

Tourism Industry in Bangladesh: An  
Empirical Study on its Present Patterns and  
Strategies for Development

Submitted to the University of Dhaka  
For the Degree of  
Doctor of Philosophy  
in Marketing

Ph. D.

Author's Name  
Department  
University of Dhaka  
Dhaka  
Bangladesh

**Tourism Industry in Bangladesh: An  
Empirical Study on its Present Patterns and  
Strategies for Development**

---

**DOCTOR OF PHILOSOPHY**

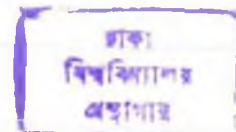
**MD. ASHRAFUL ISLAM CHOWDHURY**

400128

Dhaka University Library



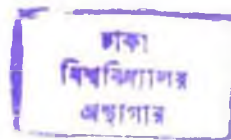
400128



**Department of Marketing  
Faculty of Business Studies  
University of Dhaka  
March, 2002**

**Tourism Industry in Bangladesh: An  
Empirical Study on its Present Patterns and  
Strategies for Development**

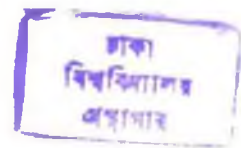
400128



# **Tourism Industry in Bangladesh: An Empirical Study on its Present Patterns and Strategies for Development**

**Thesis submitted to the University of Dhaka  
For the Degree of  
Doctor of Philosophy  
In Marketing**

400128



**Md. Ashraful Islam Chowdhury**  
Department of Marketing  
University of Dhaka  
March, 2002

মার্কেটিং বিভাগ

বিজনেস স্টাডিজ অনুশদ  
ঢাকা বিশ্ববিদ্যালয়  
ঢাকা - ১০০০, বাংলাদেশ

Dhaka University Institutional Repository



DEPARTMENT OF MARKETING

Faculty of Business Studies

University of Dhaka

Dhaka-1000, Bangladesh

Phone: 8611996,PABX : 9661900-59 Ext. 4680, Fax: 880-2-8615583 e-mail: dumktg@vasdigital.com

March 23, 2002


Certified that the work incorporated in the thesis entitled "Tourism Industry in Bangladesh: An Empirical Study on its Present Patterns and Strategies for Development" was undertaken by Md. Ashraful Islam Chowdhury under our supervision.

*Haripada Bhattacharjee*  
Prof. Haripada Bhattacharjee  
Co-supervisor

*Syed Abul Kalam Azad*  
Prof. Syed Abul Kalam Azad  
Supervisor

## DECLARATION

The work presented in this thesis is original and has not been submitted by me to any University or Institution for the award of any degree or diploma. The thesis entitled “Tourism Industry in Bangladesh: An Empirical Study on its Present Patterns and Strategies for Development” submitted by me for the award of the Degree of Doctor of Philosophy at the University of Dhaka is based upon my own work carried under the supervision of Professor Syed Abul Kalam Azad and Professor Dr, Haripada Bhattacharjee, Department of Marketing, University of Dhaka, and that neither of this thesis nor any part of it has been submitted for the award of any degree or diploma anywhere.



27-03-2002

MD. ASHRAFUL ISLAM CHOWDHURY

## **PREFACE**

Bangladesh is blessed with bounties of nature. It is indeed a vast natural garden with a multitude of gaily-colored musical birds and innumerable rivers teeming with variety of tasty fishes. The ancient chroniclers have justifiably described Bangladesh as a land of emerald and silver, and the Mughal official documents styled it as “jannat-ul-bilad” – the paradise of countries. Bangladesh is also a country of rich cultural heritage. Tourism, thus, is one of the prospective sectors of the economy of Bangladesh. Bangladesh is suffering from a chronic gap in its balance of payments position. Tourism industry can play a pivotal role in minimizing this gap to a great extent. But, like many others, this sector is being neglected since long past. Presently some movements are seen among the policy makers of the government. Some initiatives are also seen among the private entrepreneurs. It can be said that the tourism industry is in its transitional period during these days in Bangladesh.

Tourists are always beauty, knowledge, fun, sun and amusement hunters. Tourists will visit those destinations where they are offered the opportunity of one or more of these hunting. In this context, Bangladesh has a bright prospect in the field of tourism. But, it has failed miserably in projecting its tourist attraction to both domestic and foreign tourists. Besides, the present state of tourist infrastructure is responsible for the low growth of the country’s tourism industry. Among others, lack of coordination among concerned departments, absence of perspective plans, policies and strategies, inefficiency of the personnel of Bangladesh Parjatan Corporation (BPC), are some of the major reasons accountable for the frustrating state of development of the tourism industry in Bangladesh.

Despite the fact, no comprehensive study has been undertaken till to date to comprehend the present status of Bangladesh's tourism industry and to develop a planning model suggesting strategies for future development. This inspired, the researcher to undertake a comprehensive study on the tourism sector of Bangladesh, and accordingly the present study titled "Tourism Industry in Bangladesh: A study of Present Status and Strategies for Future Development" was undertaken. The present study is a descriptive and exploratory in nature. During the study, the researcher made all possible attempts to reveal the present status of Bangladesh tourism industry, and based on that, a marketing planning model for tourism marketers (BPC in particular and other tour operators in general) has been put forwarded in this thesis.

While conducting this research work, the researcher borrowed from innumerable articles and books for which due acknowledgement has been made. For any unintentional errors and oversights, the researcher assumes full responsibility. The endeavor of the researcher would be meaningful if the concerned organizations and people find it useful even to a very little extent.

Department of Marketing  
University of Dhaka  
Dhaka – 1000  
Bangladesh

**Md. Ashraful Islam Chowdhury**



## **ACKNOWLEDGEMENT**

The thesis entitled “Tourism Industry in Bangladesh: An Empirical Study on its Present Patterns and Strategies for Development” has been presented for the award of the degree of the Doctor of Philosophy in Marketing, University of Dhaka, Bangladesh. A study of this nature and magnitude requires contributions from many sources. Throughout the entire process, beginning from the idea generation to the submission of the present thesis, help was taken from numerous persons and organizations. I am indebted to those individuals and organizations who provided me with necessary information and were generous with their time and contributions. Indeed I owe a large debt of gratitude to many people. Certainly my present and former students have provided me with much insight and enthusiasm for this study. Also, many authors and business people who contributed their work deserve my thanks.

I take the opportunity of expressing my gratitude to my supervisors Professor Syed Abul Kalam Azad and Professor Haripada Bhattacharjee of Marketing Department, Dhaka University, for their initial suggestions to work on this subject, offering useful suggestions and guidance provided to me from time to time while conducting this study, and the arduous task of going through the draft of this thesis. The thesis bears the testimony of their kind touch in many parts. I am really indebted to them for this act of kindness.

I am thankful to the authorities of Hotel Pan Pacific Sonargaon and Hotel Sheraton to provide me an opportunity to meet with the tourists staying in these hotels and to take their interviews on my subject of study.

I am also thankful to the officials of Bangladesh Parjatan Corporation for providing me with different published materials on Bangladesh tourism and giving their valuable opinions on tourism development. Without their invaluable help it was impossible to complete this gigantic task.

Thanks go to all those foreign tourists who formed the group of respondents for providing their opinions on Bangladesh tourism industry, which helped a great deal in writing this thesis.

Thanks are also due to *Md. Johir Rayhan* who has patiently typed this thesis and my colleague *Dr. A.B.M. Siddiqueur Rahman Nizami* for his constant encouragement and help.

Finally, I am indebted to my wife *Rina*, and daughters *Angelica* and *Nora*, who provided me with the constant motivation which immensely eased my task. Son *Aasrayem* merits appreciation for his patience of missing my company during the final stage of this work.

Department of Marketing  
University of Dhaka  
Dhaka – 1000  
Bangladesh

**Md. Ashraful Islam Chowdhury**

## Table of contents

Contents	Page Number
Declaration	vi
Preface	vii - viii
Acknowledgement	ix - x
Table of contents	xi - xv
List of Tables	xvi- viii
List of Figures	xix
Abbreviation	xx - xxi
Summary	xx - xxvi

### Chapter - 1

#### Tourism: Concepts, History and Contributions

1.1	: Prelude	1
1.2	: The objective of the Tourism Policy of Bangladesh	7
1.3	: Tourism defined	7
1.4	: Tourist Defined	12
1.5.1	: Historical Development of Tourism	15
1.5.2	: Tourism before Industrial Revolution	17
1.5.3.	: Tourism During Rail-Age	17
1.5.4.	: Tourism During Modern Days	18
1.6	: Concept of Tour Operation	18
1.6.1	: History of World Tour Operations	19
1.7	: Importance of Tourism Industry	20
1.8	: Implications of Tourism	22
1.8.1	: Economic Implication of Tourism	22
1.8.2	: Social Implication	27
1.8.3	: Cultural Implication	27
1.8.4	: Environmental Implication	29

## Chapter - 2

### Tourism Demand, Supply and Developing Countries

2.1.	:	Introduction	30
2.2.	:	Demand For Tourism: The Case Of Developing Countries	30
2.2.1	:	Single Equation Models of Tourism Demand	32
2.2.2	:	System of Equations Models	37
2.3	:	Tourism Supply Side and Market Structure	42
2.3.1	:	Air transport	42
2.3.2	:	Tour Operators and Travel Agents	46
2.3.4	:	Hotel Accommodation and International Integration	49

## Chapter – 3

### Objective, Importance, Methodology and limitation of the study

3.1	:	Objective of this study	55
3.2	:	Importance of this study	55
3.3	:	Methodology of this study	57
3.4	:	Limitation of this study	58
3.5	:	Organization of the study	59

## Chapter - 4

### Bangladesh at glance

4.1	:	Preamble	61
4.2	:	History	64
4.3	:	Location	64
4.4	:	Area	64
4.5	:	Population	66
4.6	:	Ethnic Heritage	68
4.7	:	Culture	68
4.8	:	Climate	68
4.9	:	Best Season	69
4.10	:	Currency	69
4.11	:	Transport Network	69
4.12	:	Capital City	69
4.13	:	The Sundarban Forest	70
4.14	:	Tribal and the lake	71

4.15	:	Forests and Tribal people	72
4.16	:	Beach and Islands	73
4.17	:	Society and Culture	74
4.18	:	Ancient Civilization and Buddhism	74
4.19	:	The rivers	77
4.20	:	Flora and Fauna	78

## **Chapter – 5**

### **Bangladesh as a Tourist Destination: Opinions of Foreign Tourists**

5	:	Introduction	82
5.1	:	Attractive Causes Induce Foreign Visitors to Visit Bangladesh	85
5.2	:	Opinions of Foreign Travelers about Bangladesh	86
5.3	:	Profile of the sampled tourists visited Bangladesh	89

## **Chapter-6**

### **Reasons For Tourism Industry To Get Priority**

6.1	:	Introduction	107
6.2	:	Wants of a tourist?	108
6.3	:	Weaknesses of a country in fulfilling all the wants of a tourist	108
6.4	:	Historical remains cannot be the only tourist interest	109
6.5	:	The Primary objective of a Tourist	109
6.6	:	Offers that Bangladesh can make to foreign tourists	110

6.7	:	Offers Bangladesh can make to local tourists	110
6.8	:	Ways of ensuring the flow of foreign tourists to Bangladesh	111
6.9	:	Rationale for the Priority of Tourism Sector	112
6.10	:	Conclusion	116

## **Chapter-7**

### **World Tourism and Bangladesh: Comparison and Lessons Learned**

7	:	Introduction	120
7.1	:	Comparative picture of Bangladesh in world tourism	120
7.2	:	Tourism in Japan : Lesson for us	123
7.3	:	Other Lessons for Bangladesh in the global Context	125

## **Chapter- 8**

### **Tourism development in Bangladesh**

8.1	:	Background	131
8.2	:	Market analysis	133
8.3	:	Infrastructure	139
8.4	:	Present organization of tourism	144
8.5	:	Role of private sector	146
8.6	:	Tourism in Bangladesh: Offers that Bangladesh makes to other countries	147
8.7	:	Strategy for Partnership on Tourism	149
8.8	:	SAARC – Bangladesh joint venture	151
8.9	:	Introduction of Timeshare in Bangladesh	151
8.10	:	Conclusion	154

## **Chapter-9**

### **Problems of Tourism Industry in Bangladesh**

9.1	:	Introduction	156
9.2	:	Bangladesh Tourism Industry Problems generalized	157
9.3	:	Major problems of the Bangladesh Tourism Industry	159
9.4	:	Problems specifically related to Bangladesh Parjatan Corporation	161
9.5	:	Problems summarized	163

## **Chapter-10**

### **Marketing Strategies for Tourism Development in Bangladesh**

10.1	:	Introduction	167
10.2	:	Tourism marketing planning Model for Bangladesh	167
10.2.1	:	Tourism Market Segments	170
10.2.2	:	Tourism Marketing Audit	179
10.2.3	:	Marketing Information System	179
10.3	:	Tourism Marketing Strategy Development and Implementation	181

## **Chapter-11**

<b>Conclusion</b>	<b>191-206</b>
-------------------	----------------

## **APPENDICES**

Appendix: 1	:	Bibliography	207-229
Appendix: 2	:	Survey Questionnaire	230-234

## List of Tables

Table no.	Title	Page
1.1	Total number of foreign tourist arrivals in Bangladesh during 1990-2001 and the foreign exchange earning by Bangladesh from international tourists.	21
1.2	Bangladesh Foreign Exchange Earnings from Tourism & Other Travels (1990-2001)	25
2.1	International Tourist Arrivals and Receipts, 1996	31
2.2	Long Run Income, Effective Own-Price and Effective Substitute-Price Elasticities for Tourism Demand	36
2.3	Expenditure and Effective Uncompensated Own-Price Elasticities for Tourism Demand	40
4.1	Areas of Bangladesh by soil type	65
4.2	Zila (district) wise household and population of Bangladesh 1991 (adjusted)	66-67
5.1	Bangladesh Visitor Arrivals by Purpose of Visit (1992-2000)	85
5.2	How did the tourists view Bangladesh	88
5.3	Distribution of sex of Respondents	89
5.4	Distribution of age of Respondents	90
5.5	Country of origin of Respondents	91
5.6	Average Length of Stay (actual/intended) of Respondents	92
5.7	Number of Respondents visited different touring sites	93
5.8	Different places Tourists liked most	94



5.9	Facilities that impressed tourists more here in Bangladesh	95
5.10	Problems Encountered by Foreign Tourist during their stay in Bangladesh	95
5.11	Sources from Where Tourists Came to Know about Bangladesh	96
5.12	Opinions of Tourists About Cost for Visiting Bangladesh	97
5.13	Amount spent by foreign tourists during their visit in Bangladesh	97
5.14	Respondents in terms of first or repeat visit	98
5.15	Respondent visited neighboring countries	99
5.16	Purpose of visit of foreign tourist	100
5.17	Bangladesh's Rank with regards to its neighbors	101
5.18a.	Tourists Faced Problem Regarding Visa	102
5.18.b	Tourists Faced Problem Regarding Language	102
5.19	Tourists' perception about health hazards during their stay in Bangladesh	103
5.20	Opinion of Tourists about Different Published Materials	103
5.21	Tourist who Consulted/Did Not Consult With Travel Agent (TA) or Travel Bureau (TB) before taking a trip to Bangladesh	104
5.22a	Tourists willing to visit Bangladesh again	105
5.22b	Tourists who will recommend others to visit Bangladesh	105
7	Tourist arrivals and trends of increase/decrease of some of the selected countries during 1995 and 1997	122

8.1	Bangladesh Visitor Arrivals from Member Countries of “SAARC” (1992-2000)	134
8.2	Bangladesh visitor Arrivals by Region (1992-2000)	135
8.3	Bangladesh Foreign Visitor Arrivals by Nationality (1990-2000)	136-38
10	Different aspects of Tourism Marketing Audit	178

## **LIST OF FIGURES**

<b>Figure no.</b>	<b>Title</b>	<b>Page</b>
10.1	Model of Tourism Marketing Planning process	169
10.2	Tourism Market Choice Matrix	182

## **ABBREVIATIONS**

<u>Aiest</u>	: International Association of Scientific Experts in Tourism
<u>ATAB</u>	: Association of Travel Agents of Bangladesh
BBR	: Bureau of Business Research
BBS	: Bangladesh Bureau of Statistics
BIMS T-EC	: Bangladesh, India, Myanmar, Sri Lanka, Thailand Economic Cooperation
<u>BIWTC</u>	: Bangladesh Inland Water Transport Corporation
BPC	: Bangladesh Parjatan Corporation
BRTC	: Bangladesh Road Transport Corporation
<u>CHT</u>	: Chittagong Hill Tracts
<u>ETZ</u>	: Exclusive Tourism Zone
GSA	: General Sales Agent
IATA	: International Air Transport Association
IUOTO	: International Union of Official Travel Organization
MNC	: Multinational Corporation
<u>NTO</u>	: National Tourism Organization
NHTTI	: National Hotel and Tourism Training Institute

PTS : Planning, Training and Statistics

SAARC : South Asian Association for Regional Cooperation

TOAB : Tour Operators Association of Bangladesh

UN : United Nations

UNDP : United Nations Development Programme

UNEP : United Nations Environment Program

WTO : World Tourism Organization

## Summary

Travelling is one of the most interesting human activities. Tourism can be studied from different perspectives. Tourism creates a number of impacts of which social, cultural, environmental and economic ones are important. Tourism is known to be one of the very prospective sectors of a country's economy. But, like many others, it is being neglected since long past. However, the researcher felt it necessary to undertake a comprehensive study on the tourism sector of Bangladesh, and accordingly the present study was undertaken. Fortunately, it is observed that a number of steps have been taken recently by both public and private sector for accelerating the development of the tourism sector of Bangladesh. It can, therefore, be said that the tourism industry of Bangladesh is in its transitional period during these days.

The present study was, first, an attempt to analyze the present status of Bangladesh tourism industry, and second, to devise strategies for tourism development in Bangladesh.

*The followings are the major discussions made throughout this thesis:*

1. In introduction part the researcher has presented different theoretical aspects of tourism. It includes, among others, objectives of tourism policy of Bangladesh, definition of tourism and tourist, historical development of tourism, concept of tour operation, history of world tour operation, and different implications of tourism. All these aspects depict a clear idea about tourism industry that may help one to understand the subsequent discussions.

2. Tourism demand and supply sides are highlighted with special emphasis on developing countries in the 2<sup>nd</sup> chapter. Many developing countries have turned to tourism as a possible alternative source of growth as they are faced with the problems of declining terms of trade for agricultural products and high levels of protection against manufactures. They have devoted their resources to the provision of airports, local transport infrastructure and hotels, mainly aimed towards the international tourism market. The supply-side improvements have been fuelled by the increasing demand for “long haul” tourism as accessibility to developing country destinations has increased because of the improvement of air transport technology. Thus, tourism has become a major economic activity within developing countries, often contributing more foreign currency than traditional primary commodity exports. Though tourists arrivals in developing countries is small relative to the world totals, but receipts from tourism make an important contribution to their economies in terms of their income and employment generating effects and the provision of currency. Two major approaches used in determining tourism demand have also been discussed in this chapter. Moreover, three main components of tourism supply – air transport, tour operators and travel agents, and accommodation – were also discussed.
3. In the third chapter, the objectives, importance, methodology, and limitations of the study were discussed. This study is firstly, exploratory, and secondly, descriptive in nature. The primary objective of this study was to explore the present state of the tourism

sector of Bangladesh. The secondary objective was to put forward suggestions in the form of planning model and strategy to be adopted by Bangladesh Parjatan Corporation, the National Tourism Organization. To achieve these, the researcher has integrated the theoretical aspects of tourism to the existing tourism environment of Bangladesh.

4. Before discussing the present and future condition of tourism industry in Bangladesh, the researcher has felt that a clear picture about Bangladesh as a tourist destination should be presented. In this chapter (chapter four) a brief introduction of various touring spots and attractive features of Bangladesh are described. It is argued by the researcher that Bangladesh is not entirely made up of dirty slums and starving children, as the world been taught to perceive it through misleading news reports. It has many unique features to offer a tourist. The *Sundarbans* forest is the largest mangrove forest in the world, the natural habitat of The Royal Bengal Tiger, lush green landscape interspersed by network of vast rivers, the longest natural beach in the world, the history and culture of the land, possibly the most complex ethnic mixture in history, hospitable people-all these and many more will contribute richly to one's experience as a seasoned tourist.
5. Attempts were made to identify how foreign tourists view Bangladesh as a tourist destination. A survey was conducted on 71 foreign tourists visiting Bangladesh. Attempts were taken to get their views about Bangladesh. From our findings of the survey we have



analyzed what actually tourists feel and what they want from us. Chapter five basically reflects findings of this survey. This chapter is devoted to explaining how visitors perceive Bangladesh. It reflects the main findings of tourists' opinion survey. It is identified that majority of foreign tourists had a shabby picture about Bangladesh as a tourist destination lacking proper infrastructure, amenities, interesting events, shopping opportunities, historical attractions, and proper marketing actions. On an overall ranking among eight neighboring countries, Bangladesh stands fourth, whereas India first, Pakistan second, and Maldives third.

6. The rationale for the tourism industry to get priority has been highlighted in chapter six. A brief description of prospective tourist attraction has been given in this chapter. It is argued that, Bangladesh can emphasize on the development of eco tourism which can protect its ever deteriorating natural environment. As the theme of eco-tourism is bound to nourish competitiveness among many countries, Bangladesh should seize the opportunity to make a massive projection of its eco-treasures, particularly the *Sundarbans* and the quiet valleys in the *Chittagong Hill Tracts*. At the same time, there must be pragmatic efforts to complete certain basic infrastructures at the shortest possible time to enable the tourists be assured of such primary needs. This could be stimulated by encouraging more private enterprises to come to this sector whence competitiveness shall bring in great improvement in the standard of services which have been witnessed in the case of long haul road transports in the country over the last few years.

7. An attempt has been made to give a comparative picture of Bangladesh tourism with that of world tourism. Moreover, points were made on the lessons that Bangladesh can take from some of the countries for its tourism development. Chapter seven is a reflection of these attempts. Though tourist arrival globally is increasing at a sizable number, Bangladesh's performance is very discouraging. As Bangladesh lags even far behind than its neighboring countries, it should take all out effort to improve its share in world tourism trade. Though Japan, was once a country like Bangladesh with regards to tourism industry, but due to pragmatic steps taken, it has now become one of the major international tourist attractions. Therefore, Bangladesh has a lot to learn from Japanese experience for the development of its tourism industry. Exchange of views and experts between these two countries can benefit Bangladesh significantly. Moreover, joint tourism promotion among SAARC countries can boost Bangladesh's tourism sector.
  
8. A picture of tourism development in Bangladesh is presented in chapter eight. In the first place, attractions and facilities in major tourist spots of Bangladesh are briefly presented here. Second, a description of infrastructure consisting of transport (both public and private), travel agents, tour operators, and the present structure and development of BPC have been narrated. It is found that, though private involvement is shy, but at present quite a few private organizations are found to be involved in tourism development of Bangladesh. BPC, the National Tourism Organization, has been

identified as an operating organization rather than a promoter of tourism. Due to the gradual involvement of private sector in the tourism industry, the concept of timeshare has been introduced in Bangladesh recently, which means owning holidays by purchasing a specific time in an affiliated resort. Moreover, few areas were highlighted where Bangladesh could bring development by partnership business with other countries.

9. What ails Bangladesh tourism industry? An attempt was made to know the answer to this query. Results are summarized in chapter nine. In view of the situation, Bangladesh tourism has been passing through a period of trials and tribulations. In a developing economy where an overwhelming majority of people have a marginal standard of living and in a society that is much influenced by its economic conditions, steps taken by the government for the development of tourism so far, had been largely to achieve economic gains. The response of the private sector despite some incentives allowed by the government has also not been encouraging due to lack of infra-structural facilities and longer gestation period of tourism projects.

Most of the tourists come back dissatisfied once they visit particular destination of tourist attraction, such as *sundarbans*. Disgruntled local and non-local tourists both have grievances regarding the existing arrangements in most of the tourist spots. Language is a major problem, therefore making the facts about destination incomprehensible to those who do not understand the language. Majority of foreign tourists visiting Bangladesh faced language

problem as majority of people here in Bangladesh can neither speak nor understand English.

In many tourist spots of the country, food is a major problem for majority of the foreign tourists. There is an acute shortage of required number of good restaurants of acceptable standard throughout the country.

Due to the lack of proper transport facilities connecting various tourist destination with the capital journey becomes anything but pleasant. The concerned authorities have failed to preserve the historic sites scattered throughout the country

Due to political unrest some parts of the Hill Tracts lie in the restricted area and permission from the Home Ministry of Bangladesh is required for foreigners intending to visit any of these places. This might take a week or at times even two given the propensity of the officials to sit on things. This is a turn off for many interested tourists.

10. It is known that, mere identification of problems and prospects can neither give solutions to the problems, or capitalize the prospects. Well-developed plans and policies should be undertaken for the identified problems to be solved in their true perspectives. It is assumed that development of a proper plan and strategic implementation of it can help Bangladesh tourism industry to develop satisfactorily. Therefore, a tourism planning model has been suggested for Bangladesh which should start with a tourist and also end with the tourist.

## **Chapter- 1**

### **Tourism: Concepts, History and Contributions**

*Lit. Review*  
↓  
**1.1 Prelude**

To many, tourism is considered as a luxury. Even few decades ago, tourism was restricted to a handful number of people. But, with the development of science and technology, which shrunk the world to a few hours of travel in a comfort, not dreamt of a few years ago, an ever-expanding leisure vacation with pay, rising disposable income, the urge to escape from the drudgery of the present mechanized life and the increasing emphasis on freedom of movement, the tourist traffic is bound to increase at an accelerated rate. "Improvements in transportation, the proliferation of accommodation, and growth of inclusive tours to other forms of relatively cheap vacation travel, have further extended the opportunity to travel for pleasure. Today the majority of people in the developed world and increasing numbers in developing countries are tourists at some time in their lives. Tourism is no longer the prerogative of a few but is an accepted and accustomed, even expected, part of the lifestyles of a large and growing number of people" (Mathieson and Wall, 1989).

Many developing countries, faced with the problems of declining terms of trade for agricultural products and high levels of protection against manufactures, have turned to tourism as a possible alternative source of growth. These countries have devoted their resources to the construction of airports, local transport infrastructure and hotels that are aimed at the development of tourism sector. "Such supply side improvements have been fuelled by the increasing demand for 'long haul' tourism as air transport technology has improved and accessibility to developing country destinations has increased" (Sinclair, 1998,). In many developing countries, tourism has become a major economic activity, which contributes more foreign currency than traditional primary commodity exports.

Many of us, even today, are rather unaware of the size and importance of tourism in the world, and many of us may not recognize tourism as an industry. Travel and

tourism today is more than 2 trillion-dollar a year business world-wide, and it is growing everyday. A conservative standard says that the average rate of growth per annum over the next decade or so will remain at 4%. In developed countries consumers spend as much on travel and tourism as they do on clothing and health care (Matin, 1993). International tourism has become increasingly important over the past few decades. Dazzling economic prosperity in many parts of the world together with greater leisure and the revolutionary growth of air transportation have put tourism at the top of international business today. Presently it is known to be the world's biggest organized industry. This industry offers greater scope for development in the areas of economy, society, culture, and region. Many countries, therefore, have given priority to this sector in their development programs. US Chamber of Commerce has identified three areas that can contribute in increasing the wealth and business activities of a country. These are: development of the agricultural sector, the progress in the industrial sphere and, the development in the tourist field. In developing countries like ours, tourism can contribute in many areas of which economy is noteworthy. Some of the common economic implications of tourism are: employment generation, multiplier effect, balance of payments effect and national income, and foreign currency earner. Other major implications of tourism are social and environmental.

Tourism has implication in employment generation in the sense that it is a labor-intensive industry, which employs large number of people and provides a wide range of jobs, which extend from the unskilled/semi-skilled to highly specialized ones. In a country like Bangladesh, which has abundance of manpower, tourism could have a significant impact on our economy by providing employment to unemployed and disguised employed of millions. Tourism can provide both direct employment in areas like hotels, motels, air-transport, railways and other services directly used/consumed by tourists, and indirect employment in entertainment industry, souvenir, trade etc. It is one of the industries that provide more employment to females than males. Tourism, through its backward linkages, also

provides employment to millions particularly in construction, furnishing and equipment, farming, food and beverage industries. "It scores noticeably over other forms of new industry" (Venu, 1972). One study reports that, one room in a hotel creates three direct and nine indirect jobs, which implies the magnitude of job creation by this sector.

With regards to the multiplier effect let us take the example of the hotel. Management takes one of two actions concerning the revenue earned from the tourists' spending as room tariff – it either spends the money on goods and services or it saves part of such funds. This is referred to as MPC (Marginal Propensity to Consume) or MPS (Marginal Propensity to Save) – removing funds from the local economy. Removal of these marginal funds can be made in two ways: 1) saved but not loaned to another spender, or 2) purchase of imports. To understand the multiplier effect, we must first make some approximation as to what portion of the tourist dollars which are received in a community are spent (consumed) and saved (leakage). To elaborate this, suppose that we had a total of \$2000 of tourist spending in a community and there was a MPC of  $\frac{1}{2}$ . The expenditure pattern might go through seven transactions in a year. These can be illustrated as:

$$\text{Multiplier} = \frac{1}{1-\text{MPC}},$$

Where:

M = Marginal (Extra)

P = Propensity (Inclination)

C = Consume (Spending)

S = Savings (Money out of circulation)

If total tourist expenditure in a country during a particular year is \$2000 and MPC is  $\frac{2}{3}$ , then the multiplier effect will be:



$$\begin{aligned} & \$2000 + 1000 \text{ (half of } \$2000) + 500 \text{ (half of } \$1000) + 250 \text{ (half of } \$500) + \\ & 125 \text{ (half of } \$250) + 62.5 \text{ (half of } \$125) + 31.25 \text{ (half of } \$62.5) + \\ & 15.625 \text{ (half of } \$31.25) = \$4000 \text{ (approximately).} \end{aligned}$$

Thus, the original \$2000 of tourist expenditure becomes \$4000 of income to the community.

The attractiveness of a country to foreign tourists is the result of a combination of its natural environments, architectural sights, historical monuments, its road network and the development of its touristical infrastructure at large. Some of these factors are natural and historical which are practically inaccessible to human influence; others can be changed over the long term at the price of copious investments' whereas a third group can be influenced within the comparatively short term by deploying tourism management skills and by efficacious organization.

Tourism can be studied from the perspective of Economic Sociology & International Relations (Anand, 1976). As economic prosperity spreads, the need for a temporary change of scenery, environment or experience or a rediscovery of a heritage became even greater leading to tourism on an organized, large scale basis. Tourism is the business of the transport care, feeding and entertainment of the tourist. The components of tourism are many and diverse. Tourism can be defined to include the hospitality field, hotels, motels, resorts, restaurants, car rental and camping.

From an economic angle, tourism is especially important in developing countries like Bangladesh. The reasons for this assertion are numerous. First, given the inelasticity of our traditional exports, we would have to tap a new source to earn the foreign exchange to offset our chronic deficit. Second, tourism has been defined as "a light industry requiring no capital." There is no other industry on which so little capital would have to be expended. Third, it is a labor intensive industry and can help provide jobs to the unemployed, and finally it has a far-reaching impact on the economy.

In the global context and also in comparison with the neighboring countries, Bangladesh's performance in attracting tourists is very poor despite government's relentless effort to develop tourism. "Bangladesh's earning from tourism is even less than one percent of what the neighboring countries are earning " (Special Correspondent - The Paper Tourism - Holiday Aviator, April 30, 1983).

This is worth mentioning here that Bangladesh are endowed with most of the high points of tourism attractions. The country has one of the longest beaches of Cox's Bazaar, a colorful tribal culture in Chittagong hill-tracts, Sylhet and Mymensingh, archaeological remains at Mainamati, Paharpur and Mahasthangar, rich wild life in Sundarban, Sylhet and Hill-Tracts and historical relics, monuments, shrines and temples spread all over the country. Colorful religious fairs and festival, attractive souvenirs and interesting shopping opportunities are also of considerable tourist interest. Bangladesh also have the longest man-made lake in the sub-continent at Kaptai. Above all Bangladesh is a green country criss-crossed by mighty rivers and rivulets free from pollution and inhabited by hospitable and friendly people who have a rich cultural heritage. From the geographical point of view

Bangladesh is in the Macro-Asian air corridor of the transcontinental traffic, connecting Europe with East-Asia and Australia.

Though Bangladesh has many attractions to offer to foreign tourists and a number of measures taken by the government from time to time for the development of tourism sector, there is no mention worthy growth and development taken place in this field. Many of the initial steps taken by the government "are rather modest in nature and even now much remains to be accomplished to give the industry a solid footing and a real sense of direction (Ahmed, 1987). Among other reasons for inadequate growth and development of Bangladesh tourism, poor image of the country; lack of trained personnel; lack of proper infrastructure; lack of sufficient touristic attractions at different tourist spots; inaccessibility to tourist attractions by common modes of transport; lack of marketing orientation among different agencies engaged in tourism sector such as national tourism organization, tour operators, travel agents and hotels are important.

Despite all these, Bangladesh can yield fruits from tourism provided proper strategies are adopted, total quality management is practiced, ensuring coordination among different agencies (such as Bangladesh missions abroad, immigration, civil aviation and tourism, police etc.), encouraging private sector participation through different forms of incentives, identifying and exploiting new tourist attractions, and so on. It is the researcher's assumption that there is a brighter prospect for the development of domestic tourism than international tourism. Proper motivational programs can contribute in developing travel motive among local people which can make phenomenal contribution in the economy from the point of total population of this country as tourists' spending has multiplier effect.

### **1.2 The objectives of the Tourism Policy of Bangladesh:**

Government of Bangladesh has formulated a national tourism policy in February, 1992 with the aim of making Bangladesh as an attractive touristic destination. The main objectives of the said policy are\*:

- a. To earn foreign exchange by attracting foreign tourists.
- b. To create amongst the people interest in tourism and build tourist facilities for them at moderate costs.

---

\* Source: Bangladesh Parjatan Corporation Report - 1992

- c. To preserve, protect, develop and maintain the tourism resources of the country.
- d. To take steps for poverty-alleviation through creating employment for more people.
- e. To build a positive image abroad for the country.
- f. To open up a recognized sector for private capital investment.
- g. To arrange entertainment and recreation for foreign tourists and for the people of the country.
- h. To strengthen national solidarity and integrity through preservation and development of the country's handicraft and cottage industry, tradition and cultural heritage.

### **1.3 Tourism defined:**

Tourism mainly started between World War I and World War II. In simple terms, all the tasks associated with traveling are termed as tourism. This includes buying tickets, renting hotels, visiting places etc.; all of which make up tourism. Therefore, the traveler is an individual and tourism is all the tasks associated or related to traveling. The ancient definition of tourism was proposed in 1910 by an

Austrian economist, named Hirmann V. Schullard who said "Tourism is the sum total of operations mainly of an economic nature, which is directly related to the entry, stay, and movement of foreigners inside and outside in a certain country, city or region". This definition was proposed keeping in view the economic perspective only. While neglecting social, human, cultural and geographical factors.

The modern definition of tourism was proposed by a Swiss professor who said "Tourism is the totality of relationship and phenomena arising from the travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning activity (Burkart and Medlik, 1989). "This definition highlights all sides of tourism and it has been widely accepted. >

"Travel and tourism are a kind of service" (Chowdhury, A. I., 1990). According to the marketing experts of the US, "Services are complex tasks that cannot be separated and can provide satisfaction to the buyers, but it can't be sold as products. They are not tangible and their ownership cannot be transferred."

Professor Stanton (1981) has termed it as erroneous. According to him, credit and delivery are part of service, which is contradictory to the definition given by the Marketing Association of USA. Stanton said that people who buy service also enjoy its ownership, e.g. the comfort they receive when they rent a room in a hotel. This is not acceptable to American Marketing Association.

Abdel Wahab (1975) has given tourism a humanitarian view. According to him there is an inter-relationship between people, time and space by virtue of which people from the same country, different countries, or geographical areas can interact with one-another.

Traveling has certain characteristics which are outlined below :-

1. A desire to travel must be created in the minds of the people and they must travel to different places.
2. Traveling must have two ingredients. First, people must go to their particular places. Second, they must stay there to appreciate its beauty.
3. Traveling must be in a place that is separate from one's domicile.
4. Traveling must be temporary and should not involve very long time. It should be a day, couple of days, week/s or month/s and the desire to return back to one's original home must be there.
5. People must be curious or inquisitive when they travel.

Tourism has been defined in many ways by many authors and authorities on tourism.

According to an early dictionary, tourism came to be understood as the theory and practice of touring; travelling for pleasure. The first attempt to consider tourism as a phenomenon in its own right was made in 1880 in Europe. In 1905, a definition incorporating tourism's various components was offered by E. Freuler. This definition describes tourism in its modern sense as a phenomenon of modern times, based on the increased need for recuperation and change of air, the awakened and cultivated appreciation of scenic beauty, the pleasure in, and the enjoyment of nature, and is in particular, brought about by the increasing mingling of various nations and classes of human society, as a result of the development of commerce, industry and trade and the perfection of the means of transport. In 1910, in the year book of National Economy and statistics, the Australian scholar and political economist, Herman Von Schullern Schrattenhoffen, described tourism as the term for all those inter-connected processes, especially economic ones, that come into play through influx, temporary residence and dispersal of strangers, into, within and from a certain district, country or state. This definition emphasizes basically on the economic implication of tourism. It also focused on tourism's potential in the light of production, traffic, and social life.

✓ Edmund Picard, in 1910, explained tourism as a total concept that includes the entire range of its organs and its functioning, not only from the viewpoint of travelers, but basically from the viewpoint of the fund carried by them and the people of the visiting countries who benefit directly (such as transport companies and hoteliers) and indirectly from the expenses travelers make.

In 1942, Hunziker and Krapf of Switzerland introduced their General Theory of Tourism which discussed factors comprising all the contact, effect, phenomenon, material and immaterial relationships, arising from the temporary residence of tourists. They defined tourism to be the “sum-total” of the relationships and phenomena, which result from the travel and temporary residence of strangers, inasmuch as this residence does not lead them to settle for the practice of a temporary or permanent full-time occupation” (Kaul, 1985). We find two sets of relationships in tourism- (i) the material ones, whereby the tourist uses services for payment, and (ii) immaterial relationships resulting from his social contact with the culture, people and institution of the country he visits.

✓ Few years later, in 1952, R. deMeyer gave even a better definition of tourism for which he received the first prize for the best definition of tourism awarded by Academic Internationale du tourism at Monte Carlo. He defined tourism as a collective term for human movement and its attendant activities caused by the exteriorization and fulfillment of the desire to escape, that is more or less latent in everybody. This definition was later refined by an Australian professor who described it as the sum of the relations and services connected with a temporary and voluntary change of residence for non-commercial or non-professional reasons. Three aspects of tourism can be identified from this definition, viz. Travel by non-residents; temporary stay; travelling and staying for non-commercial purpose.

Tourism can also be defined as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Mathieson and Wall, 1989).

According to International Association of Scientific Experts in Tourism (AIEST) (undated) "Tourism is sum of the phenomena and relationships arising from the travel and stay of non residents, in so far as they do not lead to permanent residence and are not connected with any earning activity".

Analyzing the above definition of tourism, following major characteristics of tourism may be identified:

- (i) People must move in tourism.
- (ii) There must be destination(s).
- (iii) The journey and stay take outside the normal place of residence and work.
- (iv) The movement and stay at destinations are absolutely temporary.
- (v) Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.
- (vi) The touring people must have a specific or set of motivations to visit the destination(s).
- (vii) The touring people are pure consumers of various services made available to them at the destination and that they ought to pay for the services they consume.

Tourism can be viewed in many other ways. Rajib Dube (1997) in one of his articles identified different ways of viewing the term tourism. For a tourist, it is travel related taxation, recreation, and exposure to other cultures, and tradition. Those who sell tourism naturally see things differently. To them, it is an industry, a source of income, especially of foreign exchange (Dube, 1997). Indian



Merchants Chamber defines tourism as a force that can enrich, restore and transform ... and do that both for a land and its people. In its widest sense, it brings its fold a pleasure to be enjoyed, a journey to be undertaken and an adventure to be dared. Tourism serves as a powerful agent for gratifying man's most compelling desires of tasting and enjoying the sweet and virginal grandeur of nature, of being lost in the picturesque past of nations, of broadening his vision and deepening his understanding of the culture and civilization of other people (Wilson, P, 1980).

In the above few paragraphs, quite a few definitions of tourism have been mentioned and explained. Though these definitions do not create much controversy, but different definitions have emphasized on different dimensions of tourism. This necessitated a globally acceptable definition of tourism. In this light, in 1993, the United Nations Statistical Commission has adopted the following as the official definition of tourism as recommended by the World Tourism Organization (WTO): "tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (adopted from Middleton, V.C., *Marketing in Travel and Tourism*, Butterworth-Heinemann Ltd., Oxford, 1994, P.8).

#### **1.4 Tourist Defined:**

While assessing different aspects of tourism, it is fundamental to define one of the major components of tourism: the tourist. The word tourist is derived from the term 'tour' which means: a journey at which one returns to the starting point, a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned' (Webster's

International Dictionary, 1961:2417). The Oxford English Dictionary (1933:190) defines tourist as one who makes a tour or tours; especially who does this for recreation; one who travels for pleasure or culture, one who visits a number of places for their objects of interest, scenery or the like) In 1933, Ogilvie described a tourist as any person whose movements fulfil two conditions, viz.

1. the person's absence from the home is for a relatively short period, and
2. money spent during absence is money derived from home not earned in the destination visited.

It states that, a tourist is a traveler for recreation or pleasure, and a tourist is a consumer rather than a producer. While analyzing different definitions of tourist, Frechtling (1976) pointed out four basic components as mentioned by different theoreticians. They are: purpose of visit; mode of transport used; length of stay; and, distance traveled. Of these, the length of stay is a principal component of the United Nation's definition. This definition states that a tourist is he who stays more than twenty-four hours but less than twelve months in destination traveled. Other definitions emphasized more on the distance component. National Tourism Resource Review Commission (NTRRC), for example, defined a tourist as one who travels away from his home for a distance of at least 50 miles(one way) for business, pleasure, personal affairs or any other purpose except to commute to work. The distance has been extended to 100 miles by the US Census Bureau in their definition of tourist.

Cohen (1974), while reviewing the literature of tourism has identified six dimensions of a tourist viz. Permanency, voluntariness, direction, distance, recurrency and purpose. Based on these he defined tourist as a voluntary, temporary, traveler, traveling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round trip.

Although the conceptual definition of tourism has been accepted by all, but a sharp difference still exists among the experts, organizations and governments in identifying exactly 'who is tourist'. The present definition which was suggested by the International Union of Official Travel Organizations (IUOTO) in 1937 and is still widely accepted by the nations. According to IUOTO, "The term 'tourist' shall in principle be interpreted to mean any person travelling for a period of 24 hours or more in a country other than in which he usually resides" However, the conditions to become a tourist have been altered in the subsequent years (for example, the students are now considered as tourists) and still the process of alteration of the conditions is taking place (Hasan, 1992).

