

An Evaluative Study on Tourism in Bangladesh

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Abstract

Tourism is one of the most promising sectors for Bangladesh with her huge natural beauty, heroic historical background and archaeological resources. This research has identified whether the contribution of this sector is significant to total GDP of Bangladesh and its future prospects as research problem. It has served the objectives of assessing different aspects of tourism with point to point analysis. Secondary data supplied by Bangladesh Economic Review 2010, Bangladesh Parjatan Corporation and World Travel & Tourism Council have been analyzed with some simple statistical tools. Recommendations are made for development of infrastructures, diversifications of tourism form and establishment of Public Private Partnership (PPP) in tourism sector.

Keywords: Tourism, GDP, Service, Infrastructures, PPP

1. Introduction

Bangladesh is a country of natural beauty. She is blessed with endowment of almighty. A paper by Majbritt (2010) argues that the six (at present 7) Bangladeshi Division offers both individually and combining a variety of natural and cultural destinations suitable for tourist attractions. The duty of proper authority is to make it handy for the interest group both from home and abroad. Mere some initiatives can prove all these potentialities as a fruitful dream. Proper nurturing of natural beauty can attract people from across the world. This can be a major contributor in Gross Domestic Product (GDP) of Bangladesh. Tourism offers immense potentiality for employment generation, poverty alleviation and maintaining ecological balance. It is relatively a modern phenomenon, which plays an intensely important role in the economic development of any country.

According to World Travel & Tourism Council (2011), while economic growth going forward faces many challenges – as both governments and the private sector in many developed economies seek to reduce their debts, and as the prices of oil and other commodities rise – the Travel & Tourism industry is still expected to be one of the world's fastest growing sectors. Emerging economies, in particular, are expected to be increasingly important engines of such growth, boosting both international travel and also generating increasingly vibrant domestic tourism sectors. As the economy of Bangladesh is growing one, her dependency should be diversified to reduce risk. Some well established and revenue contributing sectors like tourism is a burning necessity. Present status of tourism in Bangladesh and its prospect as a contributor in GDP are the research problems. Moreover World Travel & Tourism Council (2011) claims that the direct contribution of Travel & Tourism to GDP is expected to be BDT184.4bn (2.3% of total GDP) in 2011, rising by 6.3% p.a. to BDT339.2bn (2.3%) in 2021 (in constant 2011 prices). To maintain a sustainable growth in tourism, its present contribution and future prospects could be experimented.

2. Rationale of the Study

Bangladesh is a country of good prospects for tourism. Bangladesh Economic Review (2010) states that Bangladesh has basically three sectors of generating revenue: Industry, Agriculture and Service. Tourism is a part of service sector which is contributing a major part of total GDP of Bangladesh. Though the contribution of tourism in GDP is only 7% (Table 1) in 2004-05, it has increased to 9.44% (Table 1) by the year 2009-10. This simple data could be helpful to understand how promising the sector is for Bangladesh. In this country, the scope of nature based tourism, research based tourism, culture based tourism, and eco-tourism is quite evident (Shamsuddoha 2004). Tourism planning has been defined as a process based on research and evaluation, which seeks to optimize the potential

contribution of tourism to human welfare and environmental quality (Tosun and Jenkins 1998). Many developing countries have prepared plans particularly at the central level to guide tourism development, as they have recognized the tourism sector as an important source of foreign currency earning and employment (Tosun and Timothy 2001). It requires the integration of the tourism industry into other sectors such as agriculture, industry, transportation and social services (Timothy 1999). Tourism can open a new horizon for Bangladesh. Infact, tourism in Bangladesh is becoming an emerging issue both for the public and private sectors to establish their eligibility for accomplishing a successful business as well as marketing activities development (Akteruzzaman and Ishtiaque 2001). There is not sufficient research to overcome the obstacles therein. This paper will try to fill up the gap.

3. Objectives of the Study

Tourism industry is not very well established. For making the sector developed and significant, some modification and arrangement are to be made here. This paper has set some objectives which will serve the research purpose. The specific objectives of the study are:

- a) To assess different aspects of tourism;
- b) To identify the reasons of tourism;
- c) To analyze the contribution of tourism in GDP of Bangladesh;
- d) To explore future prospects of tourism in Bangladesh and
- e) To suggests some recommendations for development of tourism sector.

