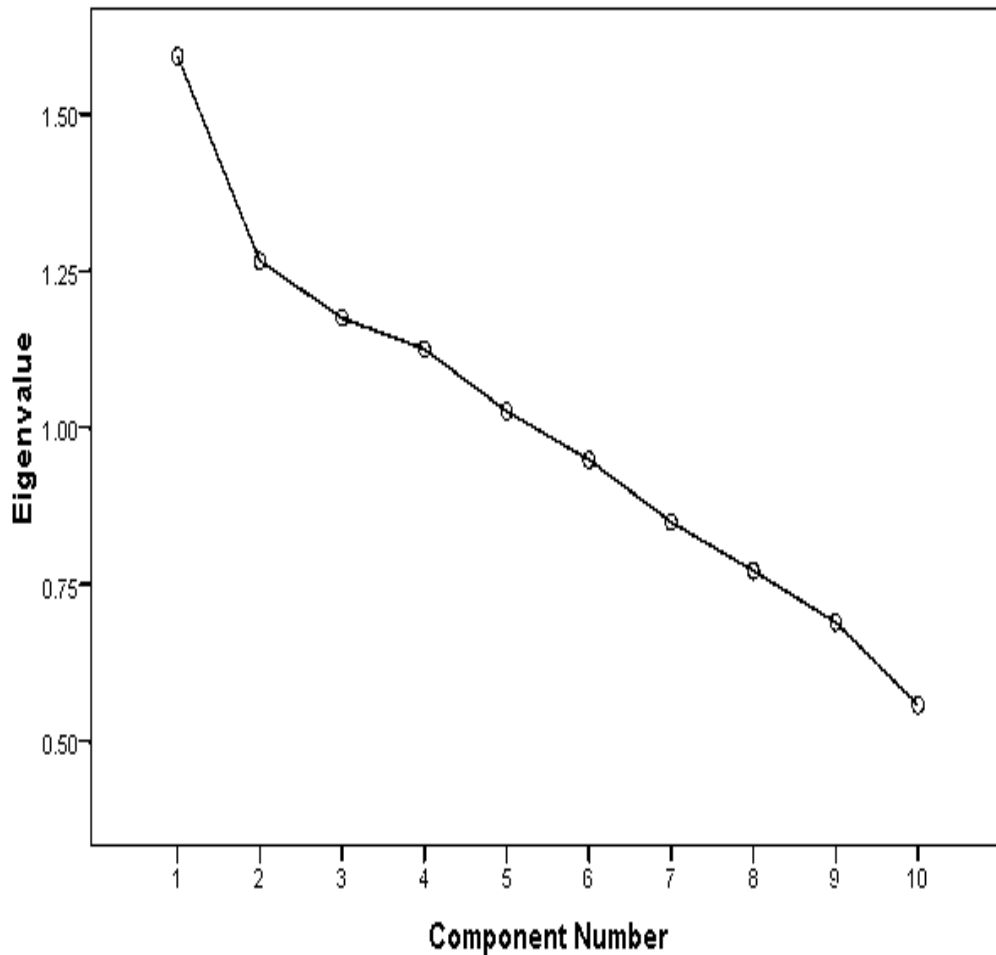
Table - 8. 23: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.592	15.924	15.924	1.592	15.924	15.924
2	1.266	12.658	28.582	1.266	12.658	28.582
3	1.175	11.747	40.329	1.175	11.747	40.329
4	1.125	11.252	51.581	1.125	11.252	51.581
5	1.026	10.260	61.841	1.026	10.260	61.841
6	.949	9.486	71.327			
7	.849	8.492	79.819			
8	.771	7.714	87.533			
9	.689	6.893	94.425			
10	.557	5.575	100.000			

Source: Field Survey

The above table (Table- 8.23) shows that out of 10 items or components, only five have an eigenvalue greater than one. Eigen values are widely accepted tools used to determine the number of factors that should be chosen. This can also be presented on the following scree plot:

Scree Plot



As a data reduction technique, factor analysis is used to reduce a large number of variables even some of which might be correlated to each other. This technique is used to reduce the number of factors so that it can be kept in a more manageable range for analysis. Among these 10 factors, if the factor loading less than .5 is removed with the help of a Rotated Component Matrix, then the following result (shown in table 8.24) can be obtained:

Table - 8. 24: Rotated Component Matrix^a

Tools	Component				
	1	2	3	4	5
Advertisement			.754		
Publicity & Public Relations			.769		
Personal selling		.714			
WOM				-.684	
TV Program/Documentary	.821				
Tourism Fair	.797				
Direct Marketing					.877
Internet			.843		
Printed Materials				.739	
Cultural Program		.601			

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 7 iterations.

The above table (Rotated Component Matrix Table) shows that there are five factors which have eigenvalues greater than one. These factors were rotated (varimax rotation) to maximize the loading of each variable on one of the extracted factors while minimizing loading on all other factors. Only the factors selected for rotation by considering the eigenvalue greater than one and 0.5 was used to factor loading cut-off point. This process results five factors with nine items and these items can be grouped into similar variables under five factors and can be used to explain the importance of promotional activities in tourism development and is presented in the following table (Table– 8.25):

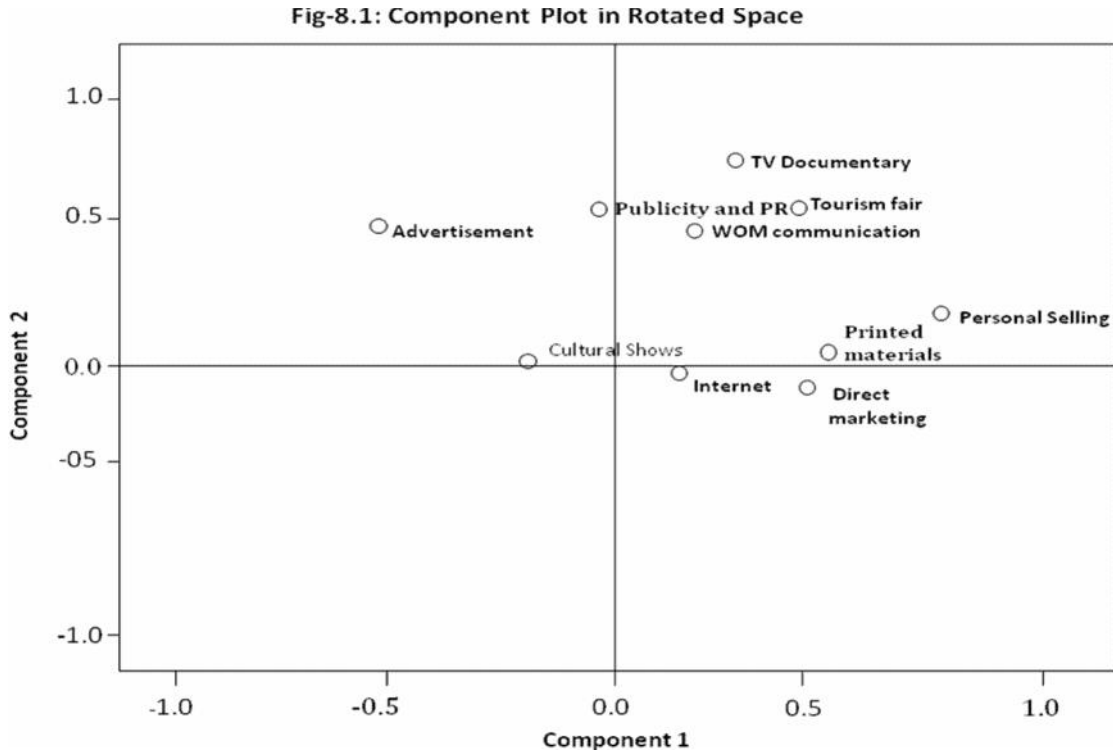
Table - 8. 25: Factor Analysis for Importance of Promotion to Tourists

Factor/Item	Factor Loading	Eigen values	Variance Explained	Cumulative Variance Explained (%)	Cronbach α
Attractive Components (3.34) TV Documentary Tourism Fair	.821 .797	1.592	15.924	15.924	0.797
Focused & Entertaining (3.39) Personal Selling Cultural Program	.714 .601	1.266	12.658	28.582	0.723
Mass Media (3.22) Advertisement Publicity & PR Internet	.754 .769 .843	1.175	11.747	40.329	0.665
Referrals (3.51) WOM Printed Materials	-.684 .739	1.125	11.252	51.581	0.771
Direct Communication (3.13) Direct Marketing	.877	1.026	10.260	61.841	0.684

Source: Field Survey

From the above table (Table- 8.25), it can be noted that employing the principal components factor analysis, five factors with an eigenvalue greater than one explained 61.841% of the variance of the importance of different promotional tools in tourists' decision making. The varimax-rotated factor pattern implies that the first factor tagged as "attractive components" contains two items like TV documentary and tourism fair ($\alpha = 0.797$), can explain 15.924% of the total variability. The second factor related to "focused and entertaining" including personal selling and cultural program ($\alpha = 0.723$) can explain 12.658% of the total variability and the first and second factors combinedly can explain 28.582% of the total variability. The third factor "mass media" constituted with advertisement, publicity & public relations and Internet ($\alpha = 0.665$) alone can explain 11.747% of the total variability, fourth factor ($\alpha = 0.771$) includes word of mouth communication (WOM) and printed materials can explain 11.252% of total variability, and the fifth one highlights "direct communication" (one item, $\alpha = 0.684$) can alone explain 10.260% of total variability.

Five factors extracted all together can explain 61.841% of the total variability and this 61.841% is derived from the summation of total variance of the five factors of the rotated component matrix. The arithmetic mean of the above five multi-items factor were used to build the construct of the importance of promotional activities in tourism industry. Out of the five factors, there are three factors above the cut-off criterion of 0.7 as recommended by Nunnally (1978) and the rest two namely; mass media (0.635) and direct communication (0.684) are just below this level. The later two factors which are just below according to Nunnally's recommended cut-off criterion are accepted by the prescribed level of α value (0.6) of Peterson (1994). Therefore, it can be said that all the five factors are well above the criterion-in-use and thus can be considered as acceptably reliable and for this analysis it can be concluded that promotional activities can play an important role in developing tourism in a particular destination like Bangladesh. The above factor analysis can be converted under two dimensional factors to clearly identify the perception of tourists about the promotional tools in tourism marketing and is shown in the following component plot in rotated space:



From the above component plot in rotated space, the basic relationship among the promotional tools can be found. Under dimension-1, it can be observed that most important variables are TV documentary, tourism fair, and publicity & public relations and under dimension -2, personal selling, printed materials, tourism fair, TV documentary, WOM communication and publicity and public relations are found important elements of promoting tourism in Bangladesh. But if these two dimensions are considered together in a combined way, then it can be said that TV documentary, tourism fair, personal selling and WOM communication are most important. **The above result justifies the research assumption-2 that the promotional activities undertaken by using different tools of promotion play the important role in tourism marketing in Bangladesh and have an effect on tourists' decision-making.**

8.5.2: Effect of Promotional Tools on Local Tourists' Decision Making

The researcher attempted to measure the effect of different promotional tools on the local tourists' decision making through the regression analysis of the collected data. For this purpose, different promotional tools were considered as independent variables and influence of promotional activities is dependent variable. The regression equation used to test this is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \sum e_i^2$$

Where,

Y = Effect of marketing promotional tools on tourists' decision-making.

α = Value of constant

X_1 = Effect of advertisement

X_2 = Effect of Publicity and Public Relations

X_3 = Effect of Personal Selling

X_4 = Effect of Word of Mouth (WOM) Communication

X_5 = Effect of TV Documentary

X_6 = Effect of Tourism Fair

X_7 = Effect of Direct Marketing

X_8 = Effect of Internet

X_9 = Effect of Printed Materials

X_{10} = Effect of Cultural Program

$\sum e_i^2$ = Sum of square error

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8, \beta_9$ and β_{10} are regression coefficient.

The regression analysis according to least square method, if there are the possibilities of high rate of error, then to minimize these error possibilities, stepwise regression analysis is the best solution. In this case, stepwise regression analysis was done and can be shown in the following table (Table-8.26):

Table - 8. 26: Stepwise Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	Df1	Df2	Sig. F change
1	.662 ^a	.438	.413	1.128	.026	6.983	1	513	.002
2	.692 ^b	.479	.452	1.096	.024	6.859	1	512	.009
3	.743 ^c	.552	.539	1.061	.021	5.469	1	511	.012
4	.784 ^d	.615	.589	1.023	.019	4.862	1	510	.021

- a. Predictors: (Constant), Effect of TV documentary on tourists’ decision making.
- b. Predictors: (Constant), Effect of TV documentary and tourism fair on tourists’ decision making.
- c. Predictors: (Constant), Effect of TV documentary, tourism fair and personal selling on tourists’ decision making.
- d. Predictors: (Constant), Effect of TV documentary and tourism fair, personal selling and WOM communication on tourists’ decision making.
- e. Dependent Variable: Promotional activities influencing tourists’ decision.

From the above model summary, it can be seen that model-1 shows the effect of TV documentary in tourists’ decision making where the value of R square is .438 with a standard error of the estimate of 1.128, model-2 shows the effect of tourism fair along with TV documentary where the value of R square is 0.479 with the standard error of the estimate of 1.096; model-3 shows the effect of tourism fair

and TV documentary along with personal selling with the R square value of 0.552 and with a standard error of the estimate of 1.061 respectively. The 4th model together shows the effect of 4 promotional tools in tourists’ decision-making which has the highest R square value of 0.615 with the minimum standard error of the estimate of 1.023. The 4th model shows comparatively a more accurate result and it is also significant (Sig. F change value is 0.021) at 5% significance level. The regression coefficient of the 4th model can be presented in the following table (Table- 8.27):

Table - 8. 27: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.347	.342		6.860	.000
Importance of TV documentary	-.170	.057	-.157	-2.463	.002
Importance of tourism fair	.307	.053	.282	2.329	.009
Importance of personal selling	.339	.050	.271	2.072	.012
Importance of WOM Communi.	.412	.047	.343	2.611	.021

a. Dependent Variable: Promotional Activities Influencing Tourists’ Decision

The regression model stands as:

$$Y = \alpha + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \sum e_i^2$$

$$= 2.347 + 0.339X_3 + 0.412X_4 + (-0.170)X_5 + 0.307X_8 + 1.023$$

The standard error of estimation is 1.023 where the standard deviation is 1. So, the error of the estimation is very small or insignificant.

The above table (Table- 8.27) indicates that WOM communication has the highest effect on the tourists’ decision making. If the WOM communication is positive then it will bring more positive effect on the tourists’ decision making in favor of a particular destination. The beta value of WOM communication (0.412) indicates that the increases of WOM communication by 1 unit will bring the effect on the tourists’ decision making by 0.412. Similarly, the effect of other three elements

can be described in the same way. This also justifies research assumption-2 that promotional activities undertaken by different tour operators have significant effect on local tourists' decision-making.

8.6: Importance of Promotional Tools to Foreign Tourists as Sources of Information

Like the local tourists, foreign tourists were also interviewed to measure the importance of the promotional tools from where they desire to get their required information. A five-point Likert scale was used to gather information from the tourists. The study results are shown in the following table (Table– 8.28):

Table - 8. 28: Descriptive Statistics on Importance attached by Foreign Tourists on Promotional Tools as Information Sources

Source of Information	Most Important (5)	Important (4)	Moderately Important (3)	Less Important (2)	Least Important (1)	Total	Mean	Rank of Mean	Std. Deviation
	Freq- uency	Freq- uency	Freq- uency	Freq- uency	Freq- uency				
Word of Mouth (WOM)	54	69	2	-	-	125	4.42	1	0.526
Internet	38	84	3	-	-	125	4.28	2	0.502
Personal selling	30	87	8	-	-	125	4.18	3	0.525
Direct Marketing	25	89	11	-	-	125	4.11	4	0.527
Advertisement	15	92	18	-	-	125	3.98	5	0.515
Printed Materials	23	71	31	-	-	125	3.94	6	0.657
Publicity & Public Relations	9	96	20	-	-	125	3.91	7	0.475
Tourism Fair	21	71	28	5	-	125	3.86	8	0.733
TV Program/Documentary	8	90	27	-	-	125	3.85	9	0.509
Cultural Program	14	64	47	-	-	125	3.74	10	0.649
Overall Mean and Standard Deviation							4.03		0.20

Source: Field Survey

The above table (Table-8.28) shows that word of mouth communication (information received from friends and relations, neighbors, associates, co-workers) is considered as the most important and reliable source of information by the foreign tourists with a mean value of 4.42 in a five point scale followed by Internet, sales people of the tour operators, and direct marketing with the mean values of 4.28, 4.18 and 4.11 respectively. The overall mean value of the importance of promotional tools is 4.03 with a standard deviation of 0.20. **It also validate the research assumption-1 that the foreign tourists consider the different promotional tools used by the tour operators as important source of information as it is considered by the local tourists.**

It was attempted to predict the relationships of different promotional tools used in tourism marketing of Bangladesh and its impact on the tourists' decision making. The existing relationships can be predicted from the following table (Table – 8.29):

Table - 8. 29: Pearson Correlations among the Different Promotional Tools in Tourists' Decision Making

	1	2	3	4	5	6	7	8	9	10
1. Advertisement	1.00									
2. Pub & PR	.715**	1.00								
3. P. Selling	.489	.379	1.00							
4. WOM	-.283**	.639*	.432*	1.00						
5. TV Docu.	.411*	.463**	.267**	.563*	1.00					
6. Tourism Fair	.361	.432*	-.217**	.451	.357	1.00				
7. Direct Mktg	.490*	.570	-.042	.402	.230**	.393	1.00			
8. Internet	-.280*	-.070*	-.218**	.540*	-.141	.317	.475**	1.00		
9. P. Materials	.512**	.433**	.208*	.531**	.427	.635*	.305	.532**	1.00	
10. Cul Prog.	.472	.347	.470	.412	.264*	-.145*	-.173*	.451	.491*	1.00

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

By considering the result of the correlation among the various elements of promotional tools shown in the above table (Table - 8.29), the summary that can be drawn is shown in the following table (Table- 8.30):

Table - 8. 30: Relationships of each Elements with other Elements

Promotional Tools	Elements with Positive Relationship	Elements with Negative Relationship
Advertisement	Publicity and public relations, printed materials, direct marketing, and TV documentary.	WOM communication and Internet.
Publicity & PR	WOM communication, TV documentary, printed materials, tourism fair,	Internet
Personal Selling	WOM communication, TV documentary, and printed materials.	Internet and tourism fair.
WOM Comm.	TV Documentary, Internet and printed materials.	-
TV Documentary	Cultural shows and direct marketing.	Internet
Tourism Fair	Printed materials.	Cultural shows/events.
Direct Marketing	Internet	Cultural events.
Internet	Printed materials.	-
Printed Materials	Cultural shows/events.	-
Cultural events	TV documentary and printed materials.	Tourism fair and direct marketing.

It is apparent from the above table (Table- 8.30) that publicity and public relations have the highest positive significant relationships with advertising followed by printed materials, direct marketing and TV documentary. WOM communication and Internet have negative relationships with advertising. WOM communication, TV documentary, printed materials, tourism fair has positive significant relationships and Internet has negative significant relationships with publicity & public relations. WOM communications has the highest positive relationship with personal selling followed by TV documentary and printed materials, whereas Internet and tourism fair have negative relationships with personal selling. TV documentary has the highest positive correlation with WOM communication followed by Internet and printed materials. There are positive relationships of TV documentary with cultural shows and direct marketing, whereas

the relationship with Internet is negative. The relationship that exists between tourism fair and printed materials is positive, but the same of tourism fair and cultural shows/events is negative. There is also positive relationship between direct marketing and Internet but the relationships of direct marketing with printed materials and cultural shows/events are negative. The relationship between Internet and cultural shows is positive but the same of Internet and printed materials is negative. Finally, the relationship that exists between printed material and cultural events is positive. **The overall result of the above shows that the different tools of promotion play the important role in tourism marketing in Bangladesh as was the case of for local tourists. This can also be concluded that the different promotional activities undertaken for tourism marketing are interlated and play important role for attracting both local and foreign tourists.**

8.6.1: Factor Analysis

To analyze the data collected from foreign tourists, an attempt was taken to conduct the factor analysis. As it helps to determine the relationship among different interrelated tools/sources of information, and group these tools/sources based on the existing relationship, it was attempted to conduct the factor analysis by using SPSS. For this purpose, Kaiser-Meyer-Olkin (KMO) test was conducted to determine the sampling adequacy. The following table (Table-9.31) shows the result of KMO and Bartlett's Test:

Table - 8. 31: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	213.271
	Df	45
	Sig.	.000

The above KMO test result found the sample size is 74.1% adequate which indicates the strength of the factor analysis is reasonably high and in Bartlett test shows that the sig. value is 0.000. So, the correlation matrix has significant correlations among at least some variables and validate the **research**

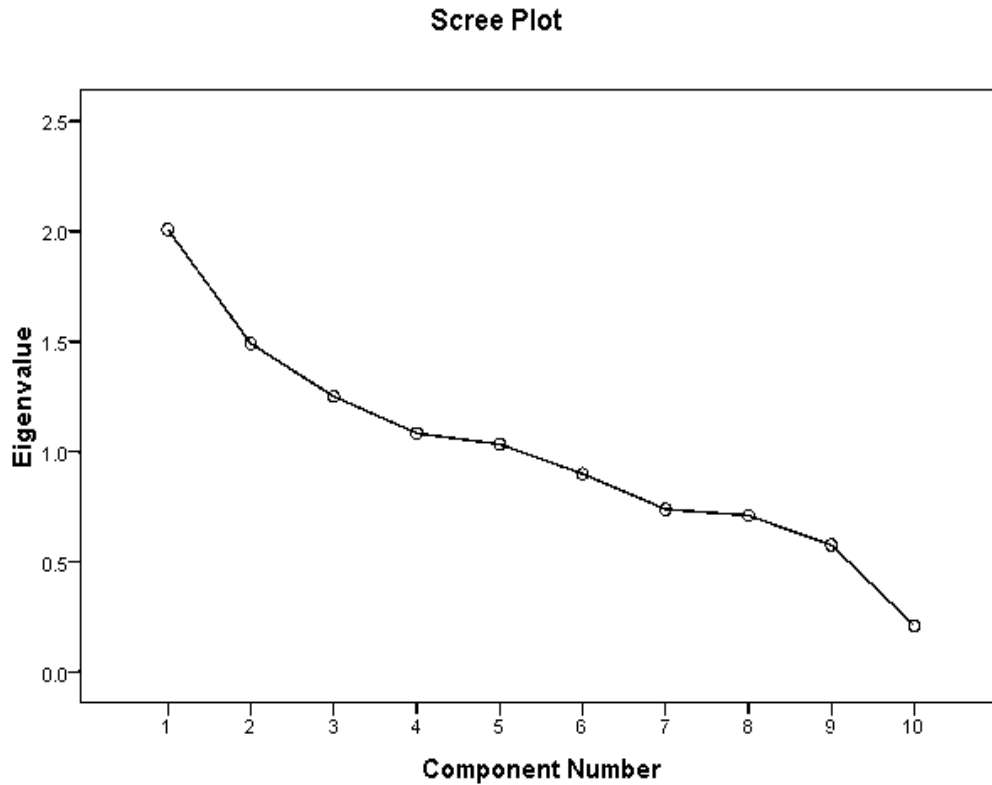
assumption-2 that promotional activities undertaken by different operators have significant effect on tourists' decision-making. To validate the same, an attempt was made for factor analysis, to explain the variance of those items and can be shown in the following table (Table - 8.32):

Table - 8. 32: Rotated Component Matrix^a

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.008	20.085	20.085	2.008	20.085	20.085
2	1.490	14.903	34.988	1.490	14.903	34.988
3	1.350	13.503	48.491	1.350	13.503	48.491
4	1.184	11.838	60.329	1.184	11.838	60.329
5	1.133	11.335	71.664	1.133	11.335	71.664
6	.799	7.989	79.653			
7	.638	6.381	86.034			
8	.610	6.102	92.136			
9	.576	5.759	97.895			
10	.211	2.105	100.000			

Extraction Method: Principal Component Analysis

Here, the factors which have eigenvalue greater than one will be chosen. The above table shows that out of the 10 items or components, only five have an eigenvalue greater than one and this can also be presented on the following scree plot:



As a data reduction technique, factor analysis was used to reduce a large number of variables even some of which might be correlated to each other. This technique is used to reduce the number of factors so that it can be kept in a more manageable range for analysis. Among these 10 factors, if the factor loading less than 0.5 is removed with the help of a Rotated Component Matrix, then the following result (Table-8.33) can be obtained:

Table - 8. 33: Rotated Component Matrix^a (Foreign Tourists)

	Components				
	1	2	3	4	5
Advertisement	.919				
Publicity and PR	.894				
Personal Selling				.895	
WOM			.651		
TV Program/ Documentary					.865
Tourism Fair				.512	
Direct Marketing			.546		
Internet		.681			
Printed Materials		.677			
Cultural Show/events			.644		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 22 iterations.

