

TOURISM IN BANGLADESH:

THE MAPPING OF STRENGTHS AND WEAKNESSES

A Thesis Submitted to the University of Dhaka in partial fulfillment
of
the requirements for the degree of "Master of philosophy"

By

M.Phil.

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CERTIFICATE

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To the best of my knowledge and belief, the research work is based on the investigations made, data collected and analysed by him and it has not been submitted in any other university or institution for the award of any degree or diploma.

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Declaration

I do here declare that the thesis under the title” TOURISM IN BANGADESH: THE MAPPING OF STRENGTHS AND WEAKNESSES” prepared and presented by me to the Dhaka University, Bangladesh, in partial fulfillment of the requirement for the “Master of philosophy” (M.phil) degree is an original work of mine during the study period. The thesis has not been presented earlier either wholly or partly to any other academic institution for any degree or any other gain.


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স্বাক্ষরিত
২০/৯/০৩

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GIFT

MD. HAFIZ UDDIN BHUIYAN



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September, 03

MD. HAFIZ UDDIN BHUIYAN

ABSTRACT

This study is attempted to bring in to focus the strengths and weakness of tourism industry in Bangladesh. It examines the problems and prospects of infrastructural and traditional factors of tourism industry. This industry possesses enormous global market prospects, which is increasing day by day. It is substantiated that if the right measures are taken through proper planing this industry would get enhanced local and foreign market and may fetch a huge foreign currency.

A total of 105 tourists were studied to find out various aspects of tourism of those 45 were foreign and 60 were local tourists. 100% foreign tourist expressed their opinion that the attitude of Bangladeshis to foreigners are cordial. 27% foreign tourists indicated that our airports are full of mismanagement. 100% foreign respondents identified that security problem is the major problem of Bangladesh tourist industry. On the other hand 100% foreign respondents expressed their opinion that the rates of foods and drinks, hotel rates etc. are low in Bangladesh. 33% local respondents informed that Coxes Bazar is the most popular tourist spot in Bangladesh. Local tourists also expressed their opinion against our transport and hotel facilities. A set of recommendations has been put forward to sustainable development of Bangladesh Tourism Industry.

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CHAPTER-1

INTRODUCTION

1.1 BACKGROUND OF TOURISM

Travel and Tourism have a wide and long history. The first Chinese pilgrim Fa-Hien departed his Country for India in 399 AD. He left an account of his travels to Central Asia, India, and Srilanka travelling through Central Asia and North West India and then visited the holy Buddhist sites. Fa-Hien's visits to India inspired other Chinese monks to visit holy places in search of the ultimate truth. Towards the end of his travels he entered into Bengal and visited various places. Fa-Hien returned to China in 414 AD. (Bangla Pedia,2003, Vol.4, P. 37)

Seventh century Chinese Pilgrim Hiuen-Tsang visited India and Bengal in 629 AD and left behind account about India and Bengal. He visited the sacred Buddhist sites in Magadha. The pilgrim next traveled to parts of Bengal. He returned to China by the way of Central Asia. He has preserved the records of political and social aspects of the lands he visited. His records of the places visited by him in Bengal mainly Raktamrttika near Karnasuvarna, Pundranagar and its environ, Samatata and Tamralipti have been very helpful in the recording of the archaeological history of Bengal . He returned to China in 645 AD. (Bangla Pedia, 2003, Vol. 5, PP. 152-153).

Moroccan traveler Ibn Batuta traveled Bangladesh during the period of July-August 1346 AD. and left an account of his visit in his *Rehla*. He started his travels in 1325 AD and explored Northern Africa, Arabia, Persia the Levant, Delhi. The purpose of visit to Bengal was to meet Hazrat Shah Jalal of Sylhet. The first town of Bengal that Ibn-Batuta entered in 1346 was Chittagong. He gave a very fine description of the landscape of Bangladesh. (Bangla Pedia, 2003, Vol. 5, P. 208).

Etymologically the word “tourist” dates back to 1292 A.D. It came from the word “tour” which is again a derivation of the Latin word “*tomus*” meaning a tool for describing circle as a turner’s wheel. As late as 1643, the term was first used for traveling from place to place, an excursion, a journey, visiting a number of places in a circuit or sequence. (Hasan, 1992, P. 1)

In 1925 International Union of Official Travel Organization (IUOTO) was set up in order to make tourism wide spread in the world. (Kayastha, 1985. P. 15)

Throughout history, people traveled for a wide variety of reasons. However, only since 1950 tourism came of age as an important international economic activity, largely as a result of sustained prosperity, development of efficient mass air transport, and a large increase in leisure time. During the last 30 years, mass tourism replaced the traditional, more individual ways of traveling (The International Development Research Centre, 1982, P.7)

1.2 Tourism: defined

By nature people want to travel. They have insatiable curiosity for unknown. As a result travel and tourism is growing every day. Today tourism is a worldwide industry.

The International Union of Official Travel Organization (IOUTO) in 1968 defined a visitor any person visiting a country other than in which he has his usual place of residence for any reason other than following an occupation remunerated from, within the country visited. (Islam, 1994, P.2)

Although the conceptual definition of tourism is accepted by all but a sharp difference still exists among the experts. Organizations and government in Bangladesh for example includes all Indian visitors to Bangladesh in the foreign tourists arrival statistics, but India does not consider and count Bangladeshi visitors to India as "tourists" A universally accepted purposeful definition of a "tourist" is still to be put forwarded. (Hasan, 1992, P.2)

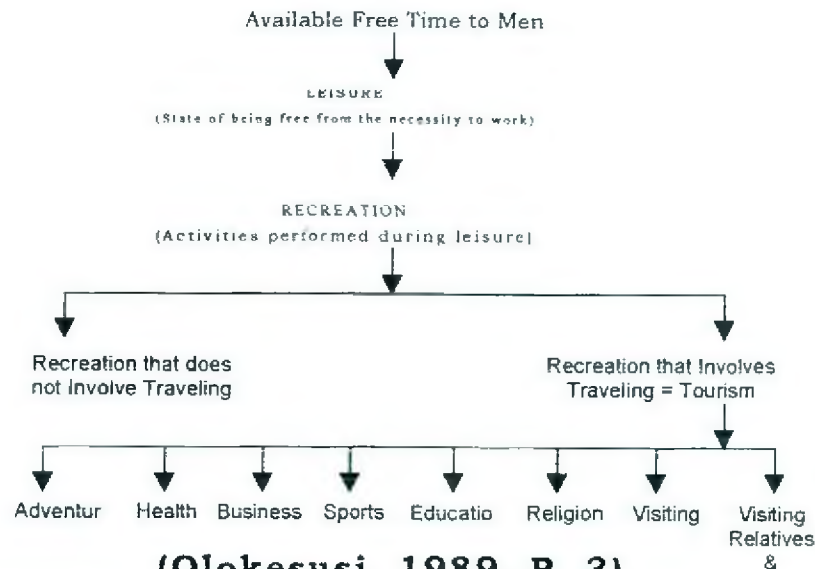
The most popular definition of international tourists is that proposed by the United Nations Conference on International Travel and Tourism held in Rome in 1963. ".....temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following headings

1. Leisure (recreation, holiday, health, study, religion, sport)
 2. (II) Business, family, mission, meeting
- (Noronha, 1979, P.2)

It is clear that in the present world tourism is considered as an industry. Industry generally means direct relation between input and output to produce goods and services for the long term in minimum cost. Here the term is using in service sense. (Islam, 1994, P.2)

Therefore tourism may be defined as an industry which aims at enhancing social and geographical mobility of the men by performing a variety of necessary functions for profit. (Talukder, A.S., 1984, Vol. 5, P.85)

To explain the concept of tourism the help of a diagram can be taken.



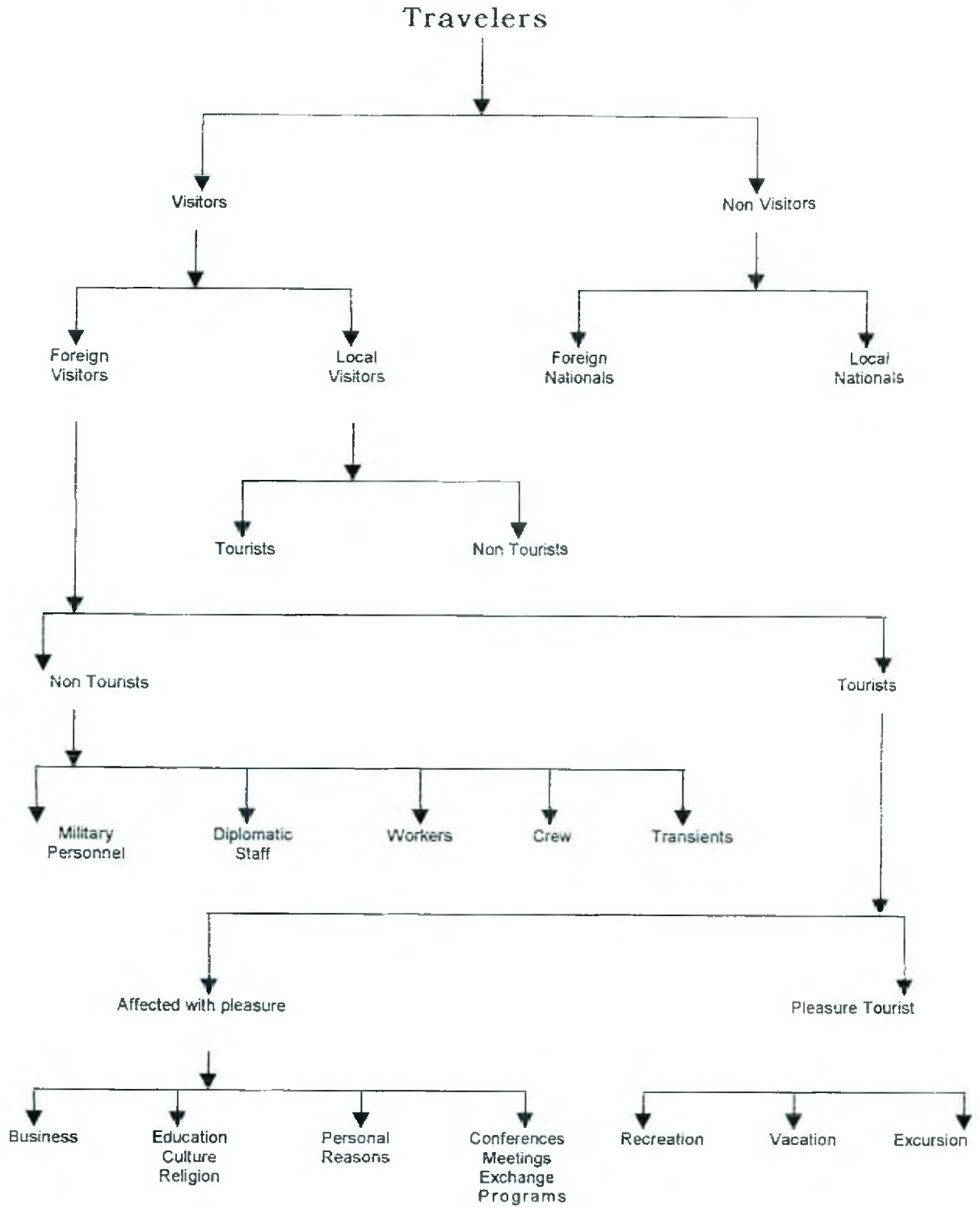
(Olokesusi, 1989, P. 3)

Figure-1

Normally people are busy with their works. To much busy people have no time to get the state of being free from the necessity of work. So they have no time to perform recreational activities. Recreational activities can involve travel or not but when this recreational activities involve travel then tourism is produced. So the figure indicate that available free time of men produce leisure and leisure produce travel involved recreational activities which are tourism.

It could be mentioned here that Travel and Tourism are pat and parcel. Travel is the source of joy and knowledge. Something is read on the pages of books out travel can make those pages live. So from the very beginning of human civilization travel is appreciated. So to understand tourism widely the classificatory pattern of travel can be examined.

Classificatory Pattern of Travel



(Anand, 1976, P.18)

Figure-2

The best way is to examine the phenomenon of travel at various levels with different sub-heads and specific indices which classification (shown in above figure).

1.2 (i) Travelers:

A Traveler is a person who moves from one place to another Tourists are a class of travelers. Although all tourists are travelers, not all travelers are tourists. (Anand, 1976, P.17)

A traveler is an individual staying for time more than one year, in on economy of which he is not a resident for any purpose other than (i) being stationed on a military base or being an employee (including diplomats and other embassy personnel) of an agency of his or her government (ii) being an accompany dependent of an individual mentioned under (i) as (ii) under taking a productive activity directly for an entity that is a resident of that economy. Travelers include tourists that is those travelers who spend at least one night in the country visited and same day travelers or excursionists that is those who stay less than twenty-four hours and do not remain over night (WTO, Regional Seminar on Tourism Statistics, 1996, P.64)

1.2 (ii) Visitors:

A visitor may be defined as a traveler who visits a place a country out side his usual beat area for non-immigration purposes. (Anand, 1976, P.17)

1.2 (iii) Excursionist:

An excursionist is a visitor who stops in transit for a period of less than 24 hours in a place or a country outside his beat area for reasons other than layover and passes gaps in transportation connections. (Anand, 1976, P.20)

1.2 (iv) Transient:

A Transient is a visitor who poses through a country without breaking his journey on the way except for layover and for transportation connections. (Anand, 1976, P.20)

1.2 (v) Recreationer:

Recreation is a person who use leisure time in outdoor. Basically they are visitors, moving out for diversion.

1.2 (vi) Vacationer:

A Vacationer is a person who is in rest from occupation, business or activity, vacation can be held indoors and out door. Here we are to deal with outdoor vacationer (Anand, 1976, P.21)

Finally tourism can be defined as follows, Tourism is sum of the Phenomenon in which people move from one destination to another, stay more than 24 hours in those destinations, their purpose of visits is not taking permanent residence or employment and the motivation of visits is recreation.

1.3 MODELS

Models are very popular in describing various issues. A model represents inter relations among variables. Models can be descriptive or mathematical. Various models and figures are already developed in the field of tourism. Some of these are discussed below.

1.3 (i) INPUT-OUTPUT MODEL OF TOURISM

In order to see the situation in its totality it is necessary to make a diagrammatic presentation of the whole operation of tourism. The diagram or model tries to give a bird's eye view of the entire tourist phenomenon.

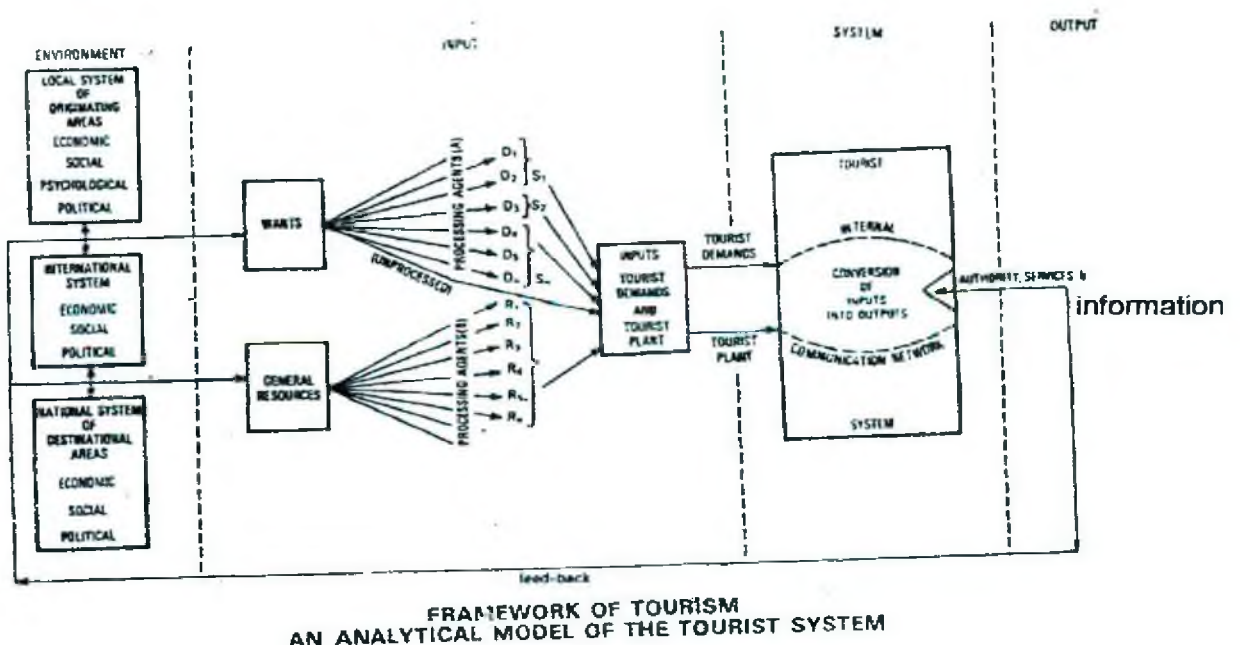


Figure-3

Source: Anand, M.M., (1976), *Tourism and Hotel Industry in India*, Prentice Hall of India Private Limited, New Delhi, PP-25-27.

The whole diagram can be divided in to following four parts:
(Anand ; 1976; P-27)

1. Environment: It generates the wants and conditions and provides resources to be used for various economic ends including tourism.