In search for a refined and more acceptable definition of tourist, United Nations sponsored a conference on travel and tourism in Rome in 1963. Definitions of 'visitor, and 'tourist' were recommended by the conference for statistical purpose. In this context, the term 'visitor' describes any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited. Following two points are covered in this definition:

a. Tourists who are 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;

- (i) leisure (recreation, holiday, health, study, religion and sport);
- (ii) business, family, mission, meeting;

b. Excursionists who are temporary visitors staying less than 24 hours in the country visited, including travelers on cruise ships (IUOTO, 1963:14). IUOTO (presently the World Tourism Organization), later accepted this definition as an official definition and encouraged nations to use this for statistical purpose.

### **1.5.1 Historical Development Of Tourism :**

From ancient times, people traveled from one place to another, across national boundaries for a number of reasons. Before the industrial revolution, people traveled for pilgrimage and to seek knowledge, and so traveling was not seen as a business. Mostly people walked on foot. Alexander, Marco Polo, Cortez, Hun Sung etc. are adventurers who were the forerunners in global traveling.

These traveling basically started from Europe. People over there basically traveled on business purposes. Some private organizations at that time came into being in England who organized educational tours. By the 18th century, the volume of traveling increased tremendously. In the middle ages, most of the people were reluctant to travel because of social barriers and lack of security; they only left their domicile for necessities.

A new chapter in traveling (Gilbert, 1990) started in Europe after the Renaissance. Europeans traveled to distant faraway lands to gain knowledge and experience. Due to the development of railway, a lot of cities expanded between 1801 and 1840 and tourism became an important sector since then.

The cultural factor gained importance during 1950, since only traveling can result in exchange of culture. The cordiality between nations become strong because of traveling and so tourism emerged as a way to learn about cultures.

After World War II, there was a fall in traveling that was only temporary. As the tourism sector expanded in most of the countries, a lot of organizations were established along with the government institutions, which were private

institutions, travel agencies, airlines, transport organizations, hotels & motels. These made traveling more comfortable for the travelers.

During the mid-18th century, the cities of England loved to stroll along the riverside. The 19th century brought about sea-side trips as a popular touring spot. Tourism expanded gradually with time, but the fastest expansion occurred after 1914. At the moment, there are a lot of government as well as private organizations that provide tourism services.

Tourism is a very attractive and promising sector in terms of earning foreign currencies. Due to the availability of modern communication system, traveling has become relatively cheaper. Tourists get attracted to rich cultural heritage and historical monuments, sea-side, hill-ranges, deep forests, pyramids etc. and these organizations try to provide just that.

Tourism organizations offer package tours which was first introduced by Thomas Cook in 1941. Cook's tour offered a train journey that had no staying facilities. At present, these tours have been greatly modified and improved to provide customized services. "Bangladesh Parjatan Corporation" provides similar kinds of tours - youth tourism for students; sight seeing tour and river cruise for transit passengers; and local sight seeing tours for the local people.

Traveling has not been viewed in terms of business since very long. If we evaluate the history of travel business, it can be divided into three stages. First, tour business before the industrial revolution (before 1840); second, period between 1840 and 1914 (tour business during rail-age); third, after 1919 - the modern age of science and technology. However, the major trend of tour business or tourism began at the middle of World War II.

### **1.5.2 Tourism Before Industrial Revolution :**

Before the industrial revolution, business of traveling was never seen as a money making venture. People at that time traveled for business, office work and pilgrimage. If we look at the history of India, then we can learn that there was no institution for tourism; people traveled on foot from one area to another to perform pilgrimage. But, European history suggests that during and before the 19th century, people traveled for business and work. There were some organizations in England that arranged educational tours. During this period, kings and landlords from our subcontinent traveled with their disciples by sea.

In the year 1776, an Englishman named Samuel Johnson traveled to Italy and went back to England and narrated his experience. After that, the people of England had a desire to travel for non-business purposes.

### **1.5.3. Tourism During Rail Age :**

This is an important era for tourism because it was during this age that tourism gained importance. The main reason behind this is that communication was greatly improved due to the introduction of railway. Huge cities began to emerge, since the large cities of the world expanded between 1801 and 1840, and the national incomes began to rise.

In the subcontinent, the affluent traveled to jungles on horsebacks and elephants. After the British established railway system, the frequency of traveling increased further.

#### 1.5.4. Tourism During Modern Days :

We can divide the modern age into two periods, which are -

- (a) 1914-1960
- (b) After 1960

Most of the prosperity in travel business did not occur in the first era but in the second era. We have divided the modern age into two parts in regards to Bangladesh only, but we can term the entire era as modern age in case of Europe and America. During this period, people started traveling by train, bus and finally by planes. Frequent intercontinental travel between Europe and America began to take place and a large number of hotels were created to respond to tourism. Even government began to pay attention: An act called "Development of Tourism act 1969" was enacted in England. Scotland, Walls, Germany, USA etc. took identical measures.

Tourism in Bangladesh is a very recent phenomenon, but compared to the tourism industry of other developed nations, our one is still a non-entity. The government of independent Bangladesh initiated the mere establishing "Bangladesh Parjatan Corporation" (the National Tourism Organization). Following this, a number of private organizations, travel agencies, hotels etc. are involved in this field.

#### 1.6 Concept Of Tour Operation,:

There are some institutions in every country that are involved in tourism sector. These institutions include organizations called tour operators who make travel plans, and their tasks are called tour operations. (The main functions of tour operators are to provide information to the travelers, reduce their traveling

expenses, and reduce promotional expenditures of the tourism firms (Bukart and Medlik, 1989:177). Tour operation is a part of tourism. In 1960, package travel was introduced in Europe that included food, staying and some other facilities. Air was the medium of travel and this package traveling quickly spread all over the world. Tour operation is playing a major role in tourism because now a person can travel to important tourist spots at a lower expense. Travel agencies are making a lot of money and nations having a developed tourism sector are earning a lot of foreign currency. In Europe, England, West Germany, Scandinavia and other developed countries to the northern hemisphere started using the package holiday or inclusive tour extensively by 1960. This inclusive tour was introduced by the British. It became so popular that in the year 1965, more than one million people traveled from UK to western Europe during the holidays. The rate of tour operation, as a result, increased threefold and it became an important and profitable sector in the holiday market. With increasing profits, the need to market tour operation began to arise. Tour operators provide services to tourists during holidays.

#### **1.6.1 History Of World Tour Operations :**

From ancient times, people traveled from one place to another, across national boundaries for a number of reasons. Before the industrial revolution, people traveled for pilgrimage and to seek knowledge, and so traveling was not seen as a business. Mostly people walked on foot. Alexander, Marco Polo, Cortez, Hun Sung etc. are adventurers who were the forerunners in global traveling.

These traveling basically started from Europe. People over there basically traveled on business purposes. Some private organizations at that time came into being in England who organized educational tours. By the 18th century, the volume of



traveling increased tremendously. In the middle ages, most of the people were reluctant to travel because of social barriers and lack of security; they only left their domicile for necessities. At present, tour operation has gained momentum and plays a very important role in the tourism development of a country

#### **1.7 Importance of Tourism Industry:**

Tourism Industry development has a significant impact on all of the economic, social and physical structure of a country. In addition to providing hotel accommodation, restaurants and entertainment for visitors, tourism development directly or indirectly requires the provision of support communities and population centers, highways, airports and other transport system for visitors' mobility; public facility for recreation, cultural and historical reservation as well as substantial agricultural and industrial activities to support the tourism plant. Tourism creates goodwill for the country. Each year thousands of tourists are visiting new places and new countries. Mixing up with local people gives the tourists an opportunity to project the image of their own countries to outside world. This also creates friendship among the people of different nations and different cultures. Tourists can learn the history of a particular place, region or a country by visiting them and thus cultures of the countries around the world are enriched.

In the context of Bangladesh, some of the countries bear special significance as the maximum number of foreign tourist come from these countries. India, Pakistan, U.K, West Germany, USA, Canada, Japan, Korea, ASEAN countries, Australia and New Zealand, and Middle Eastern countries are the most potential markets for Bangladesh tourism.

The following table (table no. 1.1) shows the total number of foreign tourist arrival in Bangladesh during 1990-2001 and the foreign exchange earning by Bangladesh from international tourists.

**Table 1.1 showing total number of foreign tourist arrival in Bangladesh during 1990-2001 and the foreign exchange earning by Bangladesh from international tourists.**

Year	Total Arrival	Total Earnings (Taka in Lac)
1990	115369	3,02.09
1991	113242	3,31.05
1992	110475	3,29.10
1993	126785	5,94.40
1994	140122	7,59.40
1995	156231	9,55.20
1996	165887	14,01.00
1997	182420	2741.40
1998	171961	2454.80
1999	172781	2451.90
2000	199211	2627.00
2001	189674(up to Nov.)	1940.20(up to Nov.)

Source : BPC, PTS Division (Statistics)

The table shown above implies that tourism sector is not the one that should be overlooked. Statistics shown in the table above indicates that the number of foreign tourists are consistently increasing year after year except few exceptions. Moreover, revenue generated by this sector also has increased significantly. Foreign exchange earning from this sector has increased seven times over between 1990 and 2001. It truly indicates how significant this sector is, and also demands attention and importance by the concerned personnel, groups, and organizations.

## 1.8 Implications of Tourism:

Implications of tourism have been highlighted earlier. In this section, discussion of tourism's implications will be taken along four dimensions. They are:

- (i) Economic Implication
- (ii) Social Implication
- (iii) Cultural Implication
- (iv) Environmental Implication

### 1.8.1 Economic Implication of Tourism

In the words of the Chamber of Commerce of the USA, "Basically there are three ways of increasing the wealth and business activity of a country viz. the development of the agricultural front, the progress in the industrial sphere and development in the tourist field". Tourism as a factor of considerable economic importance received the widest recognition after the Second World War, and was given a fresh lease of life by 1952. Now tourism is the world second largest industry. It is multibillion dollar activity with receipts from International tourism alone of around \$70 billion and its annual rate of growth (10%) greater than any other industries. It is predicted to overtake even the oil industry in the 80's.

#### *Tourism as a creator of jobs:*

Millions of people throughout the world now depend for their employment upon tourism. Both those who are directly involved in the tourism plant – the hotels, motels, restaurants, air transport, motor transport, railways and other services directly used by tourists and those who are indirectly involved such as the

entertainment industry, souvenir trade, the travel agencies, arts and crafts. Lickorish (1997) has estimated that at least 7 percent of the total working force is employed in the tourist industry. It is interesting, too, that the tourist industry is one of the few in which more women are employed than men in most countries. Thus millions of people derive benefit from tourism (Wilson, P, 1997).

## 2. *The Multiplier Effect :*

A 'multiplier' by tourist expenditure on the economy of the destination country is well known whereby every unit of money spent on tourism circulates in the economy and brings about an increased area of benefit to the people concerned. Tourist expenditure supports not only the tourist industry directly but helps indirectly to support numerous other industries which supply goods and services to the tourist industry. In this way money spent by tourist may be said to be used several times and spreads into various sectors of the economy (Dube, 1982). Everytime the money changes hands it provides 'new' income and the continuing series of conversions of the money spent by the tourist constitutes what the economists term "the multiplier effect". The more the conversions which occur, the greater is its beneficial effect on the economy. However, this transfer of money cannot go on indefinitely because of 'leakages' which occur. Such leakages may consist of, for instance, imported foreign goods, interests on foreign investments or, savings which withdrew money from circulation, any leakages of these kinds will reduce the stream of expenditure which in consequence will limit and reduce the multiplier effect Venu, S, 1972).

3. *Balance of Payment and National Income:*

The spending by International Tourist inevitably has a positive effect on the balance of payments position of a destination country. Most countries from time to time have serious problems with the balance of payments, much attention comes to be focused on tourism because, of its potentially important contribution to and effect upon, the Balance of Payments. The future export trends remain uncertain because of serious power shortage, increase in labor unrest, transportation bottlenecks, and such other factors. Imports, on the other hand, may get enlarged importance to make up for the losses in domestic production. We know balance of payments may be defined as statement of income expenditure on international accounts; in other words it shows the relationship between a country's total payments to all other countries and its total receipts from them.

4. *Foreign Currency Earner:*

Tourism is a very useful means of earning much needed foreign currency. In this case, foreign receipts from international tourism are major earners of foreign currency and exceed the receipts from international tourism may assume great significance in Balance of Payments calculations. Tourism is thus a great source of foreign exchange revenue. Foreign exchange earned by tourism is earned more conveniently than that from manufactured goods. The table (table no. 1.2) next page represents the foreign exchange earnings (at current prices)

Table No. 1.2 Showing Bangladesh  
Foreign Exchange Earnings From Tourism  
& Other Travels  
(1990-2001)

Month/Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
January	18.10	23.00	423.00	45.80	53.50	66.70	70.20	231.80	351.20	184.90	227.80	273.80
February	59.30	18.80	30.50	74.40	54.60	69.30	73.40	106.50	146.00	224.90	261.60	218.10
March	42.30	30.00	45.50	70.00	47.80	69.70	81.30	142.60	302.70	255.30	230.90	196.10
April	19.50	29.90	17.60	42.50	48.70	60.00	84.20	130.50	170.60	207.20	234.00	219.00
May	16.40	20.80	30.60	52.30	67.10	65.40	121.80	182.90	161.70	172.30	210.70	240.50
June	21.50	17.10	30.20	35.90	61.90	66.70	137.10	172.20	179.80	182.70	193.10	221.70
July	18.00	38.90	6.60	37.50	55.40	77.30	98.1	156.70	167.50	167.00	234.80	207.10

Contd.

Source: Bangladesh Bank

Contd.

Table No. 1.2 Showing Bangladesh  
Foreign Exchange Earnings From Tourism  
& Other Travels  
(1990-2001)

Month/Year	1990	1991	1992	1993	1994	1995	1996	19987	1998	1999	2000	2001
August	22.50	22.60	19.70	49.10	66.60	68.20	111.4	145.20	192.50	182.80	129.30	170.50
September	29.20	40.30	8.60	44.50	50.80	114.30	99.40	962.80	154.50	179.70	218.10	193.40
October	21.80	30.30	27.40	39.80	71.20	69.80	157.40	256.10	167.30	196.10	239.40	
November	15.10	32.20	33.50	51.60	69.40	100.60	176.50	253.20	245.50	280.50	234.50	1940.20
December	19.20	25.30	28.70	51.00	112.40	100.20	190.40	270.90	215.50	218.50	212.80	
<b>Total</b>	302.90	331.50	329.10	594.40	759.40	955.20	1401.20	2741.40	2454.80	2451.90	2627.00	

Source: Bangladesh Bank

### **1.8.2 SOCIAL IMPLICATION**

Man is the focal point of tourism. Man makes society. Consequently tourism spreads its influence over the whole society now-a-days. Tourism brings together the people belonging to different countries practicing different life styles, speaking different languages. It throws them together. So tourism capitalizes a global gathering.

As different societies come together, people come to know other different societies, their life style, technologies and development, such as in 1600 AD British came here to do business, but they brought new technologies, science and lessons for us. A country like Bangladesh needs different quality tourists who can help us in developing our country.

Tourism brings friendly relation between countries. Since 1947 India and Pakistan are arch-rival. But now a days development in direct bus route, exchange of cultural team, visit of Prime Ministers and finally cricket and hockey matches between these two countries ease their relationship gradually.

World has become smaller these days. It is just a global village. So tourism has a great socio-economic implication. The more common views prevail among people of different countries the more the probability to merge different countries like European Community (EC). Tourism plays a vital role in this regard. So now we are experiencing Global Market, Global Pricing, Global Promotion etc. Of course tourism has a big contribution to bring this "Global" fever.

### **1.8.3 CULTURAL IMPLICATION**

Cultural impacts of tourism are not to be confused with the increasingly popular term 'cultural tourism'. Few studies suggest ways of assessing the cultural impacts



of tourism (Robinson, 1976). Tourism brings together people belonging to different cultures also. There is a great mingling of cultures and this naturally has its effects. Some of the effects are sometimes negative. The multiplicity of cultures and sub-cultures has not only led to complexity of communication but it has also resulted in the creation of stereotyped images of countries and peoples. For instance, to most affluent visitors India is not only an exotic land of snake charmers, elephant riders, pope walkers, maharajas and yogis, but is a poverty-stricken area inhabited by dirty people living in filthy surroundings. This is at best a partial picture. These preconceptions and stereotyped images are often responsible for causing misunderstanding amongst people.

Now a days, there is a lot of talk about cultural shock and the fact that when people belonging to the more affluent countries come to face with poverty they feel very uneasy. This cultural shock, in a way can be used as a valuable means for bringing about a better understanding and a deeper awareness among the affluent nations of the difficulties and problems of developing countries. But apart from this somewhat negative factor, the positive factors of tourism are very clear. Foreign tourism helps to break down prejudices, barriers, suspicious that exist between nations. The very best way of getting to know another country is to go there, and when vast numbers travel, the narrow, rigid boundaries that keep people in compartments naturally tend to get weakened and we move towards better international understanding.

Apart from foreign tourism, domestic tourism can achieve analogous objectives in the economic and understanding of many different peoples and cultures which inhabit this land. It can give our people a sense of unity and densification a broadening of their emotional and cultural horizon, a sense of belonging and pride and above all a sense of the wonder that is this vast country.

#### 1.8.4 ENVIRONMENTAL IMPLICATION :

Once the slogan was “the big is beautiful” when mass tourism began. But later it is understood that mass tourism is not good for environmental health. The environment of the host region exerts an attraction so that the tourists come. It offers things that the tourist is looking for and needs (Burmeister, 1977:21).

To some authors, tourism provides an incentive for the restoration of ancient monuments and archaeological treasures, and for the conservation of natural resources, as well as economic means by which they can be achieved (Waters, 1966,; Agarwal and Nangia, 1974; Dower, 1974). To others, however, tourism means people, congestion, noise and litter. It means the disruption of animal life cycles, the extinction of fragile plants, and pouring of human waste into rivers and upon beaches.

Tourist from different countries are not always conscious about conserving wild life. They throw plastic packets, dust here and there while visiting touristic sites. Often they break branches, or pick leaves, often they shoot birds or deer and so on. So mass tourism is not expected unless infrastructure of a country permits so. Rather quality tourism is welcome. Again to ensure conservation government should have security measures.

## **Chapter- 2**

### **Tourism Demand, Supply and Developing Countries**

## **2.1. Introduction:**

Many developing countries have turned to tourism as a possible alternative source of growth as they are faced with the problems of declining terms of trade for agricultural products and high levels of protection against manufactures. They have devoted their resources to the provision of airports, local transport infrastructure and hotels, mainly aimed towards the international tourism market. The supply-side improvements have been fuelled by the increasing demand for “long haul” tourism as accessibility to developing country destinations has increased because of the improvement of air transport technology. Thus, tourism has become a major economic activity within developing countries, often contributing more foreign currency than traditional primary commodity exports.

## **2.2. Demand For Tourism: The Case Of Developing Countries**

The United Nations Conference on International Travel and Tourism of 1963 provided the generally accepted definition of tourists as temporary visitors who spend more than 24 hours in destinations other than their normal place of residence, whose journey is for the purpose of holiday-making, recreation, health, study, religion, sport, visiting family or friends, business or meetings. Excursionists are those who spend less than 24 hours in their destinations. Tourism revenues obtained by host countries include direct and indirect foreign currency payments made by tourists for goods and services, although international fares to and from the destination are usually specified separately. Receipts from international tourism was \$404 billion by 1996, approximating 1.5 per cent of world GDP, and having increased at a mean rate of 7 per cent since 1992 [*Euromonitor, 1997*]. Tourism was, thus, the third largest economic activity in the world, surpassed only by oil and motor vehicles.

Though many developing countries have experienced high rates of growth of tourist arrivals and foreign currency receipts, they have minor shares of global arrivals and receipts. In contrast, Europe accounted for 59 per cent of world arrivals and 51 per cent of world receipts in 1996, and the USA and Canada for a further 10.5 per cent of arrivals and 17 per cent of receipts, as is shown in the following table. Central and Latin American countries obtained nine per cent of world tourist arrivals and eight per cent of receipts; African countries had the relatively small shares of 3.5 per cent of arrivals and two per cent of receipts, while South Asian countries accounted for less than one per cent of the global totals. East Asia and the Pacific, excluding Australia, Japan and New Zealand, attained the higher shares of 13 per cent of world arrivals and 16 per cent of receipts (see table no. 2.1).

**Table no. 2.1 showing International Tourist Arrivals And Receipts, 1996**

	Arrivals (thousands)	Arrivals as % of total	Receipts (\$US millions)	Receipts as % of total
Africa	20562	3.5	8031	1.9
Central & Latin America	52529	8.8	33005	7.8
USA & Canada	62177	10.5	73186	17.3
Europe	351612	59.2	215743	51.0
Middle East	15256	2.6	8037	1.9
East Asia & Pacific	87025	14.7	80780	19.1
South Asia	4477	0.7	3963	0.9
World	593638	100.00	422745	100.0

Source: World Tourism Organization.

While small relative to world totals, developing countries' receipts from tourism make an important contribution to their economies in terms of their income and employment-generating effects and the provision of currency which can be used to finance essential imports. It is, therefore, useful to review and evaluate the studies which have attempted to investigate the determinants of tourism demand, and the estimated elasticity values, which have interesting implications for policy-making. There are two main approaches which have been used to estimate tourism demand, single equation model and system of equation models. Here in this text, we shall discuss both of them in short.

### 2.2.1 Single Equation Models of Tourism Demand

Most of the studies which have estimated tourism demand have used single equation models and have attempted to explain demand, measured by tourism receipts (expenditure) or arrivals (departures), at the aggregate, cross-country level [Archer, 1976; Johnson and Ashworth, 1990; Sheldon, 1990; Sinclair, 1991a]. Equation (1) exemplifies the approach, regressing tourism demand,  $D_{ij}$ , on income per capita,  $Y_i$ , relative prices,  $P_{ijk}$ , exchange rates,  $E_{ijk}$ , transport costs,  $T_{ijk}$  and dummy variables for one-off events,  $DV$ .

$$D_{ij} = f(Y_i, P_{ijk}, E_{ijk}, T_{ijk}, DV) \quad (1)$$

where  $i$  refers to the tourist origin country,  $j$  refers to the destination and  $k$  to competing destinations.

Studies which have estimated single equation models of tourism demand have generally been somewhat ad hoc. Different studies have used different specifications of the tourism demand equation. In some cases, for example, relative prices and exchange rates have been combined as real effective exchange rates and in others no account has been taken of demand for competing

destinations or of transport costs. The time periods for which the demand equations have been estimated are equally disparate. Attention has focused on a limited number of developing countries, some of which are now classified as newly industrializing, and demand by US tourists has commonly been the dependent variable.

One early study by Gray [1966], provided per capita income elasticities of 5.13 for US demand for tourism in the rest of the world and 6.6 for Canadian demand. Jud and Joseph [1974] estimated a per capita income elasticity of 1.74 for US expenditure on tourism in 17 Latin American countries, and of 2.58 for total international demand. Stronge and Redman (1982) estimated an income elasticity of 2.99 for US expenditure on Mexican tourism. The per capita income elasticities for expenditure in Turkey by 11 industrialized countries ranged between 0.92 and 5.95 (Uysal and Crompton, 1984). A set of income elasticities has also been estimated for tourist arrivals and includes values of 3.15 for US arrivals in Hawaii (Bechdolt, 1973), 1.59 to 6.07 for arrivals in Turkey from a range of origins (Uysal and Crompton, 1984), 0.81 to 7.3 for Singapore (Gunadhi and boey, 1986), 0.18 to 8.1 for Fiji (Broomfield, 1991), 0.21 for Reunion (Seeberger, 1992) and 0.94 to 3.44 for Malaysia (Shamsuddin, 1995).

Transport costs have either been excluded from most of the single equation models or proved to be insignificant. Exceptions included Bechdolt's (1973) study of Hawaii which provided a transport cost elasticity value of  $-2.68$ , and Jud and Joseph's (1974) estimates of  $-0.66$  for international tourism and  $-2.02$  for US

tourism in Latin American countries. Dummy variables for exceptional events such as the oil crisis were generally insignificant. However, the Visit Malaysia year of 1990 demonstrated significant but less than unitary values for most of the origin countries considered (*Shamsuddin, 1995*), and its absolute impact appeared to be substantial.

The implications of the estimated elasticity values are that developing countries can benefit from the rising real income associated with the growth of tourism, indicated by the high values of the income elasticities of demand for many destinations. The effect of changes in relative prices and exchange rates varies between countries, so that deteriorating price competitiveness is a greater cause for concern in some countries than others. Changes in transport costs do not appear as a significant determinant of demand in most cases, but one-off publicity campaigns may be effective. However, these conclusions must be qualified on a variety of counts.

First, the single equation approach to tourism demand modeling lacks an explicit theoretical basis and takes no account of the micro-foundations of demand (*Sinclair and Stabler, 1997*). The nature of consumer decision-making concerning expenditure on tourism relative to other goods and services, and the allocation of time to tourism relative to paid work or unpaid activities, are not examined. Second, virtually all of the studies have ignored possible inter-temporal relationships between tourism expenditure and income or relative prices/exchange rates, in contrast, for example, to the huge literature on intertemporal choice in aggregate consumption (*Deaton, 1992*). Third, little attention has been paid to the issue of whether it is appropriate to include relative prices and exchange rates as



separate determinants of demand or whether real effective exchange rates are the relevant explanatory variable. Fourth, the theoretical case for including or excluding the cost of transport between the origin and destination has not been examined rigorously and the measures of transport costs which have been used in empirical work may be inappropriate proxies for the true data. Fifth, most studies fail to include the full range of test statistics so that the results cannot be assessed by normal econometric criteria. As Johnson and Ashworth (1990) note, in some cases estimates, which the test statistic indicates to be insignificant, have been presented as of equal validity to those which appear significant. The majority of studies fail to consider lagged explanatory variables and may be subject to omitted variables bias and problems of identification and simultaneity (Sinclair, 1998). Sixth, the issue of the appropriate level of aggregation at which to examine tourism demand – by the individual or group, for components of tourism such as accommodation or for tourism as a bundle of goods and services – is rarely discussed.

The econometric model of tourism expenditure in the south Mediterranean destinations of Greece, Italy, Portugal, Spain and Turkey estimated by Syriopoulos (1995) tackles the second, third and fifth problems by estimating a dynamic model of demand, including relative prices adjusted for nominal relative exchange rates, using the general to specific error correction approach (Davidson *et al.*, 1978; Hendry and Mizon, 1978; Hendry, 1983). This approach has the advantage of separating short-run dynamics from the long-run relationship and provides estimates of short-run and long-run elasticities. The values of the long-run income, effective own-price, and effective substitute-price, elasticities for the Mediterranean destinations are given in the following table (see table no. 2.2).

Table no. 2.2 Showing Long Run Income, Effective Own-Price and Effective Substitute-Price Elasticities for Tourism Demand

	Italy	Greece	Portugal	Spain	Turkey
Income Elesticities					
France	2.30	2.72	1.84	1.00	1.00
W. Germany	1.00	1.00	2.85	1.79	2.80
Sweden	2.20	2.10	1.79	1.96	1.57
UK	2.40	2.13	2.80	1.00	2.77
USA	1.93	1.00	3.32	1.96	1.00
Effective Own-Price Elasticities					
France	-	-	-	-	-
W. Germany	1.61	1.56	2.23	1.61	1.44
Sweden	1.50	2.20	1.75	1.50	-
UK	1.20	0.78	1.84	1.20	-
USA	0.38	2.78	1.61	0.38	1.80
Effective Substitute-Price Elasticities					
France	2.39	2.72	3.63	0.80	1.94
W. Germany	2.22	2.40	-	-	-
Sweden	3.30	-	-	-	1.00
UK	1.80	2.81	2.56	-	2.80
USA	0.32	1.58	1.03	1.25	3.60

Note: - denotes statistically insignificant result.

Source: Syriopoulos (1995).

The estimated income-elasticity values are generally greater than unity and attain a maximum of 3.32 for US demand for Portuguese tourism, followed by 2.85 for German demand. Hence, they are lower than the very high values estimated in studies of other developing or newly industrializing countries and are, perhaps, more plausible. The generally elastic values of the substitute-price variables indicate the importance of price competition between tourism destinations and the possibility that tourism demand can switch between established destinations with relative ease. Further evidence is provided by the system of equations models which have been developed in more recent literature.

### **2.2.2 System of Equations Models:**

System of equations models attempt to provide a rigorous theoretical basis for tourism demand modeling using microeconomic theories of demand. The objective has been to build a model which allows for generalization on the basis of a representative individual who behaves according to the axioms of consumer choice: negativity, involving an inverse relationship between demand and price; the adding-up condition, whereby total expenditure is equal to the sum of individual expenditure and all prices has no effect on quantities purchased; and symmetry, ensuring consistency of consumer choice.

System of equations models of tourism expenditure allocation posit that consumers make decisions according to a stage budgeting process. The consumer's decision-making initially involves allocating the expenditure budget among broad groups of goods and services, for example, food, housing and tourism, and subsequently among sub-groups such as holidays in Africa, Asia, Europe, North America and other regions of the world. Expenditure is then allocated to countries within the chosen regions and to types of tourism

expenditure within the chosen countries. The approach has been used to explain the allocation of the tourism expenditure budget among different countries (*White, 1982; O'Hagan and Harrison, 1984; Smeral, 1988; Syriopoulos and Sinclair, 1994*) and among types of tourism expenditure (*Fujii et al., 1987; Sakai, 1988; Pyo et al., 1991*).

The almost ideal demand system (AIDS) model formulated by Deaton and Muellbauer (1980a, 1980b) provides an attractive specification for tourism demand estimation, incorporating both the axioms of consumer choice and the stage budgeting process. Its main concern is to explain changes in the budget shares of tourism expenditure attributed to destinations or goods and services, rather than changes in the levels of tourism demand which are the focus of single equation models. The model incorporates PIGLOG (price-independent generalized linearity) consumer preferences which allow for perfect aggregation over consumers and uses the cost (expenditure) function  $c(u,p)$  that defines the minimum expenditure necessary for a level of utility,  $u$ , given prices,  $p$ . This may be written as

$$\log c(u,p) = (1-u) \log \{a(p)\} + u \log \{b(p)\}$$

Linear, homogeneous, concave functions of prices,  $a(p)$  and  $b(p)$ , apply to the price vector,  $p$ , and the functional forms used are:

$$\log a(p) = a_0 + \sum_{i=1}^n a_i \log p_i + \frac{1}{2} \sum_{i=1}^n \sum_{j=1}^n \gamma_{ij} \log p_i \log p_j$$

and

$$\log b(p) = \log a(p) = b_0 \prod_{i=1}^n p_i^{b_i}$$

The AIDS cost (expenditure) function is given by

$$\log c(u,p) = a_0 + \sum_{i=1}^n a_i \log p_i + \frac{1}{2} \sum_{i=1}^n \sum_{j=1}^n \gamma_{ij}$$

$$c(u, p) = a + ub_0 \prod_{i=1}^n p_i^{b_i} \quad (2)$$

where  $a$ ,  $b_i$  and  $\gamma_{ij}^*$  are parameters.

Since the price derivatives of the cost function are the quantities demanded

$$\frac{\partial c(u, p)}{\partial p_i} = q_i \quad (3)$$

If both sides of equation (3) are multiplied by  $p_i/c(u, p)$  we obtain, in log form

$$\frac{\partial \log c(u, p)}{\partial \log p_i} = \frac{p_i q_i}{c(u, p)} = w_i \quad (4)$$

where  $w_i$  is the budget share of the  $i$ th good. Using equation (2) and differentiating with respect to  $\log p_i$ , using equations (3) and (4), and letting  $\gamma_{ij} = 1/2(\gamma_{ij}^* + \gamma_{ji}^*)$ , the AIDS model is obtained

$$w_i = a_i + \sum_{j=1}^n \gamma_{ij} \log P_j + b_i \log \left( \frac{x}{P} \right) + u_i, \quad i=1, \dots, n \quad (5)$$

Equation (5) defines a system of budget equations for each of  $n$  goods, where  $w_i$  is the budget share of the  $i$ th good,  $p_i$  is the price of the  $i$ th good,  $x$  is total expenditure on all goods in the group (system),  $P$  is the aggregate price index for the group and  $u_i$  is the normal disturbance term with zero mean and constant variance. In the case of the allocation of tourism expenditure among a range of destinations, for example,  $w_i$  is the share of the budget that residents of origin  $j$  allocate to tourism in destination  $i$ ,  $p_j$  is the effective price level (adjusted by exchange rates) in origin  $j$ ,  $x$  is the budget for tourism expenditure by residents of origin  $j$  and  $p$  is an index of effective prices in the destinations. Thus, the model takes account of the role of the expenditure budget and relative prices in explaining tourism demand, in accordance with consumer demand theory.

The system of equations approach provides a considerable amount of information about tourism demand, including uncompensated and compensated own-price and cross-price elasticities as well as expenditure elasticities for the range of origins and destinations or types of tourism expenditure under consideration. The assumptions of homogeneity and symmetry can also be tested. The order of magnitude of the elasticities estimated is illustrated in the next table (table no. 2.3), which provides the expenditure and effective uncompensated own-price elasticities for tourism demand in south Mediterranean countries.

**Table no. 2.3 showing Expenditure And Effective Uncompensated Own-Price Elasticities For Tourism Demand**

Countries ⇒	Italy	Greece	Portugal	Spain	Turkey
Income Elasticities					
France	0.85	1.26	1.45	1.08	2.40
W. Germany	1.02	1.07	1.01	0.81	1.73
Sweden	0.91	2.08	1.32	1.06	2.09
UK	0.88	1.05	1.58	0.90	2.63
USA	0.83	1.43	1.61	0.72	1.75
Effective Own-Price Elasticities					
France	-0.95	-0.27	-1.90	-1.17	-0.51
W. Germany	-0.80	-2.03	-1.35	-1.82	-1.67
Sweden	-1.82	-2.44	-3.17	-1.53	-1.89
UK	-1.59	-2.61	-2.81	-1.11	-0.60
USA	-0.63	-0.87	-3.33	-0.44	-1.66

Source: Syriopoulos and Sinclair (1993).

It is interesting to note that the estimated expenditure elasticity values are particularly high for the relatively low-income tourism destinations of Turkey, Greece and Portugal, indicating the possible advantages of tourism expansion for these countries. It is also apparent that the elasticity values for particular destinations vary between origin countries, implying differences in the market potential of the different origins. Relative effective price competitiveness is also important for destinations as the price elasticities are significant and notably in excess of unity for most of the destinations and origins. Portugal appeared to be a particularly price-elastic destination and the UK and Sweden were relatively price-elastic origins. The model has not been estimated for other developing or newly industrializing countries. However, Fujii *et al.* (1987) applied the model to different types of expenditure, such as expenditure on food and drinks, in Hawaii and found the uncompensated own-price elasticities to be insignificant, while the expenditure elasticity values approximated unity. Thus, the application of the model to different types of tourism expenditure provides information which may be useful for pricing and marketing strategies, and research on a wider range of countries would be useful.

The system of equations approach overcomes a number of the problems which characterize many single equation studies of tourism demand. In particular, it has an explicit theoretical basis which permits aggregation from the individual to all tourism consumers. Progress has also been made towards incorporating inter-temporal relationships in demand modeling (Blundell, 1991). However, it is less flexible than the single equation approach in that it requires a common specification and lag structure for the system of equations to be estimated so that atypical events in particular destinations cannot be taken into account. Empirical work has cast doubt on the validity of the homogeneity and symmetry conditions

underlying the model (Syriopoulos and Sinclair, 1993). Moreover, modeling on the basis of a representative tourism consumer fails to reveal many of the interactions within and between social groups, such as those within the household, which affect preference formation and the decision-making process. Thus, further studies of tourism demand at the individual and group level, as well as research on the demand for particular tourism components, such as transport and accommodation would be useful.

### 2.3 Tourism Supply Side and Market Structure:

Tourism is a composite product, involving transport, accommodation, catering, entertainments, natural resources and other facilities and services such as shops and currency exchange. It differs from other products in that it cannot be examined prior to purchase, cannot be stored and involves an element of travel. It is useful to examine it not as an industry *per se* but as a collection of interrelated industries and markets located in both industrialized and developing countries. The following discussion will focus on three of the main components in tourism supply: air transport, tour operators and travel agents, and accommodation.

Competition in the tourism industry is intense and the industry is highly competitive. The industry is highly competitive and the industry is highly competitive. The industry is highly competitive and the industry is highly competitive.

#### 2.3.1 Air transport

Expenditure on air transport is usually the largest component of international tourism spending. Most developing countries have the potential to benefit from it owing to their total or partial ownership of their national airline. However, whereas some airlines are profitable, others have proved an expensive drain of the public purse and the opportunity cost of the funds diverted to them has been high.



One of the key determinants of an airline's performance is the market structure and regulatory environment within which it operates, which has varied both over time and between different international routes. The Bermuda Agreement of 1946 provided the basis for regulation of scheduled international air transport via bilateral agreements between governments. These cover such issues as entry to designated routes and landing points, the nature of the traffic to be carried, the number of airlines using the route, flight frequency and capacity (O' Connor, 1985). Agreements between the airlines, which used specific routes also, determined frequency, capacity, and traffic and revenue-sharing between the national and foreign airlines. In this way, the government and airlines of developing countries had some control over their operating conditions.

The International Air Transport Association (IATA) was responsible for setting the scheduled flights. Foreign participation in domestic air transport markets and control of national airlines was usually prohibited by governments (*Stockfish, 1992*), and non-scheduled charter flights were regulated by government bodies of destination countries (*National Consumer Council, 1986*). Agreements concerning the numbers, frequency and capacity of non-scheduled flights were often determined by the relative bargaining skills of the government bodies and the airlines concerned, and developing countries with little negotiating ability failed to extract their maximum advantage from the process (*Sinclair et al, 1992*). Others have imposed restrictive regimes, as in the case of Mauritius where the government prohibited charter flights, enabling the national airline to charge a relatively high price for its seats (*Burns and Cleverdon, 1995*).

The growth of charter traffic, promoted by tour operators and travel agents, undermined the price regulation of many scheduled services as national airlines sold blocks of seats to tour operators at discounted prices. The case against regulation was also promoted on the grounds that regulation results in higher fares and lower services than would occur under competitive conditions (*Douglas and*

Miller, 1974; Panzer, 1979, Levine, 1987), as well as over- capacity (O'Connor, 1995; Victor, 1990). The advent of deregulation by the USA in 1978 significantly altered the operating environment for airlines as bilateral agreements between the US and foreign governments became more liberal with respect to pricing and capacity, resulting in increasing competition on the corresponding routes. There was also some liberalization at the multilateral level, such as the EU- Andean Pact agreement (Mason and Gray, 1991). Deregulation was accompanied by moves towards airline privatization, including foreign direct investment, not only within industrial countries but also in developing and newly industrializing economies, for example, Jamaica, Trinidad and Tobago, Brazil and Mexico. It was argued that privatization could provide smaller airlines with a source of scarce capital, a larger route network and access to computer reservation systems, resulting in increasing efficiency.

Deregulation did not prove to be the panacea anticipated by its advocates, as liberalization was quickly followed by greater market concentration. The US market was dominated by three airlines and it was argued that in the context of liberalized bilateral agreements, their market power could be prejudicial to developing countries (Jonsson, 1981). Nuutinen (1992, 1993), for example, has provided evidence of some of the adverse effects resulting from US airlines' growing participation in the Latin American market. Doganis (1993) posits that liberalization could be beneficial to non-industrialized countries if undertaken within a context of bilateral agreements which take account of their needs.

Deregulation has led to considerable re-configuration of airline route networks and to the emergence of the hub and spoke system. Large airlines have gained market power from network configuration and network economies (Caves et al., 1984; Hurdle et al., 1989; 1990), route and airport dominance (Borenstein, 1989), the imposition of entry barriers (Strassman, 1990), industrial experience (Baker and Pratt, 1989), computer reservation systems and frequent flyer programmes

involving pre commitment by clients, notably business tourists (*Bharadwaj et al., 1993*). The larger charter airlines have integrated vertically with travel agents and tour operators so that the market is now divided into a first tier of a few dominant airlines, and a second tier of non-aligned carriers with poor growth prospects (*French, 1995*). Increasing numbers of tourists are transported to long haul destinations, although they remain a small proportion of total traffic, for example, around six per cent of all European charter traffic in 1994.

Developing countries' airlines can compete within this context as, despite the existence of economies of scale, there are constant returns to scale within most segments of the markets which airlines serve. Smaller airlines use smaller planes with lower load factors and shorter elite stage length and serve less dense markets (*Caves et al, 1984; Gillen et al., 1990*). Their total factor productivity is relatively high and unit costs are low, for example, three Asian airlines have achieved the lowest unit costs in the world owing, in particular, to their low labor costs (*Windle, 1991*).

Although the airlines of many developing and newly industrializing countries are highly cost competitive, their overall performance is determined largely by the regulatory regime within which they operate. This varies between different routes. Melville (*1995*) has undertaken one of the few in-depth studies of a developing country airline, BWIA (British West Indies Airline) of Trinidad and Tobago, and has shown that the airline's market share was determined by capacity restrictions on the regulated London route and by routing and market growth on the more competitive New York route. Its performance in terms of market share and yield tended to be superior on the New York route, although there was a negative relationship between its market share and the growth of the market. The degree of market concentration was particularly important on the London route, where market share was limited by capacity restrictions. BWIA's unit operating costs were equivalent to those of the major US airlines, American, Delta and United,

but it failed to attract high yield business and holiday traffic. The London route attracted a high share of low yield clients provided by tour operators and demand was only elastic with respect to changes in scheduled air fares on the New York route.

It appears that improvements in price competitiveness by BWIA, even if unmatched by rivals, would only produce a limited gain in its overall performance. The provision of a higher quality service would entail prohibitively higher costs. On the other hand, it may be possible for the airline to maintain a competitive position in the Caribbean, as large airlines are ceasing to provide flights on some short stage routes for which their relation to route network configuration could lower the costs associated with low average stage length and multiple stops, while alliances with major international airlines could raise demand by providing access to wider route networks, frequent flyer programs and computer reservation systems. In practice, collaborative alliances between airlines take such forms as equity holdings or equity exchanges, code-sharing, joint services, block seat or block booking arrangements, marketing agreements, joint fare-setting, franchise agreements, and flight schedule co-ordination (*French, 1997*). An example is the strategic alliance between Singapore Airlines and Lufthansa, which enables each airline to sell seats on the other's flights and to co-ordinate ticketing and frequent-flyer schemes. This may be a prelude to Singapore Airline's membership of the Star Alliance between Lufthansa, Air Canada, Scandinavian Airlines System, United Airlines, Thai Airways and Varig. International alliances are of growing importance in the airline sector and, by using these types of strategies, airlines of developing countries may be able to fill niche positions in the market.

