

SUSTAINABLE BUSINESS DEVELOPMENT IN TOURISM SECTOR OF BANGLADESH

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Abstract

Tourism is an expanding sector worldwide. It provides a significant foreign exchange and employment. It has been considered to be the single largest and rapid growing industry of modern business world. It has a vital influence on economic development of a country. Bangladesh has potentials to develop tourism as a growing industry and can be a new tourist destination having its enormous potentiality with attractive natural beauty and rich cultural heritage. Tourism can add value to the national economy if proper action plan can be taken. This industry fails to reach its destination due to inadequate marketing practices and professionalism, lack of pragmatic policy making, poor infrastructural facilities and so on. However, according to this study, the progress in the field of tourism in Bangladesh is quite slow. This study concludes that Bangladesh needs to enhance its activities taking some bold steps to remove the barriers in this sector. This study therefore, aims to show the present scenario of tourism industry in Bangladesh, identify the constraints, and suggest remedial measures accordingly. The study also suggests that government should formulate a 'tourism policy' immediately for the development of this industry. Both public and private level investment is required in this sector. Regional cooperation can also bring benefits to Bangladesh.

Keywords: Tourism, Tourism industry, Tourist, Tourism Product, BIMSTEC, SASEC, SAARC.

Introduction

Tourism is a complex social, cultural and economic event and one of the most significant global phenomena. It has been considered to be the largest and rapid growing industry of modern business world and has become one of the major international trade categories. Today tourism is the most advantageous and up-to-date business all over the world. 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. Tourism is essential for many countries due to its capacity to generate income through the consumption of goods and services by visitors and tourists, the taxes levied on businesses in the tourism industry and the employment opportunity created in the service industries linked with tourism. These service industries include transportation services such as road, air and cruise ships and boats, accommodation such as hotels, motels, restaurants, bars and entertainment venues and other hospitality industry services such as spas, resorts, etc.

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According to UNWTO, the top 15 destinations absorbed 98% of all international tourist arrivals in 1950, in 1970 the proportion was 75% and this fell to 57% in 2007, reflecting the emergence of new destinations along with new tourism products but many of them in developing countries. Bangladesh has archaeological, natural, ecological, cultural and other tourism products to attract tourists. Therefore, Bangladesh has ample opportunity to become a tourist nation. Tourism, mostly a service industry, is more labor intensive than other sectors of production. Automated and computerized processes may replace human beings in other industries to a great extent, but in the tourism sector the key factor is service, particularly personal service. Therefore, it is clear that the tourism industry offers more employment opportunities than other industries. With the growth of population in the country, the problem of unemployment has become acute. Thus, in view of the fact that Bangladesh has a labor-intensive economy the creation of more employment opportunities is essential. The tourism industry can create employment opportunities and a productive labor force to a greater degree than other sectors. Bangladesh is trying to develop her tourism status to compete in local and global market. Tourism is one of the main roots of developing the country's economy and as well as skilled professional human resource. Governmental and non- Governmental institutes can play a vital role in promotion of tourism marketing. Bangladesh needs to develop its human resources for improving its services in this sector. If Govt. and Non-government organizations come forward and take the responsibility for developing tourism industry, it will earn much more than what it earns at present.

1.1 Statement of the Problem

Tourists are attracted by various natural and manmade objects. Among these are sea beaches, archaeological and historical relics, flora and fauna, natural scenery, tribal lifestyles and the indigenous culture. There is an abundance of these types of attractions in Bangladesh. However, so far no definite or coordinated steps have been taken in Bangladesh to increase national income in foreign currency by developing these potential and internationally recognizable attractions. Private sector investments in the development of this industry have been made in an uncoordinated manner, so they have not achieved any remarkable progress. The development of the tourism industry has been constrained for these reasons and it has not been possible to earn the desired amount of foreign currency or to create employment opportunities that this sector could provide. It has also not been possible to attract domestic and foreign investment into the tourism industry due to the lack of proper development in this sector. In addition, it has not been possible to create opportunities to improve and uphold the international image of Bangladesh people and the population has thus been deprived of recreational facilities. Therefore, it is necessary to uncover the reasons of the backwardness of this industry and identify the loopholes of the present policy measures and thus suggest effective courses of actions to be undertaken by the government and other concerned agencies. The study will investigate and analyze the reasons behind such short fall and will try to formulate recommendations to overcome the loopholes.

1.2 Importance of the Study

People are increasingly mobile in the 21st century, making more and more trips. Lives at present are defined by these trips. Tourism in its many different guises is

central to our experience as human beings - we can't get away from it. The Olympics, climate change, poverty alleviation, sustainable development, place promotion and investment – all the hot topics relate to tourism in one way or another. We simply can't understand the world today without understanding tourism. Bangladesh could be a new tourist destination having its enormous potentiality with attractive natural beauty and rich cultural heritage, but it fails to reach its destination. The study carries high importance as it will pin point the barriers in tourism development sector as well as indicate the potentialities with valuable and specific suggestions and recommendations to help the interested parties like government decision makers, local and foreign investors and other stock holders who are interested in developing business directly or indirectly related with tourism. Such study provides the starting point for raising policy issues about the potential for tourism to make a greater contribution to socio-economic development.

1.3. Objectives of the study

The objective of this study is to analyze the prospective effects of investment in tourism sectors and its role in driving economic development in Bangladesh. The study will provide a deeper understanding of the relationship between tourism business and development of the country by examining the different factors that have affected both the economic factors.

Nowadays Asian countries have a great influence in the global economy, but the south Asian countries are comparatively lagging behind and Bangladesh is the pioneer of them in investment and development in tourism sector. In this context the aim of this study is to find out the determinants, impediments, favorable environment and potential of tourism industry for Bangladesh. However, the specific of the objectives of this study are as under:

- ◆ To identify the role of tourism in the economic development of Bangladesh;
- ◆ To summarize the nature and categories of tourist attractions in Bangladesh;
- ◆ To identify tourism marketing practices in Bangladesh;
- ◆ To identify the constraints of tourism development in Bangladesh;
- ◆ To provide recommendations for the development of tourism sector.

1.4 Scope and limitations of the study

The study will cover comparative statement of tourist arrival in Bangladesh with other neighboring, regional and developed countries. The study will also make a comparative study on tourist receipts on total and per capita basis in Bangladesh with other neighboring, regional and developed countries along with the contribution of tourism industries in the GDP.

The findings of this study can be generalized after considering certain limitations. The study is mainly based on secondary data. Moreover, enough literature was not available to rely on the area of study regarding Bangladesh.