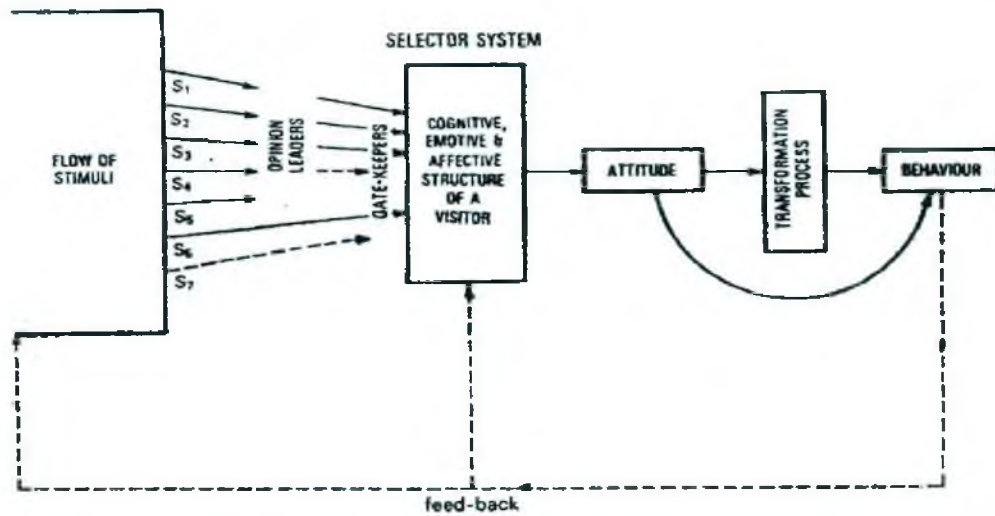
2. Input: The input consists of wants and general resources whose flow into the tourist system is mediated by two sets of processing agents. One processing, agent is the flow of wants: it is concerned with the conversion of wants into tourist demands on a particular system. The other sets is concerned with controlling the flow of resources available into the tourist plant or the direction of general resources to the tourist plant.

3. System: The third part, the system, is concerned with converting these inputs into the tourist plant in terms of the goals and objectives of the system. It is the organizational framework that is made available.

4. Output: The fourth, output is the service and information available. They are fed back into the system via the environment and ultimate conditions the growth of the system itself.

1.3 (ii) VISITORS' DECISION MAKING MODEL

Visitors' decision making is very important in tourism. When more and more visitors will decide to visit a country than that country's tourism will be developed. Now the following decision making model can be observed.



DECISION-MAKING MODEL OF A VISITOR

Figure-4

Anand, M.M., (1976), **Tourism and Hotel Industry in India**, Prentice Hall of India Private Limited, New Delhi, PP-38-39.

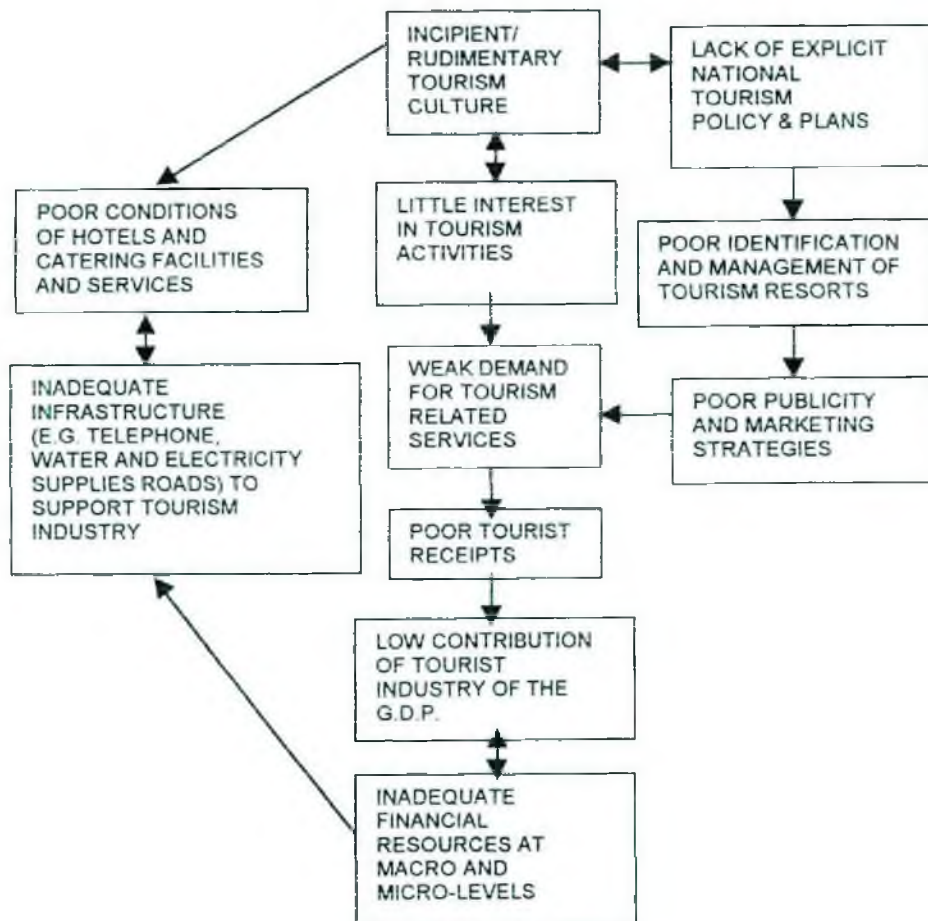
Flow of Stimuli

A man is exposed to hundreds of stimuli daily. It is estimated that an average American family is exposed to 1,518 messages (including travel messages) in the course of a day. The above figure does not include sixteen billion pieces of direct mail promotion addressed to the public each year. The flow of stimuli is shown in the model as S_1, S_2, \dots, S_n . Not all of these messages reach the level of perception because of the intervening process of selective perception. This process acts like a gate keeper that lets only some of the stimuli enter the selector system. How precisely these gatekeepers screen the various stimuli depends to a large extent upon the needs and wants of the individual, the particular situation and strength of the message.

For purposes of analysis the various stimuli flowing to the visitor's brain may be classified under two headings: (1) travel messages, and (2) other messages. Given the complexity of individual needs and wants, the potential visitor is faced with the two-fold problem of, firstly, choosing travel against other competing attractions, and secondly, selection of a destination (in case of travel has been chosen). A visitor is exposed to a number of stimuli which are often conflicting such as a desire for an imported car, getting his house air-conditioned, holiday in the neighborhood, or going on an international trip. He is thus faced with the two-fold problem of deciding on travel rather than spending his money on other goods as well as the selection of a particular holiday area. (Anand ; 1976; P-38)

1.3 (iii) TOURISM MIRROR MODEL

Now we intend to describe the conditions of Tourist Industry with in a framework. This frame work is showing why and how the tourist industry of a country exists in poorly. A mirror can show the actual conditions of a face and this model can also show the conditions of tourist industry.



Conceptual Framework for the Poor Tourism Development
Figure-5

Source: Olokesusi, F., (1989), *Tourism Development in Nigeria*, Nigerian Institute of Social and Economic Research, Ibadan, Nigeria, P-74.

This model is clearly indicating the factors of tourism and their effects upon one another. When an economy will suffer from the lack of explicit national tourism policy, poor identification and Management of tourism resorts, poor publicity and marketing strategies then infrastructure such as water, electricity, tourism support industry would not be enough in the country and then must not exists adequate hotels and catering services in that economy. The results of above described conditions are very much clear. It would produce little tourist attraction, little demand of tourism related services, poor tourist receipts, low contribution of tourism industry in GDP and finally inadequate financial resources at macro and micro levels.

We discussed three models here. The first one is the Input-Output Model the second one is the Visitors' Decision Making Model and the third one is the Tourism Mirror Model.

The Input-Output Model shows that some elements of the environment works as inputs and through a system they provide output. This model absolutely ignores the management capacity related to tourism in a country. It is known that more or less all country possess some elements of environment of tourism. But proper management capacity can utilize those element which is ignored by this model, another defect of this model is to over emphasis upon input. We know that the image of a country attracts

foreign tourists to a country.

Visitors' Decision Making Model is also an incomplete model. Here it is shown that flow of stimuli only the beginning of tourists' decision. But it's very easy to understand that flow of stimuli could be influenced by positive propaganda. On the other hand tourists are human beings, all of them differs from each other, so this decision making model can not be fruitful to understand all tourists' decision process.

The Tourism Mirror Model is also problematic, poor air facilities, poor national tourism organisation, lack of political commitments, lack of training facilities, lack of security, lack of image of a country, lack of dynamic foreign policy of a country should be included.

Finally it could be commented that above mentioned three models opened a new era in the field of tourism, because this sort of models practicing is very rare in this field. These models helped enough to understand the phenomenon of tourism though these models are problematic.

1.4 THE OBJECTIVES OF THE STUDY

The General objective: is to understand the overall situation of the tourism industry in Bangladesh.

The specific objectives are:

1. To identify the social, economic, physical and management characteristics those are constraining tourism development in Bangladesh.
2. To examine the potentials available in Bangladesh that could be used for tourism development.
3. To examine the economic impact of the tourism industry on Bangladesh.
4. And finally, based on the findings to propose feasible options for the planning and maintenance of tourism activities.

1.5 RATIONALE OF THE STUDY

Bangladesh is one of the newly independent countries in the world. The war of independence disrupted our infrastructure and external relation continuation. Even since independence till now Bangladesh is trying hard to re-construct the economy on a solid foundation. The country is rich with a prideful heritage, historical places, largest sea beach in the world etc which are very prospective to develop country's tourism. So various comprehensive study should be run upon tourism development. But the enclosed " Literature Review" is the testimony to that a very few acceptable study is done on this issue. So this topic is selected to study. In addition to changes have taken place in the world. Despite enormous prospective of tourism international market the expansion and development of this industry faced multi type hindrances and problems. The study need to identify the bottlenecks and limitations associated with the expansion of this industry.

The findings and recommendations of this study should hopefully lead to a clarification of strengths and weakness of the industry and in the formulation of long range planning.

1.6 SCOPE OF THE STUDY

It is known that tourism is now worldwide industry Developed and also some developing countries engaged a huge capital to make country's tourism developed. In many countries of the world tourism is one of the major sources of foreign currency. So this sector demands a member of studies. The scope of the study should be mentioned as follows.

1. The present study aims to consider tourists' attitude to Bangladesh.
2. The present study covers only the strengths and weakness of tourist industry in Bangladesh.
3. The present investigation only includes in its survey scope only those tourism functions with in the territorial jurisdiction of Bangladesh but not any other country.
4. The present investigation includes in its scope only the tourists' attitude towards the tourism services of Bangladesh Tourism Industry of Bangladesh.
5. The present study embraces in its scope, the infrastructural strengths and weakness of Bangladesh Tourism Industry.

1.7 LIMITATIONS OF THE STUDY

Nothing is over limitations. Here the vital limitations are the theme and money. Besides, this study suffers from certain limitations due to its wide scope. The limitations of the study can be summarized as under.

1. Visiting all people are generally not conceived of the value of research. For the most part, they become worry when anybody asks them various resections. So in many place it was very difficult to collect genuine data.
2. The published secondary data provide limited information. Various sources provide various data for the same thing and there by caused considerable confusion about the real situation. In this situation the analysis became rather difficult.
3. The reliability of data is rather limited. The study mainly based up on the data of “Bangladesh Parjaton Corporation”.
4. During interview, a significant amount of avoiding tenancy from some hotel authorities created problems. Some of them refused to give answers and they also tried to prohibit their foreign customers.
5. It is found that some restaurant owners hold suspicious attitude towards this sort of academic research activities.

As a result, they hesitated to provide required information

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

1.8 HYPOTHESIS

1. Ho: the attitudes of Bangladeshis to foreigners are not cordial.
Ha: the attitudes of Bangladeshis to foreigners are cordial.

2. Ho: Our air ports are not problem free.
Ha: Our air ports are problem free.

3. Ho: In the hotels, restaurants and shopping malls of Bangladesh foreigners do not feel any botheration.
Ha: In the hotels, restaurants and shopping malls of Bangladesh foreigners feel botherations.

4. Ho: Railway stations, bus stands in Bangladesh are not disturbance free for foreigners.
Ha: Railway stations, bus stands in Bangladesh are disturbance free for foreigners.

5. Ho: Foreign tourists are not safe in Bangladesh.
Ha: Foreign tourists are safe in Bangladesh.
6. Ho: Hotel rates in Bangladesh are not high.
Ha: Hotel rates in Bangladesh are high.
7. Ho: The rates of foods and drinks are high in Bangladesh.
Ha: The rates of foods and drinks are not high in Bangladesh.
8. Ho: The transportation costs in Bangladesh are not high.
Ha: The transportation costs in Bangladesh are high.
9. Ho: Shopping facilities in Bangladesh are not enough.
Ha: Shopping facilities in Bangladesh are enough.
10. Ho: Bangladesh has no spot to attract foreign tourists.
Ha: Bangladesh has many spots to attract foreign tourists.
11. Ho: Communication facilities from Dhaka to various tourist spots are not good.
Ha: Communication facilities from Dhaka to various tourist spots are good.

12. Ho: Accommodation facilities in Bangladesh are not enough.
Ha: Accommodation facilities in Bangladesh are enough.
13. Ho: Road communication is the most popular media to foreigners.
Ha: Road communication is not popular media to foreigners.
14. Ho: Foreign tourists are not satisfied with Bangladesh air, road and railway transport.
Ha: Foreign tourists are satisfied with Bangladesh air, road and railway transport.
15. Ho: Restaurant facilities in Bangladesh are not enough.
Ha: Restaurant facilities in Bangladesh are enough.
16. Ho: Bangladesh visa system is not easy.
Ha: Bangladesh visa system is easy.
17. Ho: Foreign tourists do not feel any security problem in Bangladesh.
Ha: Foreign tourists feel security problem in Bangladesh.

18. Ho: Immigration formalities in the airports of Bangladesh are not easy.
Ha: Immigration formalities in the airports of Bangladesh is easy.
19. Ho: Hotel and motel management in Bangladesh is not good.
Ha: Hotel and motel management in Bangladesh is good.
20. Ho: Tourist spots in Bangladesh are not well managed.
Ha: Tourist spots in Bangladesh are well managed.
21. Ho: Bangladesh has no prospect in tourism.
Ha: Bangladesh has much prospects in tourism.
22. Ho: Tourists can not enjoy themselves in our spots.
Ha: Tourists can enjoy themselves in our spots.
23. Ho : Coxes Bazar is the most popular tourist spot to local tourists of Bangladesh
Ha : Coxes Bazar is not the most popular tourist spot to local tourists of Bangladesh.
24. Ho: Transport facilities in Bangladesh are not favorable to local tourists.
Ha: Transport facilities in Bangladesh are favorable to local tourists.

25. H_0 : Hotel facilities to local tourists in Bangladesh are not enough.
 H_a : Hotel facilities to local tourists in Bangladesh are enough.
26. H_0 : Restaurant facilities to local tourists in Bangladesh are not satisfactory.
 H_a : Restaurant facilities to local tourists in Bangladesh are satisfactory.

1.9 ORGANIZATION OF THE STUDY

- Chapter-1: Definitions of tourism, tourism models, various terms, objectives of the study scope of the study, limitations of the study, are discussed .
- Chapter-2: Methodology and literature review.
- Chapter-3: Tourism in Bangladesh. In this chapter various issues of Bangladesh tourism industry are discussed.
- Chapter-4: In this chapter collected primary data are analyzed through various tables.
- Chapter-5: In this chapter some recommendations are suggested and a conclusion is drawn.

CHAPTER-2

LITERATURE REVIEW AND METHODOLOGY

2.1 (i) LITERATURE REVIEW

In the field of tourism few studies had so far been done in Bangladesh. At different times government organizations and individual researchers tried to suggest proper ways to develop tourism industry in Bangladesh. Here some literatures on tourism, the findings of some research works, the suggestions of some research papers are examined.

Hasan, S.R. (1992) performed his study to conjoin the theoretical aspects of tourism to the prevailing tourism environment of Bangladesh. The study describes and analyses the tourism inventory of Bangladesh, its potential market, and the marketing strategies. It also contains some pragmatic suggestions and policy recommendations for overall development of tourism sector of Bangladesh. Since 1972, BPC established a number of hotels, motels, cottages, restaurants, picnic spots, youth inns etc, at different tourist spots through out Bangladesh. BPC also developed a transport fleet for the use of the tourists. BPC also has established a tourism-training institute with the help of UNDP/ILO. This institute named as National Hotel and Tourism Training Institute (HTTI), has so far (by 1989) trained up 8000

persons in various disciplines related to tourism trade. Bangladesh, a traditional tourist destination since long past, fails to attract sizeable number of visitors at present in comparison to other South Asian countries. Bangladesh as a destination account for only 4.5 percent of all international tourists visiting the South Asian countries. India, Pakistan and Srilanka received respectively 50%, 16-17% and 12-13% of all international tourists coming to South Asia. The main source of tourists visiting Bangladesh is India. Almost two-third of the foreign tourist's arrivals to Bangladesh is interregional arrivals from India, Pakistan and other South Asian countries. Among these interregional arrivals, India alone provides the largest single source of visitors accounting almost two-third of the total interregional flow to Bangladesh.

It is revealed by Ascher, F. (1985:10) that the time has long gone when international tourism was considered an obvious and easy means of contributing economically to the advancement of developing countries. Who's experience confirms expert studies and reports stressing the difficulties and problems linked to the development of tourism. His study shows that, in many cases, international tourism has been very costly in terms of capital and foreign exchange, and that genuinely global balance sheets would often show that many years must elapse before the receipt of the first real foreign exchange earnings from tourism related activities. In fact, the balance of foreign exchange accruing to developing countries is relatively small. In 1980, for example, the OECD countries' expenditure on tourism exceeded their receipts by only four billion dollars. The more the developing countries import as a result of international tourism, the smaller their share

of the profits. In many of these countries, a significant proportion, of tourist equipment and consumer products is imported (hotel supplies, transport equipment, foodstuffs, etc.); the substantial infrastructure works required by international tourism (large hotels, airports, roads) are partly carried out by foreign companies, which also assume responsibility for a large part of the operations associated with tourism (hotel chains, airlines and shipping companies, tour operators and finally, rising prices and inflation linked, *inter alia*, to the high purchasing power of the customers (tourists), as compared with that of local enterprises and households, lead to devaluation of the local currency and hence of foreign exchange earnings. In addition, there are problems relating to jobs in tourism, which are often more costly in terms of investment than jobs in other sectors of manufacturing and industrial production, and which require a narrow range of qualifications as well as problems due to the instability of the tourism economy, a sector producing relatively luxurious consumer goods, and to its vulnerability in certain circumstances (political instability, natural disasters).