4. Scope and Research Method

Bangladesh is endowed with so many natural beauties like sea beaches, parks, forests, eco tourism, wild life sanctuaries, hill tracts areas, tea estates, and islands etc. Moreover, two international standard sea ports, hundreds of museums, have attracted people from all over the world. Bright historical background has blessed Bangladesh with so many historic places, heritages, monuments, historical buildings, and archaeological sites. Furthermore, picnic spots, bridges, amusement park, mosques, tombs, temples & monastery, and churches have made the country an ideal place for the tourists. Glory historic background and the combination of huge cultural ingredients welcome the interest group of education tours. Cheap labor, huge potentiality and availability of raw materials attract people of business tourism. World Ijtema, tombs and other pilgrim spots have encouraged people of religious tourism. Moreover, good medical services have invited people of medical tourism.

This study is a theoretical analysis of secondary data. It covers economic impact of tourism in Bangladesh. Data recorded by all related authority like Bangladesh Parjatan Corporation, Bangladesh Economic Review 2010 and World Tourism and Traveling Council 2011, are used for this research. Using some simple statistical tools, all the data obtained from secondary sources are analyzed and finally a conclusion is drawn. Afterwards, some recommendations are made for the betterment of this sector so that the economy can squeeze absolute benefit there from.

5. Hypothesis of the Study

The research hypothesis is to test the significance of tourism in total GDP of Bangladesh. Firstly, the growth rate of GDP including tourism has significant improvement over GDP excluding tourism. Secondly, contribution of tourism in GDP has significance comparing to the significance of the contribution of service.

6. Analysis and Results

Tourism is a promising sector in Bangladesh having a steady growth rate of around 13% (Table 2) except in 2008-09 which has a growth rate of only 10.38% (Table 2). From figure 1 which is drawn from table 2, earning from tourism has a slow rising growth trend till 2007-08. Though there is sudden fall in tourism growth in 2008-09, total GDP growth is almost unaffected. It implies that GDP is not very much depending on tourism apparently. On an average, around BDT4598.32 million (Table 3) is earned from tourism which has been experienced an average growth rate of 8.41% (Table 3).

6.1 Forms of Tourism

There are different purposes of tour by the intended people. Bangladesh Parjatan Corporation (2009) has classified the causes of tourism as tourism (site tourism), business, office, study, religion, service and other purpose. Literature study reveals other types of tourism which are termed as medical tourism, slum tourism, and *halal* tourism etc.

Major number of tourists visiting Bangladesh is for scenic beauty. Figure-2 is drawn from Table 1. Around 46% (Figure-2) of total number of foreign tourists visiting Bangladesh in 2009 comes to enjoy natural. Second highest reason for tourists' attraction is religious interest. Bangladesh is a giant country in the Muslim world. Thousands of people visit Bangladesh for religious purpose. She arranges the three-day Bishwa Ijtema each year attracting people from around the world. According to GTA Muslims News & Resources (2010), Bangladesh — Tens of Thousands (according to some report 4 million) Muslims attended Tabligi Jamaat Ijtimia in 2010 near the Bangladeshi capital of Dhaka. In 2009, around 41% (Figure 2) of total tourists come for religious purpose. Moreover, 3.36% for business tourism, 2.42% for study tourism and 1.46% for office of total number tourists visit Bangladesh in 2009 (Figure 2).

6.1.1 Site Tourism

Among many reasons of tourism, visiting natural sites to enjoy scenic beauty is one. In 2009, from a monthly analysis shows that tourist arrival for the reason of scenic beauty has an increasing growth trend from (6.99%) in January to 40.06% in December 2009 (Table 4). Huge natural attractions constitute this country as a paradise for the tourists both from home and abroad.

