

An Appraisal of Tourism Industry Development in Bangladesh

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Abstract

Tourism has considered as the world's largest and rapid growing industry of modern business world. It has a vital influence on economic development of a country. Bangladesh is a new tourist destination on the map of the world. Bangladesh has enormous potential to develop tourism because of its attractive natural beauty and rich cultural heritage. Tourism can add value in the Bangladeshi economy if proper marketing plan and strategy can be built and implemented for this purpose. However, this industry fails to reach its destination due to adequate marketing practices. This paper aims to show the present scenario of tourism industry in Bangladesh, identifies the constraints, and suggests 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 the tourism sector and regional cooperation can bring benefits for Bangladesh.

Keywords: Tourism, Tourism industry, Tourist, Tourism Product.

1. Introduction

Tourism has considered as the world's largest and rapid growing industry of modern business world. Today tourism is the most advantageous and up-to-date business all over the world. It has become one of the major international trade categories. International tourism ranks fourth after fuels, chemicals and automotive products in terms of generation of export income. 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 for 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. 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 but many of them in developing countries. Moreover, Bangladesh has archaeological, natural, ecological, cultural and other tourism products to attract tourists. Therefore, Bangladesh has ample opportunity of become as a tourist nation. Tourism, mostly a service industry, is more labor oriented 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 keep such a vital role by giving emphasis on tourism marketing. Bangladesh needs to develop its human resources for improving tourism marketing in local tourists as well as foreign tourist. In Bangladesh, tourism has lot of potentiality to earn more revenue than presently what they are earning. If Govt. and Non -government organization come forward and take the responsibility for developing tourism industry, it will earn much more revenue.

2. Objectives of the study

- To identify the role of tourism in the economic development of Bangladesh
- To highlight the major tourism products in Bangladesh
- SWOT analysis of Bangladesh tourism sector
- To identify tourism marketing practices in Bangladesh
- To identify the constraints of tourism development in Bangladesh
- Provide recommendations for the development of tourism sector.

3. Literature review

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 testes 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, adventurism, health reports, 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 has failed to understand that the customers real 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 aspect of tourism marketing in Bangladesh through this study.

4. Methodology:

This paper is based on primary and secondary data. The Primary data have been collected through with the concerned authorities, visitors, tour operators, industry expert and local people. The Secondary data have been collected from the publications of Bangladesh Parjatan Corporation (BPC), Bangladesh Bureau of Statistics, Bangladesh Bank, the concerned ministry and published thesis, books, journal, daily newspapers and websites etc.

5. Limitation of the study:

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

6. Analysis and Findings of the Study

6.1 Tourism Service Products of Bangladesh

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:

6.1.1 Eco-Tourism products

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 bio-diversity 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 Maheshkhali (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, Khagrachari and Bandarban are inhabited by a number of tribes, with their distinctive cultures, rituals and traditions. Chimbuk, Ruma, Rain-Khyoung valleys, Keocradang and Tazinsdang are highly attractive products in the hill tracts. Sylhet, 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.

6.1.2 Archaeological Tourism products

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-Lalmal range are extended through the centre of the district of Comilla. Salban Vihara, almost in the middle of the Mainamati-Lalmal 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 stately fabric of the monument, serene and imposing, stands on the eastern bank of an unusually vast sweet-water tank, clustered around by the heavy foliage of a low-lying countryside, characteristic of a seacoast landscape. 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.

Kantanagar Temple, Dinajpur:

The most ornate among the late medieval temple of Bangladesh is the Kantanagar temple near Dinajpur town which was built in 1752 by Maharaja Pran Nath of Dinajpur. The temple, a 50' square three storied edifice rests on a slightly curved raised plinth of sandstone blocks, believed to have been quarried from the ruins of the ancient city of Bangarh near Gangarampur in West Bengal. It was originally a navaratna temple, crowned with four richly ornamental corner towers on two floors and a central one over the third floor. Unfortunately these ornate towers collapsed during an earthquake at the end of the 19th Century. In spite of this the monument rightly claims to be the finest extant example of its type in brick and terra-cotta, built by Bengali artisans. The central cella is surrounded on all sides by a covered verandah each pierced by three entrances which are separated by equally ornate dwarf brick pillars. Corresponding to the three delicately caused entrances of the balcony, the sanctum has also three richly decorated arched openings on each face. Every inch of the temple surface is beautifully embellished with exquisite terra-cotta plaques, representing flora, fauna, geometric motifs, mythological scenes and an astonishing array of contemporary social scenes and favorite's pastimes.