The above table (Rotated Component Matrix Table) shows that with greater than one eigenvalues, there are five factors. These factors were rotated (varimax rotation) to maximize the loading of each variable on one of the extracted factors while minimizing loading on all other factors. Only the factors selected for rotation by considering the eigenvalue greater than one and 0.5 was used to factor loading cut-off point. Rotation has been carried out through varimax rotation method. In the rotated component matrix, all the five components show only positive variables. Among these positive variables, the most important one is advertisement in international media which contains the weight 0.919 followed by personal selling and publicity & public relations with the weights of 0.895 and 0.894 respectively. Again these items can be grouped into similar variables under five components and can be used to explain the importance of promotional activities in tourism development and is presented in the following table (Table - 8.34):

Table - 8. 34: Factor Analysis for Importance of Promotion to Foreign Tourists

Components	Factor Loading	Eigen values	Variance Explained	Cumulative Variance Explained	Cronbach α
Mass Media (3.95) Advertisement Publicity & PR	.919 .894	2.008	20.085	20.085%	.833
Tech. Based Easy Access Media (4.11) Internet Printed Materials	.681 .677	1.490	14.903	34.988%	.773
Referrals & Direct Comm. (4.09) WOM Direct Marketing Cultural Show	.651 .546 .644	1.350	13.503	48.491%	.629
Focused & Entertaining (4.02) Sales People Tourism Fair	.895 .512	1.184	11.838	60.329%	.558
Attractive Components (3.85) TV Documenatry	.865	1.133	11.335	71.664%	.623

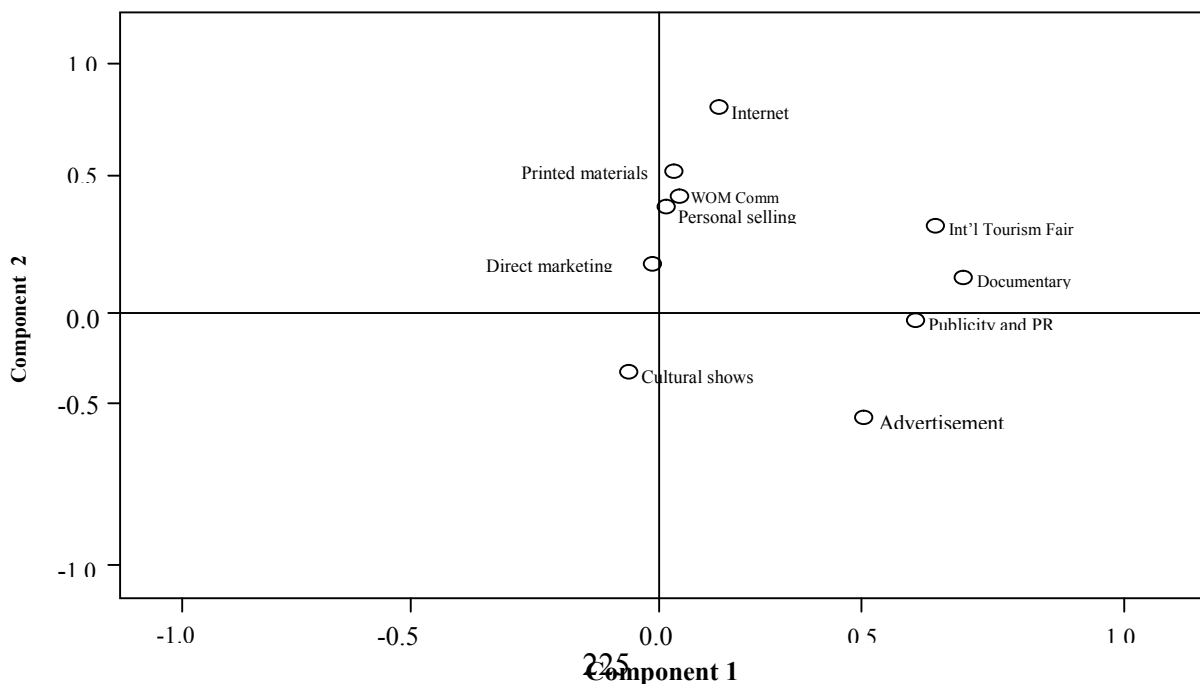
Source: Field Survey

Again, the data has been separated to homogenous groups in order to conducting the factor analysis in a successful way. Keeping the same in mind, the variables which are highly related to each factor has been kept under a title as shown in the table-8.34. Five-factor model and components' correlations can be seen from the same table. It can be predicted that employing the principal components factor analysis, no item was found with loading less than 0.5. As a result no one was removed from the scale. The varimax-rotated factor pattern implies that the first factor concerns "mass media" contains two items like advertisement and publicity & public relations ($\alpha = 0.833$), can explain 20.085% of the total variability. The second factors related to "technology based easy access media" includes Internet and printed materials ($\alpha = 0.773$) can explain 14.90% of the total variability and the first and second factors combinedly can explain 34.988% of the total variability. The third factor "referrals and direct communication" constituted with WOM communication, direct marketing and cultural shows ($\alpha = 0.629$) alone can explain 13.50% of the total variability, fourth factor ($\alpha = 0.558$) sales people and tourism

fair can explain 11.84% of total variability and the fifth one highlights “attractive components” ($\alpha = 0.623$) can alone explain 11.34% of total variability. Five factors extracted all together can explain 71.664% of the total variability and this 71.644% is derived from the summation of total variance of the five factors of the rotated component matrix. The arithmetic mean of the above five multi-items factor were used to build the construct of the importance of promotional activities in tourism industry. Out of the five factors, there are three factors above the cut-off criterion of 0.7 as recommended by Nunnally (1978) and the rest two namely; referrals & direct communication (0.629) and attractive components (0.623) are just below this level. The later two factors which are just below according to Nunnally’s recommended cut-off criterion are accepted by the accepted level of α value (0.6) as prescribed by Peterson (1994). Therefore, it can be said that four out of the above five factors are well above the criterion-in-use and thus can be considered as acceptably reliable and for this analysis it can be concluded that promotional activities can play an important role in developing tourism in a particular destination like Bangladesh.

The above factor analysis has been converted under two dimensional factors to clearly identify the perception of tourists about the promotional tools in tourism marketing and is shown in the following component plot in rotated space:

Figure- 8.2: Component Plot in Rotated Space



From the above component plot in rotated space, the basic relationship among the promotional tools can be found. Under dimension-1, it can be observed that most important variables are TV documentary, international tourism fair, and publicity & public relations and under dimension -2, Internet, printed materials, WOM communication, personal selling, tourism fair and TV documentary are found important elements of promoting tourism in Bangladesh. But if these two dimensions are considered together in a combined way, then it can be said that Internet and tourism fair are most important followed by TV documentary, WOM communication and personal selling. **The above result justifies the research assumption-2 that the promotional activities undertaken by the tour operators have significant effects on foreign tourists decision-making.**

8.6.2: Effect of Promotional Tools on Foreign Tourists' Decision Making

Like the attempt to measure the effect of different promotional tools on the local tourists' decision making, it was also attempted to measure the same of the foreign tourists through the regression analysis of the collected data. For this purpose, different promotional tools were considered as independent variables and influence of promotional activities is a dependent variable. Since the same promotional tools have been used for the local and foreign tourists, the initial model used for both groups of tourists is same. The regression equation used to test this as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \sum e_i^2$$

Where,

Y = Effect of marketing promotional tools on tourists' decision-making.

α = Value of constant

X_1 = Effect of advertisement

X_2 = Effect of Publicity and Public Relations

X_3 = Effect of Personal Selling

X_4 = Effect of Word of Mouth (WOM) Communication

X_5 = Effect of TV Documentary

X_6 = Effect of Tourism Fair

X_7 = Effect of Direct Marketing

X_8 = Effect of Internet

X_9 = Effect of Printed Materials

X_{10} = Effect of Cultural Program

$\sum e_i^2$ = Sum of square error

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8, \beta_9$ and β_{10} are regression coefficient.

To minimize the possibility of high rate of error, steps have been taken through stepwise regression analysis which can be shown in the following table (Table-8.35):

Table - 8. 35: Stepwise Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	Df1	Df2	Sig. F change
1	.673 ^a	.453	.397	1.227	.025	7.289	1	119	.003
2	.716 ^b	.513	.475	1.176	.024	6.973	1	118	.005
3	.779 ^c	.607	.529	1.094	.023	6.231	1	117	.017

a. Predictors: (Constant), Importance of Internet as a source of information.

b. Predictors: (Constant), Importance of Internet and international tourism fair as the sources of information.

c. Predictors: (Constant), Importance of Internet, international tourism fair and TV documentary as the sources of information.

d. Dependent Variable: Promotional activities influencing tourists' decision.

It can be revealed from the above model summary that model-1 shows the importance of Internet in foreign tourists' decision- making where the value of R square is .453 with a standard error of the estimate of 1.227, model-2 shows the importance of Internet along with international tourism fair and the value of R square is 0.513 with the standard errors of the estimate of 1.176; model-3 shows

the importance of Internet and international tourism fair along with WOM communication with the R square value of 0.607 and with a minimum standard error of the estimate of 1.124. The 3rd model shows comparatively a more accurate result and it is also significant (Sig. F change value is 0.021) at 5% significance level. The regression coefficient of the 3rd model can be presented in the following table (Table- 8.36):

Table – 8.36: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
4 (Constant)	3.142	.397		7.679	.000
Internet	.297	.132	.271	2.834	.003
International tourism fair	.372	.117	.346	2.246	.007
WOM communication	.437	.097	.365	1.987	.017

a. Dependent Variable: Promotional Activities Influencing Tourists' Decision

The regression model stands as:

$$Y = \alpha + \beta_4 X_4 + \beta_6 X_6 + \beta_8 X_8 + \sum e_i^2$$

$$= 3.142 + 0.437X_4 + 0.372X_6 + 0.297X_8 + 1.094$$

The standard error of estimation (1.094) is very small or insignificant.

The above table (Table-8.36) indicates that WOM communication has the highest effect on the tourists' decision making. If the WOM communication is positive then it will bring more positive effect on the tourists' decision making in favor of a particular destination. The beta value (.437) indicates that the increases of WOM communication by 1 unit will bring the effect on the tourists' decision making by 0.437. The effect of other two elements can be described in a similar manner. **This result also justifies the research assumption– 2 that the promotional activities have important influences on foreign tourists' decision-making as was the case of local tourists.**

8.7: Measuring Tourists' Attitudes toward Promotional Tools in Tourism Marketing

Promotional activities bear importance to marketers as well as to consumers as it provides product related information to the market so that the target group can get their required information related to their decision-making. The same is true for tourism marketing also. Keeping the same in mind, the researcher attempted to measure how important the promotion bears to tour operators and the tourists. The summary of the findings in this connection can be presented in the following table (Table-8.37):

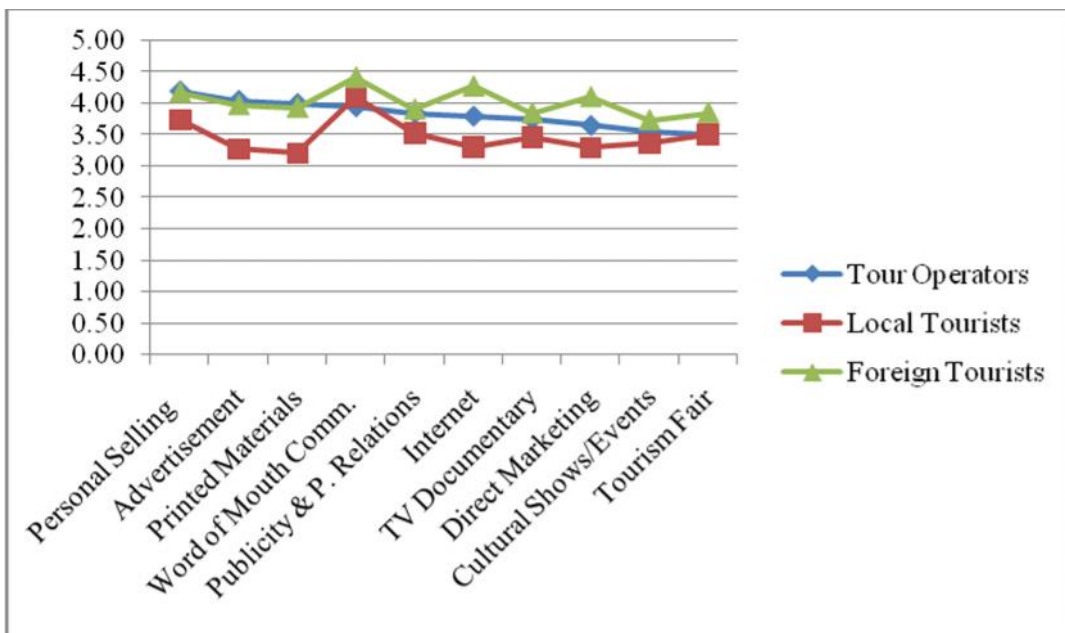
Table - 8. 37: Showing the Assigned Importance of Promotional Tools in Tourism Marketing

Source of Information	Tour Operators (N = 20)			Local Tourists (N = 515)			Foreign Tourists (N = 125)		
	Mean	Rank of Mean	S.D.	Mean	Rank of Mean	S.D.	Mean	Rank of Mean	S.D.
Personal Selling	4.20	1	0.671	3.75	2	0.893	4.18	3	0.525
Advertisement	4.05	2	0.605	3.27	9	0.946	3.98	5	0.515
Printed Materials	4.00	3	0.686	3.21	10	1.026	3.94	6	0.657
Word of Mouth Comm.	3.95	4	0.641	4.10	1	0.802	4.42	1	0.526
Publicity & P. Relations	3.85	5	0.587	3.53	3	0.930	3.91	7	0.475
Internet	3.80	6	0.444	3.31	7	1.061	4.28	2	0.502
TV Documentary	3.75	7	0.598	3.46	5	0.996	3.85	9	0.509
Direct Marketing	3.65	8	0.513	3.30	8	0.982	4.11	4	0.527
Cultural Shows/Events	3.55	9	0.510	3.36	6	0.959	3.74	10	0.649
Tourism Fair	3.50	10	0.510	3.51	4	0.833	3.86	8	0.733
Overall Mean and S.D.	3.83		0.255	3.48		0.268	4.03		0.214

Source: Field Survey

The above table (Table-8.37) indicates that the level of importance of different promotional tools differs between tour operators and tourists. The same also differs between local tourists and foreign tourists. For example, it can be depicted from the above table that the tour operators provide highest importance on personal selling (mean= 4.20) followed by advertisement (mean= 4.05) and printed materials (mean = 4.00) and can be ranked them as 1, 2 and 3 respectively. The local tourists provide highest importance on WOM communication (mean = 4.105) followed by personal selling (mean = 3.74) and publicity and public relations (mean = 3.53) and can be ranked as 1, 2 and 3 respectively, whereas the same for foreign tourists is WOM communication (mean = 4.42), Internet (mean = 4.28) and personal selling (mean = 4.18) as their 1st, 2nd and 3rd rank respectively. This can be shown in the following figure (Fig: 8.3):

Fig.- 8.3: Mean of Assigned Importance on the Promotional Elements



The above table (Table-8.37) and the figure (Figure-8.3) clearly show that the tour operators and the tourists do not assign the same level of importance on promotional activities which justifies the research assumption -3.

8.7.1: Local Tourists' Assigned and Perceived Importance of Promotional Activities in Tourism

It was mentioned earlier that promotional activities attract tourists to a particular destination. But it depends on the right tool(s) and right amount of promotional activities undertaken by the tour operators. The present study reveals that the importance given by the tour operators (shown as perceived by the tourists) to different tools of promotion does not match with the same of tourists. The level of importance given by the tourists and the tour operators are given below (Table-8.38):

Table - 8. 38: Paired Sample T-Test on the Assigned and Perceived Importance of different Promotional Tools

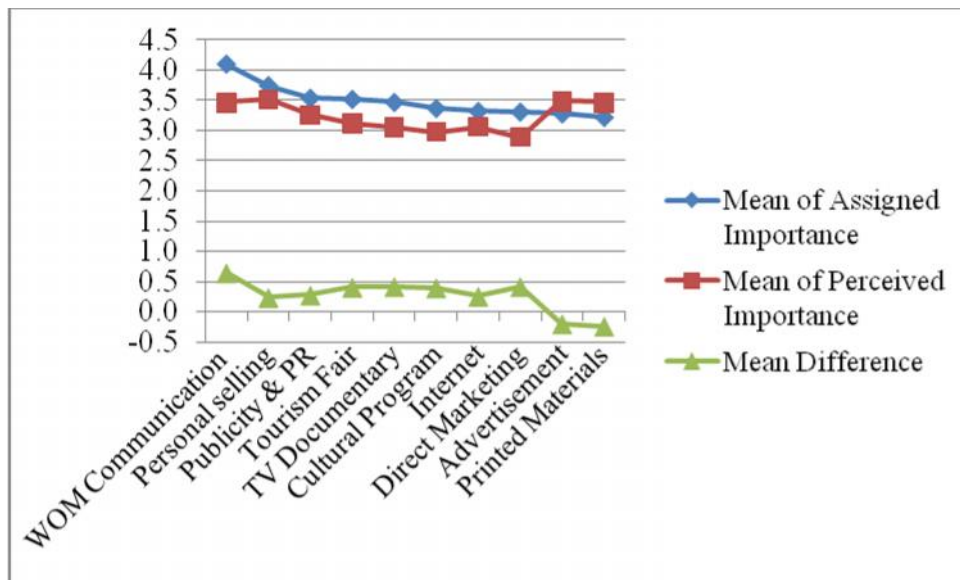
Elements of Promotion	Local Tourists' Assigned Importance	Local Tourists' Perceived Importance	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
	Mean	Mean				
WOM Comm.	4.10	3.46	0.64	1.398	10.369	.000
Personal selling	3.75	3.51	0.23	1.227	4.200	.000
Publicity & PR	3.53	3.26	0.27	1.326	4.519	.000
Tourism Fair	3.51	3.11	0.40	1.248	7.200	.000
TV Documentary	3.46	3.05	0.41	1.297	7.202	.000
Cultural Program	3.36	2.97	0.39	1.426	6.304	.000
Internet	3.31	3.06	0.25	1.450	4.012	.000
Direct Marketing	3.30	2.89	0.41	1.253	7.388	.000
Advertisement	3.27	3.48	-0.21	1.272	-3.880	.000
Printed Materials	3.21	3.46	-0.25	1.421	-3.257	.001
Overall Mean & Std. Devi.	3.48	3.23	0.25			

(Source: Field Survey and N= 515)

It can be depicted from the above table (Table-8.38) that there are differences between the perception of the tourists' assigned importance to the different promotions tools and they perceived regarding the same and these are statistically significant. The tourists consider WOM, personal selling, and publicity and public relations are most important and they ranked them 1st, 2nd and 3rd respectively. On the other hand, they consider that the tour operators are providing importance on personal selling, advertisement and WOM as the 1st, 2nd and 3rd priority respectively on providing the information to the tourists.

