

An Internship report
On
TRAVEL TOURISM IN BANGLADESH: A STUDY ON 12 EVENTS TOURS & TRAVEL

Prepared by
Mohammad Shamsuzzoha Badsha

Student ID. E130502069

MBA (Evening) 2nd Batch

Major in Marketing

Faculty of Business Studies

Hajee Mohammad Danesh Science & Technology University, Dinajpur

Prepared Under the Supervision of
Md. Mamunar Rashid

Associate Professor

Department of Accounting

Faculty of Business Studies

Hajee Mohammad Danesh Science & Technology University, Dinajpur



Hajee Mohammad Danesh Science & Technology University
Dinajpur-5200

***DEDICATED TO
MY BELOVED
PARENTS
HONORABLE
SUPERVISOR
&
CO-SUPERVISOR***

Acknowledgement

For the very first of all I would like to express my gratefulness and harmony to the “ALLMIGHTY ALLAH” the supreme authority of the Universe, without Whom we would be nothing. Next I would like to express my kindness to my Beloved Parent whose continuous inspiration enrages me to make a right move in my life.

I am grateful towards some respected persons for their advice, suggestions, direction and co-operation which have enabled me to have an experienced in the dynamic environment.

First of all I would like to thank my honorable supervisor Md. Mamunar Rashid ,Associate Professor , Department of Accounting, without whose help, suggestion and cooperation the total report will be valueless.

I would like to thank from the deep of my heart to those people who are related with making of this report and make it a success.

At last but not the least, the Hajee Mohammad Danesh Science and Technology University, Dinajpur for giving me an opportunity to complete my MBA degree and give me a scope to gather practical experience and enrich my knowledge.

May Allah bless all of them.

April, 2016

Author

Students Declaration

The discussing report is the terminal formalities of the internship program for the degree of Master of Business Administration (MBA) faculty of post-graduate Studies at Hajee Mohammad Danesh Science and Technology University, Dinajpur which is compact professional progress rather than specialized. This report has prepared as per academic requirement after the successfully completion of 3 months internship.

It is my pleasure and great privilege to submit my report titled “TRAVEL TOURISM IN BANGLADESH: A STUDY ON 12 EVENTS TOURS & TRAVEL” As the presenter of this report; I have tried my level best to get together as much information as possible to enrich the report. I believe that it was a fascinating experience and it has enriched both my knowledge and experience.

However, after all this, as a human being, I believe everyone is not beyond limitation. There might have problems regarding lack and limitation in some aspects and also some minor mistake such as syntax error or typing mistake or lack of information. Please pardon me for that mistake and clarify these of my further information on those matters.

Mohammad Shamsuzzoha Badsha

Student ID:E130502069

MBA (evening)2nd Batch

Major in Marketing

HSTU, Dinajpur.

Supervisor’s Declaration

I hereby declare that the concerned report entitled “TRAVEL TOURISM IN

BANGLADESH: A STUDY ON 12 EVENTS TOURS & TRAVEL” is an original work by **Mohammad Shamsuzzoha Badsha**, Student no. **E130502069**, MBA (evening) 2nd batch, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200, completed his internship under my supervision and submitted for the partial fulfillment of the requirement of the degree of Masters of Business Administration (MBA) at HSTU Dinajpur.

Md. Mamunar Rashid

Associate Professor

Department of Accounting

Faculty of Business Studies

HSTU, Dinajpur.

Co-supervisor’s Declaration

I hereby declare that **Mohammad Shamsuzzoha Badsha**, Student no. **E130502069**, MBA (evening) 2nd batch has submitted his internship report entitled “TRAVEL TOURISM IN BANGLADESH: A STUDY ON 12 EVENTS TOURS & TRAVEL” after completing his

internship program under my supervision. This report has been submitted in partial fulfillment of the requirement for the degree of Bachelor of Masters of Business Administration (MBA) at HSTU Dinajpur.

Md. Abdur Rouf

Lecturer

Department of Marketing

HSTU, Dinajpur.