6.1.2 Business Tourism

Based on our natural resources galore, strategic geographic location, distinct competitive edge and comparative advantages- sectors like petrochemicals & its dependent industries, oil refineries, pulp & paper industries, tourism & amusement industries, cement clinker, ship building & repairing industries, chemicals, pharmaceuticals and its ancillary industries, electrical & electronic industries, light engineering, leather & jute, melamine & ceramic industries, power generation, water treatment industry, deep draft port, telecommunication, composite textile & garments backward linkage industries, timber, agro processing and gas based industries have huge prospects to grow in Bangladesh to cater to the vast domestic market as well as to capitalize the privileged market access being enjoyed by Bangladesh from developed countries through export (Chowdhury n.d.). This is why, the second highest number of people visit Bangladesh for business purpose from across the world. Around 111,569 tourists in 2009 (Table 1) have visited Bangladesh for business purpose. Growth rates fluctuate from a minimum (1.03%) in February to maximum 53.28% in October (Table 1).

6.1.3 Office Tourism

There are a number of global, international and multinational companies doing business in Bangladesh. Of these, mentionable are A. K. Khan & Co. Ltd, Avery Dennison Bangladesh Ltd., Berger Paints Bangladesh Limited, Bureau Veritas Consumer Products Services (Bangladesh) Ltd., Novartis (Bangladesh) Limited and aamra, a collection of 14 companies, involved in the Textiles and Apparels, Information & Communication Technologies and Lifestyle Service sector in Bangladesh over the last 22 years mentionable (Bangladesh Trade Directory n.d.). Many high officials and delegates visit Bangladesh for operation of their offices. In 2009, 3,895 tourists (Table 4) tour Bangladesh for official purpose. From monthly analysis, it depicts that there is a rising growth rate of official tourists with some fluctuation from (66.10%) in January to 23.92% in December (Table 4).

6.1.4 Education Tourism

Williams (2010) states that Educational tourism is tourist activity undertaken by those who are undertaking an overnight vacation and those who are undertaking an excursion for whom education

and learning is a primary or secondary part of their trip. From table 4, it is found that 6,475 tourists come to Bangladesh for education purpose in 2009. Universities arrange many international seminars, conferences, and symposiums and attract academicians and students seeking knowledge across the world. Moreover 26 public universities and 56 private universities (Education Statistics 2005) attract people from around the world through their exchange program. Monthly analysis shows that growth rate of tourists visiting study purpose has a fluctuating trend from minimum (24.96%) in January to second highest at 11.66% in November (Table 4).

6.1.5 Religious Tourism

According to GTA Muslims News & Resources (n.d.), Bangladesh is the world's third-largest Muslim-majority nation, with Muslims making up nearly 90 percent of its 144 million populations. She arranges so many religious programs like Bishwa Ijtima which attract Muslim around the world. Moreover there are a small number of people of Hinduism, Christianity and Buddhism come to Bangladesh for religious interests. According to Parjatan Corporation of Bangladesh, 8,983 tourists (Table 4) visit Bangladesh for religious purpose in 2009.

6.1.6 Medical Tourism

Medical science could be a good source of medical tourism. Recently some international standard hospitals are established in Bangladesh. These can make new horizon for medical tourism. Though the medical tourism in Bangladesh is not well recognized, it may create a great opportunity in near future. The other wing of medical tourism is online medical service which is big online database providing necessary information to attract people to come to the country in person. Bangladesh has two hospitals in online medical tourism database namely United Hospital Bangladesh and Apollo Hospital Dhaka (Discover Medical Tourism n.d.).

6.1.7 Other Tourism

Other forms of tourism includes Bicycle touring, Boat sharing, Cultural tourism, Rural tourism, River cruise, Nautical tourism, Jihadi tourism, *Halal* tourism, Sports tourism, Slum tourism, Virtual tourism, Walking tourism, Wildlife tourism and Water tourism. Very often, people come for short visit. Meeting relatives, participating sports and international awareness program etc. cause people to travel across the world. In 2009, 13,286 tourists (Table 4) visit Bangladesh for these purposes.

6.2 Tourism Sites in Bangladesh

6.2.1 Dhaka Division

There are many tourist spots in Dhaka division. Mentionable spots are Ahsan Manjil, Lalbag Fort, Bangabandhu Memorial Museum, National Zoo, Botanical Garden, National Museum, Parliament House, Sonargaon, National Martyrs Memorial, Jamuna Bridge, Nawab Palace, Tungipara, Vasani Novo Theater and Trisal etc. All these places attract people from across the globe.