### **2.3.2 Tour Operators and Travel Agents:**

Much of the demand for international airline seats, as well as for accommodation in developing countries, is channeled through tour operators and travel agents in

industrial countries. These intermediaries alleviate market inefficiency in such forms as imperfect information and transactions costs (*Coase, 1960; Williamson, 1985, 1986; North, 1990*), providing knowledge about unseen purchases and means of avoiding the high per unit costs of negotiating individual tourism contracts across borders. Tour operators and travel agents also operate in developing countries but are mainly concerned with catering for travel by local residents and for some internal transport of foreign tourists. As foreign intermediaries play the major role in channeling tourism demand to developing countries, it is pertinent to examine the structure of the markets in which they operate their changing nature and the associated implications for destinations.

One of the most striking features of tour operations is the considerable market share which is held by a small number of operations is the considerable market share which is held by a small number of operators. In the USA, for example, 40 operators (three per cent of the total) controlled approximately one-third of the market for package holidays in the early 1990s (*Sheldon, 1994*). The degree of concentration was even higher in the UK in the same period, when 62.5 per cent of package holidays were sold by only five companies, approximating 0.05 per cent of the total. This figure may be compared with the lower share of 49.15 per cent of sales in 1983, demonstrating a notable increase in the level of concentration in the sector. Concentration is also high in France and Germany, where the top four tour operators sold around 55 per cent of holidays at the end of the 1980s (*Moranday, 1988; Cazes, 1989a; Leguevaques, 1989*) and is significant in Italy where four operators accounted for 25 per cent of sales (*EU, 1990*).

A further feature of tour operations is the high level of entry to and exit from the sector. In both the USA and Europe, only one-third of the operators in existence in the late 1970s were in business in the late 1980s (*Sheldon, 1994*). In the UK, 44 operators went out of business between 1992 and 1994, although the total number

increased. It appears that despite concentration ratios which are suggestive of oligopoly, the tour operator sector is highly contestable. Large firms have contested on the basis of high volume, low margin sales and economies of scale and scope. Competition has often been intense and large operators have commonly engaged in price discounting as a strategy for increasing their market share. The corresponding pressure on tour operators to lower the cost of their package holiday inputs is reflected in low prices which they pay for accommodating in developing countries. These may be attained via monopolistic purchasing arrangements which operators negotiate with particular hoteliers, who accept low returns in return for higher occupancy rates. It is the large operators with high volume sales that are in a position to negotiate particularly preferential rates.

The travel agent sector has also experienced increasing concentration over time. By the 1990s, the top five travel agents in the UK were responsible for approximately half of all sales, compared with around one third in 1986 (Saltmarsh, 1986) although the degree of concentration is somewhat lower in countries in which tour operators are permitted to engage in direct sales to the public (Bote Gomez and Sinclair, 1991). The structure of the travel agent sector resembles that of tour operations in being divided into small firms and larger, integrated companies (Liston, 1986).

The degree of vertical integration between tour operators and travel agents in Europe has increased markedly over time, via take-overs, mergers or cross-shareholding, resulting in higher market concentration (Smith and Jenner, 1994; Sinclair and Stabler, 1997). Some of the major travel agents and tour operators from industrialized countries also have equity holdings in hotels in developing countries and, although the degree of vertical integration is continuing to increase, there is no uniformity in the type of integration which occurs either within or between countries (Bywater, 1994). Whereas some groups are characterized by

complex mutual shareholdings, others have a simpler form of direct investment. In some cases, airlines and /or hotels are included in the group and in others, they are not. There is a debate as to whether such integration promotes greater efficiency or restrictive practices in the form of preferential sales of the tour operators' holidays, in jointly owned or controlled airlines and hotels. What is clear from the point of view of developing countries is that the larger size resulting from integration is correlated, *ceteris paribus*, with greater concentration and market power in the origin country, higher volume sales and increased bargaining power vis-a-vis hoteliers in developing country destinations who, as a result, tend to receive relatively low receipts per room occupied by tour operators' clients.

#### **2.3.4 Hotel Accommodation and International Integration:**

Hotel accommodation is characterized by fixed capacity, associated fixed costs and economies of scale at the level of both individual establishments and hotel chains (*Horwath Consulting, 1994*). The existence of economies of scale at the group level provides a rationale for horizontal integration in the form of common ownership or management control of hotels, while franchising arrangements provide a means of transferring specialist knowledge across then group of franchisees. Cross-border integration between hotels in developing and industrial countries is not unusual and many major hotel chains own or manage hotels in capital cities or coastal tourism areas of developing country destinations (*Dunning and McQueen, 1982; Go, 1988; Cazes, 1989b; Dieke, 1993*). Hotel chains based in developing and newly industrializing countries have also increased their international operations. Thailand's Dusit Thani Group, for example, has management contracts with hotels in Indonesia and tourism development and hotel projects in Vietnam and Laos, in addition to its domestic franchise agreements (*Sinclair and Vokes, 1993*). The trend of cross-border integration appears to be continuing and the higher expenditure segment of the hotel market is

dominated by major international groups, whose expansion is concentrated in the emerging economies (*Wise, 1993*). While host countries benefit in terms of a higher level of receipts from such tourism, they also incur the wider economic and social costs associated with increasing tourist numbers.

The scale of foreign ownership and control of hotels in developing countries can be very high. In Kenya, for instance, 66 per cent of hotels in Nairobi, National Parks and Reserves, and 78 per cent of major hotels on the coast, have some foreign ownership, although less than 20 per cent are totally foreign-owned (*Sinclair et al., 1992*). Moreover, particular destinations are often characterized by a multiplicity of types of integration. There are examples of hotels with minority or majority investment by one foreign multinational corporation (MNC) but management by another, or of hotel leasing in association with investment, marketing or management agreements (*Dunning and McQueen, 1982*). Integration in forms other than ownership characterized many US, French and Japanese MNCs' involvement in hotels in developing countries in the early 1980s, in contrast to the more predominant form of ownership by MNCs based in other west European countries. Franchising and marketing agreements were common in such destinations as Mexico and Brazil, which have expertise in hotel operation. Hotels in many Caribbean countries were leased or partially owned by foreign firms and foreign ownership and franchising were common in Asia. Conglomerate integration occurs between hotels in developing countries and firms in sectors other than tourism, Thomson's printing and publishing as well as tourism activities being a case in point.

Hotels in many developing countries are also vertically integrated with airlines, tour operators and/or travel agents in industrial countries. For example, Kenyan hotels have received equity investment by British Airways and Lufthansa, as well as by French, German, Italian, Swiss and UK tour operators. Foreign direct investment may be disadvantageous to the destination country if foreign firms



provide little training or expertise to local participants and external remittances are high, as in the case of hotels in the British Virgin Islands and Grand Cayman, where it was estimated that 43 per cent of wages and salaries were paid to expatriates during the 1970s (Bryden, 1973). Many governments of Caribbean countries have also spent large amounts on tourism infrastructure provision and provided very favorable fiscal incentives for development, including sizeable tax concessions and credit provision. In other regions, for instance, the South Pacific, inadequate infrastructure, along with limited frequency and reliability of air transport, constitutes a constraint on foreign direct investment in tourist accommodation (*King and McVey, 1997*). The provision of infrastructure is often very costly, and Bird (1992) argued that the case for additional investment incentives is weak and that most developing countries would benefit from introducing tourist 'charging' policies and taxes on hotel accommodation.

Tax concessions and government investment in infrastructure can, however, result in considerable private investment in tourism. In Egypt, for example, government and World Bank-financed provision of infrastructure, ten year tax holidays and liberal provisions for the repatriation of profits and initial capital investment have underpinned large-scale foreign and domestic private investment and tourism receipts approximating \$3 billion in the mid-1990s. The initial investment by the government may be partially recouped by the imposition of hotel accommodation taxes (*Mak and Nishimura, 1979; Hughes, 1981; Fish, 1982, Weston, 1983; Fujii, et al 1985*). Moreover, foreign participation in hotels transfers some of the risks associated with the enterprise to foreign firms, which have an incentive to increase tourism demand for the destination, as well as to supply the knowledge which is necessary for the efficient operation of the business (*Dwyar and Forsyth, 1994*).

The nature and effects of integration in forms other than equity investment also differ between destinations, as in the case of the contractual arrangements negotiated between hoteliers in developing countries and foreign hotel groups and tour operators (*Dunning and McQueen, 1982*). For example, contracts between

tour operators and hoteliers in Kenya were often denominated in terms of domestic currency, whereas the same tour operators negotiated room rates in sterling or dollars in other countries (*Sinclair et al., 1992*). Management operating contracts for similar hotels in alternative destinations have often involved notable differences in the level of remuneration for the foreign hotel group as well as disparities in the degree of local training provision (*Dunning and McQueen, 1982*). In general, firms from industrial countries have first mover and informational advantages in negotiations (*Alan, 1995*) while firms in developing countries have little knowledge of the terms which are negotiated for similar contracts in alternative destinations. Even in cases where local agents obtain more information about comparative contractual terms and seek to improve their own conditions, foreign intermediaries can use their market power to substitute alternative tourist destinations, as occurred when hoteliers in the Caribbean attempted to increase the returns they obtained from foreign tour operators. Contrary examples of reductions in foreign intermediaries' market power are hard to find owing, in large part, to the nature of the tourism product.

Foreign participants can also take advantage of domestic sources of capital and can acquire supply expertise as well. Hence, as in other sectors of the economy, the effect of foreign participation in the host country may be immiserising rather than growth-enhancing, particularly if local firms are forced out of business, as took place in the Tahitian hotel sector (*Robineau, 1975*). The overall outcome depends, in part, on the degree to which the foreign participants transfer their specialist knowledge to domestic firms. International organizations could consider providing developing countries with support for training in negotiating skills, which might assist them in negotiating contracts which incorporate such knowledge transfers. This type of human capital is likely to be as important to developing countries as the training in hotel and catering management which is more normally supported.

## **Chapter- 3**

### **Objectives, Importance, Methodology, And Limitations of The Study**

Many developing countries, faced with the problems of declining terms of trade for agricultural products and high levels of protection against manufactures, have turned to tourism as a possible alternative source of growth. These countries have devoted their resources to the construction of airports, local transport infrastructure and hotels that are aimed at the development of tourism sector. "Such supply side improvements have been fuelled by the increasing demand for 'long haul' tourism as air transport technology has improved and accessibility to developing country destinations has increased" (Sinclair, 1998,). In many developing countries, tourism has become a major economic activity, which contributes more foreign currency than traditional primary commodity exports.

Travel and tourism today is more than 2 trillion-dollar a year business worldwide and it is growing everyday. A conservative standard says that the average rate of growth per annum over the next decade or so will remain at 4%. In developed countries consumers spend as much on travel and tourism as they do on clothing and health care. International tourism has become increasingly important over the past few decades. Dazzling economic prosperity in many parts of the world together with greater leisure and the revolutionary growth of air transportation have put tourism at the top of international business today.

Presently it is known to be the world's biggest organized industry. This industry offers greater scope for development in the areas of economy, society, culture, and region. Many countries, therefore, have given priority to this sector in their development programs. US Chamber of Commerce has identified three areas that can contribute in increasing the wealth and business activities of a country. These are: development of the agricultural sector, the progress in the industrial sphere

and, the development in the tourist field. In developing countries like ours, tourism can contribute in many areas of which economy is noteworthy. Some of the common economic implications of tourism are: employment generation, multiplier effect, balance of payments effect and national income, and foreign currency earner. Other major implications of tourism are social and environmental. Tourism has implication in employment generation in the sense that it is a labor-intensive industry, which employs large number of people and provides a wide range of jobs, which extend from the unskilled/semi-skilled to highly specialized ones.

In a country like Bangladesh, which has abundance of manpower, tourism could have a significant impact on our economy by providing employment to unemployed and disguised employed of millions. Tourism can provide both direct employment in areas like hotels, motels, air-transport, railways and other services directly used/consumed by tourists, and indirect employment in entertainment industry, souvenir, trade etc. It is one of the industries that provide more employment to females than males. Tourism, through its backward linkages, also provides employment to millions particularly in construction, furnishing and equipment, farming, food and beverage industries. "It scores noticeably over other forms of new industry". One study reports that, one room in a hotel creates three direct and nine indirect jobs, which implies the magnitude of job creation by this sector.

This is worth mentioning here that Bangladesh are endowed with most of the high points of tourism attractions. The country has one of the longest beaches of Cox's Bazaar, a colorful tribal culture in Chittagong hill-tracts, Sylhet and Mymensingh,

archaeological remains at Mainamati, Paharpur and Mahasthangar, rich wild life in Sundarban, Sylhet and Hill-Tracts and historical relics, monuments, shrines and temples spread all over the country. Colorful religious fairs and festival, attractive souvenirs and interesting shopping opportunities are also of considerable tourist interest. Bangladesh also have the longest man-made lake in the sub-continent at Kaptai. Above all Bangladesh is a green country criss-crossed by mighty rivers and rivulets free from pollution and inhabited by hospitable and friendly people who have a rich cultural heritage. From the geographical point of view Bangladesh is in the Macro-Asian air corridor of the transcontinental traffic, connecting Europe with East-Asia and Australia.

Though Bangladesh has many attractions to offer to foreign tourists and a number of measures taken by the government from time to time for the development of tourism sector, the growth and development of this industry are very poor. Comprehensive study on this aspect is also lacking. The present study is conducted with an aim to fill this gap.

### **3.1 Objective of this study:**

This study is firstly, exploratory and secondly, descriptive in nature. The primary objective of this study was to explore the present state of the tourism sector of Bangladesh. The secondary objective was to put forward suggestions in the form of planning model and strategy to be adopted by Bangladesh Parjatan Corporation, the National Tourism Organization. To achieve these, the researcher has integrated the theoretical aspects of tourism to the existing tourism environment of Bangladesh.

The specific objectives of the study are:

1. to give a vivid description of Bangladesh in terms of population, heritage, culture, and tourist attractions;
2. to examine the existing nature and structure of the Bangladesh tourism industry;
3. to assess developments of the Bangladesh tourism sector;
4. to evaluate a comparative picture between Bangladesh and other countries of the world in terms of performance of tourism;
5. identify the major problems facing country's tourism industry through the opinions of foreign tourists visiting Bangladesh;
6. to present arguments for tourism to get priority in the national development plans; and
7. to formulate marketing strategies to be adopted for tourism development of Bangladesh.

### **3.2 Rationale of the study:**

Like several other sectors of the economy, tourism industry in Bangladesh since long past remains unexplored. Bangladesh, faces deficit balances of payments every fiscal year. Tourism industry can play a vital role to remedy the deficit balance of payment.

Tourism has seen a phenomenal growth since 1950 across the globe. Unfortunately Bangladesh is yet to figure prominently in the tourism map. Some of its neighboring countries are earning considerable amount of foreign exchange from tourist industry. The researcher personally believes that the possibility of growth of tourism in this country is immense provided it is planned well.

As a developing country, Bangladesh should be keen to capitalize every opportunity it has to bring economic development. The present study is a little effort to give a direction of new horizon where prospects lie down.

### **3.3 Methodology of the study:**

The study is an exploratory in nature. It utilizes both primary and secondary data and information. A semi-structure questionnaire was used to collect data from the primary sources. Primary sources include interviewing the foreign tourists and concerned officials of the Bangladesh Parjatan Corporation (BPC). A total of 71 tourists were interviewed purposively.

**3.3.4 Area Selection:** Primarily the researcher selected whole of Dhaka city for the study. Particularly researcher has hunted after foreign travelers into different places where they were more available such as Hotel *Sonargaon*, Hotel Sheraton, *ZIA* (Zia International Airport) *Lalbagh* fort, International Hostel of Dhaka University etc.

**3.3.5 Survey Procedure/Data Collection:** Researcher preferred for both primary and secondary data. The researcher visited Bangladesh Parjatan Corporation (BPC), Hotel *Abakash*, United Nations Development Programme (UNDP) office, central library of *Dhaka* University, central public library and other few places where there was a minimum possibility of getting any type of secondary data.

**3.3.6 Data Analysis:** After collecting the primary data the researcher summarized information so gathered preparing different tables. The questionnaire included few open-end questions against which respondents made quite a few comments. These comments are mentioned in the body of the report. Some secondary data were also



used in the body of the report. All the relevant data and information have duly checked and verified to avoid any discrepancies lie there in.

**3.3.7 Presentation of the findings:** In this thesis the researcher took an effort to make a well condensation of existing literature, secondary data and primary data. The existing literature, booklet, leaflet, folders, brochures etc helped the researcher a lot to prepare the theoretical part of this thesis.

The primary information helped the researcher to clarify his outlook, ideas and understanding. The researcher made his personal comments in different parts of this thesis and analyzed the findings of the survey based on his own understanding.

In the final chapter attempts were taken to make some recommendations and conclusion in the form of a model based on the primary and-secondary finding for the development of the tourism industry in Bangladesh.

#### **3.4 Limitations**

The study suffers from a number of limitations that were beyond the control of the researcher.

1. Lack of availability of information here in Bangladesh on tourism was the major problem the researcher faced in conducting the study.
2. Some of the respondents were very reluctant to give their time to respond to a large number of questions.
3. Lack of cooperation of hotel authorities in meeting guests was another noteworthy problem the researcher faced. Moreover the

researcher was not allowed to go to the tourists' room. The researcher was requested by the hotel authorities to approach guests very politely and not to insist any body to answer all the questions. This problem hampered the finding to a large extent.

4. Tourists were always found to be in great hurry. Those hurried tourists who gave their kind consent to give response had failed to answer the questionnaire properly. May be it was due to the their hurriedness or may be intentional which also affected the study findings.
5. There were some respondents who answered the questionnaire partially. These non-respondents actually are not indifferent regarding a particular question, rather they were reluctant to give us due time.
6. Due to the financial problem researcher could not go out of Dhaka city to collect more exclusive information. There are a large number of tourists who did not travel all the countries mentioned in the study questionnaire. So they faced a considerable problem while answering the questions regarding ranking of different countries..

### **3.5 Organisation of the Study:**

The thesis has been organized into eleven chapters. Following from the introductory chapter, chapter two analyzes the demand and supply structure of tourism with particular emphasis on developing countries. Chapter three explains the objectives, the methods of addressing the problem, highlights on the importance of the study and limitations of the study. Chapter four gives a vivid

description of Bangladesh in terms of its history, location, area, population, ethnic heritage, culture, climate, and different important attraction of the country to tourists. Chapter five presents findings of the survey conducted on foreign tourists during their visit in Bangladesh. Chapter six presents the reasons for which tourism industry should get priority in the national development plans. Chapter seven presents a comparative picture of Bangladesh tourism and world tourism. Chapter eight presents a description of the tourist market of Bangladesh, tourist infrastructure of the country, strategy for partnership on tourism and highlights on the benefits that Bangladesh can gain from joint venture tourism projects. Chapter nine addresses the problems facing Bangladesh tourism industry. Chapter eleven discusses marketing strategies to be adopted for tourism development in Bangladesh. Chapter 11 concludes the study.

## **Chapter- 4**

### **Bangladesh at a Glance**



#### 4.1 Preamble:

Bangladesh may not possess the impressive monuments and architectural treasures like its neighbors, but it does have something substantially different to offer in its scenic beauty and cultural heritage. Of course, some archaeological sites – representing the Buddhist period – are there in the country. Added to these sites are numerous historical monuments representing the Hindu, Muslim and British period, scattered all over the country.

Bangladesh contains greater bio-diversity than that of many countries taken together. Indeed few countries in the world can match its rich and varied flora and fauna – a biological phenomenon, which simply can be described as unique.

This flat alluvial plain crisscrossed by the three mighty river systems in the world – the *Padma*, the *Jamuna* and the *Meghna* and their innumerable tributaries and distributaries – may not dazzle one's eyes, but is surely fascinating.

The country is blessed with two of the world's splendid and enchanting eco-tourism spots of diverse nature – The *Sundarbans* and the *Chittagong Hill Tracts* (CHT).

Nature and wildlife – oriented travel represents a major trend in tourism today. What was once best described as a safari now carries labels such as 'adventure travel' and 'eco-tour', but the basic concept is the same – a journey to an exotic spot where modern human society has not displaced the indigenous wildlife. In such a situation, the old-fashioned life style in rural Bangladesh, the rivers, the forested hills, the largest mangrove forest and pollution free sea beaches are awaiting to be converted into highly attractive tourism products.

There is a great scope to combine all aspects of tourism – beach, cultural, village and eco-tourism – to make tourism products of Bangladesh attractive.

The urgent need now is to expand the country's tourism sector under an integrated development plan.

Experts are unanimous that Bangladesh has great potentials for the development of tourism. But its present negative image is doing all the disservice. The country, unknown as a tourist destination, has also inadequate infrastructure. In fact, tourism in the country is still in nascent stage.

Under the circumstances, for the development of tourism, efforts must be directed towards the creation of infrastructure, development of products for the tourists and make Bangladesh known as a destination in tourist generating countries. So far the measures to develop tourism in the country have remained confined to rituals and rhetoric. Positive actions to bring noticeable change and real business are still missing.

Apart from general lack of positive action to develop tourism in the country, the sector is also suffering from lack of professionally sound and efficient manpower.

All over the world tourism has emerged as one of the major socio-economic sectors that are bringing substantial benefits to various countries. Projections indicate that tourism will continue to expand in the 21<sup>st</sup> century, and those countries that provide opportunities for tourism development will receive increased benefits from this sector.

The benefits from an expanded tourism sector will include increased income and employment in both urban and rural areas, foreign exchange earnings, increased revenues and these would serve as a catalyst for the expansion of a number of other economic sectors. Tourism also can help justify and pay for the conservation of natural areas, archaeological and historic sites and other aspects of cultural heritage (Siddiqi, R, 2002).

It is said in the literature of tourism that, tourism as a whole cannot be developed without developing domestic tourism. Development of tourism in a particular country and making it attractive to the tourists is the joint responsibility of the national tourism organization and the private institutions working in the field of tourism. Tour operators belong to the second group whose role is very important in informing and persuading people to travel. They have the ability to direct large number of tourists to particular destinations. They assemble the components of tourist product and can offer it at a lower prices which otherwise would be much higher if purchased independently by the tourists. Moreover, it is time consuming and troublesome to buy components of tourist product separately and as a result many people loose their interest in travel although they had it initially. In this respect, tour operators play a vital role in promoting tourism.

Bangladesh is one of the few countries in South-East Asia that remains to be explored. It definitely is not a tourist haunt like Nepal, India, Bhutan, Maldives or Sri Lanka, but it has a delicate and distinctive attraction of its own to offer. It is like a painter's dream come true with a rich tapestry of colors and texture. The traditional emphasis of the tourist trade has always been on the material facilities offered by a country rather than on its actual charms. This may be a reason why Bangladesh, has seldom been highlighted in the World's maps.

In reality, Bangladesh is not entirely made up of dirty slums and starving children, as the world been taught to perceive it through misleading news reports. It has many unique features to offer a tourist. The *Sundarbans* forest is the largest mangrove forest in the world, the natural habitat of The Royal Bengal Tiger, lush green landscape interspersed by network of vast rivers, the longest natural beach



in the world, the history and culture of the land, possibly the most complex ethnic mixture in history, hospitable people-all these and many more will contribute richly to one's experience as a seasoned tourist.

**4.2 History:** Bangladesh lies at the north of the Bay of Bengal and shares borders with India and Burma. Most of the country is composed of fertile alluvial plains; the north and northeast are mountainous, as is the *Chittagong* region. Since its secession from Pakistan in 1971, Bangladesh has had a troubled history of political instability, with periods of emergency rule. Effective democracy was restored in 1991. Bangladesh's major economic sectors are jute production, textiles and agriculture. Its climate can wreak havoc – in 1991 a massive cyclone killed more than 140,000 people.

Bangladesh and its people have always been great lovers of freedom. As a result, the areas have nearly always enjoyed a fair degree of sovereignty during its entire history, sometimes as one state and sometimes as several, with only perfunctory allegiance to the central ruling powers. It became a part of the British Empire in the 18<sup>th</sup> century. In 1947, when the subcontinent was divided into Pakistan and India, it became a part of Pakistan. When the Bengali nation separated from Pakistan through armed struggle in 1971, Bangladesh became an independent and sovereign country.

**4.3 Location:** Bangladesh lies at the North Eastern part of South Asia and is surrounded by India on the West, North & East. On the South it has the Bay of Bengal and Myanmar on the South East. It sits between 2036 North latitude and 8810 and 9241 East Longitude.

**4.4 Area:** 1,47,570 sq. km.(see **table – 4.1** on the next page for areas by soil type)

Table no. 4.1 Shows Areas of Bangladesh by soil type

General Soil Type	Area (Sq.Km)	Proportion %
<b>Floodplain Soils</b>		
Non-calcareous Alluvium	5622.4	3.9
Calcareous Alluvium	5918.0	4.1
Acid Sulphate Soils	2266.2	1.6
Peat	1300.0	0.9
Non-calcareous Grey Floodplain Soils	33872.0	23.5
Calcareous Grey Floodplain Soils	1707.7	1.2
Grey Piedmont Soils	2152.8	1.5
Acid basin Clays	3489.9	2.4
Non-calcareous dark Grey Floodplain Soils	15997.0	11.1
Calcareous Dark Grey Floodplain Soils	14347.0	10.1
Calcareous Brown Floodplain Soils	4785.2	3.3
Non-calcareous Brown Floodplain Soils	3394.5	2.
Brown Piedmont Soils	440.0	2.4
Black Terai Soils	834.0	0.3
Made-land	1062.8	0.6
Area of Floodplain-Soils	97189.5	0.7
Area of Miscellaneous Land Types	16705.5	10.7
<b>Total Floodplain Area</b>	<b>113895.0</b>	<b>79.1</b>
<b>Hill Soils</b>		
<b>Brown Hill Soils</b>	15419.7	10.7
Area of Hill Soils	15419.7	10.7
Area of Miscellaneous Land Types	2659.3	1.9
<b>Total Hill Area</b>	<b>18079.0</b>	<b>12.6</b>
<b>Terrace Soils</b>		
Shallow Red-Brown Terrace Soils	730.1	0.5
Deep Red-Brown Terrace Soils	1905.9	0.3
Brown Mottled Terrace Soils	344.5	1.8
Shallow Grey Terrace Soils	2671.2	
Deep Grey Terrace Soils	3543.9	2.4
Grey Valley Soils	1150.2	0.8
Area of Terrace Soils	10345.8	7.1
Area of Miscellaneous Land Types	1679.2	1.2
<b>Total Terrace Area</b>	<b>12055.0</b>	<b>8.3</b>
<b>Total Area</b>	<b>143999.0</b>	<b>100.0</b>

Source : 1998 Statistical Yearbook of Bangladesh, Nineteenth Edition, Bangladesh Bureau of Statistics, P.6

**4.5 Population:** Near about 130 million (2001 census), density: 880 persons per square kilometer. (See table – 4.2 for *Zila* (District) wise household and population of Bangladesh for 1991). Population growth rate in Bangladesh at present is, approximately is 2.17 percent.

**Table no. 4.2 Shows Zila (district) wise household and population of Bangladesh 1991 (adjusted)**

Zila	Household	Population			Size of H/H	Sex Ratio M/F
		Male	Female	Total		
Barguna	151567	404696	400268	804964	5.3	101
Bansal	425088	1175340	1124042	2299382	5.4	105
Bhola	272944	788491	743870	1532361	5.6	106
Jhalokati	129784	348794	345277	694071	5.3	101
Patuakhali	233789	665778	656884	1322662	5.7	101
Pirojpur	209177	554718	549176	1103894	5.3	101
<b>BARISAL DIVISION</b>	<b>1422349</b>	<b>3937817</b>	<b>3819517</b>	<b>7757334</b>	<b>5.5</b>	<b>103</b>
Bandarban	47732	134279	112022	246301	5.2	120
Brahmanbaria	374251	1151572	1116060	2267632	6.1	103
Chandpur	369354	1074054	1075766	2149820	5.8	100
Chittagong	970660	3065940	2678029	5743969	5.9	114
Comilla	710052	2148641	2114897	4263538	6.0	102
Cox's Bazar	228454	784592	717475	1502067	6.6	109
Feni	193743	580575	577542	1158117	6.0	101
Khagrachhari	74025	192311	173358	365669	4.9	111
Lakshampur	249163	698700	692924	1391324	5.6	101
Noakhali	399284	1161729	1185281	2347010	5.9	98
Rangamati	79506	236007	194396	430403	5.4	121
<b>CHITTAGONG DIVISION</b>	<b>3696224</b>	<b>11228400</b>	<b>10637450</b>	<b>21665850</b>	<b>5.9</b>	<b>106</b>
Habiganj	277053	814209	797125	1611334	5.8	102
Maulvibazar	251871	740643	713357	1454000	5.8	104
Sunamganj	292378	921097	881038	1802135	6.2	105
Sylhet	355146	1165465	1116438	2281903	6.4	104
<b>SYLHET DIVISION</b>	<b>1176448</b>	<b>3641414</b>	<b>3507958</b>	<b>7149372</b>	<b>6.1</b>	<b>104</b>
Dhaka	1077655	3422439	2740606	6163045	5.7	125
Faridpur	283346	793879	764332	1558211	5.5	104
Gazipur	326399	877157	805833	1682990	5.2	109
Gopalganj	196144	552014	544989	1097003	5.6	101
Jamalpur	387917	994453	948299	1942752	5.0	105
Kishoreganj	430291	1213404	1174944	2388348	5.6	103
Madaripur	200953	562076	544475	1106551	5.5	103
Manikganj	229638	611091	605672	1216763	5.3	101
Munshiganj	209646	629238	600151	1229389	5.9	105
Mymensingh	779628	2086996	2009490	4096486	5.3	104
Narayanganj	321937	974121	844823	1818944	5.6	115
Narsingdi	315749	882868	827124	1709992	5.4	107
Netrokona	334202	912026	878759	1790785	5.4	104
Rajbari	150538	446205	419351	865556	5.7	106
Shariatpur	180886	495943	490084	986027	5.5	101
Sherpur	239282	600858	578063	1178921	4.9	104
Tangali	583035	1578942	1529143	3108085	5.3	103
<b>DHAKA DIVISION</b>	<b>6247246</b>	<b>17633710</b>	<b>16306138</b>	<b>33939848</b>	<b>5.4</b>	<b>108</b>

Contd.

Zila	Household	Population			Size of H/H	Sex Ratio M/F
		Male	Female	Total		
Bagarhat	282174	761275	727975	1489250	5.3	105
Chuadanga	149858	434402	409579	843981	5.6	106
Jessore	389847	1131968	1060170	2192138	5.6	107
Jhenaidah	245836	729664	960095	1419759	5.8	106
Khulna	388645	1119271	1011102	2130373	5.5	111
Kushtia	279454	805534	759670	1562504	5.6	106
Magura	127250	383399	368719	752118	5.9	104
Meherpur	95225	260859	250361	511220	5.4	104
Narail	120875	344406	337394	681800	5.6	102
Satkhira	298007	842440	817471	1659911	5.6	103
<b>KHULNA DIVISION</b>	<b>2377171</b>	<b>6813218</b>	<b>6429836</b>	<b>13243054</b>	<b>5.6</b>	<b>106</b>
Bogra	531495	1428677	1370121	2798798	5.3	104
Dinajpur	443158	1221939	1149244	2371183	5.4	106
Gaibandah	383002	1029860	1011080	2040940	5.3	102
Joypurhat	155483	414193	387710	801903	5.2	107
Kuigram	308057	843905	836755	1680660	5.5	101
Lalmonirhat	187686	512971	486495	999466	5.3	105
Noagaon	412155	1145532	1105068	2250600	5.5	104
Natore	260787	745372	709825	1455197	5.6	105
Nawabganj	202377	624207	607389	1234568	6.1	103
Nilphamari	268881	726565	689203	1415768	5.3	105
Pabna	336182	1040371	976256	2016627	6.0	107
Panchagarh	143600	381572	364406	745978	5.2	105
Rajshahi	370679	1015582	972479	1988061	5.4	104
Rangpur	437708	1165447	1104069	2269516	5.2	106
Serajganj	419856	1218040	1155872	2373912	5.7	105
Thakurgaon	199388	545137	514385	1059522	3.5	106
<b>RAJSHAHI</b>	<b>5060494</b>	<b>14059370</b>	<b>13440357</b>	<b>27499727</b>	<b>5.4</b>	<b>105</b>
<b>BANGLADESH</b>	<b>19979932</b>	<b>57313929</b>	<b>54141256</b>	<b>111455185</b>	<b>5.6</b>	<b>106</b>

Source : 1998 Statistical Yearbook of Bangladesh, Nineteenth Edition, Bangladesh Bureau of Statistics, P.21.

**4.6 Ethnic Heritage:** The population of Bangladesh is a mixture of Dravidians, Aryans and Mongolians, to the black-haired, dark skinned and short featured Austro/Mongoloid group. Hill tribes have their own distinctive racial features.

**4.7 Culture:** Our culture is rich and intermingling, Aryans, Hindu, Mughals, Iranians and colonial Europeans, all left their marks in the cultural identity of the people.

**4.8 Climate:**

The climate of Bangladesh is subtropical and tropical with temperatures ranging from an average daytime low of 21°C in the cold season to a top of 35°C in the hot season, Annual rainfall varies from 1000mm in the west to 2500 mm in the south-east and up to 5000 mm in the north-east where tea is grown. Three-quarters of the annual rainfall occur between June and September. The 90% to 95% in this season is almost unbearable for some travelers. The humidity remains high all the year round, producing the thick fogs of winter, and making chilly nights in the north feel much colder than are.

During the monsoon, the water level normally rises 6 m (20 feet) above sea level, flooding two-thirds of the country. The floods are made much worse when the Ganges, *Jamuna* and *Meghna* rivers, which converge in a huge delta in Bangladesh, are swollen by the melting of the Himalayan snows and heavy rain, in India. Cyclones regularly build up in the Bay of Bengal, with sometimes devastating effect on the flat coastal region.

Bangladesh has three main seasons: the monsoon or wet season from late May to early October, the cold season from mid October to the end of February, and the hot season from mid-March to mid-May. There are two cyclone seasons-May to June and October to November.

**4.9 Best season:** October-March is the best season, when the sun is mild and pleasant. The Monsoon season (June to August) also has its own charms, is good for a brief and unique visit.

**4.10 Currency:** The unit is *Taka*, up of 100 *paisa*. At present, 1 U.S.\$ is equivalent to about Tk. 58.40.

**4.11 Transport Network:** Most transportation in Bangladesh is by water, although government transportation policy is now concentrating on developing road and rail links. The *Bangabandhu* bridge across the *Jamuna* River, which bisects Bangladesh from north to south, was inaugurated in June 1998; the \$500-million project suffered numerous delays. Bangladesh's two major ports, *Mungla* and *Chittagong*, are being upgraded to take advanced container ships.

**4.12 Capital City:** The capital Dhaka, which is around 1528 square kilometer is a sprawling & bustling metropolitan city, has an exciting history and rich cultural heritage. Founded in 1608, the city alternately enjoyed the glory of being the capital of the region when it was successively under the Mughals and British rule. Intersected by the river *Buriganga*, Dhaka became the capital of Bangladesh as it emerged as an independent and sovereign state in 1971. Once known as a city of 52 bazaars and 53 lanes, Dhaka has a happy blend of Mughal, Victorian and

modern architecture as well as number of historic relics. The recent spurt in high rise buildings is fast changing Dhaka's skyline. The city still has a name for its exotic culinary and cuisine and was once known to the world over as a city of mosques and Muslin.

**4.13 The *Sundarbans* Forest:** The *Sundarbans* is the largest contiguous block of mangrove forest in the world. It covers an area of 5770 sq. km of land and water. It is a part of the world's largest delta which has been formed from sediments deposited by the great rivers Ganges and *Brahmaputra*, which converge on the Bengal basin. The western part of the forest lies in India and the rest (about 60%) is in Bangladesh. About one third of the total area of this forest is covered by river channels, canals and tidal creeks, varying in width from a few meters to 5 kilometers in some places. Even the land areas of the *Sundarbans* forest are subject to tidal inundation during spring tides. The Bangladesh part of the forest is dominated by high mangrove forest cover. The climate is mainly tropical maritime, with lots of rain most of which falls during the monsoon. The monsoon is hot and humid. During the winter it is mild and dry. During January temperatures can fall as low as 4.4°C.

The entire National Park area is covered by mangrove forest. There are small patches of brackish marshes on emerging islands and river banks, and sandy areas with grasses and low shrubs on some of the outer islands. The two dominant mangroves are *Heritiera fomes* and *Excoecaria agallocha*, but there are at least 25 kinds of other tree species in the *Sundarbans* forest (Haider and Khan, 1999).

Many different species birds, mammals, insects, reptiles & fishes are found in this forest. Over 120 species of fish are commonly caught by commercial fishermen.

Over 270 species of birds have been recorded in the *Sundarbans*, including about 95 species of water birds and 35 species of birds of prey.

About 42 species of mammal are still found in this forest. The entire *Sundarbans* Forest comprises the largest remaining tract of habitat for the Royal Bengal tiger *Panthera tigris*. There are also Rhesus macaques, clawless otters, leopard cats, fishing cats, & spotted deer.

The Gangetic river dolphin (*Platanista gangeticus*) is common in the river. No less than 50 species of reptiles and eight species of amphibians are known to occur. The *Sundarbans* now support the only population of the estuarine, or saltwater crocodile (*Crocodylus parasus*) in Bangladesh. That population is estimated at less than two hundred individuals.

**4.14 Tribals & The Lake:** The country is blessed with two of the world's splendid and enchanting eco-tourism spots of diverse nature – The *Sundarbans* and the Chittagong Hill Tracts (Siddiqi Raquib, 2002).

The *Chittagong* Hill Tracts are comprised of the *Rangamati*, *Bandarbans*, *Ramghar*, *Kaptai* and *Khagrachari* districts. It is primarily populated by tribal people of different groups. The whole area of the *Chittagong* Hill Tracts are quite different from the rest of the country, due to its physical appearance and the presence of the tribal people. As the name implies, the whole area is hilly. Although the height is not much, it is very much different from rest of the flat country. Centuries ago the tribal people's ancestors wandered into the teak forests of the Chittagong Hills mostly from the Arakan hills in Myanmar. Predominantly Buddhist, they are Sino-Tibetan in origin and appearance: short in stature, wheat-colored or brownish complexions, black hair, broad faces, short wide noses high cheek bones and mostly brown eyes. About half the tribal population are *Chakma*



and most of the remainder are either *Marma*, who represents about a third or, *Tipera*. Among the ten much smaller groups (*Murung*, *Tengchangya*, *Khumi*, *Lushai*, *Pankhu*, *Bhom*, *Mogh*, *Kuki*, and *Reang*), the *Murung* stand out as being the most ancient inhabitants of the area. In most other respects, the tribes are quite different. Each tribe, for instance, has its own distinctive rites, ritual and dress, the *Chakma* women, for example, all wear indigo and red-striped sarongs. Each tribe also has its own dialect and cultural pattern.

*Rangamati*, is only 77km. away from *Chittagong* and is connected by a good road. It stands on the western bank of the *Kaptai* Lake which was created in 1963 for the production of electricity.

**4.15 Forests & Tribal people:** Bangladesh produces and exports a large quantity of high quality tea. Most of these tea plantations are situated in the northeast areas of the country around *Sylhet* and *Srimongal*. *Sylhet* is situated close to Bangladesh's border with the Indian states of *Mehgalaya* and *Assam*. This part of the country is not flat, having low hills rising to moderate heights. It has more rainfall than average, a fact which British tea planters realized in the 18<sup>th</sup> century to the advantage of tea cultivation. These conditions have provided rich tropical forests with many species of wildlife, scented orange groves and pineapple plantations. The life of *Khashia* and *Monipuri* tribals is very colorful. The water falls of *madhab Kunda* is another very picturesque place to visit. *Jafflong* where the river runs along with rolling boulders between Bangladesh and India is especially beautiful. On the way there are number of *haaors* or marshy wetlands or *beels*. These are natural, depressed swamps holding water almost the whole year round. There are plenty of fish and thousands of local and migratory birds in these haaors.

*Srimongal* is about 70 km south of *Sylhet*. It is the capital of Bangladesh Tea. Most of the tea plantations are centered here, which is the main attraction of the region. There is also a Tea Research Institute which is open to visitors. A high percentage of tribal people live in this area. The other main attraction of the place is the *Lawachara* forest which is only few kilometers away from *Srimongal*. In this forest one can see some species of Hornbills, White-Browed Gibbons etc.,

**4.16 The Beach & Islands:** 152 km south of *Chittagong*, connected by a good road, lies *Cox's Bazar*. The beach, sloping gently into the waters of Bay of Bengal is safe from sharks and stretches nearly 120 km. It is claimed to be the longest natural beach in the world. A beach drive in the afternoon to *Himchori* about 20 km south is an extremely pleasant experience. *Cox's Bazar* itself has lot to offer, such as the silvery sands, towering cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist temples, variety of tribes, early morning fish market etc. There are also a few very old wooden Buddhist temples at *Ramu*, a few kilometers away from Cox's Bazar, well worth visiting.

A drive to *Teknaf* south of *Cox's Bazar* with the *Naf* on the left bordering between Bangladesh and Myanmar will be a memorable journey. Also a day trip to either *Moheshkhali* or *Sonadia*, the deltaic islands nestled among the gentle waves of the Bay of Bengal, will be really interesting.

In a couple of hours drive to the south from *Cox's Bazar* one can reach *Teknaf* which is the southernmost tip of the mainland of Bangladesh. Another couple of hours boat ride from here will bring one to *St. Martin's Island*. It lies south – southwest from *Teknaf*. It is the only place in Bangladesh where one can observe living coral. It is a small island without any *rickshaws* and cars. Unfortunately the facilities available here are very much limited.

**4.17 Society & Culture:** A part from the obvious religious differences, Bangladesh does not differ markedly from the culture found in the Indian state of West Bengal. Centuries of isolation, even when foreign powers ruled, have produced people, customs and values that are typically Bengali in nature. In the surface, Bangladeshis may appear to be abrupt, unsophisticated and at times aggressive. At the heart of the things, Bangladeshis are warm, hospitable and exceedingly helpful. If one finds any sort of difficulty in a public place, there is nothing to be surprised by the Bangladeshis who will go out of their way to help.

More than 80% of the population still live in rural villages. Even for the city dwellers, there is a strong connection to the home village. Most earn their living from the land, either by farming their own, which is becoming less common as the population increases, or by working for someone else. Rural lives are bounded by dependency on the elders of the family, on the employer or village patron, or on some other authority figure. Loyalty to the group is an essential cultural value and one that carries over to urban life. At the core of this group is the extended family which forms the basis of social and economic life in Bangladesh and remains a cornerstone despite the shift towards nuclear families, a product of growing urbanization. The head of the household assumes much of the responsibility and provides for parents, children and other relatives. They all may occupy on house or compound area, and establish separate kitchens as the family grows and more independence is sought. When a son marries, his wife is brought to the family home and assumes the duties outlined by her mother-in-law. The family is a tightly knit group, not only for economic and protective reasons, but as a major center of recreational and social activity.