A survey revealed by Kaul R.N. (1985: 259) and the following findings are suggested Travel and accommodation are diversified and included private houses, guest-houses, camping and caravans, youths, hostels, etc for children, mountain huts and travelers bungalow which attract lower income group and are popular use of lower investment, amortization, and maintenance costs. Barring the period of the wars and economic recession, hotel expansion has kept growing in this century with additional improvement in transportation and tourism and this expansion has been reflected in increasing numbers of hotels, larger

units, more sophisticated services, introduction and expansion of hotel facilities in new countries and areas. Worldwide growth and Variety of traveler accommodation and in fact the establishment of what now called the hospitality. The industry has emerged as the supplier of important services fulfilling human needs, as contributor of domestic and international economic benefits and as provider of employment and has created for itself an important place in the socio-economic content of society.

International Development Research Centre Ottawa, Canada (1982: 14) investigated and find that Tourism is not a recent phenomenon in the Caribbean but a long-standing magnet for North American and European visitors and investors. Many attractive beaches, an ideal climate, and proximity to major markets have given the Caribbean an advantage in competing for international tourists. However, it is only with the advent of mass tourism in the late 1950s and early 1960s that tourism has become a major economic activity in the Caribbean. The decade of the sixties was characterized by great optimism toward the potential for a viable tourism industry in the Caribbean. In the initial rush to capitalize on rapid expansion of tourist demand, local governments provided generous financial incentives to attract foreign investors willing to develop hotels and related projects. These incentives were supplemented by the provision of such infrastructure as airports, roads, electricity, and related public services financed in partly by foreign aid. A ware of the tourism potential and the availability of attractive hotels and infrastructure, airlines expanded their services, establishing links to a growing number of cities in the United States and Canada. Tourists, lured by the natural beauty, warm climate, and

friendliness of the local population, flocked to the many resorts throughout the region. The investment scramble during the early 1960s resulted in a proliferation of foreign-run hotels, many inadequately financed and run by inexperienced operators or both. The 1970s were also a decade of tourism growth in the Caribbean, except for a 3% decline in tourist arrivals in 1975 over the previous year. This moderate decline, however, was in sharp contrast with the average yearly growth of more than 7% experienced in the first part of the decade. The decline was caused by two factors. The first was the energy crisis of 1973-1974. As a result of large increases in oil prices, the economies of the principal tourism-generating countries experienced recession; transportation costs rose rapidly, which reduced travel to the Caribbean. Second, some strong nationalistic expressions with racial overtones were focused against tourism, an industry viewed as dominated by, and existing for, foreigners. Although the cases of violence were few, widespread publicity compounded the negative impact of these events in some islands, such as Jamaica, where demand for tourist accommodations fell. Many hotels, particularly those financially vulnerable or lacking management expertise, went into liquidation; several were taken over by local governments. The evolution of the Caribbean tourism industry in the 1960s and 1970s is reflected in the literature on this topic. Early studies on the economic impact of tourism in the Caribbean were quite optimistic regarding the actual and potential impact. Some of these studies, however, came under serious criticism on substantive and methodological grounds. Furthermore, several authors argued that economic benefits created by tourism were largely overshadowed by associated economic and social costs. They asserted that the exposure of the local economies to foreign

investment, management, and imports precluded the use of tourism as an effective tool for economic development in the region. As perceived by some critics, tourism was capable of solving only some of the pressing problems associated with extreme unemployment but at the cost of obliterating cultural identity and of creating a class of semiskilled service personnel with few opportunities for advancement. Tourism demand in the Caribbean increased steadily after 1975, bringing renewed optimism about the vitality of the industry .Several factors influenced this increase in tourism demand, including improvements in economic conditions in North America, more professional, better funded marketing and promotion directed at the marketplace by individual tourism destinations, opening of new air links to more North American cities, gradual opening of promising new markets in Europe and South America, and increasingly successful promotion of summer vacations in the Caribbean, which is gradually reducing seasonal variations in tourist demand and allowing the industry to operate more efficiently year-round. In 1980, however, the number of tourist arrivals appeared to stabilize. At present, there is considerable variation in the magnitude and characteristics of tourism in various Caribbean islands. For instance, the Bahamas, Bermuda, Jamaica, and Puerto Rico each command approximately 10 000 hotel rooms, whereas very small destinations, such as Montserrat and Dominica, have fewer than 500 hotel rooms. In between, the number of hotel rooms ranges from about 6500 in Barbados to 2300 in Aruba, 1400 in Antigua, and 1,250 in St. Lucia. With some exceptions, the number of visitors is roughly proportional to hotel capacity.

Talukder, A.S. (1984: 83) examined and find that Tourism industry is well organized today Its contribution in the process of social and economic development has also been proved to be significant in different countries of the world. Bangladesh has bright prospects for developing this industry but our tourism industry bears an unimpressive profile basically due to improper planning. A sound plan for the development of tourism in Bangladesh should start with the task of identifying the motives that induce people to undertake tour and then finding out the proper ways and means to encash those motives to the maximum possible extent keeping in mind the existing social, economic and technological constraints.

Lloyd, P.J. (1964: 6) investigated and find that annual Holidays Act 1944, which granted two weeks holiday on full pay to all workers each year, and the popularization of motor travel have led to a steady increase in the number of New Zealanders who take an annual holiday away from home. Probably at least 50 percent the total population, that is over 1.25 million New Zealand residents, took, a holiday in the year ended 31 March 1963. As very crude estimate they spent £47 million on tourist travel within New Zealand. The number of overseas tourists visiting New Zealand in the post-war period has increased much more rapidly than the number of New Zealand tourists. In the year 1963-64 there was a total of 50,000 overseas tourists 110 stayed in New Zealand for periods up to a year, and a further 40,000 through passengers and passengers on cruise ships who visited New Zealand ports. These two tourist groups together spent about £5.1 million in this country. Accommodation for both New Zealand and overseas guests has lagged behind these rapid increases of

demand. The serious and persistent shortage of accommodation suitable for overseas tourists visiting New Zealand undoubtedly slowed down their rate of growth. For the travelling New Zealander the main result was that he had to suffer overcrowding and inflated rentals for holiday accommodation.

Kadt, E.D (1990: 15) described the general point to note is that anti-capitalist provisions in economic legislation have often left room for limited family enterprise. As political and economic conditions became more favorable to the latter (or more unfavorable to the public sector) more workers or farmers have turned into small-scale entrepreneurs and have ventured into the tourism sector. Nevertheless, economic legislation has continued to constrain essential aspects of these enterprises for example the number of workers that may legally be employed, consequently, growth has occurred in breadth (the number of establishments) but not in depth (their size). The result is a large, or growing sector of very small establishments, side by side with the large hotels and restaurants run by the state, and very little in between.

Bangladesh Parjatan Corporation (2001: ii) showed in its Tourism Statistics that the tourism industry in Bangladesh hit an all time high of 207,199 in Year 2001 in terms of tourist arrivals thus surpassing the earlier peak figure of 199,211 in 2000. In terms of foreign exchange Taka 2.65 billion were earned. Despite the events of 11 September, 2001 visitor arrivals exceeded the revised target of 1,93,000 set for the year by 7.35. Europe has recorded the fastest growth with substantial increase in arrival by 9.01 %. This is second to the Americas region which recorded a 27.27%

growth. Large number of visitor arrivals in the first half of the year accounted for this. Among the south Asian countries India continues to retain the number one spot contributing 37.69% to total arrival in Bangladesh. Arrivals from East-Asia and the Pacific decreased by 1.28% over 2001 as compared with that of year 2000. The tourist arrivals from Europe accounted for 24.22% during 2001. U.K. represented 67.92% of the European market share. Europe and south Asia together accounted for 69;77% of total tourist arrivals to Bangladesh. The balance 30.23% were from Americas 9.28% Middle East - 1.84%, East Asia & the Pacific-18.31%, Africa-0.75% and other regions - 0.05%. The Variation of the seasonal tourist flow during 2001 shows January, February, March, April, December to be the peak months. The highest level of tourist arrivals was recorded in January with a seasonal index of 139 or 39.51% above the monthly average. The month of November with the lowest. Arrivals recorded an index of 64. International airports continue to be the main ports of entry in 2001 with 76.46% arrivals and the balance 23.54% used the land ports. Compared to 76.06% and 23.94% respectively for the year 2000. The main motivation for travel to Bangladesh was under the category others (64,09%) followed by tourism (18.56%) and business (16,47%), Study and religious purposes accounted for the balance (0.88%).It should be noted that the *others* component tends to be an over estimate as most visitors prefer to declare their multi-purpose visit as *others*. The overall annual occupancy rate of Bangladesh Parjatan Corporation's. (National Tourism Organization) accommodation decreased slightly to 41.60% in 200 I from 49.10% in 2000.

Morison, J. and B.T. (1988: 7) investigated and find that many economic impact analysis utilising the input-output technique consider some change in final demand for the goods or services of a particular sector or sectors. Others consider the significance of existing sectors while others again examine the impact of new sectors or industries (or the decline of existing industries) on the regional economy. The change initiating the impact is the substitution of locally-produced agricultural products for imports by the tourism sector. This increased demand for agricultural goods has flow-ons to the rest of the economy as the farm sectors increase their own demands for material inputs, labour, etc. and, in the case of the livestock sector, changes its on from production technology. However, the impacting sector is tourism, and so it is on this sector's multipliers that attention is focused. Two sets of multipliers were estimated for the tourism sector, one set using the transactions table compiled for the Bahamas for 1983, the other using the same transactions table modified to take account of the substitution of locally-produced agricultural commodities for food imports.

In a publication Mondal M.A.L. (2001: 19-20) informed that Bangladesh is often projected in foreign electronic and print media as a country of floods and cyclones. Even normal floods caused by rain and necessary for our agriculture get unnecessary wide publicity. This creates a negative impact on the mind of foreign tourists. Bangladesh as a tourist destination is geographically far away from the traditionally tourist generating countries of Europe and Americas. Planned marketing and publicity play a vital role to promote tourism products or destinations. Continuous promotion of tourism products through

publicity media and tourist publications, both national and foreign, motivate potential visitors to a country. Due to paucity of fund we are yet to implement aggressive promotion and marketing campaign at home and abroad. Although, National Tourism Policy stipulates establishment of Tourist Offices jointly with Biman at places of international tourist markets nothing has yet been done in this regard. Our foreign missions are not very active in the promotion of our tourism industry abroad. Bangladesh is yet to develop sufficient infra- structural facilities to make the tourist destinations easily accessible for tourism promotion. Road, rail, air, and reverie communication require improvement to offer quick and comfortable services to the tourists. Electronic commerce and tourism are complementary to each other. We are far behind in this very vital area. Experience shows that neighboring countries are the main generating markets for the majority of touristically developed countries. Strict frontier formalities specially visa and customs formalities are not very conducive to promotion of tourism specially intra-regional tourism. Private sector in the country is shy to invest in tourism sector. National Tourism Policy, industrial Policy and the current five year Plan encourage private investment in tourism sector through granting various financial incentives. But the investment from the private sector is far from satisfactory. Skilled and professional manpower is a pre-requisite to develop and promote tourism in a country. BPC's National Hotel and Tourism Training Institute, the only institute of its kind in the country, can not cope with requirement of trained manpower for this expanding hospitality industry. Tourism has recently been recognised as a significant sector for socio-economic development of the country. But tourism as an industry has not yet got required allocation on

priority basis in the public and private sector. Following measures may help obviate the above mentioned problems and constraints and accelerate promotion of tourism industry in the country. The measures listed include financial and technical assistance from development partners, enhanced budget allocation from the government and certain other policy decisions. Financial and technical assistance to up-date the strategic Tourism Master Plan prepared for Bangladesh by WTO under the assistance of UNDP in 1990; Technical assistance to conduct feasibility study to promote ecotourism in the Sundarbans and Hil/tract districts through preservation of ecological balance;

Assistance to undertake survey regarding tourist generating markets for Bangladesh and recommend product promotion plan; Financial and technical assistance to prepare tourism marketing strategy and publicity plan and image-building programme for the country; Assistance to conduct on the job training/familiarisation tour for the tourism professionals in the touristically developed countries; technical and financial assistance to expanded professional training capacity at the National Hotel and Tourism Training Institute run by Bangladesh Parjatan Corporation (NTO); Assistance/ scholarship to organise trainers training programme abroad; Technical and financial assistance to make feasibility study and establish Exclusive Tourist Zones (ETZ) specially in the islands of the country; Assistance to organise investment by the international chain hotel companies to develop tourist resorts in the country; Invitation to foreign travel writers to visit Bangladesh to project our tourist destinations in the international media and to remove the misconception of floods and cyclones; Relaxation of frontier formalities specially visa formality among neighbouring

countries for promotion of intra-regional tourism; As envisaged in National Tourism Policy, allocation of adequate fund in the revenue budget of the Ministry of Civil Aviation and Tourism for publicity on tourism at the local and international levels; Development of infrastructural facilities including air transport to make the tourist destinations easily accessible to tourists. More participation of private sector in tourism.

CONCOPE Viewed (1986: 27) Bangladesh Parjatan corporation as a successful organization and expressed their view that Tourism Growth Pattern Tourists arrival in Bangladesh is now on the increase. Compared to 1981, there was an increase of 9% in 1982. In 1983 increase was 49% over that of the previous year. In 1984, increase was 29% over 1983. Indian tourists are, by far of the largest number (about 43.61 %) followed by U.K., U.S.A., Pakistan, Japan and West Germany. In the beginning, the tourist traffic showed a steady upward trend till 1974. But from 1975, there was downward trend till 1979 and 1980, there was Increase in arrival, but again in 1981 the arrival figures dropped. Since 1982 the arrivals have registered a steady increase. Nearly 80 thousand tourists arrived in 1983 and in 1984 Bangladesh have crossed the figure of a hundred thousand tourists for the first time. In tourist arrival figures in 1985 is now being compiled. And from the trend of figures so far available it can be easily inferred that 1985 figure will far exceed the 1984 figure. Successful utilization of available of resources and manpower, devoted attempts to attain the inconle targets of different projects, austerity drive, improved operational and administrative measures backed by sincerity and devotion of the employees have contributed to make the corporation play a meaningful role in the

economic activities of the country.

Anand, M.M. (1976: 203) investigated and find that Tourism in World Economies in recent years there has been a growing realisation of the potential of tourism in most countries. According to the American Chamber of Commerce, Basically there are three ways of increasing the wealth and business activity of a country, viz., the development of the agricultural front, progress in the industrial sphere and development in the tourist field. In 1964 the United Nations Conference on Trade and Development which set the goal of a minimum growth rate of 5 per cent in the national incomes of developing countries during the United Nations Development Decade (1960-70), gave special emphasis to the role of tourism in accomplishing the above objectives. It pointed out that this field of invisible trade, had been largely unexplored and stressed that it offered a unique opportunity to the developing economies to meet the increasing demand for foreign exchange, arising out of development needs. It may be of interest to note that communist countries, especially, Yugoslavia, have fully realised its significance and built up significant tourist markets. To quote Vladimir Ankudinov, head of the Foreign Tourism Board of Russia, Electronics, plastic, computer and many other new industries are expanding at a much faster rate than the old classical industries. But there is one industry which for rate of growth can well *compete* with any of the new comers. That industry is tourism. During the year 1972, international visitor receipt is estimated to be Rs. 205 billion and if one were to add the figure of domestic tourists to the above figure it would work out to over Rs. 970 billion. The money spent by the tourists, however, is not exhausted in a single stroke. It continues to

circulate in the economy, though at decreasing rate because some of the money is exported outside the country for the import of goods and service needed by foreign visitors for some time before it finally disappears. Chechi and Company have built a series of models to show how under varying conditions expenditure by visitors flows through different economies. It showed that the money spent by visitors turns over or multiplies, 3.2 to 5.5 times before it finally disappears. And in the twelve month period the tourism multiplier works out 3.2 to 4.3 times. The figures of Rs. 2.5 billion would multiply to Rs. 656 billion and Rs. 882 billion. It is exactly this amount which must be taken into account while calculating its impact upon the economy in terms of jobs created, taxes raised or effect on national income.

Labor institute for human environment Washington DC, U.S.A. (1983 : 313) observed that Tourism is today the second largest item of world trade. It is a source of bitter controversy and yet a topic of intense regional collaboration in both international and sub-national politics. It is a policy area infused With the most optimistic projections and the most vitriolic criticism. It is also almost totally ignored by political science. This paper presents a case for examining the politics of tourism by illustrating its intrinsic relevance to nearly every facet of the discipline. The paper also argues that in the absence of political science interest important dimensions of the political costs and advantages of tourism have been neglected. As a consequence, the development potential of tourism has frequently collided unnecessarily with the public interest and even the long-run interest of the tourism industry.

WTO (1996:16) reported that although it is difficult to discern any reliable growth trends in the promotional budgets of national tourism administrations (NTAs) and national tourism organizations (NTOs), annual increases in US dollar terms have averaged over 7% since the beginning of the 1990s except in 1993. This would suggest that promotional budgets are increasing at a slightly faster rate than NTA budgets overall.

International Monetary Fund (1988: iii) studied and find that Tourism is an important industry for the East Caribbean countries (ECC) and in some has become the leading source of foreign exchange earnings. The share of ECC tourist arrivals in the Caribbean region changed little between 1970 and 1980, but has risen since that time. The recent economic recovery in industrial countries and the decline in the real price of air travel owing to falling oil prices have helped to raise the growth of tourism in the ECC in the past several years. As the common currency of the ECC countries is pegged to the U.S. dollar, the depreciation of the dollar vis-a-vis European currencies also has been a contributing factor. A model is constructed to estimate the income and price elasticities of stay over arrivals in the ECC. The income elasticity is estimated to be 1.0 in the short run and 2.7 in the long run. The price elasticity is estimated to be minus 0.3 in the short run and minus 0.8 in the long run. Based on these estimates and projections for real incomes and prices, the long-term growth of stay over arrivals in the ECC is projected to be about 8 percent a year. Although the model performs well in predicting recent stay over arrivals, because of data limitations it omits several factors that may be important in the determination of stay over arrivals. For example, the model does not take into

account the effects of changes in competitive positions owing to developments in the countries of the region or of changes in government efforts to support tourism. Therefore, developments in these and other potentially important factors may give rise to a growth rate of ECC tourism that differs from the projection of the model.

