

Contributions and Loopholes of Tourism Sector in Bangladesh

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Abstract: *Tourism is increasingly becoming a wheel power of economic prosperity in Bangladesh, continuously bringing diverse positive and negative collisions for the economy. This research aims to reveal the direct impacts of tourism on reinforcing economic growth and to unearth the existing loopholes that act as stumbling-block to further improvement of this newly evolving sector. This study is based on self-administered structured questionnaire along with observation techniques and an informal interview to collect primary data. In total, one hundred foreign and local tourists have been randomly selected as respondents for the study from Cox's Bazaar, Saint Martins, Sunderbans, Mainamoti, Nillgiri Hill (Banderban). Data collection was performed from June to August in 2014. Butler's Tourism Area Life Cycle (TALC) model is properly utilized to explore the relevance of the model to Bangladesh's economic growth. The findings, however, demonstrate the positive impacts of tourism like contributing to GDP, generating income and employment, earning foreign exchange, and balancing regional development etc. The results reveal the negative impacts of tourism on environment, social and cultural change. The study also indicates some loopholes of tourism sectors including poor and inadequate infrastructures, lacking appropriate tourism policy, inadequate professional and tourist guides etc. To improve tourism industry in future, appropriate tourism plan needs to develop from now.*

Introduction

Tourism is increasingly recognized as global strength for economic growth and rapid growing industry of modern business world. In 21st century, tourism is considered as an important part due to its significant share in the world economy. According to the World Travel and Tourism Council (2015), the contribution of travel and tourism industry in the global economy is estimated at \$7580.9 billion or 9.8% of the GDP (Gross Domestic Product) in 2014 and is expected to rise by more 3.7% in 2015. World Tourism Organization (WTO) states that tourism is the leading sector in the world not only in terms of income generation but also in creating employment. It is an emergent sector supporting at least one third of the developing countries. For South Asian nations, tourism act as a catalyst of change for household economies, leading to new opportunities for employment, income, and for new information about technologies (Barkin 1996, Eadington and Smith 1992, Liu 2003). Bangladesh has plenty of wonderful tourism locations both innate and synthetic like mountains, large coastline, mangroves, rain forest, marshland, island, archeological sites, historic mosques and monuments. These features make Bangladesh fairly rich in own Geo and Bio-diversity. Data from World Travel and Tourism Council (2015) portray that the entire contributions of travel and tourism in Bangladesh's GDP was BDT 627.9 billion or 4.1% of GDP in 2014 and forecast to rise by 6% in 2015. A huge population including both male and female is

increasingly getting employed in tourism sectors. Bangladesh Parjatan Corporation has also been trying to develop tourism industry in Bangladesh.

In Bangladesh, tourism sector got recognition as an industry in 1999 (Dhaka Mirror, 2012) but it could not receive much attention to date from the government as vibrant industry, where globally it is regarded as the fastest rising industry (UNWTO, 2008). Despite having all the potentials to boom, tourism in Bangladesh is still facing a sluggish pace because of several problems. These loopholes include poor and inadequate infrastructure, lacking appropriate tourism policy, lacking safety and security, insufficient information about tourist spots, inadequate professional and tourist guides and so on. The loopholes existing in tourism sectors are acting as major deterrents to future improvement and sustainable development of the sector. So, effective governance and policy formulations are urgently required to invigorate the tourism sector in Bangladesh to earn foreign currency. However, this paper tries to address the contribution of tourism industry to boost-up the national economic growth along with exploring the major loopholes prevailing in tourism sector in Bangladesh that act as stumbling block to the fuller accretion of national tourism sector.

Literature Review

Growing Impacts of Tourism on Economy and Employment

In recent times, tourism is the most significant and up-to-date business all over the world. International tourism ranks fourth after fuels, chemicals and automotive products in terms of generation of export income (Tuhin and Majumder, 2011). For many developing countries, it is one of the main income sources and the number one export category, creating much needed employment and opportunities for development. It has grown from the pursuits of a privileged few to a mass movement of people, with an urge to discover the unknown to explore new and strange places, to seek changes in environment and to undergo new experiences. The number of international tourist arrivals in Bangladesh rose from 113242 in 1991 to 468959 in 2008; an average growth rate is 9 percent (Lincoln, 2013). The number of international tourist arrival was 343590, 397410 and 468951 in the years 2006, 2007 and 2008 respectively. Most of the visitors came from India, New Zealand, Australia, Germany, the United Kingdom, and from the United States. Despite the rise in number of tourists' visits, the incomes from the tourism sector in 2008 came down to 4.60 billion taka (about 65.7 million U.S. dollars) in 2008 from 5.27 billion taka (about 75.3 million U.S. dollars) in 2007 (Parveen, 2013). Also, during the last five years (2006-2010) Bangladesh received a total number of 15,29,000 visitors and earned US\$ 413.00 million. In a report of World Travel and Tourism Council (WTTC) Economic impact 2012, predict that the investment at tourism sector will reach Tk. 36.52 billion in 2012 and rise by 6.7 percent over the next 10 years to Tk. 69.8 billion in 2022 in Bangladesh.