Executive Summary

We shall be benefited of by our education if we can effectively apply the institutional education in practical fields. Hence, we all need practical education to apply theoretical knowledge in real world. By considering this importance arranges internship program each semester compulsory for the students of Bachelor of Business Administration to complete the requirement of the course. As a part of this program my topic of the study was “Travel Tourism in Bangladesh: A study on 12 Events Tours & Travel “I tried my best to conduct

effective study by collecting current data. Even though if mistake appears, it is truly undesirable. So I would request to look at the matter with merciful eyes.

12 Events Tours & Travel offers all kinds of Airline ticketing and Tourism services Provider company.

The main purpose of this study is to analyse the current position tourism marketing in Bangladesh and to highlight how the marketing activities can play the role in the tourism development of a country like Bangladesh. Considering this view, the marketing activities undertaken by 12 Events Tours & Travel to operators develop a tourism sector of Bangladesh. In addition to that it was attempted to find out the types of marketing as well as the promotional activities most suited for tourism in Bangladesh. Finally, based on the findings, some suggestions have been put forwarded to the policy makers of the concerned authority.

The present research is a combination of both theoretical and empirical. For the theoretical foundation and analysis, the existing literatures were investigated. The existing literature includes published journals, periodicals, newspapers, related magazines, Internet etc. Most of the statistical data have been collected from the related web pages. To analyse the collected data, different quantitative and qualitative measures have been taken.

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Chapter:1

Introduction

The main purpose of this study is to analyse the current position tourism marketing in Bangladesh and to highlight how the marketing activities can play the role in the tourism development of a country like Bangladesh. Considering this view, the marketing activities undertaken by 12 Events Tours & Travel to operators develop a tourism sector of Bangladesh. In addition to that it was attempted to find out the types of marketing as well as the promotional activities most suited for tourism in Bangladesh. Finally, based on the findings, some suggestions have been put forwarded to the policy makers of the concerned authority.

1.1 Objectives

The objective of the study is to gather practical knowledge particularly regarding any Business organization and its operations. Theoretical classes of Bachelor of Business Administration program provides us knowledge regarding theories and models whereas internship program gives us the chance to view those systems and their operations (based on theories and models) in practice. Apart from this broad objective we can identify the objectives of this report as follows:

- Narrating experience in working in 12 Events Tours & Travel
- To apply theoretical knowledge in the practical filed in order to formulate a problem to work on.
- Defining and analyzing the problem.
- To learn about tourism sector more thoroughly.
- To relate the theoretical knowledge with the practical content.

1.2 Methodology:

I joined as an intern in 12 Events Tours & Travel on March 01, 2016. Data Sources and referred are both primary and secondary in nature. The required primary data were collected by personal interviews. The sources of secondary data are published articles and periodical and annual report, daily newspapers and website also.

Data Collection Procedure

The primary sources are:

- Practical desk work
- Face to face conversation with the officers

The secondary sources are:

- Annual reports on 12 Events Tours & Travel
- Annual report Bangladesh Parjatan Corporation (BPC)
- Research papers, training materials, magazines.
- Different text books
- Publications collected from different libraries and from internet.

1.3 Limitations

- The main constraint of the study was insufficiency of information which is highly required for the study.
- Such a study was carried out by me for the first time. So, in-experience is one of the main factors that constituted the limitation of the study.

The duration of our orientation was not enough to cover all aspects of Tourism sector for this reason it is too difficult to cover all functions of the different desk to make understandable.

Chapter:2

Overview of 12 Events Tours & Travel

2.1 General Description of the company

12 Events Tours & Travel is a Bangladesh based Tourism Industry that provides traveling services. It strongly believe that through Eco tourism we can play an important role to safe guard our natural resources and sustain the ecological process of the nature which should also be the ultimate motto of modern tourism. Eco tourism is a new concept of the present millennium. The important role of Eco tourism is to try to combine the conservation of unique local resources such as nature, history and culture with the establishment of tourism industry and the activation of local communities.

Bangladesh is a poor and over populated country it is full of natural beauties. By utilizing the natural resources we could be an able to establish our country on a strong economic platform.

The naturally enrich and historical places of our country are - Cox's-bazar, Rangamati, Banderban, St.Martin, Sylhet hill tracs, Kuakata, Sunderban, Sonargoan, Moinamoti, Asahanmonjil, Ramsagar, Kantajew Temple and so many.