It can also be seen that though the tourists assigned least importance to different printed materials, they perceived that the tour operators provide 4th importance to the same. It indicates that the promotional activities undertaken by the tour operators can not fulfill the expectation of the tourists. In short, the overall scenario of the local tourists' assigned importance and perceived importance on the different promotional tools can be shown in the following figure (Fig: 8.4):

Fig.-8.4: Local Tourists' Assigned and Perceived Importance of Different Promotional Tools and Its Difference



8.7.2: Foreign Tourists' Assigned and Perceived Importance of Promotional Activities in Tourism

Promotional tools also bear importance to the foreign tourists as they have to decide about an unknown tourist destination. They require more relevant information about the spot(s) they are planning to visit for which they have to depend on the promotional activities undertaken by the destination marketers. Considering the importance, the present researcher attempted to measure the foreign tourists' assigned and perceived importance on different promotional tools and the findings can be presented in the following table (Table-8.39):

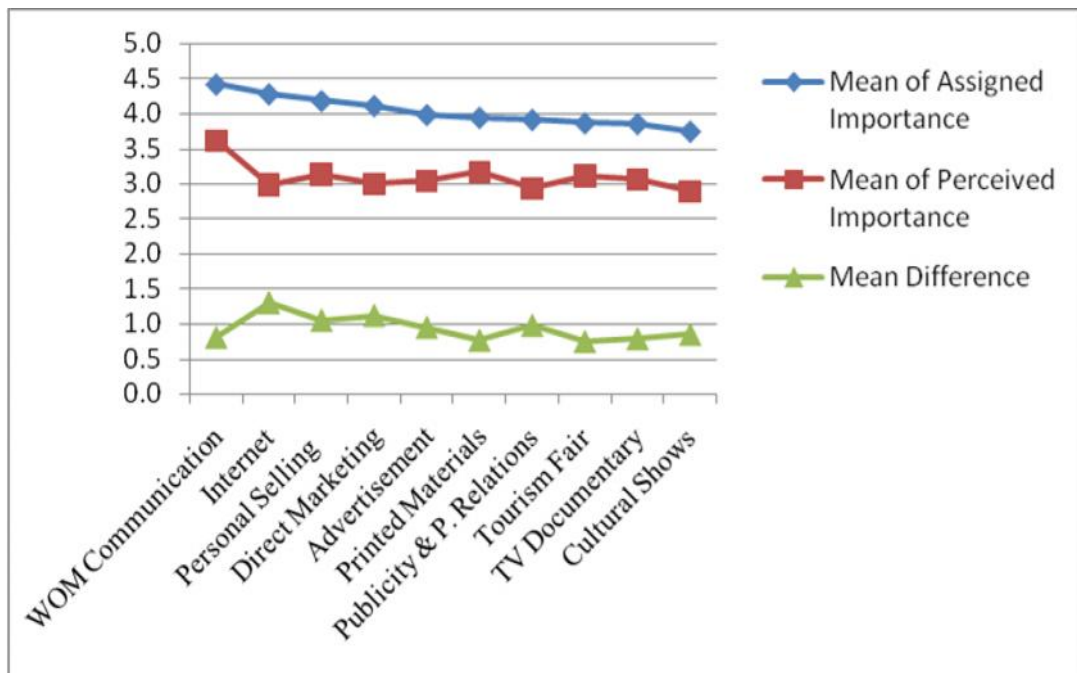
8.39: Paired Sample T-Test on the Assigned and Perceived Importance of different Promotional Tools (Foreign Tourists)

Elements of Promotion	Assigned Importance of Foreign Tourists	Perceived Importance of Foreign Tourists	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
	Mean	Mean				
WOM Comm.	4.42	3.61	0.81	1.281	12.632	.000
Internet	4.28	2.98	1.30	1.105	5.150	.000
Personal Selling	4.18	3.13	1.05	1.235	5.5989	.010
Direct Marketing	4.11	2.99	1.12	1.189	6.785	.021
Advertisement	3.98	3.03	0.95	1.171	6.235	.043
Printed Materials	3.94	3.17	0.77	1.298	5.867	.070
Publicity & PR	3.91	2.93	0.98	1.323	3.496	.023
Tourism Fair	3.86	3.11	0.75	1.147	6.213	.012
TV Doc.	3.85	3.06	0.79	1.164	-4.468	.000
Cultural Shows	3.74	2.89	0.85	1.297	2.265	.071
Overall Mean & Std. Devi.	4.03	3.09	0.94			

(Source: Field Survey and N= 125)

From the above table (Table-8.39), it can be depicted that there are differences in the foreign tourists' assigned importance and perceived importance on the different tools of promotion used in developing tourism in Bangladesh and these differences are statistically significant except printed materials and cultural shows. The perceived importance of the foreign tourists is much lower than they attach to this issue. Though the overall mean difference between the foreign tourists' assigned and perceived importance is 0.94, the highest difference prevails in case of Internet followed by direct marketing and personal selling and the differences are 1.30, 1.12 and 1.05 respectively. The same can be shown in the following figure (Fig: 8.5):

Fig.-8.5: Showing the Assigned and Perceived Mean Importance of promotional Tools



The results of the weighted mean values and paired sample T-test as shown in the above tables (Table- 8.38 and 8.39), clearly state that there is difference between the tourists' assigned and perceived importance on different promotional tools which justifies that reserach assumption-4.

8.7.3: Gap Analysis between the Perception of Sufficient Use Promotional Tools from Tourists' and Tour Operators' Perspectives

The respondents (local tourists, foreign tourists and tour operators) were also asked to put forward their evaluation on whether the promotional activities conducted by the tour operators of Bangladesh and other concerned authority are sufficient or not. In this connection, the research assumption (assumption 2) was that promotional activities undertaken by different tour operators have not been sufficient; though promotion can play a vital role for the development of the tourism industry. To verify the above assumption, first Paired Sample T-Test was conducted to measure whether there is any difference between the perceptions of the tour operators and the local tourists and the outcome can be presented in the following table (Table-8.40):

Table - 8. 40: Perception on the Sufficient Level of Usage of Promotional Activities (Paired Sample T-Test)

Promotional Tools	Mean of Tour Operators' Perception	Mean of Local Tourists' Perception	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Personal Selling	4.35	3.59	0.76	0.939	21.504	.002
Printed Materials	4.05	3.13	0.92	0.937	18.269	.000
Internet	3.95	2.43	1.52	1.103	16.349	.001
Advertisement	3.9	3.27	0.73	0.893	14.235	.000
Publicity & Pub. Relations	3.85	3.10	0.75	1.213	11.025	.000
WOM Communication	3.8	2.96	0.84	0.969	9.435	.003
Tourism Fair	3.75	2.98	0.77	0.789	7.456	.000
Cultural Shows/Events	3.70	2.77	0.93	0.893	14.12	.000
TV Program/Documentary	3.65	2.74	0.91	1.156	13.024	.000
Direct Marketing	3.6	2.37	1.23	1.023	8.645	.000
Overall Mean	3.86	2.93	0.93			
Cronbach's Alpha	0.657	0.621				

Source: Field Survey

The same of the foreign tourists was also measured and is presented in the following table (Table-8.41):

Table - 8. 41: Perception on the Sufficient Level of Usage of Promotional Activities (Paired Sample T-Test)

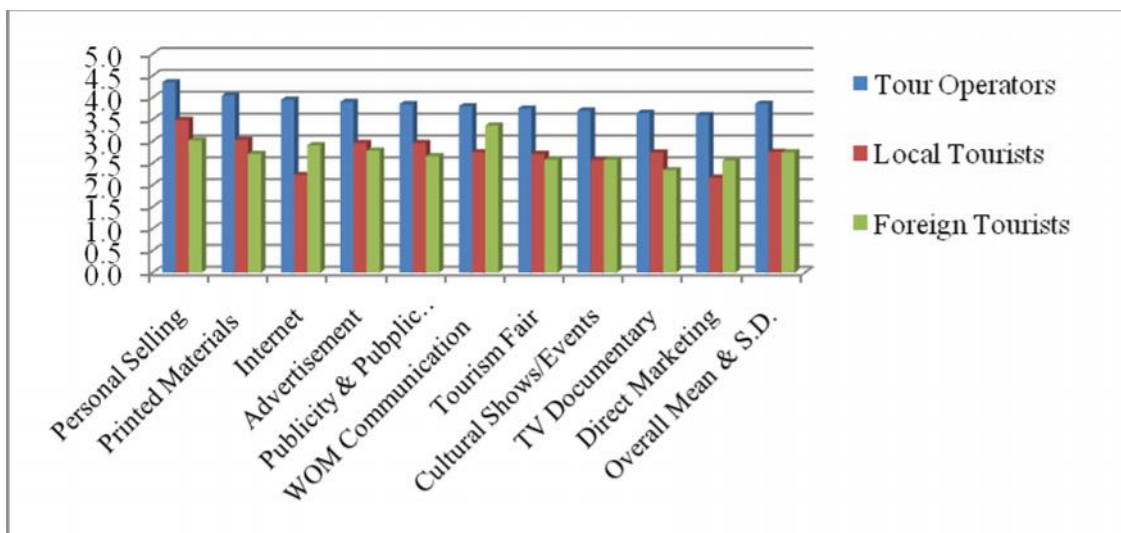
Promotional Tools	Mean of Tour Operators' Perception	Mean of Foreign Tourists' Perception	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Personal Selling	4.35	3.02	1.33	1.293	17.504	.00
Printed Materials	4.05	2.91	1.14	1.113	16.269	.000
Internet	3.95	2.99	0.96	0.969	10.349	.003
Advertisement	3.90	2.79	1.11	0.989	19.235	.000
Publicity & Pub. Relations	3.85	2.66	1.19	1.176	14.025	.000
WOM Communication	3.80	3.36	0.44	0.836	7.457	.006
Tourism Fair	3.75	2.58	1.17	0.997	11.649	.000
Cultural Shows/Events	3.70	2.58	1.12	0.967	16.346	.000
TV Program/Documentary	3.65	2.34	1.31	1.276	15.597	.000
Direct Marketing	3.60	2.56	1.04	1.123	13.256	.001
Overall Mean & S.D.	3.86	2.78	1.08			
Cronbach's Alpha	0.657	0.612				

Source: Field Survey

It can be revealed from the above tables (Table-8.40 and 8.41) that the perception on the issue of sufficient usage of promotional tools differs among tour operators, local tourists and foreign tourists. From the tour operators' perspective, personal selling has the highest mean (4.35) value followed by printed materials (4.05) and these are above the sufficient level. Internet (3.95) and advertisement (3.90) are very close to sufficient level. The usage of all other elements are between the moderate and sufficient level (mean value 3.60 to 3.85). The overall mean value is 3.86 indicates that they undertake sufficient promotional activities. From the local tourists' viewpoint, four elements have mean values more than moderate level

(3.00) which are personal selling (3.59) followed by advertisement (3.27), printed materials (3.13) and publicity & public relations (3.10). The overall mean value of sufficient usages of promotional activities is 2.93 which indicates that the promotional activities used in Bangladesh tourism is below the moderate (3.00) level. Similarly, foreign tourists also think that the promotional activities of Bangladesh tourism are not sufficient enough. According to them, only two elements have more than mean value of 3.00 (WOM communication: 3.36 and personal selling: 3.02). All other elements have the mean value less than 3.00. The overall mean value is 2.78 which indicated that the promotional activities are below the moderate level. At the same time, the outcomes of the paired Sample T-Test as shown in the above tables (Table-8.40 and 8.41) **indicate that there are differences between the perceptions of the tour operators and the tourists regarding the sufficient level of promotional activities used in Bangladesh tourism which justify the research assumption- 5.** The perceived level of usages of promotional tools by our tour operators, local and foreign tourists can also be shown in the following figure (Fig: 8.6):

Fig- 8.6: Perceived Mean on the Sufficient Usage of Promotional Tools in Bangladesh Tourism Marketers



8.7.4: Local Tourists' Perception on Promotional Measures Designed by Tour Operators

It is imperative for the tourism service marketers to design an appropriate promotion program to attract a sufficient number of tourists towards their destination. If the tour operators fail to do so, the promotional efforts will not produce the expected result to convince the tourists to visit their destination. Both the foreign tourists and the tour operators were asked to put forward their opinion about the issue of appropriateness of the tourists' designed and its implementation and was compared with the same of the tour operators. The following table (Table-9.42) shows the perceptual difference between the local tourists and tour operators regarding the designed promotional programs of the tour operators:

Table - 8.42: Perception on Appropriateness of Designed Promotional Efforts of Tour Operators (Paired Sample T-Test)

Promotional Tools	Mean of Tour Operators' Perception	Mean of Local Tourists' Perception	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Personal Selling	4.25	3.43	0.82	.983	3.029	.046
Advertisement	4.25	3.63	0.62	1.413	0.825	.001
Word of Mouth Comm.	4.20	3.54	0.66	1.210	1.902	.032
Publicity & Pub. Relations	4.05	3.47	0.58	.971	1.000	.045
Tourism Fair	4.05	3.46	0.59	1.456	2.629	.017
Cultural Program	3.90	3.23	0.67	.996	1.285	.021
TV Documentary	3.85	3.41	0.44	.812	0.490	.000
Printed Materials	3.60	3.36	0.24	.729	0.825	.619
Internet	3.60	3.23	0.37	188	0.982	.341
Direct Marketing	3.65	2.97	0.68	.986	1.285	.421
Overall	3.94	3.37	0.57			
Cronbach's Alpha	0.785	0.697				

Source: Field Survey

The above table (Table-8.42) indicates that there exists difference in the perception of the local tourists and the tour operators on different aspects of the promotional tools that the tour operators design. The overall mean of the tourists' perception on the designed promotional measures is 3.37 which is just above average with alpha value of 0.697. The alpha value indicates that the tourists' perception on different elements of promotional measures is internally consistent. The same of the tour operators are 3.94 and 0.785. The difference exists related to the different tools of promotion is also statistically significant (Sig. Value is less than .05) except Internet, printed materials and direct marketing. The result of the same of foreign tourists can be shown in the following table (Table-8.43):

Table - 8. 43: Perception on Appropriateness of Designed Promotional Efforts of Tour Operators (Paired Sample T-Test)

Promotional Tools	Mean of Tour Operators' Perception	Mean of Foreigns Tourists' Perception	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Personal Selling	4.25	3.31	0.94	1.142	7.132	.000
Advertisement	4.25	3.05	1.20	1.237	4.243	.012
Tourism Fair	4.20	3.10	1.10	1.097	5.0329	.000
Word of Mouth Comm.	4.05	2.98	1.07	1.420	6.320	.000
Printed Materials	4.05	2.98	1.07	1.420	2.128	.011
Publicity & Pub Relations	3.90	2.97	0.93	1.321	3.034	.023
Internet	3.85	2.95	0.90	0.896	2.132	.001
Direct Marketing	3.60	2.64	0.96	0.969	2.034	.039
TV Documentary	3.60	2.82	0.78	1.342	3.246	.007
Cultural Program	3.65	2.79	0.86	1.238	4.368	.032
Overall	3.94	2.96	0.84			
Cronbach's Alpha	0.785	0.624				

Source: Field Survey

It can be observed from the above table (Table-8.43) that the perception of the foreign tourists regarding all elements of designed promotional efforts of the tour operators in Bangladesh is below average (mean value = 2.96) and it differs significantly from the same of the tour operators. The results shown in table-8.42 & 8.43, indicate that the tour operators think the undertaken promotional activities more appropriate (mean value= 3.94), but the perception regarding the same of the local tourists (mean value= 3.37) is just above average and foreign tourists (mean value= 2.96) is below average. **It also justifies research assumption – 6 that there is difference in the perception of the tour operators and the tourists on the appropriateness of the designed promotional activities.**

8.7.5: Local Tourists' Perception on Implementation Performance of Designed Promotional Measures by Tour Operators

Another important issue is whether the tour operators can implement the designed promotional activities as their expectation or not. Even an effective designed promotional program may not bring a positive result for achieving their targeted goal if it is not implemented properly. As a result, it was attempted in this study to measure the perception of the tourists and the tour operators on how they consider the way of implementation of the designed promotional program. The summary of the findings is presented in the following table (Table-8.44):

Table - 8. 44: Perception on Performance of Implementating the Designed Promotional Efforts (Local Tourists) (Paired Sample T-Test)

Promotional Tools	Mean of Tour Operators' Perception	Mean of Local Tourists' Perception	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Personal Selling	4.10	3.99	0.11	0.843	4.254	.004
Word of Mouth Comm.	3.90	3.16	0.84	0.776	2.346	.000
Advertisement	3.85	3.66	0.19	0.856	6.245	.000
Tourism Fair	3.80	3.21	0.59	0.996	-2.154	.042
Internet	3.75	3.21	0.54	0.789	-1.243	.046
Publicity & PR	3.70	3.48	0.22	0.098	4.546	.023
Printed Materials	3.65	3.35	0.30	0.796	5.463	.000
TV Documentary	3.40	3.19	0.21	0.759	3.245	.013
Cultural Program	3.05	3.17	-0.12	0.598	-1.165	.197
Direct Marketing	3.45	3.11	0.14	0.696	3.546	.000
Overall	3.67	3.35	0.32			
Cronbach's Alpha	0.694	0.601				

Source: Field Survey

The above table (Table-8.44) indicates that there is significant difference between the perception of the local tourists and the tour operators regarding the performance of implementing the designed promotional activities. The same can be measured for the foreign tourists and tour operators and is presented in the following table (Table-8.45):

Table - 8. 45: Perception on Performance of Implementating the Designed Promotional Efforts (Foreign Tourists) (Paired Sample T-Test)

Promotional Tools	Tour Operators' Perception	Foreign Tourists' Perception	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Personal Selling	4.10	3.28	0.82	0.749	4.254	.000
Word of Mouth Comm.	3.90	3.05	0.85	0.849	6.245	.023
Advertisement	3.85	3.24	0.61	0.994	2.346	.000
Tourism Fair	3.80	3.05	0.75	0.696	4.546	.014
Internet	3.75	2.95	0.80	0.789	-2.154	.042
Publicity & PR	3.70	3.08	0.62	0.847	1.165	.000
Printed Materials	3.65	2.95	0.70	0.849	3.245	.033
TV Documentary	3.40	2.80	0.60	0.896	5.463	.000
Cultural Program	3.05	2.85	0.20	0.876	.843	.026
Direct Marketing	3.45	3.10	0.35	0.829	.964	.000
Overall	3.67	2.73	0.94			
Cronbach's Alpha	0.694	0.614				

Source: Field Survey

The above table (Table-8.45) indicates that there is significant difference between the perception of the foreign tourists and the tour operators regarding the performance of implementing the designed promotional activities.

8.7.6: Tour Operators' Perception of Designed and Implemented Promotional Efforts

It was assumed that the tour operators can implement their designed promotional programs appropriately. For this purpose, the output of data collected from the tour operators can be presented in the following table (Table-8.46):

Table - 8. 46: Paired Sample T-Test on Tour Operators' Designed and Implemented Promotional Efforts

Promotional Tools	Mean of Designed Promotional Efforts	Mean of Implemented Promotional Efforts	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Advertisement	4.25	3.85	0.40	.883	2.027	.047
Personal Selling	4.25	4.10	0.15	.813	0.825	.029
Tourism Fair	4.20	3.80	0.40	.940	1.902	.042
WOM Communication	4.05	3.90	0.15	.671	1.000	.330
Printed Materials	4.05	3.65	0.40	.681	2.629	.017
Publicity & PR	3.90	3.70	0.20	.696	1.285	.014
Internet	3.85	3.75	0.10	.912	0.490	.629
Direct Marketing	3.60	3.45	0.15	.813	.825	.021
TV Documentary	3.40	3.40	0.00	.858	0.000	1.000
Cultural Events	3.25	3.05	0.20	.696	1.285	.024
Overall	3.88	3.67	0.21			

Source: Field Survey

The above table (Table-8.46) shows that there is significant difference between the designed promotional programs and its implementation except WOM communication, Internet and TV documentary (sig. level is more than .05). **The above results (Table-8.44; 8.45 and 8.46) show that there are significant differences among the perceptions of the tour operators and the tourists regarding the designed promotional measures and its implementation process and it justifies the research assumption-7.**

8.7.8: Tourists' Preference of Sources of Getting Information

They tour operators are required to provide the tourists' desired information which they can perform in different ways. Since the tourists want to know in advance in deciding to select a spot they want visit. So, the tourists' preference on source(s) of getting the required information need to be taken into consideration by the tour operators. In responding to a question about which source(s) they prefer to get their desired information, the local tourists provided their opinion and the summary of which is presented in the following table (Table-8.47):

Table - 8. 47: Local Tourists' Preference of Getting the Information

Sources of Information	1 st Priority	2 nd Priority	3 rd Priority	4 th Priority	5 th Priority	Total	Mean	Rank of Mean
Word of Mouth Comm.	103	52	13	46	27	241	3.66	1
TV Documentary	99	36	45	43	33	256	3.49	2
Tourism Fair	67	64	62	51	56	300	3.12	3
Personal Selling	55	53	61	91	21	281	3.11	4
Internet	51	104	113	46	79	393	3.01	5
Printed Materials	41	42	41	53	37	214	2.99	6
Advertisement	47	39	54	57	45	242	2.94	7
Direct Marketing	13	63	60	73	54	263	2.65	8
Cultural Shows	25	33	47	33	86	224	2.46	9
Publicity and PR	24	39	29	32	87	211	2.44	10
Total	525	525	525	525	525			

The above table (Table-8.47) show that the local tourists provide highest priority to get the tourism related information for their decision-making from their relatives, neighbors, friend, colleagues etc. (WOM communication) with a mean value of 3.66. They give second priority on TV documentary (3.49), 3rd priority on tourism fair (3.12), 4th priority on personal selling (3.11) followed by Internet (3.01), printed materials (2.99). The same can be shown for the foreign tourists in the following table (Table-8.48):

Table - 8. 48: Foreign Tourists' Priority of Sources of Information

Sources of Information	1 st Priority	2 nd Priority	3 rd Priority	4 th Priority	5 th Priority	Total	Mean	Rank of Mean
Internet	27	16	5	7	3	58	3.98	1
Int'l Tourism Fair	22	12	11	6	8	59	3.58	2
Foreign Tour Operators	23	17	23	12	7	82	3.45	3
Word of Mouth Comm.	15	15	16	13	5	64	3.34	4
Ad in Int'l Media	12	11	13	4	9	49	3.27	5
Personal Selling	5	18	11	4	7	45	3.22	6
TV Documentary	15	6	7	15	17	60	2.78	7
Direct Marketing	1	12	9	4	9	35	2.77	8
Printed Materials	3	4	14	19	3	43	2.65	9
Publicity and PR	0	3	13	2	5	23	2.61	10
Cultural Shows	0	9	3	15	6	33	2.45	11
Biman Bangladesh Overseas Offices	0	2	0	15	23	40	1.53	12
Bangladeshi Foreign Mission	2	0	0	9	23	34	1.50	13
Total	125	125	125	125	125			

Source: Field Survey

The above table (Table- 8.48) shows that foreign tourists provide highest priority of getting tourism related information on Internet with a mean value of 3.98 followed by international tourism fair, foreign tour operators and WOM communication with mean values of 3.58; 3.45 and 3.34 respectively. **Based on the result shown in table- 8.47 and 8.48, that the tourists at least to some extent have the preferences of sources of getting the information which justifies the research assumption-8.** It is also apprent from the above tables that in prferences of sources of getting the information also differ between the local and foreign tourists.