In addition to being a source of income and employment, tourism is frequently a source of amenities for the resident population of Bangladesh. The provision of incomes, jobs and amenities for the resident population therefore is regarded as the three beneficial effects of tourism to tourist destination in Bangladesh. The recent findings show the

impact of tourism on economy by distinguishing the effect of tourism on sale, income and employment as direct, indirect and induced (Haque and Ahsan, 2015). The recent scientific study based on an in-depth research of service providing organization (20 respondents) and tourists (50 respondents) in Cox's Bazaar tourist spots clarified that tourism is a fundamental pillar for economic development particularly for least developed countries (LDCs) and highlighted the current position of tourism industry and the share of Bangladesh tourism compared to SAARC countries (Parveen, 2013). The economic significance of tourism varies from country to country. Tourism receipts as a percentage of total export earnings range from 1.1 per cent for Japan to 22 percent for Spain (Lincoln, 2013). In Bangladesh, the economic significance of tourism may be measured in terms of its ability to generate an inflow of foreign exchange. Bangladesh tourism industry is striving to reach at a satisfactory level in order to play the expected role in the economy of the country. Tourism, however, is increasingly considered as contributing to social and economic development as well as a beneficial activity for Bangladesh. It is beneficial to local communities to combat unemployment by creating direct and indirect jobs. Total contribution of travel and tourism to employment is 3,022.2 in 2005; 3,119.9 in 2006; 3,183.2 in 2007; 3,204.0 in 2008; 3,201.5 in 2009; 3,225.1 2010; 3,326.1 in 2011 (Lincoln, 2013).

Tourism is a very important and dynamic sector in Bangladesh and the potentiality of tourism can be explored through the details of various tourist spots for attracting tourists from various parts of the globe and tourism has impact on economy by generating foreign exchange and contributing in total export (Hassan et al. 2013). Effective and efficient strategic management of tourism sector, arranging better facilities, cost cutting technique, technological development and infrastructural development can encourage both local and foreign tourists to tour Bangladesh which help tourism sector to raise the macroeconomic variable Gross Domestic Product and attain sustainable development (Ali and Parvin, 2010). According to the world Travel and Tourism Council, Tourism generates 12% of global gross national product and it employs around 200 million people worldwide. Tourist arrivals are estimated to reach 1 billion by 2010 and 1.6 billion by 2020 worldwide. As it evolves, tourist arrival is encouraging an atmosphere of growing confidence for investment in the travel and tourism sector in Bangladesh (Afroz and Hasanuzzaman, 2012). There is a bilateral causality and positive approach between growth and tourism development (Samimi et al., 2011). A large number of employment opportunities are created by tourism. Thousands of young people are now engaged as tourist guides. Communication system throughout the country has developed because of tourism which is forcing to extend the economy of Bangladesh (Das and Chakraborty, 2012). The recent findings infer that the impacts of Indian economy's growth on tourism, and focus tourism as a contributor to economic growth and suggest that Indian tourism is enormously developed because of government policy and support from all level people (Kakkar and Sapna, 2012).

Dark Sides of Tourism Industry

Moreover, tourism can add value in Bangladesh economy and it is identified the lack of awareness, lack of facilities and adequate marketing practices as the reason

behind why tourism industry fails to reach its destination (Nabi and Zaman, 2014). Tourism damages not only the landscape but also the indigenous way of life, culture and sets of values of Bangladesh. Rapid tourism development contributed to high crime rates and introduced gambling, drinking and prostitution, materialism and greed. Unpleasant experiences with nude travelers have brought about open resentment towards tourists (Lincoln, 2013). It is revealed that tourism fuels crime in Bangladesh. There are a positive correlation between tourism and crime. Moreover, there is a positive correlation between tourism and prostitution. There are many brothels in the tourist cities of Bangladesh such as *Cox's Bazaar* and *Kuakata* (Lincoln, 2013). Sex-tourism has developed in these two cities. Tourism is closely associated with prostitution or what is called sex-tourism that is alarming in Bangladesh. Sex tourism, drug peddling and bride buying have become interlinked particularly in our country with some tourism and tourists.

Major Deterrences of Tourism Industry in Bangladesh

Although Bangladesh has huge potentiality to flourish as a very expected tourist destination but some challenges are crucial for the development of tourism in Bangladesh. The recent studies demonstrate some challenges of tourism activities in Bandarban district that incorporates poor transportation system, unavailability of proper mode of communication, insufficient number of restaurant, lack of accommodation, high price of resorts, hotel and motels, long time waiting for booking system, lack of security, and unexplored attractive locations of *Bandarban* (Afroz and Hasanuzzaman, 2012). The study also explores some major deterrences of flourishing tourism in Bangladesh that includes lack of financial support from government, low rate of literate people, inadequate education system, lack of transportation system, absence of training institution related to tourism, lack of other infrastructural facility, lack of market information, lack of contact with the market, and appropriate tourism policy etc. In addition, international visitors perceive a negative impression towards a destination with improper arrangement of infrastructure of a country. Political instability, security and safety are thus influential factors to domestic and foreign tourist (Henderson, 2011). Basically a negative impression is really bad for developing tourism in a country. Building positive impression toward a country is must. And it is not only the responsibility of the Government, but also for the domestic and foreign tourist, the local communities and the respective organization. The recent findings illustrate the challenges of tourism activities in Bangladesh particularly in *Cox's Bazaar* that includes limited scope for higher education, lack of publicity of natural beauty in the Television and Internet widely, lack of modern recreation facilities, lack of tourism expert in most of the hotels & motels, underdeveloped weather forecasting system, lack of training institute for the tourism experts and lacking international package tour operation with the collaboration of other countries (Parveen, 2013). In addition, Butler's Tourism Area Life Cycle (TALC) is an logical structure for analysing the expansion and achievement, as well as characterize the prevalent problems of tourism industry all over the world.