6.2.2 Chittagong Division

Chittagong is the commercial capital of Bangladesh. It is full of natural beauty. The mentionable tourism spots in Chittagong are Fay's Lake, Patenga, Port Area, Bandarban, Marine Academy, Sitakundu, Parki Beach, Cox's Bazar Himchori & Inani Beach, Moheshkhali Island, Sonadia Island, St. Martins Island, Nijhum Island, Teknaf, Hill tracks Rangamati, Cheera Island, Ramu (Buddhist village), Mainamati, Laboni beach, and Shrine of Bayazid Bostami etc.

6.2.3 Rajshahi Division

People from all over the world, with archaeological interest come at Rajshahi. Some mentionable places are Mahasthangarh, Paharpur Buddhist Monastery, Kantajee's Temple, Ramshagor Dighi, Shopnopuri, and Shilaidaha Kutibari etc.

6.2.4 Khulna Division

Khulna is another port city of Bangladesh. It is vested with a large sea port Mongla. Business men often tour to Khulna for Business purpose. Other than that, people with interest in scenic beauty go there to observe mangrove forest Sundarban and Shat Gambuj Mosque etc. Moreover, Kuakata, locally known as Sagar Kannya (Daughter of the Sea) is a rare scenic beauty spot on the southernmost tip of Bangladesh.

6.2.5 Sylhet Division

Sylhet is another division of Bangladesh having so many spots to welcome tourists from across the country as well as from all over the world. The Shrine of Hazrat ShahJalal, Sri Chaitannya Dev Temple, Srimongol, Madhabkunda Waterfall, Tea Estate, Sylhet Lawacherra National Forest, Kean Bridge, Jaflong, Historical watch, Tribal villages, Haripur Oil Field, and Tanguar Haor are mostly visited place by tourists.

6.2.6 Barisal Division

Barisal is another division with some places of interests. Many people visits these place throughout the year. Among the places Sagardari (Birth place of modern Bengali poet Michael Madhusudhan Datta) is the most visited place.

7. Impact of Tourism

The impact of tourism on economy and society is obvious. To make a knowledge based society, tourism is essential. It strengthens the country both economically and socially. From the figure-3, it is found that the impacts of tourism are classified as direct, indirect and induced. The sum up of all contributions of tourism results in outcome of healthy GDP and creation of employment. World Travel and Tourism Council (2011) claims that Travel & Tourism is expected to generate 1,509,000 jobs directly in 2011 (1.9% of total employment). By 2021, Travel & Tourism will account for 1,951,000 jobs directly, an increase of 442,000 (29.3%) over the next ten years. The total contribution of Travel & Tourism to employment is expected to be 3,326,000 jobs in 2011 (4.2% of total employment). More over, visitor exports are a key component of the direct contribution of Travel & Tourism. Bangladesh is expected to attract 443,000 international tourist (overnight visitor) arrivals in 2011, generating BDT6.6bn in visitor exports (foreign visitor spending, including spending on transportation). Tourism makes direct contribution by creating demand of accommodations, transportations, and entertainment etc. Indirect impact accounts for creation of Govt. collective investments and purchases of supplies etc. Thirdly, the induced impact results in direct and indirect spending of the employees related to tourism. Tourism offers immense potentiality on employment generation, poverty alleviation and maintaining ecological balance. It is a relatively modern phenomenon, which plays an intensely important role in the economic development of any country.

8. Test of Hypothesis

For analysis, contribution of service in GDP and contribution of tourism in GDP are tested using SPSS (Statistical Package for Social Sciences). Again GDP growth excluding tourism and GDP growth including tourism are tested by pair 't' test. The data used for the test are taken from table 1. The result obtained from two tailed pair test of contribution of service in GDP and contribution of tourism in GDP is significant. As the table 5 (pair 1) shows, it contains the t-value (160.479) and the 2-tailed p-value (.00). The 95% confidence interval of 38.85252 to 40.11748 is also shown on the table 5. Since the p-value of 0.000 is less than 0.05 the difference between the means is significant. In other words, it can be said that the amount contributed by the tourism in GDP is significant.