Through the Company we will be trying to make the people of our country and also people from abroad familiar with the natural resources of our country as well as the history, culture, people and achievements of us.

The Company will offer comprehensive packages for the tourists including guidance, transportation, food, accommodation with reliability and security.

2.2 Industry Background

Tourism is world's largest justifiable service industry that is generating huge revenue for tourist country. Bangladesh has lots of tourism spots but most of them unexplored by the relevant authority. Having all the minimum requirements, the tourism industry could not develop adequately in Bangladesh. The cracks of problem could not identify accurately because of paucity of sufficient number of research and investigations in our country. Out of different problems, the researchers have concentrated their focus to development aspect for tourism sector in Bangladesh.

Tourism in Bangladesh is a slowly developing foreign currency earner. The country has much to attract international and domestic tourists. Bangladesh as a holiday making land

exposes too many flamboyant facets. Its tourist attractions are many folded, which include archaeological sites, historical mosques and monuments, resorts, beaches, picnic spots, forests and tribal people, wildlife of various species. Bangladesh offers ample opportunities to tourists for angling, water skiing, river cruising, hiking, rowing, yachting, sea bathing as well as bringing one in close touch with pristine nature.

2.3 Company Background:

2.3.1 Company Vision

To lead the people in the journey of discovering Bangladesh.

2.3.2 Company Mission:

If could utilize the natural resources in Tourism Industry will become one of the leading industry of this country in future and that will eventually lead our country towards a strong economic base. The mission of our company is to show people Bangladesh through our eyes so that in future we could lead them in the journey of discovering the new Bangladesh.

2.3.3 Goal of the Company:

Since opening our door in 2011, it has been our goal to provide a unique & unforgettable travel experience that results our clients true desires. We perform this service with professionalism, knowledge & creativity, while offering you the best value. We want our clients to experience a destination rather than view it. We are regularly traveling the world to bring you new ideas, new technologies, and new comforts precisely new ways of service.

2.3.4 Company History:

12 Events Tours & Travel was founded in 25 September 2011, over the years the company has developed an excellent reputation in Bangladesh. They initially starting operation in some selected area but in future we will be covering the whole Bangladesh. The Company offer comprehensive packages for the tourists including guidance, transportation, food, accommodation with reliability and security.

2.3.5 Uniqueness of the service

From the birth of Company it has been goal to provide a unique & unforgettable travel experience that results our clients true desires. Company performs this service with professionalism, knowledge & creativity, while offering you the best value. They have taken this initiative not only to start their own demand but also to help the people of this country discover a new Bangladesh and try to comprehensive packages for the tourists including guidance, transportation, food, accommodation with reliability and security.