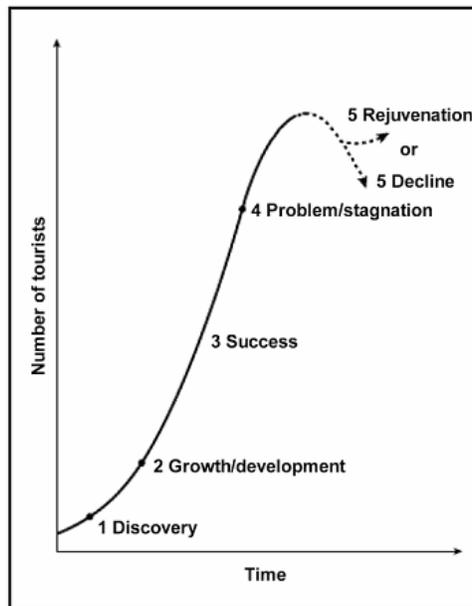
As it is evident from the literature that no research has used the Butler's Tourism Area Life Cycle (TALC) model for analyzing the tourism sector in Bangladesh. In this

regard, the present study contributes to fulfilling the existing literature and research gaps in utilizing the TALC framework which attempts to see the role of tourism sectors in generating employment and boosting the economic growth in Bangladesh.

Theoretical Framework

It is now three decades since the original Tourism Area Life Cycle (TALC) article first appeared (Butler 1980) and rather surprisingly the model proposed in that article is still being used in tourism research. It is very much a classic academic model (Giere, 2004), in other words “a representation, usually on a smaller scale, of a device, structure etc.” (Collins, 1998: 730) intended to aid in the discussion of, and research on, the development of resorts. It attempts to portray a common pattern of the development of tourist resorts; a pattern which it argues is common to many resorts throughout the world. The TALC model has continued to be used in attempts to describe and understand the process of the development of tourist destinations in a wide variety of settings. Butler proposed that most tourists’ resorts go through a five stage model and he called this the ‘tourism life cycle model’. It states that most tourists’ resorts start on a very small scale and get bigger and bigger until stagnation occurs. The TALC’s origins (Butler, 2006) stem from the belief that, even if not fully appreciated in many tourist destinations, resorts are essentially products, i.e. they have normally been developed and modified to meet the needs of specific markets (holiday makers) in a similar way to the production of other goods and services.

Figure 1: A graph of Butler’s resort life cycle model adopted from Butler (1980)



Discovery: A few hardy and adventurous people looking for something different in a holiday find a place that is special in terms of its culture, natural beauty, history or landscape. There may be no tourist services available and local people will not be involved in tourist money making activities. Bangladesh has all magnetisms in terms of

natural beauty, archaeology, old places and history to attract local and foreign tourists. Many of historical places have been dilapidated causing lower attraction of foreign tourists. Bangladesh has huge opportunities to open up more new tourist spots as many natural places deserve to be wonderful one. In this paper five spots have been selected among all the tourist spots in Bangladesh as because of their recognition and timely demand. These places incorporate *Cox's Bazaar*, *Saint Martins*, *Sunderbans*, *Mainamoti*, *Nillgiri Hill (Banderban)*. These entire places were not so popular initially and small number of tourists' visits there but as time is going on these becomes renowned as attractive tourism places in Bangladesh. Some of these places remain undiscovered to the foreign tourists like *Mainamoti* and *Nillgiri* due to the lacking of captivity and pompousness. Unfortunately many places are still in Bangladesh that deserve to discover and develop as splendid tourist spots which eventually will be able to bait or lure many foreign tourists to Bangladesh.

Growth and Development: Big companies begin to see the emerging potential of the area as a tourist resort and therefore start to invest money in the region. They build large hotel complexes and sell package holidays (a package might include travel, accommodation, food and excursions). This makes the numbers of tourists swell dramatically and massively expands the number of job opportunities for people in the local region, in both tourist related jobs and in construction and services. However, with the increasing number of tourists in Bangladesh, the development process of tourism sectors also makes faster. Local people start to involve in the tourism procedures. Hotels, motels, restaurants, super malls and other infrastructural development occur along with tourism sites. Moreover, tourism sector has significant contribution in accelerating the country's growth of total GDP for the long run that is highly efficacious for macro-economic growth. It also contributes to employment generation for jobless local people and development of local and regional infrastructures for smooth transportation.

Success: Success of these tourist spots are also blessing for the country's economy. In each year, tourism sector adds huge number of foreign currency in economy. Besides, employment opportunity also created in a large scale because of tourism development in Bangladesh. The impacts and greater successes of newly evolving tourism industry in Bangladesh have been discussed in later part of this paper.

Problems/Stagnation: Competition from other resorts, rowdiness and a loss of the original features can cause the resort to stop growing. The number of people going levels off then starts to decline, threatening local businesses and services. Despite of enough potentialities, tourism sector of Bangladesh is experiencing huge number of new challenges in every moment. A number of loopholes along with many other problems and stagnations like institutional inertia to improve the tourism sector in Bangladesh are engulfing the newly evolving sector throughout the last decades. This paper tries to bring out all those loopholes associated with tourism industry which are dispirited for foreign tourists. As a result, a number of tourists are gradually going to decline and become a threat for tourist business and service.