Furthermore, the table 5 (pair 2) from the output listing contains the t-value (-11.60) and the 2-tail p-value (.00). The 95% confidence interval of (-.69642) to (-.42758) is also depicted on the table. Since the p-value of (.00) is less than 0.05 the difference between the means is significant. It can be said that the growth rate of GDP including tourism is more than the growth of GDP excluding tourism.

From both tests, it is clear that the position of tourism in total economy is considerable and it has a

good perspective subject to the maintenance of its sustainability and development.

9. Findings and Recommendations

9.1 Findings

It is widely recognized that Bangladesh is very rich by the natural beauty and panoramic views, what a tourist wants to enjoy. But there is lack of effective initiatives, proper management plan, and quick & sincere effort from responsible authority. Bangladesh is a reverie country. She has vast natural beauty and a glorious historical background. Since liberation Bangladesh has progressed a lot and has paved her way to development with a good agro-based economy as well as industry and service sector. Tourism is a part of service. But it has good associations with some other sub-sector of service and non service sectors. A large number of employment opportunities are being created by this sector. Tour operator business is doing well in Bangladesh. Thousands of young people have engaged themselves as tourists' guide. Moreover some other induced impact of tourism results in economic progress in local area and the country as a whole. Communication, throughout the country, is developed because of tourism. As a result, other economic activities are augmented. Based on findings, some recommendations are suggested.

9.2 Recommendations

Tourism is an industry of providing services. It could not be isolated from other sectors; rather it depends on some combined effort of other service sub-sectors like hotel and motels, transports, foods, security, guide etc. These facilities are the infrastructures of tourism which is still far behind from satisfactory level. Bangladesh is blessed with huge natural beauty which constitutes major part of tourism industry. Proper maintenance of these beauties along with assuring other logistic facilities can make the tourism most lucrative sector. For this, concentrations are to be made on some areas.

9.2.1 Transportation Facilities

A precondition of tourism industry is good transportation. Since Bangladesh is a plain country, road transport is very popular here. In 1997, the total length of paved road under the Roads and Highways Department stood at more than 20,000 kilometers. The road transport carries about 70% of the country's total passenger and cargo (Shakilah 2011). For tourism, infrastructures in road, railway, air and water transport are important.

9.2.2 Accommodations for Tourists

For tremendous progress in tourism industry, a parallel linkage development in accommodation facilities is utmost necessity. The hotel business in Bangladesh is being flourished centering major tourist spot like Cox's Bazar and other important tourism city. According to Islam (n.d.), there are quality hotels in major cities. Rose View, a 5 star is at Sylhet, a beautiful city sharing same geo-continental plate with Indian hilly state of Meghalaya. Western Inn, Royal International and Arcadia are at Khulna, a city southern part of the country, at the largest mangrove forest district. Cities like Bogra, Comilla, Jessore, Rajshahi and most other cities currently hold at least one or two 5 or 4 star rated hotels.

9.2.3 Security for Tourists

Security is another important aspect for the development of tourism industry. For ensuring safety and security of tourists, a new wing of Bangladesh Police has started to serve. According to The Daily Star (August 18, 2009), a total of 77 police personnel under the command of an Assistant Superintendent of Police (ASP) will serve as tourist police at Cox's Bazar. But, initially 15 tourist police headed by an inspector started functioning at Shaikat Police Outpost in Cox's Bazar. Moreover, mass people of Bangladesh have to come forward to ensure the security of foreign tourists.

9.2.4 Tourist Operators and Tourist Guide

There are so many tour operator businesses in Bangladesh. They arrange different tour packages. Some mentionable tour operator is The Guide Tours Ltd., Himalayan Travel and Tourism, Journey Plus, Ras Holiday, River and Green Tours, Saint Martin Tourism Ltd., Speed Holidays, Unique Tours & Travels and Mangrove Tourism mentionable. Availability of tourist operator and guide may encourage tourists to tour around the country. Availability of tour operators and guide may promote people for tourism.

9.2.5 Diversified Food Culture

Availability of food according to tastes of different countries and their choices is one of the major pre-requisites to attract international tourists. Food habit varies from region to region. To increase tourist exports, proper arrangement of food from different culture is important.