**4.18 Ancient Civilization & Buddhism:** Bangladesh is proud of its rich ancient civilization. In the past this place was very rich and developed. Travelers

like Fa Xien in the 5<sup>th</sup> century, Hieun Tsang in the 7<sup>th</sup> century, Marco Polo & Ibne Batuta in the 14<sup>th</sup> century, Mu Huang in the 15<sup>th</sup> century and Zaheed Beg in the 17<sup>th</sup> century all left their impressions glorifying this place. They all were impressed by the general prosperity of the land, and its wealthy cities with their places, temples and gardens. At present there are several sites in Bangladesh where we can go and still see some of those relics. Of them *Paharpur*, *Gaud & Puthia* in *Rajshahi & Mahasthan* in *Bogra*, *Kantajeas* in *Dinajpur*, *Shait Gmbuj* in *Khulna* and *Moinamoti* in *Comilla* are most prominent.

Near *Jaipurhat* in *Bogra*, lies a small village named *Paharpur* where the remains of the largest known monastery south of the Himalayas were exposed. This ancient found, covers an area of about 27 acres, and consist of many structures enclosed by a continuous line of walling. The central one is so big that it is locally known as *pahar* (hill). The present name is entirely due to the presence of the ruins of the lofty ancient temple, which must have dominated the landscape, although it lies in the midst of the flat alluvial plain of northern Bengal. This was built between middle of 7<sup>th</sup> century and the third part of the 8<sup>th</sup> century AD, when Bengal, under the influence of king *Sasanka*, made some abortive attempt to assert its individuality in the sphere of art, and at the formation of a school sculpture.

These ruins of ancient *Pundranagar* is now buried deep on *Mahasthan* only few kilometers away from *Bogra* town. It represents the earliest city site in Bangladesh. Archaeological evidences testify to its existence as far back as at least 3<sup>rd</sup> century BC, and it continued to flourish till 15<sup>th</sup> /16<sup>th</sup> century AD. It used to be the regional capital of the *Mauriyans*, *Guptas*, the *Palas* and minor unknown Hindu dynasties. The extensive fortified mound on the western bank of *karatoya*, therefore, represents about 18 hundred years of intensive habitation on the site.

On the border with India at a place called *Gaud* there are many Islamic Architectural relics left, in the form of Mosques. Most of them were built during the rule of Bengal by the Muslim Sultanate in the late 15<sup>th</sup> century. Many of these mosques bear fine examples of the mature architecture of the *Ilyas Shahi* period. Among them *Darasbari* Mosque, *Dhanichak* Mosque, *Chota Sona* Mosque, *Khania Dighi* or *Rajbibi* Mosque are famous.

Only 23 km east of *Rajshahi* town is *Puthia* and it has largest number of historically important Hindu structures in Bangladesh. It also has one of the country's finest old *rajbaris* (kings palace). Near *Birgonj* under *Dinajpur* district, one will find the terracotta temple called *Kantajees* Temple considered to be the most spectacular monuments in Bangladesh. A 15 square meter three storied edifice, was originally crowned with nine ornamental, two stored towers, giving it a more temple-like appearance. They collapsed during the great earthquake of 1897, and were never replaced.

At *Rajshahi* there a very nice museum called *Barendra* Museum. It will be very interesting to visit this museum. *Rajshahi* is also the capital of silk industry of Bangladesh. There are several silk factories producing quality silk. The other important feature of *Rajshahi* is the production of mangoes, a most popular fruit, which grows in the summer only, *Rajshahi* produces most of the mangoes in Bangladesh.

Buddhism is one of the three major religions in Bangladesh and today it has about one million followers, concentrated mainly in the south eastern region. When the religion of *Gautama* Buddha began to spread here, well before the time of Emperor *Ashoka* (273-232 BC) by most accounts; magnificent monasteries, temples and stupas were erected in many parts of the country. Visitors, like the

Chinese pilgrims who recorded their impressions of Bangladesh between the 5<sup>th</sup> and 7<sup>th</sup> century AD, spoke of the flourishing religion and mighty monuments even in remote areas. Today, however, only a handful of those stupas and monasteries exist. The spread of Buddhism owed much to the kings of Bengal. Important royal dynasties, like the *Pales* (8<sup>th</sup> –12<sup>th</sup> century AD), the *Chandras* (10<sup>th</sup>-11<sup>th</sup> century AD), the *Devas* and the minor ruling Chiefs and *Pattikara* (11<sup>th</sup> -13<sup>th</sup> century AD), offered their patronage and protection to the religion. A number of these monasteries were known to the far ends of the Buddhist world, and mention is made of them in the writings of Chinese and Buddhist pilgrims. The *Viharas* and other Buddhist palaces have been carefully preserved and a visit to them will acquaint one with the glorious past of this great religion and the significance of *Gautama's* preaching.

**4.19 The Rivers:** The mighty river Ganges enters Bangladesh through its northwestern side and changes its name to *Padma*. It goes through *Rajshahi* and *Kushtia* and then joins the other mighty river *Brahmaputra*. Together they flow down to the Bay of Bengal. Bangladesh can easily be proud of its vast rivers. Every year they enrich Bangladesh's soil by making them more fertile. At the same time they also cause immense loss of both lives and wealth when the flood occurs. Big and vast rivers like the Ganges, *Brahmaputra*, *Meghna* and *Padma*, all flow into Bangladesh and with the help of their hundreds of tributaries drift down to the Bay of Bengal.

The real beauty of Bangladesh and its rivers can only be seen or witnessed from the river. A trip from Dhaka to *Khulna* by the famous Paddle Steamer can make that possible for any one wishing to visit there. The journey will be through some big and small rivers giving the opportunity to see the beauty of this country.

Rivers are the most important geographical feature in Bangladesh, and it is rivers which created the vast alluvial delta. It has been known that the out flow of water from Bangladesh is the third highest in the world, after the Amazon and the Congo systems. The *Brahmaputra-Jamuna* and the lower *Meghna* are the widest rivers, with the latter expanding to around eight kilometers across in the wet season, and much more when it is in flood. The Ganges, which begins in the Indian state of Uttar Pradesh, enters *Brahmaputra* in the center of the north west through *Rajshahi* Division. It joins the *Brahmaputra* is Known as the *Jamuna*, It is these great rivers and the countless tributaries that flow from them that have the most apparent effect on the land form constant erosion and flooding over the alluvial plains change the course of rivers, landscape and agriculture. The *Jamuna* alone is estimated to carry down 900 million tons of silt each year.

**4.20 Flora & Fauna:** About 10% of Bangladesh is still forested. Half of the remaining forest is in the *Chittagong* Hill Tracts and a further quarter in the *Sundarbans*, with the rest scattered in small pockets throughout the country. The forests fall distinctly into three regional varieties, the forest of the tidal zones along the coast, often mangrove but sometimes hardwood, in much of the *Sundarbans*, the forest of *Sal* (hardwood) trees around *Dhaka*, *Tangail* and *Mymensingh*, and the upland forests of tropical and subtropical evergreens in the *Chittagong* Hill Tracts and parts of *Sylhet*.

Even away from the forests, Bangladesh is a land of trees. Lining the old Trunk Road in the west are huge rain trees, and every village is an arboreal oasis, often with spectacular Banyan or *Ashok* trees. The red silk-cotton or kapok tree is easily spotted throughout the countryside in February and March, when it loses its leaves and sprouts a myriad of red blossoms. Teak was introduced into the Hill Tracts

last century, and the quality approaches that of Myanmar, its much better than Indian teak.

Given that half the country is located in the tropics, flowering plants make up an integral part of the beauty of Bangladesh. Each season produces its special variety of flowers. Among them, the prolific water hyacinth flourishes. Its carpet of thick green leaves and blue flowers gives the impression that solid ground lies underneath. Other decorative plants which grow easily are jasmine, water lily, rose, hibiscus, bougainvillea, magnolia, and an incredible diversity of wild orchids in the forested areas.

Bangladesh is the home to the Royal Bengal Tiger and others of the cat family such as leopards and the smaller fishing and jungle cats. Tigers are almost exclusively confined to the *Sundarbans*, but their smaller relations prey on domestic animals all over the country. There are three varieties of civet, including the large Indian civet which is now listed as an endangered species. Other large animals include Asiatic elephants (mostly migratory herds from India), a few black bears in *Chittagong* division, wild pigs and deer. Monkey, *langurs*, gibbons (the only ape on the subcontinent), otters and *mangooses* are some of the smaller animals. There were once wild buffalo and rhinoceros, but all became extinct this century.

Reptiles include the sea tortoise, mud turtle, river tortoise, pythons, crocodiles and a variety of poisonous snakes. The voluble gecko lizard is, appropriately known as *tik-tiki*. Marine life includes a wide variety of both river and sea fish.

Between the natural and human problems of Bangladesh, it is difficult to imagine that the country can boast of being the habitat to more than 650 species of birds,



almost half of those found on the entire subcontinent. Tucked in between the Indian subcontinent and the Malayan peninsulas, Bangladesh attracts both the Indian species in the west and north of the country, and the Malayan species in the east and south-east. It is also conveniently located for the migrants heading south towards Malaysia and Indonesia, and those which are moving south-west to India and Sri Lanka. In addition, there are a number of Himalayan and Burmese hill species which move into the lowlands during the winter. Despite the fact that many of these species are rare or localized and that the overall number of birds has declined in the past two decades, bird watching in Bangladesh can be rewarded.

Not far from *Dhaka*, the *Modhupur* Forest, south-west of *Mymensingh*, is an extremely important habitat worthy of national protection. This area is great for a variety of owls, including the popular and rare brown wood owl, wintering thrushes and a number of raptors, to mention a few. The *Jamuna* River floods regularly, and from December to February provides winter habitats for water fowl, waders and the occasional black stork.

Lying close to the Himalayas, the *Syhet* area has extensive natural depressed lands locally called *haors* (pronounced *howers*, wetlands) in this low lying basin and during the winter season is home to huge flocks of wild fowls. Outstanding species include the rare *Baers*, *Pochard* and *Pallas* fishing eagle, along with a great number of ducks and *skulkers*. Also important habitats are the remaining fragments of evergreen and teak forests, especially along the Indian border near the *Srimongal* area. The blue-bearded bee eater, red breasted *trogan* and a wide variety of forest birds, including rare visitors, are regularly seen in these forests. Preservation of these forests and *haors* is critical for sustaining the variety and rare ruddy of this wildlife.

One of two important coastal zones is the *Noakhali* region, with emphasis on the islands near *Hatiya*, where migratory species and a variety of wintering waders find suitable refuges. These include large numbers of the rare spoon billed sandpiper, Nordman's greenshank and flocks of Indian skimmers.

The *Sundarbans*, the second and most important coastal zone, is the richest for all kinds of wildlife, and the most difficult to penetrate. With its miles of marshy shorelines and brackish creeks, it supports a great number of wet land and forest species, along with large population of gulls and terns along the south coast. Eight varieties of kingfishers have been recorded here including the brown-winged, white-collard, black-capped and the ruddy kingfisher.

## **Chapter- 5**

### **Bangladesh as a Tourist Destination: Opinions of Foreign Tourists**

## 5. Introduction:

In selecting destinations by the tourists the nearness of tourist importing and exporting regions is an important factor. Moreover, the importance of any geographical unit as a tourist destination is determined by a number of factors, such as, destination attractions; destination facilities and services; accessibility of the destination; amenities available at destination; images of the destination; and price to the consumer.

Above mentioned are the elements within the destination's environment, within the destination, or linked to it, that largely determine tourists' choice of a particular destination, make it possible for tourists to stay, and in other ways enjoy and participate in the attraction, and, affect the cost, speed and convenience with which a traveler may reach a destination. They include:

- Natural attractions      landscape, seascape, beaches, climate and other geographical features of the destination.
- Built attractions        buildings and tourist infrastructure including historic and modern architecture, monuments, promenades, parks and gardens, marinas, ski slopes, industrial archaeology, managed visitor attractions generally, golf courses, speciality shops and themed retail areas.
- Cultural attractions    history and folklore, religion and art, theatre, entertainment and museums. Some of these may be developed into special events, festivals, and pageants.
- Social attractions      way of life of resident population, language and opportunities for social encounters.

Accommodation	
units	hotels, apartments, villas, campsites, caravan parks, condominiums.
Restaurants, bars	
And cafes	ranging from fast food through to luxury restaurants.
Transport at the	
Destination	taxis, coaches, car rental, cycle hire.
Sports/activity	ski schools, sailing schools, golf clubs.
Other facilities	craft courses, language schools.
Retail outlets	shops, travel agents, souvenirs, camping supplies.
Other services	hairdressing, information services, tourist police.
Infrastructure	of roads, airports, railways, seaports.
Equipment	size, speed and range of public transport vehicles.
Operational factors	routes operated, frequency of services, prices charged.
Government	
Regulations	the range of regulatory controls over transport operations

However, in terms of accessibility and amenities, Bangladesh lags much behind than many other South and South-East Asian countries. The “tourists attractions” which Bangladesh possesses are not also superior to the tourists attractions of other Asian countries. In fact, Bangladesh does not have much widely known historical places and remains, monuments, personalities and other attributes which India has, no mountain for trekking and skiing which Nepal has, no temples and monuments which India and Thailand have, no special culture and cultural festivals which India, Thailand and Indonesia have, no commercial and business importance as Singapore, Taiwan and India have (Hasan, 1992:35).

Though Bangladesh may not possess the impressive monuments and architectural treasures like its neighbors, but it does have something substantially different to offer in its scenic beauty and cultural heritage. Of course, some archaeological sites – representing the Buddhist period – are there in the country. Added to these sites are numerous historical monuments representing the Hindu, Muslim and British period, scattered all over the country.

- ✓ Bangladesh contains greater bio-diversity than that of many countries taken together. Indeed few countries in the world can match its rich and varied flora and fauna – a biological phenomenon, which simply can be described as unique.
- ✓ This flat alluvial plain crisscrossed by the three mighty river systems in the world – the *Padma*, the *Jamuna* and the *Meghna* and their innumerable tributaries and distributaries – may not dazzle one's eyes, but is surely fascinating.
- ✓ The country is blessed with two of the world's splendid and enchanting eco-tourism spots of diverse nature – The *Sundarbans* and the *Chittagong Hill Tracts* (CHT).

Nature and wildlife – oriented travel represents a major trend in tourism today. What was once best described as a safari now carries labels such as 'adventure travel' and 'eco-tour', but the basic concept is the same - a journey to an exotic spot where modern human society has not displaced the indigenous wildlife. In such a situation, the old-fashioned life style in rural Bangladesh, the rivers, the forested hills, the largest mangrove forest and pollution free sea beaches are awaiting to be converted into highly attractive tourism products (Siddiqi, Raquib, 2002).

### 5.1 Attractive Causes Induce Foreign Visitors to Visit Bangladesh

Question comes, “could Bangladesh attract tourist significantly over the years for tourism purpose?” Table 5.1 below can give us a clue to this quarry. Following table (table 5.1) shows purpose of visit to Bangladesh by foreign tourist over last nine year (1992-2000).

**Table No. 5.1 Shows Bangladesh Visitor Arrivals by Purpose Of Visit (1992-2000)**

Year	Purpose of Visit							
	Business	Tourism	Office	Study	Pilgrimage	Others	Total	Service
1992	23742	8586	9411	833	418	67485	110475	-
1993	32395	21505	10464	793	366	61262	126785	-
1994	4339	29067	8597	558	823	57688	140122	578
1995	4821	42727	9627	404	368	54844	156231	287
1996	43397	63159	5285	436	437	53200	165887	261
1997	47736	57627	10210	486	74	66287	182420	229
1998	37654	51319	17470	970	50	64498	171961	214
1999	22622	49370	13489	1353	562	85369	172781	837
2000	25177	41015	15179	1585	862	115393	199211	1705

**Source:** Special branch, Bangladesh Parjatan Corporation

Table above shows that total tourist arrivals increased consistently during 1992 and 1997. It has fallen in 1998, and again kept increasing and continued till the year 2000. Table above also shows that the major purpose of visiting Bangladesh by foreign tourists was ‘business’ till 1995. A dramatic change has taken place from 1996 onward and continued till to date. It is seen that, from 1996 onward the main purpose of visiting Bangladesh by foreign tourists was ‘tourism’ of course, in actual number if we do not consider the purpose ‘others’. But, in terms of percentage, it is found that, in 1996, 38.07% of the total foreign tourist visited Bangladesh for tourism purpose; in 1997, this percentage fell by almost 6% and

stood at 32%. While in 1998 it further fell by 2%. In 1999, the same trend continued and 28.59% of the total tourist visited Bangladesh were for tourism. In the year 2000, a significant reduction was noticed, and only 20% of the total tourist visited Bangladesh for tourism purpose. With regards to the purpose 'business', a declining trend has started since 1998 and continued till to date. Since the statistics provided by Bangladesh Parjatan Corporation on tourist arrival by purpose does not clarify what the purpose 'others' mean, it is not advisable to make any conclusive remarks based on this statistics with regards to the purpose of visiting Bangladesh by foreign tourist.

It is unwise to comment just now on this change shown in the table, because the business and official visitors, in one hand are qualitative tourists whom Bangladesh should welcome, and on the other hand, for the pleasure tourists we could not yet develop the accepted levels of amenities and facilities (Hasan, 1992:37).

## **5.2 Opinions of Foreign Travelers about Bangladesh**

An attempt was taken by the researcher to identify how foreign visitors perceive Bangladesh as a tourist destination and also to ascertain their knowledge about this country. To achieve this goal, some 71 foreign tourists were interviewed with a structured questionnaire. The 71 respondents were selected purposively at ZIA international airport departure lounge, hotel lobbies as well on the streets.



Before we discuss findings of our study, we would refer to some of the findings of another study carried on by Hasan S. R. in 1990. This study reports that some 20% came to Bangladesh for the first time, where 80% of them came for official and business purposes and the remaining 20% came to meet their family and friends, as well as to attend conferences. An insignificant percentage of them came as transit passenger and stayed more than 24 hours (Hasan, S.R., 1990:38). This study revealed that cent percent of the interviewed tourist were familiar with the name of our country, but majority (80%) of them could not mention the name of any renowned personality of this country in the fields of politics, education, art or culture. Only few western tourists could mention the names of two important political personalities of Bangladesh, whereas almost all tourists from the neighboring countries, particularly SAARC countries could tell their names.

The study also revealed that majority (95%) of the tourists constituting the sample had a shabby picture about Bangladesh as a tourist destination. Bangladesh was portrayed by them as a country of disaster, corruption, crime, beggars, dirt, over population, malnutrition, and environment pollution. Most of the surveyed tourists visited only the capital city of the country, whereas those who visited outside the capital, majority of them went to Cox's Bazar to see the longest beach of the world.

Hasan's (1992) study revealed that a large number of foreign tourists were impressed by the friendly behavior and warm reception of the people of this country. He has developed a table (Table 5.2) showing percentage of tourist respondents making comments on different aspects relating to Bangladesh that represent how they view this country as a tourist destination.

Table no. 5.2 Shows How did the tourists view Bangladesh (in %)

	Comments	Percentage of Tourists
1.	Warm and friendly people	20
2.	Comfortable accommodation	60
3.	Good Transport and communication	20
4.	Good shopping	30
5.	Good food	40
6.	Beautiful natural scenery	15
7.	Reasonable price	80
8.	Dirt and poverty	100
9.	Lack of personal security	60
10.	Problem with language,	40
11.	Problem with food	40
12.	Unfriendly, rude people	30
13.	Unpleasant climate	70
14.	Would like to visit again	20
15.	Would not like to visit again	50
16.	Would recommend others to visit	25
17.	Would not recommend others to visit	40

Percentages of the table above, presents a gloomy picture about Bangladesh as a tourist destination to foreign tourist, as most of them view this country negatively. It reminds one that the job of attracting foreign tourist at an increasing rate is rather a difficult task. Hasan (1992) in study opined that, a master plan should be developed and implemented where a number of classified tourist attractions should be developed with all amenities linked with a very good infrastructure.

This can help the country attract sun, fun, and wander loving tourist to this destination. Suggestions were also made in this study for attracting qualitative tourists who will spend more money here per day. To him, this can be made possible through encouraging group and package tours in collaboration with different foreign private and public organization of the tourism industry.

### 5.3 Profile of the sampled tourists visited Bangladesh

In this section, some of the important findings of the present study are presented. The study reveals a mixed picture with regards to how Bangladesh is viewed as a tourist destination by foreign tourists.

Study revealed that some 82% of the interviewed foreign tourists were male and remaining 18% (see table 5.3) were females. It indicates that single male foreign tourists mainly visit Bangladesh for any reason whatsoever.

Table no 5.3 shows the Distribution of sex of Respondents (in %)

Sex	Percentage of Tourists
Male	82%
Female	18%
<b>Total</b>	<b>100%</b>

This implies two things; one, We have failed to provide enough facilities and attraction to female tourists or couples, and second, good number of new facilities and attractions should be developed to retain the present rate of male tourist arrivals as well as encourage more visits by them.

Study also reveals that majority of foreign tourist visiting Bangladesh are of young age. Some 56% of the interviewed tourists were in the age group of 20 and 29 (see table 5.4).

**Table-5.4 Shows the Distribution of age of Respondents**

<b>Age in Years</b>	<b>Percentage of respondents</b>
20-29	56%
30-39	29%
40-49	10%
50-59	2.5%
60 and above	2.5%
<b>Total</b>	<b>100%</b>

Next important age group (29%) falls in the middle age category (30 and 39 year). It should be mentioned here that a good number of our respondents were foreign students studying here or visited Bangladesh for tourism. It should be mentioned here that this group has a limited amount of money to spend, and as a result of which they cannot be termed as qualitative tourists. Nevertheless, this group should not be ignored in the sense that if this number increases at an increasing rate that will definitely add to our foreign exchange earning. Another important group, the middle aged group, is in the true sense qualitative tourist. People of this age group, throughout the world have more disposable income, and can spend more on travel and tourism. We can take steps to keep this group happy and encourage them to visit further and to recommend others so that the number of qualitative tourists increases.

Regarding the country of origin of the sampled tourist, they were grouped according to the major geographical areas. It is found that, majority (58%) came from South Asia (see table 5.5). Next important area from which tourists visit Bangladesh is found to be the Europe (24%). America stands in the third position (10%) in terms of tourist generating region to Bangladesh. One important point to mention here is that, of the South Asian tourist, some 80% came from India alone.

**Table-5.5 Shows the Country of origin of Respondents in %**

<b>Geographic origin</b>	<b>Percentage of tourists</b>
South Asia	58%
Europe	24%
America	10%
Others	8%
<b>Total</b>	<b>100%</b>

It signifies that, Bangladesh should focus more on SAARC countries to attract more tourists, as the distance among SAARC countries is not an impediment to travel to Bangladesh by people of these countries. Moreover, the costs of travel and tourism may be well within the reach of tourists of these countries. Additionally, SAARC countries have similarities in culture, customs, norms, food habits, and behavioral patterns. The second important area of concentration should be the Europe. European people first of all are tour loving people. Second, per head tourist expenditure by European tourists naturally are much higher than tourists of SAARC countries. How Bangladesh can do this will be highlighted in one of the next chapters (chapter 10) discussing marketing strategies for tourism development in Bangladesh.

The average length of stay of sampled tourists was calculated. It is found that on an average, 72% (see table 5.6) of the tourists either stayed or intended to stay in Bangladesh for a period of seven days. One old statistics on the average length of tourist stay in OECD countries revealed that the average length of stay in the member countries was 10 days (Medlik and Bukart, 1989:99). Compared to this statistics, the length of stay of tourists visiting Bangladesh is not discouraging.

**Table-5.6 Shows the Average Length of Stay (actual/intended) of Respondents in %**

Average Length of Stay (actual/intended)	Percentage of tourists
Up to 3 days	12%
4 to 6 days	10%
7 days	72%
More than 7 days	6%
<b>Total</b>	<b>100%</b>

With regards to the places sample tourists visited, it is found that, the two most widely visited areas are: Cox's Bazar and Sundarban (see table 5.7). It is to mention here that Dhaka as a place of visit has been excluded for this calculation as all the sampled tourists were interviewed in Dhaka. Table 5.7 reveals that a significant percentage (33%) of tourists have visited old Dhaka to see for themselves the heritage of this country. Table 5.7 also indicates that Cox's-Bazar and Sunder-Ban have great tourism potential. It is known that these two places have very attractive features. Actually they are unique in all

Table-5.7 Shows Number of Respondents visited different touring sites (in %)

Places Visited	Percentage of Respondents
<i>Cox's Bazar</i>	54%
<i>Sundarban</i>	32%
<i>Kuakata</i>	15%
<i>Paharpur</i>	14%
<i>Mohastangar</i>	14%
<i>Sonargoan</i>	20%
<i>Old Dhaka</i>	33%
<i>Savar</i>	27%
<i>Others</i>	43%
Total	252

*Note: Total percentage is more than 100, because some tourists visited more than one place during their stay in Bangladesh.*

400128

respect. *Cox's Bazar* sea-beach is the longest sea-beach in the world. And *Sunderbans* is the longest mangrove forest in the world in its nature. So they have great attraction. Again old *Dhaka* and the whole of *Dhaka* city have some historical attraction. Foreign tourists, in most cases first visit *Dhaka*, and then other places of the country. But one should remember that, Bangladesh has not only the Old *Dhaka*, *Sunderbans* or *Cox's Bazar*, but also Buddhist monument, Islamic heritage, good friendly people, widely spread network of rivers, hills, tea gardens, tribal people and so on. These attractions are not focused as well as facilities are not developed properly which bears policy implications.

“Which place you liked most that you have visited?” (Question 3 in Appendix ‘A’). In response to this question, 49% of the respondents mentioned that they liked Cox’s Bazar most (see table 5.8). It implies that if existing facilities at Cox’s Bazar can be increased and a restricted zone for foreign tourist can be developed, it will help to encourage repeat visit and motivate their friends and families to visit Bangladesh for this attraction. Another place that interested our respondent tourists much is Sundarban. Good communication network, accommodation facilities and sight seeing facilities should be developed immediately for more tourists to be attracted to this site of tourist attraction.

**Table-5.8 Shows Different places Tourists liked most (in %)**

Places liked most	Percentage of respondents
<i>Cox’s Bazar</i>	49%
<i>Sundarbans</i>	18%
<i>Kuakata</i>	10%
<i>Old Dhaka</i>	8%
<i>Savar</i>	3%
<i>Others</i>	12%

Which facility(s) impressed foreign tourists more? In an attempt to reveal this, result shows, majority (49%) were highly impressed by the cooperation and warmth in hospitality of Bangladeshi people. Bangladesh is known to be the most hospitable nation in the global context which has also been reflected through the responses of sampled foreign tourists. Bangladeshi food is also liked heavily by a significant percentage (30%) of respondent tourists (see table 5.9). It is known that, Indian food is liked by people around the world. As Bangladeshi food items have resemblance with Indian food items, food here does not create much problem for the foreign tourists.



**Table-5.9 Shows facilities that impressed tourists more here in Bangladesh (in %)**

Facility	Percentage of respondents
Food	30%
Accommodation	18%
Guide	20%
Transportation	16%
Information	7%
Co-Operation	49%
Others	5%

In an attempt to identify the problems tourists faced here in Bangladesh, it is found that accommodation, guide, transportation, and information are considered as major problems faced by the tourists as they have mentioned (see table 5.10). These areas did not receive much attention by tourist service providers and planners. It should be remembered that simply cooperation and hospitality would not attract a sizable number of foreign tourists to Bangladesh.

**Table-5.10 Shows Problems Encountered by Foreign Tourist during their Stay in Bangladesh**

Problem faced with regards to	Percentage of tourists
Food	17%
Accommodation	19%
Guide	24%
Transportation	32%
Information	38%
Co-Operation	11%
Total	141

*Note: Total percentage is more than one hundred because some respondents faced more than one problem.*

“How do you come to know about different tourist spot of Bangladesh?” (See appendix ‘A’, question 6). Responses against this question reveal that some 41% (see table no. 5.11) became aware of Bangladesh and different tourist sites of it through guide books collected at home or here in Bangladesh after arrival. Another important source (37%) of information was identified as Bangladeshi nationals living abroad. The picture of BPC publication is frustrating in this regard. Only 9% of our respondents became aware of our tourist spots through BPC publications. What a frustration!

**Table-5.11 Shows the Sources from Where Tourists Came to Know about Bangladesh (in %)**

Sources	Percentage of respondents
Publication of BPC	9%
Guide Book	41%
Official of BPC	4%
Bangladeshi Nationals living abroad	37%
Others	9%
<b>Total</b>	<b>100%</b>

Is Bangladesh an expensive destination to foreign tourist? With regards to cost of visiting Bangladesh, majority (34%) identified Bangladesh as a very attractive destination. Another 51% (25+26) identified it as either attractive or moderate (see table no. 5.12). An insignificant (9%) percentage of tourists termed Bangladesh as a costly tourist destination. It implies that we have a very good prospect of attracting budget tourists from around the world by highlighting the low cost of visiting Bangladesh.

**Table-5.12 Shows Percentage of Opinions of Tourists About Cost for Visiting Bangladesh**

<b>Opinion regarding the cost of visiting Bangladesh</b>	<b>Percentage of tourists reported</b>
Very Attractive	34%
Attractive	25%
Moderate	26%
Costly	9%
No comment	6%
<b>Total</b>	<b>100%</b>

The researcher was interested to know how much tourists spend on an average during their stay in Bangladesh on different head. This attempt reveals an encouraging statistics. It is revealed that majority (33.28%) spend between \$2100 and \$4000 (See table 5.13) during their stay in Bangladesh.

**Table-5.13 Shows the amount spent by foreign tourists during their visit in Bangladesh**

<b>Amount of Money (in US Dollar) spent</b>	<b>Percentage of respondents</b>
\$ 100-500	19.71%
\$ 600-1000	17.44%
\$ 1100-1500	14.08%
\$ 1600-2000	15.49%
\$ 2100-4000	33.28.%
<b>Total</b>	<b>100%</b>

Multiplied by the total number of tourists visiting Bangladesh contributes a significant amount of foreign currency to the exchequer. BPC statistics show that in the year 2000, foreign exchange earnings from tourism were *Taka* 2,627 million. This is really an encouraging figure. If foreign tourist arrivals can be increased further, it will have a positive impact on the country's balance of payments position. This particular picture tells us that if we can improve the quality of tourist services, they will be ready to spend more money here in Bangladesh.

To identify the frequency of travel, we asked our respondent tourists to mention whether it was their first visit to Bangladesh or not. We also requested those who have visited Bangladesh before to mention the number of visits they have made to this country. Their responses show that only a handful percentage (5.63%) of them visited Bangladesh more than once (see table no. 5.14). It indicates the level of tourist services and satisfaction that Bangladesh provides to the foreign tourists. This findings requires serious attention by our players in the tourism industry for its future growth and development.

**Table-5.14 Shows the respondents in terms of first or repeat visit (in %)**

Type of visit	Percentage of respondents
First visit	94.37%
Repeat visit	5.63%
<b>Total</b>	<b>100%</b>

In the present study, attempts were made to know whether respondent tourists visited neighboring countries, and if so which country they have visited. Responses indicate that 55% of them have visited neighboring countries, and, out of those who have visited neighboring countries, some 72% visited India and 20% Nepal, and remaining 8% visited Sri Lanka (see table 5.15). It tells one about India's success in attracting foreign tourist from which Bangladesh can take as lesson for developing its tourism industry.

**Table- 5.15 Shows the percentage of respondent visited neighboring countries**

<b>Visited/not visited</b>	<b>Percentage of tourists</b>
Visited Neighboring Countries	45%
Did Not Visit Neighboring Countries	55%
<b>Total</b>	<b>100%</b>

Purpose of tour is an important factor that can influence tourism policy formulation. Accordingly the researcher wanted to know the purpose of visit of the sampled respondents. Responses indicate that, some 33% came here for tourism, 22.5% for education, and 16.5% (see table 5.16) for business. These pleasure-seeking tourists can bring huge amount of foreign currency to the country. Again, business tourists are the group whom Bangladesh needs very much. But, political instability, change in government policies, non-cooperation from government officials, and the prevailing law and order situations do not encourage tourists to visit Bangladesh for any reason whatsoever.

Table- 5.16 Shows the purpose of visit of foreign tourist (in %)

Purpose of visit	Percentage of respondents
Business	16.5%
Delegation	7.5%
Education	22.5%
Visit Only	33%
Others	20.5%
<b>Total</b>	<b>100%</b>

How respondent tourists rank Bangladesh as a tourist destination in terms of warmth and friendliness, food and accommodation, natural beauty and creation of man, customs and way of living with regards to neighboring countries? Table 5.17 summarizes the results of the said question. It shows that, in terms of the first factor Bangladesh stands at a very good place (place 1) compared to the other seven considered countries. In terms of food, we stand at the second position. But, overall ranking shows that, Indian stands first, Pakistan second, Maldives third, Bangladesh fourth, Thailand fifth, Nepal sixth, Sri Lanka seventh, and Bhutan eighth (see table 5.17). This indicates that Bangladesh has a far way to go yet to take her tourism industry at a level closer to its neighboring country India.

Table no. 5.17 shows Bangladesh's Rank with regards to its neighbors

Country	Criteria					
	Warm & friendly people	Outstanding food & Comfortable accommodation	Beautiful natural scenery & creation of man	Attractive custom & way of living	Good climate, good shopping & personal security	Overall rank with neighboring countries
Bangladesh	8	7	3	3	1	5
India	7	8	8	8	6	8
Nepal	2	2	6	4	5	3
Sri Lanka	2	3	4	2	4	2
Maldives	6	6	5	2	5	6
Pakistan	6	5	6	4	5	7
Bhutan	1	2	4	5	2	1
Thailand	4	5	3	2	6	4

*Note: Rank 1 for least preferred and rank 8 for most preferred country.*

Respondents were asked whether they faced problems with regards to obtaining visas from our missions abroad and communication problem here in Dhaka. Responses show that majority (82%) did not face any problems obtaining visas (see table 5.18a. & 5.18b). But, regarding communication, majority (59%) faced problem as most of the people here in Bangladesh cannot speak English. It implies that Bangladeshi personnel working in diplomatic missions abroad may play a good role in attracting tourist in Bangladesh. But, Bangladesh still lacks trained tourist guides who can fluently communicate in English. It necessitates the setting up of a tourist guide training center that should emphasize heavily on spoken English course.

**Table-5.18a. Shows the Percentage of Tourists Faced Problem Regarding Visa**

<b>Faced/not faced the problem</b>	<b>Percentage</b>
Faced Problem	18%
Did Not Faced Problem	82%
<b>Total</b>	<b>100%</b>

**Table-5.18.b Shows the Percentage of Tourists Faced Problem Regarding Language**

<b>Faced/not faced the problem</b>	<b>Percentage</b>
Faced Problem	59%
Din Not Faced Problem	41%
<b>Total</b>	<b>100%</b>

“Did you believe, before leaving for Bangladesh that your health would be endangered upon your arrival and stay here?” Responses to this question show that majority (65%) did not perceive any health hazard with his visit to Bangladesh and stay here (see table 5.19). Most of them also commented that staying longer in the capital Dhaka may of course cause health hazard. It implies the pollution level of Dhaka city which should be taken into immediate consideration by the concerned authorities in order to encourage and increase Dhaka sight seeing tour.



**Table-5.19 Shows Tourists' perception about health hazards during their stay in Bangladesh (in %)**

Perception about health hazard	Percentage of respondents
Health Would Be Endangered	35%
Health Would Not Be Endangered	65%
<b>Total</b>	<b>100%</b>

How foreign tourists perceive our published materials on different touristic attraction and facilities was a matter of concern to us. Consequently tourists were requested to rank those along a five point scale. It is revealed that majority (46%) ranked them as poor. Some 23% ranked them as good, 19% very good, and only 3% (see table 5.20) ranked them excellent. This requires a serious attention to it, particularly by our National Tourism Organization. They should have plans to modify different published materials such as leaflets, brochures, folders, and other publicity materials to make them more colorful and attractive and distributed extensively through our missions abroad, airlines, travel agents, and tour operators.

**Table-5.20 Shows Opinion of Tourists About Different Published Materials (in %)**

Opinion	Percentage
Excellent	3%
Very Good	19%
Good	23%
Poor	46%
No Response/comment	9%
<b>Total</b>	<b>100%</b>

Study also shows that 71% of our respondents consulted with travel agents at their home country before coming to Bangladesh (see table 5.21).

**Table-5.21 Shows Percentage of respondent Tourist who Consulted/Did Not Consult With Travel Agent (TA) or Travel Bureau (TB) before taking a trip to Bangladesh**

<b>Consulted/not consulted</b>	<b>Percentage Of respondent</b>
Consulted With TA/TB	71%
Did Not Consult With TA/TB	29%
<b>Total</b>	<b>100%</b>

Bangladeshi nationals possess only a few number of reputed travel agency abroad and as a result of which this benefit is not enjoyed by Bangladeshi people, rather the cream is eaten up by foreign travel agents and tour operators. In each country Bangladeshi missions should have a department that can arrange all types of tours to Bangladesh for the foreign tourists.

Tourists were asked to give an idea about the picture they had about Bangladesh before coming here and the picture they see after their arrival and stay here. Responses were mixed. Majority (62%) had a fascinating picture in their mind about Bangladesh before coming here, and in reality they are frustrated particularly with regards to infrastructure. Others (38%) had a gloomy picture before coming, but after arrival the natural beauty and plain and simple living of Bangladeshi people and their hospitality impressed them. This is, of course, a

good news. But, to attract more tourists and to encourage repeat visit, measures should immediately be taken for infrastructure development.

Respondents were requested to tell whether they would like to visit Bangladesh again. It is found that only 28% are interested to visit Bangladesh again in future, and remaining 72% of them will not like to visit Bangladesh again (see table 5.22a). Tourists were also asked whether they will recommend others to visit Bangladesh. Responses to this question gives a confusing statistics as some 40% (see table 5.22b) would like to recommend others to visit Bangladesh as they mentioned.

**Table no. 5.22a Shows the percentage of sample tourists willing to visit Bangladesh again**

<b>Opinion regarding repeat visit</b>	<b>Percentage of respondents</b>
Would Visit Again	72%
Would Not Visit Again	28%
<b>Total</b>	<b>100%</b>

**Table-5.22b Shows the percentage of sample tourists who will recommend others to visit Bangladesh**

<b>Will/will not recommend others to visit Bangladesh</b>	<b>Percentage of respondents</b>
Would Recommend	40%
Would Not Recommend	60%
<b>Total</b>	<b>100%</b>

The percentages of table 5.22b seem to be conflicting with that of table 5.22a. The reason may be that respondents for the sake of courtesy said so. This is an alarming news for people engaged in travel and tourism business. If Bangladesh cannot change the image of it to foreign tourist, tourist arrival will bound to fall, though not in number but in terms of percentage. This requires a total master plan to be developed and implemented at the earliest convenience.

## **Chapter- 6**

### **Reasons for Tourism Industry to Get Priority**

## 6.1 Introduction:

The contribution of tourism industry is more than 2 trillion dollar a year business worldwide, and it is growing everyday. The conceptual approach of tourism seeks to extend its roots to divergent aspects of industries. No other industries of the world can match the tourism in equating the chain of its connotations. This is the biggest industrial enterprise of the world and its bridge of associations involve invisible export, entertainment, humanitarian services and medium of educational and cultural development and exchange program (Rahman, M., 1995). Tourism is also known as a positive element for the growth of peace, brotherhood, and peaceful relations between the nations and races. The growing propensity for travel has built an enormous potential for growth in this industry, and as a result of which tourism may reasonably claim the foremost consideration in the national development schemes. The sooner this tune releases its momentum, the better for the countries that look ahead for the social and economic progress (Rahman, M., 1995). At first sight, tourism appears an attractive option for developing countries like Bangladesh with few immediate alternatives. It is characterized by high growth and, with the exception of the airline sector, low protectionism. It provides increasing per capita income, foreign currency and government revenue which can be used to promote the growth of manufacturing. Tourism also generates employment and enables some members of the population to move from the domestic or informal sector to higher-paid jobs in the formal sector. Although expenditure on training and infrastructure per job created may be considerable and the stock of natural assets may decrease, such effects also result from other forms of economic expansion. Thus in an early study of tourism and developing countries, Erbes [1973:4] concluded that 'the development of the tourism sector is, a priori, a no less rational choice, economically speaking, than any other'.

## **6.2 Wants of a tourist**

Different studies revealed that Bangladesh tourism lacks in proper ingredients necessary to its growth and on this plea the industry did not receive the place in industrial development planning what it actually deserved. Bangladesh lacks attractions like the Taj Mahal the pyramids of Egypt, the Great Wall of China, the Mount Everest of Nepal and Hindukush ranges. Question now comes why the tourists would take the trouble to visit Bangladesh? Some plead that the tourism industry in fact is constituted of five 'S', which if enunciated stands for SNOW, SUN, SANDS (of sea beach) and SEA and SEX. It implies that a tourist wants a wide area covered with Snow where he may engage himself in pastimes; look for soft Sunshine, a place to forget the intensity of winter. To get these, a tourist might prefer a sea beach full of sands to bathe in flowing sunshine. Thereafter, tourist may be interested to swim in the sea water free of slimy creatures. Finally, enjoying grand hospitality of the hotels, tourist likes to throw the exhausted body on the milky white bed, soft and inviting for warmth of a woman for getting infinite pleasure.

## **6.3 Weaknesses of a country in fulfilling all the wants of a tourist**

Most of the tourists, particularly the sunlust tourists (of course, they are the majority), expect that the above mentioned few privileges should exist in a particular tourist destination. It is quite likely that if a tourist gets all these privileges in a single country there will be no reasons for the tourist to be disheartened. Whatever may be its geographical and historical eloquence, no country, can afford to offer all the ingredients at a time to tourists visiting there. It is likely that where there are snowy recreational fields coupled with moderate weather, there may not be a sandy beach. Destinations that affirm the sandy aspect, they may not have the otherwise privileges. Of course, the spots of night-

life enjoyment privileges more or less exist all over, may be in public or in covert form. Thus, a particular destination may fail to provide all the requirements of the mass tourist, and as a result of which, the country may lag behind in developing its tourism industry in its true perspectives.

#### **6.4 Historical remains cannot be the only tourist interest**

Can the historical remains be the only tourist interest? The simple answer to this question is a 'no', a big 'no'. Had it been so that the Taj Mahal, Great-Walls, and mount Everest were the only rushing-in spots for the tourists, very few of them would be en-route to any other countries excepting India, China Egypt and Nepal. The reality is, in fact, something different. Statistics reveal that, the number of tourist arrivals to those historic places are, in reality, far below the expected level, which justifies our answer to the above question. Statistics of international tourist arrival reveal that Bali Islands of Indonesia alone attract more tourists than Egypt, India and China together probably cannot attract. It is therefore argued by the researcher that, having only the historical remains, a country cannot expect to attract a sizeable number of foreign tourists for its tourism industry to blossom.