Rejuvenation or Decline: From the stagnation point onwards there are 2 basic possibilities: decline in various forms and rejuvenation (re-growth of the resorts). For

rejuvenation, Bangladesh tourist industry needs to develop according to proper plans, and require more investment from both government and private sides. Rejuvenation involves a cash injection from either a private company or the government, to create a new attraction within the original resort to boost its popularity- such as the Pleasure Beach at Blackpool. Decline can be slow or rapid, and regular visitors are replaced by people seeking a cheap break or day trippers.

Methods and Materials

Selection of Study Areas

Normally tourists' appeal of a country depends on its history, natural beauty, archaeology and old places. In this case, Bangladesh is enriched in every aspect. *Cox's bazaar* is the longest sea beach in the world and *Saint Martins* is the most beautiful coral beach in Bangladesh where we get live corals is the most attracted tourist spot here. *Nillgiri* situated in *Banderban* represents the scenic view of hilly areas. *Sunderbans* is declared World Heritage Site by UNESCO. This region is densely covered by mangrove forests, and is one of the largest reserves for the Bengal tiger. *Mainamoti* symbolize one of the archeological products of tourism in Bangladesh. Among thousands of tourist products these five areas are purposively selected on the basis of most availability of tourists both local and foreign in each year. In order to get sufficient number of respondents and adequate amount of information, the study was carried out from June to August in 2014.

Sources of Data

Primary and secondary data have been used in this study. For primary data, both local and foreign tourists have been selected for interview with pre-designed questionnaire. Besides, this face to face conversation with tourists and personal observations of researchers are helped to collect primary data in this study. The secondary data were gathered from the Report of Bangladesh Parjaton Corporation (BPC), The World Travel and Tourism Council (WTTC), UNWTO, World Tourism Organization (WTO), the concerned Ministry and published thesis, books, daily newspapers, and also widely used online journals, blogs and website etc are used in the study.

Sample Size

A sample of 100 tourists (local and foreign) from five different tourist spots named *St. Martin Island*, *Cox's Bazaar*, *Nillgiri Hill (Bandarban)*, *Sunderban (Khulna)* and *Mainamoti (Comilla)* has been randomly selected and interviewed in order to rank the loopholes by which tourists are suffering most.

Measurement of Technique

Both quantitative and qualitative techniques are used in this study to process the collected data. Simple charts and graphs, conventional statistical tools are used to analyze relevant data and information in quantitative analysis. Qualitative responds are measured

by judgment, views, opinions and attitudes of the respondents. Likert's five-point scale is used to convert qualitative data into quantitative one. The scale has been chosen for Very Important (VI)=5, Important(I)=4, Not Very Important (NVI)=3, Unimportant (UI)=2, Very Unimportant (VUI)=1. The implication of the tool is that higher score represents related issue is playing more important role in the tourism industry.

Findings of the Study

Impacts of Tourism on Bangladesh Economy

Bangladesh with a very small area, proposes an affluent collection of tourism products to the mankind. This country is replete with natural surprise and untouched treasury and abode to a variety of exclusive and splendid creature. Appealing natural beauty of Bangladesh has lured many travelers from far and nears through ages to commence a journey to this country every year. Bangladesh offers the rare beauty spot of sunrise and sunset from the longest smooth sandy beach in *Cox's Bazaar*. The rare beauty of the *Sundarbans* gives us the Royal Bengal Tiger. The oldest archeological site in *Mainamoti* and many other wonderful beauties of cultural and historical heritage remain unspoken. *Nillgiri* represents the natural assets. Besides, these, recently many events have taken places here which are a big catalyst for expanding tourism in Bangladesh. In 2011, Bangladesh was a venue of cricket world cup tournament. International sports events and the visiting of different international political persons helping tourism industry and Bangladesh to reach in a standard height. According to Bangladesh Parjatan Corporation tourist's arrival expanded from 113.2 million in 1991 to 303.4 million in 2010. This growth trend can be maximized by preserving these tourist spots. Tourism industry in Bangladesh has several positive impacts on the economy, socio-culture and environment.

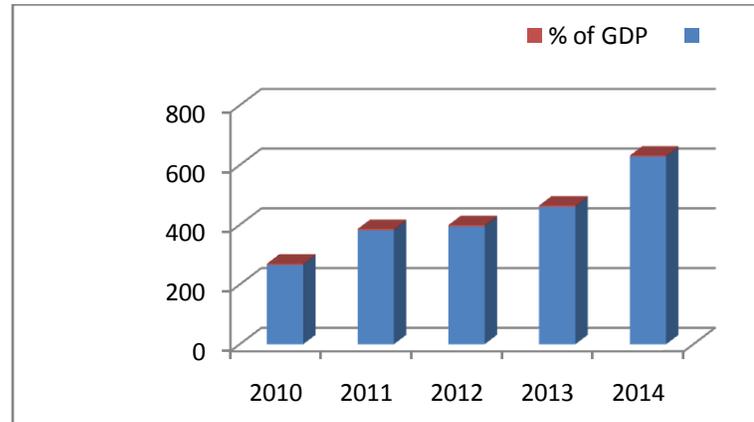
Contribution to GDP and Generating Income

Tourism is a significant source of revenue for Bangladesh.