9.2.6 Public Private Partnership (PPP) in Tourism

For swift development, Public Private Partnership in Tourism is emerged in recent years. According to Akter (2010), Bangladesh Parjatan Corporation has taken steps to build new facilities, including hotels, motels, restaurants and amusement parks in 13 districts, to accelerate growth of tourism, mainly domestic. The next fiscal year's budget may consider 21 tourism projects across Bangladesh under public private partnerships (PPP), which are planned to start operations by 2013.

9.2.7 Introducing Slum Tourism

Any country like Bangladesh having a large number of slum dwellers that has high appeal to first world country people can attract huge tourists every year. According to Ma (2010), Slum tourism is a type of tourism that involves visiting impoverished areas, which has become increasingly prominent in several developing countries like India, Brazil, Kenya, and Indonesia.

9.2.8 Implementation of Tribal Tourism

Bangladesh has huge tribal population living mostly in the Chittagong Hill Tracts and in the regions of Mymensingh, Sylhet, and Rajshahi. The majority of the tribal population lives in rural areas, where many practiced shifting cultivation. They have completely different culture and life style. Many curious tourists interested in their culture and life style may be attracted by promoting tribal tourism.

9.2.9 *Halal* Tourism for Muslim Worlds

Bangladesh is a giant of Muslim world. Anything termed as *halal* (anything abide by Sharia) creates extra appeal to the Muslim. *Halal* tourism is a new product in the tourism industry which provides holiday destinations for Muslim families who abide by Sharia rules. The hotels in such destinations do not serve alcohol and have separate swimming pools and spa facilities for men and women. The *Halal* tourism will also provides flights where no alcohol or pork products are served, prayer timings are announced, and religious programs are broadcast as part of entertainment offered board.

10. Remarks and Conclusion

Tourism is a promising sector in Bangladesh. It is a growing sector with an increasing contribution in GDP. Mere some infrastructural development can make the sector sustainable. Though the contribution of this sector is already at significant level, it is important to maintain the industry's sustainability for not to hamper regular growth in GDP. An economy has a regular growth in its size. This growth is contributed by all sectors of it. Importance should be given on tourism for its maintenance and growth.

This paper has examined the extent of tourism in GDP and at the same time how positively it is growing. Without maintaining proper growth in the sector, it may be lag behind in making its future contribution in national economy. From statistical test, it is found that the contribution is already significant. But it can contribute further by creating more employment, generating demand for accommodations and food, improving transportation, and as whole branding Bangladesh to the world. This is a big sub-sector of the national economy. There is a good research scope on country branding and the tourism.

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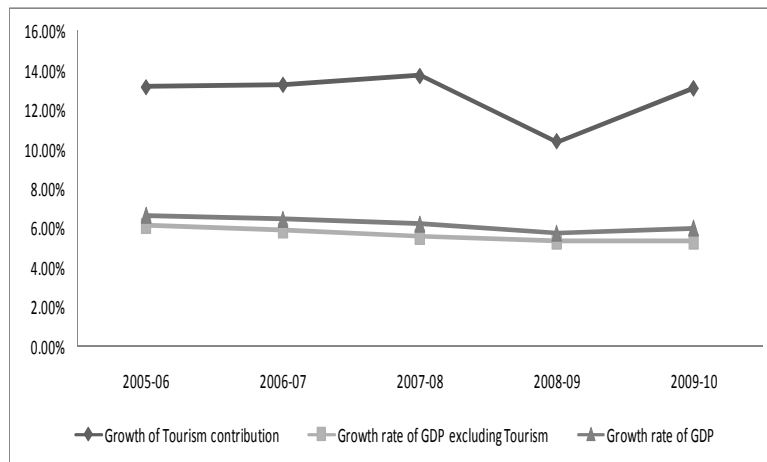