2. Review of related literature

The accurate definition of “Tourism” is still unsolved. The term tourism could be viewed from different angles like economic, managerial, marketing, social,

environmental and so on (Rashidul, 1988). Tourism can be classified into several distinct categories. They would include holiday travel, visiting friends and relatives (VFR), business travel, health treatment, shopping, conference, incentive travel, official mission, education, sport and others travel (Malaysia Tourism Promotion Board, 2004). According to international Association of Scientific Experts in Tourism, "Tourism is the sum of the phenomena and relationships arising from the travel and study of non-residents in so far as they do not lead to permanent resident and are not connected with any earning activity". Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes (Tourism Society of England, 1976). Tourism is a special and complex industry and its promotion has to be directed at a large number of people in various lands of different socio-economic structures having different needs, tests, attitudes, expectations and behavior pattern. Therefore, planning effective marketing promotional strategy must penetrate in the people's tastes and preferences (Shafi, 1985). (Afjal et al. 2005) identified foreign tourists' attitude toward service product arrangement, channel of distribution, price of tourism product and services and promotional arrangement. He also showed marketing constraints that affect the attitude of the foreign tourists. He recommends that Bangladesh tourism industry should arrange its marketing mix elements in a way that attain positive attitudes of the foreign tourists and ensure growth of the country. Tourism industry in Bangladesh has not got a solid footing to "taken off" despite all the efforts and measures from government and other private agencies (Shahabuddin, 1986). This is because people have country specific attracting and repelling factors which affect tourists' choice and decision regarding their travel to a country (Kale and Wire, 1986). So, promotion of tourism of a country is greatly depended on the magnitude of publicity. Potential tourists must be made aware of the interesting and historical place, scenic beauties, adventure, health resorts, rich, and ramified culture etc (Rashidul, 1988). There are a number of tourist facilities in Bangladesh. But in some cases information of these are not available to the tourists. Bangladesh Parjatan Corporation (BPC) should change its marketing strategy with an aim to building up a good image of Bangladesh (Hasan, 1992). To support tourism in the country Biman the Bangladesh air lines has failed to understand that the customers really want, satisfaction and other requirements (Kamal and Chowdhury, 1993). The major problems of tourism in Bangladesh are over population, natural disasters, unemployment, and economic underdevelopment (Hall and Page, 2000). In this regard, we like to explore different aspects of tourism marketing in Bangladesh through this study.

3. Methodology

This study is based on secondary data. The data have been collected from the publications of World Travel and Tourism Organization (WTO), Bangladesh Parjatan Corporation (BPC), Bangladesh Bureau of Statistics, the concerned ministry and published thesis, books, journal, daily newspapers and websites etc. Data about tourist arrivals and tourism receipts have been used to describe the patterns and trends at global, regional, sub regional and national levels.

4. Analysis and Findings of the Study

4.1 Global Trends in Tourism Development in the Asia- Pacific Region

The trend of international tourist arrival has been increasing across several parts of the world. Since 1950, when international travel started to become accessible to the general public, tourist activity has grown each year at an average rate of about 7 per cent, thereby increased from 25 million to 808 million in 2005 (WTO). Worldwide receipts for international tourism is presently amounted to US\$ 630 billion per year, corresponding to US\$ 1.7 billion a day, or some US\$ 780 per tourist arrival. In terms of source markets, international tourism is still relatively concentrated in the industrialized countries of Europe, the Americas, East Asia and the Pacific. However, with rising levels of disposable income, many emerging economies have shown fast growth in the last decades, in particular in Northeast and Southeast Asia, Central and Eastern Europe, the Middle East and Southern Africa. By far, most international travel takes place within the same region, some four-fifths of the total. Asia and the Pacific continued its vigorous performance of the past years, with the total number of tourists reaching over 145 million in 2004. International tourism receipts amounted to almost US\$ 128 billion, or US\$ 880 per arrival. The region is profiting from strong intra-regional demand and had not been much affected by the weak economic trends in Japan, traditionally its major generating market. New emerging markets, such as China, Hong Kong, South Korea, Taiwan and Singapore are increasingly taking over the tourism industry of the Asia-Pacific region.

Table 1: International Tourist Arrivals by Regions of the Asia-Pacific and Country of Destination

	International Tourist Arrivals ('000)			Market Share in The Region (%)			Change (%)		Average Annual Growth (%)	
	1990	2000	2004*	1990	2000	2004*	'03/02	'4*/03	'90-'00	'00-'04*
Asia and Pacific	56,138	111,372	145,491	100	100	100	-9.4	27.4	701	6.9
North-East Asia	26,367	58,276	79,412	47.5	52.3	54.6	-9.6	28.6	8.3	8.0
South-East Asia	21,469	37,763	48,39	38.2	33.9	33.2	-13.6	30.4	5.8	6.4
Myanmar	21	208	242	0.0	0.2	0.2	-5.3	17.7	25.8	3.9
Thailand	5,299	9,579	11,737	9.4	8.6	8.1	7.3	16.4	6.1	5.2
Oceania	5,152	9,247	10,157	9.2	8.3	7.0	1.0	12.3	6.2	2.4
South Asia	3,150	6,086	7,613	5.6	5.5	5.2	10.2	18.5	6.8	5.8
Bangladesh	115	199	271	0.2	0.2	0.2	18.0	10.9	5.6	8.1
Bhutan	2	8	9	0.0	0.0	0.0	11.8	47.7	14.3	5.0
India	1,707	2,649	3,457	3.0	2.4	2.4	14.3	26.8	4.5	6.9
Nepal	255	464	385	0.5	0.4	0.3	22.9	13.9	6.2	-4.6
Sri Lanka	298	400	566	0.5	0.4	0.4	27.3	13.1	3.0	9.1

Source: World Tourism Organization (WTO), 2005

Table 1 provides international tourist arrivals across the Asia and Pacific. Northeast Asia, with 8 per cent growth in tourist arrivals, led in the sub-region. Southeast and South Asia and

Oceania grew at more moderate rates of 6.4 per cent, 5.8 per cent and 2.4 per cent, respectively in 2004. One significant development in international tourism is the trend towards regionalization. Thein noted: “Triggered by reduced marketing budgets and tourism downturns, recent trends have shown neighboring countries pooling their financial and human resources, and establishing cost-effective regional joint marketing and promotion programs” (Thein, 2005, p. 5). Asian Development Bank Study (ADB, 2004) provides successful examples include the Agency for Coordinating Mekong Tourism Activities (AMTA), Regional Tourism Organization for Southern Africa (RETOSA), the Caribbean Tourism Organization (CTO) and the South Pacific Tourism Organization (SPTO). A series of regional, sub-regional and national seminars and meetings have been held within the framework of the Plan of Action for Sustainable Tourism Development in the Asian and Pacific Region (1999-2005), launched by the UN Commission at its 55th Session in 1999. These activities were aimed at assisting countries of the region in achieving sustainable growth in tourism by strengthening policy development capabilities and enhancing regional cooperation.