Table 1: Contribution to GDP and generating income

Year	Total contribution to GDP	% of GDP
2010	BDT 265.9b	3.9 %
2011	BDT 381.6b	4.7%
2012	BDT 394.8b	4.3%
2013	BDT 460.3b	4.4%
2014	BDT 627.9b	4.1%

Source: Data is compiled by the author from 'Travel and Tourism Economic Impact (2011-2015) Bangladesh'

Figure 2: Tourism's contribution to total GDP

The Figure 2 shows the total contributions (which includes direct, and indirect contribution) of travel and tourism to GDP from 2010 to 2015. According to the chart within these 5 years time period, although the total contribution in BDT billion is increasing, the percentage of travel and tourism is declining in each year. In 2014, total BDT 627.9 billion adds to GDP of Bangladesh from tourism industry which was BDT 265.9 billion in 2010.

Table 2: Status of domestic and foreign revenue to GDP from tourism

Year	Domestic	Foreign
2011	97.8%	2.2%
2012	97.7%	2.3%
2013	97.8%	2.2%
2014	97.9%	2.1%

Source: Data is compiled by the author from 'Travel and Tourism Economic Impact (2012-2015)'

From the above table 2, it is clear that maximum revenue of tourism industry comes from domestic tourists and the percentage of foreign tourists in generating GDP of Bangladesh has been declined in recent years. Revenue from domestic visitors produced 97.9 percent of tourism GDP in 2014 while foreign visitors generated only 2.2 percent in that year. However, Butler's tourism life cycle model infers that tourism is a significant sector that is effective to earn revenue and currency from both local and foreign tourists. These earnings have significant contribution in gradual increasing of the country's GDP rate since 2010 to 2014. The application of the Butler's TALC model in adopting new policies regarding tourism sector would be effective strategies to boost up the prospective sector particularly for economic growth and faster sustainable development of the country.

Tourism's Contribution in Employment Generation

Tourism industry is playing a pivotal role in creating more employment opportunities for in Bangladesh.

Table 3: Tourism's contribution in total employment

Year	Total generation of employment	% of total employment
2010	2,373,000	4.1%
2011	2,880,500	3.1%
2012	2,714,500	3.7%
2013	2,846,500	3.8%
2014	1,984,000	3.6%

Source: Data is compiled by the author from 'Travel and Tourism Economic Impact (2011-2015), Bangladesh'

Figure 3: Contribution of tourism in total employment

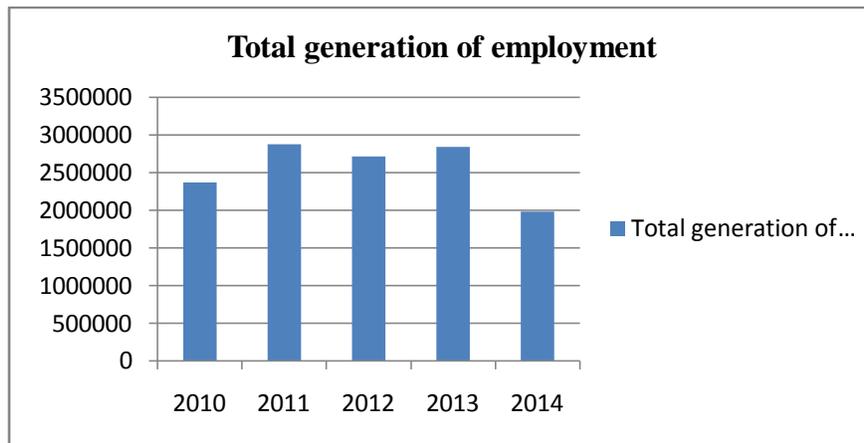


Table 3 and Figure 3 demonstrate that in 2014, entire involvement of Travel and Tourism to employment was 3.6 percent of total employment. Almost 1,984,000 people are working now in the tourism industry of Bangladesh. Along with male, tourism industry is also creating employment opportunity for female workers. This comprises service by hotels, travel agents, airlines and other passenger transportation services etc. This makes, according to Butler's TALC model, the numbers of tourists swell dramatically and massively expands the number of job opportunities for people in the local region, in both tourist related jobs and in construction and services. It is also contributing to employment generation for jobless local people and development of local and regional infrastructures for smooth transportation. The application of TALC model would accelerate the development of tourism sector in Bangladesh that in turn would be useful to generate huge employment opportunities for the jobless local people. But it needs proper policy formulation and effective governance of the sector. It also includes the activities of the restaurants and leisure industries directly supported by tourists. Construction sector is also a big source which generates employment for both skilled and

unskilled labor power. Tourism in Bangladesh has been coming forward as tools of creating employment, addressing human mitigation and sustainable human development.

Source of Earning Foreign Exchange

Tourism earns money from other countries in exchange of goods and services. Tourism also attracts business investment from other developed nations that would increase foreign currency for the country. In this regard, success stage of Butler's TALC model suggest that tourism sector is benison for any nation as it adds huge number of foreign currency to the national economy. Tourism brings revenue for government by tax and visa. In Bangladesh tourism is an important source of foreign exchange earnings. Bangladesh generates 8.3 billion Tk. in visitor exports in 2013 (Travel and Tourism Economic Impact, 2014). It has also positive impact on balance of payment of country's economy. These data provide an idea about the tourism sector has enormous potentialities to strengthen, expand and accelerate economic development of Bangladesh.

Improving Investments, Development and Infrastructure

The environment of Bangladesh is favourable to burgeon tourism industry and attract local and foreign investment.