World bank pointed out (1979: 9-10) three stages of tourism development in its staff working paper 326.

Stage 1: Discovery In this stage a few intrepid souls "find" a new area. Most of the tourists who visit the destination area are explorers, permanent tourists and expatriates; a few are drifters. Travel styles in the discovery stage are leisurely, exploratory, and multipurpose, multi destination. The encounter between tourist and host is face-to-face. The nature and extent of the impact of tourism at this stage depends to a large measure on the population density of the destination area and its resources. The tourist takes the people as he finds them and adjusts to the limited resources available; his adjustment to the host is greater than the host's adjustment to the tourist. Hosts generally welcome tourists at Stage I the population views tourism as desirable and the tourists' interest in the host country as more than superficial. The attitude of the host is one of "euphoria"

Stage II: Local Response and Initiative In Stage II the destination area gains popularity and attracts a large number of tourists. The types of tourists attracted are the same as in Stage I, however, and the contact between tourist and host remains face- to-face. Like Stage I, Stage II is characterized by local decision making and control of tourism, local ownership and absence of

standardization of tourism facilities, and the use, primarily, of local resources. Tourism development continues to be spontaneous and generally uncoordinated. The needs of tourists are met through a differentiation of existing resources- for example, creation of a local tourist association and partial conversion of houses to guest homes or small hotels. The host population introduces small-scale technological improvements to accommodate tourist's refrigerators, motor boats, flush toilets. Nevertheless, the tourist's adjustment to the host culture is almost as great as the host population's adjustment to the tourist. The transition from Stage I to Stage II seems to require a local catalyst (e.g., a resident immigrant or native entrepreneur).

The contacts between tourist and host and the necessary mutual adjustments have their effects on the host population. Most of this effect involves a reassessment of the means of attaining ends (values). Such effects include: a desire for better education, increased tolerance for other cultures, increased egalitarianism, increased employment, differentiation of occupations, a higher standard of living, and increased contact with the world outside the destination area. As the number of tourists increases, the attitude of the host population towards tourism gradually changes from "euphoria" to "apathy" Towards the end of Stage II contact between tourist and host becomes increasingly impersonal and formal. Tourism revenues grow as the destination becomes established as a tourist resort, but the local administrative, organizational, and economic resources appear to be incapable of handling the volume of tourists; services break down. The destination area is ready for Stage III.

Stage III: Institutionalization Institutionalization implies more than an increase in the number of tourists in the destination area. It usually involves: standardized tourist facilities and services (Western style hotels, packaged tours), formal contacts between tourist and host, loss of local control over the development of tourism, and increased economic dependence on individuals and groups outside the destination area. In the eyes of the local resident, institutionalization is the stage where outsiders (fellow nationals and foreigners) take over.

Bangladesh National Tourism Human Resource Development Committee Expresses (1997:3) its views by following lines regarding tourism related human resource development; Regional trainer development programmes has been developed and implemented in conjunction with the private sector, to increase the competence and number of on-the-job trainers, and to assist trainers in training institutes in both the public and private sectors. The Regional Trainer Development Programmes have a target of 28 courses in Bangladesh. Each participant will in turn train a targeted number of new entrants per annum; thus giving a cascade effect .

The programmes will be designed for the region and implemented regionally to develop an initial pool of trainers. The programmes are based on the agreed standards and provide the methodology for implementation of training at local level. The objective is to meet immediate needs by imparting to personnel with the technical competence the specific skills required to conduct a specialist training programme and produce a cascade effect.

Some important lines can be mentioned from Tourism 2020 vision by WTO (1999:4). A document entitled "Executive Summary" was distributed at the General Assembly in Istanbul in October 1997 which contained: global tourism prospects and determinants; regional forecasts; the results of the NT A survey; and the "Megatrends" which will need to be exploited (or adjusted to) for success in the period to 2020. An updated version on of the Executive Summary, distributed at the Ministerial Conference on Oceans and New Tourism Destinations in Lisbon in June 1998, was expanded to include key developmental and marketing factors; while a second revision is being published in 1999 taking the September 1998 Asian NTA survey results into account.

Olokesusi, F. (1989:73) observed and find that From field investigations, there is no doubt that tourism has come a long way in recent years, from being a couple of paragraphs on hotel development in past national development plans to occupying a large percentage of the development programmes of some states like Lagos, Hauchi, Rivers and Ogun. The rekindled enthusiasm in these states and the federal level appears fostered by tourism's perceived enormous foreign exchange earning, employment generating activities and the desire to exploit previously unused or underutilized natural resources, facilities and monuments. Nigeria is one of the few nations in Africa that are greatly endowed by nature. Its great land mass is blessed by rich and beautiful continental shelf, brilliant sunshine virtually all year round, water falls, evergreen and luxuriant vegetation, beautiful landscape, hills and perhaps unsurpassed wildlife, historic and architectural monuments as well as unique cultural attraction and activities.

All these make the country, a tourist's haven.

NTHRDC (1997:2) at its regional workshop stressed on following demand. Our national committee has given much importance to creating the cascade effect. A national skills testing and certification system is presently being implemented in support of the entry-level training. The setting up of In House training is well underway achieving the desired cascade effect. The monitoring of trainers is now an ongoing process this was undertaken in Dhaka, Chittagong and Sylhet. All 596 trainers have now received the worked based projects papers in their respective disciplines. To date 320 have been returned for assessment and certification. Estimates show that over 1200 existing and new staff are already benefiting from the "Cascade Effect" of the project through entry level and upgrading training. Trainers and staff speak very highly of the training materials provided and express their satisfaction. A further 3 industry based centres are presently being proposed within the Bangladesh Parjatan Hotel system.

Tourism projects development (1974:1) of Indonesia expressed their view in the Bali Tourism project that Indonesia attracted relatively little foreign tourism until 1967. During the subsequent period of stability and rapid economic growth, the number of foreign visitor arrivals grew at an average annual rate of over 50% to reach an estimated 300,000 in 1973. An even more rapid increase might have occurred but for the severe lack of suitable hotel accommodations particularly in Bali. Foreign visitor arrivals in the island grew at an annual rate only half that for the country as a whole during 1969-73. Though ideally suited to complement rather than compete, with other destinations for multiple-stop

group tours, Bali, despite its unique appeal to intentional travelers, presently receives only 5% of the tour traffic to Southeast Asia. Similarly, its potential as a single destination for tourists from neighboring countries, and for weekend excursions by business travelers to Indonesia, has hardly begun to be tapped.

ESCAP Tourism Newsletter published (August 1994:6) that, with this growth rate in tourism, human resources development for the travel industry has become an overriding concern. In both developed and developing destinations, the travel and tourism industry will continue to be a major source of jobs, employing one out of every 14 workers worldwide. In 1990, it was estimated by the WTTC that the industry provided direct employment for 118 million people and created an additional 294 million indirect and induced jobs. In the Asian and Pacific region, the travel and tourism industry employed 55 million workers or one out of every 22 workers; or, if we exclude South Asia and China, the industry employed nearly one out of every 10 workers. Although the impacts vary by country, the percentage of the labour force directly employed by the industry in 1990 was significant. In Japan, for example, it was reported to be 9.8 per cent, as compared to 7.4 per cent for the United States. For Hawaii, where tourism is the most important economic activity, nearly 24 per cent of the labour force is directly employed in the travel and tourism industry, and combined with indirect and induced employment, the industry accounted for nearly 40 per cent of all jobs in the state.

OECD Tourism committee (1968:7) defined Tourists as follows,
The following are considered as tourists:

- a) persons travelling for pleasure, for domestic reasons, for health, etc.
- b) persons travelling to meetings, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic, etc.);
- c) persons travelling for business reasons;
- d) persons arriving in the course of a sea cruise, even when they stay less than 24 hours. (The latter should be reckoned as a separate group, disregarding if necessary their usual place of residence).

The following are not regarded as tourists:

- a) persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country;
- b) other persons coming to establish a residence in the country;
- c) students and young persons in boarding establishments or schools;

- d) residents in a frontier zone and persons domiciled in one country and working in an adjoining country;
- e) travellers passing through a country without stopping, even .if the journey takes more than 24 hours."

In Tourism Sector Working paper, World Bank (1972:3) informed that since the early 1950s international tourism has grown rapidly, particularly after the liberalization of foreign exchange and travel restrictions which characterized the years following World War II. In the early 1960s international tourism, which in Europe had been mainly limited to neighboring countries, spread more widely and developing countries began to benefit increasingly from its growth. From 1950 to 1970 international visitor arrivals (including vacationers, business and other visitors) in all countries grew from 25 million to 168 million an average yearly growth rate of 10% while international tourism receipts rose from \$2.1 billion to \$17.4 billion, 11% per year. In some of the developing countries much higher growth rates have been recorded in recent years. As these more distant destinations have become increasingly accessible with the expansion of air transport.

CONCOPE, (1986:16), examined and find that The Corporation, jointly with Bangladesh Biman, has taken a few steps to attract an increasing number of tourists in to the country. The bi-monthly travel journal 'Parjatan' has gained wide appreciation. It has been coming out since April, 1985. The Tourism Training

Institute also runs a three-star standard training hotel and restaurant which has recently undergone face lift suiting the needs of the foreigner residents and members of different foreign missions in Bangladesh.

Goonatilake, S. (1978:2) examined and find before 1966, the main promoting agency for tourism was the Tourist Bureau, a government department. At that time, there was no special urgency about tourist promotion. In the period 1960-65, a Hotels School was inaugurated and the Tourist Bureau was brought under the Prime Minister. During this period improvements were made to the Hikkaduwa rest-house and proposals were made to invite a large multinational hotel chain (Hilton) to set up a hotel in the country. The period 1965-70 saw institutional changes in the tourist promotion organs. In 1966, by an Act of Parliament, the Ceylon Tourist Board was created as a policy making body, and the Hotels Corporation was established. The main promotional activity in 1966 was the hiring of a consortium of firms from the USA. (Harris, Kerr, Foster and Company), financed by US AID to do a feasibility study and create a ten year development plan for the industry. This team, which was drawn largely from Hawaii, stayed on the island three to four months and produced a report which, in its broad outlines, has served as the fundamental blueprint for tourists expansion since then.

Erbes, R. (1973:2) studied and find that three main attitudes to international tourism seem to be held among the developing countries. The first is that of a country relying on industry for its development, with no serious change problems, where the growth of the tourism sector is not considered a priority matter, or may

even be regarded with some misgiving. The second attitude is that of a country which has embarked upon a development policy based on industrialization and/or agricultural expansion and where at a given moment international tourism appears to be a means, or the only means of dispelling the bottlenecks arising from the shortage of foreign exchange. This may inspire development programmes for the tourism sector based on the theme of tourism as the source of salvation. The third attitude is that of a country which has gone all out for the development of the tourism sector from the start. Here however, there different approaches are possible. Some countries base their decision on prior or adhoc economic calculations others dispense with any such calculation; others again make retrospective calculations either to rationalise the consequences of their choice, or to give it veneer of economic logic, or sometimes to do both at once. If any event, the developing countries turn to international tourism in the hope that it will contribute to the achievement of a number of aims, the chief being an increase in the national product, an inflow of foreign exchange for the needs of economic development, creation of new jobs, increased government revenue and diversification. To these may be added the development of certain problem areas, the stimulation of domestic intermediate demand, and changes in the economic structure regarded as favourable to development.

Hasan, S.R. (1988:19) reported that tourism is an important force for fostering universal peace and friendship. It is also an important source of income for many third world countries. Bangladesh is also trying to develop this industry relentlessly since its liberation. However, the major problem is to answer the

question "why the international Tourists will select Bangladesh as their destination. He understood that the resources are not enough in Bangladesh.

Hossain, A., (2002:85) Conducted a cross sectional study and recommended that findings, based on average score, reveal a mixed picture of attitudes of the respondents towards different marketing mix elements of the tourism industry in Bangladesh. The overall mean attitude scores were 3.43 for product, 3.01 for place, 3.44 for price and 3.10 for promotion. These overall mean scores for all the marketing mix elements were higher than the mid-value (3.00) of the scale. The findings of the study indicate that marketing mix elements of the tourism industry in Bangladesh are not as bad as perceived. They are relatively better than the perceived image of the foreign tourists before their visit to Bangladesh. Of course, attitude scores for some of the variables under each of the marketing mix elements were found lower than the mid-value of the scale. Therefore, effective measures should be taken to create positive attitude towards those variables and attain relatively better performance of this industry.

ESCAP Tourism News Letter (1994:14) analyzed Tourism in relation to small islands countries. Though the amount of visitors and the state of tourism vary considerably from country to country. South Pacific island and countries are beginning to place increasing emphasis on it for growth and development the island countries are still unspoiled. They offer a wide range of attractions which vary from country to country: the natural beauty of the islands their warm tropical climates, sandy beaches, bird watching, game fishing, water sports, inland to our, friendly

people with diverse cultures, traditional entertainment and recreational facilities.

Hossain, A. (2001:23) conducted a survey on available literature and comment that much of the literatures, both published and unpublished, reviewed clearly indicate that there is a lack of strategic promotional approach in the case of tourism industry worldwide. No study has presented marketing promotion strategies of this industry in a comprehensive manner.

Mak, J. and K. W. (No year: 121) reported that international tourism is a large source of income for many countries in the world. Even after excluding international transportation, tourism accounts for one-quarter of the world trade in services and more than 5 percent of the total value of world exports. It is the largest of the individual service industries. International tourism is proportionately more important for developing countries than for developed countries, accounting for about one-third of their service trade. Typically, industrialized countries have deficits in their travel accounts, whereas developing countries have surpluses.

After a close-to-three year programme of research and analysis, The World Tourism Organization(1999:2) in the process, of completing the various reports -eight in total, plus a second revision of the Executive Summary -which constitute the Tourism 2020 Vision project. There are six publications specifically detailing interregional and long haul forecasts for each of the six world regions, down to on individual country basis. There will be an overall volume containing: global and regional tourism

determinants, prospects and forecasts; the results of the 85 respondent NTA survey; and the megatrends which individual countries and operators will need to exploit, or adjust to, for success in the period to 2020. This is the volume on which the Executive Summary is based. Finally, a market segments fact file will be produced. This will present information on major and rapidly growing market segments niches (e.g, scuba diving weddings and honeymoons) in a comparable action-orientated format covering features such as: working definitions, demand estimates, characteristics of demand and supply, growth prospects and promotional guidelines.

Urry, J. (1999:5) stated that before the nineteenth century few people outside the upper classes travelled anywhere to see objects for reasons unconnected with work or business. And it is this which is the central characteristic of mass tourism in modern societies, namely that much of the population in most years will travel somewhere else to gaze upon it and stay there for reasons basically unconnected with work. Travel is now thought to occupy 40 per cent of available 'free time'. If people do not travel, they lose status, travel is the marker of status. It is a crucial element of modern life to feel that travel and holidays are necessary. 'I need a holiday' is the surest reflection of a modern discourse based on the idea that people's physical and mental health will be restored if only they can 'get away' from time to time. The importance of this can be seen in the economic significance of tourism as an industry. I will now refer briefly to a variety of empirical indicators which show the importance of tourism in contemporary Britain. Such tourist-related services now employ about 1.5 million people and it is estimated that employment is

increasing by 1,000 jobs per week, worldwide tourism is growing at 5-6 per cent per annum and will probably be the largest source of employment by the year 2000. Tourist spending in the UK is currently worth at least £15 billion.

Rao, A. (1986:3) carried out a study and declared that instability of foreign exchange earnings, 'whether due to instability of earnings from commodity exports or service exports, may affect domestic investment, consumer income and government revenue and expenditure. The effect on these variables may lead to retardation of the growth of the economy.

2.1 (ii) RESEARCH GAP:

From the above delineation, it is substantiated that in the field of tourism a few studies are performed all over the world and no one of these could cover all sides of tourism. Though there has been a considerable expansion of tourism activities and an intense world wide competition in this sector, relatively little attention has been given by the professionals and researchers to the issues of tourism. As a result a few articles and several text books have been found as yet. Bangladesh tourism industry is of no exception from the above (Hossain, M.A. and M.S.H, 2001:20). No comprehensive study as yet been done on Bangladesh Tourism. Hasan, S.R. (1992) identified some specific problem in the field of Tourism and he suggested some measures to develop tourism but how those suggestions can be implemented he did not added. Talukder, A.S. (1984)

declared that there are some qualified gaps in planning of Bangladesh Tourism. But he did not mention how this planing can be achieved. Mondol, M.A.L. (2001) identified some problems but he did not indicate the barning question. Bangladesh National Tourism Human Resource Development Committee identified some gaps in human resource development training but in Bangladesh training centers on Tourism are not much available. Hasan, S.R (1988) raised the question why tourists will select Bangladesh as their destination. But we do not get proper answer from them. Hossain, A. (2002) showed that marketing mix elements of the tourism industry in Bangladesh are not as bad as perceived, but our findings in tourism sector are not satisfactory. Finally, it can be said that there is a wide gap in research works in the field of tourism.

Here the following gaps could be identified. Air port problems, management problems in hotels and motels, communication problems, chattering service problems, tourist motivation problems, tourist generation problem, image problem, accommodation problems, problems in bustards railway stations, the behaves of staffs and workers related to tourism industry, tourists' demands, security problem, traffic jam in cities, maintenance of tourist places, problems in city services to tourists, the attitudes of local people to foreigners, shopping facilities in Bangladesh, sports and sports facilities in Bangladesh, visa and immigration system of Bangladesh, how to make Bangladesh attractive to foreigners.