8.8: Tourists' and Tour Operators' Attitudes towards the Related Aspects of Different Promotional Elements

As different promotional activities are undertaken by the tour operators to draw the attention of the tourists and convince them to visit their destination(s), it was attempted by the present researcher to evaluate how these activities can perform the desired goals. A five point Likert scale was used to collect the opinion of the tourists and tour operators. To analyze the collected data, mean, standard deviation and Cronbach's Alpha have been calculated with the help of SPSS software. The evaluation on the effectiveness of each of the promotion tools made by the tourists and tour operators are presented in the following sub sections:

8.8.1: Advertisement

Among the different promotional tools, advertising for example, is the most manifest form of promotion which includes television, press, radio, outdoors as well as tourist board and other travel guides and brochures. As it was attempted to evaluate the effectiveness of advertising in tourism promotion, the result obtained are given below in the following table (Table-8.49):

Table - 8. 49: Perception of the Tourists and the Tour Operators toward Advertisement

Promotional Tool (Advertisement)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Informative	3.31	0.980	4.20	0.696	0.89
Influential & Motivating	3.15	0.719	4.20	0.696	1.05
Reliable	3.19	0.751	4.30	0.571	1.11
Directive	3.01	0.682	4.20	0.616	1.19
Useful	2.97	0.683	4.20	0.616	1.23
Overall	3.13	0.138	4.22	0.045	1.09
Cronbach's Alpha	0.701		0.486		

(Source: Field Survey)

The above table (Table-8.49) shows that there is a significant gap between the attitude of the tourists and tour operators regarding the quality of the advertisement and its different related issues. The overall mean value of the tour operators' perception regarding advertisement related issues in tourists' decision making is 4.22, whereas the same of the tourists is 3.13. This indicates that the perception of the tourists toward advertisement undertaken by the tour operators are far below as it is perceived by the tour operators.

8.8.2: Publicity and Public Relations

Publicity and public relations are widely used in the tourism industry to influence travelers to choose one destination or travel product over another. Due to an unpaid recommendation rather than a paid advertisement, it is considered as cost-effective ways of generating media coverage for a product for attracting customers and is considered as the strength of publicity over advertising. Like advertising, the perception of the tourists and the tour operators toward publicity and public relations can be shown in the following table (Table-8.50):

Table - 8. 50: Perception of the Tourists and the Tour Operators toward Publicity and Public Relation

Promotional Tool (Publicity & PR)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Informative	3.19	0.833	3.20	0.410	0.01
Influential & Motivating	3.06	0.723	3.70	0.470	0.64
Reliable	3.10	0.781	3.15	0.587	0.05
Directive	2.99	0.757	3.55	0.510	0.56
Useful	3.00	0.700	3.30	0.657	0.30
Overall	3.07	0.082	3.38	0.236	0.31
Cronbach's Alpha	0.802		0.668		

(Source: Field Survey)

The above table (Table-8.50) shows that the overall mean value toward publicity and public relations of the tour operators and the tourists is 3.38 and 3.07

respectively which shows a significance difference between the perception of these two groups.

8.8.3: Personal Selling

Like other tools of promotion, it was also attempted to find out the effectiveness of personal selling as a promotion tool and the respondents (tourist and tour operators) were requested to put forward their opinion on the various aspects of personal selling regarding the effectiveness of the same. The summary of their opinion can be presented in the following table (Table-8.51):

Table - 8. 51: Perception of the Tourists and the Tour Operators toward Personal Selling

Promotional Tool (Personal Selling)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Smart and Knowledgeable	3.70	0.926	4.25	0.550	0.55
Informative	3.67	0.791	4.10	0.968	0.43
Influential & Motivating	3.66	0.740	4.05	0.510	0.39
Directive	3.30	0.699	4.20	0.696	0.90
Cordial	3.32	0.681	4.05	0.510	0.73
Overall	3.53	0.201	4.13	0.091	0.60
Cronbach's Alpha	0.667		0.449		

(Source: Field Survey)

It can be revealed from the above table (Table-8.51), the overall opinion (mean value) of the tour operators scored 4.13 out of 5.00 whereas the same of the tourists is 3.53. It indicates that the perception of the tourists and the tour operators regarding the effectiveness of the tool varies to a considerable level.

8.8.4: Word of Mouth (WOM) Communication

As WOM communication functions as face-to-face communication between the people like friends, relative, neighbors who are directly involved in any commercial entities, it can greatly direct the buyers towards and away from specific products, brands, and services. So, WOM can be treated as a strong tool in affecting the choice and selection of any product or service. This WOM communication can play an effective role in tourism marketing. By considering this issue, respondents were also asked to put forward their opinion about the effectiveness of the same. The summary of the findings are presented in the following table (Table-8.52):

Table - 8. 52: Perception of the Tourists and the Tour Operators toward Word of Mouth Communication

Promotional Tools (Word of Mouth)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Informative	3.38	0.793	3.60	0.681	0.22
Influential & Motivating	3.50	0.911	3.55	0.605	0.05
Reliable	3.37	0.838	3.65	0.587	0.28
Directive	3.36	0.823	3.70	0.801	0.34
Useful	3.43	0.945	3.65	0.745	0.22
Overall	3.41	0.058	3.63	0.057	0.22
Cronbach's Alpha	0.898		0.578		

(Source: Field Survey)

The above table (Table-8.52) shows the perception of effectiveness of WOM as a promotion tool of the tourists and the tour operators. It can be revealed that the perception regarding the same of the tourists and the tour operators is very close since the overall mean values are 3.41 and 3.63 respectively.

8.8.5: TV Documentary

TV documentary also has an impact on tourism promotion. Any documentary highlighting the attractiveness of tourism spots can create interest among the tourists and can attract the tourists to visit that destination(s). As a result, it was attempted to find the opinion of both the tourists and the tour operators and was requested to put forward their opinion about how documentary can influence on their decision making. The findings of the same are presented in the table (Table-8.53) given below:

Table - 8. 53: Showing the Perception of the Tourists and the Tour Operators toward Documentary

Promotional Tools (Documentary)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	S.D.	Mean	S.D.	
Informative	3.22	0.911	3.45	0.605	0.23
Influential & Motivating	3.31	0.914	3.45	0.605	0.14
Reliable	3.17	0.916	3.50	0.607	0.33
Directive	3.21	0.954	3.65	0.813	0.44
Useful	3.12	0.971	3.65	0.813	0.53
Overall	3.21	0.070	3.54	0.102	0.33
Cronbach's Alpha	0.933		0.728		

(Source: Field Survey)

It can be depicted from the above table (Table-8.53) that the overall mean value of documentary as expressed by the tour operators is 3.54 and the same of tourists is 3.21. It indicates that documentary as a promotion tool can be used to promote any tourism spot in a successful way.

8.8.6: Tourism Fair

Tourism fair was identified as another tool of tourism promotion and was attempted to measure the effectiveness of the same through collecting the data from both the tourists and the tour operators. The summary of their perception is presented in the table (Table-8.54) given below:

Table - 8. 54: Perception of the Tourists and the Tour Operators toward Tourism Fair

Promotional Tools (Tourism Fair)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Informative	3.23	0.645	3.70	0.733	0.47
Influential & Motivating	3.22	0.767	3.45	0.759	0.23
Reliable	3.12	0.669	3.75	0.716	0.63
Directive	3.15	0.756	3.45	0.826	0.30
Useful	3.05	0.681	3.70	0.657	0.65
Overall	3.15	0.074	3.61	0.147	0.46
Cronbach's Alpha	0.815		0.860		

(Source: Field Survey)

The above table (Table-8.54) indicates that the tour operators view documentary in a more positive way as a promotion tool. But the tourists consider its effectiveness much lower than the tour operators. The overall mean values as considered by tour operators and tourists are 3.61 and 3.15.

8.8.7: Direct Marketing

Direct marketing is one of the most important ways of promotion for tourism enterprises. Tourism marketers can use direct marketing as a very cost cost-effective tool of communication with the potential tourists and can contact them directly and the messages can be sent to selective audiences, message can be

personalized, circulation can be limited to what is affordable and it can be used to encourage action/direct response and sales. The views of the tourists and the tour operators toward the effectiveness as a promotion tool are summarised in the following table (Table-8.55):

Table - 8. 55: Perception of the Tourists and the Tour Operators toward Tourism Fair

Promotional Tools (Direct Marketing)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Informative Enough	3.27	0.642	3.35	0.489	0.10
Attractive & Motivating	3.16	0.726	3.15	0.366	0.00
Persuasive	3.28	0.699	3.05	0.686	-0.26
Reliable	3.21	0.709	3.20	0.616	0.01
Overall	3.23	0.056	3.19	0.125	-0.02
Cronbach's Alpha	0.817		0.656		

(Source: Field Survey)

The above table shows (Table-8.55) that the tourist's measurement about the effectiveness of direct marketing is to some extent higher than the same of tour operators. The overall mean values of the said measurement are 3.23 and 3.19. The overall effectiveness as measured by both the groups is above the average level.

8.8.8: Internet

The Internet is considered as the global 'network of networks'. Internet is now treated in tourism industry as an effective and efficient communication medium due to its addressability, interactivity, flexibility and accessibility and has changed continually the tourism marketing system and its environment. Bangladesh tourism must consider the effective use of this technology for the promotional activity of this industry and should have a strategic vision to use this technology

for the successful. In this study, it was attempted to evaluate the opinion, how do the tourists and tour operators view Internet as a tool of promotion and summary of their considerations can be presented in the table (Table-8.56) given below:

Table - 8.56: Showing the Perception of the Tourists and the Tour Operators toward Internet

Promotional Tools (Internet)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Informative	2.89	0.683	3.35	0.671	0.46
Influential & Motivating	2.95	0.761	3.25	0.639	0.30
Directive	2.91	0.727	3.45	0.686	0.54
Useful	2.90	0.733	3.30	0.571	0.40
Overall	2.91	0.023	3.34	0.074	0.43
Cronbach's Alpha	0.764		0.663		

(Source: Field Survey)

The above table (Table-8.56) shows that the overall mean value of the evaluation made by the tour operators is 3.34 and the same of the tourists is 2.91. It indicates that the tour operators think that their performance in using Internet is above the moderate level whereas the tourists think that the effectiveness of Internet in providing tourism related information by our tour operators is below the moderate level.

8.8.9: Printed Materials

Tour operators also use printed materials like brochure, maps, leaflets etc. for conducting promotional activities. An attempt was made to measure its effectiveness and for this purpose respondents (tourists and tour operators) asked to express their opinion. The summary of their opinion can be presented in the following table (Table-8.57):

Table - 8. 57: Perception of the Tourists and the Tour Operators toward Printed Materials

Promotional Tools (Printed Materials)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Informative	3.23	0.856	3.00	0.562	-0.23
Influential & Motivating	3.10	0.925	3.10	0.641	0.00
Reliable	3.17	0.836	3.25	0.550	0.08
Directive	3.10	0.925	2.95	0.510	-0.15
Useful	3.15	0.830	3.25	0.639	0.10
Overall	3.15	0.054	3.11	0.139	-.004
Cronbach's Alpha	0.920		0.467		

(Source: Field Survey)

The above table (Table-8.57) shows that the mean values regarding the effectiveness of printed materials as a promotional tool as expressed by the tour operators and the tourists are 3.11 and 3.15 respectively. It indicates that the perception of the tour operators and the tourists regarding the effectiveness of printed materials is more or less same.

8.8.10: Cultural Shows/Events

Very recently, different cultural programs like road show, concert etc. Are using by the tour operators to highlight the attraction of a particular destination and by which they are trying to draw the attention of the potential tourists to visit that particular spot(s). So, it was attempted to measure the effectiveness of such programs as a medium of communication. The following table (Table-8.58) shows the results:

Table - 8. 58: Perception of the Tourists and the Tour Operators toward Cultural Events

Promotional Tools (Cultural Events)	From Tourists' Perspective		From Tour Operators' Perspective		Mean Difference
	Mean	Std. Dev.	Mean	Std. Dev.	
Informative	3.16	0.768	2.90	0.852	-0.26
Attractive & Motivating	3.04	0.724	2.85	0.745	-0.19
Directive	3.08	0.837	3.00	0.858	-0.08
Memorable	2.96	0.797	3.00	0.725	0.04
Overall	3.06	0.083	2.94	0.075	-0.12
Cronbach's Alpha	0.843		0.631		

(Source: Field Survey)

The result shown in the above table (Table-8.58) indicates that the tourists' opinion regarding the effectiveness of cultural program is comparatively high than that of the same of the tour operator. It can be said that if such programs are design more effectively by highlighting the different aspects of the attraction of a particular tourism spots, then it will be capable to attract more tourist or at least to serve the promotional purpose of the tourism sector.

8.8.11: Overall Perception of Different Promotional Tools

Based on the above discussion, the summary of evaluation on the effective made by the tourists and tour operators is presented in the following table (Table-8.59):

Table - 8. 59: Perception of the Tourists and the Tour Operators toward Various Aspects of Different Promotional Tools

Promotional Tools	From Tourists' Perspective			From Tour Operators' Perspective			Mean Difference
	Mean	Std. Dev.	Alpha (α)	Mean	Std. Dev.	Alpha (α)	
Advertisement	3.13	.138	0.701	4.22	.045	0.486	1.09
Publicity and PR	3.07	.082	0.802	3.38	.236	0.668	0.31
Personal Selling	3.53	.201	0.667	4.13	.091	0.449	0.60
Word of Mouth (WOM)	3.41	.058	0.898	3.63	.057	0.578	0.22
Documentary	3.21	.078	0.933	3.54	.102	0.728	0.33
Tourism Fair	3.15	.074	0.815	3.61	.147	0.860	0.46
Direct Marketing	3.23	.056	0.817	3.19	.125	0.656	-0.04
Internet	2.91	.023	0.764	3.34	.074	0.663	0.43
Printed Materials	3.15	.054	0.920	3.11	.139	0.467	-0.04
Cultural Programs	3.06	.050	0.843	2.94	.070	0.631	-0.12
Overall	3.19	.182		3.51	.385		

Source: Field Survey

The above table (Table-8.59) shows that among the perception of the tourists and the tour operators on different tools of promotion, the highest difference exists in the evaluation of the effectiveness of advertisement between the two groups (tourists and tour operators) which is 1.09 followed by personal selling by 0.60. The tour operators perception is that advertisement can bring more positive result for achieving the promotion goal and according to their evaluation it scored 4.22, whereas the same of tourists' evaluation is 3.13. Similarly, the evaluation score of the tour operators on personal selling is 4.13 and the same of tourists is 3.53. It can also be seen that according to the tour operators evaluation of the effectiveness of different tools advertisement scored the highest followed by personal selling,

WOM and tourism fair. But the tourists consider that personal selling is more effective to attract them to visit a particular spot and followed by WOM, Direct marketing and documentary. **It indicates that the over all effectiveness of the promotional tools can not be regarded as effective and it also shows that there is a gap between the perception of tour operators and tourists on the effectiveness different promotional tools which justifies the research assumption-9.**

8.9: The Degree of Importance of Different Issues of Tour Operators

The development of tourism in any particular region or country does not depend only on a particular issue. Rather, its development is expedited by the effect of several issues. As a result, it was attempted to evaluates some tourism related issues from both the tourists and tour operators' angles. The summary of the findings is presented in the following sections:

8.9.1: Comparative Analysis of the Tour Operators' Assigned and Perceived Importance on Important Tourism Related Issues

To attract the tourists, tour operators are supposed to be in a position regarding the tourism related issues so that they can ensure the tourists' satisfaction. By considering the issues, it was attemptd to measure the tour operators' present position and their own judgment about what level the important tourism related issues should be. The outcome of this issue is presented in the following table (Table- 8.60):

Table - 8.60: Paired Sample T-Test on Tour Operators' Assigned and Perceived Importance on Some Tourism Related Issues

Variables	Mean of Tour Operators' Assigned Importance	Mean of Tour Operators' Perceived Importance	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Charge Reasonable Price for Different services	4.50	4.10	0.40	0.893	12.498	.000
Long Term Relationship	4.40	4.05	0.35	0.796	11.350	.000
Sincerity in Providing Committed Services	4.60	4.20	0.40	0.935	4.569	.030
Cordial	4.35	4.15	0.20	0.696	8.785	.048
Entertainment	4.40	4.15	0.25	0.456	9.295	.039
Informative	4.45	4.25	0.20	0.769	5.977	.049
Hospitality	4.35	4.20	0.15	0.899	5.346	.048
Professional Expertise	4.50	4.20	0.30	0.836	7.332	.005
Quality Guide Services	4.15	4.00	0.15	0.779	4.798	.062
Warm Attitudes	4.30	4.00	0.30	0.858	3.246	.003
Motivating	4.15	4.05	0.10	0.693	2.736	.082
Personal Care	4.20	3.95	0.25	0.569	3.256	.046
Overall Mean	4.36	4.11	0.20			

(Source: Field Survey)

The above table (Table-8.60) shows that the assigned and perceived importance on the different issues differs significantly at 5% level of significance except the issues of quality of guide services and motivation.

8.9.2: Tourists' Perception on Tour Operators' Related Important Issues

Tourists satisfaction and decision largely depends on different aspects of the tour operators. The way of delivering the services by the tour operators and some other related issues of the tour operators can satisfy the tourists to a large extent. By considering the same, it was attempted to measure the perception of the tourists and the tour operators on the present level of different aspects of tour operators and the outcome of which can be presented in the following table (Table-8.61):

Table - 8.61: Tour Operators' Present Level on Some Tourism Related Issues (Paired Sample T-Test)

Variables	Mean of Tour Operators' Perception	Mean of Local Tourists' Perception	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Provides Committed Services	4.60	3.50	0.60	1.056	4.356	.000
Charge Reasonable Price	4.50	3.67	0.83	1.102	6.754	.001
Professional Expertise	4.50	3.92	0.58	1.023	5.429	.000
Informative	4.45	3.74	0.71	1.136	3.468	.000
Entertaining	4.40	3.90	0.50	1.029	9.468	.000
Long Term Relationship	4.40	3.63	0.77	1.312	7.282	.000
Hospitality	4.35	3.58	0.77	0.996	5.246	.000
Cordial	4.35	3.65	0.70	1.049	6.379	.000
Warm Attitudes	4.30	3.86	0.44	0.859	4.597	.031
Personal Care	4.20	3.69	0.51	0.856	5.267	.000
Quality Guide Services	4.15	3.61	0.54	1.116	9.267	.000
Motivating	4.15	4.05	0.62	0.827	0.349	.695
Overall Mean	4.36	3.73	0.63			

(Source: Field Survey)

It can be depicted from the above table (Table-8.61) that tour operators' related above issues are statistically significant. It can also be revealed that the perception on these issues except motivational aspect differs between the local tourists and the tour operators. The perceptual difference regarding the same of the foreign tourists can be measured and presented in the following table (Table-8.62):

Table - 8.62: Tour Operators' Present Level on Some Tourism Related Issues (Paired Sample T-Test)

Variables	Mean of Tour Operators' Perception	Mean of Foreign Tourists' Perception	Mean Difference	Std. Dev.	t	Sig. (2-tailed)
Provides Committed Services	4.60	3.80	0.80	0.859	4.356	.000
Charge Reasonable Price	4.50	4.45	0.05	1.112	6.754	.001
Professional Expertise	4.50	3.99	0.51	0.996	.745	.027
Informative	4.45	4.15	0.30	1.036	2.458	.000
Entertaining	4.40	4.10	0.30	0.996	7.567	.000
Long Term Relationship	4.40	3.75	0.65	1.275	5.189	.000
Hospitality	4.35	4.30	0.05	0.356	4.425	.362
Cordial	4.35	3.85	0.50	0.936	2.356	.000
Warm Attitudes	4.30	3.76	0.54	0.876	3.549	.022
Personal Care	4.20	3.88	0.32	0.759	4.236	.000
Quality Guide Services	4.15	3.65	0.50	1.036	8.628	.000
Motivating	4.15	3.85	0.30	0.996	1.005	.076
Overall Mean	4.36	3.96	0.40			

(Source: Field Survey)

The above table (Table-8.62) reveals that the difference in the perception between the foreign tourists and the tour operators on the same issues except hospitality and motivational aspects also exists and this difference is statistically significant. Thus, **it validates that tourism development does not depend only on promotional**

activities, rather tour operators' related issues have important impact on tourism development and justifies the research assumption-10.