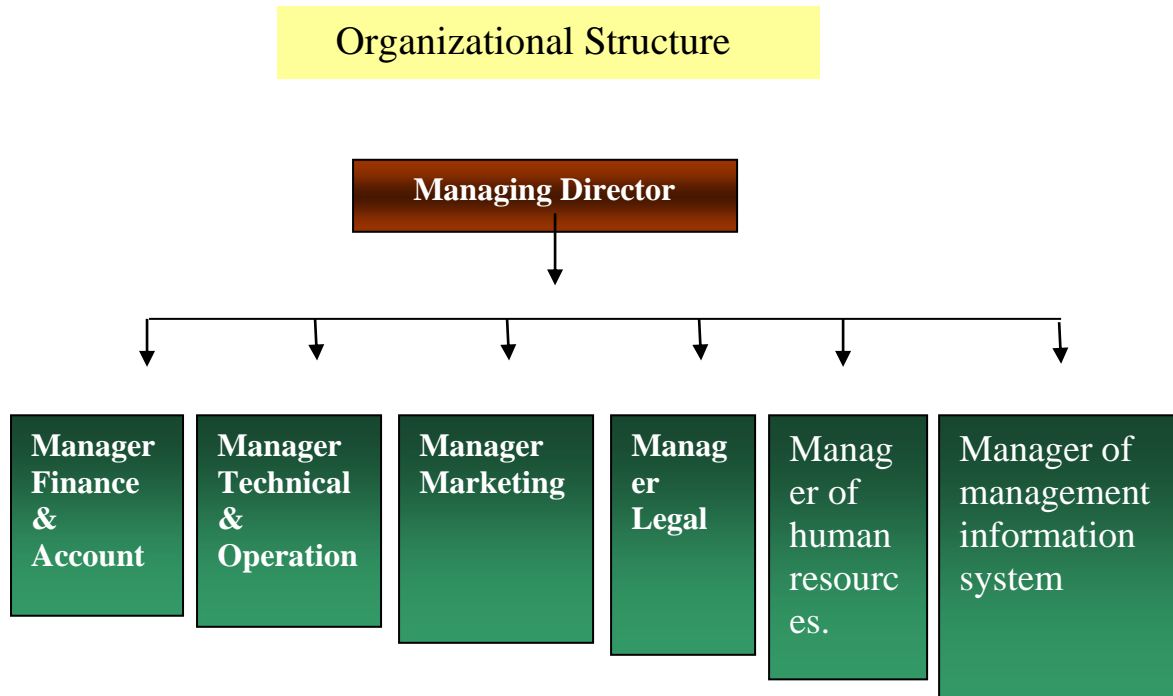
Chapter: 3

Management Aspect

3.1 Promoters:

The plan is developed in January 2011 and started working at September. The promoter of “12 EVENTS TOURS & TRAVEL” is Ishtiaq Ahmed.

3.2 Organizational Structure:



3.3 Consultants & Auditors:

All though it is a service providing firm so consultancy is most needed. We must consult with the consultancy firm who can provide current information about the tourism business. The consultant must provide with condition of tourism business in Bangladesh as well as all over the world. At the same time the opportunity of tourism business in Bangladesh we must consult with then.

3.4 Banks:

12 Events Tours & Travel are all transaction with the bank. The name of the Bank is Bank Asia. In this bank all transaction will occur. Bank also can help by providing consultancy about tourism business.

3.5 Auditor

Auditor is needed if it becomes a large organization. Hopefully our firm is going to be large operations. So auditor is required for financial analysis. It can help to provide accurate

calculation and information. Audit can do by internally and externally. We think we need external auditor because it is needed as short time for calculation and financial analysis. We decide we will hire the best audit firm in Bangladesh. The firm is Rahman and Rahman. Its service is better than other audit firm. We can make faith with them.

3.6 HR Management:

3.6.1 Staffing

Human resource (HR) strategy represents key decisions that have been made to shape and guide HR programs, including staffing. HR strategies are both derived from and contribute to the formulation of the organization's strategy. The employee for our operation smoothly and also employ guide, driver, and helper & security gourd. For staff mobilization we will employ some supervisors who can supervise them. They can report us about their performance and job done properly.

3.6.2 Staffing Budget:

The stuffing budget is prepared by our finance manager. The budgets are given below:

Particulars	Amounts(Tk) per
Employee (finance)	15000
Employee (marketing)	commissions+10000
Employee (operation)	12000
Office stuff	6000
Security Gourd	4000
Guide	5000
Supervisor	5000
MIS depts.	15000
HRM depts.	15000
Legal depts.	15000

3.6.3 Stuffing Plan:

They have some executives to the head office and branch office. In finance department executives in head office in Dinajpur and another Dhaka branch office. In marketing department executives in head office and in branch office. In operation department one in head office and one in branch office. Two office stuffs (one in head and another in branch office), two gourds (one in head and another in branch office) are needed. They have four drivers who drive our minibuses for customer service. They have ten employee guides who give idea to the tourist of those specific areas and five supervisors who supervise the stuff that they done their job properly.

Chapter:4

Technical Aspects

4.1 Organizations Service:

The organization is focusing on the service. It has got a large plan for customer service because it is going to run its business for providing better customer service. The first develop their package because if it is attractive then customer can select it. So the firm can take advice from his own specialist consultants.

It is the hard job to develop or arrange package for the customer. At the same time the cost estimation is also a hard job but our finance manager and operation manager done it properly.