Table 4: Capital investment in tourism

Year	Total contribution to GDP	% of GDP
2010	BDT 265.9b	3.9 %
2011	BDT 381.6b	4.7%
2012	BDT 394.8b	4.3%
2013	BDT 460.3b	4.4%
2014	BDT 627.9b	4.1%

Source: Data is compiled by the author from 'Travel and Tourism Economic Impact (2011-2015) Bangladesh'

Capital investment of tourism faced a slower pace in 2011, 2012 and 2013 but in 2014 total investment in tourism is 60.9 billion Tk. More investment entails more development in every aspect of tourism. Tourism cannot burgeon expect a certain level of infrastructural standard in a destination. Bangladesh Parjaton Corporation has been generating various tourist facilities throughout the country. It has created many tourism units in different places for tourist attraction in Bangladesh. Basic infrastructures are- roads, airports, water supply and other public utilities and also construction of hotels and other accommodation units, health care facilities, sports centers, restaurants etc. Construction of primary infrastructures would facilitate the foundation of future economic growth and sustainable path of development. In this regard Butler's TALC model infers that the faster growth of tourism sectors would mobilize the local resources in promoting hotels, motels, restaurants, super malls in different places of the country, and that infrastructural development, in turn, would contribute to get economic feedback from this sector vice versa. Moreover, relevance of the TALC model entails that the infrastructural development in tourism sector is urgently required to bait direct foreign investment in Bangladesh.

Promotion of Local Culture and Heritage

Moving away from mass tourism, tourists' togetherness is enriching local cultures and heritage. We have a number of archaeological sites and monuments in Bangladesh. *Ahsan Manzil* (Pink Palace) of Dhaka, *Shatt-Gumbad* Mosque of Bagherhat, Lalbagh Fort of Dhaka, and the historic city of *Sonargaon* near Dhaka are the some archeological sites in Bangladesh. Department of Archeology is the concerned authority for the preservation, presentation and promotion of our glorious cultural heritage. Tourism has revived Bangladesh's interests in their own traditions, and the admiration of foreign visitors for Bangladesh has reinforced the sense of cultural identity and pride of the people of Bangladesh. Important sites and culture are also preserving and restoring their formal glory as part of enriching tourism activities.

Preservation of Environment

Bangladesh is characterized by the combination of flora and fauna, and it is also exceptionally enriching the biodiversity. The world's largest mangrove forest has been designated only for eco-tourism activities. Bangladesh has formed a taskforce which fixes up five objectives for development of tourism in Bangladesh. Moreover, the wildlife sanctuaries at various places of Bangladesh can attract the tourists from all over the world. For example *Bangabandhu Sheikh Mujib Safari Park*, *Gazipur* and *Bangabandhu Safari Park*, *Dulahajra*, *Cox's Bazaar*, *National Botanical Garden*, *Dhaka Butterfly Park*, *Patenga*, *Chittagong*, *Chunati Wildlife sanctuary*, *Chittagong*, *Ramsagar National Park*, *Dinajpur* help in preserving many endangered species.

Balanced Regional Development

The United Nations Conference on International Travel and Tourism held at Rome in 1963 stated that tourism is important not only as a source of earning foreign currency, but also as a factor determining the location of industry and the development of underdeveloped regions. Tourist expenditures for a particular tourist area help the development of the many surrounding places. For instance, The French government has formed a chain of new resorts particularly to bring opulence to the regions which conventionally have been underdeveloped. Likewise, the Italian government is attempting to expand tourism in Southern Italy in order to equalize the economic imbalances exist between the northern and the southern parts of Italy. In Bangladesh, a similar approach needs to be adopted to develop areas with great tourism potential.

Promoting Peace and Stability

Tourism industry also helps to promote peace and stability in developing countries like Bangladesh by generating jobs, creating income, expanding the economy, shielding environment and so on. To enhance peace related benefits, it is required to meet the challenges like adoption of regularity frameworks, mechanism to reduce crime and corruption.

Negative Corollaries

Although tourism can bring forth many economic and social benefits mainly in rural areas and in developing countries, there are significant negative belongings related to mass tourism.

Environmental Impacts

With the increase in the number of tourists in different places of the country, it is also increasing the risk of losing the identity of those places. Tourism now and then leads to the scratch of the social structure of a community. For instance, *Saint Martins* the only coral beach in Bangladesh is going to lose its gorgeousness because of roughly exploit of this land. Over the last ten years, the number of tourists has significantly risen from home and abroad. Although it seems good for local economy as well as nation, it is defiling the natural beauty of the island. Pieces of coral reefs are removed in order to sell in the market to tourists and for other purposes. The island exists only because of its coral base, so removal of that coral would increase the risk of erosion of the beaches. Because of this, *St. Martins* has lost roughly 25 percent of its coral reef in the past seven years (Wikipedia, 2015). Not only mass tourism in *Saint Martins* has changed many infected zones with the destruction of ecosystems, causing attenuation of the quality and quantity of water, contaminated soil and sea but also created the annihilation of many species of fauna. To attract more tourists, many artificial tourist spots are constructing here and there without regulated city plans. These sort of human activities are depleted tree plantation, affected agricultural development and the regional ecological balance. Moreover, wherever tourist spots established in a particular location it affects on rural environment.

Unwanted Social and Cultural Change

Another negative factor of tourism is that it creates major discrepancy between indigenous people and foreign visitors. Lack of respect about each other's culture and life style creates pressure, hostility and tension between local people and foreigners. Moreover, as tourists are the earning source of foreign currency, there occurs one kind of colonialism and tourists sometimes behave like servants with native people. Besides, tourists from different countries come here and they have their own life styles and culture which are completely different from us. Local people observe tourists and adopt their culture that leads to the loss of own culture, a negative impact of mass tourism. There is a positive correlation between tourism and crime in Bangladesh which are already identified by researchers in different times. With the improvement of tourism sector, crimes increase rapidly. Tourism also helps to augment prostitution business and drug business. So it is clear that tourism has an adverse impact on social and cultural change.