2.2.(i) METHODS OF DATA COLLECTING

Questionnaire and interview methods are mainly followed to collect data in this study. The study is conducted through two pre developed Questionnaire for foreign and local tourists. In some cases respondent did not agree to fill up Questionnaire but they agreed to face interviews. So in those cases interview method is followed. A total of 200 Questionnaire distributed among the local and foreign tourist of which 105 were returned. Then those returned Questionnaire and written interviews are analyzed to procure data.

2.2 (ii) SELECTION OF SAMPLE

Various tourist spots are situated in various parts of the country. But Coxes bazar, Moinamoti, Mahastangor, Kapti, Kuakata are the famous tourist spots in Bangladesh. So these spots are selected as samples. On the other hand high-class tourists take shelter in five star hotels such as, Hotel Sonargaon, Dhaka Sheraton etc. Then to get representative and genuine tourists these two hotels are selected to survey and interview of their customers.

2.2 (iii) SAMPLE SIZE

In this study 80 local and 60 foreign tourists were given "Questionnaire but 60 local and 45 foreign tourists returned their answers. Further more 20 foreign and 30 local tourists were interviewed. On the basis of experience as tourists, interest to answer they are selected to give Questionnaire and make them interviewed.

2.2 (iv) SELECTION METHODS OF SAMPLE

The study is conducted through questionnaire, interview and random sampling methods. Local and foreign, all tourists are selected on the basis of random sampling. In this process all tourists at respective places had an equal chance to be selected.

2.2 (v) QUESTIONNAIRE PREPARATION

A well-organized questionnaire is prepared to conduct this study. Before finalizing the questionnaire, it is skillfully tested to identify its drawbacks. In this connection helps from experienced persons were appreciated cordially. Then the problems of data collection, avoiding biased or ambiguous questions, discovering the errors in interviewing were possible and as a whole the standard of the questionnaire increased.

2.2 (vi) SOURCES OF SECONDARY DATA

This study is partly dependent upon the secondary data obtained from the following sources:

- ❖ Bangladesh parjaton Corporation.
- ❖ Association of Travel Agents Bangladesh.
- ❖ Hotel Sonargaon
- ❖ Dhaka Sheraton
- ❖ Relevant Journals
- ❖ Relevant Reports
- ❖ Various survey of national and international level.

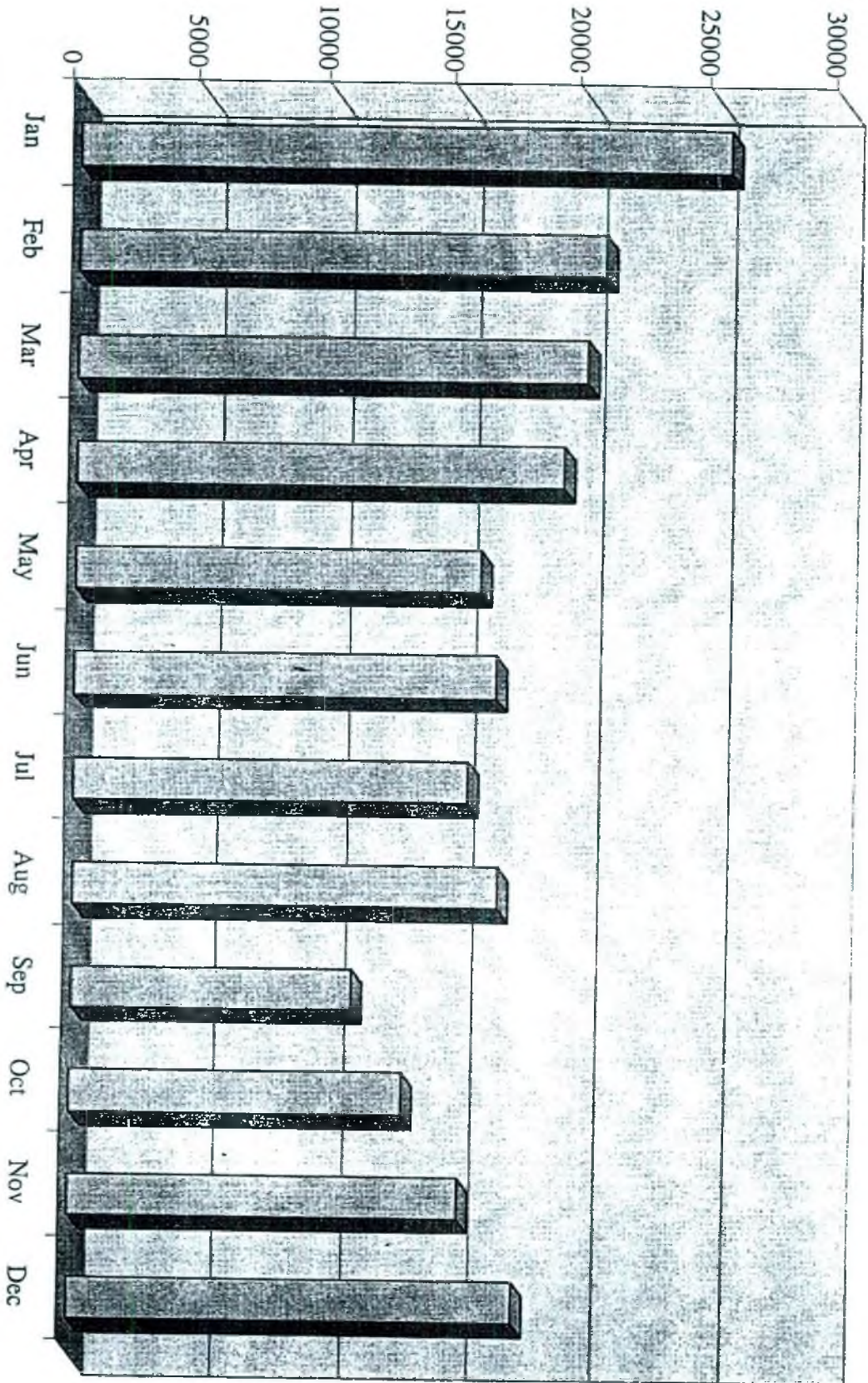
CHAPTER-3

TOURISM IN BANGLADESH

3.1 A GENERAL OVERVIEW

In the course of history, this part of Indian subcontinent had always attracted the foreigners; some times as invaders and sometimes as tourists. Long back in the past, Sonargaon and later Dhaka had been visited by so many famous travelers like Ibn Battuta (1345 AD), Nicholus Pisento, Lewis Vertomannus (1503), Caesar Frederick (1565), Ralpp Fitch, Methold (16th century), Mandelslo (16th century), Francois Berneir (1666), Sebastion Manrich (1640) and others . Besides, many famous preachers of different religious ideologies came into this land and many of them suchas Shah Jalal, Shah Paran, Khan Jahan Ali, Shah Mukdum Shekh Farid etc settled down here permanently. Bengal had always been a good destination for the international tourists. But with passage of time Bengal has lost its attraction as a major tourist destination and at present we could be placed no where in the list of major tourist importing countries of the world. (Hasan, S.R., 1992, P-14.)

Visitors' Arrivals by Months (Year 2002)



Source : Bangladesh Parjaton Corporation.

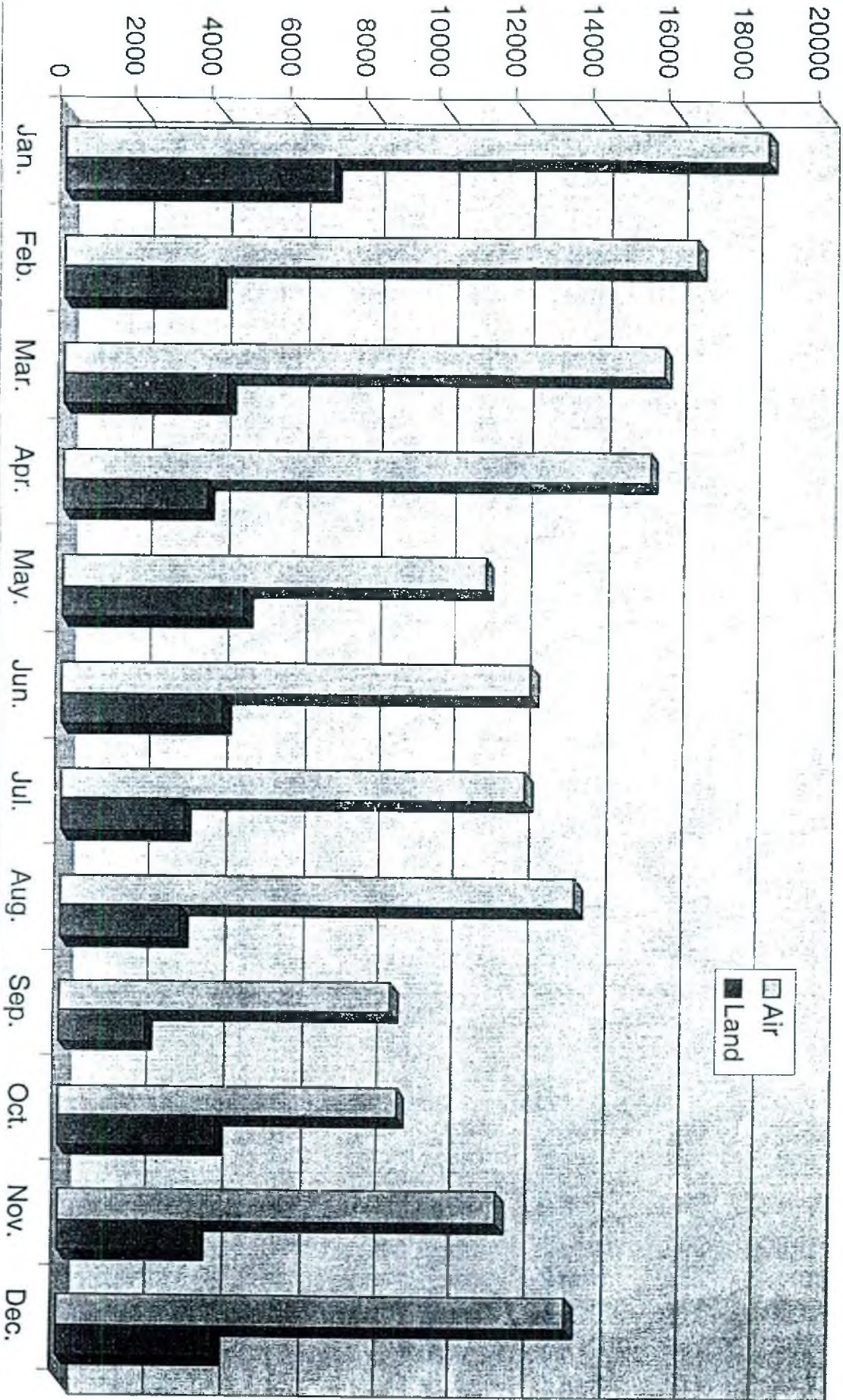
Figure-6

Figure-6 shows that January 2002 was very fertile for tourists' arrival in Bangladesh. The arrivals of February, March, April are not hopeless but the arrivals of May, June, July, August, September and October are not encouraging. This also clearly makes us conscious that winter in Bangladesh is favorable for tourists' coming. It is known that November, December, January and February are the months of winter. September is holding the lowest position among the months of 2002. But after September tourists' coming are gradually increased up to January. But after January gradual recession begins. May, June, July and August are holding more or less same position.

Figure-7 indicates that Air transport is more attractive than that of road transport to the tourists. Balance infrastructure is very important for an economy. This figure confirms that our road transport systems are not well developed and organized. Countries like Bangladesh can not develop internal air transport due to the deficiency of capital. Air transport infrastructure is very costly. But the infrastructure of road is less costly than that of air transport. It is our sorrow that still now we have not developed our road transport well. In Bangladesh there is another transport system that is water transport. We should try to make this transport system popular.

Arrivals

Vivitors' Arrivals by Mode of Transport (Year 2002)



Source : Bangladesh Parjaton Corporation.

Figure-7

**TABLE -1: VISITORS' ARRIVALS BY MONTHS
(1993-2002)**

Month/Year	%	1993	%	1994	%	1995	%	1996	%	1997	%	1998	%	1999	%	2000	%	2001	%	2002
January	10	11179	11	13616	12	16826	12	18523	9	15609	10	17600	9	14485	10	17663	12	13160	12	25548
February	8	8926	09	10758	7	9707	7	10910	8	13011	9	16490	12	19800	8	14022	10	18730	10	20724
March	8	8280	6	8096	8	10848	9	13784	6	9878	10	17485	10	17394	9	15323	8	15982	10	20062
April	7	7671	7	9144	8	10545	8	12853	7	11112	8	14453	11	18143	8	13730	8	14976	9	19216
May	7	7701	8	10084	8	11611	8	12317	8	12402	8	14788	8	13169	8	13432	8	15647	8	15926
June	8	8890	8	9729	8	10588	8	12447	7	11178	7	13311	7	12076	7	12484	8	14212	8	16606
July	8	8815	8	10206	8	11626	8	13262	9	14016	7	12830	7	12475	8	13688	7	14809	8	15517
August	10	10013	7	9231	8	10649	8	11813	8	13282	8	13484	7	11348	8	13016	7	13399	8	16732
September	8	8627	6	7861	6	8979	8	10152	7	12263	7	12468	6	9986	7	11529	7	12874	5	11015
October	10	10971	6	11491	7	10134	8	13004	9	15582	6	15688	9	15127	10	17126	6	15855	6	13053
November	9	9641	9	11631	9	13146	8	12000	10	15827	9	16971	8	13909	9	15388	8	19489	7	15265
December	09	9761	12	14938	11	15463	10	15166	13	21727	9	16852	8	14049	9	15380	10	20078	9	17528
Total		110475		126785		140122		156231		165887		182420		171961		172781				17528
%		07		08		09		10		10		11		11		11		12		13

Source: Bangladesh Parjaton Corporation

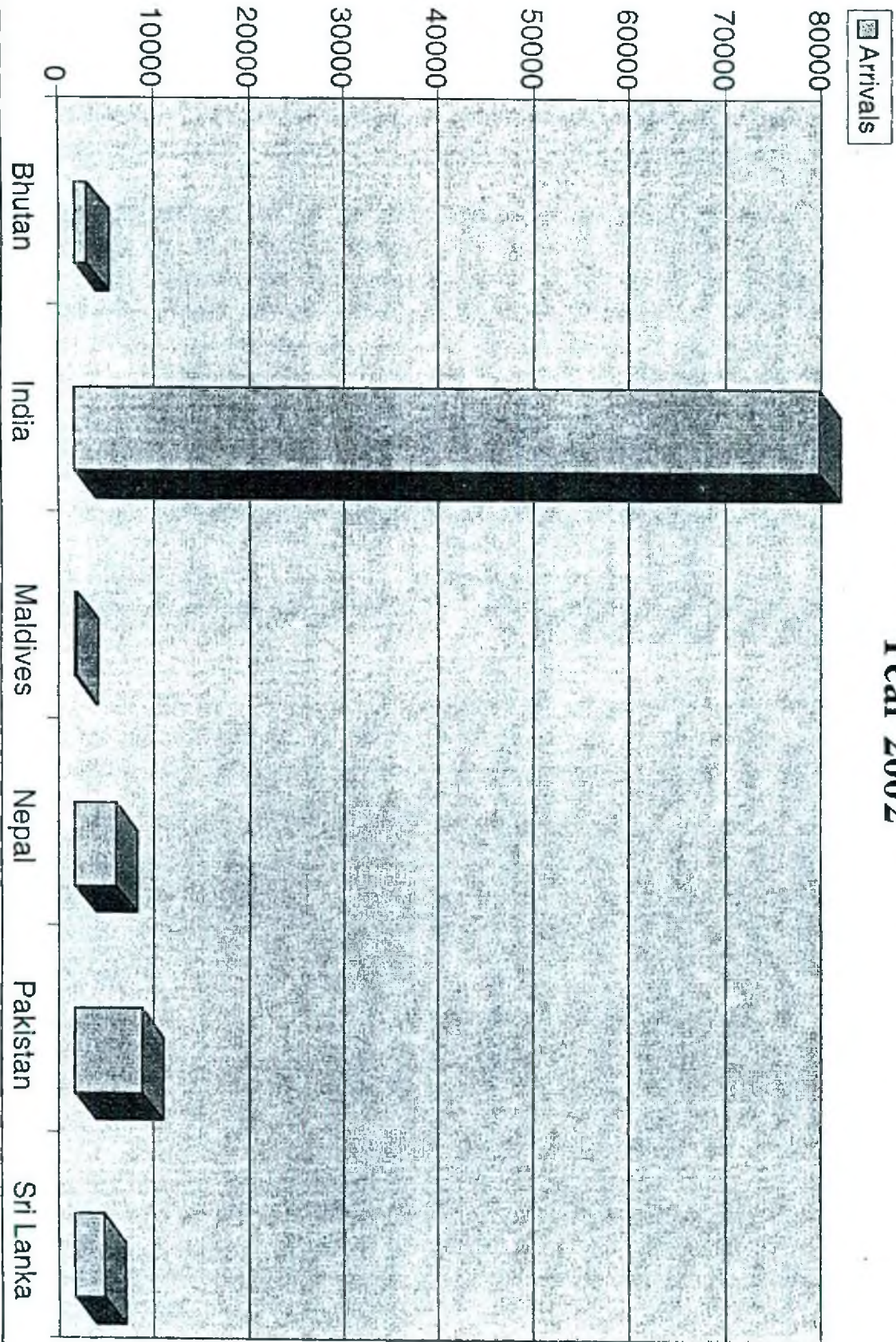
Table-1 Shows that the visitors' arrival in Bangladesh is increasing. But these increases are not satisfactory and sustainable. So we should forward in more organized ways. It is observed that in 1993 110475, in 1994 126785, in 1995 140122, in 1996 156231, in 1997 165887, in 1998 182420, in 1999 171961, in 2000 172781, in 2001 199211 and in 2002 207199 tourists arrived in Bangladesh. It is also observed that in 1993 7%, in 1994 08%, in 1995 09%, in 1996 10%, in 1997 10% in 1998 11%, in 1999 11%, in 2000 11%, in 2001 12% and in 2002 13% tourists arrived. Definitely Bangladesh is taking some measures to develop tourism. Data from 1993-2002 prove that those measures are positive. So tourist arrivals are gradually increasing. It is known that present world is the world of competition, Tourism is a business. This business is also not out of that competition. The increases in tourists' arrivals are appreciable but it is not enough to face the challenges of 21st century.