Table 2 shows the per capita receipts from tourism in the BIMSTEC countries. Thailand received US\$ 157 per capita, the highest in the BIMSTEC, followed by Sri Lanka, with US\$ 26. Bangladesh received very little, less than US\$ 0.5 per capita, the lowest in the region.

Table 2: International Tourist Receipts by Regions of the Asia-Pacific and Country of Destination

	International Tourist Receipts (US\$, million)			Market Share in The region (%)			Change (%)		Receipts Per arrival (US\$)	Receipts Per capita (US\$)
	1990	2000	2004*	1990	2000	2004*	03/02	04*/03	2004	2004
Asia and Pacific	46,825	91,259	127,764	100	100	100	-3.6	31.7	880	35
North-East Asia	23,001	46,028	63,985	49.1	50.4	50.1	-8.9	35.8	805	42
South-East Asia	14,479	26,188	32,190	30.9	28.7	25.2	-12.7	31.1	665	57
Myanmar	9	162	84	0.0	0.2	0.1	-53.3	50.0	345	2
Thailand	4,326	7,483	10,034	9.2	8.2	7.9	-0.6	27.7	855	157
Oceania	7,316	14,246	22,904	15.6	15.6	17.9	21.4	23.0	2,255	709
South Asia	2,029	4,797	8,686	4.3	5.3	6.8	24.2	28.8	1,140	6
Bangladesh	11	50	67	0.0	0.1	0.1	0.0	17.2	245	0
Bhutan	2	10	12	0.0	0.0	0.0	4.3	50.0	1,350	6
India	1,513	3,460	6,121	3.2	3.8	4.8	43.8	37.1	1,770	6
Nepal	64	158	230	0.1	0.2	0.2	92.3	15.0	595	8
Sri Lanka	132	248	513	0.3	0.3	0.4	21.5	16.3	905	26

Source: World Tourism Organization (WTO), 2005

4.2 Role of Regional Bodies in promoting tourism

BIMSTEC : In the BIMSTEC region, tourism has not achieved the same level of development and status as in ASEAN. Tourism business in BIMSTEC region, as measured by yearly tourist arrivals, is small by international standards. With 17 million in 2004 (Table 1), it constitutes about 2 per cent of world total of over 800 million. This is because tourism business in most of the member countries, with the exception of Thailand and India, is at an early stage of development. Thailand and India account for 70 per cent and 20 per cent, respectively of the total tourist arrivals in the region in 2004. In terms of receipts, BIMSTEC region with US\$ 17,061 million in 2004 accounts for 2.7 per cent of the world's total of US\$ 630,300 million (Table 2). Again, Thailand and India were the two leading countries accounting for 64 per cent and 32 per cent, respectively of the total. During 1985 to 2003, international tourist arrivals to all BIMSTEC countries (with the exception of Bhutan and Myanmar) grew at 5 per cent per year (Thein, 2005, p. 8). In Bhutan and Myanmar, international tourist arrivals grew dramatically (from a very low base) since the early 1990s. Since the launching of the BIMSTEC in 1997, Myanmar is approaching Bangladesh, Nepal and Sri Lanka at the level of 200,000 to 500,000 tourist arrivals per annum, but seems to have slowed down later years at about 1.45 per cent per annum. Still the gap between them and Thailand, and to a lesser extent, India, is such that growth of tourism in the BIMSTEC as a group depends primarily on these latter two countries (Thein, 2005, p. 8). The increasing well-being of people in many Asian countries led to a rapid growth of intra-regional tourism in Thailand; over 60 per cent of tourists to Thailand are from East Asia including Japan. If past performances, as shown in Table 1, are any indication of future possibilities, the vision of doubling tourism business in the region by 2010 would seem to be somewhat beyond reach (Thein, 2005, p. 10). For a long time, the Governments of BIMSTEC countries were never given adequate attention to the development of tourism sector. Since the early 1990s, however, tourism became recognized as an important sector in most of the BIMSTEC countries. In 2004, tourism contributed about 8 per cent of GDP of the Thai economy and to a lesser extent in other countries of the region such as Bangladesh 0.2 per cent, India 0.7 per cent, Nepal 3.3 per cent, and Sri Lanka 4.0 per cent (WTO, 2005). The tourism industry of BIMSTEC countries is contributing to employment generation to a large extent, especially in Nepal, Thailand and India. In Nepal, receipts from tourism constitute over 20 per cent of export earnings. Tourism employment varied between 5 to 11 per cent of total employment in the region. In Thailand, the tourism sector generates almost 1 in every 8.8 jobs in the country, while in Bangladesh, 1 in every 19 jobs are generated by the sector. The ratio for other countries varied between these two figures (Table-4; Wijayasiri, 2002, p. 4).

In India, tourism has been accorded an "Export Industry" status, thereby receiving benefits, which are usually accorded to merchandise exporters (Wijayasiri, 2002, p.7). The Government of Bangladesh first recognized tourism as an important industry with the framing of a National Tourism Policy in 1992. In 1999, tourism was declared as a thrust sector in Bangladesh (Government of Bangladesh, 2005). In Myanmar, tourism has become a growth sector since economic liberalization. The Myanmar Tourism Law of 1990 was revised in 1993 to promote systematic

development and encourage private sector participation (Thein, 2005, p.10). Likewise, other countries in BIMSTEC have made similar efforts.

Table 4: Tourism Sector's Contribution to Export Earnings and Employment in BIMSTEC Countries, 2001

	Bangladesh	Bhutan	India	Myanmar	Nepal	Sri Lanka	Thailand
Receipts (as % of Exports*)	0.75	6.2	Na	2.4	21.8	10.6	11.1
Receipts (as % of Total Employment*)	5.2	Na	6.0	8.9	Na	7.0	11.3
Direct	2.6	Na	2.9	3.4	Na	2.9	5.7
Indirect	2.6	Na	3.1	5.5	Na	4.1	5.6

Notes: *2003; Na – Not available.

Source: World Travel and Tourism Council.