As the wealth of people is increasing, together with their leisure time, more and more people are searching for an unusual holiday. But the places are very few in our country. And there is no international standard holiday spot in Bangladesh. As a result the people of the country go outside of the country. And it may lose of our country economy. Thus, what could be more adventurous than other? To answer these question we are introduce a under water aquarium first time in Bangladesh. We think and believe that it will become one of the attractive tourist spot in South Asia. That's why we plan to organize a travel agency to discover Bangladesh.

4.2 Service Technology:

As it is a service provider business so major technology is not required. If it is production related then technology is must. Although we use some technology for develop our package and flexible service. This contains:

- Computer and printer in both our head office and branch office.
- Internet facilities for global communication.
- Mobile technology that our employee can easily communicate with ours for directions.
- Air-condition system and at the same time electric fan are required.
- Generator system that when electricity is off the generator can give us back up for electricity.

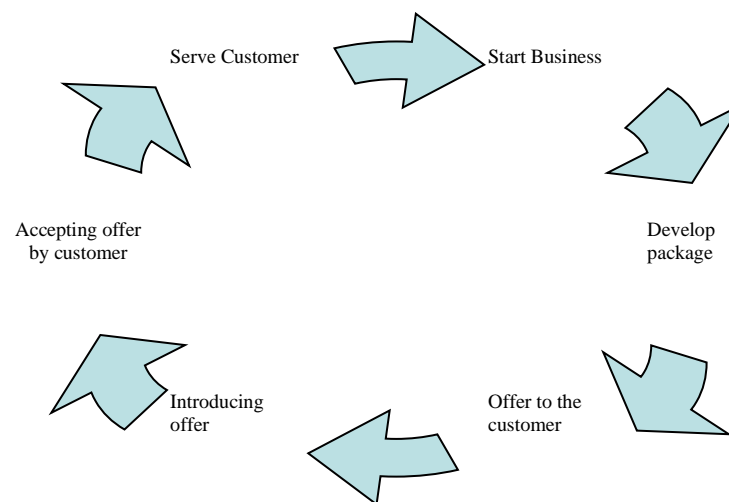
4.3 Utilities:

Some utilities are required for running business organization. Without these utilities we can't run our daily activities. So these are also the main instruments for our office.

These utilities are as follows:

- Gas
- Electricity
- Paper
- Mineral water
- Ribbons
- Other office utilities

4.4 Process Cycle:



4.5 Suppliers and Sources of raw materials:

As it is not production types business so raw materials are not required. But we can take some information from our consultants and our advisors. They can give us most reliable and updated information about tourism business. Our supplier must be our bank. They can supply loan as our needed. They also can help us by providing consultancy service.

4.6 Our Services:

Before knowing our services at first we must know about our country of Bangladesh. Bangladesh is a small country in the world. At the same time most of the people living very poor. Education system are not also well enough. Their culture also affect on their progress. But there is huge possibility to develop their country. Natural beauty can play a role for progress. They improve continuously.

About Bangladesh-

Bangladesh is a country of 150.02 crores people. Most of them are Muslim and common language is Bangla that is the seventh language in the world. Other religious Hindu, Christian, Buddha. Bangladesh has a reasonable level of metal road and railway, which connects the two ports with all the urban centers throughout the length, and breadth of the country. The telecommunication systems very well. The major items of exports are ready-made garments and clothing, medicine, leather & leather goods, shrimps and frozen foods, raw jute and jute products, fertilizer, cement etc. The major items of imports are: Machineries, petroleum, cotton etc.

Country: The People's Republic of Bangladesh

Passport and Visa: Passport must be valid minimum three months for Bangladesh visa for entry. For the tourists the officer in Charges Immigration Dhaka airport may issue 75 days visa on arrival. But it is advisable to obtain visas in advance from the Bangladesh Mission abroad. Charges for on arrival visa USD\$ 50 for 7 days to 15 days.

Currency: The unit is Taka.

Cash & Credits: US\$ & pounds are mostly preferred to exchange money exchange/Bank. Other currency can be exchanged from the Bank. Credit cards are also acceptable in a limited shops and establishment. ATM booths are available.

Geographical Location: In South Asia between 20 Degree 34' and 26 degree 38' north latitude and 88 degree 01' and 92 degree 41' east longitude.