#### **6.5 The Primary Objective of a Tourist**

Why tourists travel to a destination? The primary objective is to gather some experience through his visit to that destination. As people's desire knows no bound with regards to the experience they want to gather, they feel sort of thrill through visiting more and more countries. People are interested to know a new country and to avail themselves of the chance of knowing the similarity and the differences of their own culture and the cultures of the countries they visit. People are willing to move beyond limit and to acquire thrilling and new experiences through these movements. Tourists want that the host country welcomes them and extends its friendly gesture during their visits. They are interested in moving



around countries as and when they will. Tourists expect that the host country will ensure their security during their movements in different places in it. Tourists will be attracted to the country that best provides these even if it lacks attractions like Mount Everest. As tourists can be attracted through friendly gesture and provision of security, Bangladesh can see a hope with regards to tourism development through the utilization of its friendly people and maintaining a good law and order situation. To avail this scope it is imperative for Bangladesh to come up and satisfy the points. If it is possible to do so Bangladesh can become a country of tourist fascination. For this, social peace and political stability are the watch-words.

#### **6.6 Offers that Bangladesh can make to foreign tourists**

Bangladesh has, in addition to its friendly and hospitable people, many more to offer to foreign tourists. Many of the attractions that Bangladesh can offer to foreign tourists were highlighted in the discussion of chapter four. It was mentioned that Bangladesh has Royal Bengal Tigers in the largest mangrove forest called the *Sundarbans*. Bangladesh is full of green and watered by the three of the largest rivers of the world. It has the combined flow of the *Padma-Meghna-Jamuna* in the estuary where they meet the Bay of Bengal. Countless number of boats carrying the fishermen plying in the estuary, form a magnificent scenic beauty. Boat excursion along the *Dhaka-Khulna* riverine route makes one easily spell bound. The easy and simple ways of living of the peace-loving 130 million of people and their uncommon sense of hospitality are points above questions.

#### **6.7 Offers Bangladesh can make to local tourists**

Question may be raised as- 'What' about our *Cox's Bazar* where there is the longest sea-beach? And what about the *Kaptai-Rangamati* Lake highlighting the finest natural beauty abounding big and small hills with the tune of the course of

living of the tribal people? Living conditions of the tribal people might be appealing to certain groups of tourists of the country itself. But, is it possible to lead them to those areas? Can Bangladesh give guarantee to tourists' safety? No tourist can overcome the chain of restrictions and be willing to go there at the present state of affairs. Again, no tourist has time or mentality to move from one office to another for days together and to collect a permit to travel to Bangladesh. It is really unusual for them. Bangladesh can afford to build up tourist centers in *Cox's Bazar, Rangamati, Kaptai, Sylhet, Moinamati, Mohasthanagar, Paharpur* etc. with supporting facilities. And these centers may be meant for the domestic tourists only, not for the foreign tourists. Of course, development of domestic tourism is a pre-condition for the development of international tourism.

#### **6.8 Ways of ensuring the flow of foreign tourists to Bangladesh**

For Bangladesh, the biggest problem is its people. To enhance visibility and improve the profile, some of the country's intellectuals and bureaucrats keenly contest to find a place in seminars, meetings and particularly so if they are foreign organized, or foreign attended, to say something or to show something and that ends there. Unproductive seminars and meetings must stop if the nation really wants to get out of international basket case status. But, in reality, this is the case.

One may now ask the question: "what the researcher exactly want to drive home in a round about manner?" Does the researcher mean that no foreign tourists would come to Bangladesh? One may also ask question as, "will the tourism industry not get priority and due recognition in the national development plan of the country?" In addressing the problem, the researcher is not truly pessimistic. Researcher argues that, for attracting foreign tourists to Bangladesh, discussion of problems with productive suggestions and solutions must be presented through

media, and there must be an appropriate committee at government level for initiating discussion and drawing conclusion. Bangladesh tourism industry may attract growing number of tourists if the country can initiate and undertake proper sales' promotion plan with the understanding of demarcation line between the tourists - domestic and international. If that divisibility could be clearly underlined and treated as such Bangladesh will have no earthly reasons to be off from the desired target.

### **6.9 Rationale for the priority of Tourism Sector**

The impact of tourism on national economy of Bangladesh is becoming increasingly important today because of the growing size of the tourist market. With the development of science and technology which shrunk the world to a few hours of travel in a comfort not dreamt of a few years ago, an ever-expanding leisure vacation with pay, rising disposable income, the urge to escape from the drudgery of the present mechanized life and the increasing emphasis on freedom of movement, the tourist traffic is bound to increase at an accelerated rate. From an economic angle, tourism is especially important in developing countries like Bangladesh. The reasons for this assertion are numerous. First, given the inelasticity of Bangladesh's traditional exports, it would have to tap a new source to earn the foreign exchange to offset the chronic deficit. Second, tourism has been defined as "a light industry requiring on capital." There is no other industry on which so little capital would have to be expended. Third, it is a labor intensive industry and can help provide jobs to the unemployed, and finally it has a far-reaching impact on the economy.

In the global context and also in comparison with the neighboring countries, Bangladesh's performance in attracting tourists is very poor despite government's relentless effort to develop tourism. "Bangladesh's earning from tourism is even less than one percent of what the neighboring countries are earning." (Special Correspondent - The Paper Tourism - Holiday Aviator, April 30, 1983).

This is worth mentioning here that Bangladesh is endowed with most of the high points of tourism attractions. The country has one of the longest beaches of *Cox's Bazaar*, a colorful tribal culture in *Chittagong* hill-tracts, *Sylhet* and *Mymensingh*, archaeological remains at *Mainamati*, *Paharpur* and *Mahasthangar*, rich wild life in *Sundarbans*, *Sylhet* and Hill-Tracts and historical relics, monuments, shrines and temples spread all over the country. Colorful religious fairs and festival, attractive souvenirs and interesting shopping opportunities are also of considerable tourist interest. Bangladesh also has the longest man-made lake in the sub-continent at *Kaptai*. Above all Bangladesh is a green country criss-crossed by mighty rivers and rivulets free from pollution and inhabited by hospitable and friendly people who have a rich cultural heritage. From the geographical point of view Bangladesh is in the Macro-Asian air corridor of the transcontinental traffic, connecting Europe with East-Asia and Australia.

It comes as no surprise that tourism has become the world's largest business – a business that projected to increase more than five folds between 1990 and 2010 to reach US\$1350 billion with average annual increase of 86 per cent. International tourist arrivals grew at a rate of 7.4 per cent with respect to 1999 resulting in a

total of 699 million arrivals worldwide in 2000. WTO forecast that arrivals will top one billion in the year 2010 and that by 2020 the number will reach 1.6 billion (WTO statistics downloaded from internet).

Certainly, a good number of tourists were in the past and will be in the future, shopping in Hong Kong, spending their leisure riding a roller coaster at Disney World, or gazing at the Eiffel Tower or Empire State Building. But many of them will be spending their leisure time and income on a more 'natural' form of travel to destinations like Bangladesh.

At this point, let us turn to the main point of discussion – the rationale for the priority of tourism sector. Placing emphasis only on the tourism industry is not enough. It is a sort of gold mine. If it is possible to remove the soil from the surface and get deeper, pieces of gold could be, uncovered. Keeping this point in view certain relevant statistics should be cited:

- (1) WTO statistics reveal that 699 million tourists traveled worldwide in 2000 and the turn over issued from it has made it the world's largest industry.  
If the present trend continues, – a business that projected to increase more than five folds between 1990 and 2010 to reach US\$1350 billion with average annual increase of 86 per cent. WTO forecasts that arrivals will top one billion in the year 2010 and that by 2020 the number will reach 1.6 billion. The income too, may increase proportionately (WTO statistics, downloaded from internet).
- (2) 10.1% of the total national income of the world comes from tourism. In 1993, the income amounted to 3 thousand 4 crore American Dollars.
- (3) The indirect taxation from tourism around the world totals at 65 thousand 500 American Dollars.

- (4) 10.09% consumer's expenditure of the world goes to the sector of tourism.

The position of Bangladesh can now be compared with the above scenario. In 1990, foreign tourist arrival at Bangladesh totaled 1,15,369 persons. The income was TK.302.90 million in foreign exchange. In 1995 tourists numbered at 1,56,231; in 1998, 1,71,961; in 1999 1,72,781; and in 2000, 1,99,211; in 1992. Similarly total earnings from tourism in these years were Tk.955.20 million; Tk.2,454.80 million, Tk. 2,51.90 million; and Tk. 2,627.00 million respectively. Needless to say, this is a gloomy picture by any prevailing standard of tourism (Source: Special Branch, Bangladesh Parjatan Corporation).

The poor growth rate of tourist arrivals could be explained in the following manner.

- (i) Tourism was deprived of its preferential treatment in national plan;
- (ii) Tourism management was defective,
- (iii) Prevailing political climate and law and order situations were not encouraging.

Political situations of Bangladesh from 80's almost remain the same. At least in 1991-94 it was congenial to the growth of tourism. Then an elected government was in power. The parliament was effective. The tourism Industry, surprisingly, could not reach the expected target. Responsibility of the failure naturally falls on the management and planning. But a fact remains. Tourism management is not an isolated phenomenon. It is always related to overall planning. So long the development planning of tourism continues to ignored, there can be no flair of substantial achievement.

At this stage, the apology for its preferential treatment could be summed up in the following manner:

- (1) Tourism, in fact, is a labor-oriented industry. This sector can create more employment opportunities compared to other sectors and squeeze the unemployment problems in substantial manner.
- (2) Automation system in tune with the progress of computer has affected the manpower in other industries. Tourism is free from that narrowing process in the fields of employment.
- (3) Tourism industry can create scopes for the less developed areas, where other agencies fail, tourism can, create employment grounds.
- (4) This industry can create mobility in economic activities. And its acquired money quickly changes hands.
- (5) Above all, this is an invisible export industry. No materials are physically exchanged or transferred here while the turn over remains abundant in foreign exchange income.

#### **6.10 Conclusion**

"Big is beautiful" was the slogan when mass tourism started to grow during 60s of the current century. But learning from the mistakes of Spain and other European countries it is now realized that (Mass) Tourism destroys (Future) Tourism. Obviously conservation of nature and culture is the most important theme of all Planned tourism development and promotion throughout the world.

U.N. officials speaking at a special event on January 28, 2002 marking the launch of the International Year of Ecotourism highlighted the development potential of ecotourism as well as the disturbing environmental trends of increasing tourism.

Several government ministers, heads of intergovernmental organizations and representatives of leading industry associations participated in the event held at U.N. head-quarters in New York. The International year of Ecotourism, being coordinated by the United Nations Environment Programme (UNEP) and the World Tourism Organization (WTO), will provide an opportunity to review the ecotourism industry's effect on bio-diversity, its potential contribution to sustainable development, and its social, economic and environmental impacts.

"If handled properly, ecotourism can be a valuable tool for financing the protection of ecologically sensitive areas and the socio-economic development of populations living in or close to them," said UNEP Executive Director Klaus Toepfer. High level delegates and experts from around the world are expected to attend the World Ecotourism Summit to be held in May, 2002 in Quebec City, Canada.

Ecotourism is a form of tourism in which visitor experiences are nature-based. It is also considered a land use method that promotes sustainable development in that it seeks habitat protection rather than exploitation of natural resources.

After a short lull following the September 11, 2001 episode in the USA, global tourist movement has been on the ascending track again. The tourist flow maintained its healthy magnitude in the Asian region. In the South Asian region particularly, tourism industry is ever vibrant and growing steadily. With the WTO declaration of 2002 as the Eco-Tourism Year, it is expected that tourist flow into the south and south east Asian region shall gear up significantly. Through ecotourism, no doubt, a substantial contribution can be made in not only supplementing the efforts to safeguard ecological treasures but intensify massive



small scale infrastructure and industrial development leading to the creation of widespread employment opportunities. This will also invigorate sustainable development.

For Bangladesh, it should be a matter of great opportunity to develop its tourism sector which unfortunately has been at low ebb and could not be any significant contributory factor for our national development so far. Bangladesh is blessed with a topographical structure which has several characteristics to be tapped for substantial economic benefits. It has the sea front, largest mangrove forest, hills and lakes, etc. Many other countries do have similar natural treasures and many have brought those to their socio economic benefits. In the case of Bangladesh, unfortunately, it could not exploit these for its good.

While the theme of eco-tourism is bound to nourish competitiveness among many countries, Bangladesh should seize the opportunity to make a massive projection of its eco-treasures, particularly the *Sundarbans* and the quiet valleys in the *Chittagong Hill Tracts*. At the same time, there must be pragmatic efforts to complete certain basic infrastructures at the shortest possible time to enable the tourists be assured of such primary needs. This could be stimulated by encouraging more private enterprises to come to this sector whence competitiveness shall bring in great improvement in the standard of services which have been witnessed in the case of long haul road transports in the country over the last few years.

It only needs a pragmatic approach to develop certain infrastructure facilities. In today's world of market economy, a wise step could be to allow foreign investment in developing such infrastructure. Malaysia has implemented a mammoth development in its tourism industry, particularly in developing her

ample eco-tourism spots which were in decaying or uncared stages only few years back. Today, the country is not only having a huge earning from these, but that the projects have enabled the preservation of many endangered forest and woodlands.

While most of the countries in the region have many similarities in geographic structures, there are many contrasts too. These could be exploited through a web of cooperation for regional tourism and its development. While there are placid hills and mountains in Bhutan, Nepal and India, there are the forests and long stretch of sea-beaches in Bangladesh. For any nature-wandering tourist from Europe or North America or even Japan and Australia, a visit to all these through a single package deal could bring in boon.

## **Chapter- 7**

### **World Tourism and Bangladesh: Comparison And Lessons Learned**

## **7. Introduction**

The whole world is now proceeding with only one slogan of Economic Growth. Industrialization is the main source of economic growth. But it also brings environmental damage. Tourism is now considered as an industry with a growth rate of 10% annually. Moreover the rate of pollution is almost nil. Again it is a source of invisible income and way of decreasing adverse balance of payment with other countries. So tourism bears an invaluable source of economic development. The whole world is now rushing after this industry to uplift their economic status.

### **7.1 Comparative Picture of Bangladesh in World Tourism Trade**

International Tourist arrivals hit a new record of 528 million in 1994 while tourism receipts, excluding transport, reached US\$ 321 billion reflecting a growth rate of 3 percent and 5.1 percent respectively compared to that of the previous year. East Asia and the Pacific was the world's fastest growing tourism region and South Asia, where Bangladesh is located, was the world's second fastest growing tourism region in 1994. International tourist arrivals in East Asia and the Pacific region grew more than twice as fast the world average to reach 75 million, up by 7.6 percent over 1993. On the other hand South Asia region recorded a growth area of arrivals by 7 percent compared to that of 1993 to reach 3.7 million mark last year and tourism receipts for the region rose by 11 percent over 1993 to US\$ 431 million, more than double the world average (Ahsanullah, M, 1997:66-67).

It comes as no surprise that tourism has become the world's largest business – a business that projected to increase more than five folds between 1990 and 2010 to reach US\$1350 billion with average annual increase of 86 per cent.

International tourist arrivals grew at a rate of 7.4 per cent with respect to 1999 resulting in a total of 699 million arrivals worldwide in 2000. WTO forecast that arrivals will top one billion in the year 2010 and that by 2020 the number will reach 1.6 billion.

Europe generated over 1.6 million tourist arrivals to South Asia representing 44 percent of total tourist arrivals in the region and an increase of about 14 percent over the previous year. India accounted for the largest share of tourist arrivals in South Asia region in 1994, a little over 51 percent followed by Sri Lanka with 11 percent of the total arrivals.

Pakistan's share was a little above 10 percent followed by Nepal with 9 percent. Performance of Bangladesh in terms of international arrivals and receipts was not very significant compared to that of countries. Estimated total international tourist arrivals in Bangladesh was a little over 199 thousand and total receipts stood at about Tk2,627 million in 2000 (Special Branch, BPC, 2001). There is an upward trend in both the international arrivals and earnings in this sector (Ahsanullah, M, 1997:66-67). Following table (Table no. 7) can give us an idea on tourist arrivals and trends of increase/decrease of some of the selected countries during 1995 and 1997 (source: World Desk Reference, Dorling Kindersley, downloaded from web site).

**Table no. 7 Shows tourist arrivals and trends of increase/decrease of some of the selected countries during 1995 and 1997**

<b>Country</b>	<b>Total arrivals (in 1997)</b>	<b>Up/down in % (1995-1997)</b>
Australia	4.3 million	up 15%
Argentina	4.5 million	up 11%
Bangladesh	182 thousand	up 18%
China	23.7 million	up 9%
Canada	17.6 million	up 4%
France	66.9 million	up 11%
Germany	15.8 million	up 7%
Greece	10.2 million	up 1%
India	2.4 million	up 12%
Italy	34 million	up 14%
Japan	4.2 million	up 120%
Kuwait	350 thousand	down 53%
Libya	94 thousand	up 51%
Malaysia	6.2 million	down 17%
Nepal	418 thousand	up 15%
South Africa	5.5 million	up 23%
Sri Lanka	366 thousand	down 9%
Switzerland	11 million	down 4%
Thailand	7.3 million	up 4%
US	48.4 million	up 11%
UAE	1.8 million	up 32%
UK	26 million	up 9%

The table gives a vivid picture about where Bangladesh stands globally and compared to its neighboring countries.

Market share of South Asia region compared to total global arrivals was 0.7 percent both for arrivals and receipts since the beginning of the 1990's. WTO statistics indicate that international tourist arrivals reached nearly 699 million in 2000 and it forecasts an arrival of over one billion by 2010 AD. It is interesting to note that by the year 2010, arrivals in East Asia and the Pacific will reach almost 200 million, four times that of 1990 while as a South Asian country Bangladesh should also make proper planning to get a fair share of the ever expanding tourist market in the region.

## **7.2 Tourism in Japan : Lesson for us**

The tourism industry in Japan is fast growing in importance. The country is indeed becoming a Mecca for world tourists and proudly offers her unique culture, time-mellowed traditions, magnificent natural scenery, strange customs and manners, out-standing geographical features, highly refined arts and crafts, and so forth, none of which are encountered in other lands. Hence, quite naturally, Japan ranks high among the world's tourist spots (Yokota Iwao, year unknown).

The major factors in this rising trend of tourism are the powerful publicity campaign abroad by Japan's major travel organs, the increasing number of cruises by steamship companies, the succession of international conventions and gatherings of various nature being held in Japan, the United States policy of encouraging its citizens to overseas travel, the effective publicity activities by the world situation, the effective publicity activities by the world's travel agencies and carriers.

The policy provides that the basic principles underlying the promotion of international tourism should rest on the furtherance of mutual understanding between the nations, the contribution to cultural inter-exchange, the improvement in international economic balance, the enhancement of the nation's welfare and happiness, and the elevation of its cultural level. An all-out effort is now being made by the Japanese government in improving motor roads and national parks, in extending the international and domestic transportation network, in strengthening overseas publicity, and in bettering reception services.

Japan is also doing its utmost to simplify the entry and exit procedures for foreign tourists so that it can attract as many prospective tourists from abroad as possible. Visa issuance, for instance, has now been abolished for those travelers who desire to enter Japan for maximum stay of three months, from such countries as Belgium, Denmark, Dominican Republic, France, Germany, France, Italy, Luxembourg, the Netherlands, Norway, Sweden, Switzerland and Tunisia, respectively, on a reciprocal basis.

In currency regulations, too, some notable efforts for improvement have been made: the amount of foreign traveler's unspent Japanese yen to be reconverted into the original foreign currency on departure has been increased substantially.

In this age of world-wide trend in holiday travel, the lightening of international tourists of their travel burdens as much as possible is one of the principal factors in promoting international tourism. In this connection, various special services are offered to visitors to Japan. These are: group discount of fares on various domestic transportation means, lodging and dining tax exemption for guests at government-registered hotels, and commodity tax exemption for visitors in their purchase of certain goods and souvenir articles.



Also the Japanese Government has enacted necessary laws and regulations governing the activities of travel agents and interpreter-guides in order to help them develop properly, and at the same time protect foreign travelers. These are called, respectively, the Travel Agents Law and the Tourist Guides Law.

Improvements in the tourist facilities in this country are now being most actively carried out in many ways. In the first place, the Tokyo International Airport has undergone a grand-scale extension work in preparation for the jet age including construction of new runways and improvement in many other facilities also for the development of Japan's domestic air routes, extension work on several air ports is being actively pushed forward (Yokota Iwao).

As for the railroad network, the Japanese National Railways Corporation has realized a long-cherished idea, with the complete electrification of the 344-mile Tokyo-Osaka main line of Japan. The Corporation has also done much in speeding up, bettering its service and improving its service and improving its car equipment.

Strenuous efforts have also being directed by the circles concerned to the remodeling of the existing hotels and constructing of new ones. This is encouraged by the government's five-year promotion plan, which calls for an addition of a substantial number of hotel rooms. These were constructed in Hokkaido, Sendai, Kyoto, Tokyo, and Grand hotels in Osaka and Yokohama. The present hotel worries will be greatly minimized in the not too distant future.

Bangladesh can obviously take a number of lessons from the experience of Japan. Japan started its journey in 1947 with only 549 visitors, and presently turned into one of the largest tourist attracting countries (4.2 million tourist arrivals in 1997). As the major factor of this rising trend was the powerful publicity campaign abroad by its major travel organs, Bangladesh, through its missions and airlines offices can undertake such a campaign. The main pre-requisite for tourism development is accessibility – the infrastructure- which Japan gradually built, Bangladesh can also go for gradual development of infrastructure in different tourist destinations. Bangladesh can also simplify its entry and exit procedures so that it can attract as many prospective tourists from abroad as possible. Visa issuance can be abolished for those travelers who desire to enter Bangladesh for a maximum period of one month from SAARC countries as well as quality tourist generating countries. Bangladesh government can make some notable efforts for improvement in currency regulation. For example, the amount of foreign traveler's unspent Bangladeshi *taka* to be reconverted into the original foreign currency on departure can be increased to unlimited amount. Bangladesh can offer group discount of fares on various domestic transportation means, lodging and dining tax exemption for guests at Parjatan hotels and restaurants, and commodity tax exemption on purchase of certain goods and souvenir articles to foreign tourists.

### **7.3 Other Lessons for Bangladesh in the Global Context**

International tourism is an important factor in the economies of Greece, Mexico and Spain and increasingly so in Greece and Spain over the last few decades. Few studies have given widely varying estimates of the indirect or

induced multiplier effects of tourism expenditures on the respective domestic economies, but they are certainly too high to be ignored. In addition, international tourism has been a net generator of foreign exchange for these countries. While the income of potential tourists is not a policy variable for host countries, prices, to a certain extent, are. Thus, a broad policy implication is that countries where tourism is a significant industry, or country trying to convert it into a major industry, must take care not to price themselves out of the international market. Price, to the international traveler, has several dimensions. It includes international air fares, exchange rates, the price level in the host country, local taxes, and the real costs associated with wasted time, unpleasant experiences, and threat to life and limb.

The high income elasticities for tourism suggest that budget is a major consideration for many travelers, and the budget-conscious tourists are those most likely to respond to promotional fares instituted by the host countries flag carriers. Accordingly, fare and promotional strategies might be targeted for the lower- income traveler. Much the same can be said for hotel rates, prices of local transportation, and restaurant prices, all of which are to some extent controlled in the three countries studied (Truett Dale. B, and Truett Lila. J., 1987:186-88).

Within the realm of prices, the issue of local taxes is a significant one. It has been common for countries where tourism is important to attempt to transfer a part of their tax burden to tourists. Hotel and airport or port-of-entry taxes are the most common devices employed for this purpose. While the amounts of these taxes usually do not absorb a significant proportion of the tourists' budget, the manner in which they are collected sometimes imposes significant real costs on travelers. Potential repeat business can be lost when tourists are put off by having to stand in line for long periods of time in order to pay an airport tax, for example, before departing for home. It is the last thing they remember about their trip. Less direct forms of taxation might accomplish the same governmental revenue objective with fewer negative spillovers for the tourist. In the 1980s, the importance of the unexpected real costs of tourism has become all too apparent since tourists have become targets of terrorists (Truett Dale. B, and Truett Lila. J., 1987:186-88).

As with other countries, Bangladesh is not also immune to this problem, and it is to some extent an economic one. Security for tourists is not cheap, but, to be competitive in real terms, host countries must today allocate significant amounts of resources toward it. In an age when tourists include in the price of the trip an implicit estimate of the probability of harm, a host country must include in its economic policy matrix a set of measures to be competitive from the standpoint

of visitors' safety. To be sure, the real costs issue is one of great that should prove a likely subject for future research.

In today's world of market economy, a wise step could be to allow foreign investment in developing tourism infrastructure. Malaysia has implemented a mammoth development in its tourism industry, particularly in developing her ample eco-tourism spots which were in decaying or uncared stages only few years back. Today, the country is not only having a huge earning from these but that the projects have enabled the preservation of many endangered forest and woodlands. Bangladesh can encourage foreign direct investment taking lesson from Malaysia for developing its tourist infrastructure. Bangladesh is moving toward more liberal and open financial system, and it would not be difficult at all to obtain favorable response from foreign portfolio investors with an assurance to release 51% shares in the country's equity market (Matin, M.A., 1993).

While most of the countries in the region have many similarities in geographic structures, there are many contrasts too. These could be exploited through a web of cooperation for regional tourism and its development. While there are placid hills and mountains in Bhutan, Nepal and India, there are the forests and long stretch of sea-beaches in Bangladesh. For any nature-wandering tourist from Europe or North America or even Japan and Australia, a visit to all these through a single package deal could bring in boon.

With their foreign exchange earnings normally pegged to foreign aid and small scale exportables, countries in the region could do better under an umbrella of cooperation for tourism development. While they could develop the needed infrastructure either themselves or through joint ventures or through international assistance, and undertaking joint promotions, they could achieve better results in making concerted efforts.

Despite having enough potentials, Bangladesh has failed to make any limelight in global tourism. Most of the countries are reeling with acute poverty precipitated with unabated unemployment, low rate of literacy, poor infrastructure development and so forth. However, the region is rich in nature treasures and interestingly, these are widely diversified. In the interest of ecotourism these hold the key for excellent rewards provided proper harnessing is done. It could be boon for the region to alleviate poverty to a greater scale while at the same time, allow it to uncover its real resources the geographic splendors of rivers, lakes, hills, mountains, forests, animal reserves and sea beaches. More importantly, development of ecotourism shall strike a balance between conservation of environment and economic and social development.

# **Chapter- 8**

## **Tourism Development in Bangladesh**

## 8.1 Background

It is argued by many that, tourism today is not confined to a few countries of traditional tourist interest, more and more tourists are now avoiding the overcrowded beaten track and heading for new areas (Huq, K.R., 1997). The said behavior and trend in global tourist movement was identified and exploited by many countries by developing their own tourism industry. Bangladesh tourism industry has great potentials both as a foreign exchange earner and provider of job-opportunities with resultant multiplier effect on the country's economy as a whole.

Bangladesh has a host of tourist treasures to offer to international tourists i.e. beaches, lakes, hills, forests, wildlife, way of life, tribal life, archaeological remains, historical monuments, folklore, cultural heritage, handicrafts and much more. When combined, these become veritable tourist attractions for international tourist which if properly exploited can fetch the country its due share of the world's tourist trade. Tourist attractions of Bangladesh are widely spread throughout the country. Bangladesh's historical legacy is composed of various cultural strands, including Islamic, Hindu, Buddhist, and British.

Four zones are identified outside *Dhaka* as having special tourism assets, namely, *Cox's Bazar* and the *Teknaf* Peninsula (resort, beach, sea appeal), *Rangamati* and the Hill Tracts (hill station/recreational tourism/), *Sunderbans* Forest (exploration, specialized tourism), and *Sylhet/Srimongal* (tea, forests, wildlife). Following is a grouping of Bangladesh's main tourism assets:



**Southern Coastal Area:** The alluvial deltaic landscape of the mouths of the Ganges is striking and contains plenty of beaches including *Cox's Bazar* which is known to be the world's longest clean sandy beach.

**The *Sundarbans*:** It is a vast mangrove and tidal forest with numerous wildlife including the Royal Bengal Tiger.

***Hiron Point*:** It offers great tranquility, a beach, and impressive waterscapes.

**Archaeological attractions:** There are numerous monuments dating back to the third century B.C. at sites like *Mahasthangar*, *Paharpur* and *Mainamati* which are of numerous interest to the archaeologists, historical enthusiasts and cultural and educational tourists.

**The Capital *Dhaka*:** It has a number of buildings from the Moghul and British periods, and has a national museum. The two principal business visitor hotels are the Pan Pacific *Sonargaon* hotel and hotel Sheraton. These hotels offer first class accommodation typical of hotels of their type around the globe.

***Chittagong*:** It is the commercial capital and the second largest city of the country. It is of interest for its natural beauty and as a port city.

***Cox's Bazar*:** Its main asset is its 120 kilometer long beach which is known to be the longest in the world. There are also strong Buddhist elements spread throughout the district. A significant number of hotels and guest houses have been built at *Cox's Bazar* to accommodate both local and foreign tourists. Landscape surrounding *Cox's Bazar* is very attractive and it has a marked tropical atmosphere.

**Teknaf Peninsula:** It has a landscape strongly characteristic of South East Asia with Arakanese tribes scattered all over it.

**Rangamati and Hill Tracts:** The main attractions of this area are the hills and hillocks and the indigenous tribes coupled with a cooler climate.

**Sylhet district:** It has a fertile hilly landscape featured by the tea plantation. The forests of *Sylhet* are of specific attraction with their bird life.

## 8.2 Market Analysis

In the year 2000, Bangladesh accounted for 1,99,211 international visitors. Omitted from this definition are the unknown number of transit travelers, who are nevertheless of importance for their spending on duty free goods, and locally made items.

The principal sources of volume and growth in foreign visitor arrivals to Bangladesh have been countries in South Asia, which provided nearly 94,000 visitors in 2000. India is the main source, followed by Nepal, Pakistan and Sri Lanka. Europe is the next most important source market, providing 46,036 visitors in 2000, with the UK accounting for 29,106 of them. There were 11,924 American and 2,723 Canadian visitors in that year. (see tables 8.1 through 8.3 in the next few pages)

Table No. 8.1 Shows Bangladesh  
Visitor Arrivals from Member Countries Of "SAARC"  
(1992-2000)

Country	(Market Share %)									
	1992	1993	1994	1995	1996	1997	1998	1999	2000	
Bhutan	468 (0.88)	577 (0.97)	629 (0.96)	417 (0.65)	568 (0.86)	959 (1.18)	441 (0.58)	730 (0.93)	1010 (1.09)	
India	35607 (67.04)	42285 (42285)	47349 (72.11)	46015 (72.10)	53007 (80.45)	61606 (75.91)	57937 (75.26)	62935 (80.50)	74268 (79.85)	
Maldives	132 (0.25)	258 (0.43)	53 (0.08)	94 (0.15)	97 (0.15)	123 (0.15)	63 (0.08)	53 (0.07)	189 (0.20)	
Nepal	1855 (3.49)	2808 (4.71)	2288 (3.48)	2995 (4.69)	3628 (5.50)	5296 (6.52)	4799 (6.23)	4733 (6.05)	4481 (4.82)	
Pakistan	14066 (26.48)	12220 (20.49)	14194 (21.62)	12903 (20.22)	7070 (10.73)	11481 (14.15)	12087 (15.70)	7894 (10.10)	10637 (11.43)	
Sri Lanka	987 (1.86)	1499 (2.51)	1152 (1.75)	1395 (2.19)	1522 (2.31)	1686 (2.08)	1653 (2.15)	1839 (2.35)	2427 (2.61)	
SAARC	35115 (100.00)	59647 (100.00)	65665 (100.00)	63819 (100.00)	65892 (100.00)	81151 (100.00)	76980 (100.00)	78184 (100.00)	93012 (100.00)	
Total										

Source: Special Branch, Bangladesh Parjatan Corporation.

Table No. 8.2 Shows Bangladesh  
Visitor Arrivals By Region  
(1992-2000)

Regions	1992	1993	1994	1995	1996	1997	1998	1999	2000
<b>Total</b>	<b>110475</b>	<b>126785</b>	<b>140122</b>	<b>156231</b>	<b>165887</b>	<b>182420</b>	<b>171961</b>	<b>172781</b>	<b>199211</b>
East Africa	582	458	488	468	419	327	438	442	450
Middle Africa	09	22	21	08	30	57	46	30	35
North Africa	462	287	404	262	357	217	52	403	688
Southern Africa	135	137	142	114	284	262	427	433	463
Western Africa	269	253	197	237	291	287	246	203	151
<b>Africa</b>	<b>1457</b>	<b>1157</b>	<b>1252</b>	<b>1089</b>	<b>1381</b>	<b>1150</b>	<b>1609</b>	<b>1511</b>	<b>1787</b>
Caribbean	157	134	105	61	56	43	153	40	33
Central America	25	20	19	12	26	13	18	17	23
North America	9381	10109	11881	12892	13753	15150	15213	12100	14842
South America	174	153	203	145	149	229	269	287	212
<b>Americas</b>	<b>9737</b>	<b>10416</b>	<b>12208</b>	<b>13110</b>	<b>13984</b>	<b>15435</b>	<b>15653</b>	<b>12444</b>	<b>15110</b>
North East Asia	13279	13488	14095	15337	16915	19911	20318	20943	23041
South East Asia	5394	7213	7481	7622	10081	10125	11857	11088	12279
Australia	1584	2003	2368	2596	2816	3240	3365	2755	3043
Melanesia	52	44	63	38	31	42	187	50	45
Micronesia	02	-	04	-	-	207	02	-	02
Polynesia	52	50	39	28	32	84	28	29	19
<b>East Asia &amp; Paci.</b>	<b>20363</b>	<b>22798</b>	<b>24050</b>	<b>25621</b>	<b>29875</b>	<b>33609</b>	<b>35757</b>	<b>34865</b>	<b>38429</b>
Eastern Europe	607	860	992	1222	1221	1581	1023	857	113
Northern Europe	13111	1582	21337	35793	37255	32264	23706	26251	33038
Southern Europe	1669	2046	2291	2296	2086	2543	2564	2476	2882
Western Europe	7179	7411	8726	9550	10261	11180	9385	9677	9730
Mediterranean Eu.	164	185	168	133	211	366	242	338	273
<b>Europe</b>	<b>22730</b>	<b>29084</b>	<b>33514</b>	<b>48994</b>	<b>51034</b>	<b>47954</b>	<b>36920</b>	<b>39599</b>	<b>46036</b>
Middle East	2781	3389	3070	3117	3282	2548	4291	78878	93709
South Asia	53407	59936	66028	64300	66307	81728	77692	78878	93709
<b>Unspecified</b>	<b>-</b>	<b>05</b>	<b>-</b>	<b>-</b>	<b>24</b>	<b>16</b>	<b>39</b>	<b>151</b>	<b>247</b>

Source: Special Branch, Bangladesh Parjatan Corporation

Table no. 8.3 Shows Bangladesh  
Foreign Visitor Arrivals by Nationality  
(1990-2000)

Nationality	1990	1991	1992	1993	1994	1995	1996	19987	1998	1999	2000
Afghanistan	19	77	86	41	92	66	61	107	61	28	10
Argentina	-	-	27	31	44	31	28	38	62	48	69
Australia	824	1105	1276	1536	1911	2076	2324	2652	2686	2091	2377
Austria	155	93	189	207	208	214	257	238	177	242	138
Bahrain	36	73	53	100	49	90	89	95	61	1083	66
Belgium	301	338	347	492	513	682	785	779	679	565	652
Bhutan	-	-	468	577	629	417	568	959	441	730	1010
Brazil	-	-	62	59	76	53	33	66	89	91	44
Canada	2048	1636	1599	1879	2111	2325	2696	3053	3815	2461	2723
China	2577	3037	4194	3752	2936	3408	4016	4869	4379	5208	5901
Cyprus	03	07	30	28	24	15	08	15	26	06	14
Czechoslovakia	61	31	87	80	126	70	84	66	52	87	12
Denmark	757	1031	782	927	1152	1152	1088	1118	1194	1134	1162
Egypt	-	-	211	284	286	340	496	316	388	449	334
Ethiopia	-	-	65	71	97	69	82	67	170	100	79
Finland	176	286	312	227	316	246	246	253	452	492	312
France	1451	1686	2313	1935	2084	2258	2299	2519	2263	2457	2336
Germany	1756	1655	2423	2234	2485	2460	2708	3111	2986	2947	3080
Greece	-	-	83	109	107	154	155	144	72	141	146
Hong Kong	127	152	385	365	185	308	332	409	541	472	739
Hungary	22	23	33	27	28	39	38	25	11	41	33
Iceland	-	-	48	28	38	06	07	06	12	40	32
India	29145	25842	35607	42285	47349	46015	53007	61606	57937	62935	74268
Indonesia	679	337	325	454	491	505	602	811	798	1067	1250
Iran	224	186	206	248	371	415	354	470	651	666	687
Iraq	234	16	36	49	82	46	49	51	46	60	50
Ireland	104	240	179	185	273	281	284	334	258	234	257

Table no. 8.3 continued

Nationality	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Italy	885	997	1348	1683	1730	1753	1522	1860	1992	1789	2118
Japan	411	4950	5973	5207	5749	5600	5716	6482	7808	7055	8006
Jordan	79	104	112	108	161	91	142	89	191	106	136
Kenya	-	-	101	98	69	82	50	83	71	111	132
Korea	2588	378	2449	3859	4635	5251	6017	6923	6154	6596	6746
Kuwait	93	459	279	286	265	324	273	218	242	306	226
Lebanon	46	52	73	62	60	45	47	62	85	82	46
Libya	49	50	80	62	19	20	39	66	95	42	50
Malaysia	250	1337	1662	2815	2425	2209	3927	2680	2857	2890	3827
Maldives	-	-	132	258	53	94	97	123	63	53	189
Mexico	28	36	14	28	35	26	24	27	40	82	195
Morocco	-	-	101	48	114	86	157	92	148	128	218
Myanmar	596	216	353	327	281	388	545	322	372	332	308
Nepal	4372	28721	1855	2808	2288	2995	3628	5296	4799	4733	4481
Nether Lands	1133	1443	1407	2018	2780	3279	3511	3784	2589	2767	2951
New Zealand	244	361	308	467	457	520	492	588	681	664	666
Nigeria	-	-	150	119	67	125	123	149	48	44	84
Norway	345	382	441	523	635	549	583	927	887	766	714
Oman	140	90	158	136	74	79	163	40	187	147	211
Pakistan	9602	10250	14066	12220	14194	12903	7070	11481	12087	7894	10637
Philippines	300	669	454	720	935	875	1066	1614	1520	1712	1909
Poland	241	89	72	83	105	274	363	113	97	82	34
Portugal	84	97	93	61	96	102	79	87	124	94	109

Table no. 8.3 continued

Nationality	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Qatar	110	48	142	166	107	93	116	34	75	97	163
Romania	41	28	34	57	69	45	54	609	198	64	07
Saudi Arabia	773	985	1136	1537	1424	1537	1259	1269	2128	2509	2049
Singapore	1117	1116	1314	1568	1712	1975	2257	2829	2834	2762	2271
Somalia	-	-	74	71	106	25	82	38	38	19	39
South Africa	-	-	101	123	128	92	283	259	42	429	459
Spain	48	103	122	164	316	248	271	390	357	409	479
Sri Lanka	932	986	987	1499	1152	1395	1522	1686	1653	1839	2427
Sudan	-	-	200	130	155	85	87	65	179	172	306
Sweden	737	840	1146	1059	1591	1575	1584	1511	1298	1075	1455
Switzerland	381	482	500	525	655	657	701	749	687	694	573
Syria	68	70	158	68	73	69	86	61	90	66	83
Taiwan	-	-	278	305	580	767	829	1222	1427	1603	1649
Thailand	1021	1001	1208	1231	1486	1519	1522	1645	3215	2159	2492
Turkey	149	150	134	157	128	98	174	349	184	326	254
U.A.E.	211	180	173	376	338	271	265	96	441	226	268
U.K.	5107	6484	10203	376	17332	31984	33463	28115	19605	22510	29106
U.S.A.	5640	5630	7768	15633	9735	10541	11033	12070	11358	9557	11924
U.S.S.R (former)	1100	468	373	8220	631	789	678	748	647	574	24
Vietnam	61	51	28	586	58	86	63	124	68	67	86
Yemen	83	64	152	50	61	67	169	63	99	78	68
Yugoslavia	59	41	13	105	24	26	44	57	13	38	14
Zimbabwe	-	-	36	15	28	16	26	52	69	67	34
Others	30939	5983	1085	42	940	860	984	1096	1439	1091	1189
Total	115369	113242	110475	856	140122	156231	165887	182420	171961	172781	199111

Source: Special Branch, Bangladesh Parjatan Corporation.

### 8.3 Infrastructure

**Air:** Bangladesh can be reached by air from any part of the world. *Biman*, the Bangladesh Airline connects Dhaka with 29 major cities of the world. It also operates in 7 domestic routes. Besides *Biman*, several other international carriers also fly to and from *Dhaka*, the Capital City.

- **Rail:** The Bangladesh Railway provides a good network of service to places of interest such as *Chittagong*, *Sylhet*, *Khulna*, *Mymensing*, *Bogra*, *Rajshahi*, *Dinajpur* starting from *Dhaka*. The inter-city Express Service is available to and from important cities at economy fares.

- **Bus/Coach Service:**

Private transport organizations like Green Line, *Dolphin*, *Saudia* etc. have a well developed network of buses in Bangladesh and play a vital role in linking places which are inaccessible by rail and where air fares are steep. Apart from the regular passengers, they also carry a sizeable section of the local tourists. As such, they play to all the major destinations in Bangladesh but focus is mainly on *Dhaka*. *Chittagong-Cox's Bazar* sector and South-Bengal – *Khulna*, *Jessore* and *Benapole*. North-Bengal, that is *Rajshahi* and beyond though is poorly serviced by these buses. Buses are mostly air-conditioned having comfortable reclining seats and enough leg space. Non air-conditioned coaches do operate but primarily in the South-Bengal sector and they seldom target the tourist class. The journey is made as comfortable as possible – snacks and drinks are served, most have multiple channel music and security for the passenger is considerable. Almost all of them have passenger guides similar to the airline stewards. The popularity of this sector is amply reflected in the growths they have achieved – *Shohag Paribhahan* for instance started operation five years back with only four buses. It now has a fleet of nineteen air-conditioned and fifty non-air-conditioned coaches!