**TABLE-2: VISITORS' ARRIVALS FROM MEMBER COUNTRIES OF SAARC
(YEAR 2002)**

Country	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total	% Market Share
Bhutan	79	62	76	74	112	126	111	121	149	88	164	111	1263	1.35
India	10342	7479	7543	7191	7023	6786	5236	5531	3734	5673	5718	5833	78090	83.25
Maldives	16	13	12	13	08	12	05	07	01	09	30	03	129	0.14
Nepal	623	387	450	331	288	298	290	342	238	226	394	412	4280	4.56
Pakistan	866	804	756	716	533	567	529	485	315	429	420	590	7010	4.47
Sri-Lanka	358	315	331	321	201	235	225	327	159	167	205	182	3.26	3.23
Total	12274	9060	9169	8646	8065	8024	6397	6813	4596	6592	6931	7131	937987	100.00
%	13	10	10	09	09	09	07	07	05	07	08	08		

Source: Bangladesh Parjaton Corporation

Visitors' Arrivals from Member Countries of SAARC Year 2002



Source : Bangladesh Parjaton Corporation.

Figure- 8

Table-2 and Figure-8 indicate that among the SAARC countries the highest number of tourists come from India. Pakistan is in the second position. In the year of 2002 India produced 78090 tourists for Bangladesh and in Bangladesh tourist Market this share is 83.25%. Pakistan produced 7010 tourists and the market share is 7.47%. Nepal produced 4280 tourists for Bangladesh in the year of 2002 and its market share is 4.56%. Sri Lanka produced 3026 tourists and its market share is 3.23%. Bhutan produced 1263 tourists and its market share is 1.35%. Monthly distribution indicates that in January a total of 12774 tourists came to Bangladesh, which is 13% of tourists from SAARC countries in the year of 2002. February and March respectively produced 10% tourists from SAARC countries. April, May and June secured the third position by 9% tourists respectively. September is in the lowest position, which produced only 5%.

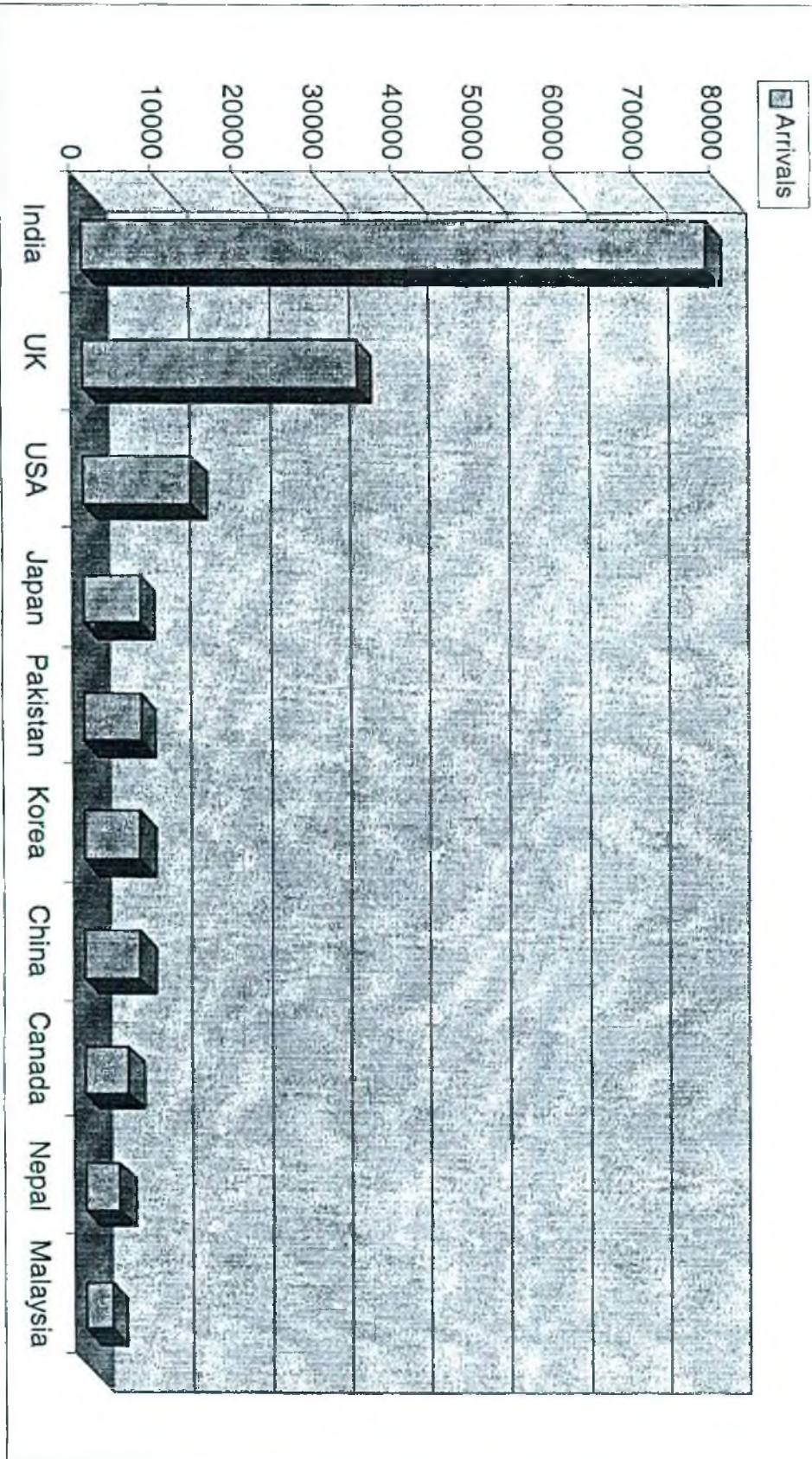
Table-3 and figure-9 indicate that India is the top tourist generating country for Bangladesh, UK and USA are in the second and third position and Malaysia obtained the last position in tourist generating among the top ten countries. It is clear that India secured the top position among the ten countries by generating 47% tourists, UK is in the Second Position, which is generating 08%, Japan, Pakistan, Korea and China are producing 4% respectively for Bangladesh. Canada and Nepal are producing 3% respectively. But Malaysia producing only 2%. From months distribution it is clear that from top ten countries 13% tourists come in Bangladesh in the month of January, and in February and March, 10% respectively. December is also an encouraging month for those top ten countries, it is producing 9% tourists for Bangladesh.

**TABLE-3: TOP TEN TOURIST GENERATING COUNTRIES
(YEAR 2002)**

Destinations	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total	%
India	10342	7479	7591	7023	5237	5531	3734	5673	5718	5673	5718	5833	78090	47
UK	4136	3355	2575	2455	1934	2191	3527	3221	1904	2025	2573	4191	34087	21
Japan	771	739	751	749	531	630	513	659	373	293	443	638	7090	08
Pakistan	466	804	756	716	533	567	529	485	315	429	420	590	7010	04
Korea	715	725	736	748	431	517	593	519	372	403	540	597	6896	04
China	598	419	570	515	599	576	417	651	544	732	529	617	6867	04
Canada	806	753	725	686	361	476	381	313	213	178	145	347	5484	03
Nepal	623	387	451	331	288	298	290	342	238	226	394	412	4280	03
Malaysia	396	317	309	298	273	298	248	274	202	166	239	197	3204	02
TOTAL	20784	16511	15882	15044	12934	13439	12785	13395	8439	10766	11875	14548	166402	100
%	13	10	10	09	08	08	08	08	05	07	07	09	100	

Source: Bangladesh Parlaton Corporation

Top Ten Tourist Generating Countries (2002)



Source : Bangladesh Parjaton Corporation.

Figure- 9

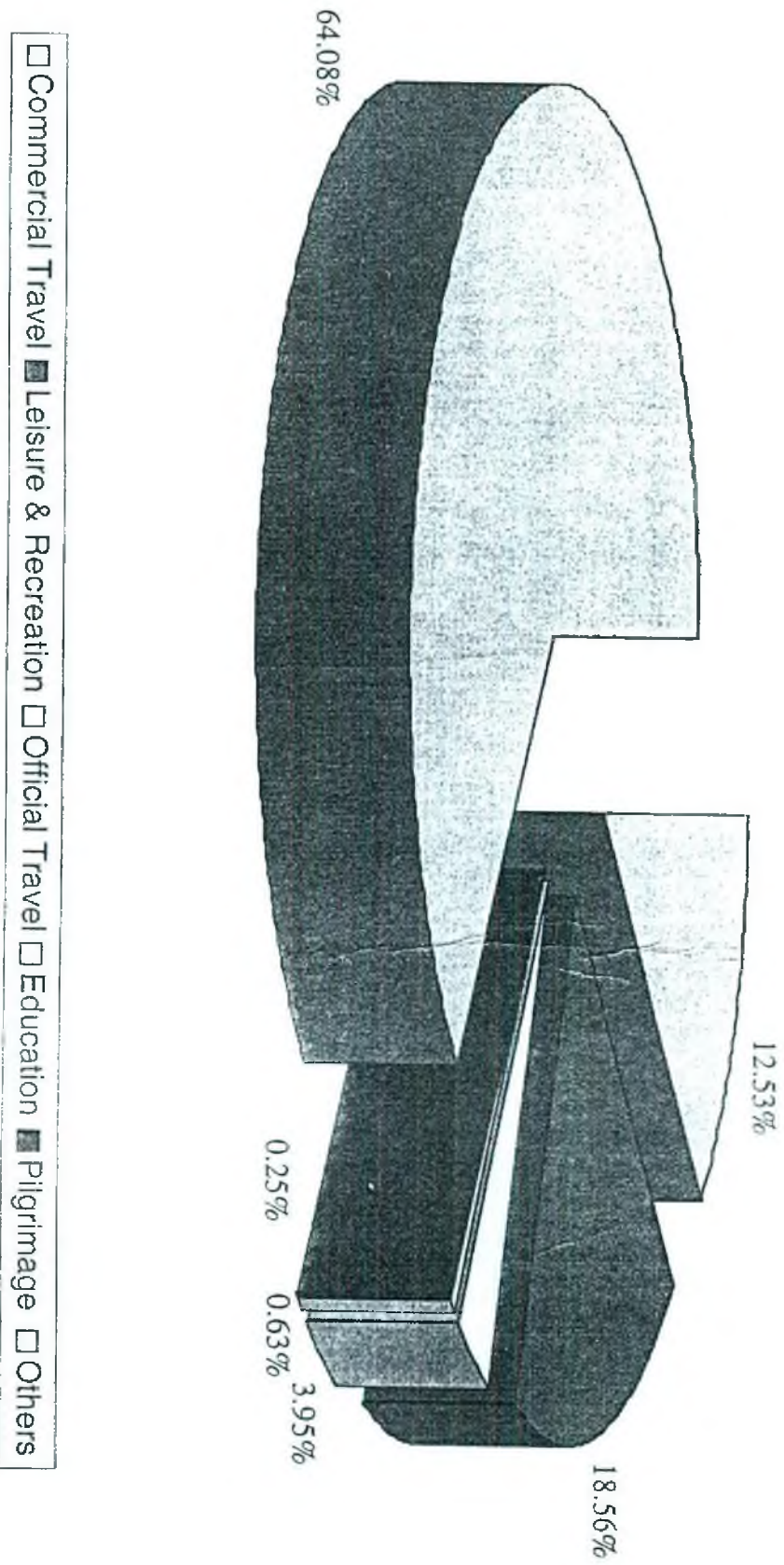
**TABLE-4: VISITORS' ARRIVALS BY PURPOSE OF VISIT
(Year 2002)**

Month	Commercial Travel	Leisure & Recreation	Official Travel	Education	Pilgrimage	Others	Total	%
January	2902	4940	1031	162	200	16313	25548	12%
February	2614	4290	954	50	70	12746	20724	10%
March	2581	4233	961	643	69	12075	20062	10
April	2530	3916	927	54	31	11758	19216	09
May	2027	2973	577	100	26	10223	25926	08
June	2088	2897	633	114	47	10827	16606	08
July	1884	2754	569	104	22	10184	15517	07
August	2131	2894	600	91	19	11004	16739	08
September	1661	2058	511	36	13	6736	11015	05
October	1689	2195	501	122	31	8515	13053	06
November	1976	2704	463	129	07	9986	15265	07
December	1873	2594	449	192	03	12417	17528	08
Total	25956	38448	8176	1297	538	132784	207199	100
%	12.53	18.56	3.95	0.63	0.25	64.08	100	

Source: Bangladesh Parjaton Corporation

Visitors Arrivals by Purpose of Visit

Year 2002



Source : Bangladesh Parjaton Corporation.

Figure-10

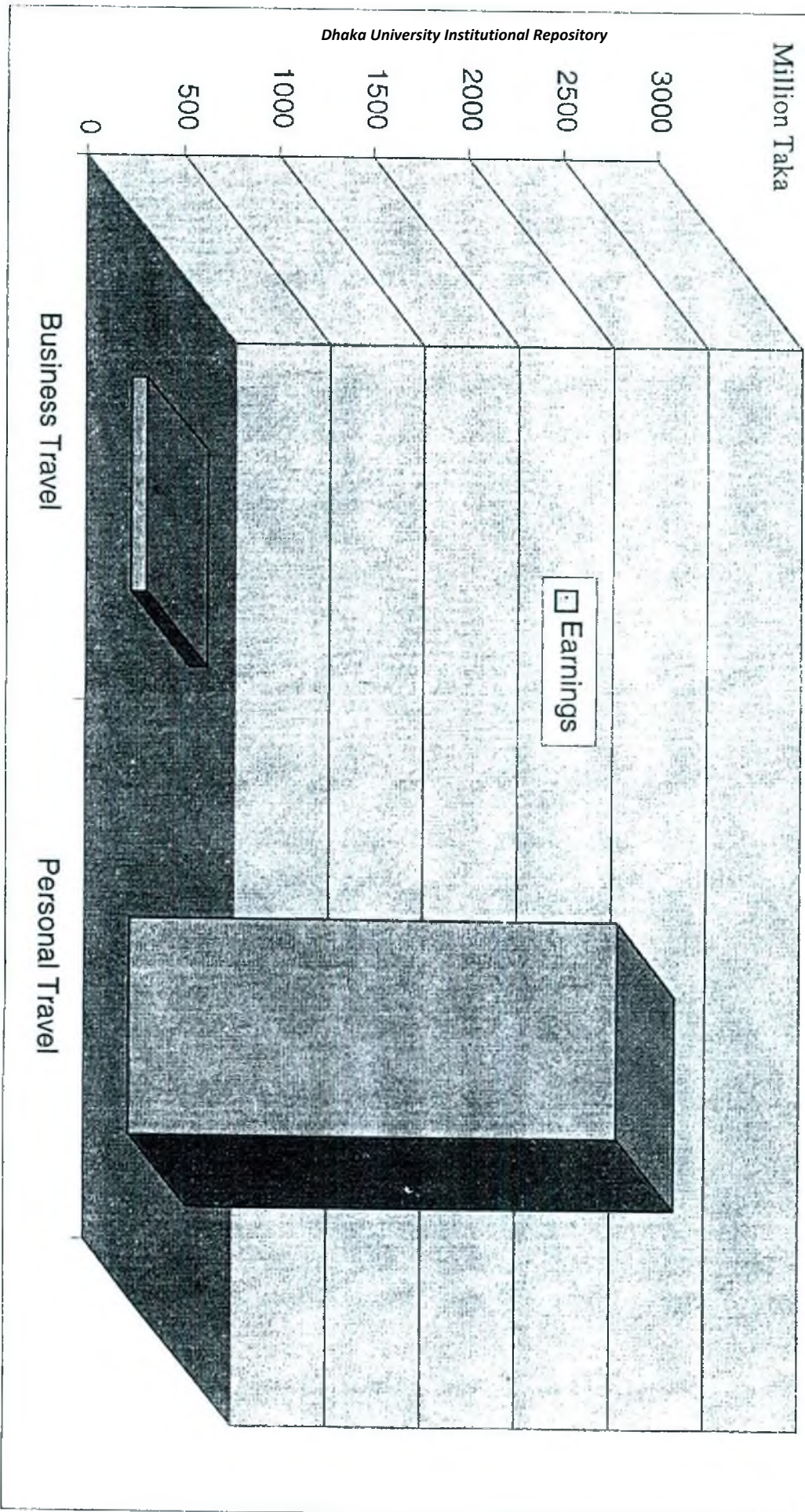
Table-4 and figure -10 show that in the year of 2002, a total of 207199 visitors came to Bangladesh. Among those leisure and recreation aimed visitors are leading with a total of 38448 visitors those who came for commercial purpose are in the second position. Official travelers are in the third position. In another point of view, it is observed that leisure and recreational travelers are 19%, commercial travelers are 12.75%, official travelers are 04%, education aimed travelers are 01%, Pilgrimage are 0.25% and others are 64%. Month wary analysis shows that January, February and March are very fertile for tourists' arrival in Bangladesh. In the year of 2002,12% travels came in January, 10% travelers came in march. So it can be commented that winter in Bangladesh attracts most of the visitors to Bangladesh.