It is important to measure, how these issues of the tour operators influence on the selection of the tour operator by the tourists can be measured by using factor analysis. To do so, an attempt was made for factor analysis, to explain the variance of those items. Here, the factors which have eigenvalue greater than one have been chosen and then data reduction technique was used to reduce a large number of variables even some of which might be correlated to each other. If principal components factor analysis is applied, then it is found that among these 12 factors, only three factors have eigenvalue greater than one and only one item has loading less than 0.5. Then, it was attempted to remove the factor loading less than .5 with the help of a Rotated Component Matrix which can be shown in the following table (Table-8. 63):

Table - 8.63: Rotated Component Matrix^a (Local Tourists)

	Component		
	1	2	3
Professional Expertise			
Informative			.569
Motivating			.582
Cordial			.651
Hospitality		.758	
Charge Reasonable Price		.694	
Sincerity in Providing Committed Services		.828	
Information and Guide Services	.560		
Personal Care	.686		
Long Term Relationship	.636		
Warm Attitudes	.741		
Entertainment	.560		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations

Again, it was attempted to separate the data to homogenous groups and the variables which are highly related to each factor has to keep under a title. The result obtained has categorized under three components which can be presented in the following table (Table-8.64):

Table - 8.64: Factor Analysis (Local Tourists)

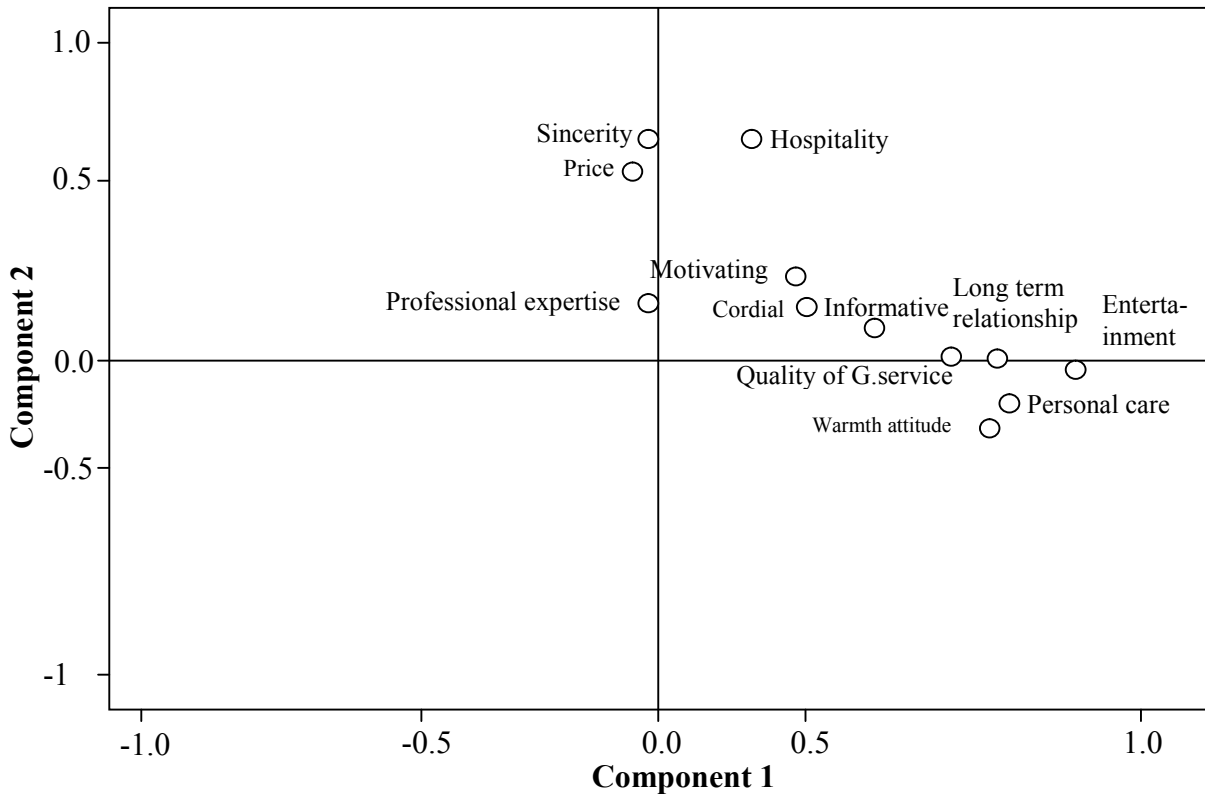
Components	Factor Loading	Eigen values	Variance Explained %	Cumulative Variance Explained %	Cronbach α
Value Creating Components (3.95)		2.938	24.486	24.49	.652
Information & Guide service	.560				
Personal care	.684				
Long-term Relationship	.636				
Warmth Attitude	.741				
Entertainment	.560				
Core Benefits (4.12)		2.599	21.661	46.15	.648
Hospitality	.758				
Reasonable price	.694				
Provide Committed Services	.828				
Basic Requirement (3.98)		2.367	19.730	65.877	.628
Informative	.569				
Motivating	.582				
Cordial	.651				

Source: Field Survey

The varimax-rotated factor pattern implies that the first factor concerns “Value creating components” include five items like information & guide service, personal care, building long-term relationship, warmth attitude and entertainment ($\alpha = 0.652$), can explain 24.486% of the total variability. The second factors related to “core benefits” which includes hospitality expected by the tourists, reasonable price charged by the tour operator(s) and providing committed services by the tour operators ($\alpha = 0.648$) can explain 21.661% of the total variability and the first and second factors together can explain 46.15% of the total variability. The third factor “basic requirement” constituted with informativeness, motivating and cordiality of the tour operators ($\alpha = 0.628$) and alone can explain 19.730% of the total variability. Three factors extracted all together can explain 65.877% of the total

variability which was derived from the summation of total variance of the three factors of the rotated component matrix. The arithmetic mean of the above three multi-items factor were used to build the construct of the importance of items in selecting the tour operator(s). All the three factors are within the accepted level of α value (0.6) as prescribed by Peterson (1994). Therefore, it can be said that the tour operators' related issues can play an important role in selecting a particular tour operator by the local tourists in Bangladesh. The above factors can be converted under two dimensional factors to clearly identify how importantly it in can influence the local tourists in selecting the tour operators and can be shown in the following component plot in rotated space:

Fig. – 8.7: Component Plot in Rotated Space



From the above component plot in rotated space, the basic relationship among the promotional tools can be found. Under dimension-1, it can be observed that most important variables are entertainment, long-term relationship, quality of guide service and informativeness of the tour operators and under dimension -2, hospitality, sincerity in providing committed service, price charged for services

etc. And if these two dimensions are considered together in a combined way, then it can be said that hospitality, sincerity in providing committed services, long-term relationship with tourists etc are considered to be most important. **This also indicates that tour operators' related issues are important to develop tourism in a destination like Bangladesh.**

Again, it can be proceeded to analyze the same for the foreign tourists. In case of the foreign tourists, it was found through applying principal components factor analysis that among 12 factors, only four factors have eigenvalue greater than one and no item has loading less than 0.5. Then, it was attempted to remove the factor loading less than .5 with the help of a Rotated Component Matrix which can be shown in the following table (Table-8.65):

Table - 8.65: Rotated Component Matrix^a

	Component			
	1	2	3	4
Professional Expertise				.740
Informative Enough		-.588		
Motivating		.684		
Tour Operators are Cordial		.710		
Hospitality			.600	
Charge Reasonable price for Different Services				.650
Sincerity in Providing Committed Services				.706
Quality of Guide Services				
Personal Care			.653	
Long-term Relationship	.614			
Warm Attitudes	.599			
Entertainment	.663			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

The variables which are highly related to each factor and to keep under a title, it was attempted to separate the data to homogenous groups and the result obtained was categorized under three components which can be presented in the following table (Table-8.66):

Table - 8.66: Factor Analysis (Foreign Tourists)

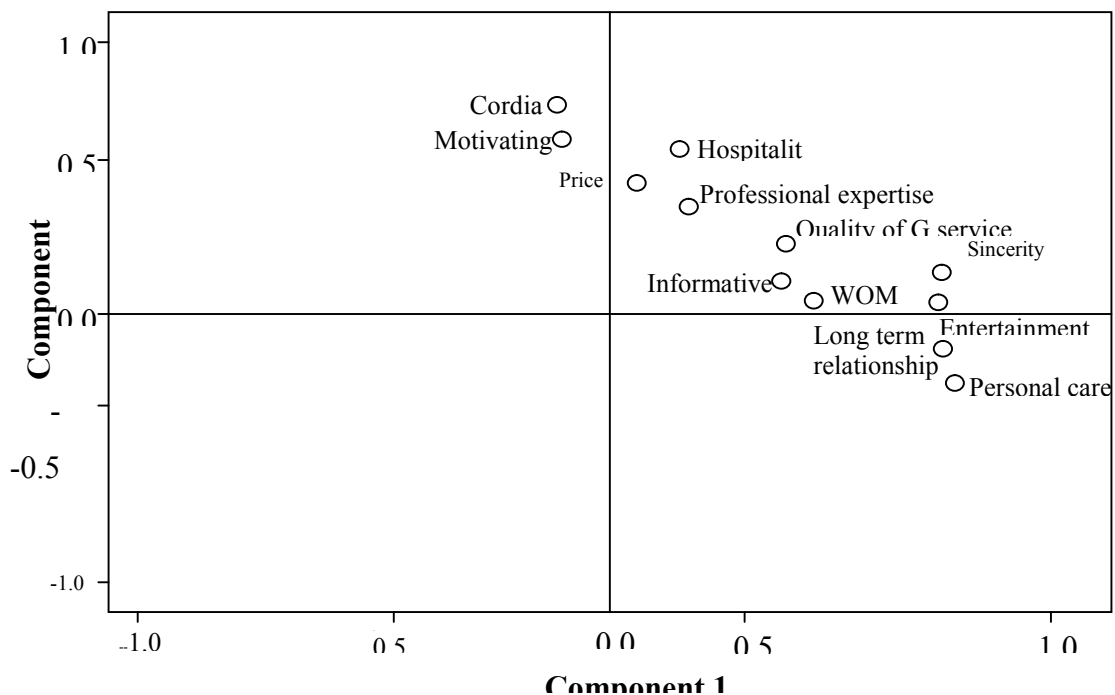
Components	Factor Loading	Eigen values	Variance Explained %	Cumulative Variance Explained %	Cronbach α
Value Creating Components (4.02) Long-term Relationship Warmth Attitude Entertainment	.614 .599 .663	2.893	24.11	24.11	.705
Basic Components (4.16) Informative Motivating Cordial	-.588 .684 .710	2.376	19.802	43.91	.658
Core Benefits (4.22) Hospitality Personal care	.600 .653	1.946	16.219	60.132	.615
Professionalism (4.32) Professional Expertise Reasonable Price Charge Provide Committed Services	.740 .650 .706	1.367	11.393	71.53	.594

Source: Field Survey

The varimax-rotated factor pattern implies that the first factor concerns “Value creating components” contain three items like building long-term relationship, warmth attitude and entertainment ($\alpha = 0.705$), can explain 24.11% of the total variability. The second factor related to “basic components” which include informativeness, motivating and cordiality of the tour operators ($\alpha = 0.658$) can explain 19.802% of the total variability and along with the first factor together can explain 43.91% of the total variability. The third factor “core benefit” constituted with hospitality and personal care expected by the tour operators ($\alpha = 0.615$) and alone can explain 16.219% of the total variability. The fourth factor “professionalism” includes professional expertise, charging reasonable price and providing committed services

can explain 11.393% of the total variability. Four factors extracted all together can explain 71.53% of the total variability which was derived from the summation of total variance of four factors of the rotated component matrix. The arithmetic mean of the above four multi-items factor were used to build the construct of the importance of items in selecting the tour operator(s). Three factors out of four are within the accepted level of α value (0.6) as prescribed by Peterson (1994). Only one factor named as professionalism falls below mentioned level but very close to the accepted level. Therefore, it can be concluded that like the local tourists, foreign tourists are also concerned with the tour operators' related issues in selecting a particular one. So, it was found that most the identified issues have important influences on the tourists in selecting a tour operators. If the above factors are converted under two dimensional factors in order to clearly identify the level of importantness in selecting the tour operators by the foreign tourists, the output can be shown in the following component plot in rotated space:

Fig-8.8: Component Plot in Rotated Space



From the above component plot in rotated space, the basic relationship among the promotional tools can be found. Considering both the dimension together, it can be found that tour operators' hospitality, quality of guide services and sincerity in

providing committed services are considered most important by foreign tourist. **Again it indicates that tour operators' related issues are important to develop tourism in a destination like Bangladesh as was the case of local tourists and justifies the research assumption-10.**

8.10: Local Tourists' Perception on Tourism Related Important Issues

Development of tourism industry in a particular destination is not the only result of the promotional efforts undertaken by the particular destination; rather it depends on many other factors. By considering the above fact, the researcher attempted to identify some important factors which can have the impact on tourism development. Further, attempts were taken to collect the data on the identified factors by using a five point scaling technique indicating highly satisfied (5) to highly dissatisfied (1) from the tourists and the result can be presented in the following table (Table-8.67):

Table - 8.67: Tourists' and Tour Operators Opinion on Some Tourism Related Factors

Tourism Related Components	Mean	Tourism Related Components	Mean
Culture of local people	3.98	Tourist security at the destination	3.11
Lifestyle of local people	3.74	Good places to shop	3.08
Rich cultural heritage	3.49	Price of the available food	3.07
Quality of the destination	3.48	Quality of the available souvenir	3.05
Accommodation quality	3.36	Availability of pure drinking water	3.03
Varied & exotic foods	3.35	Price of available products	3.01
Available packaged tours	3.34	Political stability	2.97
Quality guide services	3.32	Hygienic environments	2.97
Availability of variety of good art	3.29	Hygienic & cleanliness of restaurant & bars	2.93
Satisfaction with transport facilities	3.30	Unethical practices in travel business	2.97
Honesty of the local people	3.24	Law and order situation	2.96
Cordiality of the local residence	3.23	Nuisance caused by beggars	2.95
Transport cost	3.22	Coop. of law enforcing agencies	2.85
Availability of tourist land-mark	3.22	Bar facilities	2.56
Cost of the accommodation	3.21	Availability of night life	2.45
Quality of the available food	3.17	Live music	2.13
Promptness of Service employees	3.16	Domestic flight	2.01
Tourists facilities and services	3.15	Casino facilities	1.71
Cleanliness of the accommodation	3.12	Theme park	1.28
Available products/ souvenir	3.12	Theatre hall	1.25
Overall Mean			2.97

Source: Field Survey

It can be revealed from the above table (Table- 8.67) that the tourists' overall mean score of the factors is only 2.97 and the same of tour operators is 3.54. From tourists' viewpoint, no factor individually scored 4.00. Only two factors like culture of the local people and their life style scored greater than 3.50, and almost 50% factors individually scored less than 3.00. There are some important factors like bar facilities, theme park, theatre hall, casino facilities, live music, domestic flights etc scored very low from both the tourists' and tour operators' viewpoints. These indicate that for the development of tourism in Bangladesh, tourism related factors require attention of the policy maker so that appropriate policies can be adopted which in turn will result to improve the situation in favor of attracting more tourists to the major tourism spots of the country.

8.10.1: Factor Analysis (From Local Tourists' Viewpoint)

In conducting factor analysis, it was attempted to test the sampling adequacy. For this purpose, it was attempted to conduct KMO and Bartlett's test of sample adequacy. By conducting KMO test, it can be examined the sampling adequacy for the appropriateness of a factor analysis. The value of Kaiser-Meyer-Olkin measure of sample adequacy (between 0.5 - 1.0) indicates the appropriateness for factor analysis. The following table (Table-8.68) shows the said test result:

Table - 8.68: Adequacy of the Sampling (Local Tourists)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.789
Bartlett's Test of Sphericity	Approx. Chi-Square	976
	df	780
	Sig.	.000

The above table (Table- 8.68) shows the KMO sampling adequacy value is 0.789 which indicates that the factor analysis is adequate and appropriate enough. At the same time, it can be noted that the sampling was appropriate and the tourists really expect factors presented in the component matrix table. As the level of the significance is 0.000 which is less than 0.05, so it can be concluded that the destination's benefits are not up to the mark to attract the potential tourists to an expected level. The population correlation matrix is an identity matrix, is rejected by

the Bartlett's Test of Sphericity. The approximate chi-square is 976 with 780 degree of freedom reveals that the variables are significant enough to analyze the study and the variables have the systematic association among each other. Thus, it can be added to conclude that the factor analysis may be considered an appropriate technique for determining the factors which requires more attention to improve for attracting a sufficient number of tourists to the destination and the result of that analysis. Only the factors selected for rotation by considering the eigenvalue greater than one and 0.5 was used to factor loading cut-off point. The variables which are highly related to each factor and to keep under a title, it was attempted to separate the data to homogenous groups and the result obtained was categorized under nine components which can be presented in the following table (Table-8.69):

Table - 8. 69: Factor Analysis for Showing the Importance of Tourism Related Components

Factor/Item	Factor Loading	Eigen values	Variance Explained	Cumulative Variance Explained (%)	α
Food and Beverage (3.196) Varied and Exotic Foods Quality of Foods Price of Foods	.798 .757 .766	5.716	14.290	14.290	0.592
Destination Attractiveness (3.260) Quality of Destination Price of available products Quality of Guide Services Available Package Tours Tourist Facilities & Services	.822 .667 .523 .676 .752	4.294	10.735	25.025	0.421
Accommodation (3.231) Accommodation Quality Cost of Accommodation Cleanliness of Accommodation	.518 .619 .771	3.851	9.628	34.653	0.469
Environmental Factors (3.076) Good Places to Shop Tourist Landmark Hygienic and Cleanliness of Restaurants and Bars	.875 .551 .788	3.131	7.828	42.481	0.423
Cultural Factors (3.586) Variety of Good Arts Culture of the Local Residence Cultural Heritage	.809 .847 .684	2.761	6.903	49.384	0.575

Transportation (3.255) Quality of Transportation Cost of Transportation	.786 .801	2.439	6.098	55.482	0.617
Political & Legal Factors (3.040) Security of the Tourists Political Stability	.741 -.633	2.234	5.585	61.067	0.270
Warmness (3.195) Promptness of Service Employees Cordiality of Local People	.700 .859	1.946	4.865	65.932	0.328
Entertainment (1.550) Casino Facilities Theme Park Theatre Hall Live Music Bar Facilities	.737 -.737 .579 -.553 -.747	1.109	2.773	68.705	-0.014

Source: Field Survey

In this study, an exploratory factor analysis was performed on the major items/components related to tourism. For this purpose, it was attempted to measure the tourists experiences on tourism related major items/components by using a 40-item scale. The factor analysis was conducted on the pooled data set from the responses of the respondents. Principal component and varimax rotation procedures were used to identify factor dimensions. Employing the principal components factor analysis, nine factors with an eigenvalue greater than one explained 68.705% of the variance of their experience measuring scale on different tourism related components which are necessary for developing tourism industry in a destination. The items with factor loading less than 0.5 were removed from the scale.

The varimax-rotated factor pattern implies that the first factor concerns “ Food and Beverage” contains three items like varied and exotic foods, quality of foods and price of foods ($\alpha = 0.592$), can explain 14.290% of the total variability. The second factor related to “Destination Attractiveness” includes quality of destination, price of available products, quality of guide services, available package tours, and tourist facilities & services (five items, $\alpha = 0.421$) can explain 10.735% of the total variability and the first and second factors together can explain 25.025% of the total variability. The third factor “Accommodation” which includes accommodation

quality, cost of accommodation, and cleanliness of accommodation (three items, $\alpha = 0.469$) alone can explain 9.628% of the total variability, and in combination with the previous two factors can explain 34.653% of the total variability, fourth factor “Environmental Factors” including good places to shop, tourist landmark, and hygienic & cleanliness of restaurants and bars (three items, $\alpha = 0.423$) can explain 7.828% of total variability, the fifth one highlights “Cultural Factors” with the components of variety of good arts, culture of the local residence and cultural heritage (three items, $\alpha = 0.575$) can alone explain 6.903% of total variability.

The sixth factor as shown in the above table as “Transportation” with the components of quality of transportation, and cost of transportation (two items, $\alpha = 0.617$) can alone explain 6.098% of total variability. The seventh factor “Political & Legal Factors” focuses on security of the tourists and political stability (two items, $\alpha = 0.270$) can alone explain 5.585% of total variability. The eighth factor “Warmness” incorporating promptness of service employees, and cordiality of local people (two items, $\alpha = 0.328$) can alone explain 4.865% of total variability. The ninth factor “Entertainment” which includes, casino facilities, theme park, theatre hall, live music, and bar facilities (five items, $\alpha = -0.014$) can alone explain 2.773% of total variability. The nine factors extracted all together can explain 68.705% of the total variability and this 68.705 % is derived from the summation of total variance of the nine factors of the rotated component matrix. The arithmetic mean of the above nine multi-items factor were used to build the construct of the importance of tourism related components that are required for the development of tourism industry in a particular destination.

Out of the nine factors, there is no factor above the cut-off criterion with an α value of 0.7 as recommended by Nunnally (1978). It is found that transportation is only one factor with an α value of 0.617 below this level and within the accepted range of α value of 0.6 as prescribed by Peterson (1994). In addition, food and beverage ($\alpha = 0.592$), is very close to the accepted range prescribed by the Peterson. Therefore, it can be said based on the result of the factor analysis that the tourists’ experience on the major tourism related items/components are not an accepted level or it can be said that they are not satisfied with these issues which turn into negative word of mouth

communication. It may also lead them not to repeat their visit to the destination if they have any other alternative. Finally, from the findings of this analysis, it can be concluded that for the development of the tourism industry, the development of tourism related facilities and benefits will play an important role in achieving the targeted goal of marketing tourism services in Bangladesh and in turn it will increase the competitive strengths in attracting a large number of tourists from the domestic and international markets.

8.11: Foreign Tourists’ Perception on Tourism Related Important Issues

Like the local tourists, it was also attempted to measure the perception of the foreign tourists on some important tourism related issues by using five-point scaling technique indicating highly satisfied (5) to highly dissatisfied (1) from the tourists and the result can be presented in the following table (Table-8.70):

Table - 8.70: Foreign Tourists’ Perception on Some Tourism Related Issues

Elements	Mean	S. D.	Elements	Mean	S. D.
Attractiveness of destination	3.62	.669	Immigration formalities at the Bangladeshi airports	2.94	.613
Quality of guide services	3.54	.500	Cooperation of the law enforcing agencies	2.94	.901
Hospitality to tourists	3.50	.667	Unethical practices in travel business	2.85	.763
Rich cultural heritage	3.47	.630	Hygienic environment	2.83	.520
Availability of tourist land mark	3.42	.651	Political stability	2.83	.801
Availability of package tours in BD	3.41	1.144	Availability of pure drinking water	2.80	.402
Variety of art and craft objects	3.38	.605	Live music	2.78	.819
Cordiality of the local people	3.30	.612	Bar facilities	2.74	.795
Attitude of the local people	3.21	.765	Theatre hall	2.66	.731
Visa formalities at Bangladesh foreign mission abroad	3.20	.609	Nuisance caused by the beggars	2.62	.563
Shopping paradise	3.04	.559	Secured from petty crimes	2.42	.496
Varied and exotic food paradise	3.03	.861	Availability of good night life	2.33	1.046
Quality of hotel	3.00	.672	Theme park	2.27	.664
Tourists facilities and services	2.98	.963	Casino facilities	2.26	.761
Transport facilities	2.95	.506	Regularity & sufficient domestic flights	2.06	.693
Overall Mean and Std.				2.95	0.414

Source: Field Survey

The above table (Table-8.70) shows that the foreign tourists' perception on 30 different important factors, only 3 factors have mean value more than 3.5 and another 10 factors have mean value greater than 3.00 but less than 3.5 and the remaining 17 items have mean value less than 3.00 ranging from 2.06 to 2.98. The overall mean value is only 2.95.

8.11.1: Factor Analysis on the Important Issues of Tourism (Foreign Tourists)

For factor analysis, first it was attempted to conduct the KMO and Bartlett's Test of Sphericity to determine the adequacy of sample. The test result (Table-8.71) shows the correlating matrix and yield a value of 972.167 and an associated level of significance of 0.000. Kaiser-Meyer-Olkin Measure of Sampling Adequacy shows that the sample was 63.8% adequate. Thus, the hypothesis that the correlation matrix is an identity and there exist significant correlations among at least some elements.