Road transport in Bangladesh is predominantly a private sector affair. Rates are among the cheapest in world, Express and nonstop services are available to principal towns from *Gabatali*, *Saidabad* and *Mohakhali* bus terminals in *Dhaka*. The Bangladesh Road Transport Corporation (BRTC) also maintains a country-wide network of bus services.

- **River:** Country boats are the most widely used carrier one can see on the rivers and rivulets. These carry passengers and merchandise on a large scale. The landscape of Bangladesh criss-crossed by about 250 rivers which flow essentially north-south. The alluvial flood plain formed by these rivers covers most of the country. Wherever there is a river and a village, a launch or steamer will ply for trade. Water transport is mainly operated by the Bangladesh Inland Water Transport Corporation (BIWTC), which run ferry and launch service on the main routes. There are also service run by private companies.

- **Other Infrastructure:** Water supplies are generally adequate. Outside the two largest cities sanitation is fairly basic, with septic tanks and soakaways in common use. Refuse and solid waste is widely collected and recycled, giving the streets of Bangladesh a tidier appearance than most. The extent and quality of electricity supplies are yet to be sufficient outside the larger cities and towns. Improvements in the country's telecommunication system have taken place recently which is desirable in context of tourism promotion.

The quality of levels of infrastructure within Bangladesh indicates that poor accessibility to some areas of tourist interest impedes tourism to and in such areas. In particular, travel by road is slow. However, river transport could offer some interesting journeys for tourist travel in the future. As regards infrastructure services, most require improvement.

- ***Other Tourist Facilities and Services:*** The tourist facilities and services in Bangladesh other than those provided by the private sector hotels are generally initiatives of BPC. BPC has tourist facilities at important tourist spots and it has ten different package tours on offer.

- ***Travel Agent / Tour Guide***

Before liberation of Bangladesh, there were approximately (8-10) Travel agents in the then East Pakistan. They were mainly engaged in selling tickets of different airlines. Their performance in developing tourism was not satisfactory enough. Before liberation, there was a Department of Tourism at the center (West Pakistan) which was responsible for promotional and regulatory works for the development of tourism.

After liberation and prior to 1976, the growth rate of travel agency in Bangladesh was very slow due to insignificant rate of return from this very business.

During 1976 and 1985 the number of travel agency has dramatically increased due to increased manpower export business from Bangladesh to Middle-Eastern countries. During this period, this business was very competitive. So they who gave extra facilities to the passengers were able to face the competition and they who were unable to give the extra facilities were knocked out from this agency business.

During 1986 and 1988 the number of travel agency has increased in diminishing rate in Bangladesh due to unhealthy competition in this sector. According to an estimation of ATAB (Association of Travel Agents of

Bangladesh), presently there are about 400 travel agencies working in Bangladesh. Out of these 339 agencies are the members of ATAB.

It is clear that there are a large number of travel agents working in Bangladesh at present. But, most of them are inefficient. These agents are however, highly criticized for their mal practices. But of course there are some good agents also.

For the tourists, there are a number of tour guides working here in Bangladesh who arrange different tour program. These arrangements basically comprise of following places.

1. *Sundarbans forest, Kustia, Barishal etc.*
2. *Chittagong, Hill Tracts, Teknaf, Kaptai, Himchari etc.*
3. *Rajshahi, Bogra, Dinajpur, Rangpur etc.*
4. *Sylhet area.*

Particularly these areas contain attractive places, monuments, shrine, remains and archeological sites etc.

### Private Tour Operators

The concept of package tours is a relatively new phenomenon in Bangladesh. In fact, in a country with such a vast potential only seventeen such agencies have come together to form Tour Operators Association of Bangladesh (TOAB). Registration, however is still pending. Private tour operators have certainly capitalized on the lapses of the government bodies. The focus is on the big expatriate population in Bangladesh and the foreign tourists. Providing travel related services like ticketing, transfer, sight seeing, food and lodging and also government permits wherever necessary is their job. However only a few provide the whole range of services.

The Guide Tours Ltd. is one organization, which takes care of all the details. In fact they have their own transport network of ten coaches and two boats. They have tours planned on specific dates through out the year. Though tours are organized all over Bangladesh, but the most favored spot is *Sundarbans*. Prices are on the steeper side but concessional rates are offered to domestic tourists. Tour Planners is one of such organizations. However, they have no fixed schedule and arrange things on the client's directives.

These tour operators, however, have complaints against *Biman* because of its erratic and irregular flights.

There are a few tour guides operate in Bangladesh to arrange package tour program namely, The *Guide Tours Ltd.*, *Sundar Bangla*, *Shabuj Bangla*, *Discover Tourism*, *Green Abakash Holiday Resort* etc.

Till now very few enterprises are seen in private sector. A gloomy situation prevails in this regard. BPC also is playing a vital role to arrange different package tours. But they are very costly and small in quantity.

#### **8.4 Present Organization of Tourism:**

Tourism in Bangladesh has still remained dependable on state owned program. The structure to the tourism sector in Bangladesh is predominantly publicly controlled, insofar as it is responsible for the promotion, regulation and operation of tourism activities in accordance with current government policy.

Nearly three decades ago, when private sector was shy, Bangladesh Parjatan Corporation (BPC) was created with dual responsibility – creation of infrastructure and development and operation of tours as well as marketing Bangladesh abroad. But due to various reasons BPC could not properly discharge its responsibilities.

Government involvement in the tourism sector is channeled through Bangladesh Parjatan Corporation (BPC), the national tourism organization, which owns a number of tourist facilities and is engaged in various commercial ventures, in addition to its promotional functions.

BPC commenced business as a Corporation in January 1973. The Corporation enjoys wide powers and authority including the right to acquire and dispose of property, construct and run hotels, restaurants and other tourist facilities, to become involved in transportation and car rental and to invest its funds when it deems proper. BPC is primarily an operating organization rather than a promoter of tourism only.

In the meantime a Strategic Master Plan for Tourism for the country has been prepared by the World Tourism Organization with the assistance of UNDP. This comprehensive tourism plan has identified our major potential tourist spots and

types of tourist facilities to be developed in the country. But question remains: “whether the strategies suggested in the master plan are appropriate?”

### **New Developments of BPC**

Though changes are slow in coming the tourists can look forward to the infrastructure developments that are taking place in this sector. Parjatan has certainly realized the need for additional accommodation if it has to cater to the increasing tourist arrivals in Bangladesh.

Parjatan is setting up a sixty room (120 bed) motel in Cox’s Bazar. A similar motel has been planned for *Mongla* where accommodation is a serious problem for visitors who intend to go to the *Sunderbans*. Work on similar constructions is underway in *Dinajpur* and *Kuakata*. *Kuakata* will initially start with a 20 bed motel. The Parjatan authorities are hopeful of commissioning this place by 30<sup>th</sup> June though 30% of work is yet to be done here.

Restaurant facility will be provided in *Madhabkunda*. A picnic shed with changing and wash room facility is also under construction here. This has been done with the day visitors in mind. Work will be complete within this financial year.

Parjatan and *Nitol* Motors have jointly decided to launch 100 mini luxury coaches between the major cities and the different tourist spots. Regular coach service will be available on *Dhaka-Sylhet*, *Dhaka-Mymensingh*, *Khulna*, *Benapole*, *Rajshahi*, *Bogra*, *Rangpur*, *Chittagong*, *Rangamati* and *Cox's Bazar* sectors. Parjatan offices will act as booking centres. In the first phase thirty five coaches with a seating capacity of twenty five each will be launched within January, 1997.

### 8.5 Role of Private Sector

The shyness of the private sector has now gone to a great extent. It is encouraging to see, despite various constraints and lack of adequate incentives, in recent years private sector has come up in fairly large number in the areas of tour operation and hospitality industry.

However, despite absence of government support, incentive and proper policy guideline, private sector now is making substantial contribution to the growth of tourism in general and tour operation and hospitality industry in particular. In fact, in the face of heavy odds private sector has kept the tourism sector alive.

Recently, Bangladesh government has taken necessary measure to encourage the private sector to play positive role in the development and diversification of tourist facilities to promote domestic and international tourism in the country. It has declared a National Tourism Policy, recognized tourism as an industry and is taking appropriate measures to offer incentives of both the local and foreign investors. Great opportunities for foreign investment in the hotel-tourism sector exist and we cordially invite private sector investors from overseas for participation in joint venture tourism projects in Bangladesh.

Even though the government has taken few steps for more private sector involvement in tourism sector, this sector's investment in tourism in Bangladesh is still shy. So public sector has been playing the vital role in the development and promotion of tourism in the country. The five star *Sonargaon* Hotel in Dhaka is a public sector initiative and in *Dhaka Sheraton* Hotel also Government is the main partner. Tourist facilities at Cox's Bazar beach resort and other tourist spots like *Dhaka* (the historical capital city), *Rangamati* (lake and tribal life), *Kuakata*

(beach), *Sylhet* (tea gardens), *Rajshahi* and *Bogra* (archaeological sites) etc. have been established mainly by Bangladesh Parjatan Corporation (NTO). However private sector investors are showing keen interest to participate in the tourism sector too. Only a few noteworthy hotels have been established in the private sector so far. Among others Hotel *Agrabad* (*Chittagong*), Hotel *Purbani International* (*Dhaka*), and Hotel *Grand Azad* (*Dhaka*) are mentionworthy.

#### **8.6 Tourism in Bangladesh: Offers that Bangladesh makes to other countries**

Bangladesh is a country for those visitors who come with interest in knowing an unknown and fascinated for unspoiled natural beauty and resources. These natural phenomena are composed of hills and valleys, forest, rivers, sea-beaches, lakes and the evergreen landscape embracing the country.

Tourism in Bangladesh has still remained dependable in state owned program. Bangladesh Parjatan Corporation (BPC) government owned national tourism organization is trying relentlessly for developing tourist facilities. But large scale of investment particularly in private sector that is necessary in order to achieve these economic gains has not been forthcoming despite some incentives allowed by the govt. But in spite of the situation, there is vast scope for future products and possibilities for development of tourism in Bangladesh. If product development, marketing and promotion of tourism can be affected, the tourism will be expanded like other south ocean countries. Of late there has been a major policy initiative to promote international tourism to Bangladesh by setting up ETZ (exclusive tourist zone) for foreign tourists where in special facilities would be provided for them. Several such ETZ areas have been unidentified such as *Inani* beach, *Cox's Bazar* sea beach *Kuakata* sea beach and Hill Tract Areas.



Government of Bangladesh has been enacted the Tourism policy in 1992 in order to specifying special privilege for the particular sectors to:

- (1) Increase foreign exchange earning by attracting foreign tourist.
- (2) Increase interest in tourism activities among the people and creating low cost tourist facilities for them.
- (3) Develop, preserve and maintenance of tourism resources of the country.
- (4) Create a favorable image of Bangladesh abroad.
- (5) Open up a recognized field of investment for private capital
- (6) Create recreational facilities for foreign tourists and local people.
- (7) Take steps for alleviation of poverty by creating employment opportunities for greater number of people.
- (8) Develop handicrafts and cottage industries, consolidation of national solidarity and consensus through fostering and development of the culture heritage and traditions of the country.

That latest five year development plan and other perspective plans on tourism development has been prepared with assistance of world tourism Organization and UNDP.

The government. has extended various investment facilities and incentives to the investors in tourism sector particularly tot he foreign investors

The brief description in respect of such facilities extended to industries sectors are described below:

- (i) tax exemption on royalties, technical know how, technical assistance fees and facilities for their repatriation.

- (ii) Tax exemption on the interest on foreign loans.
- (iii) Tax exemption on capital gains from the transfer of shares by the investing company.
- (iv) Avoidance of double taxation in case of foreign investors on the basis of bilateral agreements.
- (v) Exemption of income tax up to three years for the foreign technical employed under the approved industries.
- (vi) Remittance up to 50% of the salary of the foreigners employed in Bangladesh.
- (vii) Provision for transfer of shares held by foreign shareholder to local shareholder investors with the clearance of the Exchange control Development of the Bangladesh bank.
- (viii) Working capital loan as well as term loan from local commercial banks is allowed to the industries setup with foreign investment.
- (ix) Any country from a country recognized by Bangladesh investing a minimum of U.S.\$ 75000/- or recognized by Bangladesh amount ( non repairable may get permanent residentship and may get citizenship by investing a minimum of U.S.\$ 5000/- or transferring U.S. \$ 10,00,000.00 to any recognized financing institution which shall be non- repairable.

### **8.7 Strategy for Partnership on Tourism**

A number of steps have been taken by the government to develop partnership in tourism for tourism development of the country. Creation of Bangladesh, India, Myanmar, Sri Lanka and Thailand Economic Cooperation (BIMST-EC) has ushered a new era of co-operation and development among its member countries in this region. Tourism can make significant contribution to socio- economic development of BIMST-EC member countries. Individual countries possess certain strengths and expertise that could be property shared with other countries.

Sub-regional co-operation could help to conserve scarce resources, increase cultural and economic understanding, and increase frequency of international contacts and exchanges.

BIMST-EC countries can join hands in promoting tourism under a common tourism banner. Member countries can combine their resources to undertake joint tourism promotion and marketing activities. Joint tourism promotion could lay special emphasis on historical and cultural heritage.

Joint ventures in hotels, resorts and other tourist facilities can be promoted among BIMST-EC member countries. A sharing of experiences and expertise in the tourism sector can be another important area for co-operation among BIMST-EC countries.

Efforts for promoting tourism in Bangladesh can be explored through exchange of tourism experts, travel agents, tour operators and other connected with travel trade among BIMST-EC countries. Frequent visits of these experts will facilitate them to formulate common program and time of action, considering the local facilities and problems concerning tourism development of Bangladesh.

BIMST-EC countries can extend their assistance in the field of tourism development in Bangladesh by providing technical and financial support. This support may be in the form of investment for setting up hotels, resorts and tourists' facilities. BIMST-EC countries could offer joint package tour in this region.

### **8.8 SAARC – Bangladesh Joint Venture**

Suggestion regarding joint venture among BIMST-EC member countries could also be applied for SAARC-Bangladesh joint venture. SAARC is a comparatively older organization than BIMST-EC. So SAARC member countries should come forward to uplift their economic development. A sharp discrimination prevails among SAARC member countries regarding balance of payment. Tourism sector could play a vital role to decrease this gap. Moreover, India, Bangladesh and Pakistan are very close to each other. They all have different attractive places with different taste and flavor. So all these three countries could be beneficial by arranging joint package tour program.

### **8.9 Introduction of Timeshare in Bangladesh**

What began as a novel idea in the 60's has now become a US \$ 6.7 billion industry. Timesharing or Vacation Ownership is now one of the fastest growing segments of the travel and tourism industry. The concept of time sharing or holiday ownership began in the French Alps more than three decades ago and was introduced in the United States in the early 70's. The year 2000 saw its advent in Bangladesh.

The concept of owning holidays by purchasing a specific time in an affiliated resort is known as timeshare. It offers consumers an opportunity to buy fully furnished vacation accommodations in resort condominiums – usually in weekly intervals – for a fraction of the cost of the whole condominium ownership. Once owned this facility is usually available to members forever.

They also have the right to use that week/s anytime of the year. These weeks or time may be saved for the next year or even borrowed in advance thus enabling them to have an extended holiday. Members can even gift their weeks to anyone else. But the most exciting feature of holiday ownership is the facility to exchange their time to any resort and destination which is part of the affiliate network. In other words members have the right to holidays anytime, anywhere and forever. Why has vacation ownership shown a continuous surge in popularity and choice? Simply because of its flexibility, convenience, cost effectiveness and all without compromising on either quality or service.

#### **Timeshare representatives in Bangladesh**

*Siddique* Resorts & Cruise Marketing (Pvt.) Ltd./PRM International (Pvt.) Ltd. is an authorized and registered timeshare organization. It is a Developer/Marketer of timeshare affiliate Resorts and Cruises. It is a sister concern of *Siddique* and Sons (Ship Builders/*Siddique* Textiles Ltd. – a 100% export oriented organization). They are into their second year of operation and already MV *Amit*, a luxury cruise furnished with a wide range of amenities is available for day-long cruising. They are planning to add a new ship, MV *Himachal* by June/July 2002. This ship will be 160 ft. in length and has 22 luxury suites, each of 240 sq. ft. It is centrally air conditioned and each suite will have a luxury fitted bathroom and private viewing gallery. It will have a mini theater, a superb indoor leisure center, *jacuzzi*, mini health club, children's playroom, restaurant, BBQ area, fishing facilities and a variety of water sports amongst others. It is expecting to welcome MV *Yafez* before the end of this year. Plans are also underway to build luxury holiday resorts. This, besides helping in opening henceforth-unexplored avenues in the Bangladesh tourism sector, shall also provide people the opportunity to visit and explore

their country and the whole world extensively. While SRCM cruises offer tourists, the magic of Bangladesh be it the fascinating *Sunderbans*, the breathtaking *Kuakata* or the exotic *Cox's Bazar*, it also opens the gateway to the world through its affiliate network of luxury resorts.

It is through a tripartite relationship between the Member, Developer/Marketer and the Exchange Company that the system works to the mutual benefits of all parties. The Developer/Marketer enters his resort into an affiliation agreement with RCI. Then they proceed to sell the timeshare weeks either themselves or through an appointed marketing company. The resort then enrolls each owner into the exchange company. Henceforth, by being a member of SRCM and RCI at the same time, the member is entitled to utilize his holiday time in **Bangladesh** or any where else in the world.

RCI remains by far the leading timeshare exchange company with twice the members and affiliated resorts, as any competitor. It leverages their worldwide scope and economies of scale to benefit customers. RCI is headquartered in New Jersey, USA with 74 regional offices all around the world. The regional office for Asia/Pacific is in Singapore. The

benefit of the timeshare system is that it allows the member to enjoy the best of both worlds. The member can enjoy the luxury of a resort in Bangladesh or any other part of the world.

The concept of timeshare has only been introduced recently in Bangladesh and therefore still not widely accepted or totally appreciated. Its novelty and newness to this culture and society is sometimes a cause for skepticism and non-belief. For the same very reason SRCM has till now only been tapping potential prospects through selective marketing i.e. telemarketing. But timeshare and SRCM are now on the verge of coming of age and henceforth the system shall be more

aggressively marketed in this country. *Siddique Resorts & Cruise Marketing (Pvt.) Ltd./PRM International (Pvt.) Ltd.* in conjunction with RCI is in pursuit of its mission of being the pioneer in local and international travel and leisure in Bangladesh. They are striving to provide this with quality and convenience while keeping it as affordable as possible. We also aim to attract international tourist traffic by highlighting the country's vast potential. Being part of a worldwide network is a step in that direction and in the foreseeable future there is no reason why **Bangladesh** cannot be a primary tourist attraction in this part of the world.

#### 8.10 Conclusion

According to the functional aspects, a large number of government, semi-government and private agencies are directly and indirectly involved in tourism development, promotion and marketing which, inter alia, should have coordinated efforts and the dominant role to play for upliftment of the sector.

In view of the situation, Bangladesh tourism has been passing through a period of trials and tribulations. In a developing economy where an overwhelming majority of people have a marginal standard of living and in a society that is much influenced by its economic conditions, steps taken by the government for the development of tourism so far, had been largely to achieve economic gains. But, large scale investment that is initially necessary in order to achieve these economic gains could not be made. This is because of the present state of our economy, many socio-economic priority sectors overtake tourism. The response of the private sector despite some incentives allowed by the government has also not been encouraging due to lack of infra-structural facilities and longer gestation period of tourism projects. Moreover, every sector in the economy has its own policy, strategy and priority for development

within the national policy and objectives. Contrary to such impediments it is perceived that the situation could be improved through the persistent efforts and joint cooperation of the concerned agencies both government, semi-government and private sector.

Bangladesh has a huge unexplored sectors to be developed. Government are taking initiatives to bring more development for tourism. Yet if private sectors and other neighboring countries come forward we can underscore the cream of tourism in Bangladesh.



1

## **Chapter- 9**

### **Problems of Tourism Industry in Bangladesh**

### **9.1 Introduction:**

Experts are unanimous that Bangladesh has great potentials for the development of tourism. Bangladesh is blessed with a topographical structure which has several characteristics to be tapped for substantial economic benefits. It has the sea front, largest mangrove forest, hills and lakes, etc. Many other countries do have similar natural treasures and many have brought those to their socio economic benefits. In our case, unfortunately, we could not exploit these for our good.

But its present negative image is doing all the disservice. The country, unknown as a tourist destination, has also inadequate infrastructure. In fact, tourism in the country is still in nascent stage.

Apart from general lack of positive action to develop tourism in the country, the sector is also suffering from lack of professionally sound and efficient manpower.

In relation to the tourism resources of the country Bangladesh is, at present, attracting relatively low number of international tourists and consequently level of tourist expenditures is also low.

Except for certain areas, there exist rather limited opportunities even for domestic tourists to take holidays inside the country. Nearly three decades ago, when private sector was shy, Bangladesh Parjatan Corporation (BPC)

was created with dual responsibility – creation of infrastructure and development and operation of tours as well as marketing Bangladesh abroad. But due to various reasons BPC could not properly discharge its responsibilities. Bangladesh Parjatan Corporation is not a new entity. In fact it was set up in 1972 soon after the birth of Bangladesh as a nation. However, it is quite unfortunate to note that the country has not yet managed to build a profitable tourism industry. The promotional activities of *Parjatan* have been confined to mainly providing accommodation facilities and publishing brochures, posters and leaflets. Needless to say, the efforts leave a lot more to be desired.

In spite of available tourist resources, international tourist arrivals in Bangladesh is very negligible, in comparison to other South Asian Countries. Similar situation prevails with respect domestic tourism also.

## **9.2 Bangladesh Tourism Industry Problems Generalized:**

- 1) The major reasons which prevent foreign visitors from visiting Bangladesh are political instability and unrest. Compared to other South Asian Countries, vacationing international tourists arrival are much less in number in Bangladesh than
- 2) Bangladesh possesses tourist attractions like historical, scenic, climatic, (religious festivals, trade fairs and so on. In terms of accessibility (i.e. facilities for easy transport and communications and also amenities i.e. accommodation local transport, security, catering,

- medicare), Bangladesh lags far behind than many other neighboring countries.
- 3) Compared to other Asian countries, the tourist attractions which Bangladesh possesses are not superior. Bangladesh in fact, does not have much widely known historical places and remains, monuments, personalities and other attributes which many of the other countries have.
  - 4) Different studies reveal that most of the tourists have a negative image of Bangladesh. Bangladesh is portrayed by them as a famine and flood-stricken country with dirty and poor inhabitants, overcrowded and lawless city streets, insanitary and unhygienic conditions.
  - 5) It is a matter of regret that, almost all of the tourist attractions in *Dhaka City* are located in the old part of the city. Prevailing traffic congestion, makes it very difficult to visit all the spots in a day or two which creates bad impression about Bangladesh in the minds of foreign tourists (Quddus, M.A., 1999).
  - 6) The two important attractions of *Dhaka city*, the *Bara Katra* and *Choto Katra* are, at present, unfortunately overcrowded with slums, huts, and godowns so that its original grandeur can hardly be seen.
  - 7) Insufficient planning and provision for infrastructure components are two classic errors that hinder the development of tourism in Bangladesh.

- 8) It is observed that majority of tourists visiting Bangladesh are busy in touring places and monuments or relaxing in beaches. It is a matter of great regret that after sunset they have nothing entertaining to do.
- 9) For a destination to attract increasing tourist flow, it requires the provision of security and safety to tourists. It is unfortunate that Bangladesh has failed to provide these to them, which is one of the major problems Bangladesh tourism industry is facing.
- 10) It is mentioned earlier that *Dhaka* city is endowed with a number of beautiful parks like *Suhrawardy Udyan*, *Ramna Park*, *Osmany Udyan*, *Chandrima Udyan*, *Crescent Lake*, *Mirpur Botanical Garden* and *Baldha Garden*. *Dhaka* is also surrounded by a few beautiful picnic spots. But these parks and picnic spots are not safe for the tourists by any definition. Snatchers, hijackers, and '*mastans*' have made these places risky for tourists. Local people also try to avoid visiting these places due to the lack of inadequate security provisions.

### **9.3 Major problems of the Bangladesh Tourism Industry:**

Since tourism is a multi-sectoral and multi-dimensional industry and its promotion, marketing and development largely depend on the composite development of other sectors primarily infrastructure, the development in Bangladesh is primarily confronted in such a situation. To be specific, tourism sector in Bangladesh is by and large a dependable sector in respect of the following shortcomings:

- i) Lack of the image of Bangladesh as a tourist destination country.
- ii) Financial constraints in both public and private sectors for development of tourism.
- iii) Lack of marketing efforts and sales promotion.
- iv) Lack of proper infrastructure development.
- v) Lack of product development in tourist potential areas.
- vi) Socio-economic impediments to tourist inflow.
- vii) Environmental pollution and unplanned development particularly in tourist resorts.
- viii) Lack of tourism awareness among the domestic people.
- ix) Improper health and unhygienic condition in the country particularly in tourist resort areas.
- x) Lack of proper and suitable transport facilities for tourists.
- xi) Lack of proper and inadequate rules, regulation and enactment etc. for proper development, operation and management of tourist resort and establishments.
- xii) Geographical position of Bangladesh is respect of international tourist routes.

xiii) Apart from the above factors, the absence of association of the coordinated agencies, desired to be responsible for tourism development have also affected this sector to a great extent.

#### **9.4 Problems specifically related to Bangladesh Parjatan Corporation:**

In an interview with the researcher, Mohammed Ahsan Ullah, Manager Public Relations, Bangladesh Parjatan Corporation offers his heartfelt apology on behalf of *Parjatan* for all the inconveniences caused to the tourists. But on a closer inspection it would not be fair to blame *Parjatan* squarely. *Parjatan* has certain limitations. Ahsan Ullah says that the corporation has to overcome obstacles all the time. However, the major problems that are affecting the development of tourism in Bangladesh related to the BPC have been identified as follows:

**LACK OF INVESTMENT** –Without sufficient investment it is very difficult to build a stable industry. So far the tourism sector has not received any significant amount of financial assistance from the government. It is almost as if the sector is not taken seriously. Since inception till 1983-84 only *Taka* 16 crores has been granted as loan to the corporation. Since then *Parjatan* has been managing on its own from the revenues earned from its duty free shops, hotels and other commercial ventures. During last year's annual budget *Taka* 1 crore only has been allotted to the Bangladesh Parjatan Corporation. This amount is grossly insufficient for meeting the increasing demands. Other countries, especially developing ones receive a lot of financial support from their governments. For example, the Sri Lanka government recently declared

financial aid of 20 crores for the development of its tourism sector. Investment on a 'piece-meal' basis do not give high returns. 'No investment, no profit – it's as simple as that'.

2. **POOR INFRASTRUCTURAL FACILITIES** –While private tour companies are cropping up and the number of domestic and foreign tourists is increasing, the public amenities available are not up to standard. Some of the roads and highways are in a deplorable state. The worst possible example is the hazardous *Kuakata* trip. The awful journey acts as a major turnoff and kills half the fun of the trip. Sightseeing tour of old *Dhaka* can be quite irritating and time consuming as well because traffic gridlock is a perennial problem.
3. **LEADERSHIP PROBLEM** – For some reason the Bangladesh Parjatan Corporation has a high manpower turnover at its head. From the start the body has had around two dozen chiefs. From 1991-96 four chairmen have been changed in quick succession. It is almost like a 'recreational posting'. There is no fixed tenure and appointments in some cases have been as short as six months. 'Just as soon as the Chairman learns the tricks of the trade he is transferred to some other department'. Constant change of leadership is bad for the morale of the staff and hampers the smooth running of the corporation.
4. **LACK OF PROFESSIONALISM** – Tourism is a service-oriented industry. Keeping the customers happy should be the motto of the



people in this business. Complaints regarding bad service abound. The incompetent and unprofessional staffs are to blame. Poor administration, mismanagement and callous behavior give the corporation a bad name. The Tourism Training Institute run by the Bangladesh Parjatan corporation offers extensive 18 week long courses in six related subjects. Senior officials believe that perhaps it has not quite succeeded in inculcating the spirit of service amongst its students and trainees.

5. INSUFFICIENT PUBLICITY – Tourism thrives on continuous publicity. Some chiefs often fail to realize that public memory is short and constant reminders are required. *Parjatan* has no sustained advertising forum. Publicity campaigns are quite expensive. For example, a full page advertisement in *Biman's Diganto* costs approximately 3000 U.S dollars.

#### **9.5 Problems summarized:**

In view of the situation, Bangladesh tourism has been passing through a period of trials and tribulations. In a developing economy where an overwhelming majority of people have a marginal standard of living and in a society that is much influenced by its economic conditions, steps taken by the government for the development of tourism so far, had been largely to achieve economic gains. But large-scale investment that is initially necessary in order to achieve these economic gains could not be made. This is because of the

present state of the country's economy, many socio-economic priority sectors overtake tourism. The response of the private sector despite some incentives allowed by the government has also not been encouraging due to lack of infra-structural facilities and longer gestation period of tourism projects. Moreover, every sector in the economy has its own policy, strategy and priority for development within the national policy and objectives.

Most of the tourists come back dissatisfied once they visit particular destination of tourist attraction, such as *sundarbans*. Disgruntled local and non-local tourists both have grievances regarding the existing arrangements in most of the tourist spots. Language is a major problem, therefore making the facts about destination incomprehensible to those who do not understand the language. Majority of foreign tourists visiting Bangladesh faced language problem as majority of people here in Bangladesh can neither speak nor understand English (Chowdhury, A.I., 2000).

In many tourist spots of the country, food is a major problem for majority of the foreign tourists. There is an acute shortage of required number of good restaurants of acceptable standard throughout the country (Hasan, S.R. and Chowdhury, A.I., 1995). A German tourist pointed out – ‘one is more likely to get English coffee than *Sylheti* tea in the tea estates of Bangladesh.’

Due to the lack of proper transport facilities connecting various tourist destination with the capital journey becomes anything but pleasant. A large

majority of foreign tourists visited Bangladesh complained about transportation (Chowdhury, A. I., 2000). To see the beautiful waterfall one has to cover quite a distance of dusty, hilly, makeshift paths on foot. It might be mentioned that considering the tedious journey even some native *Sylhetis* have stayed away from *Madhabkunda*, let alone foreigners. Booklets on the mythological background of *Madhabkunda* are available at the site but again in Bengali. There is absolutely no kind of facility there – no wash room, no sitting arrangements or rest shades. Most of the times the place is terribly dirty.

The concerned authorities have failed to preserve the historic sites scattered throughout the country. Take Mainamati for example. Accommodation remains a major problem in certain tourist destinations like *sundarbans*. Very advance booking for *Mongla* Port Authority Rest House at *Hiron* Point and Forest Department Rest House at *Katka* is needed to ensure rooms according to one's schedule. *Parjatan* does not have an entity here either in terms of accommodation or tourist boats for tours inside the forest.

Due to political unrest some parts of the Hill Tracts lie in the restricted area and permission from the Home Ministry of Bangladesh is required for foreigners intending to visit any of these places. This might take a week or at times even two given the propensity of the officials to sit on things. This is a turn off for many interested tourists.

In conclusion, it can be said that, though Bangladesh is blessed with great tourism potentiality with its natural beauty, tribal culture, special events, religions rituals, historical places, forests and wild life, sea beaches and so on, but, unfortunately it could not yet develop the infrastructure facilities which are pre-conditionally needed to turn a place of interest into a tourist destination. Without developing these facilities, the country may not successfully market its tourist product to target market segments.

## **Chapter- 10**

# **Marketing Strategies for Tourism Development in Bangladesh**

## **10.1 Introduction**

The formulation of a tourism plan at various levels is essential, especially when the tourist sector has top priority in a county's overall development choices. For a national tourist organization to achieve its objectives and meet conditions in a rapidly changing environment, a well coordinated tourism marketing planning process is vital in order to survive and prosper in the tourist industry.

This thesis focuses its attention on the development of such a tourism marketing planning model as a strategy to be adopted, which identifies the main variables affecting the international marketing operations of Bangladesh Parjatan Corporation - national tourist organization of Bangladesh. It consists of a conceptual frame work which can be used by various policy makers within the whole spectrum of the leisure and tourism field in designing tactical marketing plans and target marketing strategies. It may have wider applicability in the tourist industry and emphasizes customer orientation rather than product. The researcher argues that the development of such a planning model and application of it should be the most appropriate strategy to be adopted by Bangladesh's national tourist organization is the need of the time.

## **10.2 Tourism marketing planning Model for Bangladesh**

It is to be mentioned that, tourism marketing planning is a multifaceted activity and requires an interdisciplinary and integrated approach. It must be supplemented by continuous and systematic research into all aspects of tourism. Research of this type should include consumer motivational research about the decisions involved in the selection of tourist destination. Here in this part of the thesis, attempts will be made to devise a tourism marketing planning model that may be adopted by Bangladesh's policy makers in the field of tourism.

To develop a tourism marketing planning model, the focus should be on the following few items (see figure 10.1):

The present state of tourism, i.e., how the country did get there.

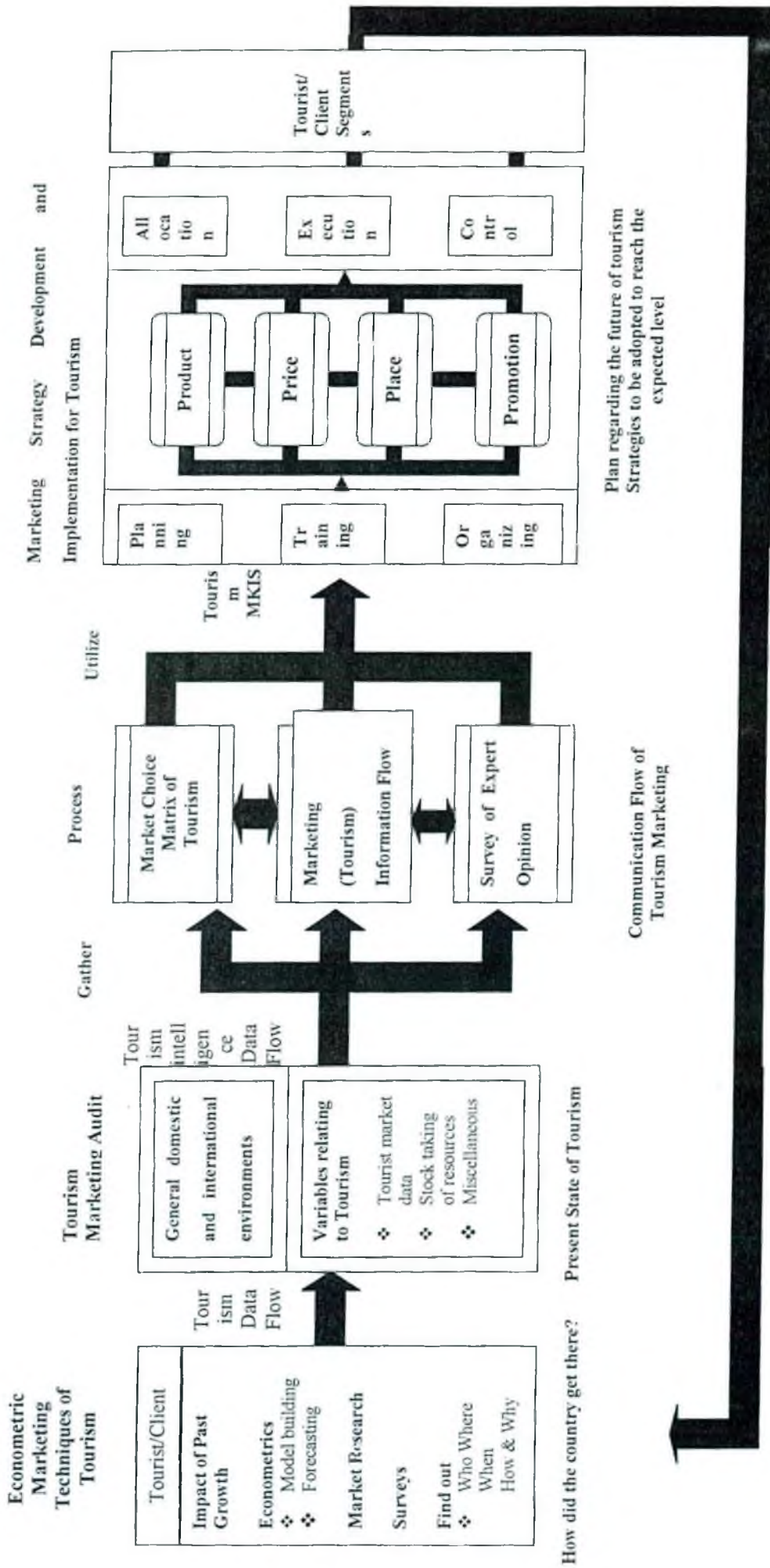
Plan regarding the future of tourism, i.e., where the country wants tourism to go.

Strategies to be adopted to reach the expected level, i.e., how the country can get there.

To develop a marketing planning model for Bangladesh tourism sector, the main focus, should be on a dynamic and continuous process with interrelated and interacting variables. The planning model should begin with the tour operator/tourist (client) and should also end with the client.

The purpose of this approach is to gather, process and utilize data when planning, executing and controlling both long and short-term marketing strategies and tactics. The model can also be used as a marketing tool to identify the problems, in order to avoid treating the wrong symptoms, and to take advantage of opportunities prevailing in the tourism sector.

Argenti (1979) suggests that the aim of a systematic planning process should be to focus attention on the relevant strengths, weaknesses, threats and opportunities of the tourist sector.



\* MKIS stands for Marketing Information Systems

Figure 10.1 shows the model of Tourism Marketing Planning process



The marketplace, as one knows today, is dynamic in nature, and hence, the applicability of the above marketing planning model should depend on its flexibility and adaptability to market changes. In addition, the tendency to distort or discard market information in order to conform to conceptual models does not indicate a mature broadened perspective in dealing with marketing problems.

### **10.2.1 Tourism Market Segments**

The anatomy of the tourism market phenomenon is considered at its simplest to consist of three elements: the tourist “composite” product; the suppliers of tourist services including tour and travel operators, hotel and catering, transportation, etc, and the buyer who buys it. One should realize that, tourism is not, in the conventional sense, a market. The tourist market does not sell one product and there is no single sector of the economy involved in it. Rather, the tourist market is fragmented, in that it consists of many businesses for various domestic and foreign industries providing goods and services to, and for, tourists. Moreover, in a tourist market the consumer has to visit the destination area to consume the “product”. As a result of which, one could therefore run across many tourist markets and market segments. A first classification of the tourist market may be that of domestic and international tourist markets. Wahab et al (1973) pointed out that, tourist markets can be classified by purpose of travel, age and international trends. Many more categories and segments can be identified within each market like “holiday making market”, “cultural tourism market”, “package tour market”, and so on. Additionally, a number of studies have used travel-related

psychographic measurements in order to identify yet more “sub-markets” depending on the benefits sought by tourists. It is argued that, failure of tourism marketers to account for empirical research findings may result in less than optimal marketing strategies, i.e. less than accurate marketing mix, market targeting and positioning to suit the characteristics of relevant tourist segments.

Regarding the present state of tourism, i.e., how the country did get there, the main objective is to examine the growth and structure of foreign tourism in Bangladesh and identify a “tourist profile” of foreign visitors arriving here. Moreover, econometric models can be developed in which the impact of the likely future movements in the determining forces and promotional expenditure by the BPC can be assessed. Future income estimates, cost of tourism and travel cost values in conjunction with advertising and public relations expenditure by the BPC should provide sufficient information for the generation of such forecasts. Such a model can generate sufficient statistical values and information in conjunction with a market choice matrix to focus target marketing strategies, plan marketing tactics and allocate BPC’s limited promotional funds at the international level.

To determine the major market segments of Bangladesh’s tourism, the growth and structure of foreign tourism should be examined for a number of years. Moreover, a profile of the tourist should be constructed to identify the types of foreign

visitors touring Bangladesh. To do this, marketing research and surveys should be carried out on a continuous basis. Such research surveys may help to gather data which are not provided in the basic tourist statistics. In such research or surveys, the emphasis should be on market data related to the composition of the foreign tourist population; purpose of arrival; length of stay; expenditure of visitors, and reasons for choosing the Bangladesh as a destination country. This type of study should focus to find out information on following:

- profile of the tourist;
- he/her country of origin;
- time of visit to Bangladesh;
- mode of travels to Bangladesh; and
- reasons for choosing Bangladesh.

Wahab (1973), pointed out the complexity of tourism as: "Tourism demand does not represent a homogeneous group of people striving to travel pushed by identical motivations. It is a complex of various, and sometimes conflicting, desires, needs, tastes, likes and dislikes." Therefore it is difficult to stratify the demand structure based on nationality, domicile, occupation, family structure, social bracket or age and sex. Segmentation of this type must necessarily be based on market and motivational research findings in particular if selection of tourist target markets and appropriate advertising/model formats for travel advertising are to be more accurate for us. It is argued by the researcher that, the peculiarities of the tourist "composite" product, the numerous markets and the behavioral aspects

of the tourist necessitate considerable attention when involved with tourism marketing planning in general and, market targeting and positioning in particular. In addition to that, the numerous types of travelers and “sub-markets” not only have distinct motivations to travel, but also distinct expectations of travel experience. Consequently, for tourism marketing programs are to be successful, Bangladesh Parjatan Corporation must be acquainted with the various tourism concepts and be cognizant of each target group’s special needs and wants. Such knowledge will enhance the BPC’s ability to exploit further opportunities in both the tourism “know how” and “know why”, and thus utilize the most appropriate marketing strategies, tools and channels in each tourist segment to cultivate new markets and develop country’s tourism industry further.

To develop tourist profile, BPC can undertake sample surveys so that it can identify the type of foreigners visiting Bangladesh. It is also required that survey results should be assessed on continuous basis to see the changes in foreign tourist profile. There is scope for further research to examine a more precise tourist profile by looking at the “pre-purchase” behavioral patterns and main influences of the would-be visitor to Bangladesh in each major tourist-generating country. Research of this type could help the authorities of BPC to design more effective promotional campaigns and target marketing strategies at the most appropriate market segments. It is also suggested that sample surveys should be carried out during the stay of foreign tourists at

various resorts/spots of the country, in order to identify the activities they mostly engage in, and the type and level of service they expect from those that offer tourist products and services.

Results of this type of surveys could help in highlighting deficiencies in the tourist services offered by Bangladesh and likely opportunities which have not yet been explored by Bangladesh. Surveys carried out at generating countries before tourists arriving Bangladesh and surveys conducted during the stay of foreign visitors in country, could improve the ability of officials of BPC to build a more precise foreign tourist profile, hence designing more effective promotional strategies and tactics for tourism development of Bangladesh.