**Table-5: Foreign Exchange Earnings From Tourism & Other travels
(Year 2002)**

Year 2002	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total	%
1. BUSINESS TRAVEL	2.10	8.50	1.00	0.50	7.20	7.40	9.10	14.00	4.70	11.60	7.00	10.10	83.20	
a) Official Travel	-	0.10	0.71	-	-	0.10	0.10	0.20	0.10	-	-	0.20	1.50	1.8
b) Other Official Travel	1.30	5.10	0.10	0.10	5.80	0.30	5.70	4.50	1.20	6.10	2.40	8.40	41.00	49.28
c) Commercial Travel	0.20	3.20	0.20	0.40	0.60	6.10	3.30	8.30	2.50	5.40	4.00	0.90	6.73	42.19
d) Non-Official Delegate	0.60	0.10	-	-	0.80	0.90	-	1.00	0.90	0.10	0.60	0.60	5.60	6.73
2. PERSONAL TRAVEL	271.70	209.60	195.10	218.50	233.30	214.30	198.00	156.50	188.70	175.40	227.80	281.70	2570.60	
a) Medical	-	-	-	-	-	-	-	-	-	-	-	-	-	-
b) Student	15.40	13.00	8.80	8.00	11.20	9.90	3.80	3.70	7.30	19.80	2.40	15.40	118.70	4.62
c) Trainees	4.90	2.70	1.20	2.70	6.80	4.00	6.80	2.30	0.40	1.10	3.10	3.70	39.70	1.54
d) Excursionist	-	-	0.10	0.10	-	0.10	-	0.70	-	-	-	-	1.00	.04
e) Tourists	237.20	186.70	170.10	199.50	204.80	186.40	175.00	137.20	165.90	141.00	211.30	249.00	2263.10	88.04
f) Pilgrimage	-	-	0.20	-	-	-	0.40	0.30	0.10	-	-	-	1.00	.04
g) Sports & culture	-	0.20	-	-	-	-	-	-	0.10	-	-	-	0.30	.01
h) Passage Money	-	-	-	-	-	-	-	-	-	-	-	-	-	-
i) Ticket under WE-A/C	2.40	1.30	1.40	0.40	0.10	0.80	-	-	-	-	-	-	6.40	0.24
j) Ticket outside WE-A/C	8.60	2.30	8.60	5.80	8.60	8.70	4.70	2.00	5.00	2.50	3.40	8.70	68.90	2.68
k) Other NIE	3.20	3.40	4.70	2.00	1.80	4.40	7.30	10.30	9.90	11.00	7.60	4.90	7.50	2.74
TOTAL (Taka Million)	273.80	218.10	196.10	219.00	240.50	221.70	207.10	170.50	193.40	187.00	234.80	291.80	2653.80	
%	10.32	8.22	7.39	8.25	9.06	8.35	7.80	6.42	7.29	7.05	8.85	11.00		

Source: Bangladesh Parjaton Corporation

Foreign Exchange Earnings From Tourism & Other Travels (Year 2002)



Source : Bangladesh Parjaton Corporation.

Figure-11

Table-5 and figure-11 Show that Bangladesh is earning maximum travel related foreign exchange from personal travel. From business travel this earning is very little. In the year of 2002 Bangladesh earned 83.20 million taka from business travel and 2570.60 million taka from personal travel. Earnings from tourists are included in personal travel. Income from tourists are a total of 2264.10 million taka. Which is 88.08% of personal travel earnings. In earnings from business travel 49.28% from other official travel, 42.19% from commercial travel, 6.73 from Non-official delegates and 1.8% from official travel. In personal travel 88.08 % from tourists, 4.62% from students, 2.68% from ticket out side, 2.74% from other sources, 1.54% from trainees. From medical and passage money there is no income. From month distribution it is observed that the month of December is leading by 11% foreign exchange earning. January secured the second and may secure the third position.

Table-6 and figure-12 Show that foreign exchange earnings from tourism and other travels is increasing. These increases are not so little. This is testimony to the effectiveness of promotional activities of tourist industry. In 1993, 329.10 million taka; in 1994, 594.40 million taka; in 1995, 759.40 million taka; in 1996, 955.2 million taka; in 1997, 1401.20 million taka; in 1998 2741.40 million taka, in 1999, 2454.80 million taka in 2000, 2451.90 million taka, in 2001, 2627 million taka and in 2002, 2653.80 million taka are earned by Bangladesh from tourism and other travels. This table and figure also indicate that in 1993 Bangladesh earned 1.94% of foreign exchange of indicated ten years and this earnings gradually increased by in the consecutive years. In 2002 it reached at 15.64% which is not a very lower achievement by only nine years.

**Table-6: Foreign Exchange Earnings From Tourism & Other Travels
(1993-2002)**

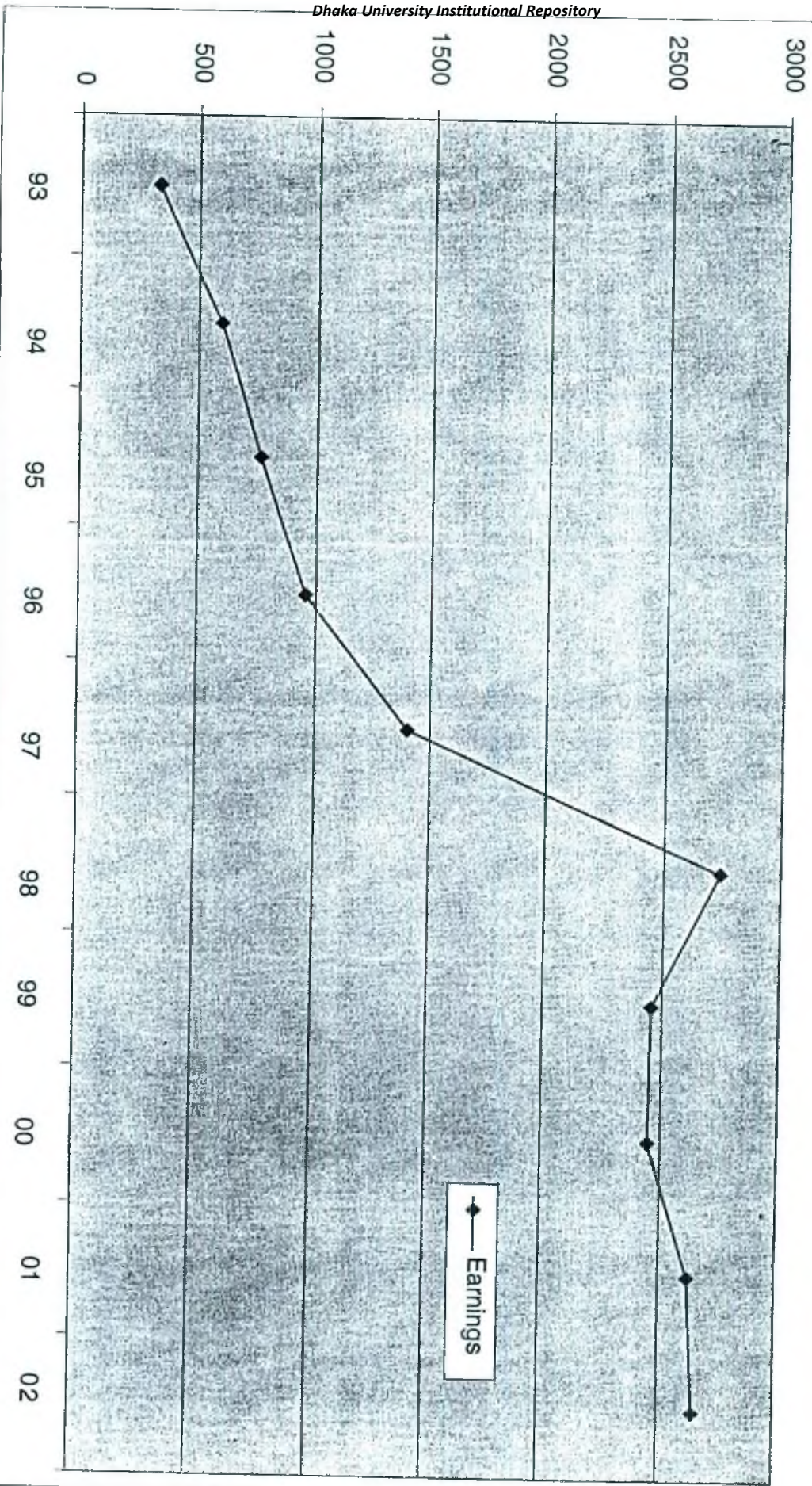
Taka in Million

Month/Year	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
January	42.20	45.80	53.50	66.70	70.20	231.80	351.20	184.90	227.80	173.80
February	30.50	74.40	54.60	69.30	73.40	106.50	146.00	224.90	261.60	218.10
March	45.50	70.00	47.80	69.70	81.30	142.60	302.70	255.30	230.30	196.10
April	17.60	42.50	48.70	60.00	84.70	130.50	170.60	207.20	234.00	219.10
May	35.60	52.90	67.10	65.40	121.80	182.90	161.70	172.30	210.70	240.50
June	30.20	35.90	61.90	66.70	137.10	172.20	179.80	182.70	193.10	221.70
July	9.60	37.50	55.40	77.30	98.10	156.70	167.50	167.00	234.80	207.10
August	19.70	49.10	66.60	68.20	111.40	145.20	192.50	182.80	129.30	170.50
September	8.60	44.50	50.80	114.30	99.40	692.80	154.50	174.70	218.10	193.40
October	27.40	39.80	71.20	96.80	157.40	256.10	167.30	196.10	239.40	187.00
November	33.50	51.60	69.40	100.60	176.50	153.20	245.50	280.50	124.50	234.80
December	28.70	51.00	112.40	100.20	190.40	270.90	215.50	218.50	212.80	291.80
Total	329.10	594.40	759.40	955.20	1401.20	2741.40	2454.80	2451.90	2627.00	2653.80
%	1.94	3.50	4.48	5.63	8.26	16.16	14.47	14.45	15.48	15.64

Source: Bangladesh Parjaton Corporation

Foreign Exchange Earnings From Tourism & Other Travels (Year 1992-2002)

Million Taka



Source : Bangladesh Parjaton Corporation.

Figure-12

The tourism industry in Bangladesh hit an all time high of 207,199 in Year 2002 terms of tourist arrivals thus surpassing the earlier peak figure of 199,211 2001. In terms of foreign exchange Taka 2.65 billion were earned. Despite the events of 11 September 2001 visitor arrivals exceeded the revised target of 193,000 set for the year by 7.35%. Europe has recorded the fastest growth with substantial increase in arrival by 9.01 %. This is second to the Americas region which recorded a 27.27% growth. Large number of visitor arrivals in the first half of the year accounted for this. Among the south Asian countries India continues to retain the number of one spot contributing 37.69% to total arrival in Bangladesh. Arrivals from east-Asia and the Pacific decreased by 1.28% over 2002 as compared with the of year 2001. The tourist arrivals from Europe accounted for 24.22% during 2002 U.K. represented 67.92% of the European market share. Europe and south Asia together accounted for 69.77% of total tourist arrivals to Bangladesh. The balance 30.23% were form Americas- 9.28% Middle East-1.84%, East Asia & the Pacific- 18.31 %, Africa-0.75% and other regions- 0.05%. The Variation of the seasonal tourist flow during 2002 shows January, February, March, April and December to be the peak months. The highest level of tourist arrivals was recorded in January. The main motivation for travel to Bangladesh was under the category others (64.09%) followed by tourism (18.56%) and business (16.47%). Study and religious purposes accounted for the balance (0.88%). It should be noted that the others component tends to be an over estimate, as most visitors prefer to declare their multi-purpose visit as others.

Chapter-4

DISCUSSION

A total of 105 tourists were studied to find out the various aspects of tourism. Among 105, 45 were foreign tourists and 60 were local tourists. The aspects of foreign and local tourists are discussed below separately.

4.1 THE ASPECTS OF FOREIGN TOURISTS

There are 22 hypothesis which are developed to judge the various aspects of foreign tourists.

1. Ho: the attitudes of Bangladeshis to foreigners are not cordial.
Ha: the attitudes of Bangladeshis to foreigners are cordial.

Table- 7: Attitude table

Types of answers	Total number of respondents	%
Positive	45	100
Negative	0	0
Total	45	100

Table-7 indicates that Bangladeshis are highly cordial and positive to foreigners. Here 100% respondents feel that Bangladeshis are cordial and friendly and good behaved. So the null hypothesis is rejected and the alternative hypothesis is accepted. This sort of answer undoubtedly makes us hopeful that there is a great chance to develop tourism in Bangladesh. It is known that attitudes are resources to a nation. Japanese are polite and hard working, Americans are hard working and foresight full, the British are conservative. These are glory for those nations. So our glory is that our people are cordial and friendly.

2. Ho: Our air ports are not problem free.
 Ha: Our air ports are problem free.

Table-8: Airport problems table

Types of answers	Total number of respondents	%
Mismanagement	12	27
Misbehave of staffs	18	40
Beggars	15	33
Total	45	100

Here 27% respondents indicated mismanagement, 40% respondents indicated misbehaviors of staffs and 33 % respondents indicated beggars as their problems. So null hypothesis is rejected and the alternative hypothesis is accepted. These answers clearly showed that the misbehaviors of staffs in

our airports is the major problem. Another alarming problem is baggers. To develop tourism baggers problem in air ports should be eliminated. In one sense all the three problems are equally important. Beggars, its a social problem but it could be protected in air ports only.

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3. Ho: In the hotels, restaurants and shopping malls of Bangladesh foreigners do not feel any botheration.

Ha: In the hotels, restaurants and shopping malls of Bangladesh foreigners feel botherations.

Table-9: Hotels, restaurants and shopping malls problems table.

Total Number of Respondents	Trying to take higher prices in shopping malls	%	Lower quality food in restaurants	%	Shops are not organized	%
45	24	53	15	33	06	13

Table-9 shows that among 45 foreign tourists 53% identified trying to take higher price at shopping malls as their problem, 33% identified lower quality foods in restaurants as their problem and 13% identified non organized shops as their problem. So null hypothesis is rejected there fore foreigners in Bangladesh feel problem in hotels, restaurants and shopping malls.



4. Ho: Railway stations, bus stands in Bangladesh are not disturbance free for foreigners.
 Ha: Railway stations, bus stands in Bangladesh are disturbance free for foreigners.

Table-10: Railway stations and bus stands feature table

Total Number of Respondents	No guide and time charts	%	No comfortable busses	%	Railway, very boring	%
45	18	40	15	33	12	27

Table-10 shows that 40% respondents identified that in our bus stands there is no guide and time charts. A foreigner from abroad how can manage him/her to go any tourist place soundly. 33% respondents identified that there is no comfortable busses in our country and 27% respondents identified that our railway services are boring. So the null hypothesis is accepted.

5. Ho: Foreign tourists are not safe in Bangladesh.
 Ha: Foreign tourists are safe in Bangladesh.

Table-11: Safety table

Total Number of Respondents	Safe	%	Not safe	%
45	45	100	Nil	0

Table-11 reminds, 100% respondents informed that they felt not very safe during their visits. So the null hypothesis is accepted. This is a very alarming side of tourist industry. If we are not able to ensure the security of our tourists on thing would be sure that they would not come again in our country.

6. Ho: Hotel rates in Bangladesh are not high.
 Ha: Hotel rates in Bangladesh are high.

Table-12: Hotel rates table

Total Number of Respondents	Moderate	%	Low	%
45	30	67	15	33

Table-12 advised that 66% respondents feel, hotel rates in Bangladesh are moderate and 33 feel, hotel rates in Bangladesh are low. So the null hypothesis is accepted. Here its the matter of hope that one very important element of tourism, hotels are cheaply available in Bangladesh.

7. Ho: The rates of foods and drinks are high in Bangladesh.
- Ha: The rates of foods and drinks are not high in Bangladesh.

Table-13: Foods' and drinks' rates table

Total Number of Respondents	Low	%	Moderate	%
45	33	73	12	27

From table-13 it could be understood that 73% respondents reacted that rates of foods and drinks in Bangladesh are low and 27% respondents reacted that the rates of foods and drinks in Bangladesh are moderate. So the null hypothesis is accepted. It also matters of hope that one very important element of tourism foods and drinks are available in Bangladesh at low costs.

8. Ho: The transportation costs in Bangladesh are not high.
 Ha: The transportation costs in Bangladesh are high.

Table-14: Transportation costs table

Total Number of Respondents	Low	%	Moderate	%
45	30	67	15	33

Table-14 shows that 67% respondents informed, the transportation costs in Bangladesh are low and 33% respondents informed that the transportation costs in Bangladesh are moderate and no respondent informed that the transportation costs in Bangladesh are high. So the null hypothesis is accepted.

9. Ho: Shopping facilities in Bangladesh are not enough.
 Ha: Shopping facilities in Bangladesh are enough.

Table-15: Shopping facilities table:

Total Number of Respondents	Not enough	%	Enough	%
45	45	100	Nil	0

Table-15 indicates that 100% respondents indicated that shopping facilities in Bangladesh are not enough. So the null hypothesis is accepted. It is known that shopping

facilities are very important factor for tourism. But in Bangladesh till it is not flourished. For the betterment of Bangladesh tourism it should be developed.

10. Ho: Bangladesh has no spot to attract foreign tourists.
 Ha: Bangladesh has many spots to attract foreign tourists.

Table-16: Tourist spots table

Total Number of Respondents	Dhaka City	%	No spot	%	Coxes Bazar	%
45	12	27	09	20	24	53

Table-16 shows, 27% respondents indicated, Dhaka city attracted them to Bangladesh, 53 indicated, Coxes Bazar attracted them and 20% respondents indicated, no specific spot that attracted them to Bangladesh. So the null hypothesis is rejected. These indications confirm us that at least 2/3 model tourist spots should be developed which can largely attract foreign tourists to Bangladesh.

11. Ho: Communication facilities from Dhaka to various tourist spots are not good.
Ha: Communication facilities from Dhaka to various tourist spots are good.

Table-17: Communication facilities table.

Types of answers	Number of respondents	%
Good	Nil	0
Not good	45	100
Total	45	100

Table-17 suggests, 100% respondents feel that our communication facilities from Dhaka to various tourist spots are not good. It could be thought as one of the major problems in tourism development. So it should be developed.