Figure 1. Comparative growth of Tourism, Total GDP and GDP excluding Tourism

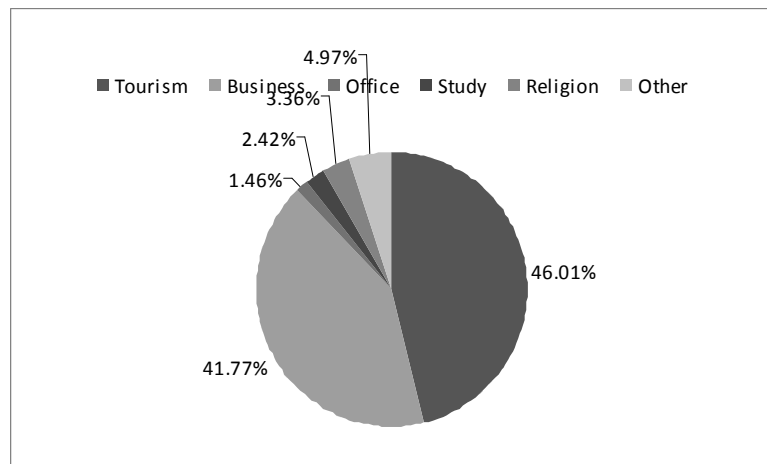


Figure 2. Comparative arrival of Tourists in Bangladesh in 2009

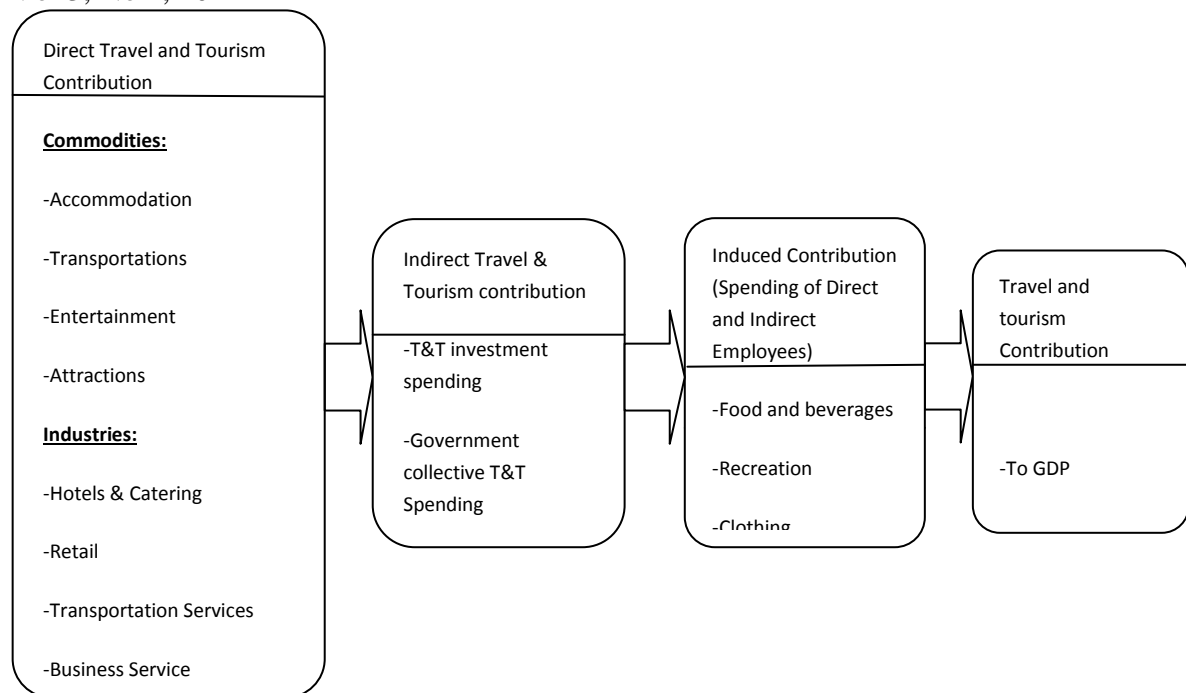


Figure 3. The Impact of Tourism

Source: 2011 Bangladesh Economic Impact Report, World Trade and Tourism Council

Table 1. Growth and Contribution of Tourism and Other Sector in GDP of Bangladesh