SASEC : South Asian Sub-regional Economic Cooperation (SASEC), comprising of Bangladesh, Bhutan, several states of India and Nepal (a sub-region of SAARC as well as that of BIMSTEC) appears to be moving ahead with considerable success in the tourism sector. It has enlisted the support of ADB in providing technical assistance to formulate a Tourism Development Plan (TDP) for the sub-region (ADB TA 3700). The basic strategic objectives for the SASEC TDP included: i) to develop a cooperative spirit among the tourism industries of the sub-region, ii) to contribute to sustainable economic growth, iii) to use eco-tourism as a tool to reduce poverty, iv) to generate employment opportunities, and v) to facilitate private sector investment in tourism. The TDP worked out seven programs, which began with long-term generic issues of concern to all countries: coordinated marketing, enhancing product quality, facilitating travel and developing human resources. Two programs based on product themes were: developing eco-tourism based on nature and culture, and developing Buddhist Circuit tourism. The seventh program is related to activities enabling the private sector. It may be emphasized that the SASEC region with its rich nature and its diversity is ideal for developing eco-tourism, otherwise called 'nature tourism,' or 'adventure tourism.' However, there are debates whether eco-tourism promotes conservation or destruction of nature and local culture. This all depends on where and what kind of infrastructures are built for the purpose, how the tourists and local communities interact with each other (Mizan and Mahfuzul, 2007). For example, the Ecotourism Society (1991) defines the term as "responsible travel that conserves natural environments and sustains the well-being of local people" (Ecotourism Society, 1991).

SAARC : The promotion of tourism and transport cooperation was prominent on the list of 11 SAARC activities under the Integrated Program of Action. A Tourism Committee was set up in 1991. At its first meeting in October 1991 in Colombo, it agreed on an action plan to cooperate on training programs, information exchange, marketing, investment, intra-regional tourism, among others. There was discussion for producing joint brochures, videos and travel guides, etc. Some of this has been done, but has little impact, due to problems beyond the control of the tourism industry (Wijayasiri, 2002, p.15). Still most SAARC countries require visas to visit

each other's countries. The main SAARC tourism agenda includes simplification of visas and direct air links between the capitals of SAARC countries.

The 13th SAARC Summit meeting held in Dhaka during 12-13 November 2005 decided to launch 2006 as the "South Asia Tourism Year." Accordingly, the second meeting of the SAARC Tourism Ministers was held at Cox's Bazar in southeast Bangladesh on 21 May 2006 and the Cox's Bazar SAARC Action Plan on Tourism-2006 was adopted. The Action Plan includes measures in the following areas:

- Promotion of SAARC as a common tourist destination
- Promotion of the role of private sector
- Promotion of human resource development
- Promotion of South Asian Identity through tourism
- Cultural and eco-tourism development, and
- Implementation of the Action Plan

4.3 Policies and Regulations on tourism

National Tourism Policy: Promotion of tourism in Bangladesh under the aegis of the government started in 1972, following independence of the country. The main attractions of the tourism industry of Bangladesh are varied cultural heritages, ancient archaeological sites, Buddhist heritages and many eco-tourism sites, world's longest natural sandy sea beach, mangrove forest etc. Recognizing the contribution of tourism to the socio-economic development of the country, the government framed the National Tourism Policy in 1992.

In the Tourism Policy, status of tourism industry in Bangladesh was described, aims and objectives were defined and implementation strategies were suggested. The policy identified tourism as a multidimensional industry and spelt out the necessity to have an effective coordination among various government ministries, departments, agencies and civil society bodies. As per the recommendation of the National Tourism Policy, a 'National Tourism Council' headed by the Prime Minister and an 'Inter-ministerial Coordination Committee' headed by the Minister of Civil Aviation and Tourism were formed. The National Tourism Policy undertook some initiatives for a vigorous promotion of tourism within and outside the country.

National Industrial Policy, 2005: The National Industrial Policy 2005 has recognized tourism as an industry and declared it as a "thrust sector". As per the Industrial Policy, foreign investors have been offered various incentives to invest in tourism industry, which include: (a) Tax exemption on royalties; (b)

Tax exemption on the interest of foreign loans; (c) Tax exemption on capital gains from the transfer of shares; (d) Avoidance of double taxation in case of foreign investors on the basis of bilateral agreements; (e) Exemption of income tax on salaries up to three years for the foreign technicians employed in the approved industries; (f) Remittance up to 50% of the salary of the foreigners employed in Bangladesh and the facilities for repatriation of their savings and retirement benefits and personal assets at the time of their return; (g) Facilities for repatriation of invested capital, profits and dividends; (h) Guarantee against expropriation and nationalization of foreign private investment (as per Foreign Private Investment

Promotion & Protection Act 1980); (i) Provision for transfer of shares held by foreigners to local partners with the permission from the Board of Investment and the Foreign Exchange Control Department of Bangladesh Bank; and (j) Reinvestment of dividend is treated as new foreign investment. Promotion of tourism industry through public-private partnership has been indicated in both the National Tourism and National Industrial Policies of Bangladesh. For development of human resource in this sector, directives have been given to activate the tourism training institutes. Also in the Industrial Policy, the inclusion of Ministry of Civil Aviation and Tourism (MoCAT) was proposed in the National Committee for SME Development. Inclusion of the MoCAT would play a positive impact on growing up small and medium size enterprises in tourism sector of Bangladesh.

The Tourism Master Plan: The Tourism Master Plan of Bangladesh prepared in 1988 with the assistance of UNDP/ILO has identified a number of hindrances of the tourism industry and suggested various ways and means for the growth of tourism in Bangladesh. The Master Plan has envisaged a short-term, medium-term and long-term planning strategy for the promotion of tourism in Bangladesh. The short and medium-term strategies are intended to be completed within a 10-year period, the short-term referred broadly to the third and fourth national development plans, and the medium-term extending into the following five year period. Because of the constraints on public sector resources and possible caution on the part of the private sector to commit investment finance on tourism projects, the development program follows the same broad approach in allocating projects to short and medium-term programs. Although, in short term, some increase in tourism activity in Bangladesh can be achieved through small-scale product improvements, in the medium and longer term, major product initiatives will be required to achieve the growth targets. The major product development strategies may be 'River Tourism Product', 'Village Tourism Development', 'Cultural Heritage (archeological sites, historic buildings and monuments, museums, fine arts and performing arts etc.)', 'Forest and Wildlife' and other products innovation.

Bangladesh Parjatan Corporation as National Tourist Organization (NTO): Bangladesh Parjatan Corporation (BPC) was established in 1972 through a Presidential Order no 143, and placed it under the Ministry of Civil Aviation and Tourism. It has been entrusted with dual responsibility - promotion of tourism in the country as well as creation of facilities on commercial basis. Since its inception, BPC has been developing and creating various tourist facilities across the country. Till to date, it has created more than 42 tourism units (hotels, motels, restaurants, tourism centre, picnic spots, duty free shops, drinks corner, etc.) at different places of tourist attractions of the country in order to offer facilities to the tourists. It also runs a National Hotel and Tourism Training Institute (NHTTI), which to date, produced more than 50,000 trained manpower. As per the privatization policy of Bangladesh government, BPC has leased out more than 11 commercial units to private sector on commercial basis.