Boundaries: North: India (west Bengal & Meghalaya)

West: India (West Bengal)

East: India (Tripura & Assam) and Myanmar

South: Bay of Bengal

Area: 147,570 Square Km, Territorial waters: 12 nautical miles.

Capital: Dhaka

Time: GMT plus 6 hours

Climate: Sub-tropical monsoon

Temperature: Winter (Nov-Feb) Maximum 29 degree Celsius, Minimum 9 Summer (April- Sept): Maximum 34 Degree Celsius, minimum 21

Humidity: Highest 99% (July), Lowest 36% (Dec)

Rainfall: 120-345 cm (47"-136") during monsoon

Tourist Season: All around the year.

Administrative Division: 08

District: 64

City Corporation: 11

Municipality: 323

Police Station: 492

Union: 4553

Village: 68000

Language: 95% speak Bengali and 5% other dialects. English is widely spoken and understood

Food staple diet: rice, vegetable, pulses and fish

Principal Rivers: Padma, Bramaputra, Jamuna, Meghna, Karnaphuli and Testa

Mineral Resources: Natural Gases, limestone, hardrock, coal, lignite, silica sand, white clay.

National Language: Bengali

Government Holydays: Friday & Saturday.



On line airlines in Bangladesh:

Airlines	Code	Origin	Remarks
Singapore airlines	SQ	Singapore	Daily flights
Malaysian airlines	MH	Malaysia	Daily flights
Qatar Airways	QR	Qatar	Daily flights
British airways	BA	Uk	Weekly 3 flights
Gulf air	GF	Dubai	Daily flights
Saudi Airlines	SV	Saudi Arabia	Weekly 6 flights
Dragon air	KA	Hong Kong	Weekly 5 flights
Kuwait airways	KU	Kuwait	Weekly 3 flight
Air Arabia	G9	Saudi Arabia	Weekly
Druk Air	KB	Bhutan	Weekly 1 flight
Thai airways	TG	Thailand	Daily flights
Etihad Airways	EY	Abu Dhabi	Daily flights
Air India Express	AI	India	Kolkata based flight
Jet Airways	9W	India	Daily kolkata & Delhi
Pakistan Air	PK	Pakistan	Weekly 5 flights
China Eastern	MU	China	Weekly 5 flights
Emirates	EK	Dubai	Daily flights
Yemen Airlines	IY	Yemen	Weekly 2 flights
Biman Bangladesh Airlines	BG	Bangladesh	Domestic & International
GMG Airlines	Z5	Bangladesh	Domestic & International
Novo Air	VQ	Bangladesh	Domestic & International
United airways	UND	Bangladesh	Domestic & International
US Bangla	USB	Bangladesh	Domestic & International

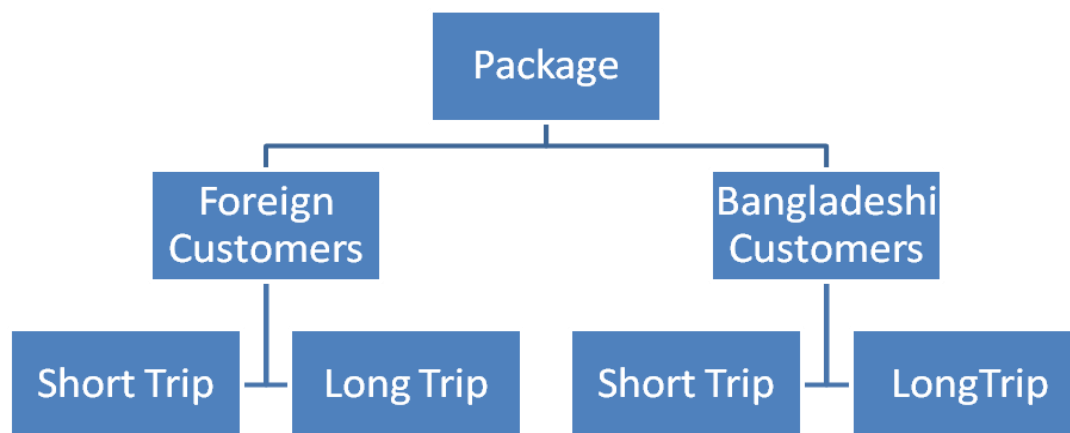
Visa:

Restricted entry: The government of Bangladesh refuses admission and transit to nationals of Israel.