6.1.3 Historical Tourism Products

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 'Katras' 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. These are a small 3-domed mosque, the mausoleum of Bibi Pari the reputed daughter of Nawab Shaista Khan and the Hammam and Audience Hall of the Governor. 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 Goaldi village.

World War II Cemetery:

In this well-preserved cemetery, 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.

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.

6.1.4 Religious Tourism Products

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.).

Mosque:

Dhaka has several hundred historic mosques. Prominent are the Seven Domed Mosque (17th century), Baitul Mukarram - National Mosque, Star Mosque (18th century), Chawkbazar Mosque and Huseni Dalan Mosque.

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.

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 pastime. The Maharaja's palace with relics of the past and the local museum are well worth a visit.

6.1.5 Cultural Tourism Products

Sonargaon:

About 29 km. from Dhaka, Sonargaon dating back to 13th century is one of the oldest capitals of Bengal. A folk-art and craft museum has been established here. Among the ancient monuments still intact are the tomb of Sultan Abdul Alla and a beautiful mosque in Goaldi village

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.

Shahjadpur 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.

6.1.6 Recreational Tourism Products

Bangladesh has world's largest unbroken sea beach, thousand of rivers and rivulets, numerous lakes and canals which provide recreation facility like seed 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.

6.1.7 Adventure tourism Products

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.

6.2 SWOT Analysis of Tourism Development in Bangladesh

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

6.2.1 Strengths

- Bangladesh is unique for its natural resources.
- She has the largest sea beach in the world.
- Bangladesh is renowned for its archaeological and historical places.
- She has unique natural beauty and greenery.
- Nation famous for hospitality.
- Rich cultural heritage and religious harmony.
- Bangladesh can be reached by air from any part of the world. Biman, the Bangladesh Airlines connects Dhaka with about 30 major cities of the world.
- She has the accommodation facilities available throughout the country. Sheraton, Radisson, westin and Panpacific hotel chains are in operation in the capital city.

6.2.2 Weaknesses

- 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.
- Visa requirement and complex visa procedures.
- Absence of sales plan and public relation activities.
- Lack of private initiatives in tourism development.
- Bangladesh cannot offer tourist products and destination packages exclusively to local and foreign tourists. As a result, tourists have to go back to their home with low level of satisfaction.
- 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.

6.2.3 Opportunities

- Due 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.

6.2.4 Threats

- Political Instability of the country.
- Harassment by the police and the broker in the airport.
- Language barrier of the people of the country.
- Conservative social and religious systems.
- Strong competition within the region, barriers to overcome the image crisis of the country.
- Lack of awareness among the mass people regarding the benefits of tourism both locally and internationally.
- Illegal hunting and fishing in Sundarbans create loss of valuable wildlife.
- 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.
- Tourists presently hold misconceptions about Bangladesh as a tourist's destinations. Foreigners now know Bangladesh as a country of poverty, baggers, flood, political unrest and corruption
- Absence of proper tourism policy
- Political collision between tribal and Bengali people

7. 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.
- There is lack of security and safety on travels and in the parks and tourists destinations in Bangladesh. Therefore, the 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 explored 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 present legal formalities to come in Bangladesh for the foreigners are strict and rigid. Therefore, the existing formalities are to be made easy so that, the foreigners get interests to visit in Bangladesh.
- 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.
- The largest portion of tourists visiting Bangladesh uses airways only international airport, Dhaka. Expansion is also needed for tourist charters not only in Dhaka but also in Chittagong, Sylhet, Barisal, Rajshahi, Comilla and Dinajpur.
- 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 be working in partnership 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.
- The study found that major portion of tourist come in Bangladesh for other purposes than tourism purpose, so to attract tourists to visit Bangladesh through marketing of its tourists attractions, effective promotion, recreation and entertainment should be organized.
- Both the foreign and the private sectors’ investment are quite insufficient in tourism. This paper suggests taking necessary policies to attract these investments.

8. 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 purchasing power capability. 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.

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