Infrastructure: Communication and transport system and infrastructure in the tourist places is yet to be fully developed. Tourism and amusement facilities in some areas - like Cox's Bazar, Kuakata, Paharpur, Sundarbans, Teknaf and St. Martin are

not sufficient. Presently, there are some tourism infrastructure in and around of Dhaka, the capital city through private sector initiatives. Owing to lack of funds, construction of tourism infrastructure cannot be undertaken.

4.4 Recognizable attractions of tourism

Bangladesh has the potential to be a prime host of tourist destination as it has lots of tourists' attractions. The total scenario of tourism products/attractions can be discussed through the following broad categories of products:

Eco-Tourism: Bangladesh is a country filled with natural wonders and untouched reserves and home to a variety of unique and magnificent creatures. With hills, valleys, forests, beaches, lakes and rivers, ecotourism in Bangladesh is ideal. Although this is still a relatively new form of tourism in Bangladesh, ecotourism is on the rise and extensive efforts are being made to promote it in the country. Bangladesh is blessed with two of the world's splendid and enchanting ecotourism spots of diverse nature- the Sundarbans and the Chittagong Hill Tracts (Wahidul, 2002). The Sundarbans is the world's largest mangrove forest and could be the goldmine for ecotourism in Bangladesh. The UNESCO has already declared Sundarbans as a world-heritage site with a view to preserving and protecting biodiversity of the rare ecotourism. The attraction of the Sundarbans are the large and small rivers, forest ecology, wild life, beaches, culture, plants, mammals (Royal Bengal Tiger, spotted Deer), Otter squirrel, Monkeys, Barking deer, wild boar, Dolphin, reptiles, fish, birds etc. Hiron points, Katka, Kochikhali, Dubla Island, Mandarbari, and Putency Island etc are other important attractions of the Sundarbans. Cox's Bazar is the tourist capital of Bangladesh with a 120 km long sandy, straight and drivable beach. Other special attractions of Cox's Bazar are Inani beach (about 30 km from Cox's Bazar full of coral stones), the island of Maheskhali (famous for its Buddhist and Hindu temples and a dry fish industry), Teknaf (the southern-most point of Bangladesh), Ramu, Sonadia, Himchhari, St. Martin Island (only Coral Island) etc. The three Hilly Districts of Rangamati, the heart of the panoramic Lake District; Khagrachari and Bandarban are inhabited by a number of tribes, with their distinctive cultures, rituals and traditions. Chimbuk, Ruma, Rain-Khyoung valleys, Nilgiri, Keocradang and Tazinsdang are highly attractive products in the hill tracts. Sylhet, land of fascinating hills and tea gardens, most tea granary of the country, is another eco attraction of the country. Kuakata beach, where both sun rise and sunset is seen, is another tourist landmark of the country. So, Bangladesh has rich and varied flora and fauna-a biological phenomenon, which simply describe as unique in the Bangladesh (Kashedul and Tofeal, 2011).

Archaeological Tourism: Bangladesh is a country considerably rich in archaeological wealth, especially of the medieval period both during the Muslim and pre-Muslim rules, though most of it is still unexplored and unknown. The earlier history of Bangladesh reveals that Buddhism received royal patronage from some important ruling dynasties like the great Pala rulers the Chandras and the Deva Kings. Under their royal patronage numerous well-organized, self-contained monasteries sprang up all over the country. The major archaeological sites are described below:

Paharpur: Paharpur is a small village 5 km. west of Jamalganj in the greater Rajshahi district where the remains of the most important and the largest known monastery south of the Himalayas has been excavated. This 7th century archaeological find covers approximately an area of 27 acres of land. The entire establishment, occupying a quadrangular court; measuring more than 900 ft. externally on each side, has high enclosure-walls about 16 ft. in thickness and from 12 ft. to 15 ft. in height. With elaborate gateway complex on the north, there are 45 cells on the north and 44 in each of the other three sides with a total number of 177 rooms. The architecture of the pyramidal cruciform temple is profoundly influenced by those of South- East Asia, especially Myanmar and Java.

Mahasthangor: Mahasthangor, the oldest archaeological site of Bangladesh is on the western bank of river Karatoa 18 km, north of Bogra town beside Bogra-Rangpur Road. The spectacular site is an imposing landmark in the area having a fortified oblong enclosure measuring 5000 ft. by 4500 ft. with an average height of 15 ft. from the surrounding paddy fields. Beyond the fortified area, other ancient ruins fan out within a semicircle of about five miles radius. Several isolated mounds, the local names of which are Govinda Bhita Temple, Khodai Pathar Mound, Mankalir Kunda, Parasuramer Bedi, Jiyat Kunda etc. surround the fortified city.

Mainamati: An isolated low, dimpled range of hills dotted with more than 50 ancient Buddhist settlements of the 8th to 12th century AD known as Mainamati-Lalmai range are extended through the centre of the district of Comilla. Salban Vihara, almost in the middle of the Mainamati-Lalmai hill range consists of 115 cells built around a spacious courtyard with cruciform temple in the centre facing its only gateway complex to the north resembling that of the Paharpur Monastery. Kotila Mura situated on a flattened hillock about 5 km. north of Salban Vihara inside the Comilla Cantonment area is picturesque Buddhist establishment. Here three stupas are found side by side representing the Buddhist "Trinity" or three jewels i.e. the Buddha, Dharma and Sangha. Charpatra Mura is an isolated small oblong shrine situated about 2.5 km. north-west of Kotila Mura stupas. The only approach to the shrine is from the East through a gateway which leads to a spacious hall. The Mainamati site Museum has a rich and varied collection of copper plates, gold and silver coins and 86 bronze objects. Over 150 bronze statues have been recovered mostly from the monastic cells, bronze stupas, stone sculptures and hundreds of terra-cotta plaques each measuring on an average of 9" high and 8" to 12" wide.

Shait-Gumbad Mosque, Bagherhat: In mid 15th century, a Muslim colony was founded in the inhospitable mangrove forest of the Sundarbans near the sea coast in the Bagherhat district by an obscure saint-General, named Khan Jahan Ali. He was the earliest torch bearer of Islam in the south who laid the nucleus of an affluent city during the reign of Sultan Nasiruddin Mahmud Shah (1442-59), then known as 'Khalifatabad' (present Bagherhat). Khan Jahan adorned his city with numerous mosques, tanks, roads and other public buildings, the spectacular ruins of which are focused around the most imposing and largest multidomed mosques in Bangladesh, known as the Shait-Gumbad Masjid (160'x 108'). The mosque roofed over with 77 squat domes including 7 chauchala or four-sided pitched Bengali domes in the middle row. The vast prayer hall although provided with 11 arched doorways on east

and 7 each on north and south for ventilation and light presents a dark and somber appearance inside. It is divided into 7 longitudinal aisles and 11 deep bays by a forest of slender stone columns from which springs rows of endless arches, supporting the domes. Six feet thick, slightly tapering walls and hollow and round, almost detached corner towers, resembling the bastions of a fortress, each capped by small rounded cupolas recall the Tughlaq architecture of Delhi. The general appearance of this noble monument with its stark simplicity but massive character reflects the strength and simplicity of the builder.