Year	Growth of GDP including Tourism	Growth of GDP excluding Tourism	GDP including Tourism	GDP excluding Tourism	Growth of Tourism (%)	Contribution of Service in GDP (%)	Contribution of Tourism in GDP (%)
2004-2005			266978	248278		47.41	7.00
2005-2006	6.63%	6.14%	284673	263513	13.16	47.31	7.43
2006-2007	6.43%	5.88%	302971	279001	13.28	47.51	7.91
2007-2008	6.19%	5.54%	321726	294466	13.73	47.66	8.47
2008-2009	5.74%	5.31%	340197	310107	10.38	47.92	8.84
2009-2010	6.00%	5.31%	360609	326579	13.09	48.19	9.44

Source: Bangladesh Economic Review 2010, Ministry of Finance and 2011 Bangladesh Economic Impact Report, World Trade and Tourism Council

Table 2. Growth of Tourism, Total GDP and GDP Excluding Tourism

Growth	2005-06	2006-07	2007-08	2008-09	2009-10
Growth of Tourism contribution	13.16%	13.28%	13.73%	10.38%	13.09%
Growth rate of GDP excluding Tourism	6.14%	5.88%	5.54%	5.31%	5.31%
Growth rate of GDP	6.63%	6.43%	6.19%	5.74%	6.00%

Source: Bangladesh Economic Review 2010 (Ministry of Finance) and 2011 Bangladesh Economic Impact Report, World Trade and Tourism Council

Table 3. Foreign Earnings from Tourism (In Million BDT)

Years	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	Average	STDEV
Total Foreign Exchange	2653.80	3312.60	3310.00	3967.56	4493.89	5530.65	5265.19	6124.52	5762.24	5562.70	4598.32	1221.60
% Change	1.02	24.82	-0.08	19.87	13.27	23.07	-4.80	16.32	-5.92	-3.46	8.41	12.24

Source: Tourism Statistics 2010, Bangladesh Parjatan Corporation

Table 4. Visitors Arrival by Purpose of Visit (2008-09)

Month	January	February	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Tourism	14,028	13,047	12,747	12,858	12,541	8,924	9,122	7,908	5,947	7,504	7,612	10,661	122,899
Growth of Tourism		-6.99%	-2.30%	0.87%	-2.47%	28.84%	2.22%	13.31%	24.80%	26.18%	1.44%	40.06%	
Business	9,985	9,882	9,679	9,319	8,613	10,504	10,187	8,108	6,678	10,236	9,492	8,886	111,569
Growth of Business		-1.03%	-2.05%	-3.72%	-7.58%	21.96%	-3.02%	-20.41%	-17.64%	53.28%	-7.27%	-6.38%	
Office	823	279	327	312	340	295	364	231	234	222	209	259	3,895
Growth of Office		66.10%	17.20%	4.59%	8.97%	13.24%	23.39%	36.54%	1.30%	5.13%	5.86%	23.92%	
Study	605	454	540	578	616	672	549	533	498	429	479	522	6,475
Growth of Study		-24.96%	18.94%	7.04%	6.57%	9.09%	-18.30%	-2.91%	-6.57%	-13.86%	11.66%	8.98%	
Religion	2,102	1,599	627	578	449	523	506	479	502	498	507	613	8,983
Growth of Religion		23.93%	60.79%	7.81%	22.32%	16.48%	3.25%	5.34%	4.80%	0.80%	1.81%	20.91%	
Other	1,089	1,025	1,194	1,141	1,145	1,326	1,052	980	890	1,074	1,037	1,333	13,286
Growth of Other		-5.88%	16.49%	-4.44%	0.35%	15.81%	-20.66%	-6.84%	-9.18%	20.67%	-3.45%	28.54%	
Total	28,632	26,286	25,114	24,786	23,704	22,244	21,780	18,239	14,749	19,963	19,336	22,274	267,107
Growth of Total		-8.19%	-4.46%	-1.31%	-4.37%	-6.16%	-2.09%	16.26%	19.13%	35.35%	-3.14%	15.19%	

Source: Tourism Statistics 2010, Bangladesh Parjatan Corporation

Table 5. Paired Samples Test

Details	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Contribution of Service in GDP - Contribution of Tourism in GDP	39.48500	.60269	.24605	38.85252	40.11748	160.479	5	.000
Pair 2 GDP growth excluding tourism - GDP growth including tourism	-.56200	.10826	.04841	-.69642	-.42758	-11.60	4	.000

Sources: Calculated by SPSS (Statistical Package for Social Sciences)

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