Inflation and Other Pecuniary Impact

Because of development of tourism industry in a particular area, the price of foods, house rents, services also increase. But the wages and salaries of local people remain poor. As a result, the generated inflation affects the local people. Most of the large restaurants imports food to satisfy their customers and employ staff from outside of the local community that results to the very few benefits for local people from tourism sectors. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.

Loopholes Identified by Domestic and International Tourists

Despite profound contribution of tourism sector in booming the economic growth and increasing national GDP, it experiences a bunch of challenges or loopholes that are

making the sector more sluggish and exclusively imposing new crisis to future development of the sector. These challenges and loopholes, however, are depicted as 'problems' in Butler's model on Tourism Area Life Cycle (TALC) that generates rowdiness and a loss of the original features causing the resort to stop growing. The TALC model infers that problems and existing loopholes of tourism sector might be appeared as or liable for future stagnation and sluggishness of this emergent sector that immediately need to draw policy attention and effective implications. These problems or stagnation means (Butler, 1980) particularly major loopholes are briefly narrated in following sub-sections.

Poor and inadequate infrastructure

Bangladesh Parjaton Corporation (BPC) has been creating and promoting many tourist conveniences all over the Bangladesh. It has already shaped 29 tourist units at different places of Bangladesh in order to provide services to tourists. Private investors have taken lease of BPC's available to generate new tourist attractions. Most of the tourist spots are constructed in remote areas which suffers from poor infrastructural facilities. It requires building up standard hospitals along with professional staffs, good environment, continuous electricity services, telecommunication facilities, water supply, internet service, hygienic sanitary services, shopping malls, super markets etc. To arrange religious congression (e.g. *Bishwa Ijtima*) more successfully, infrastructural development is very essential.

Poor transportation facilities

Transportation facilities are another crucial factor to develop tourist industry. It requires creating road connection all over the country without any troubling. Bus and railways services in many areas are not up to the mark. In our country, many tourist spots are situated at hill tracts areas. But it is a matter of sorrow that these areas have still not come under the facilities of sufficient railway and air system. Most of the airports are not maintaining international standards. It needs to develop international standard in transportation system in order to attract more foreign tourists.

Insufficient number of hotels and restaurants and high standard hotels

To make a tourist spot successful, it requires developing adequate number of hotels and restaurants to attract the tourists. Many tourist spots in Bangladesh are suffering from scarce hotels and motels. Moreover, the amenities that are providing by the existing hotels are not standard enough. In addition, some hotels are charging extra money compared to their quality. As a result, many tourist spots like *Kuakata* and *Khagrachori* which are distress from standard hotel facilities are losing a huge number of tourists in each year.

Low quality of food comparing price

Different areas of Bangladesh have a speciality in terms of foods. Like yogurt of Bogura, Sweet chomchom of Tangail etc. Whenever tourists arrive to visit a tourist place, they try to consume those particular types of foods. Restaurant owners take the

opportunity to increase their profits and they charge extra price though sometimes the quality of that foods are not up to the mark.

Lack of safety and security

Another essential factor to enhance tourism industry is to maintain safety and security for tourists. If tourists feel unsafe in an area, they will never be interested to visit that area again. The fear of abduction and stealing of necessary belongings of the tourists might reduce the number of visitors. Though Bangladesh police and army are deployed to ensure the safety of tourists' spots and tourists but it is not enough. Consequently, many unexpected incidents are occurring in each year in our country. Besides, illegal fishing, hunting, smuggling trees and animals bodies are also reducing the safety and security of tourists' spots.

Lack of information about tourist spots

In Bangladesh, though there are many tourist places, the entire potential tourist spots are not highlighted evenly. *Cox's Bazaar* is a popular tourist spot as information is available about the place but compared to *Cox's Bazaar* many tourist places in Bangladesh are suffering from lack of visitors only for the reason that they do not offer enough information and advertisement on internet. Marketing of tourist spots is essential in order to bring them in light and attract more tourists.

Lack of modern recreation facilities

Tourist spots might be decorated by creating amusement facilities like boating, wind surfing, horse racing, river cruise, beach volleyball, waterskiing, fishing, and other games for tourists. Besides, establishing adventure tourism like trekking, hiking, mountaineering, hunting in different hilly areas tourist sites can attract more tourists. In our country, the largest parts of tourist spots go through lack of recreation facilities.

Lack of sufficient professional and tour guides

Comparatively the policy like attractive package tours to attract tourists by the tourism companies in reasonable price is very limited in Bangladesh. Bangladesh tourism sector is also suffering from insufficient and professional tour guides. Full time courses supervised by international experts in order to create hotel and restaurants kitchen specialize, restaurants services, housekeeping function, tourist guides, tour operation and travel agencies are needed to establish in Bangladesh at large scale.

Receiving higher price from foreign tourists

Local people target foreign tourists to sell their indigenous products at higher price. As foreigner has very little idea about local artifacts they always experience deception by the local manufacturers that fuels inertia among the foreign tourists regarding the scarce visits of these particular tourist spots. Besides, most of the local restaurants are not providing standard foods for foreign tourists.