Kantaji Temple: The most ornate among the late medieval Hindu temples of Bangladesh Kantaji temple is situated near Dinajpur town. It was built by Maharaja Pran Nath in 1752. Every inch of the temple surface is beautifully embellished with exquisite terracotta plaques, representing flora and fauna, geometric motifs, mythological scenes and an astonishing array of contemporary social scenes and favourite past time. The Maharaja's palace with relics of the past and the local museum are well worth a visit (Kashedul and Tofeal, 2011).

Historical Tourism: Historical monuments of Bangladesh represent Hindu, Muslim, British periods and independent scattered all over the country. Major historical attractions are:

Lalbagh Fort: The capital city Dhaka predominantly was a city of the Mughals. In hundred years of their vigorous rule successive Governors and princely Viceroys who ruled the province, adorned it with many noble monuments in the shape of magnificent palaces, mosques, tombs, fortifications and 'Khatras' often surrounded with beautifully laid out gardens and pavilions. Among these, few have survived the ravages of time, aggressive tropical climate of the land and vandal hands of man. But the finest specimen of this period is the Aurangabad Fort, commonly known as Lalbagh Fort which indeed represents the unfulfilled dream of a Mughal Prince. It occupies the south western part of the old city, overlooking the Buriganga on whose northern bank it stands as a silent sentinel of the old city. Rectangular in plan, it encloses an area of 1082' by 800' and in addition to its graceful lofty gateways on south-east and north-east corners and a subsidiary small unpretentious gateway on north, it also contains within its fortified perimeter a number of splendid monuments, surrounded by attractive garden. The main purpose of this fort was to provide a defensive enclosure of the palatial edifices of the interior and as such was a type of palace- fortress rather than a siege fort.

Sonargaon: About 27 km. from Dhaka, Sonargaon is one of the oldest capitals of Bengal. It was the seat of Deva Dynasty until the 13th century. From then onward till the advent of the Mughals, Sonargaon was subsidiary capital of the Sultanate of Bengal. Among the ancient monuments still intact is the Tomb of Sultan Ghiasuddin (1399-1409 AD) the shrines of Panjpirs and Shah Abdul Alla and a beautiful mosque in Goadi village.

World War II Cemetery: In this well-preserved cemetery, at Mayna Mati in Comilla another one is in Chittagong lie buried over 700 soldiers from Commonwealth countries and Japan, who died during the Second World War.

Gandhi Asram: It is situated about 23 km. north-west of Choumuhani town and 2 km. east of Chatkhil at Jayag in Noakhali district. This asram was established in the memory of historic visit of the Mahatma Gandhi to Noakhali and devoted to his ideology. In 1946-47 Mahatma the protagonist of Ahimsa ideology visited this region with a view to preach peace. Historical Charka and other valuables used by Mahatma are preserved in this asram and those evoke deep respect to the unique memories of the great soul (Kashedul and Tofeal, 2011).

Mujibnagar Memorial: It is located at a distance of about 7 km. from the town of Meherpur. The beautiful memorial dedicated to the first provisional revolutionary government of Bangladesh that was declared here on 14 April 1971 during the liberation war.

National Memorial: It is located at Savar, about 35 km from Dhaka; the national memorial was designed by architect Moinul Hossain. It is dedicated to the sacred memory of the millions of unknown martyrs' of the war of liberation in 1971.

Central Shahid Minar: Symbol of Bengali nationalism, this monument was built to commemorate the martyrs' of the historic language movement on 21st February, 1952. The day is also now observed as International Mother Language Day across the world. Hundreds and thousands of barefooted people with floral wreaths and bouquets gather at this monument from the first hour of 21st February every year to pay homage to the martyrs.

Martyred Intellectual Memorial: It is located at Mirpur; the memorial was built to commemorate the intellectuals who were killed in 1971 by the Pakistan's occupation forces just two days ahead of the Victory Day. National Poet's Grave: Revolutionary poet Kazi Nazrul Islam died on 29th August 1976 and was buried here. The graveyard is adjacent to the Dhaka University Central Mosque.

Old High Court Building: It is originally built as the residence of the British Governor; the High Court Building illustrates a fine blend of European and mughal architecture. The building is situated north of the Curzon Hall of Dhaka University.

Religious Tourism

Major religious tourism products are:

The Shrine of Hazrat Shah Jalal: The great Muslim Saint, Hazrat Shah Jalal (R.A.) is said to have brought the message of Islam to the region in the early 14th century. His shrine is located at Dargah Mahalla in the heart of Sylhet town. At about 6 km away lies the shrine of another great saint Hazrat Shah Paran (R.A.), who is said to be a nephew of Hazrat Shah Jalal (R.A.).

Bayazid Bostami: This holy place in Chittagong attracts a large number of visitors and pilgrims. At its base there is a large pond with several hundred huge tortoises and fishes floating on the water.

Cultural Tourism Products

Natore - Dighapatiya Rajbari (Palace): Natore lies about 40 km. from Rajshahi and is an old seat of the Maharajah of Dighapatiya, now serving as the Uttara

Ganabhaban (The Official northern region residence of the President of the Republic). The palace has large, spacious grounds and is surrounded by a fine moat. The palace has well-equipped guest-house, an imposing gateway and a fine garden decorated with statues of white marble.

Shilaidaha Kuthibari, Kushtia: The beautiful mansion carries memory of Nobel laureate poet Rabindranath Tagore (1861-1941) who made frequent visit to this place and used to stay here, in connection with administration of his Zamindari and enriched Bengali literature through his writings during that time. It is located at a distance of about 20 km. from Kushtia town.

Sagordari, Jessore: The birth place of the celebrated poet Micheal Modhusudan Dutta by most accounts the first modern poet of Bangla Literature. Bangladesh Parjatan Corporation has built a rest-house and other tourist facilities in the place

Trishal: It is the place where innumerable boyhood memories of our national poet Kazi Nazrul Islam are found around. It is situated 20 km. away from Mymensingh town. Nazrul was a student of Darrirumpur High School under Trisal police station. Here a cultural organization styled as Nazrul Academy has been established in memory of the great poet. Rebel poet Kazi Nazrul, the Shelley of Bangladesh is in eternal sleep besides Dhaka University Central Mosque.

Shahjাদpur Kuthibari: About 75 km. from Pabna town. It is also a historical place connected with the frequent visits of poet Rabindranath Tagore.