Table - 8.71: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.638
Bartlett's Test of Sphericity	Approx. Chi-Square	972.167
	df	435
	Sig.	.000

Source: Field Survey

To identify the key factors from the factors included in this study, factor analysis was used and the 30 components were reduced to a more manageable size. These factors were rotated (varimax rotation) to maximize the loading of each variable on one of the extracted factors while minimizing loading on all other factors. Only the factors selected for rotation by considering the eigenvalue greater than one and 0.5 was used to factor loading cut-off point. The process results nine factors with nine items and these items can be grouped into similar variables under five factors and can be used to explain the importance of promotional activities in tourism

development. These seven items are categorized under nine factors and presented in the following table (Table - 8.72):

Table - 8.72: Factor Analysis for Showing the Importance of Tourism Related Components (Foreign Tourists)

Factor/Item	Factor Loading	Eigenvalues	Variance Explained	Cumulative Variance Explained (%)	Cronbach α
Historical and Cultural (3.38)		5.373	17.910	17.910	.581
Rich cultural heritage	.852				
Cordiality of the local people	.776				
Variety of art and craft objects	.773				
Availability of tourist land mark	.683				
Hospitality to tourists	.631				
Attitude of the local people to foreign tourists	.618				
Safety and Security (2.73)		4.953	16.510	34.420	.601
Unethical practices in travel business	.802				
Political stability	.752				
Secured from petty crimes	-.872				
Nuisance caused by the beggars	.785				
Cooperation of the law enforcing agencies	.662				
Tourists' Facilities (2.99)		3.566	11.889	46.306	.632
Hotel quality	.678				
Availability of package tours in Bangladesh	.613				
Quality of guide services	.607				
Bar facilities	.581				
Casino facilities	.549				
Relaxing Atmosphere (2.57)		3.055	10.183	56.490	.532
Theme park	.631				
Hygienic environment	.654				
Good night life	.515				
Live music	.551				
Theatre hall	-.478				
Shopping and Food (2.96)		2.353	7.843	64.333	.572
Varied & exotic food paradise					

Shopping paradise	.703				
Pure drinking water	.581				
	.512				
Transportation (2.51)		1.743	5.811	70.143	.563
Regularity and sufficient domestic flights	.847				
Transport facilities	.518				
Immigration & Visa Formalities (3.07)		1.107	3.690	73.833	.423
Immigration formalities at the Bangladeshi airport	.519				
Visa Formalities	.472				

Source: Field Survey

Factor 1 has been tagged as historical and culture which consists of six variables. The first factor can explain 17.91% variance. These six variables have been determined which has high correlation with the first factor. These are: Bangladesh is a country with cultural heritage (.852), the people of Bangladesh are cordial to the foreign tourists (.776), there is availability of art and craft objects (.773), and tourists land mark (.683), the people show hospitality to the tourists (.631), and finally the local people hold a positive attitude towards the tourists (.618). The correlations of other variables with this factor are quite low.

The factor 2 which has named and safety and security consists of 5 variables. These are unethical practices in tourism business (.802), political stability (.752), security from petty crimes (-.872), nuisance caused by the beggars (.785) and the cooperation of law enforcing agencies (.662). All are considered by the foreign tourists as important.

Factor 3 which is the combination of the variables related to tourists facilities. It consists of hotel quality (.978), available package tours (.613), quality of guide service (.607), bar facilities (.581) and casino facilities (.549). All these variables are related to tourists' facilities and are considered important by the foreign tourists.

The factor 4 as named relaxing atmosphere includes theme park (.631), hygienic environment (.654), good night life (.515), live music (.551) and theatre hall (-.478). These variables are considered as important for reducing tourists' anxiety or to provide relaxation.

Factor 5 incorporates the variables like varied & exotic food paradise (.703), shopping paradise (.581) and pure drinking water (.512). Shopping and food and are considered important by the tourists. Factor 6 includes regularity and sufficient domestic flights (.847) and transport facilities (.518) under the name transportation. Factor 7 has been named as immigration and visa formalities which are two very important variables for foreign tourists. Immigration formalities at the port of entry and visa formalities to get entitled to visit are important. All these 7 factors together can explain 73.83% of the variance of their experience measuring scale on different tourism related components which are necessary for developing tourism industry in a destination.

Regression Analysis

The outcome of the regression analysis between the tourism related variables (independent variable) and the tourists' decision-making (dependent variable) can be presented in the following table (Table-8.73):

Table - 8.73: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.717 ^a	0.514	0.419	.744

a. Predictors: (Constant), Tourism related important issues

Multiple regression analysis was operated among above 7 tourism related factors as independent variables and the tourists' decision-making as a dependent variable. The above table shows that the correlation between these two is 0.717. Again, it can also be cited that 51.4% variation in tourists decision-making is

influenced by the above seven factors and the remaining 48.6% is explained by the other factors which has not been shown here.

8.12: Tourists' Overall Satisfaction and Possibility of Repeat Visit

The tourist's repeat visit of a particular destination mainly depends on the level of his/her satisfaction during first time visit of that destination. The higher the satisfaction level, the higher the possibility of repeat visit. This satisfaction of the tourists depends on comfortability and the service he received during his visit. To know this issues, it was attempted to measure the tourists' satisfaction level and tried to relate it to their repeat visit of the destination and the summary of which can be presented in the following tables (Table-8.74):

Table - 8.74: Overall Satisfaction of Local Tourists with Visited Spots and Possibility of Repeat Visit

	Very High (5)	High (4)	Indiff- erent (3)	Low (2)	Very Low (1)	Total	Mean	S.D
Overall Satisfaction on the Visited Spot(s)	106 (20.19)	168 (32.00)	177 (33.71)	43 (8.19)	31 (5.91)	525 (100)	3.52	.771
Possibility of Repeat Visit	92 (17.52)	161 (30.67)	189 (36.00)	54 (10.29)	29 (5.52)	525 (100)	3.44	.824
Correlation between overall satisfaction and the possibility of repeat visit								.792
Sig. at 0.01 level (2-tailed)								.019
Cronbach's Alpha								.739

Source: Field Survey

The above table (Table- 8.74) shows that the mean score of the overall satisfaction of the local tourists on visited spots is 3.52 and mean score of repeat visit is 3.44. The correlation between the satisfaction level and repeat visit is 0.792 which indicates a high degree of correlation between the satisfaction of the tourists and the possibility of their repeat visit. Similarly, the

same of the foreign tourists is to some extent different from the local tourists and that can be shown in the following table (Table-8.75):

Table - 8. 75: Overall Satisfaction of Foreign Tourists with Visited Spots and Possibility of Repeat Visit

	Very High (5)	High (4)	Indifferent (3)	Low (2)	Very Low (1)	Total	Mean	S.D
Overall Satisfaction on the Visited Spot(s)	31 (24.8%)	52 (41.6%)	34 (27.2%)	8 (6.4%)	-	125 (100%)	3.85	.871
Possibility of Repeat Visit	19 (15.2%)	53 (42.4%)	44 (35.2%)	9 (7.2%)	-	125 (100%)	3.66	.823
Correlation between overall satisfaction and the possibility of repeat visit								.840
Sig at 0.01 level (2-tailed)								.000
Cronbach's Alpha								.910

Source: Field Survey

It can be revealed from the above table (Table-8.75) that the mean score of the foreign tourists' satisfaction level is 3.85 and the same of possibility of repeat visit is 3.66. The table also shows that there exists a strong correlation ($r = 0.840$) between the tourists' satisfaction and the possibility of repeat visit. It means if the tourists can be satisfied, they they are supposed to make the repeat visit of the same spot.

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Chapter- 9

Recommendations and Conclusion

9.1: Recommendations

Tourism is one of the largest and fastest growing industries in the world. The scenario of the same in the Asia and the Pacific region is more accelerating than any other regions. The ever increasing growth of this industry and its market has increased the competition among the destination countries which have led them to formulate the aggressive promotional strategies by which the attractions of the destinations and its facilities are focussed to potential tourist. This is required to create interest among the tourists to visit the sponsor's destination. This study concentrated to evaluate the promotional measure for developing the tourism industry in Bangladesh. The study found that the promotional measures undertaken for the same purpose are not sufficient. At the same time, the undertaken measures are also not effective as it should be, which led Bangladesh tourism not to attract sufficient number of tourists to its destination. The resultant effect is that Bangladesh could not achieve significant progress to develop the industry though the number of tourist arrivals and the earnings from this industry show a positive growth rate. Among the different reasons of not succeeding the industry, insufficient and ineffective promotional activities are notable. So, it requires the careful attention of the concerned policy-makers to undertake sufficient promotional measures and it needs to be conducted on a most effective way on priority basis and also requires some other measures for the development of the industry to an expected level.

Bangladesh tourism has immense potential to grow, but it still faces many problems in the areas of marketing, management, infrastructure, policy, safety, regulation and image which has led the sector not to flourish up to the mark. The proper initiatives to solve these problems can bring a tremendous success to this

sector. Based on the above analysis and discussion, the following recommendations are put forward for the development of tourism in Bangladesh:

I. Branding & Promoting Bangladesh as ‘Beautiful Bangladesh’

In promoting tourism, the marketer should develop a short, brief and concise but embodying overall vision of a place that links a specific campaign and theme. For instance a slogan developed by Malaysian tourist board “*Malaysia truly Asia*” is argued that the message was developed in efforts of positioning or distinguished this nation from other Asian destinations. Indian Tourism Board developed a slogan ‘Incredible India’, the slogan used by Bangladesh is “Beautiful Bangladesh”. For Bangladesh, the ‘Beautiful Bangladesh’ brand is to be well-established which needs to more product specific, country specific and destination specific so that its full benefits can be explored. For this purpose, the concerned Ministry - the Ministry of Tourism and Civil Aviation and the private tour operators can jointly appoint some representative at the major tourists generating countries to Bangladesh which can contribute in enormous ways to attract a larger number of foreign tourists to its destinations.

II. Allocation of Sufficient Promotion Budget

The budget allocation from the government and also from private tour operators for promoting this sector is very insignificant. In 2012-13 final year, BPC spent only Tk. 2.258 million for promotion purpose which is only 0.026% of its total earnings, whereas our neighboring country India took a plan to spend a total of Rs. 4,500 crore among which Rs. 2,500 crore for overseas promotion and publicity and Rs. 2,000 crore for domestic promotion and publicity (Government of India, 2011) during the 12th five year plan (2012-17). It is imperative for the development of the tourism sector of Bangladesh, the allocation of sufficient promotion budget and its effective uses are required in order to attract tourists from both the domestic and international markets to choose Bangladesh as a tourist destination. Keeping the same in mind, it can be recommended that for a particular time period (may be 5 years), 8% to 10% of total revenue earnings need

allocate for promotion and the concerned authority should have the proper plan for effective use of the allocated fund for promotion.

III. Promoting to Some Specific Regions

Since Bangladesh tourism suffers from fund crisis for its promotional activities and this sector is at its initial development stage, the country should target a very limited number of countries from Europe and North America and the SAARC countries and then conduct promotional activities to those countries so that a larger number of tourists can be attracted. The concerned authority can publish some creative advertisement in some specific travel guides, magazines, and specialized professional journals that the potential tourists, overseas tour operators, travel agents, and travel writers read (Hossain and Firozzaman, 2003). The authors described that tourist customers are more likely to respond to the creative advertising message projected through specialized and appropriate media vehicles.

IV. Developing and Distributing Attractive Printed Materials

The concerned Ministry and other stakeholder can undertake the necessary arrangement for production of publicity and tourism promotion materials including maps, brochures, CDs, posters, promotional calendars, display standees, carry bags, etc. These can be widely distributed to tourists, consumers and delegates at fairs and exhibitions, conferences and seminars as well as to travel trade, Bangladesh Missions overseas and other organizations.

V. Cooperative Initiatives with Foreign Tour Operators

As the tour operators are the key players in motivating and attracting tourists to a particular destination, BPC and the private tour operators of Bangladesh can maintain the contact and liaison with foreign tour operators so that they feel interest and send more tourists to Bangladesh. With the help of foreign tour operators, the tourism related different printed materials like brochure, souvenirs, and tourists' maps etc can be effectively distributed among the potential foreign tourists. Special incentives can be offered to the foreign tour operators so that they

feel motivated to work on behalf of Bangladesh tourism. Bangladesh can sell package tours through foreign tour operators where they receive a handsome amount of discount. In addition, the concerned Ministry and the tour operators individually and jointly can arrange 'Familiarization Tours' inviting tour operators, travel agents, trade partners to get the first hand knowledge of Bangladesh tourism products to enable them to pass on the same to the prospective tourists.

VI. Fair and Festivals

Several fairs and festivals can be organized in different part of the country and in some important locations at the international levels. The arrangement of some international sports like ICC World Cup Cricket, T 20 World Cup Cricket etc can contribute significantly to tourist visits to the country. In addition, organizing and or attending 'Global Travel Mart' in the country can help to promote Bangladesh Tourism. Different National Festivals to be identified and promoted among the potential tourists. Organization of important events like National Tourism Awards, workshops, seminars, etc. on various tourism related themes can contribute in this regard.

VII. Special Rebate for a Group Tour and Long Stay

To encourage and motivate the tourists from both the domestic and foreign markets, the tour operators of Bangladesh can offer more discounts on group tours and long stay visits. For example, discount on air tickets, hotel rents, discounted price of local transport arranged by the tour operators etc. National airlines can play a major role in this regards. But the position of the national airlines of Bangladesh is not so good; the country can make the mutual arrangement on some selected international airlines. In addition to that the tourism authority should offer more off-season discounts, students discount, SAARC tour rebate etc to motivate the potential tourists to visit Bangladesh. The same offer can be made for the local tourists also.

VIII. Arranging Road Shows at Domestic and International Markets

For promoting tourism in Bangladesh, several numbers of road shows can be arranged at domestic and international levels. These road shows can be organized in collaboration with local and foreign tour operators, travel agents, and different international airlines operating to and in Bangladesh, hoteliers and other related stakeholders. These road shows may include business meetings between the delegations from India and their overseas counterparts.

IX. Developing and Promoting Niche Tourism Products

Tourism, especially international tourism in Bangladesh is affected by seasonality. Hence, the strategy to overcome this aspect of 'seasonality' of Bangladesh tourism is to promote Bangladesh as all over the year destination, offering year-round experiences, by selecting products which are unique to the destination and thereby creating opportunities for the tourist to visit. For this purpose, development of various niche tourism products within the country can be highlighted.

X. Use of Internet and E-Commerce in Promotional Activity

Tourism is very information-intensive and information is often called the "life-blood" of tourism marketing. As result, the tour operators can be greatly benefited by using Internet for promoting their destination. The recent change and progress in information technology have brought a revolutionary impact on tourism industry to distribution of travel services and has heightened speculation about the potential for disintermediation of the travel agent. The travelers can also use the Internet to get information on destinations or to check prices and schedules. The other areas of activity like: generation, gathering, processing, application and communication of information are also important for day-to-day operations for the travel and tourism industry (Poon, 1993). Information technology especially, Internet and e-business can be used to promote tourism and its related products and services. But the overall opinion on the Internet used by tourism in Bangladesh in a five point-scale as shown in table 9.41 and 9.42 is 3.11 for the local tourists and 2.98 for 2.98 respectively which is not up to the mark. The

tourism marketers need to emphasize on the level and the effective use of Internet in promoting Bangladesh tourism. Because good Communication & Information Technology (ICT) platform would help in maximizing the target market reach, data base utilization and convergence with other stakeholders. Greater emphasis and focus on online campaigns. 'Know Bangladesh' can be promoted. In addition, by considering the important role of Information Technology in promotion and facilitation of tourism, all tour operators can be encouraged to use information technology and they should have constant efforts for updating their web page. Financial assistance can be provided to the tour operators for activities such as creation of websites/online portals, online marketing of tourism products, etc.

XI. Joint Promotional Initiative with Private Tour Operators

Bangladesh Parjatan Corporation (BPC) should undertake the some joint initiatives for promoting the country's tourist destination with private tour operators under the government's public private program (PPP). The government can arrange some loan facilities for the private tour operators with low interest rate and affordable mortgage for promoting the tourism industry of the country. For the local and international tourists, the joint initiative can also be taken for well organized transportation and communication systems for the smooth transportation systems can be ensured for the tourists.

XII. Joint Promotional Efforts with the Neighbouring Countries

A joint initiative can be taken by the SAARC countries to promote the important tourist spots and can cooperate with each other for the development of tourism in this region. From this joint cooperation, each country can be benefited through building and maintaining a meaningful cooperation among themselves. The tour operators, travel agencies, tourist organizations etc of the member countries can work together to promote their destinations. Similarly, the bi-lateral co-operation between any two countries of the same region can help both the participants in promoting their destinations.

XIII. Overseas Mission Offices

The presence of Bangladesh tourism offices in key source markets is essential to promote interest in Bangladesh as a tourist destination. To do so, Bangladesh can establish and/or expand its presence in the major tourist generating countries and at least in some selected potential markets which increasingly contribute to global traffic and where there is limited or no presence, like Spain, Russia, South America, Scandinavian nations, Thailand, Malaysia and Korea, members countries of SAARC etc by appointing some trained representatives for tourism marketing. Bangladesh foreign mission abroad can play an important role in this regard. Overseas offices of the Ministry will plan their annual promotional activities in consultation and collaboration with the Bangladeshi Missions. For this purpose, the Ministry of tourism and Civil Aviation can undertake training programs for officials deputed to work in the overseas offices. These training programs would aim at increasing ability and critical insight, develop strategy for better planning, financial management, understand key concepts, improvement in developing a strong vision for tourism etc.

XIV. Correcting the Image of the Country

The country desirous for attracting sufficient tourists requires for creating a good country image. This develops partially from natural elements that cannot be altered or easily manipulated as history, natural, geographical, people etc. The tourists' choice of destination is largely dependent on the image and attitude they have concerning a destination. If access to a destination or attraction is too complicated, time consuming, expensive or not providing adequate capacity, even the most spectacular attraction will remain a secret to most tourists, as they will prefer competitive alternatives" (Smiths, 2003). It indicates that the marketers need to consider the image importantly if they want to gain the competitive advantages over the competitors. But Bangladesh suffers from a negative image which hampers the development of tourism. Due to the existence of an unfavorable preconception, necessary steps should be taken to overcome the situation. This is not only the real situation prevailing in the country, but it is also

due to negative publicity made by some international media as well as some local media. In addition, some Non Government Organizations (NGOs) do the same thing in order to collect funds by highlighting the country as dreadfully poor, flood ravaged, pestilence which means there is nothing in this country to be considered as a tourist destination. To overcome this adverse situation, it has become essential to remove this negative image if the country wants to attract sufficient number foreign tourists. Again it requires some proper initiatives in real practices rather than keeping it papers of files. The policy makers are required to decide on their promotion strategy by considering the prevailing image of the destination so that it can be effective in promoting the country by enhancing the existing infrastructures and introducing modern amenities, ensuring safety and security, developing attractive tourism products and other tourism related facilities.

XV. Tourists Security Need to be Ensured

The tourists (both local and foreign) want to be safe and secure during their stay and journey. Ensuring safety and security is one of most basic requirements for tourism development. Feeling of insecurity in tourists spot(s) like fear of abduction or fear of losing precious possessions will lead the interested tourists not to visit that particular spot, even though the spot is very attractive. The question of adequate security to the tourists during their visit is also very important (Nurunnabi, 1995). As a result, safety and security are the most important factors to potential tourists before selecting a particular tourist destination. In addition, the absence of a tourism law, the tour operators or tourism service providers can not be punished for any mishandling of tourists. Also owing to absence of law, tourism products cannot be protected or preserved, which is there in many countries of the world. All these lead the potential tourists not to select Bangladesh as a tourist destination. The concerned authority needs to ensure the same if Bangladesh tourism marketers wants to attract tourists to their destination. Any deviation from this will lead the tourists not to select that particular destination. Promotional measures can remove these sorts of fear, risk, harassment or cheating. The local community can be involved for ensuring the security of tourists. At the

same time, it is also necessary to take initiative to keep the tourists spots calm, untouched but full of fun, excitement, relaxation, and educational.

XVI. Developing Infrastructure Facilities and Diversified Products/ Services

The question of promoting any product or service comes and can be successful if it is developed according to the needs of the customer. But the fact is that the present infrastructural facilities related to Bangladesh tourism can't provide the expected level of satisfaction to the tourists. This is because the present quality and quantity of hotels, motels, restaurants, and internal transport system for the easy access to the spots are not at a satisfactory level. In addition, the tourism authority and other concerned parties need to take necessary steps to diversify the products or services. For example, introducing new river, lake and sea cruising, Bangladesh can have a bonanza in tourism industry. Before promoting our industry in both local and international media, the above issues should be addressed properly.

XVII. Coordination among Different Ministries Need to be Ensured

Proper coordination among different ministries should be ensured so that a healthy environment of this sector can be ensured. Some arrangement of training programs can be undertaken for increasing the efficiency and the effectiveness of manpower to strengthen coordination among the concerned departments and agencies. In addition, proper instructions and support needs to be provided to the Economic Councillor of the foreign missions of Bangladesh to some selected important tourist generating country. The foreign mission should come forward so that they can undertake some awareness campaign as well as some initiatives to draw the attention of the foreign tourists through disseminating Bangladesh tourism related information.

XVIII. Visa Procedure and Immigration Formalities Need to make Easier

Complicated visa and border formalities are the most crucial factor that stands in the way particularly of intra-regional tourism. Though discussions have taken place among the SAARC countries, not much easing out in this area has yet taken place.

XIX. Stabilize the Political Situation

One of the important factors for tourism in any destination is political stability. Bangladesh is no exception from this. The political environment of the country is almost is unfavorable all over the year. As table 8.69 and 8.74 show that both the local and foreign tourists are dissatisfied with the political situation of the country (satisfaction level of local and foreign tourists in a five point scale is 2.97 and 2.83 respectively). In addition, continuous campaign against Bangladesh by certain quarters as a fundamentalist country etc creates a negative impact on potential foreign tourists not to choose Bangladesh as a tourist destination. This situation need to be improved if Bangladesh wants to attract a sufficient number of tourists to her destination.

XX. Formulating and Implementing a Sound Tourism Policy

There should be a sound tourism policy and an effective promotion policy with a long-term vision by reflecting the real picture of the destination so that it can contribute significantly for the development of tourism. Bangladesh Parjatan Corporation as the National Tourism Organization (NTO), since its inception in 1972 was in charge of developing and implementing tourism related policies to attract the tourists to its destination. For the first time, the national tourism policy was declared in 1992 describing various objectives. To achieve that declared objective, a strategic master plan for tourism development with the help of UNDP/WTO wa established in 1990. But most of the part of that strategic plan

could not be implemented properly. As a result, it simply remained as paper work. After a long time, the government realized that without an effective tourism policy and its proper implementation, the country will fail to gain the economic benefits from this sector. Due to this realization, in 2009 the government updated and declared a new tourism policy for the purpose of formulating a sustainable tourism policy by maintaining conservation, respecting cultures of tribe, finding current tourist trend, market identification etc so that the gain from this sector can be maximized. This National Tourism Policy should be implemented properly through providing necessary supports to attract private sector, such as tax holiday, loan and concessionary rates in taxes and duties and in special cases, allotment of land. For this purpose, the National Tourism Organization should be strengthened up to the mark with provision of adequate funds, skilled manpower as well as technical expertise to run the organization efficiently.