12. Ho: Accommodation facilities in Bangladesh are not enough.
Ha: Accommodation facilities in Bangladesh are enough.

Table-18: Accommodation facilities table

Types of answers	Number of respondents	%
Enough	Nil	0
Not enough	45	100
Total	45	100

Table-18 confirms that 100% respondents' opinion is that the accommodation facilities in Bangladesh are not enough. So the null hypothesis is accepted. Accommodation facilities are vital factor for tourism development in which Bangladesh is lagging behind.

13. Ho: Road communication is the most popular media to foreigners.
Ha: Road communication is not popular media to foreigners.

Table-19: Road communications' popularly table

Types of answers	Number of respondents	%
Rail	12	27
Road	15	33
Air	18	40
Total	45	100

Table-19 indicates that 27% respondents are in favor of rail communication, 33% respondent are in favor of road communication and 40% respondents are in favor of air communication. So the null hypothesis is rejected and air communication is more popular to foreign tourists.

14. Ho: Foreign tourists are not satisfied with Bangladesh air, rod and railway transport.
 Ha: Foreign tourists are satisfied with Bangladesh air, rod and railway transport.

Table -20: Bangladesh transport systems table

Air			Road			Railway		
		%			%			%
Moderate	15	33	Time consumin g	12	27	No guide and announc ment	15	33
Not good	21	47	Not well organized	18	40	boring	12	27
Not used	09	20	Not good	15	33	not comfortabl e	18	40
Total	45	100	Total	45	100	Total	45	100

Table-20, Suggests, foreign tourists are quite dissatisfied with Bangladesh Air, Road and Railway transport systems. So the null hypothesis is accepted. The table also positively support that if Bangladesh intend to develop tourism its communication systems must be developed.

15. Ho: Restaurant facilities in Bangladesh are not enough.
Ha: Restaurant facilities in Bangladesh are enough.

Table- 21: Restaurant facilities table

Types of answers	Number of respondents	%
Yes	Nil	0
No	45	100
Total	45	100

Table-21 confirms, 100% respondents agreed that the restaurant facilities in Bangladesh are not enough. So the null hypothesis is accepted. Restaurant facilities are very important for tourism development. So this field showed be properly patronized.

16. Ho: Bangladesh visa system is not easy.
Ha: Bangladesh visa system is easy.

Table-22: Bangladesh visa system table

Types of answers	Number of respondents	%
Easy	15	33
Fine	18	40
Liberal	12	27
Total	45	100

Table-22, clearly shows, 100% respondents expressed their opinion in various language that Bangladesh visa system is very easy and liberal. So that the null hypothesis is rejected. This liberal visa system is very much favorable to tourism development.

17. Ho: Foreign tourists do not feel any security problem in Bangladesh.

Ha: Foreign tourists feel security problem in Bangladesh.

Table-23: Security table

Types of answers	Number of respondents	%
Easy	45	100
Fine	Nil	0
Total	45	100

Table-23 indicates that 100% respondents fell security problem in Bangladesh. So the null hypothesis is rejected. Security problem is a very alarming problem in case of tourism development, which is qualifiedly prevailing in Bangladesh.

18. Ho: Immigration formalities in the airports of Bangladesh are not easy.
 Ha: Immigration formalities in the airports of Bangladesh is easy.

Table-24: Immigration formalities table

Types of answers	Number of respondents	%
Not good	36	80
Very bad	09	20
Total	45	100

Table-24 suggests, 80% respondent gave their opinion that the immigration formalities in the airports of Bangladesh are very bad. So the null hypothesis is accepted. Immigration is the places so these formalities are should be liberal and encouraging to tourists.

19. Ho: Hotel and motel management in Bangladesh is not good.
 Ha: Hotel and motel management in Bangladesh is good.

Table-25: Hotel and motel management table

Types of answers	Number of respondents	%
Not good	33	73
Very bad	08	18
Usual	04	09
Total	45	100

Table-25 indicates that 73% respondents expressed their opinion that hotel and motel management in Bangladesh is not good. So the null hypothesis is accepted. Hotel and motels are very important for tourism industry. Without developing this side no country can prosper in tourism sector.

20. Ho: Tourist spots in Bangladesh are not well managed.
 Ha: Tourist spots in Bangladesh are well managed.

Table -26: Spot Management table

Types of answers	Number of respondents	%
Mismanagement	36	80
Very bad management	09	20
Total	45	100

Table-26 confirms, 80% respondents are in favor of mismanagement and 20% respondents are in favor of very bad spot management in their answers. So the null hypothesis is accepted. It is known that some tourist spots are full of mismanagement in Bangladesh.

21. Ho: Bangladesh has no prospect in tourism.
 Ha: Bangladesh has much prospects in tourism.

Table-27: Tourism prospects table

Types of answers	Number of respondents	%
Yes	45	100
No	Nil	0
Total	45	100

Table-27 mentions, 100 respondents are in favor of the prospects of Bangladesh tourism. So the null hypothesis is rejected. This is a positive sign to our tourism. There is nothing to be frustrated. Proper planing can develop this sector.

22. Ho: Tourists can not enjoy themselves in our spots.
Ha: Tourists can enjoy themselves in our spots.

Table-28: Tourists' enjoyment table

Types of answers	Number of respondents	%
Yes	45	100
No	Nil	0
Total	45	100

Table-28 indicates, 100% respondents have not enjoyed themselves in the spots. So the null hypothesis is accepted. Tourists come to enjoy but this means that in our tourist spots there is no environment to enjoy freely. Causes should be identified and eliminated

4.2 THE ASPECTS OF LOCAL TOURISTS

There are 4 hypothesis which are developed to judge the various aspects of local tourists.

23. H_0 : Coxes Bazar is the most popular tourist spot to local tourists of Bangladesh

H_a : Coxes Bazar is not the most popular tourist spot to local tourists of Bangladesh.

Table-29: Tourist spots popularity table

Tourist spots	Number of supporters (tourists)	%
Coxes Bazar	20	33
Mainamoti	08	13
Chittagong	09	15
Kaptai	15	25
Mahastangar	08	13
Total	60	100

Table-29 clearly indicates that out of 60, 33% respondents expressed their opinion that coxes bazar is the favorite tourist spot to them. 13% respondents informed that moinoti is the favorite spot to them. 15% informed that chittagong is the favorite spot to them. 25% respondents informed that kaptai is the favorite spot to them and 13% respondents favored mahasthngor. Now it is proved that coxes Bazar is the most popular tourists of

Bangladesh. So the null hypothesis is accepted. We know that Cox's Bazar is the longest sea beach in the world. It is our glory but it is sure that the harvesting from Cox's Bazar spot is not satisfactory.

27. H_0 : Transport facilities in Bangladesh are not favorable to local tourists.

H_a : Transport facilities in Bangladesh are favorable to local tourists.

Table-30: Transport facilities table

Types of answer	Number of respondents	%
Favorable	20	33%
Not Favorable	40	67%
Total	60	100

Table-30 indicates that 33% respondents are in favor of the transport facilities of Bangladesh. But 67% respondents are not in favor of the transport facilities of Bangladesh. So the null hypothesis is rejected. This rejection proves that our transport systems are not good. Transport is very important for tourism. Lack of comfortable and well-organized transport system will detest tourists from tourist spots. So how can a tourist industry of a country develop without a well transport system. We know Kua-kata is a very charming spot to tourists. But the communication system is very bad. So a few number of local and foreign tourists make bold to go here.

28. H_0 : Hotel facilities to local tourists in Bangladesh are not enough.

H_a : Hotel facilities to local tourists in Bangladesh are enough.

Table-31: Hotel facilities table

Types of answer	Number of respondents	%
Enough	13	22
Not Enough	47	78
Total	60	100

Table-31 pointed that out of 60, 22% respondents expressed their opinion that hotel facilities in Bangladesh are enough and 47% respondents expressed their opinion that hotel facilities in Bangladesh are not enough. So the null hypothesis is accepted and alternative hypothesis is rejected. It is known that staying in the out side of residences is the part and parcel of tourism. With out staying in the out side merely the definition of tourism would not cover. It is also clear that hotels are the main means of staying in outsides. But it is a matter of great regret that our hotel facilities are not enough. Side by side it is also acceptable that in our hotels there are not enough security measurers. To develop tourism of Bangladesh hotel sector should be encouraged.

29. H_0 : Restaurant facilities to local tourists in Bangladesh are not satisfactory.

H_a : Restaurant facilities to local tourists in Bangladesh are satisfactory.

Table-32: Restaurant facilities table

Types of answer	Number of respondents	%
Satisfactory	09	15
Not Satisfactory	51	85
Total	60	100

Table-32 indicates that out of 60, 85% respondents positively expressed their opinion that they are not satisfied with the restaurant facilities in Bangladesh and only 15% respondents expressed their opinion that they are satisfied with the restaurant facilities in Bangladesh. So the null hypothesis is accepted and the alternative hypothesis is rejected. Tourism is the combination of journey, sight seeing and staying in out side. One can not reject foods and drinks in those periods. So definitely tourists have to depend upon restaurants. But if those restaurants are not dependable how tourism could be develop. So Bangladesh should be careful about this sector .

Chapter-5

CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

In fine, Bangladesh is a country of developing class. Its capital market is not so rich. So investment in tourism sector is not remarkable. Present world is a globe village. Competition determines here every thing. Tourism is sector of competitive business. Now our question is what kind of strangest we bear to fight.

A large umber of social cultural religious, political and safety problems are driving us against strong tourism industry. Terrorism is now part of our society. Our people and foreigners do not feel safe when they move on busses train etc. They do not feel safe when they take a shelter in hotels. Tourists do not feel an image of safety when they pay visits to tourist spots. Traffic jam is the major problem in Dhaka city. Dhaka is the worst city only for this problem. Why foreigners will come to visit this sort of clumsy city.

Infrastructure tractor is very important for tourism development. We know what are the conditions of our road, railway, water transport and electricity. To develop tourism uncompromisingly government should provide well Infrastructure. But it is known that it is not a matter of one or two days. So our tourism

development up to international level indicates long way. Present age is the age of private sector. It is proved that private sector is more efficient than public sector. Bangladesh positively understood the fact, so Bangladesh government already began to privatize various tourist establishments. It is hoped that Bangladesh Government will uncompromisingly continue these activities. These system of privatization will inspire more and more private investment if government provide encouraging tax incentives.

Its a matter of pleasure that Bangladesh government started various development functions in various tourist places. It is known that many tourist places is Bangladesh still now have not come under consideration as a tourist attraction. So government should launch a dynamic program to make proper inventory of country's tourist places. Then government can make a priority list to develop tourist attraction and can bring those places under annual and five years plans. In this connection it can be mentioned that to rapid development of our tourism sector some selected top ranked tourist planes can be developed up to international level immediately.

In abroad still now Bangladesh is known as a country of flood, Ceylon and draught. But it is known to us that the people of Bangladesh is traditionally hospitable. They feel pound if they are able to show hospitality to their guests. These messages should be communicated to foreigners properly that means, the government should take effective image building measures in abroad.

It should be remembered that all activities of tourism development would be failure if the government become failure to ensure the safety and security of tourists, tourist spots and wild animals. For this purpose law enforcing agencies should be very effective in their functions. Every day we get the news of murder, looting and rap. Definitely these news are not favorable to tourism industry.

It is know that to ensure above mentioned facilities a huge investment is required. To fulfill this demand massive foreign investment can be appreciated in the field of tourism. Present age is the age of co-operation. This sense an be realized in the tourism sector. A comprehensive tourism development program can be taken in SAARC countries. Foreign tourists have the habit to visit various countries at a time. If seven SAARC countries are equally attracted to tourists then it will be very positive to attract tourists form various part of the world. Potential, dynamic and appropriate government policies are essential to develop any sector of economy. Immediately appropriate national policies for tourism should be formulated through a national consensus. National consensus is essential to continue a policy uninterruptedly. Side by side national tourism organization “Bangladesh Purgation Corporation” should be strengthens. For its strengths it could be built as an autonomous body.

5.2 RECOMMENDATIONS

Tourism is a very good source of foreign exchange and employment. Bangladesh is a country of 13 core people. Unemployment problem is a high ranked problem here. In discussion description and analysis of all the chapters we are to suggest a number of recommendations to develop tourism industry in Bangladesh.

1. Government should provide infrastructure and investment incentives to inspire private investors to invest in more and more tourist attraction sites. Present world is the world of privatization. So this step could be helpful to tourism development.
2. The government should make proper inventory of tourist sites, their locations, physical characters and gradually those should be brought under various developments plans.
3. With in a very shortest possible time some selected tourist sites can be developed up to international level. Then those will help to build up positive image of the country.

4. Government should allocate more resources for publicity to makes positive image of country's tourism.
5. Government and its appropriate agencies should restore adequate public safety, confidence and sense of belonging to develop local and international tourism.
6. Educational institution should include tourism in their curriculum activities.
7. A combing survey should be made on the wild lives of Bangladesh and necessary steps could be taken to make them survive.
8. Proper legal and administrative measures could be made to enforcement of existing laws regarding hunting and skin selling of wild lives.
9. More training institutions should be established to enhance tourism training facilities.
10. Foreign investment in tourism sector should be encouraged.
11. Group tour programs should be arranged to encourage quality tourists.

12. Tourism cell should be established in Bangladesh embassies abroad to promote tourism contact and image building activities.
13. National tourist organization of SAARC countries should expand their co-operation.
14. A high powered national body for tourism development should be constituted.
15. The service standard and competitiveness of Biman Bangladesh should be raised.
16. Documentation process of foreign tourists should be made easier. In this connection on stop service could be provided and a separate visa office could be established for foreigners.
17. Safe, beggar free airport should be assured. For this purpose a regular monitoring team could be set to monitor this issue. Shopping malls and VIP roads also be come under this program.
18. Raising the standard of restaurants to provide better food to foreign and local tourists. For this purpose catering service-training centers could be establish to maintain international standard.

ANNEXURES

ANNEXURE 1. QUESTIONNAIRE FOR THE FOREIGN TOURISTS

Department of Management Studies
University of Dhaka.

A Study on Tourism Industry in Bangladesh.

Confidential

Questionnaire

1. Comment on the attitudes of Bangladeshis to foreigners.
.....
2. Have you faced any problem in airport or its outside? Please mention what is it (if any)?
.....
3. Have you faced any problem in hotels, restaurants and shopping malls as a foreigner? Please mention what is it (if any)?
.....
4. Have you received any disturbance in Railway stations, Bus stands as a foreigner? Please mention what is it (if any)?
.....
5. Do you think you were very safe in your visits?
.....

6. Hotel rates are high/moderate/Low in Bangladesh?
(Use Tick ✓ Mark)

7. The rates of foods and drinks are high/moderate/Low in Bangladesh? (Use Tick ✓ Mark)

8. The transportation costs in Bangladesh are high/moderate/ Low in Bangladesh? (Use Tick ✓ Mark)

9. Do you think that shopping facilities in Bangladesh are enough? Yes/No. (Use Tick ✓ Mark)

10. What spot has attracted you to Bangladesh?
.....

11. Do you think that communication facilities from Dhaka to various spots (that you have visited) are good?
.....

12. Do you think that accommodation facilities in Bangladesh are enough?
.....

13. What was your transport media? (Use Tick ✓ Mark)
 - a) Rail
 - b) Road
 - c) Air
 - d) Water.

14. Please comment on the following facilities that tourists are getting in Bangladesh
 - i) Air transport
 - ii) Road transport
 - iii) Railway transport.....
 - iv) Water transport.

15. Do you think that restaurant facilities in Bangladesh are enough?
.....

16. Comment on the visa system of Bangladesh.
.....

17. Have you faced any security problem in spots?
.....

18. Comment on immigration formalities in the airports of Bangladesh?
.....

19. Comment on hotel and motel management (if you have any idea) in Bangladesh.

20. Have you faced any spot management problem?
.....

21. From where you have known about Bangladesh?
.....
22. Do you think that Bangladesh can be more attractive to foreign tourists in future?
.....
23. What places you have visited?
.....
24. Have you any suggestion to develop Bangladesh tourism?
.....
25. Have you any intention to visit any spot in Bangladesh again and again, If so, why?
.....
26. Have you come to Bangladesh alone? If so why?
.....
27. Have you enjoyed yourself in the spots?
.....
28. Mention the major problem you have faced in Bangladesh?
.....

Personal Information: (Use Tick ✓ Mark)

Age level: (i) 18-25 years.

26-36 years.

37-50 or above.

(ii) Staying in Bangladesh From

(iii) Profession:

(iv) Educational qualification

Thank you very much for your Co-operation.

ANNEXURE 2. QUESTIONNAIRE OF THE LOCAL TOURISTS

Department of Management Studies
University of Dhaka.

A Study on Tourism Industry in Bangladesh.
Confidential

Questionnaire

1. What tourist places you have visited in Bangladesh so far?
.....
2. What was your purpose in this /those visits? (Use Tick \checkmark Mark)
a) Business (b) Recreation (c) personal (d) others
3. Where have you accommodated your self in this/those visits? (Use Tick \checkmark Mark)
a) Hotel (b) Friends' or Relatives' house (c) others.
4. What was your transport media? (Use Tick \checkmark Mark)
a) Railway b) Air c) Road d) Water.
5. What type of problem you have faced in

a) Transportation:

b) Accommodation:

6. How have you gone from your accommodation places to original spots? (Please mention your media)
.....

7. What problems have you faced in the spots?
.....

8. Have you any suggestion to develop Bangladesh tourism?
.....

9. Have you any intention to visit any spot again and again, If so, Why?
.....

10. Comment on the attitudes of local people to outsiders.
.....

11. Do you think you were very safe in your visits?
.....

12. Have you visited that/those places alone? If so why?
.....

13. Have you faced any problem regarding restaurants?
.....

14. Have you enjoyed enough shopping facilities during your visits? yes /no (Use Tick ✓ Mark)

15. Have you enjoyed enough sports facilities during your visits? yes /no (Use Tick ✓ Mark)

Personal Information: (Use Tick ✓ Mark)

Age level: (i) 18-25 years.
26-36 years.
37-50 or above.

(ii) Profession:

(iii) Educational qualification

Thank you very much for your Co-operation.

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