Ahsan Manzil Museum, Dhaka: On the bank of river Buriganga in Dhaka the Pink majestic Ahsan Manzil has been renovated and turned into a museum recently. It is an epitome of the nation's rich cultural heritage. It is the home of Nawab of Dhaka and a silent spectator to many events. Today's renovated Ahsan Manzil a monument of immense historical beauty. It has 31 rooms with a huge dome atop which can be seen from miles around. It now has 23 galleries in 31 rooms displaying of traits, furniture and household articles and utensils used by the Nawab.

Recreational Tourism : Bangladesh has world's longest unbroken sea beach, thousand of rivers and rivulets, numerous lakes and canals which provide recreation facility like speed boat, paddle boat, normal boat, swimming, squash etc to the tourist such as angling, boating, swimming, fishing etc. we have also rich classical dances, arts and music etc that may attract both foreign and local tourists.

Adventure tourism: The Sundarban and Hill District in Chittagong offer unique and challenging opportunity for adventure tourists. Tourists can gather thrilling experience seeing Royal Bengal Tiger, Spotted Deer, Barking Deer, Crocodiles, Other reptiles and highest peaks on the northern side of Bangladesh (Kashedul and Tofael, 2011).

4.5 SWOT Analysis of Tourism Development in Bangladesh

On the basis of primary and secondary data we have done the following SWOT analysis:

Strengths

- Bangladesh is unique for its attractive Nature and Environment.
- Longest unbroken sandy sea beach and largest mangrove forest in the world.
- Bangladesh is renowned for its archaeological and historical places.
- Excellent Ethnic Entertainment and Hospitality.
- Rich cultural heritage and religious harmony.
- Less expensive, comparatively
- Convenient geographical position.
- Increasing domestic tourism facilities.
- Increasing awareness about tourist attractions among the local community.

Weaknesses*Domestic*

Despite occasional meetings and adoption of plans of action, not much real progress is noticed yet in promoting tourism in Bangladesh. The following reasons could be considered as impediments to development of tourism :

- Lack of transport links (air, rail, road and sea transport connecting major tourist destinations).
- Tourism sites are not properly explored, extracted and managed.
- Lack of investment.
- Low quality services.
- Lack of safety, security and hygiene.
- Lack of infrastructural development.
- Complex visa procedures.
- Absence of marketing plan and public relation activities.
- Lack of private initiatives in tourism development.
- Lack of convenient tourism packages exclusively to foreign tourists.
- The number of supply chain member in the tourism industry is not sufficient to build up a strong base.
- Small number of tour operators, inefficient national airlines, and insignificant role of travel agencies.
- Shortage of professional guides.
- Price of some tourism components like the star and standards hotel rooms, food items, package tours and river cruise programs are much higher than those of neighboring countries like India and Nepal.
- Lacking of promotional and marketing activities of tourism by both public and private sector.
- On the role of BPC, there is debate whether the Corporation should play the role of a mere NTO or a commercial organization or both.
- Frequent changes of officials in the BPC's management and its line ministry.
- Absence of representation of civil society in the BPC's Board of Directors.
- No revenue budget for the promotion of tourism development in the country.

- Due to absence of proper policy direction, BPC or the private sector can not receive any fund or loan from any quarter.
- There are some flaws in the law of categorizing the country's hotels and restaurants. Categorizing of the hotels and restaurants as Star or non-Star is not under the jurisdiction of the BPC. Nontechnical hands or institutions are involved in this process.
- Due to absence of a tourism law, the tour operators or tourism service providers can not be punished for any mishandling of tourists. Also owing to absence of law, tourism products can not be protected or conserved, which is there in many countries of the world.
- The country often suffers from image crisis. The country continues to remain as an unknown destination to the tourist generating countries.
- Language Problems and Confusion
- Shopping and Tourist Guides – cheating complaints.
- The poor hygienic conditions, heat and dust, and lack of clean wayside facilities to support long road travel in Bangladesh are a constant problem.
- Bad feelings towards ground arrangement services in Bangladesh like guides and shopping, particularly the negative feedback after just a few defaults in Bangladesh.

Regional

- Lack of sincerity and political will to promote BIMSTEC as a common tourism destination: This emanates due to competition between the countries for tourists, given that all of the countries offer somewhat similar tourist products and compete in the same markets.
- Lack of funds and technical expertise.
- Absence of BIMSETC Secretariat: This stands in the way of effective coordination among the relevant departments, agencies and ministries within the BIMSTEC member countries.
- Complicated visa and border formalities are the most crucial factor that stands in the way particularly of intra-regional tourism.
- Government tax on hotel accommodation and food in some BIMSTEC countries is quite high, particularly in Bangladesh, India and Myanmar. An ADB report points out the case of Bangladesh that “Hotel rates in Dhaka are high compared to neighboring countries, reflecting the high taxation imposed on hotels in Bangladesh.” (ADB, 2004).

Opportunities

- Owing to globalization scope for dissemination of information and communication media.
- Scope of making the tourist spots more attractive.
- Research and development to attract more tourist and making favorable tourism policy.
- Development of tourism culture.
- Arrangement of international events like World Cup Cricket.

- It is easy to implement eco-tourism, riverine tourism, and spiritual tourism, as the country possesses enough opportunity to develop these types of tourism.
- Government has formulated favorable foreign investment policy to attract overseas investors in readymade garments, leather goods, natural gas and petroleum sector and liberal policy for joint venture investment in tourism sector.
- As there are hundreds of rivers crisscrossing Bangladesh, immense potentiality exists for development of riverine tourism in Bangladesh.
- Bangladesh is located strategically in South Asia.

Threats

- Political Instability of the country.
- Harassment by the police, broker and bagger in the airport.
- Language barrier of the people of the country.
- Conservative social and religious systems.
- Image crisis of the country.
- Lack of awareness among the mass people regarding the benefits of tourism.
- Absence of sufficient trained safe guards in the beaches to aware and save the tourists in case of emergency.
- Shortage of sufficient accommodation, food and beverage services and other amusement services in the tourism spots.
- Absence of proper tourism policy
- Collision between tribal and Bengali people
- Continuous campaign against Bangladesh by certain quarters as a fundamentalist country is another obstacle.
- Unholy alliance between the trade union and political leaders, which disrupts labor discipline.
- Politicization of administration
- Trade Union Menace in the organization
- Rapid growth of population is another big problem. Bangladesh is the most over-populated country of the world, except the city-state of Singapore

5. Recommendations and Conclusions

Future challenges and goals

To achieve the goals and challenges set for the travel and tourism industry as it continues to grow throughout the coming decades, will require a strong and co-operative partnership between government departments, national tourism authorities, international and national trade associations, trade unions and the travel and tourism private sector. All stakeholders now need to share the responsibility for travel and tourism's future and need to deliver the following to ensure its sustainability:

Governments need to

- integrate travel and tourism policy, especially the environment, into broader government policies;

- set up realistic capacities within sustainability frameworks, which have been set in consultation with industry and other stakeholders;
- create incentives for the travel and tourism industry backed up where necessary by effective regulation;
- be committed to the controlled expansion, where appropriate, of infrastructure;
- apply environmental taxes fairly and non-discriminatorily, where needed. They should be carefully thought out to minimize their impact on economic development, and revenues should be allocated to travel- and tourism-associated environment improvement programs;
- set up mechanisms to support SMEs in the adoption of sustainable good practice;
- design policies creating incentives for corporate social responsibility in tourism, favoring a sensitive and engaging approach towards the local communities at the destinations, especially in the developing countries.