XXI. Developing Sound Transportation System

The tourists want to visit a particular destination for his mental recreation and for this purpose sound and smooth transportation to move from one place to their desired place(s) is expected. As both the local and foreign tourists are not satisfied with the available transport facilities (table 8.69 and 8.74 show that satisfaction levels of local and foreign tourists are 3.30 and 2.95 in a five point scale), the tour operators are supposed to arrange tourist friendly transportation for smooth and free movement of the tourists. For the international tourists, it is more important to arrange some special transport services so that they can travel smoothly, quickly and safely.

XXII. Developing and Disseminating Market Information

There is a lack of information about the amenities of the spots among the local and foreign tourist. In some cases tourists have some misinformation which keeps them in a difficult position in decision making process. To solve this problem, tourist information centers can be developed across the key areas of the country and major foreign missions so that the potential tourists can get information about

their expected destination, transportation and residing places and other necessary information. Through an effective and participative working network between public and private sector tourist guide book, bulletin, brochures and tourism related magazines can be developed and distributed to encourage the tourists to visit Bangladesh. A collaborative network with foreign tour operators can be developed so that necessary and accurate information of tourist spots can be delivered to the tourists and thus by motivate them to choose Bangladesh as one of their destinations.

XXIII. Arranging Training for Tourism Service Provider

Another important issue in tourism marketing is the way of providing the service to the tourists to ensure their satisfaction. But most of the people involved in this sector do not have any formal training and this hinders the proper utilization of the capability of the service providers. To improve service quality, proper training for the service employees is necessary which requires more effective and efficient training institution. The initiatives of Bangladesh Parjatan Corporation and other training institutions in this regard is very limited and concentrated in Dhaka. It can be expanded at the major district level and major tourist spots.

9.2: Conclusion

Promoting travel destination has been practiced since the era of the Athenians and Romans antecedence. In today's context competition has transcended to an international level. The tourism sector has received due recognition. It is evident from the above discussion that tourism worldwide, including Bangladesh is an expanding sector. Tourism is viewed from many angles like as a significant source of foreign exchange earnings and employment generation, a way of social and cultural relationships development in many countries including Bangladesh.

Bangladesh is a country of natural beauty and is endowed with huge natural beauty, historical background and archaeological sites which can be promoted for

tourist attractions at both global and domestic levels if the concerned authority can make it handy for the interested group(s). Due to impressive growth of this industry world-wide in terms of tourist arrivals and foreign exchange earnings has led to an ever increasing competition among the destination countries. Bangladesh is of no exception to this, but the fact is that the growth of the same in Bangladesh is impressive in quantitative term but not in qualitative term. 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. Bangladesh failed to market its incredible tourist attractions like the world's longest unbroken sea beach, covering miles of golden sands, soaring cliffs, surfing waves, rare conch shells, Buddhist Temples, Pagodas and enjoyable sea-food all of which are almost impossible to be found in any other tourist destinations of the world; the world's largest mangrove forests is formed at the delta of the Ganges, cultural heritage, pristine beauty of the nature etc. leads to attract an insignificant number of tourists to its destination. As a result, the contribution of tourism in the economy of Bangladesh is very insignificant.

The existing literature also shows that Bangladesh tourism fails to attract a reasonable number of tourists. Bangladesh has not succeeded in developing the sector up to its expectation mainly due to inadequate promotional activities. The international media can be effective for drawing the attention of the potential foreign tourists to its tourism spots. But due to lack of sufficient fund, Bangladesh can't use these expensive media for promoting tourism in Bangladesh. Bangladesh tourism with its fund constraint has to depend on the local media and on some low qualitative printed materials to promote the sector which do not result positively to achieve the goal from this industry. The use of information technology in promoting Bangladesh tourism is very negligible. The web pages presently used by Bangladesh Parjatan Corporation and other private tour operators are not well-designed and informative enough to disseminate all the necessary information to the prospective tourists and thus do not attract sufficient number of foreign tourists to her destination.

The survey of this study revealed that one of the reasons of the failure of Bangladesh tourism is that the concerned authority failed to realize the importance of this sector and initiate proper measures in undertaking effective promotional measures to attract potential tourists. The allocation of promotion of inadequate fund for the promotion of tourism at domestic and international levels is one of the barriers of promoting Bangladesh tourism. This needs to draw the attention of the policy-makers. Due to fund constraints, the operators of tourism are using the local media which has no effect on the foreign tourists except those who are already living in Bangladesh. The operators also depend on printed materials like brochures, souvenir, post cards, tourists' maps, folders etc. which have little impact on foreign tourists because of its low quality and attractiveness. It is necessary to develop the quality of these printed materials to have a positive impact on the prospective tourists and need to launch effective promotional measures by using media which have international coverage in order to attract the attention of the foreign tourists and persuade them to select Bangladesh as a tourist destination. At the same time the effective use of promotion budget is also essential. The country also suffers from negative images which have been created through some international media. This needs to be corrected by launching extensive and effective promotional measures which again demands more fund allocation for the purpose. Again, the participation of the private sector in a large scale along with the government sector is necessary for the promoting this backward sector. The private sector's investment in promoting and developing this will be an added wing in the overall efforts of achieving the target from this sector.

In concluding remarks, it can be said that the development of tourism depends on attracting both foreign and domestic tourists, which requires necessary publicity, promotion and marketing strategies for the tourism destinations and products of any country. By considering the same, the concerned authority is required to undertake promotion and publicity from two different angles: (i) promotion at overseas markets, and (ii) domestic promotion and publicity. With an aim to place Bangladesh globally as the most favored destination, vigorous publicity and promotion campaigns are required. The concerned Ministry and entrepreneurs in

this industry can take steps for marketing of the brand 'Beautiful Bangladesh' - in the major markets as well as in emerging markets. Various activities for the promotion of domestic tourism and spread of social awareness messages can be undertaken and launched in electronic and print media in Bangladesh to promote important tourist products of the country.

For overseas promotion and publicity, Bangladesh should have a well planned promotion strategy to position Bangladesh as a favored tourism destination in the tourist generating markets overseas in order to increase the number of foreign tourists from global tourism markets. To meet this objective, an integrated marketing and promotional strategy comprising centralized media campaigns can be launched by the concerned Ministry with collaboration of private tour operators Bangladesh Foreign Mission abroad. Bangladesh can launch a multi-pronged promotional campaign in key markets across the world under the banner of '**Beautiful Bangladesh**' aiming to position the country as a destination for discerning travelers, focusing on the diversity of Bangladesh as a holiday destination with 'something for everyone'. It includes a wide ranging advertising campaign in prime print publications, a global television campaign encompassing prominent channels, an innovative online campaign on the world's most popular websites. The specific elements which can be undertaken in promotional efforts are: advertising in country specific local print & electronic media, participation in fairs & exhibitions, organizing seminars, workshops, road shows, printing of brochures and collaterals, brochure support/joint advertising with travel agents /tour operators, inviting the media and travel trade to visit the country under the special promotional program, utilizing the foreign mission offices abroad of Bangladesh in encouraging the people to visit Bangladesh, mutual arrangements with some selected foreign tour operators etc.

Similarly, the concerned Ministry for tourism development along with the private entrepreneurs can undertake various activities for promotion and publicity within the country. These activities are mainly aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with

focus on priority areas like sea beaches of Cox's Bazar, Kuakata, Sundarbans, Saint Martin Island etc. The major activities that can be undertaken under this program: (i) social awareness campaigns and domestic media campaigns in the print, electronic, online & outdoor Media, (ii) release of advertisements and advertorials in local news papers, (iii) modernizing and updating the web pages so that the potential tourists can get all the necessary tourism related information and sufficient online facilities for booking and other activities. (iv) production and distribution of high quality tourism promotion and publicity materials, (v) organizing and supporting events with tourism potential, (vi) opportunities of discounted air tickets, discount on hotel rent etc for a group visit and for a longer period visit can be provided for attracting more tourists, (vii) participation in travel fairs and exhibitions within the country and abroad, and (viii) providing financial support to approved tourism service providers for promotion of domestic tourism. In addition, advertisements promoting tourism destinations within the country can be released in major newspapers, magazines, tourism related publications (maps, brochures, CDs, posters, promotional calendars, display standees, carry bags, etc.), in-flight magazines of airlines operating within the country, etc. Advertorials highlighting the varied tourism products of the country can be undertaken.

The overseas promotion and publicity should also be revamped to derive maximum advantage from the 'Beautiful Bangladesh' brand which is not yet well established all over the world or even in the major tourists generating countries. In the domestic publicity, emphasis should be given for creating more awareness about the hygiene and sanitation among the public and respect for foreign and domestic tourists.

The government must define the key target markets and their needs, offer the tourism services according to their needs, arranging affordable flights and facilitate travel documentation including making visas easy and accessible, especially for potential travelers from key markets (US, Europe, Australia, Japan and China). In addition, the concerned 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. In developing strategic promotional approaches, tour-operating firms should examine and uncover carefully the factors which affect prospective tourists' choice in selecting a destination country and which repel them in their selection process. With the present state of attractions, services, facilities, and accessibility, the promotional activities of the firms are now mainly restricted to some prospective countries of the South Asia, the resident foreigners in the country, and the domestic affluent people. With the expansion of the base of services and facilities, improvement of existing services, development of new services, and development of the infrastructure, the firms should plan to direct its promotional activities at other new market segments. Bangladesh has many lessons to learn from the experience of other countries in the world. The implications of the study would help developing various strategies as well as corporate strategic planning for the tourism industries in Bangladesh both under public and private ownership. The academics and researches in the field of tourism business and service marketing are believed to have been benefited by the study.

9.2.1: The Summary of the Conclusion

The summary of the study can be stated as under:

- i. The concerned authority needs to emphasize on positioning and maintaining tourism development as a national priority and needs to initiate and implement effective marketing and promotion plans and programs.
- ii. It is significant to develop promotion strategies that reflect the real situation of a destination irrespective of the established preconceptions and take advantage of the situation.
- iii. Bangladesh should first put emphasis on the domestic tourists to make its destination attractive among them and should identify a limited number of countries which can be targeted for attracting more tourist and promotional activities can be conducted.

- iv. In promoting Bangladesh tourism, a long-term plan is needed with a specific vision. Both the capital invest for infrastructural development and product diversification and promotional budget must increase to a reasonable level. Joint efforts among the govt., private tour operators, neighboring countries, foreign tour operators, other related stakeholders and the different ministries are essential.
- v. To attract more tourists to its destination from home and abroad and to provide more satisfaction, the concerned authority and other stakeholders need to concentrate on improving and expanding product development, creating world class infrastructure to make it destination a competitive one.
- vi. Country' "image" substantially influences the consumer's evaluation of a tourist destination. The prevailing country image determines the promotion strategy that will be suitable in the target market.
- vii. The creation of a positive image in promotion activities can be effective in promoting a country.
- viii. Effective image building should reflect the reality as promotion campaign should not be used solely as the activity of painting abstract picture but portray the reality and meet the expectations of tourist consumers.

9.3: Scope for Further Study

Among the different elements of marketing program positioning for tourism, promotion is one of the elements which has been merely covered in this present study and has been attempted to find out its role in tourism development in Bangladesh. In a single study on a vast area like promotional measures in developing tourism industry is really difficult. In addition, there are several areas like: products/services, pricing, channel of distribution, people, physical evidence etc which have been untouched. These areas can be covered in future research. For example, what products or services Bangladesh needs to develop for the tourists in order to fulfill tourists' needs or desires as well as to maintain and control the quality of the travel experience can be an area of further study or, a study can be conducted to find out the ways to train the people like tourist guide, service employee of hotel and restaurant, service employee of the airlines, transport agencies, local residence etc in order to correct the manner and delivering the specific service with hospitable attitudes to the tourists to ensure the promise of customer service excellence. Even within the promotion aspects of tourism, a study can be conducted to find out which element or combination of elements would be more appropriate for developing tourism in Bangladesh or a comparative study can also be carried out to analyze the promotional strategies used by the successful destinations especially the countries in the Asian regions and to prescribe the more suitable strategy for the same of Bangladesh.

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Appendix - I

Questionnaire for Private Tour Operators

(Highly confidential and will be used only for academic purpose)

This questionnaire has been designed to collect your opinions towards the present status of tourism arrangements in Bangladesh. Please provide the following **General Information**. Below that you will notice some parameters/statements under the heading **Classified Information**. You are requested to read each statement to indicate the frequency with which each of the following events was observed.

Name of the Organization: _____

Year of Establishment: _____

01. A. How do you think that the following tools of promotion are important to attract the tourists? : *(5 for most important one, 4 for important, 3 for moderately important, 2 for less important and 1 for not important):*

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relation	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/ documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing					
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

02. A. Do you think that promotional activities undertaken by you is sufficient enough *(5 for highly sufficient, 4 for sufficient, 3 for moderately sufficient, 2 for fairly sufficient and 1 for not at all)?*

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relation	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/ documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

- B. Do you think that the promotional measures designed by your organization are satisfactory (*5 for highly satisfactory, 4 for satisfactory, 3 for moderately satisfactory, 2 for dissatisfactory and 1 for highly satisfactory*)?

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relations	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

- C. At what level do you think that your organization can implement its designed promotional measures appropriately (*5 for highly satisfactory, 4 for satisfactory, 3 for moderately satisfactory, 2 for dissatisfactory and 1 for highly dissatisfactory*)?

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relations	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

03. Please indicate which one and how frequently you use the following marketing promotion tools:

Communication Channels	Alwa (5)	More Frequen- tly (4)	Less Frequently (3)	Seldom (2)	Neve er (1)
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relation	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/ documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1

VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

04. Do you think that Promotional activities can influence the tourists?

(A) Very Strongly (B) Strongly (C) Indifferent (D) To some extent (E) Not at all

05. Do you undertake any promotional activity to attract foreign tourists? (A) Yes (B) No

If yes, which of the following media does your organization use to promote its services or the tourism arrangements in Bangladesh (Please Rank 1 for most important one and 10 for least important one):

SL	Medium	Rank	SL	Medium	Rank
I.	Ads in International Print and Electronic Media		VI.	Brochures, Posters, View cards and other printed promotional materials	
II.	Personal Selling		VII.	Tourism Fair	
III.	Internet		VIII.	Foreign Mission	
IV.	Documentary		IX.	Biman's Foreign Offices	
V.	Foreign tour Operators		X.	Others (pl. specify).....	

06. Promotional Budget of your organization (As percentage of your annual revenue earnings):

A. Below 2% B. 2% – 4% C. 4% – 6 D. 6 – 8%

E. 8% – 10% F. More than 10%

07. Is the amount spent for promotion adequate/enough? A. Quite enough/adequate B. Enough/adequate C. Indifferent D. Moderately enough/adequate E. Quite inadequate

08. (A) Do you think that the advertisement that you made in on Bangladesh Tourism is effective on the following issues (**5 = Highly Effective; 4 = Effective; 3 = Indifferent; 2 = Ineffective and 1 = Highly Ineffective**):

	Description	Assigned Weight				
		5	4	3	2	1
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Reliable	5	4	3	2	1
IV.	Directive	5	4	3	2	1
V.	Useful	5	4	3	2	1

B. Would you please put forward your opinion regarding the effectiveness of publicity and public relation activities on Bangladesh tourism industry on following issues? (**5 = Highly Effective; 4 = Effective; 3 = Indifferent; 2 = Ineffective and 1 = Highly Ineffective**):

	Description	Assigned Weight				
		5	4	3	2	1
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1

III.	Reliable	5	4	3	2	1
IV.	Directive	5	4	3	2	1
V.	Useful	5	4	3	2	1

- C. How do you think personal selling activity that you undertake is effective? (5 = **Highly Effective**; 4 = **Effective**; 3 = **Indifferent**; 2 = **Ineffective** and 1 = **Highly Ineffective**):

	Description	Assigned Weight				
I.	Sales people are smart and knowledgeable	5	4	3	2	1
II.	Informative	5	4	3	2	1
III.	Influential and Motivating	5	4	3	2	1
IV.	Directives	5	4	3	2	1
V.	Cordial	5	4	3	2	1

- D. Please comment on the effectiveness of Word of Mouth Communication on the following aspects (5 = **Highly Effective**; 4 = **Effective**; 3 = **Indifferent**; 2 = **Ineffective** and 1 = **Highly Ineffective**):

	Description	Assigned Weight				
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Reliable	5	4	3	2	1
IV.	Directive	5	4	3	2	1
V.	Useful	5	4	3	2	1

- E. Please put forward your opinion regarding the following aspects of TV documentary (5 = **Highly Effective**; 4=**Effective**; 3=**Indifferent**; 2=**Ineffective** and 1=**Highly Ineffective**):

	Description	Assigned Weight				
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Attractive	5	4	3	2	1
IV.	Directive	5	4	3	2	1
V	Memorable	5	4	3	2	1

- F . Please put forward your opinion regarding the following aspects of Tourism Fair (5 = **Highly Effective**; 4= **Effective**; 3= **Indifferent**; 2= **Ineffective** and 1= **Highly Ineffective**):

	Description	Assigned Weight				
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Attractive	5	4	3	2	1
IV.	Directives	5	4	3	2	1
V.	Useful	5	4	3	2	1

- G. Please provide your opinion on the following issues of Direct Marketing (5 = **Highly Effective**; 4 = **Effective**; 3 = **Indifferent**; 2 = **Ineffective** and 1 = **Highly Ineffective**):

	Description	Assigned Weight				
I.	Got enough Informative	5	4	3	2	1
II.	Attractive and Motivating	5	4	3	2	1
III.	Persuasive	5	4	3	2	1
IV.	Reliable	5	4	3	2	1

H. Please provide your opinion on the following issues of Internet (*5 = Highly Effective; 4 = Effective; 3 = Indifferent; 2 = Ineffective and 1 = Highly Ineffective*):

	Description	Assigned Weight				
I.	Informative Enough	5	4	3	2	1
II.	Motivating	5	4	3	2	1
III.	Directives	5	4	3	2	1
IV.	Useful	5	4	3	2	1

I. Please provide your opinion on the following issues of printed promotional materials (Brochures, View Cards, Souvenirs, Folders, Handbooks etc) (*5 = Highly Effective; 4 = Effective; 3 = Indifferent; 2 = Ineffective and 1 = Highly Ineffective*):

	Description	Assigned Weight				
I.	Informative Enough	5	4	3	2	1
II.	Attractive and Motivating	5	4	3	2	1
III.	Directives	5	4	3	2	1
IV.	Memorable / Recallable	5	4	3	2	1
V.	Useful	5	4	3	2	1

J. Please provide your opinion on the following issues of cultural shows/events/ concerts etc (*5 = Highly Effective; 4 = Effective; 3 = Indifferent; 2 = Ineffective and 1 = Highly Ineffective*):

	Description	Assigned Weight				
I.	Informative on Tourism Spots	5	4	3	2	1
II.	Attractive and Motivating	5	4	3	2	1
III.	Directives	5	4	3	2	1
IV.	Memorable/ Recallable	5	4	3	2	1

9. A. With what degree do you think that the following issues of tour operators are important to you? (*5 means highly important and 1 means highly unimportant*):

	Description	Assigned Weight				
I.	Professional Expertise	5	4	3	2	1
II.	Informative Enough	5	4	3	2	1
III.	Motivating	5	4	3	2	1
IV.	Cordial	5	4	3	2	1

V.	Hospitality	5	4	3	2	1
VI.	Charge Reasonable Price for different services	5	4	3	2	1
VII.	Sincerity in Providing Different Committed Services	5	4	3	2	1
VIII.	Information and Guide Services	5	4	3	2	1
IX.	Personal Care	5	4	3	2	1
X.	Long Term Relationship	5	4	3	2	1
XI.	Warm Attitudes	5	4	3	2	1
XII.	Entertainment	5	4	3	2	1

- B. With what levels do you think that the tour operators in Bangladesh have developed themselves on the following issues? (*5 means highly satisfactory level and 1 means highly dissatisfactory*)?

	Description	Assigned Weight				
I.	Professional Expertise	5	4	3	2	1
II.	Informative Enough	5	4	3	2	1
III.	Motivating	5	4	3	2	1
IV.	Cordial	5	4	3	2	1
V.	Hospitality	5	4	3	2	1
VI.	Charge Reasonable Price for different services	5	4	3	2	1
VII.	Sincerity in Providing Committed Services	5	4	3	2	1
VIII.	Information and Guide Services	5	4	3	2	1
IX.	Personal Care	5	4	3	2	1
X.	Long Term Relationship	5	4	3	2	1
XI.	Warm Attitudes	5	4	3	2	1
XII.	Entertainment	5	4	3	2	1

10. Please express your opinion that the level of tourists' experiences on the following issues (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Variables	Assigned Weight				
A	Quality/Attractiveness of destination	5	4	3	2	1
B	Availability of Good Art	5	4	3	2	1
C	Quality of available Products or Souvenir	5	4	3	2	1
D	Good Places to Shop	5	4	3	2	1
E	Price of the Available Products	5	4	3	2	1
F	Availability of tourist land-mark	5	4	3	2	1
G	Rich cultural heritage	5	4	3	2	1
H	Shopping Paradise	5	4	3	2	1
I	Quality of Accommodation at the Tourism Spots	5	4	3	2	1
J	Cost of the Accommodation	5	4	3	2	1

K	Cleanliness of the Accommodation	5	4	3	2	1
L	Promptness of Service Employees	5	4	3	2	1
M	Varied and Exotic Foods are available	5	4	3	2	1
N	Quality of the available Food	5	4	3	2	1
O	Price of the available Food	5	4	3	2	1
P	Hygienic and Cleanliness Atmosphere of Restaurant and Bars	5	4	3	2	1
Q	Transport Facilities	5	4	3	2	1
R	Transport Cost	5	4	3	2	1
S	Tourist security at the Destination	5	4	3	2	1
T	Law and Order Situation	5	4	3	2	1
U	Domestic Flight	5	4	3	2	1
V	Political Stability	5	4	3	2	1
W	Culture of the Local People	5	4	3	2	1
X	Lifestyle of the Local People	5	4	3	2	1
Y	Honesty of the Local People	5	4	3	2	1
Z	Cordiality of the Local Residence	5	4	3	2	1
AA	Quality Guide Services	5	4	3	2	1
AB	Availability of Pure Drinking Water	5	4	3	2	1
AC	Friendliness of Law Enforcing Agencies	5	4	3	2	1
AD	Hygienic Environments	5	4	3	2	1
AE	Availability of Night Life	5	4	3	2	1
AF	Nuisance Caused by Beggars	5	4	3	2	1
AG	Unethical Practices in Travel & Trade Business	5	4	3	2	1
AH	Packaged Tours Available in Bangladesh	5	4	3	2	1
AI	Tourists facilities and Services	5	4	3	2	1
AJ	Casino Facilities	5	4	3	2	1
AK	Theme Park	5	4	3	2	1
AL	Theatre Hall	5	4	3	2	1
AM	Live Music	5	4	3	2	1
AN	Bar Facilities	5	4	3	2	1

11. What are your suggestions that need to be implemented for attracting tourists?

A. For attracting foreign tourists:

B. For attracting local tourists:

12. Please briefly put forward your personal comment(s) on the use of promotional activities adopted and to be adopted by the to tourism industry in Bangladesh.