#### **10.2.2 Tourism Marketing Audit**

It is known that many national tourist organizations develop their annual tourism marketing plans without taking a deep and objective look at the marketing strategies and operations on a recurrent basis. It is also known that some national tourist organizations simply respond to competitors' actions and make small changes that are economically feasible but fail to get to the heart of the matter or assess potential threats and opportunities. Bangladesh is one of such countries and as a result of which lagging far behind in the field of tourism. To develop its tourism

sector, Bangladesh should conduct tourism marketing audit on regular basis. Tourism marketing audit is diagnostic in nature. Tourism marketing audit will not only help Bangladesh to establish the state of its tourist industry at large, but also to detect unclear or inappropriate tourism marketing objectives and strategies undertaken by BPC. Tourism marketing audit can also help us to detect improvements in marketing expenditures, organization planning, execution as well as control.

Table 10 is concerned with “where is tourism now” and refers to the main elements of a tourism marketing audit. They are: the general domestic and international environments and tourism specific variables. Scanning of the general domestic and international environments are required in order to highlight the competitive “forces” in the tourist-generating and the destination Bangladesh. Main purpose of this scanning is to assess the extent to which socio-cultural and economic factors affect the likely communications strategies Bangladesh might take in promoting its tourism in various markets overseas. The reason is that, world tourist-generating countries exhibit considerable variation in industrial structure and national income, both of which critically influence the tourist goods and services they are likely to need and are able to buy. Such scanning will further help the authorities of our tourism sector to animate the potential rise of

new “combatants” in the tourism industry and the possible development of threats to our tourism sector.

Another element of tourism marketing audit is the tourism-specific variables such as tourist market data. The objective here will be to identify the type of tourists who travel to Bangladesh and to determine the factors which influence their preferences and purchasing behavioral patterns. Regarding the miscellaneous aspects of the tourism market, special studies could be carried out to identify the image of Bangladesh as a tourist destination. Panel interviews and other market research techniques can be used for this purpose.

There should be a provision of public relations exercises on a regular basis in selected tourist-generating cities in order to develop an educational, socio-cultural, and business links with them. Such links will definitely help increasing tourist inflows to Bangladesh in the days to come.

It is suggested that there should be an immediate measure to be taken by our tourism authority for stocktaking of resources. Such stocktaking refers to the development of a comprehensive list of the country’s tourist sector “supply elements” such as tourist infrastructure, tourist accommodation and a host of other facilities and services. Failure of the tourism sector to meet

future tourist demand at the right time, place and price could lead to social and environmental problems. Emergence of these problems can create a negative impact on our tourism receipts and thus reduction in foreign exchange earnings. Undertaking the tourism marketing audit can provide us with the “knowledge” of the underlying sources of the critical strengths and weaknesses of Bangladesh Parjatan Corporation as well as other institutions involved in this sector. Such knowledge will provide the groundwork for strategic and tactical agendas for policy formulation and implementation of such policies. Such knowledge can also help identify the competitive “forces” and clarify potential threats and opportunities of the tourism industry of Bangladesh. The tourism marketing audit can help Bangladesh to highlight the areas of possible diversification and strategies that may yield the greatest pay off to the country. To make the tourism marketing audit successful, following actions are recommended:

1. development of a “systems” approach
2. defining clear audit programs
3. training of BPC executive on the use of the marketing audit
4. regular conduct of the marketing audit, and
5. conducting special ad hoc surveys as and when required.



Table no. 10 Shows different aspects of Tourism Marketing Audit.

Variables relating to Past, Present, and Future of Domestic Environment	Variables relating to Past, Present, and Future of International Competitive Environment	
Economic, Fiscal Political /Legal Socio-cultural Business Technical Environmental, Ecological Relevant products Cost structure Marketing skills Major success and failure factors Consumerism	Economic, Fiscal Political /Legal Socio-cultural Business Technical Environmental, Ecological Relevant products Cost structure Marketing skills Major success and failure factors Consumerism	
Tourism-specific Variables of Past, Present, and Future		
Tourist Market Data	Miscellaneous	Stock-taking of Resources
Visitors' number, nationality and origination points points destination Purposes of visit Attractions visited Use of services in the destination and stopover area Peak/lean season of visit Nature of travel (group or individual) Number of visit Duration of stay and money spent Gender and age Occupation and income level Transport used and entry port Level of satisfaction and dissatisfaction	Reputation and image overseas Distance and time required from points of origin Total costs of travel Travel propensity Travel motivators Socio-cultural, education, and business ties between generating and destination country Safety and security tourists experience Attitudes of government	Cultural/historical environmental/ecological climatic and other natural tourist resources Facilities relating to recreational/dining/entertainment/shopping/conference/business/exhibition etc. State of transportation State of tourist accommodation Infrastructure Level of support industries Factors of production condition Resources – both public and private Communications facilities State of the energy sector Number and extent of BPC Office

### **10.2.3 Marketing Information System**

Tourism marketing information system should be the heart of the tourism marketing planning model, as shown in its figure. Tourism marketing information system is an interacting process of machines, management techniques and people that can be used by the marketing planner to gather, process and utilize pertinent information for the development of tourism marketing plans, strategies and tactics. As the figure of tourism marketing planning model shows, tourism-related data should flow through the tourism marketing audit process, thus can turn the data flow into tourism intelligence before pertinent information is actually gathered, processed and then utilized by our authorities in tourism sector. A tourism marketing information system for Bangladesh may include:

1. a tourism accounting system in which data on costs from points of origin and within Bangladesh, as well as tourist receipts by region, country and per capita, may be kept;
2. a tourism marketing intelligence system that may be used to gather up to-date relevant data from each major tourist-generating market and the local tourist services sector in Bangladesh, and

3. a tourism marketing research system in which specific market research studies can be carried out, either by specialist organizations at home or abroad, or by the BPC itself.

The marketing intelligence system should be given more emphasis in Bangladesh's tourism marketing information system. The marketing information system should be defensive or passive in nature. It should provide benchmark data so that objective evaluation can be made by the concerned authorities. Constantly scanning the tourism environment should also be carried out by it so that opportunities are identified and potential threats are discovered. This is how the BPC can provide positive input to marketing strategists and tacticians when designing tourism marketing policies and guidelines for Bangladesh.

Regarding the role of the tourism marketing intelligence system and the type of sources of tourism information to be used, these should depend on the imagination and effort of the BPC and its marketing executives. A number of sources may be utilized by the BPC for required information such as regional tourist organizations, government statistical offices, competitors annual reports, advertising campaigns and public announcements to customers, tour operators, travel agents, as well as professional associations and consultants.

### **10.3 Tourism Marketing Strategy Development and Implementation**

The final step of the model of tourism marketing planning process is tourism marketing strategy development and implementation as proposed by the researcher in this thesis.

Strategic market planning in tourism for national tourist organizations may be a particularly complex process when they target multi-service, multi-market. The reason is that the diverse tourist “composite products” and markets may perform differently relative to each other and with numerous competitors in the industry. Moreover, the potential for growth in some markets may be stronger than other markets that are slow growing. The case of Bangladesh can be termed as one of these. Therefore, it is required for Bangladesh Parjatan Corporation to decide on the best market mix. The reason is that BPC has limitations with regards to budget availability to be spent in foreign markets for attracting tourists in Bangladesh. BPC should deploy its limited resources among the various markets in order to achieve the best possible performance in the targeted markets. To do this effectively, a tourism market choice matrix should be developed by BPC.

Attempts have been made to develop a logical and simple conceptual framework on tourism market choice matrix.

Following figure shows this tourism market choice matrix developed taking help of the Boston Consulting Group business portfolio matrix. Taking help from this matrix, BPC can identify the most promising

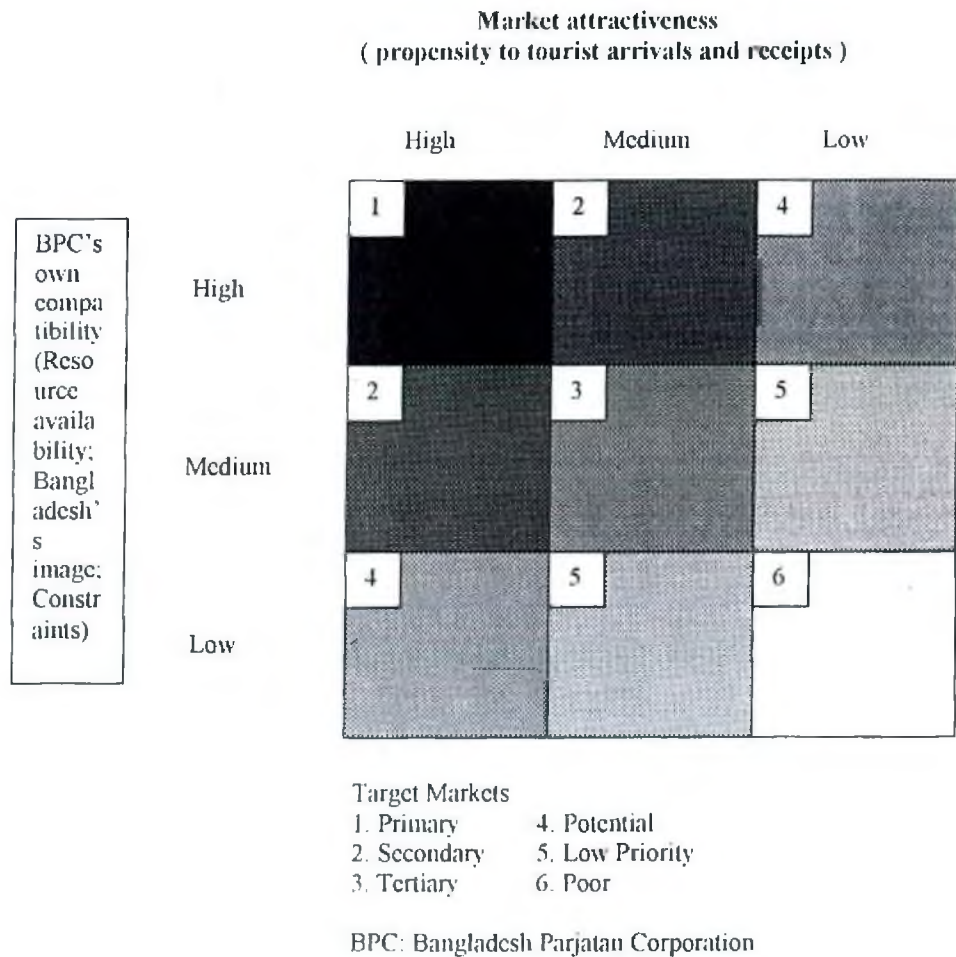


Figure 10.2 shows Tourism Market Choice Matrix

market segments to be targeted and act accordingly. The “tourism market portfolio concept” can help evaluate the relative performance of Bangladesh’s tourism markets categorizing them into six target markets. These six target markets/groups can be named as: (I) primary, (ii) secondary, (iii) tertiary, (iv) potential, (v) low priority and (vi) poor. There are nine quadrants of the tourism market choice matrix. Each quadrant, as illustrated in the figure represents the relationship between the BPC’s resource availability (including Bangladesh’s image and market constraints) and the market attractiveness (e.g. the propensity to tourist arrivals and receipts) that the Bangladesh itself enjoys. BPC’s compatibility and market attractiveness axes are divided into high, medium and low levels, thus may help it in identifying the most promising markets for the appropriate marketing action to be taken. The essence of this conceptual framework is that tourist-generating markets and market segments for Bangladesh’s tourism can be inserted into one of the nine quadrants, as shown in figure depending on the quantifiable and/or qualitative criteria chosen by the BPC. The tourism market choice matrix may be complemented by statistical and econometric techniques in order to identify the predicted contribution of tourist receipts and arrivals by each tourist-generating country and then examine the

suitability of each market. A set of predetermined criteria may be used to identify the suitability of each of the market.

Bangladesh Parjatan Corporation may primarily set a number of marketing objectives. BPC, for example, may set the objective of focusing on markets, that generate approximately, say, 1,00,000 people in tourist arrivals and US \$5 million in tourist receipts represented on the horizontal axis. After these criteria are met, BPC may choose a number of other criteria referring to the its compatibility, i.e. strengths and weaknesses in each tourist-generating market that may be shown on the vertical axis. Some of the common strengths and weaknesses are: (1) BPC's structural strengths in the country involved; (2) Bangladesh's's image as a tourist destination, and (3) any constraints, such as imposition of tax on air tickets etc.

BPC can use the tourism market choice matrix, to assess marketing strategy options in general, and, in particular, determine allocation of future promotional funds on different elements of marketing promotion. If, one country for example offers the best potential (primary target market) increase in tourist arrivals and tourism earnings by spending an extra amount on an advertising campaign, but, say, BPC's capabilities in that country are insufficient to cope with the additional demand, then attention should be focused on either increasing BPC's

capabilities there or concentrating on the next best available (e.g. a secondary target market) option and so on. Thus BPC may choose a tertiary market, that may be compatible BPC's objectives and requirements to meet the increased demand. Other quadrants of the Tourism Market Choice Matrix representing potential, low priority, and poor market segments should be avoided by BPC and should not undertake any promotional activities there. The "market portfolio concept" presented in this thesis provides a useful synthesis of the analyses and judgements during the planning process. It could be a useful tool in formulating strategic alternatives, the cause and effects of variables influencing Bangladesh's attractiveness must be assessed with the short and long-term implications in mind before any hasty decisions are taken. BPC should use tourism market portfolio analysis in conjunction with an assessment of past trends in terms of tourist arrivals and tourist receipts from each major tourist-generating country. BPC need to have a wider perspective when using conceptual frameworks and empirical results in planning future target marketing strategies for tourism development.

BPC, while using the market portfolio concepts should consider the dynamic as opposed to the static implications in designating a particular tourism market entry strategy. BPC should make sure



that the future prospects of inward tourism are adequately assessed by volume growth, tourism revenue and Bangladesh's relative market share in each tourist-generating country before decisions on the desirable market target are taken and allocation of strategic marketing funds among the various segments are made.

For an appropriate tourism market portfolio matrix to be developed, BPC can undertake an expert opinion survey. It can help gathering, processing and utilizing pertinent information from a group of tourism experts. BPC can undertake either ad hoc or continuous and systematic survey depending on the time available and results required. Such survey can include academics, tour operators, travel agents, consultants, airline operators, hotel owners, government and local authority officials, shipping and other transportation experts, travel writers and tourists as respondents.

An attempt will now be made to examine the components of tourism marketing strategy and analysis of information inputs required and decision outputs. In this analysis attention will be focused on the two other questions put in the beginning of the discussion of tourism marketing planning process model. They were: Plan regarding the future of tourism, i.e., where the country wants tourism to go and, strategies to be adopted to reach the

expected level, i.e., how the country can get there. The planned application of available resources to achieve tourism objectives should begin after the market study and resource analysis is carried out. It is to note here that, the tourism marketing strategy and tactical planning activity should be considered as part of the overall tourism marketing planning model, and an expression of the output of the dynamic planning process for a specific period and at a particular moment.

There are a number of major steps in strategy development and implementation of a tourism marketing plan that may be taken by BPC. These steps are required for the purpose of pulling together tourism BPC's decisions regarding its objectives, market targets and marketing mix programs in conjunction with the organization of resources and allocation of responsibilities in carrying out specific marketing activities and tasks. It is therefore required that, a mechanism should be developed, which can bring longer-term plans together with annual and tactical planning activity for compatibility purposes. This can help develop a tourism strategy which will be a unified, comprehensive and integrated plan. It will also help achieving the basic objectives of BPC. Regarding the corporate strategy, it will depend on BPC, and the overall role the tourist sector plays in Bangladesh's economic development and priority given by the government with other economically

significant sectors. The degree of co-operation between the government and private sectors as regards the co-development of marketing strategies and tactics is an important and related issue in this regard. BPC, for example, or may participate with private hotel and other tourism entrepreneurs in international travel fairs and exhibitions. There may also be joint form of advertising campaigns and public relations exercises in major tourist-generating markets undertaken by BPC and private tour operators and travel agents.

BPC must define the target customer segments it is seeking to serve otherwise it cannot check that its offering matches what is wanted, nor is it possible to design suitable promotional strategies. The market may be segmented by end- tourists and intermediaries such as tour operators and travel agents or suppliers of tourist services such as accommodation and transport companies. BPC may segment market based on geographic, demographic, psychographic and behavioral variables relating to tourists. Such segmentation may help BPC to develop effective tourist products and services and target its offerings to those customer segments that are potentially more attractive. Marketing research, sample surveys and forecasts may help determine the potential of each major tourist target market. BPC, for the development of more rational marketing mix programs, can gather market intelligence information, process those and utilized them through a formalized marketing information system.

Receipts from tourism and market success will depend on the ability of a BPC to match the needs of a customer segment at least as effectively as competition, and if possible, better than them. The main thrust of the tourism marketing strategy of BPC, thus, should concentrate on the areas where it has a competitive advantage over existing or potential competitors. It may be mentioned that, the heart of the tourism marketing strategy is where the emphasis is placed on the manner and extent to which each controllable marketing mix variable is used and the way they are combined into a single strategy for each segment. Which marketing mix program BPC will designate will depend on the characteristics of the tourists to be served. Profile of the target market should indicate where existing clients and prospects are located, their demographic and socio-economic characteristics, buying habits and other pertinent information necessary for the development of appropriate marketing mix activities. In the development of a tourism marketing strategy, the next step should be dealing with the organization of financial and other resources associated with the planned actions of the marketing mix program. In this section of the strategy development, the aim is to prepare marketing budgets, assign specific tasks to individuals, train people and devise time schedules so that allocation and sequencing of marketing effort is run efficiently and smoothly. The process of implementing the tourism marketing tactical plan may begin once management agrees on specific procedures. Thereafter, a control mechanism, is established to ensure that the plans

moves to the target. The control mechanism will provide BPC with the necessary information to monitor performance and progress towards predetermined objectives and make adjustments when it becomes necessary.

## **Chapter- 11**

### **Conclusion**

The present study is a comprehensive attempt to evaluate the present status of Bangladesh tourism industry and to recommend strategies for future development. The study utilizes both primary and secondary data. Relevant statistical tools have been applied as and when required to qualify the statement. The study is divided into 11 chapters, which are mentioned in chapter three.

Tourism is known to be one of the very prospective sectors of a country's economy. But, like many others, it is being neglected since long past. However, the researcher felt it necessary to undertake a comprehensive study on the tourism sector of Bangladesh, and accordingly the present study was undertaken. Fortunately, it is observed that a number of steps have been taken recently by both public and private sector for accelerating the development of the tourism sector of Bangladesh. It can, therefore, be said that the tourism industry of Bangladesh is in its transitional period during these days.

Many people consider tourism as a luxury. Even few decades ago, tourism was restricted to a handful number of people. Today the majority of people in the developed world and increasing numbers in developing countries are tourists at some time in their lives. Tourism is no longer the prerogative of a few but is an accepted and accustomed, even expected, part of the lifestyles of a large and growing number of people.

Presently it is known to be the world's biggest organized industry. This industry offers greater scope for development in the areas of economy, society, culture, and

region. Many countries, therefore, have given priority to this sector in their development programs. In developing countries like ours, tourism can contribute in many areas of which economy is noteworthy. In a country like Bangladesh, which has abundance of manpower, tourism could have a significant impact on our economy by providing employment to unemployed and disguised employed of millions. Tourism can provide both direct employment in areas like hotels, motels, air-transport, railways and other services directly used/consumed by tourists, and indirect employment in entertainment industry, souvenir, trade etc. Tourism, through its backward linkages, also provides employment to millions particularly in construction, furnishing and equipment, farming, food and beverage industries.

This is worth mentioning here that Bangladesh are endowed with most of the high points of tourism attractions. Though Bangladesh has many attractions to offer to foreign tourists and a number of measures taken by the government from time to time for the development of tourism sector, there is no mention worthy growth and development taken place in this field. Many of the initial steps taken by the government "are rather modest in nature and even now much remains to be accomplished to give the industry a solid footing and a real sense of direction. Among other reasons for inadequate growth and development of Bangladesh tourism, poor image of the country; lack of trained personnel; lack of proper infrastructure; lack of sufficient touristic attractions at different tourist spots, inaccessibility to tourist attractions by common modes of transport; lack of marketing orientation among different agencies engaged in tourism sector such as



national tourism organization, tour operators, travel agents and hotels are important.

Despite all these, Bangladesh can yield fruits from tourism provided proper strategies are adopted, total quality management is practiced, ensuring coordination among different agencies (such as Bangladesh missions abroad, immigration, civil aviation and tourism, police etc.), encouraging private sector participation through different forms of incentives, identifying and exploiting new tourist attractions, and so on. It is the researcher's assumption that there is a brighter prospect for the development of domestic tourism than international tourism. Proper motivational programs can contribute in developing travel motive among local people which can make phenomenal contribution in the economy from the point of total population of this country as tourists' spending has multiplier effect.

Bangladesh may not possess the impressive monuments and architectural treasures like its neighbors, but it does have something substantially different to offer in its scenic beauty and cultural heritage. There is a great scope to combine all aspects of tourism – beach, cultural, village and eco-tourism – to make tourism products of Bangladesh attractive. The urgent need now is to expand the country's tourism sector under an integrated development plan. But its present negative image is doing all the disservice. The country, unknown as a tourist destination, has also inadequate infrastructure. In fact, tourism in the country is still in nascent stage.

Under the circumstances, for the development of tourism, efforts must be directed towards the creation of infrastructure, development of products for the tourists and make Bangladesh known as a destination in tourist generating countries. So far the measures to develop tourism in the country have remained confined to rituals and rhetoric. Positive actions to bring noticeable change and real business are still missing.

Apart from general lack of positive action to develop tourism in the country, the sector is also suffering from lack of professionally sound and efficient manpower.

All over the world tourism has emerged as one of the major socio-economic sectors that are bringing substantial benefits to various countries. Projections indicate that tourism will continue to expand in the 21<sup>st</sup> century, and those countries that provide opportunities for tourism development will receive increased benefits from this sector.

Efforts therefore must be renewed to provide the basis for expanding tourism so that this sector can make a greater contribution to local, regional and national development in Bangladesh.

It is said in the literature of tourism that, tourism as a whole cannot be developed without developing domestic tourism. Development of tourism in a particular

country and making it attractive to the tourists is the joint responsibility of the national tourism organization and the private institutions working in the field of tourism. Tour operators belong to the second group whose role is very important in informing and persuading people to travel. They have the ability to direct large number of tourists to particular destinations. They assemble the components of tourist product and can offer it at a lower prices which otherwise would be much higher if purchased independently by the tourists. Moreover, it is time consuming and troublesome to buy components of tourist product separately and as a result many people loose their interest in travel although they had it initially. In this respect, tour operators play a vital role in promoting tourism.

The present study reveals that the total tourist arrivals in Bangladesh increased consistently during 1992 and 1997. It has fallen in 1998, and again kept increasing and continued till the year 2000. The study identifies that the major purpose of visiting Bangladesh by foreign tourists was 'business' till 1995 (if we do not consider the purpose 'others' as it is not known what 'others' mean). A dramatic change has taken place from 1996 onward and continued till to date. It is seen that, from 1996 onward the main purpose of visiting Bangladesh by foreign tourists was 'tourism'.

The present study reveals a mixed picture with regards to how Bangladesh is viewed as a tourist destination by foreign tourists. To change Bangladesh's image to foreign tourists and to develop the country's tourism industry, there are a lot of

ways to improve tourists' facilities in Bangladesh. Some of them have been suggested in later chapters. Exactly what Bangladesh needs is some good leaders and policy makers in for which the nation is craving for a long time. It is hoped that, some day the nation's dream will come true.

People are interested to know a new country and to avail themselves of the chance of knowing the similarity and the differences of their own culture and the cultures of the countries they visit. People are willing to move beyond limit and to acquire thrilling and new experiences through these movements. They want that the host country welcomes them and extends its friendly gesture during their visits. They are interested in moving around countries as and when they will. They expect that the host country will ensure their security during their movements in different places in it. Tourists will be attracted to the country that best provides these even if it lacks attractions like Mount Everest. As tourists can be attracted through friendly gesture and provision of security, Bangladesh can see a hope with regards to tourism development through the utilization of its friendly people and maintaining a good law and order situation. To avail of this scope it is imperative for Bangladesh to come up and satisfy the points. If it is possible to do so, Bangladesh can become a country of tourist fascination. For this, social peace and political stability are the watch-words.

The biggest problem for Bangladesh is its people. To enhance visibility and improve the profile, some of the country's intellectuals and bureaucrats keenly

contest to find a place in seminars, meetings and particularly so if they are foreign organized, or foreign attended, to say something or to show something and that ends there. Unproductive seminars and meetings must stop if the nation really wants to get out of international basket case status. But, in reality, this is the case.

Question may be asked as: "what the researcher exactly want to drive home in a round about manner?" Does the researcher mean that no foreign tourists would come to Bangladesh? One may also ask question as, "will the tourism industry not get priority and due recognition in the national development plan of the country?"

In addressing the problem, the researcher is not truly pessimistic. Researcher argues that, for attracting foreign tourists to Bangladesh, discussion of problems with productive suggestions and solutions must be presented through media, and there must be an appropriate committee at government level for initiating discussion and drawing conclusion. Bangladesh tourism industry may attract growing number of tourists if we can initiate and undertake proper sales' promotion plan with the understanding of demarcation line between the tourists, domestic and international. If that divisibility could be clearly underlined and treated as such we may have no earthly reasons to be off from the desired target.

Both in the global context as well as in comparison with the neighboring countries, Bangladesh's performance in attracting tourists is very poor despite government's relentless effort to develop tourism. Bangladesh's earning from tourism is even less than one percent of what the neighboring countries are

earning. The poor growth rate of tourist arrivals could be explained in the following manner.

- (i) Tourism was deprived of its preferential treatment in national plan;
- (ii) Tourism management was defective,
- (iii) Prevailing political climate and law and order situations were not encouraging.

For Bangladesh, it should be a matter of great opportunity to develop its tourism sector which unfortunately has been at low ebb and could not be any significant contributory factor for our national development so far. Bangladesh is blessed with a topographical structure which has several characteristics to be tapped for substantial economic benefits. It has the sea front, largest mangrove forest, hills and lakes, etc. Many other countries do have similar natural treasures and many have brought those to their socio economic benefits. In our case, unfortunately, we could not exploit these for our good.

While the theme of eco-tourism is bound to nourish competitiveness among many countries, Bangladesh should seize the opportunity to make a massive projection of its eco-treasures, particularly the *Sundarbans* and the quiet valleys in the *Chittagong Hill Tracts*. At the same time, there must be pragmatic efforts to complete certain basic infrastructures at the shortest possible time to enable the tourists be assured of such primary needs. This could be stimulated by encouraging more private enterprises to come to this sector whence

competitiveness shall bring in great improvement in the standard of services which have been witnessed in the case of long haul road transports in the country over the last few years.

It only needs a pragmatic approach to develop certain infrastructure facilities. In today's world of market economy, a wise step could be to allow foreign investment in developing such infrastructure. Malaysia has implemented a mammoth development in its tourism industry, particularly in developing her ample eco-tourism spots which were in decaying or uncared stages only few years back. Today, the country is not only having a huge earning from these but that the projects have enabled the preservation of many endangered forest and woodlands.

While most of the countries in the region have many similarities in geographic structures, there are many contrasts too. These could be exploited through a web of cooperation for regional tourism and its development. While there are placid hills and mountains in Bhutan, Nepal and India, there are the forests and long stretch of sea-beaches in Bangladesh. For any nature-wandering tourist from Europe or North America or even Japan and Australia, a visit to all these through a single package deal could bring in boon.

We must take Lessons from this and learn not only to see, but to foresee. Because our future lies in today's performance.

Bangladesh can take a number of lessons from the experience of Japan. Japan started its journey in 1947 with only 549 visitors, and presently turned into one of the largest tourist attracting countries (4.2 million tourist arrivals in 1997). As the major factor of this rising trend was the powerful publicity campaign abroad by its major travel organs, Bangladesh, through its missions and airlines offices can undertake such a campaign. The main pre-requisite for tourism development is accessibility – the infrastructure- which Japan gradually built. Bangladesh can also go for gradual development of infrastructure in different tourist destinations. Bangladesh can also simplify its entry and exit procedures so that it can attract as many prospective tourists from abroad as possible. Visa issuance can be abolished for those travelers who desire to enter Bangladesh for a maximum period of one month from SAARC countries as well as quality tourist generating countries. Bangladesh government can make some notable efforts for improvement in currency regulation. Bangladesh can offer group discount of fares on various domestic transportation means, lodging and dining tax exemption for guests at Parjatan hotels and restaurants, and commodity tax exemption on purchase of certain goods and souvenir articles to foreign tourists.

✓ Security now a days is one of the important determinants of selecting a travel destination. Security for tourists is not cheap, but, to be competitive in real terms, host countries must today allocate significant amounts of resources toward it. In an age when tourists include in the price of the trip an implicit estimate of the



probability of harm, Bangladesh must include in its economic policy matrix a set of measures to be competitive from the standpoint of visitors' safety.

In today's world of market economy, a wise step could be to allow foreign investment in developing tourism infrastructure. Bangladesh can encourage foreign direct investment taking lesson from Malaysia for developing its tourist infrastructure. Bangladesh is moving toward more liberal and open financial system, and it would not be difficult at all to obtain favorable response from foreign portfolio investors with an assurance to release 51% shares in the country's equity market.

As Bangladesh lags far behind than its neighboring countries we should take all out effort to improve our share in world tourism trade. Japan, once was a country like Bangladesh. So we have as lot to learn from Japanese experience. Exchange of views and experts between two countries can give us an extra advantage. Moreover, encouraging foreign direct investment as well as joint tourism promotion between SAARC countries can boost our tourism sector significantly.

Bangladesh tourism has been passing through a period of trials and tribulations. In a developing economy where an overwhelming majority of people have a marginal standard of living and in a society that is much influenced by its economic conditions, steps taken by the government for the development of tourism so far, had been largely to achieve economic gains.

But, large scale investment that is initially necessary in order to achieve these economic gains could not be made. This is because of the present state of the country's economy, many socio-economic priority sectors overtake tourism. The response of the private sector despite some incentives allowed by the government has also not been encouraging due to lack of infra-structural facilities and longer gestation period of tourism projects. Moreover, every sector in the economy has its own policy, strategy and priority for development within the national policy and objectives. Contrary to such impediments it is perceived that the situation could be improved through the persistent efforts and joint cooperation of the concerned agencies both government, semi-government and private sector.

Bangladesh has a huge unexplored sectors to be developed. Government is taking initiatives to bring more development for tourism. Yet if private sectors and other neighboring countries come forward we can underscore the cream of tourism in Bangladesh.

It is well known that the prospects and market "forces" are complex in international tourism. Therefore, allocation of limited marketing funds to various target markets should be timed to coincide with the "fit" between BPC and the appropriate market at its optimum. It is necessary in this context to take a holistic view of the many variables affecting tourism marketing for tourism development of Bangladesh. More so, a heuristic approach is necessary to assess the

implications, importance and effectiveness of potential tourism marketing strategies and tactics in a dynamic situation.

Tactical planning activity and tourism marketing strategy was shown to be multifaceted and to require an interdisciplinary and integrated approach. The combined effects of the models discussed in this thesis may be viewed as a process of continuous interplay of market “forces”, assumptions, objectives, programs, strategies, tactics and budgets. Hence the need, for the BPC, to have a wider perspective when using conceptual frameworks, empirical results and other management techniques, the reason being that the marketing tools, as presented here, are vehicles that are concerned with making rational and optimal decisions among alternative courses of action and achieving organizational objectives and growth.

The researcher in this thesis tried to develop a tourism marketing planning model that may be applied by the national tourist organization of Bangladesh – the Bangladesh Parjatan Corporation. In this model, researcher placed emphasis on four central questions: where is tourism now? – i.e. the present state of the tourist industry of Bangladesh; how has it grown over a specified period? – where is tourism heading?, and how should the BPC organize its resources to get there? While placing attention on them, several interactive marketing tools and processes were examined which are essential prerequisites to effective planning, execution and control of strategies and tactics in tourism marketing.

The starting point of the model will be the clients in order to find out who the clients are, where they come from, when they visit Bangladesh, how they travel to the tourist resort, and why they choose Bangladesh as a tourist destination. The building of a more precise tourist profile through market segmentation and market surveys may enable authorities of BPC to design more effective promotional strategies and tactics, as well as provide the necessary supply of tourist services at both origin and inside Bangladesh. In addition, the systematic gathering of information through a marketing information system and a diagnostic recurrent tourism-marketing audit may provide the groundwork for strategic and tactical agenda in achieving organizational objectives. To identify the critical strengths and weaknesses of BPC, identify competitive forces and detect potential threats and opportunities, a continuous process of monitoring will be necessary. This will help BPC to evaluate the performance of country's tourism sector and to take corrective measures. The model shows that the tourism marketing planning process should end with the clients when post-implementation of strategies' information flows back to practicing marketing executives through a continuous market research and feedback mechanism, so that new marketing strategies and tactics can be developed.

In conclusion, this thesis outlines through following points, some areas where simple development could bring huge fortune for Bangladesh.

- (i) Some exclusive zone may be developed for the tourists, where each facilities like, wine, women, dancing, gambling everything would be available only for the tourist.

- (ii) In each village, especially where there are some tourists' attraction, some beautiful huts may be constructed for the tourists by private enterprises. In those huts tourists may lodge and served by villagers with indigenous food and custom. This could give the tourist complete indigenous flavor.
- (iii) Well transportation system may be developed all around hill tracts where rope ways or toy trains could be made available to give a clearer view of this beautiful nature to the tourists. It could give them a great pleasure to visit along the hills on *Sundarbans* with an old-modeled train and to see the wild life from a very close distance.
- (iv) Accommodation may be arranged for tourists in the houses of tribal people to give them clear understanding about tribal people and their life styles.
- (v) Programs like, "sight and sound" may be made about different remains, archeological sites and monuments. These programs may be presented in respective places about which that program is made of. A live commentary about a monument, its history while visiting that place could attract large number of tourists.
- (vi) Arrangement of ships and boats may be made, always ready to voyage in the deep sea as required by the tourists. A live picture of catching *Hilsha* in *Padma* could give the tourists great pleasure.
- (vii) Tight security all around the *Sundarban*, or in Hill Tracts areas may be arranged where tourists could move freely without the fear of being hijacked or looted.

- (viii) Personnel of Bangladesh missions abroad may be motivated to inform foreign tourists about country's attractive places and facilities. A separate department may be set up in each embassy that can work continuously to develop Bangladesh's image further and further to the foreigners.
  - (ix) Frequent river cruise in *Padma, Meghna, Jamuna and Karnafuly* may be arranged by the BPC with all desired facilities for the tourists.
  - (x) Some highly secured and restrictive red light areas may be established for the tourists. It is well known that in the posh areas of *Dhaka City* like *Banani, Gulshan, and Baridhara*, quite a few unauthorized prostitution exists. As this business is going on, government can give them legality with a few restrictions and precautions.
  - (xi) In each of the tourist zones, an extremely good communication system like internet, digital phone, fax, etc. should be made available for the tourists.
- Given the premise above, it is the responsibility of both the public and private sectors to come forward in preparing a master plan and implementation of it for tourism development of Bangladesh.

# **APPENDICES**

# **APPENDIX-A**



## APPENDIX-A

### BIBLIOGRAPHY

- Aaker, D. and Myers, G.J., *Advertising Management*, Prentice-Hall, Englewood Cliffs, NJ, 1982.
- Abell, D. and Hammond, J., *Strategic Market Planning*, Prentice-Hall, Englewood Cliffs, NJ., 1979.
- Abell, D., "Strategic Windows", in Cox, K. and McGinnis, V. (Eds), *Strategic Market Decisions: A Reader 1982*, Prentice-Hall, Englewood Cliffs, NJ, 1982.
- Achiron, M., "Where Americans Fear to Tread", *Newsweek*, 5 May 1986, pp. 16-7.
- Adams, P.D. and B.R. Parmenter, 1995, 'An Applied General Equilibrium Analysis of the Economic Effects of Tourism in a Quite Small, Quite Open Economy' *Applied Economics*, Vol. 27, No.10, pp. 985-94.
- Agarwal R.K. & Nangia S. (1974) Economic and Employment Potential of Archaeological Monuments in India; Asia Publishing House, New Delhi.
- Ahmed S.S. (1987) Tourism Trends and Prospects in Bangladesh; The Tide, Feb-March, P.89.
- Ahsanullah M. (1997) Rideya Parjatan, Dhaka.
- Alam, A., 1995, 'The New Trade Theory and its Relevance to the Trade Policies of Developing Countries', *The World Economy*, Vol.23, No.8, pp.367-85.
- Anand M.M. (1976) Tourism and Hotel Industry in India – A Study in Management; Prentice-Hall of India Private Limited, New Delhi, P.1.
- Andronikou, A., 1987, 'Cyprus: Management of the Tourist Sector', *Tourism Management*, Vol. 7, No.2, pp. 127-9.
- Archer, B., "Forecasting Demand: Quantitative and Intuitive Techniques", *International Journal of Tourism Management*, Vol. 1 No. 1, March 1980, pp. 5-12.
- Archer, B.H. and C. Owen, 1971, 'Towards a Tourist Regional Multiplier', *Regional Studies*, Vol. 5, No.4, pp. 289-94.

- Archer, B.H. and J. Fletcher, 1996, 'The Economic Impact of Tourism in the Seychelles', *Annals of Tourism Research*, Vol.23, No.1, pp.32-47.
- Archer, B.H., 1976, *Demand Forecasting in Tourism*, Occasional Papers in Economics, No.9, Bangor: University of Wales Press.
- Archer, B.H., 1977, *Tourism Multipliers: The State of the Art*, Occasional Papers in Economics, No. 11, Bangor: University of Wales Press.
- Archer, B.H., 1989, 'Tourism and Island Economies: Impact Analyses', in C.P. Cooper, (ed.), *Progress in Tourism, Recreation and Hospitality Management*, Vol. 1, London: Belhaven.
- Archer, B.H., 1995, 'Importance of Tourism for the Economy of Bermuda', *Annals of Tourism Research*, Vol.22, No.4, pp. 918-30.
- Archer, E., "Estimating the Relationship between Tourism and Economic Growth in Barbados", *Journal of Travel Research*, Vol. 22 No. 4, 1984, pp. 8-12.
- Argenti, J., *Systematic Corporate Planning*, Nelson, Middlesex, 1979.
- Arndell, R., 1990, 'Tourism as a Development Concept in the South Pacific', *The Courier*, 122, pp. 83-6.
- Asian Development Bank, 1995, *Indonesia-Malaysia-Thailand Growth Triangle Development Project*, Regional Technical Assistance 5550, Vol. VI Tourism, Manila: Asia Development Bank.
- Attanayake, A., Samaranayake, H.M.S. and N. Ratnapala, 1983, 'Sri Lanka', in E.A. Pye and T-B. Lin (eds.), *Tourism in Asia: The Economic Impact*, Singapore: Singapore University Press.
- Bachmann, P., 1988, *Tourism in Kenya: Basic Need for Whom?* Berne: Peter Lang.
- Baker, S. and J. Pratt, 1989, 'Experience as a barrier to contestability in airline markets', *Review of Economics and Statistics*, Vol.71, No.2, pp. 352-6.
- Balmer, D., "US Tourists Boycott Britain", *The Observer*, 26 January 1986, p.1.
- Barbier, E.B., 1992, 'Community-Based Development in Africa', in T.M. Swanson and E.B. Barbier (eds.) *Economics for the Wilds*, London: Earthscan.

- Baretje, R., 1982, 'Tourism's External Account and the Balance of payments', *Annals of Tourism Research*, Vol.9, No.1, pp. 57-67.
- Baretje, R., 1987, 'La contribution nette du tourisme international a la balance des paiements', *Problems of Tourism*, Vol. 10, No.4, pp.51-88.
- Barro, R.J. and X. Sala-i-Martin, 1992, 'Public Finance in Models of Economic Growth', *Review of Economic Studies*, Vol. 54, pp. 646-61.
- Barro, R.J., 1990, 'Government Spending in a simple Model of Endogenous Growth', *Journal of Political Economy*, Vol.98, pp.S103-25.
- Bechdolt Jr., B.V., 1973, 'Cross-Sectional Travel Demand Functions: US Visitors to Hawaii, 1961-70', *Quarterly Review of Economics and Business*, Vol.13, pp. 37-47.
- Beioley, S., 1995, 'Green Tourism – Soft or Sustainable?' *Insights*, May, pp.B75-89.
- Belisle, F.J., 1983, 'Tourism and Food Production in the Caribbean', *Annals of Tourism Research*, Vol. 10, No.4, pp. 497-513.
- Bell, P.R.F., 1991, 'Impact of Wastewater Discharges from Tourist Resorts on Eutrophication in Coral Reef Regions and Recommended Methods of Treatment', in M.L. Miller and J. Auyong (eds.), *Proceedings of the 1990 Congress on Coastal and Marine Tourism. Honolulu, Hawaii*, Newport: National Coastal Resources Research and Development Institute.
- Bharadwaj, S.G., Varadarajan, P.R. and J. Fahy, 1993, 'Sustainable Competitive Advantage in Service Industries', *Journal of Marketing*, Vol. 57, No.4, pp.83-99.
- Bird, R.M., 1992, 'Taxing Tourism in Developing Countries', *World Development*, Vol.20, pp.1145-58.
- Blundell, R., 1991, 'Consumer Behaviour: Theory and Empirical Evidence – A Survey', in A.J. Oswald (ed.), *Survey in Economics*, Vol. 2, Oxford: Basil Blackwell.
- Board, J., Sinclair, M.T. and C.M.S. Sutcliffe, 1987, 'A Portfolio Approach to Regional Tourism', *Built Environment*, Vol. 13, No.2, pp.124-37.

- Boo, E., 1990, *Ecotourism: The Potential and Pitfalls*, Washington: World Wildlife Fund.
- Borenstein, S., 1989, 'Hubs and High Fares: Dominance and Market Power in the United States Airline Industry', *Rand Journal of Economics*, Vol.20, No.3, pp.344-65.
- Bote Gomez, V. and M.T. Sinclair, 1991, 'Integration in the Tourism Industry', in M.T. Sinclair and M.J. Stabler (eds.), *The Tourism Industry: An International Analysis*, Wallingford: CAB International.
- Bote Gomez, V., 1993, 'La necesaria revalorizacion de la actividad turistica espanola en una economia terciarizada e integrada en la CEE', *Estudios Turisticos*, No. 118, pp.5-26.
- Britton, S.G., 1982, 'The Political Economy of Tourism in the Third World', *Annals of Tourism Research*, Vol.9, No.3, pp. 331-58.
- Broomfield, J.G., 1991, "Demand for Tourism in Fiji, MA Dissertation in Development Economics, University of Kent a Canterbury.
- Brown, G. Jr. and W. Henry, 1989, *The Economic Value of Elephants*, London Environmental Economics Centre Paper 89-12, University College London.
- Bryden, J.M., 1973, *Tourism and Development : A Case Study of the Commonwealth Caribbean*, Cambridge: Cambridge University Press.
- Buckley, P.J., 1993, 'Tourism and Foreign Currency Receipts', *Annals of Tourism Research*, Vol. 20, No.2, pp. 361-7.
- Bukart A. J & Medlik S. (1989) Tourism – Past, Present & Future; Heinemann Professional Publishing, London.
- Burmester H. (1977) Mass Tourism and Environment: A Closer Look; Travel Research Journal, PP. 21-30.
- Burns, P. and R. Cleverdon, 1995, 'Destination on the Edge? The Case of the Cook Islands', in M.V. Conlin and T. Baum (eds.), *Island Tourism*, Chichester: John Wiley.