Public-private partnerships need to

- plan and develop infrastructure with a long-term view and within a reference framework based on Agenda 21;
- implement indicators and environmental impact assessment tools to enable successful and effective local management and appropriate development;
- agree on common standards and tools to enable the measurement of progress towards achieving sustainable development;
- fund and develop contemporary research into sustainable tourism. Issues requiring attention include design, carrying capacity, tour operator activities, environmental reporting, and auditing and environmental impact assessments, socio-economic sustainability of the tourism businesses.

International bodies need to

- Co-ordinate environmental action to be undertaken by all sectors of the travel and tourism industry, at an international level;
- review existing voluntary initiatives to improve the quality of reporting, their transparency and credibility, and the assessment of their contribution to sustainability;
- ensure that all funding, from international, national and local funding bodies, should be dependent on sound environmental practice;
- encourage and support multi-stakeholder projects aiming for sustainable tourism development;
- set up mechanisms to support the adoption of sustainable good practices by SMEs.

Private sector companies need to

- commit to place sustainable development issues at the core of the management structure;
- develop and more widely apply certification criteria to industry initiatives;
- innovate processes and applications through new technology;
- make a commitment to the education and environmental training of staff;
- encourage corporate citizenship as the standard for private sector companies;
- be willing to engage in multi-stakeholder dialogue

Recommendations

Considering the above analyses and discussions the present study attempts to outline the following suggestions for the betterment of the tourism industry in Bangladesh:

- Positive image of our tourism industry must be expressed by our diplomats, ambassadors, consular representing Bangladesh in different countries of the world. Bangladeshi representatives abroad can act as overseas office for the wholesale tour operators who conduct inbound tours.
- Billboard, leaflets, brochure, magazines and other promotional materials can be displayed in different places in home and abroad.
- Local people have to be informed about the attractions rich in history, culture, and heritage.
- Different beaches, rivers and other wetlands have to be converted with various establishment activities like river cruise, boating, beach volleyball, waterskiing, fishing, etc. along with boatel based food and accommodation specially in Sundarbans area.
- Adequate safety and security of the tourists should be ensured to remove negative image.
- Full-fledged tourism training institutes have to be established in a good number in different region so that they could produce skilled professionals to satisfy the needs and demand of the tourist.
- Adventure tourism like trekking, hiking, mountaineering, hunting in different hilly areas must be established by building up different clubs and organizations.
- To build more eco-park, safari park and wildlife sanctuary especially in Sundarbans, Hill tracts and different potential areas like Dula Hazra and Madhabkunda.
- Tourism facilities and services like accommodation, food and beverage, entertainments, travel agents, tour operations, shopping malls, supermarkets, transporters have to be established in good number in international standard in different tourist areas by public and private sectors.

- Unexplored area like Parkirchar, Cheradip, Sandeed, and Hatia must be taken into consideration to explore properly and established all tourist facilities there for the sake of the development of tourism.
- Ecological balance must be maintained by preserving forests, wildlife flora and fauna. It is also to be ensured that illegal fishing, hunting, smuggling trees and animal bodies must be prohibited in those areas.
- The existing visa formalities are to be made easy.
- Tourist fair can be arranged in an adequate number in home and abroad to inform the latest updates of our tourism products, services and overall tourism industry to attract the tourist.
- Government can formulate long term and short term master plan for the overall tourism development by growing interest to the investors and commercial organizations.
- Foreign experts and consultants should hire on the recommendation of the project funders like World Bank, IMF.
- Air travelling facilities should be expanded to the major tourism cities of the country.
- Tourism in educational curriculum is to be initiated; subjects should be introduced in the High School level.
- Bangladesh Parjatan Corporation, Bangladesh Biman and Civil Aviation Authority should work together for the overall development of tourism in Bangladesh and also for promoting tourism abroad as per their areas of operation.
- Tourism Call Centers may be introduced like 'Medical Call Centers' and 'Legal Call Centers' to keep potential tourists informed about the tourism products, facilities and services available in all over Bangladesh.
- Both the foreign and local private sectors' investment are quite insufficient in tourism. This paper suggests taking necessary policies to attract these investments (Kashedul and Tofeal, 2011).

Conclusion

At present world tourism industry appeared as competitive and promising sector. It is not only that tourism sector earns foreign currency but also that tourism creates image of the country and cultural diversification. The country, having tourism potential, must be conscious in developing market offering and marketing mix. Bangladesh has sheer lacking in this regard which need to be overcome through proper marketing planning. Natural, ecological, historical, cultural and other form of tourism based tourism industry of Bangladesh has huge potentials to develop due to its kind. The country has its potential to differentiate its product for its uniqueness. Therefore, tourism industry of Bangladesh must arrange its marketing mix elements such a way that give its better satisfaction to its customers. Tourism market should be

segmented on the basis of income level not only for foreigners but also domestic tourists. On the other hand upper class people of the country who tours abroad can be inspired to tour within the income group and lower income group of people of the country, tourism facility should be created within their affordability. As tourism is mostly service oriented business professional people is very much essential here. Bangladesh Parjatan Corporation, though, offers short term and vocational courses but highly educated and well known persons are very essential. Recently University of Dhaka and some other private universities opened Department of Tourism and Hospitality. This will definitely encourage creating skilled manpower in the tourism sector and as a result new generation may use innovative ideas to capacity building and opportunities to attract tourists in the country. Government should extend these types of opportunities. Government of Bangladesh, different concerned ministries and the industry itself should take necessary measures. They should concentrated their efforts on the development of peripheral products, relocation of necessary facilities, improvement of domestic transport networks, development of professionally skilled human resources, arrangement of necessary securities measures, creation of good image of the country. If all these measures, marketing strategies along with policy measures are coordinated, tourism sector in Bangladesh would yield a positive result (Kashedul and Tofeal, 2011).

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