13. Please put forward your personal suggestions to develop tourism in Bangladesh:

- 1.
- 2.
- 3.
- 4.
- 5.

Thank you for your sincere cooperation.

Appendix -II

Questionnaire for the Local Tourists

(Highly confidential and will be used only for academic purpose)

This questionnaire has been designed to have your opinions towards the present status of tourism arrangement in Bangladesh. Please provide the following *General Information*. Below that you will notice some parameters/statements under the heading *Classified Information*. You are requested to read each event and indicate your opinion you feel appropriate:

General Information

(Please put a ring (O) or tick (✓) on each of the following statements to provide your opinion. Please don't leave any statement without providing your opinion)

01. Name of the Respondents:
02. Gender: A. Male B. Female
03. Marital Status: A. Married B. Unmarried C. Widow
04. Family Size (No. of Family members): A. 1 B. 2 C. 3 D. 4 E. Above 4
05. Age of the Respondents (in years): A. Below 25 B. 25 to 35 C. 36 to 45 D. 46 to 55 E. Above 55
06. (i) Educational Level: A. Below SSC B. SSC C. HSC D. Graduate E. Masters F. Above Masters
(ii) Occupation: A. Student B. Govt. Service C. Private Service D. Business E. Teaching F. Housewife G. Retired H. Others (Please specify)
07. Monthly Family Income (in Tk.): A. Below 20,000 B. 20,000 - 30,000 C. 30,001- 40,000 D. 40,001 - 50,000 E. Above 50,000
08. Percentage of yearly income spent for family vacation purpose: A. Below 5% B. 5.01% - 7.50% C. 7.51% - 10.00% D. 10.01% - 12.50% E. Above 12.50%

Classified Information

(Please put a ring (O) or tick (✓) on each of the following statements to provide your opinion. Please don't leave any statement without providing your opinion)

09. Have you ever been visited any tourist spot in Bangladesh earlier? A. Yes B. No
10. Your attitude toward the vacation travel: A. Highly favorable B. Favorable C. Indifferent C. Negative D. Highly negative
11. Importance attached to family vacation: A. Very high B. High C. Indifferent D. Low E. Very low
12. Main purpose of your visit: A. Recreation B. Business C. Official D. Others (please specify).....

13. Please rank the purpose of your visit (if you have more than one purpose of visit)

Purpose of Visit	Rank
A. Recreation	
B. Business	
C. Official	
D. Others	

14. We are trying to measure the importance of different tools of promotion mix from you can get the information regarding our tourism.

A. Please provide your opinion on the importance on the following tools of promotion: (*5 for most important one, 4 for important, 3 for moderately important, 2 for less important and 1 for not important*):

Description	Assigned Weight				
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relations	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

B. At what level do you think that our tour operators provide the importance on the following tools of promotion (*5 for very high, 4 for high, 3 for moderately high, 2 for low and 1 for very low*):

Description	Assigned Weight				
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relations	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

- C. Do you think that the promotional activities undertaken by our tour operators are sufficient enough? (*5 for highly sufficient, 4 for sufficient, 3 for moderately sufficient, 2 for fairly sufficient and 1 for not at all*):

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relation	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/ documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

- D. At what level do you think that the promotional measures designed by our tour operators are appropriate (*5 for highly satisfactory, 4 for satisfactory, 3 for moderately satisfactory, 2 for dissatisfactory and 1 for highly dissatisfactory*)?

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relations	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

- E. At what level do you think that the tour operators can implement their designed promotional measures (*5 for highly satisfactory, 4 for satisfactory, 3 for moderately satisfactory e, 2 for dissatisfactory and 1 for highly dissatisfactory*)?

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relations	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1

V. TV Program/documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

F. Do you think that promotional activities can influence you in deciding travelling? (*5 for highly sufficient, 4 for sufficient, 3 for moderately sufficient, 2 for fairly sufficient and 1 for not at all*):

(A) Very Strongly (B) Strongly (C) Indifferent (D) To some extent (E) Not at all

15. You are requested to express your level of satisfaction on the quality of the following (*5 = Highly satisfactory; 4 = Satisfactory; 3 = Indifferent; 2 = Dissatisfactory and 1 = Highly dissatisfactory*):

A. Have you ever seen any Advertisement in any Printed Media on Bangladesh Tourism?

A. Yes B. No.

If yes, put forward your opinion regarding the following aspects (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Reliable	5	4	3	2	1
IV.	Directive	5	4	3	2	1
V.	Useful	5	4	3	2	1

B. Would you please put forward your opinion regarding the following issues of publicity and public relation activities on Bangladesh tourism industry? (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Reliable	5	4	3	2	1
IV.	Directive	5	4	3	2	1
V.	Useful	5	4	3	2	1

C. Please put forward your opinion regarding the following issues of personal selling activities of Bangladesh tour operators? (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Sales people are smart and knowledgeable	5	4	3	2	1
II.	Informative	5	4	3	2	1
III.	Influential and Motivating	5	4	3	2	1

IV.	Directives	5	4	3	2	1
V.	Cordial	5	4	3	2	1

D. Have you been influenced by the WOM Communication by others? A. Yes B. No.

If yes, put forward your opinion regarding the following aspects (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Reliable	5	4	3	2	1
IV.	Directive	5	4	3	2	1
V.	Useful	5	4	3	2	1

E. Have you seen any Documentary on Bangladesh Tourism? A. Yes B. No

If yes, put forward your opinion regarding the following aspects (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Attractive	5	4	3	2	1
IV.	Directive	5	4	3	2	1
V	Memorable	5	4	3	2	1

F. Have you ever attended any Fair on Bangladesh Tourism? A. Yes B. No

If yes, put forward your opinion regarding the following aspects (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Informative	5	4	3	2	1
II.	Influential and Motivating	5	4	3	2	1
III.	Attractive	5	4	3	2	1
IV.	Directives	5	4	3	2	1
V.	Useful	5	4	3	2	1

G. Please provide your opinion on the following issues of Direct Marketing (*5 = Strongly Agree; 4 = Agree; 3 = Indifferent; 2 = Disagree and 1 = Strongly Disagree*):

	Description	Assigned Weight				
I.	Got enough Informative	5	4	3	2	1
II.	Attractive and Motivating	5	4	3	2	1
III.	Persuasive	5	4	3	2	1
IV.	Reliable	5	4	3	2	1

H. Have you ever searched for any information on Bangladesh Tourism through Internet?

A. Yes

B. No.

If yes, please provide your opinion on the following issues (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Informative Enough	5	4	3	2	1
II.	Motivating	5	4	3	2	1
III.	Directives	5	4	3	2	1
IV.	Useful	5	4	3	2	1

I. Have you seen any printed promotional materials (Brochures, View cards, Souvenirs, Folders, Hand Books etc.)? A. Yes B. No

If yes, please provide your opinion on the following issues (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Informative Enough	5	4	3	2	1
II.	Attractive and Motivating	5	4	3	2	1
III.	Directives	5	4	3	2	1
IV.	Memorable / Recallable	5	4	3	2	1
V.	Useful	5	4	3	2	1

J. Please give your opinion about cultural shows/events arranged at the major tourism spots: (*5 means highly satisfactory and 1 means highly dissatisfactory*):

	Description	Assigned Weight				
I.	Informative on Tourism Spots	5	4	3	2	1
II.	Attractive and Motivating	5	4	3	2	1
III.	Directives	5	4	3	2	1
IV.	Memorable / Recallable	5	4	3	2	1

16. A. With what degree do you think that the following issues of tour operators are important to you? (*5 means highly important and 1 means highly unimportant*):

	Description	Assigned Weight				
I.	Professional Expertise	5	4	3	2	1
II.	Informative Enough	5	4	3	2	1
III.	Motivating	5	4	3	2	1
IV.	Cordial	5	4	3	2	1
V.	Hospitality	5	4	3	2	1
VI.	Charge Reasonable Price for different services	5	4	3	2	1
VII.	Sincerity in Providing Different Committed Services	5	4	3	2	1
VIII.	Information and Guide Services	5	4	3	2	1

IX.	Personal Care	5	4	3	2	1
X.	Long Term Relationship	5	4	3	2	1
XI.	Warm Attitudes	5	4	3	2	1
XII.	Entertainment	5	4	3	2	1

- B. With what levels do you think that the tour operators are in the following issues? (5 means highly satisfactory level and 1 means highly dissatisfactory):

	Description	Assigned Weight				
I.	Professional Expertise	5	4	3	2	1
II.	Informative Enough	5	4	3	2	1
III.	Motivating	5	4	3	2	1
IV.	Cordial	5	4	3	2	1
V.	Hospitality	5	4	3	2	1
VI.	Charge Reasonable Price for different services	5	4	3	2	1
VII.	Sincerity in Providing Different Committed Services	5	4	3	2	1
VIII.	Information and Guide Services	5	4	3	2	1
IX.	Personal Care	5	4	3	2	1
X.	Long Term Relationship	5	4	3	2	1
XI.	Warm Attitudes	5	4	3	2	1
XII.	Entertainment	5	4	3	2	1

17. Your overall opinion on the Promotional activities of Bangladesh tourism industry to attract the tourists?

(A) Highly Satisfactory (B) Satisfactory (C) Indifferent (D) Dissatisfactory (E) Highly Dissatisfactory

18. Please express your experiences on the following issues (*Please select 5 for the highly reasonable and 1 for the highly unreasonable*):

SL	Variables	Assigned Weight				
A	Quality/Attractiveness of destination	5	4	3	2	1
B	Availability of Good Art	5	4	3	2	1
C	Quality of available Products or Souvenir	5	4	3	2	1
D	Good Places to Shop	5	4	3	2	1
E	Price of the Available Products	5	4	3	2	1
F	Availability of tourist land-mark	5	4	3	2	1
G	Rich cultural heritage	5	4	3	2	1
H	Shopping Paradise	5	4	3	2	1
I	Quality of Accommodation at Tourism Spots	5	4	3	2	1
J	Cost of the Accommodation	5	4	3	2	1
K	Cleanliness of the Accommodation	5	4	3	2	1

L	Promptness of Service Employees	5	4	3	2	1
M	Varied and Exotic Foods are available	5	4	3	2	1
N	Quality of the available Food	5	4	3	2	1
O	Price of the available Food	5	4	3	2	1
P	Hygienic and Cleanliness Atmosphere of Restaurant and Bars	5	4	3	2	1
Q	Transport Facilities	5	4	3	2	1
R	Transport Cost	5	4	3	2	1
S	Tourist security at the Destination	5	4	3	2	1
T	Law and Order Situation	5	4	3	2	1
U	Domestic Flight	5	4	3	2	1
V	Political Stability	5	4	3	2	1
W	Culture of the Local People	5	4	3	2	1
X	Lifestyle of the Local People	5	4	3	2	1
Y	Honesty of the Local People	5	4	3	2	1
Z	Cordiality of the Local Residence	5	4	3	2	1
AA	Quality Guide Services	5	4	3	2	1
AB	Availability of Pure Drinking Water	5	4	3	2	1
AC	Friendliness of Law Enforcing Agencies	5	4	3	2	1
AD	Hygienic Environments	5	4	3	2	1
AE	Availability of Night Life	5	4	3	2	1
AF	Nuisance Caused by Beggars	5	4	3	2	1
AG	Unethical Practices in Travel & Trade Business	5	4	3	2	1
AH	Packaged Tours Available in Bangladesh	5	4	3	2	1
AI	Tourists facilities and Services	5	4	3	2	1
AJ	Casino Facilities	5	4	3	2	1
AK	Theme Park	5	4	3	2	1
AL	Theatre Hall	5	4	3	2	1
AM	Live Music	5	4	3	2	1
AN	Bar Facilities	5	4	3	2	1

19. Please mention the names of some tourist spots that you have visited and state your level of satisfaction on your visit (**5 means highly satisfied and 1 means least satisfied**):

Sl. No.	Name of the Spots	Assigned Weight				
		5	4	3	2	1
A.	Cox's Bazar	5	4	3	2	1
B.	Kuakata	5	4	3	2	1
C.	Sundarbans	5	4	3	2	1
D.	Saint Martin	5	4	3	2	1
E.	Madhabkunda Eco-park	5	4	3	2	1
F.	Himchari National Park	5	4	3	2	1
G.	Jaflong	5	4	3	2	1
H.	Kaptai	5	4	3	2	1
I.	Bandarban	5	4	3	2	1
J.	Rangamati	5	4	3	2	1
K.	Mahastangarh	5	4	3	2	1
L.	Mujibnagar	5	4	3	2	1
M.	Shaah-Gumbuj Mosque	5	4	3	2	1
N.	Mainamati, Comilla	5	4	3	2	1
O.	Chandranath Hindu Temple, Sitakunda	5	4	3	2	1
P.	Ramsagar National Park	5	4	3	2	1

20. Please briefly put forward your personal comment(s) on the use of promotional activities to tourism industry in Bangladesh.

[Thank you for your sincere cooperation].

Appendix -III

Questionnaire for the Foreign Tourists

(Highly confidential and will be used only for academic purpose)

This questionnaire has been designed to have your opinions toward the present status of tourism arrangements in Bangladesh. Please provide the following **General Information**. Below that you will notice some parameters/statements under the heading **Classified Information**. You are requested to read each event and indicate your opinion you feel appropriate:

General Information

(Please put a ring (0) or tick (√) on each of the following statements to provide your opinion. Please don't leave any statement without providing your opinion).

01. Name of the Respondents:
02. Nationality:
03. Gender: A. Male B. Female
04. Marital status: A. Married B. Unmarried C. Widow D. Divorce
05. Family Size (No. of members): A. Up to 2 B. 3 to 4 C. 5 to 6 D. Above 6
06. Age of the Respondent (in years): A. Below 25 B. 25 to 35 C. 35 to 45
D. 45 to 55 E. Above 55
07. Occupation: A. Student B. Service Holder C. Businessman D. Housewife
E. Retired F. Others (please specify).....
08. Monthly Family Income (in US\$): A. Below 2,000 B. 2,000 - 3,000
C. 3,000- 4,000 D. 4,000- 5,000 E. Above 5,000
09. Percentage of yearly income spent for vacation purpose (% on total yearly income): A. Below 5% B. 5% - below 10% C. 10% - below 15% D. 15% - below 20%
E. Above 20%

Classified Information

(Please put a ring (0) or tick (√) on each of the following statements to provide your opinion. Please don't leave any statement without providing your opinion)

- 10 Have you ever been visited any tourist spot in Bangladesh earlier? A. Yes B. No
11. Your attitude toward the vacation travel:
A. Highly favorable B. Favorable C. Indifferent D. Negative E. Highly negative
12. Importance attached to family vacation: A .Very high B. High C. Indifferent D. Low E. Very low
13. Please rank the purpose of your visit (if you have more than one purpose of visit):

Purpose of Visit	Rank
A. Recreation	
B. Business	
C. Official	
D. Others	

14. We are trying to measure the importance of different tools of promotion mix from where you can get the information regarding our tourism. Please provide your opinion on the following aspects:

- A. You are requested to express your opinion regarding the following tools of promotion as a source of information: *(5 for most important one, 4 for important, 3 for moderately important, 2 for less important and 1 for not important)*:

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relation	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/ documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing					
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Others (Cultural Show, Concert etc)	5	4	3	2	1

- B. Do you think that our tour operators use the promotional activities by using the following tools is sufficient enough? *(5 for highly sufficient, 4 for sufficient, 3 for moderately sufficient, 2 for fairly sufficient and 1 for not at all)*?

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relation	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1
V. TV Program/ documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Others (Cultural Show, Concert etc)	5	4	3	2	1

- C. At what level do you think that the tour operators can implement their designed promotional measures *(5 for highly satisfactory, 4 for satisfactory, 3 for moderately satisfactory e, 2 for dissatisfactory and 1 for highly dissatisfactory)*?

Description	Assigned Weight				
	5	4	3	2	1
I. Advertisement	5	4	3	2	1
II. Publicity and Public Relations	5	4	3	2	1
III. Personal Selling	5	4	3	2	1
IV. Word of Mouth Communication (WOM)	5	4	3	2	1

V. TV Program/documentary	5	4	3	2	1
VI. Tourism fair	5	4	3	2	1
VII. Direct Marketing	5	4	3	2	1
VIII. Internet	5	4	3	2	1
IX. Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	5	4	3	2	1
X. Cultural Program, Road Show, Concert etc)	5	4	3	2	1

15. Do you think that promotional activities on tourism can influence you in deciding travelling? (5 for very strongly, 4 strongly, 3 for indifferent, 2 for to some extent and 1 for not at all):

(A) Very strongly (B) Strongly (C) Indifferent (D) To some extent (E) Not at all

16. Please select any five and rank them (1 for highest priority and 5 for the lowest priority) from which source(s) did you get the information on Bangladesh Tourism (You can choose even less than five sources if applicable)?

	Sources	Rank
A	Advertisement	
B	Publicity and Public Relation	
C	Personal Selling	
D	Word of Mouth Communication (WOM)	
E	TV Program/ documentary	
F	International Tourism fair	
G	Direct Marketing	
H	Internet	
I	Printed materials (Brochures, View cards, Souvenirs, Folders, Posters, Hand Books etc)	
J	Others (Cultural Show, Concert etc)	
K	Foreign Mission Abroad	
L	Foreign Tour Operator	
M	Biman's Overseas Offices	

17. Your overall opinion on the Promotional activities of Bangladesh tourism industry to attract the foreign tourists?

(A) Highly Satisfactory (B) Satisfactory (C) Indifferent
(D) Dissatisfactory (E) Highly Dissatisfactory

18. A. With what degree do you think that the following issues of tour operators are important to you? (5 means highly important and 1 means highly unimportant):

	Description	Assigned Weight				
I.	Professional Expertise	5	4	3	2	1
II.	Informative Enough	5	4	3	2	1
III.	Motivating	5	4	3	2	1

IV.	Cordial	5	4	3	2	1
V.	Hospitality	5	4	3	2	1
VI.	Charge Reasonable Price for different services	5	4	3	2	1
VII.	Sincerity in Providing Different Committed Services	5	4	3	2	1
VIII.	Information and Guide Services	5	4	3	2	1
IX.	Personal Care	5	4	3	2	1
X.	Long Term Relationship	5	4	3	2	1
XI.	Warm Attitudes	5	4	3	2	1
XII.	Entertainment	5	4	3	2	1

19. Please express your experience on the following issues of Bangladesh tourism industry (5 for highly sufficient, 4 for sufficient, 3 for moderately sufficient, 2 for fairly sufficient and 1 for not at all):

SL	Variables	Assigned Weight				
A	Attractiveness of destination	5	4	3	2	1
B	Variety of art and craft objects	5	4	3	2	1
C	Availability of tourist land-mark	5	4	3	2	1
D	Rich cultural heritage	5	4	3	2	1
E	Shopping Paradise	5	4	3	2	1
F	Hospitality to tourists	5	4	3	2	1
G	Quality of hotel	5	4	3	2	1
H	Varied and Exotic Food Paradise	5	4	3	2	1
I	Transport facilities	5	4	3	2	1
J	Security from petty crimes	5	4	3	2	1
K	Regularities and sufficient of domestic flights	5	4	3	2	1
L	Political Stability	5	4	3	2	1
M	Cordiality of Local People	5	4	3	2	1
N	Quality of guide services	5	4	3	2	1
O	Availability of pure drinking water	5	4	3	2	1
P	Cooperation from the Law enforcing agencies	5	4	3	2	1
Q	Hygienic Environments	5	4	3	2	1
R	Availability of good night-life	5	4	3	2	1
S	Nuisance caused by beggars	5	4	3	2	1
T	Unethical practices in travel business	5	4	3	2	1
U	Attitude of the Local people to Foreign Tourists	5	4	3	2	1
V	Package Tours Available in Bangladesh	5	4	3	2	1
W	Tourists facilities and Services	5	4	3	2	1
X	Casino Facilities	5	4	3	2	1
Y	Theme Park	5	4	3	2	1
Z	Theatre Hall	5	4	3	2	1

AA	Live Music	5	4	3	2	1
AB	Bar Facilities	5	4	3	2	1
AC	Visa Formalities at Bangladesh Foreign Mission abroad	5	4	3	2	1
AD	Immigration Formalities at Bangladeshi Airports	5	4	3	2	1

20. Please mention the names of some tourist spots that you have visited and state your level of satisfaction on your visit (**5 means highly satisfied and 1 means least satisfied**):

Sl. No.	Name of the Spots	Assigned Weight				
A.	Cox's Bazar	5	4	3	2	1
B.	Kuakata	5	4	3	2	1
C.	Sundarbans	5	4	3	2	1
D.	Saint Martin	5	4	3	2	1
E.	Madhabkunda Eco-park	5	4	3	2	1
F.	Himchari National Park	5	4	3	2	1
G.	Jaflong	5	4	3	2	1
H.	Kaptai	5	4	3	2	1
I.	Bandarban	5	4	3	2	1
J.	Rangamati	5	4	3	2	1
K.	Mahastangarh	5	4	3	2	1
L.	Mujibnagar	5	4	3	2	1
M.	Shaah-Gumbuj Mosque	5	4	3	2	1
N.	Mainamati, Comilla	5	4	3	2	1
O.	Chandranath Hindu Temple, Sitakunda	5	4	3	2	1
P.	Ramsagar National Park	5	4	3	2	1

21. State your overall satisfaction on the tourists spot(s) that you have visited

- (A) Highly Satisfactory (B) Satisfactory (C) Indifferent
 (D) Dissatisfactory (E) Highly Dissatisfactory

22. State the possibility of repeat visit of Bangladesh as Tourist Destination

- (A) Definitely (B) Probably (C) Indifferent
 (D) Probably will not (E) Definitely will not

23. Please briefly put forward your personal comment(s) on the use of promotional activities to tourism industry in Bangladesh.

24. Please briefly put forward your personal comment(s) for the improvement of tourism industry in Bangladesh.

[Thank you for your sincere cooperation]