Lack of appropriate tourism policy

Since 1972 Bangladesh Parjatan Corporation is working hardly to make Bangladesh as tourist friendly country by establishing standard hotels, motels and restaurants. But existing policy is not enough to make Bangladesh tourism oriented. Long term master plan by the corporation and government needs to formulate in this regard.

Religious bindings

Most of the people in Bangladesh are highly religious. There are some restrictions imposed on activities and food habits of tourists. Because of cultural and religious differences of foreign tourists, their life style and way of living are not allowed in Bangladesh.

Table 5: Loopholes identified by the respondents (N=100)

Loopholes	VI(5)	I(4)	NI(3)	UI(2)	VUI(1)	Weighted Mean	Rank
Lack of appropriate tourism policy	56	37	3	4	0	4.45	1
Poor and inadequate infrastructures	55	35	7	3	0	4.42	2
Poor transportation facilities	48	37	7	8	0	4.25	3
Insufficient number of hotels and restaurants and high price of hotels comparing quality	47	34	5	12	2	4.14	4
Low quality of food comparing price	40	42	10	3	5	4.09	5
Lack of safety and security	39	40	11	7	3	3.95	6
Lack of information about tourist spots	37	37	10	9	7	3.88	7
Lack of modern recreation facilities	37	30	12	13	8	3.75	8
Lack of sufficient and professional tour guide	35	40	0	13	12	3.73	9
Tendency of taking higher price from foreign tourists.	30	25	25	7	13	3.52	10
Religious bindings	27	23	8	17	25	3.10	11

Source: Field survey, 2014

The above table 5 represents that the loopholes such as lack of tourism policy as the topmost loophole of tourism industry in Bangladesh. Around 56 percent respondents identified this problem as very important to sustain tourism industry in Bangladesh in long run. The second problem which creates thwart to this industry according to respondents is poor and inadequate infrastructures, and 55 percent of the respondents recognized that it is very important issue to burgeon tourism sector. Because of this problem, Bangladesh is largely failing to catch attention of more foreign tourists. Nearly 27 percent of respondents identified religious bindings as very important issue to develop tourism sector where 25 percent respondents said it is very unimportant.

Recommendations

Based on observation and findings, the current study efforts to draw the following recommendations for the enhancement of tourism industry in Bangladesh:

The study finds lack of appropriate policy is the main loophole of tourism industry in Bangladesh. Government can make long term and short term master plan for improving tourism sector by increasing interest among the investors and commercial organizations. The study also finds that the number of foreign tourists is very few in Bangladesh compared to domestic tourists. In order to attract more foreign tourists along with domestic tourists, tourism facilities and services like standard accommodation, transportation facilities, shopping malls, super markets etc. need to establish in tourist spots. Moreover, the formalities to come in Bangladesh from abroad should be made easy so that foreigners feel it easy to come here. Government and Bangladesh Parjaton Corporation should take into account that as if standard hotels/ motels remain available near the tourist spots, security system from Dhaka city to every tourist spots needs to modernize in order to ensure the safety of tourists. Police station needs to establish near the tourist places so that police can handle any unwanted situation at tourist places immediately. BPC should take different initiatives to train up the resource person and tour guides. Setting up more training institutions is essential to create experts in tourist sector. Initiatives should be taken to upgrade the quality of food staff, and monitoring system needs to develop so that local producers cannot charge higher price on tourists. In order to maintain ecological balance, it is required to preserve forests, water resources and wildlife resources, as well as prohibiting illegal fishing, hunting, smuggling trees and animal bodies. Tourist spots should be clam and untouched but recreation facilities have also to provide to tourists. Websites should be developed for Bangladesh tourism; so that people can easily get information about tourist spots and can book ticket and hotel through online, and also can know about tourism facilities and assistances. To fulfill the above recommendations, it entails huge investment and infrastructural development of this sector. In this regard, only BPC will not be able to manage all these procedures alone. So, private investments are also required for that purpose. The public private partnership (PPP) would be the best to flourish the tourism sector in Bangladesh.

Concluding Remarks

Tourism is increasingly recognized as emerging sector in Bangladesh that is not only a medium to earn foreign exchange but also a vehicle to flourish Geo and bio-diversity and cultural uniqueness of the country. Bangladesh has all the potentials to attract tourists from all countries. The current study shows that tourism has ever increasing economic, social, cultural and environmental impacts, and continual growth of tourism has various implications for the achievement of sustainable development in Bangladesh. This study also identifies some loopholes like poor and inadequate infrastructure, poor transportation facilities, insufficient number of hotels and restaurants and high price of hotels comparing quality, lack of safety, security, lack of appropriate tourism policy, inadequate professional tour guides etc. which are major deterrences to long term sustainability of this emergent sector. Most of the infrastructural development in Bangladesh is based on Dhaka and Chittagong. Tourism helps to develop the rural

areas along with urban areas which entail the development of backward places particularly underdeveloped areas of the country. However, strengthening tourism industry in Bangladesh completely relies on formulating a wide range of institutional policies, actions, and innovative pathways for cross-scalar engagements of local agents in promoting the sector for long run. In addition, it also entails appropriate tourism plans, effective policy governance, institutional arrangements, checking corruptions and intermediaries' interventions, assistance of local actors, and collective awareness of all citizens to sustainable development of tourism sector. Otherwise, such policy arrangements and interventions will likely be self-defeating, and often incline to blight the tourism sector in Bangladesh.

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