- Bywater, M., 1994, 'Who Owns Whom in the European Travel Trade', *Travel and Tourism Analyst*, No. 3, p. 73-92.
- Cater, E. and Goodal, B., 1992, 'Must Tourism Destroy its Resource Base?' in A.M. Mannion and S.R. Bowlby (eds.), *Environmental Issues in the 1990s*, Chichester: Wiley.
- Cater, E., 1994, 'Ecotourism in the Third World', in E. Cater and G. Lowman (eds.), *Ecotourism. A Sustainable Option?* Chichester: John Wiley.
- Caves, D.W., Christensen, L.R. and M.W. Tretheway, 1984, 'Economies of Density versus Economies of Scale: Why Trunk and Local Service Airline Costs Differ', *Rand Journal of Economics*, Vol. 15, No.4, pp. 471-89.
- Cazes, G., 1972, 'Le role du tourisme dans la croissance economique: reflexions a partir de trois exemples antillais', *The Tourist Review*, Vol. 27, No.3, pp. 93-98 and 144-8.
- Cazes, G., 1989a, *Le tourisme international: Mirage ou strategie d'avenir*, Paris: Hatier.
- Cazes, G., 1989b, *Les nouvelles colonies de vacances? Le tourisme international a la conquete du tiers-monde*, Paris: L'Harmattan.
- Cazes, G., 1992, *Tourisme et tiers-monde: Un bilan controversé*, Paris: L'Harmattan.
- Channon, D. and Jalland, M., *Multinational Strategic Planning*, Macmillan, London, 1979.
- Channon, D. and Jalland, M., *Multinational Strategic Planning*, Macmillan, London, 1979.
- Chant, S., 1997, 'Gender and Tourism Employment in Mexico and the Philippines', in M.T. Sinclair (ed.), *Gender, Work and Tourism*, London and New York: Routledge.
- Chowdhury A.I. (1990) Marketing Orientation in Tourism Sector – A Case Study on Biman Bangladesh Airlines; Unpublished M.Sc. thesis, University of Surrey, U.K.

- Chowdhury Ai.I. (2000) Image of Bangladesh to Foreign Tourists; Applied Marketing in Bangladesh, Vol. 3, Department of Marketing, Dhaka University, P. 23.
- Clawson, M. and J.L. Knetsch, 1966, *Economics of Outdoor Recreation*, Baltimore, MD: John Huopkins University Press.
- Coase, R., 1960, 'The Problem of Social Cost', *Journal of Law and Economics*, Vol. , pp. 1-44.
- Cohen E. (1974) Who is a Tourist? A conceptual Clarification; *Sociological Review*, 22, PP 527-53.
- Conlin, M.V. and T. Baum, 1995, *Island Tourism*, Chichester: John Wiley.
- Cook, S.D., Stewart, E. and K. Repass, 1992, *Discover America: Tourism and the Environment*, Washington: Travel Industry Association of America/London: Belhaven.
- Copeland, B.R., 1991, 'Tourism, Welfare and De-industrialization in a Small Open Economy', *Economica*, Vol.58, No.4, pp.515-29.
- Cukier, J., Norris, J. and G. Wall, 1996, 'The Involvement of Women in the Tourism Industry of Bali, Indonesia', *Journal of Development Studies*, Vol.33, No.2, pp. 248-70.
- Curry, S. and B. Morvaridi, 1992, Unsustainable Tourism: Illustrations from Kenya, Nepal and Jamaica', in C.P. Cooper and A. Lockwood (eds), *Progress in Tourism, Recreation and Hospitality Management*, Vol.4, London: Belhaven.
- Curry, S., 1992, 'Economic Adjustment Policies and the Hotel Sector in Jamaica', in P. Johnson and B. Thomas (eds.), *Perspectives on Tourism Policy*, London: Mansell.
- Dalkey, N. and O. Helmer, 1963, 'An Experimental Application of the Delphi Method of the Use of Experts', *Management Science*, Vol.9, No.3, pp. 458-67.
- Davidson, J.E., Hendry, D.F., Srba, F. and S. Yeo, 1978, 'Econometric Modelling of the Aggregate Time-Series Relationship Between Consumers' Expenditure and Income in the United Kingdom', *Economic Journal*, No. 88, pp. 661-92.

- Davis, H.D. and J.A. Simmons, 1982, 'World Bank Experience with Tourism Projects', *Tourism Management*, Vol.3, No.4, pp. 212-7.
- de Kadt, E., 1979, *Tourism-Passport to Development*, Oxford: Oxford University Press.
- de Mello, J., 1988, 'Computable General Equilibrium Models for Trade Policy Analysis in Developing Countries: A Survey', *Journal of Policy Modelling*, No. 10, pp. 469-503.
- Deaton, A.S. and J. Muellbauer, 1980b, *Economics and Consumer Behaviour*, Cambridge: Cambridge University Press.
- Deaton, A.S., 1992, *Understanding Consumption*, Oxford: Clarendon Press.
- Deaton, A.S., and J. Muellbauer, 1980a, 'An Almost Ideal Demand Systge', *American Economic Review*, Vol.70, No.3, pp. 312-26.
- Delos Santos, J.S., Ortiz, E.M., Huang, E. and F. Secretario, 1983, 'Philippines', in E.A. Pye and T.-B. Lin (eds.), *Tourism in Asia: The Economic Impact*, Singapore: Singapore University Press.
- Demsetz, H., 1969, 'Information and Efficiency: Another Viewpoint', *Journal of Law and Economics*, Vol. 12, No.1, pp.1-22.
- Diamond, J., 1974, 'International Tourism and the Developing Countries: A Case Study in Failure', *Economic Internazionale*, Vol.27, Nos.3-4, pp. 601-15.
- Diamond, J., 1977, 'Tourism's Role in Economic Development: The Case Reexamined', *Economic Development and Cultural Change*, Vol. 25, No.3, pp.539-53.
- Dieke, P.U.C., 1993, 'Tourism in The Gambia: Some Issues in Development Policy', *World Development*, Vol. 21, No.2, pp. 277-89.
- Dieke, P.U.C., 1993, 'Tourism' Role in Economic Development: The Case Reexamined', *Economic Development and Cultural Change*, Vol.25, No.3, pp. 539-53.
- Dieke, P.U.C., 1995, 'Tourism and Structural Adjustment Programmes in The African Economy', *Tourism Economics*, No.1, pp.71-93.
- Doganis, R., 1985, *Flying Off Course*, London: George Allen & Unwin.

- Doganis, R., 1993, 'The Bilateral Regime for Air Transport: Current Position and Future Challenges', in *International Air Transport: The Challenges Ahead*, Paris: Organisation for Economic Cooperation and Development.
- Douglas, G.W. and J.C. Miller, 1974, *Economic Regulation of Domestic Air Transport: Theory and Policy*. Washington, DC: The Brookings Institution.
- Dube R. (1983) Economic Implications of Tourism; Indian Journal of Marketing, , P. 3.
- Dunning, J.H. and M. McQueen, 1982, *Transnational Corporations in International Tourism*, New York: United Nations Centre for Transnational Corporations.
- Dwyher, L. and P. Forsyth, 1994, 'Foreign Tourism Investment: Motivation and Impact', *Annals of Tourism Research*, Vol. 21, No.3, pp. 512-37.
- Eber, S. (ed.), 1992, *Beyond the Green Horizon, Principles for Sustainable Tourism*, Godalming: World Wide Fund for Nature.
- Ecoforum, 1993, *Fish, Curry and Rice. A Citizens 'Report on the State of the Goan Environment*, Goa: Other India Press.
- Economic and Social Commission for Asia and the Pacific (ESCAP), 1991, *Investment and Economic Cooperation in the Tourism Sector in Developing Asia Countries*, ESCAP Tourism Review No.8, Bangkok.
- Economist Intelligence Unit (EIU), 1990, 'The Travel and Tourism Industry in Italy', *Travel and Tourism Analyst*, No. 4, pp. 74-8.
- Elkan, W., 1975, 'The Relation Between Tourism and Employment in Kenya and Tanzania', *Journal of Development Studies*, Vol. 11, No.2, pp. 123-30.
- English, E.P., 1986, *The Great Escape? An Examination of North-South Tourism*, Ottawa: North-South Institute.
- Erbes, R., 1973, *International Tourism and the Economy of Developing Countries*, Paris: Organisation for Economic Cooperation and Development.
- Euromonitor, 1997, *World Tourism 1997*, London: Euromonitor.
- EXA International/CHL Consulting Group, 1993, *The Economic Significance of Tourism in Zimbabwe*, EXA International.



- Express, "Cruise Passenger Developments after the TWA Hijacking", *Express (Athens)*, 21 June 1985, p. 9.
- Farrell, B.H. and D. Runyan, 1991, 'Ecology and Tourism', *Annals of Tourism Research*, Vol. 18, No.1, pp.26-40.
- Farver, J.A.M., 1984, 'Tourism and Employment in the Gambia', *Annals of Tourism Research*, Vol.1, pp. 26-40.
- Favoro, E., 1983, 'Dos enfoques para el analisis de extemalidades: examen de la interaction pesca vs. turismo en La Paloma', in M. Arana *et al.*, *Medio ambiente y turismo*, Buenos Aires: Consejo Latinoamericano de Ciencias Sociales.
- Fish, M., 1982, 'Taxing International Tourism in West Africa', *Annals of Tourism Research*, Vol.9, No.1, pp. 91-103.
- Fisk, R., "Cruise Victim was Shot Twice", *The Times*, 17 October 1985, p. 1.
- Fletcher, J.E. and B.H. Archer, 1991, 'The Development and Application of Multiplier Analysis', in C.P. Cooper (ed.), *Progress in Tourism, Recreation and Hospitality Management*, Vol.1, London: Belhaven.
- Forsyth, T., 1995a, 'Business Attitudes to Sustainable Tourism: Responsibility and Self Regulation in the UK. Outgoing Tourism Industry', Paper presented at the Sustainable Tourism World Conference, Lanzarote.
- Forsyth, T., 1995b, 'Tourism and Agricultural Development in Thailand', *annals of Tourism Research*, Vol.22, No.4, pp. 877-900.
- French, T., 1997, 'Global Trends in Airline Alliances', *Travel and Tourism Analyst*, No.4, pp. 81-101.
- Friedman, M., 1957, *A Theory of the Consumption Function*, Princeton, NJ: Princeton University Press.
- Fujii, E., Khaled, M. and J. Mak, 1985, 'The Exportability of Hotel Occupancy and Other Tourist Taxes', *National Tax Journal*, Vol.24, Nos.1-2, pp. 79-102.
- Garrod, G. and K. Willis, 1991, 'The Environmental Economic Impact of Woodland: A Two-Stage Hedonic Price Model of the Amenity Value of Forestry in Britain', *Applied Economics*, No.24, pp. 715-28.

- George, V., 1987, 'Tourism on Jamaica's North Coast', in S. Britton and W.C. Clarke (eds.), *Ambiguous Alternative. Tourism in Small Developing Countries*, Suva, Fiji: University of the South Pacific.
- Gilbert D.C. (1990) Tourism Marketing, Unpublished report, University of Surrey, U. K.
- Gillen, D.W., Oum, T.H. and M. W. Tretheway, 1990, 'Airline Cost Structure and Policy Implication's, *Journal of Transport Economics and Policy*, Vol.24, No.1, pp. 9-34.
- ✓Go, F., 1988, 'Key Problems and Prospects in the International Hotel Industry, *Travel and Tourism Analyst*, No.1, pp. 27-49.
- Gray, H.P., 1966, 'The Demand for International Travel by the United States and Canada', *International Economic Review*, Vol.7, No.1, pp. 83-92.
- Green, H. Hunter, C. and B. Moore, 1990, 'Assessing the Environmental Impact of Tourism Development. Use of the Delphi Technique', *Tourism Management*, Vol.11, No.2, pp. 111-20.
- Greenwood D.J. (1978) Culture by Pound: An Anthropological Perspective on Tourism as Cultural Commoditisation; in V.L. Smith (ed.), *Hosts & Guests: The Anthropology of Tourism*, Basil Blackwell, London, PP. 129-38.
- Grunthal, A., 1960, 'Foreign Travel in the Balance of Payments', *The Tourist Review*, No.1, pp. 14-20.
- Haider M. & Khan M.A. (1999) A New Lease of Life for the Sundarbans; Star Weekly Magazine, Dhaka, March 19.
- Hanley, N. and R. Ruffell, 1993, 'The Valuation of Forest Characteristics', *Queen's Discussion Paper* 849.
- Hasan S. R. (1992) Problems and Prospects of Bangladesh Tourism Industry; Bureau of Business Research, Dhaka University, P. 2.
- ✓Hasan. & Chowdhury (1995) Hotel and Restaurant Services & the Development of Tourism in Bangladesh; Dhaka University Journal of Business Studies, Vol. 16 (2).

- Inskeep, E., 1991, *Tourism Planning: An Integrated and Sustainable Approach*, The Hague: Van Nostrand Reinhold.
- Instituto Espanol de Turismo, 1980, 'La balanza de pagos turistica de Espana en 1977', *Estudios Turisticos*, No.65, pp. 91-15.
- Instituto Espanol de Turismo, 1983, 'Balanza de pagos turistica de Espana : Anos 1979 y 1980', *Estudios Turisticos*, Nos.77-8, pp. 133-57.
- Instituto Espanol de Turismo, 1987, 'El gasto turistico: Analisis del escandalo de los paquetes turisticos. *Estudios Turisticos*, No. 93, pp. 3-26.
- "Israel Tax Threatens Tourism", *Flight International*, 16 February 1985, p.5
- Jenner, P. and C. Smith, 1992, 'The Tourism Industry and the Environment', Special Report 2453, London: Economist Intelligence Unit
- Johnson, P. and J. Ashworth, 1990, 'Modelling Tourism Demand: A Summary Review', *Leisure Studies*, Vol.9, No.2, pp. 145-60.
- Jonsson, C., 1981, 'Sphere of Flying : The Politics of Internal Aviation', *International Organisation*, Vol. 35, No.2, pp. 273-302.
- Jud, G.D. and H. Joseph, 1974, 'International Demand for Latin American Tourism', *Growth and Change*, No.5, pp. 25-31.
- Kaul R.N. (1985) Dynamics of Tourism – A Trilogy; Vol. 1 : The Phenomenon; Sterling Publishers Private Limited, New Delhi, P.5.
- Kaynak, E. and Macaulay, J., "The Delphi Technique in the Measurement of Tourism Market Potential", *Tourism Management*, Vol. 5 No. 2, June 1984, pp. 87-101.
- Kaynak, E., "Developing Marketing Strategy for a Resource-based Industry", *Tourism Management*, Vol. 6 No. 3, September 1985, pp. 184-93.
- Kaynak, E., "Developing Marketing Strategy for a Resource-based Industry", *Tourism Management*, Vol. 6 No. 3, September 1985, pp. 184-93.
- King, b. and M. Mc/Vey. 1997, *Trade Instability and Economic Development*, Lexington, MA: D.C. heath.

- Korca, P., 1991, 'Assessment of the Environmental Impacts of Tourism', proceedings of an *International Symposium on the Architecture of Tourism in the Mediterranean*, Istanbul, Turkey: Yildiz University Press.
- Kotler, P., *Marketing Management: Analysis, Planning and Control*, 5<sup>th</sup> ed., Englewood Cliffs, NJ, 1984.
- Krugman, P.R., 1989, 'New Trade Theory and the Less Developed Countries', in G. Calvo *et al.*, (eds.), *Debt, Stabilization and Development*, Oxford: basil Blackwell.
- Kyriazes, C., "Yugoslavia: Winter Tourism Development", *Tourism and Economy*, Vol. 55, November-December 1982, p. 30.
- Lea, J., 1988, *Tourism and Development in the Third World*, London and New York: Routledge.
- Lee, G., 1987, 'Tourism as a Factor in Development Cooperation', *Tourism Management*, Vol.8, No.1, pp.2-19.
- Lee, W., 1991, 'Prostitution and Tourism in South-East Asia', in N. Redclift and M.T. Sinclair (eds.), *Working Women: International Perspectives on Labour and Gender Ideology*, London and New York: Routledge.
- Leguevaques, M., 1989, 'Les tour operators europeens et la destination a France', in Collection *Hostellerie et Tourisme*, Paris: Assemblée Permanente des Chambres de Commerce et de 'Industrie, Centre d'Etude de la Commercialisation et de la Distribution.
- Leigh, L.E., 1990, 'Contestability in Deregulated Airline Markets: Some Empirical Tests', *Transportation Journal*, Vol.30, No.2, pp. 49-57.
- Levine, M.E., 1987, 'Airline Competition in Deregulated Markets: Theory, Firm Strategy and Public Policy', *Yale Journal of Regulation*, No.4, pp. 393-494.
- Levy, D.E. and P.B. Lerch, 1991, 'Tourism as a Factor in Development: Implications for Gender and Work in Barbados', *Gender and Society*, Vol.5, No.1, pp. 67-85.
- Lin, T-b. and y.-W. Sung, 1983, 'Hon Kong', in E.A. Pye and T.-B. Lin (eds.), *Tourism in Asia: The Economic Impact*, Singapore: Singapore University Press.

- Lipsey, R.G. and K.J. Lancaster, 1956-7, 'The General Theory of the Second Best', *Review of Economic Studies*, 24, pp. 11-32.
- Liston, K., 1986, 'David and Goliath', *The Courier*, Nov./Dec., pp. 19-21.
- Lockwood, M., Loomis, J. and T. DeLacy, 1993, 'A Contingent Valuation Survey and benefit-Cost Analysis of Forest Preservation in East Gippsland, Australia,' *Journal of Environmental Management*, No. 38, pp. 233-43.
- Long, V.H. and S.L. Kindom, 1997, 'Gender and Tourism Development in Balinese Villages', in M.T. Sinclair (ed.), *Gender, Work and Tourism*, London and New York: Routledge.
- Long, V.H., 1991, 'Government-Industry-Community Interaction in Tourism Development in Mexico', in M.T. Sinclair and M.J. Stabler (eds.), *The Tourism Industry: An International Analysis*, Wallingford: CAB International.
- Loomis, J.B., Creel, M. and T. Park, 1991, 'Comparing benefit Estimates from Travel Cost and Contingent Valuation Using Confidence Intervals from Hicksian Welfare Measures', *Applied Economics*, No.23, pp. 1725-31.
- Lucas, R.E. jr., 1988, 'On the Mechanics of Economic Growth', *Journal of Monetary Economics*, No.22, pp. 3-42.
- Majaro, S., "The Boston Way to Mix Success", *Marketing*, 22 October 1980, pp. 28-30.
- Mak, J. and E. Nishimura, 1979, 'The Economics of a Hotel Room Tax', *Journal of Travel Research*, Spring, pp. 2-6.
- Markowitz, H., 1959, *Portfolio Selection: Efficient Diversification of Investments*, New York: John Wiley.
- Marsh, J.S., 1987, 'National Parks and Tourism in Small Developing Countries', in S. Britton and W.C. Clarke (eds.), *Ambiguous Alternatives: Tourism in Small Developing Countries*, Suva, Fiji: university of the South Pacific.
- Mason, K. and R. Gray, 1991, 'The Liberation of Civil Aviation in the European Community – An Overview', *European Research*, July, pp. 11-15.
- Mathieson A. & Wall. G. (1989) *Tourism: Economic, Physical and Social Impacts*; Longman Scientific and Technical, England.

- Matin M.A. (1993) Tourism: High Potential Area for Foreign Direct Investment; The Bangladesh Observer, November 16
- Melville, J.A., 1995, 'Some Empirical Results for the Airline and Air Transport Markets of a Small Developing Country', Ph.D. Thesis University of Kent at Canterbury.
- Milne, S.S., 1987, 'Differential Multipliers', *Annals of Tourism Research*, Vol. 14, No.4, pp.499-515.
- Mitchell, F., 1970, 'The Value of Tourism in East Africa', *East Africa Economic Review*, Vol.2, No.1, pp. 1-21.
- Morandy, G., 1988, 'Les tour operators en Europe', in *Collection analyses de secteurs*, Paris: Eurostat Dafsa.
- Mourmouras, A., 1993, 'Conservationist Government Policies and International Equity in an Overlapping Generations Model with Renewable Resources', *Journal of Public Economics*, No.51, pp. 249-68.
- Mudambi, R., 1994, 'A Ricardian Excursion to Bermuda: An Estimation of Mixed Strategy Equilibrium', *Applied Economics*, No.26, pp. 927-36.
- National Consumer Council, 1986, *Air Transport and the Consumer: A Need for Change*, London: H.M.S.O.
- Nichols, P., "Machine Guns and Bombs Kill 14 at Rome Airport", *The Times*, 28 December 1985, p.1.
- North, D.C., 1990, *Institutional Change and Economic Performance*, Cambridge: Cambridge University Press.
- Nuutinen, H., 1992, 'Rules of Engagement in the Battle of the Atlantic', *The Avmark Aviation Economist*, Sept, pp. 4-10.
- O'Connor, W.E., 1995, *An Introduction to Airline Economics*, London: Praeger.
- O'Hagan, J.W. and M.J. Harrison, 1984, 'Market Shares of US Tourist Expenditure in Europe: An Econometric Analysis', *Applied Economics*, Vol.16, No. 6, pp. 919-31.
- Ogilvie F.W. (1933) *The Tourist Movement*; P. S. King, London

- Pack, A. and M. T. Sinclair, 1995a, 'Tourism, Conservation and Sustainable Development, Indonesia', Report for the Overseas Development Administration, London.
- Panzar, J., 1979, 'Equilibrium and Welfare in Unregulated Airline Markets', *American Economic Review*, Vol. 69, No.2, pp. 92-5.
- Papadopoulos, S. and Mirza, H., "Foreign Tourism in Greece: An Economic Analysis", *Tourism Management*, Vol. 6 No. 2, June 1985, pp. 125-37.
- Papadopoulos, S.I and S.F. Witt, 1985, 'A Marketing Analysis of Foreign Tourism in Greece', in S. Shaw, L. Sparks and E. Kaynak (eds), *Proceedings of the Second World Marketing Congress*, University of Stirling.
- Papadopoulos, S., "The use of Econometrics in the Development of International Marketing Strategies", *Workshop on International Marketing Strategies*, European Institute for Advanced Studies in Management, Brussels, 12-13 December 1985.
- Pawson, I.G., Stanford, D.D., Adams, V.A. and M. Nurbu, 1984, 'Growth of tourism in Nepal's Everest Region: Impact on the Physical Environment and Structure of human Settlements', *Mountain Research and Development*, Vol. 4, No.3, pp. 237-46.
- Pearce, D., 1985, 'Tourism and Environmental Research: A Review', *International Journal of Environmental Studies*, Vol. 25, No.4, pp. 247-55.
- Pearce, D.W., Markandya, A. and E.B. Barbier, 1989 *Blueprint for a Green Economy*, London: Earthscan Publications.
- Peel, Q., "Commission Seeks to Stem Fall in Tourism", *Financial Times*, 30 April 1986, p.7.
- Pollard, H.J., 1976, 'Antigua, West Indies: An Example of the Operation of the Multiplier Process Arising from Tourism', *Revue de Tourism*, No. 3, pp.30-34.
- Pyo, S.S., Uysal, M. and R.W. McLellan, 1991, 'A Linear Expenditure Model for Tourism Demand', *Annals of Tourism Research*, No.18, pp. 443-54.

- ✓ Quddus M.A. (1999) Opportunities and Facilities of Tourism Industry in Bangladesh; Applied Marketing in Bangladesh, Vol. 1, Department of Marketing, Dhaka University.
- Rahman M. (1995) Tourism Industry and the Apology for its Priority in National Development Plan; Paper presented at a seminar in Dhaka, Organized by the Bangladesh Parjatan Corporation, December 23.
- Randall, A., 1993, 'The Problem of Market Failure', in R. Dorfman and N.S. Dorfman (eds.), *Economics of the Environment*, New York: Norton.
- Rao, A., 1986 *Tourism and Export Instability in Fiji*, Occasional Papers in Economic Development No.2, Faculty of Economic Studies, University of New England, Australia.
- Richards, G., 1972, 'tourism and the Economy: An Examination of Methods for Evaluating the Contribution and Effects of Tourism in the Economy', Summary Report based on a Ph.D. thesis, university of Surrey.
- Richter, L.K., 1989, *The Politics of Tourism in Asia*, Honolulu, HI: University of Hawaii Press.
- Robineau, C., 1975, 'The Tahitian Economy and Tourism', in B.R. Finney and K.A. Watson (eds.), *A New Kind of Sugar: Tourism in the Pacific*, Honolulu, HI: East-West Center.
- Robinson S. (1976) A geography of Tourism, MacDonald & Evans, London.
- Robock, S., Simmonds, K. and Zwick, J., *International Business and Multinational Enterprises*, Richard D. Irwin, 1977.
- Romeril, M., 1989, 'Tourism and the Environment: Accord or Discord' *Tourism Management*, Vol.10, No.3, pp. 204-08.
- Rosen, S., 1974, 'Hedonic Prices and Implicit Markets: Production Differentiation in Pure Competition', *Journal of Political Economy*, Vol.82, No.1, pp. 34-55.
- Sadler, P., Archer, B.H. and C. Owen, 1973, *Regional Income Multipliers*, Occasional Papers in Economics, No.1, Bangor: university of Wales Press.



- Sakai, M.Y., 1988, 'A Micro-Analysis of business Travel Demand', *Applied Economics*, No. 20. pp. 1481-96.
- Saltmarsh, G., 1986, 'Travel Retailing in the UK: Survey of the Agents, Their Costs, Markets and Mergers', *Travel and Tourism Analyst*, Sept., pp. 49-62.
- Samarasuriya, S., 1982, 'Who Needs Tourism? Employment for Women in the holiday Industry of Sudugama, Sri Lanka', Colombo: Research Project for Women and Development.
- Samy, j., 1975, 'Crumbs from the Worker's Table? The Worker's Share in Tourism', in B.R. Finney and K.A. Watson (eds), *A New Kind of Sugar: Tourism in the Pacific*, Honolulu, HI: East-West Center.
- Sathendrakumar, R. and C. Tisdell, 1989, 'Tourism and the Economic Development of the Maldives', *Annals of Tourism Research*, Vol. 16, No.2, pp. 254-9.
- Scott, J., 1997, 'Chances and Choice: Women and Tourism in Northern Cyprus', in M.T. Sinclair (ed.), *Gender, Work and Tourism*, London and New York: Routledge.
- Seeberger, V.M., 1992, 'Potential European Demand for Tourism in Reunion Island (France)', MA dissertation in Development Economics, University of Kent at Canterbury.
- Shamsuddin, S., 1995, 'Tourism Demand in Peninsular Malaysia', MA dissertation in Development Economics, University of Kent at Canterbury.
- Sheldon, P.J., 1990, 'A Review of Tourism Expenditure Research', in C.P. Cooper (ed.), *Progress in Tourism, Recreation and Hospitality Management*, Volume Two, London: BHELHaven.
- Sheldon, P.J., 1994, 'Tour Operators', in S.F. Witt and L. Moutinho (eds.), *Tourism Management and Marketing Handbook*, Hemal Hempstead: Prentice Hall.
- Siddiqi R. (2002) Destination Bangladesh: Its Prospects and Problems; The Daily Star, Dhaka, Feb. 10.
- Sinclair T.M. (1998) Tourism and Economic Development: A Survey; The Journal of Development Studies; Vol. 34, No. 5,; Frank Cass, London.

- Sinclair, M.T. and A. Tsegaye, 1990, 'International Tourism and Export Instability', *Journal of Development Studies*, Vol.26, No.3, pp. 487-504.
- Sinclair, M.T. and Bote Gomez, V., 1996, 'Tourism, the Spanish Economy and the balance of Payments', in M. Barke, M. Newton and J. Towner (eds.), *Tourism in Spain: Critical Perspectives*, Wallingford: C.A.B. International.
- Sinclair, M.T. and C.M.S. Sutcliffe, 1978, 'The First Round of the Keynesian Income Multiplier', *Scottish journal of Political Economy*, Vol.25, No.2, pp. 177-86.
- Sinclair, M.T. and C.M.S. Sutcliffe, 1988, 'The Estimation of Keynesian Income Multipliers at the Sub-National Level', *Applied Economics*, Vol.20, No. 11, pp. 1435-44.
- Sinclair, M.T. and C.M.S. Sutcliffe, 1989, 'Truncated Income Multipliers and Local Income Generation Over Time', *Applied Economics*, Vol.21, No.12, pp. 1621-30.
- Sinclair, M.T. and M.J. Stabler, 1997, *The Economics of Tourism*, London and New York: Routledge.
- Sinclair, M.T. and R. Vokes, 1993, 'The Economics of Tourism in Asia and the Pacific', in M. Hitchcock, V.T. King and M. Parnwell (eds.), *Tourism in South-East Asia: Theory and Practice*, London and new York: Routledge.
- Sinclair, M.T., 1990, *Tourism Development in Kenya*, Washington, Dc: World Bank.
- Sinclair, M.T., 1991a, 'The Economics of Tourism', in C.P. Cooper (ed.), *Progress in Tourism, Recreation and Hospitality Management*, Vol.3, London: Belhaven.
- Sinclair, M.T., 1991b, 'The Tourism Industry and Foreign Exchange Leakages in a Developing Country', in M.T. Sinclair and M.J. Stabler (eds.), *The Tourism Industry: An International Analysis*, Wallingford: CAB International.
- Sinclair, M.T., 1992, 'Tour Operators and Tourism Development Policies in Kenya', *Annals of Tourism Research*, Vol.19, No.3, pp. 55-8.
- Sindiyo, D.M. and F.N. Pertet, 1984, 'Tourism and its Impact on Wildlife in Kenya', *Industry and Environment*, Vol.7, No.1, pp. 14-19.

- Smeral, E., 1988, 'Tourism Demand, Economic Theory and Econometrics: An Integrated Approach', *Journal of Travel Research*, Vol.26, No.4, pp. 38-43.
- Smith, C. and P. Jenner, 1989, 'Tourism and the Environment', *Travel and Tourism Analyst*, No.5, pp. 68-86.
- Smith, C. and P. Jenner, 1994, 'Travel Agents in Europe', *Travel and Tourism Analyst*, No.3, pp. 56-72.
- Smith, V.K., Palmquist, R.B. and P. Jakus, 1991, 'Combining Farrel Frontier and hedonic Travel Cost Models for Valuing Estuarine Quality', *Review of Economics and Statistics*, Vol.63, No.4, pp. 694-9.
- Song, B.-N. and C.-Y. Ahn, 1983, 'Korea', in E. A. Pye and T.-B. Lin (eds.), *Tourism in Asia: The Economic Impact*, Singapore: Singapore University Press.
- Special Correspondent (1983) The Paper Tourism, Holiday Aviator.
- Stabler, M.J. and B. Goodall, 1996, 'Environment Auditing in Planning for Sustainable Island Tourism', in L. Briguglio, B. Archer, J. Jafari and G. Weall, *Sustainable Tourism in Islands and Small States: Issues and Policies*, London: Pinter (Cassell).
- Stanton W.J. (1981) *Fundamentals of Marketing*, 6<sup>th</sup> Edition, McGraw Hill, London.
- Stiglitz, J.E., 1989, 'Imperfect Information in the Product Market', in R. Schmalensee and R.D. Willig (eds.), *Handbook of Industrial Organisation*, Vol.1, Amsterdam: North Holland.
- Stockfish, B., 1992, 'Opening Closed Skies: The Prospect for Further Liberalisation of Trade in International Transport Services', *Journal of Air Law and Commerce*, Vol.57, pp. 569-77.
- Strassman, D., 1990, 'Potential Competition in the Deregulated Airlines', *Review of Economics and Statistics*, Vol 27, No.4, pp. 696-702.
- Stronge, W.B. and M. Redman, 1982, 'US Tourism in Mexico: An Empirical Analysis', *Annals of Tourism Research*, Vol.9, No.1, pp. 21-35.
- Summary, R., 1987, 'Multivariable Regression Analysis: Evidence from Kenya', *Tourism Management*, No.8, pp. 317-22.

- Syriopoulos, T., 1995, 'A Dynamic Model of Demand for Mediterranean Tourism', *International Review of Applied Economics*, Vol.9, No.3, pp. 318-36.
- Syriopoulos, T. and M.T. Sinclair, 1993, 'An Econometric Study of Tourism Demand: The AIDS Model of US and European Tourism in Mediterranean Countries', *Applied Economics*, Vol. 25, No.12, pp. 1541-52.
- Telfer, D.J. and G. Wall, 1996, 'Linkages between Tourism and Food Production', *Annals of Tourism Research*, Vol. 23, No.3, pp. 635-53.
- Thirlwall, A.P. And M. Nureldin-Hussein, 1982, 'The balance of Payments Constraint, Capital Flows and Growth Rate Differences Between Developing Countries', *Oxford Economic Papers*, No.34, pp. 498-510.
- Thirlwall, A.P., 1979, 'The Balance of Payments Constraint as an Explanation of International Growth Rate Differences', *Banca Nazionale del Lavoro Quarterly Review*, No.128, pp. 45-53.
- Tourism Concern, 1995, 'Our Holidays, Their Homes' (special issue on people displaced by tourism), *In Focus*, Vol.15, Spring, pp. 3-13.
- "Travel Curbs Cause Neighbours to Tighten their belts", *Financial Times*, 8 April 1983, p. 3.
- Truett D.B. & Truett L.J. (1987) The response to International Economic Condition: Greece, Mexico and Spain; *The Journal of Developing Areas*, January 21.
- Turner, R.K. (ed ), 1988, *Sustainable Environmental Management: Principles and Practice*, Londong: Belhaven Press.
- United Nations Conference on Trade and Development (UNCTAD), 1971, *The Development of Tourism in Yugoslavia*, TD/B/C.3/89, Add.3.
- United Nations Conference on Trade and Development (UNCTAD), 1973, *Elements of Tourism Policy in Developing Countries*, Report by the Secretariat of UNCTAD, TD/B/C.3/89, Add.3, Geneva: UNCTAD.
- Uysal, M. and J.L. Crompton, 1984, 'Determinants of Demand for International Tourist Flows in Turkey', *Tourism Management*, Vol.5, No.4, pp. 288-97.

- Varley, R.C.G., 1978, *Tourism in Fiji: Some Economic and Social Problems*, Occasional Papers in Economics, No.12, University of Wales Press, Bangor.
- Venu S. (1972) Economics of Tourism; *The Eastern Economist*; Vol. 58, No. 16.
- Vietor, R.H.K., 1990, 'Contrived Competition: Airline Regulation and Deregulation, 1925-78', *Business History Review*, No. 64, pp. 61-108.
- Wahab, S.E.A., "Elements of Macro-planning in Tourism Development", *The Tourist Review*, Vol. 2, April-June 1973, pp. 50-9.
- Wanhill, R.C., 1986, 'Which Investment Incentives for Tourism?' *Tourism Management*, Vol.7, No.1, pp. 2-7.
- Wanhill, S.R.C., 1980, 'Charging for Congestion at Tourist Attractions', *International Journal of Tourism Management*, Vol.1, No.3, pp. 168-74.
- Wanhill, S.R.C., 1982, 'Evaluating the Resource Costs of Tourism', *Tourism Management*, Vol.3, No.4, pp. 208-11.
- Wanhill, S.R.C., 1988, 'Tourism Multipliers Under Capacity Constraints', *Service Industries Journal*, 8, pp. 136-42.
- Waters S.R., 1966 The American Tourist; *Annals of the American Academy of Political and Social Sciences*, 368, PP. 109-118.
- Weston, R., 1983, 'The Ubiquity of Room Taxes', *Tourism Management*, Vol.4, No.3, pp. 194-8.
- White, K.J. and M.B. Walker, 1982, 'Trouble in the Travel Account', *Annals of Tourism Research*, Vol.9, No.1, pp. 37-56.
- White, K.J., 1982, 'The Demand for International Travel: A System-wide Analysis for US Travel to Western Europe', Discussion Paper No.82-28, University of British Columbia, Canada.
- Wight, P. (1993), 'Ecotourism: Ethics or Eco-sell?' *Journal of Travel Research*, No. 31, pp. 3-9.
- Wight, P. (1994), 'The Greening of the Hospitality Industry: Economic and Environmental Good sense', in A.V. Seaton (ed.), *Tourism: The State of the Art*, Chichester: Wiley.

- Williamson, O.E., 1985, *The Economic Institutions of Capitalism*, New York: Free Press.
- Williamson, O.E., 1986, *Economic Organisation: Firms, Markets and Policy Control*, Brighton: Wheatsheaf
- Willis, K. and G. Garrod, 1993a, 'The Value of Waterside Properties: Estimating the Impact of Waterways and Canals on property Values Through hedonic Price Models and Contingent Valuation Methods', *Countryside Change Unit Working Paper 44*, Newcastle: University of Newcastle.
- Willis, K. and G. Garrod, 1993b, 'Valuing Wildlife: The benefits of Wildlife Trusts', *Countryside Change Unit Working Paper 46*, Newcastle: University of Newcastle.
- Wilson P. (1997) Implications of Tourism in India – A Survey; *Indian Journal of Marketing*, P. 7.
- Windle, R.J., 1991, 'The World's Airline: A Cost and Productivity Comparison', *Journal of Transport Economics and Policy*, Jan., pp. 31-49.
- Wise, B., 1993, 'Hotel Chains in the Asia Pacific Region', *Travel and Tourism Analyst*, No.4, pp. 57-73.
- WTO (World Tourism Organisation), 1992, *Tourism Trends Worldwide and in Europe*, Madrid: World Tourism Organisation.
- Yokota I. (Undated) Tourism in Japan; *Journal of Japanese Studies*, PP 117-125.
- Zhou, D., Yanagida, J.F., Chakravorty, U. and Leung, 1997, 'Estimating Economic Impacts from Tourism Research, Vol.24, No.1, pp. 76-89.

## **APPENDIX-B**

**APPENDIX- B**

**Confidential**

A Doctoral  
Questionnaire on  
**“Tourism Industry in Bangladesh: An Empirical  
Study on its Present Patterns and Strategies for  
Development”**

**Ph.D. Candidate: Md. Ashraful Islam Chowdhury**

Department of Marketing  
University of Dhaka  
Bangladesh



Q: 1. Participant's Personal Information:

- Name : .....
- Sex : Male  Female
- Age : .....years
- Country : .....
- Date of arrival in Bangladesh : .....
- Planned departure date : .....

Q:2. Which place(s) you have visited/want to visit? (put tick mark)

- Cox's Bazar*       *Sundarbans*       *Kuakata*   
*Paharpur*       *Mahastan Gar*       *Sonargoan*   
*Old Dhaka*       *Savar*

If any other place (please mention).....  
.....

Q:3. Which place(s) you liked more that you have visited?

.....

Q:4. Which facility(s) did impress you most? (put tick mark)

- Food       Accommodation       Guide   
Transportation       Information       Co-operation and warmth in hospitality

Q:5. Which problem(s) did you encounter during your visit? (put tick mark)

- Food       Accommodation       Guide   
Transpiration       Information       Co-operation

Q:6 How did you come to know about different tourist spots of Bangladesh?  
(put tick mark)

- Guide Book       Publication of Bangladesh Parjatan Corporation   
Officials of Bangladesh

Q.7 What is your opinion about cost? (put tick mark)

Very attractive  Attractive  Moderate  Costly

Q.8 How much money would you like to spend during your visit? .....

Q.9 Do you ever before in Bangladesh? If yes, then for how many times and for which purpose?

Yes  No  Time

Purpose : .....

Q.10 Do you ever before in any other neighboring country of Bangladesh?

Yes  No

Q.11 Would you please mention the purpose for which you are visiting Bangladesh.

.....

.....

Q.12 How do you rank Bangladesh with its neighboring countries in terms of WARM & FRIENDLY PEOPLE? (put rank number in boxes – 1 for least preferred country and 8 for most preferred country)

India  Nepal  Bangladesh  Sri Lanka

Maldives  Pakistan  Bhutan  Thailand

Q.13 How do you rank Bangladesh with its neighboring countries in terms of OUTSTANDING FOOD & COMFORTABLE ACCOMMODATION? (Put rank number in boxes – 1 for least preferred country and 8 for most preferred)

Bangladesh  India  Nepal  Sri Lanka

Maldives  Pakistan  Bhutan  Thailand

Q.14 How do you rank Bangladesh with its neighboring countries in terms of BEAUTIFUL NATURAL SCENERY AND CREATION OF MAN? (put rank number in boxes – 1 for least preferred country and 8 for most preferred country)

Bhutan  Sri Lanka  Nepal  Maldives   
Pakistan  Thailand  India  Bangladesh

Q.15 Please mention the position of Bangladesh relative to other neighboring countries in terms of Attractive custom and Way of living (put rank number in boxes-1 for least preferred country and 8 for most preferred country)

Nepal  Bhutan  Maldives  Pakistan   
Sri Lanka  Thailand  India  Bangladesh

Q.16 What is the position of Bangladesh in terms of GOOD CLIMATE, GOOD SHOPPING & PERSONAL SECURITY. (put rank number in boxes-1 for least preferred country and 8 for most preferred country)

Pakistan  Bhutan  Nepal  Maldives   
Sri Lanka  Thailand  India  Bangladesh

Q.17 How do you rank Bangladesh as a whole with its neighboring countries? (put rank number in boxes-1 for least preferred country and 8 for most preferred country)

India  Nepal  Bangladesh  Sri Lanka   
Maldives  Pakistan  Bhutan  Thailand

Q.18 Have you faced any problem while applying for Bangladeshi visa? (put tick mark)

Yes  No

Q.19 Do you face communication problem in Bangladesh due to language (put tick mark)

Yes  No

Q.20 Did you believe, before leaving for Bangladesh that your health would be endangered upon your arrival and stay here in Bangladesh? (put tick mark)

Yes  No

Q.21 What is your opinion about published materials like leaflets, tourist literature, brochures, folders and other publicity materials?

Excellent  Very Good  Good  Poor  No comment

Q.22 Did you approach travel agents or travel bureau before taking a trip to Bangladesh?

Yes  No

Q.23 What sort of picture you had about Bangladesh before coming here?; (Describe) and what you see in reality?

.....  
.....

Q.24 Would you like to visit Bangladesh again?

Yes  No

Q.25 Would you recommend anybody to visit Bangladesh?

Yes  No

Q.16 Please describe how do you feel in Bangladesh and how can we improve the acceptance of Bangladesh as a tourists' destiny?

.....  
.....  
.....

THANK YOU FOR YOUR COOPERATION.