Passports: Passport valid for 3 months after departure required by all. **VISAS:** Required by all except the following: (a) nationals of Bahamas, Fiji, Gambia, Grenada, Guinea-Bissau, Jamaica, Guyana, Honduras, Lesotho, Malawi, Montserrat, St Kitts & Nevis, St Lucia, St Vincent & the Grenadines, Seychelles, Solomon Islands, Vatican City and Zambia for stays of up to 90 days; (b) transit passengers continuing their journey the same for first connecting aircraft provided holding valid onward or return documentation and not leaving the airport;(c) tourist and business travelers arriving at Hazrat Shahajalal international airport, Dhaka and Patenga international airports, provided holding return air tickets, who may be granted 'landing permission' by the by the Chief Immigration Officer for stays of up to 15 days.

Our services:

We arrange our package by using some special feature for better customer service. We first identify of those historical place and why it famous and what are the place are needed to visit and its geographic area. Some special package we developed. We also book the five star hotels (if necessary) and the Govt. porjoton motel .We also arranges the air or bus ticket for our tourist. These packages are given below in detail:



Package – 1

Short trip in Dhaka

The Company arranges some short trip that is organized in Dhaka city and outside of Dhaka city both for foreigner and Bangladeshi. This is we called day tour. Under package 1 we arrange some day tour in the historical places of Dhaka and outside of Dhaka.

Attractions:

- a) National memorial at Savar.
- b) Lalbagh fort
- c) Bangabandhu memorial museum.
- d) Mukti juddha museum
- e) Ahsan manzil museum
- f) Curzon hall
- g) Old high court building
- h) Dhaka zoo
- i) Botanical garden
- j) Central Shahid Minar
- k) Suhrawarthy uddyan
- l) Parliament house
- m) Sonargaon
- n) Gazipur
- o) Boshundhora city
- p) National museum
- q) Ashulia

Tour-1: Know the Nation (Duration 10 hrs)

This tour is for those who want to know our nation's history, culture & heritage at a glance. Tour will include:

- a) National museum
- b) National memorial at savar
- c) Bangabandhu memorial museum
- d) Mukti juddha jadughar.
- e) National parliament



Tou-2: Dhaka Daily half day city tour

(Duration 10hrs)



Enjoy the Shower of masses and browse through the old city of Dhaka.

Take some of its colors, painted rickshaw and visit –

- a) Central Shahid Minar
- b) Curzon hall
- c) Old high court
- d) Dhaka zoo
- e) Botanical garden
- f) Suhrawarthy uddyan

Tour-3: To visit the historical place (Duration 5 hrs)

Ahsanmonjil and Lalbagh Fort is the important & valuable place in history. You can make a tour to this historical place to know the history. At the same time you can visit the most temple. It will include:



- a) Ahsan manzil
- b) Lalbagh fort
- c) Temples like Dhakeshwari mandir etc.

Tour-4: Sonargaon (Duration half days)

We can go to visit our one of most popular historical place sonargaon.



The place in sonargaon that we will go-

- a) Tajmahal of Bangle
- b) Sonargaon museum
- c) Panam nogori

Tour –5: Gazipur (Duration half days)

We can also go to our picnic spot that is in gazipur. In gazipur we will visit:

- a) Cotbari
- b) National park
- c) Nuhas palli



Tour-6: Ashulia (Duration half days)

Here we can visit different places and parks for Tourist entertainment. It includes the places like:

- a) Heritage park
- b) Fantasy kingdom
- c) Nandan park

Tour-7: Dhaka Shopping Tour (Duration 3 hrs)

While you are in historical capital city Dhaka, you can take a wonderful shopping trip. We have decorated this trip for you with very popular handicraft, antique and garment shop where you will find the products highest in standard but lowest in price. The shops we offer are Arong – a wonderful handicraft shop, Sopura silk – most popular silk cloth brand in Bangladesh, Basundhara city complex market – where you will find different products, it is the largest shopping complex in the world.



Package 2

Dhaka- Chittagong-Dhaka

Duration 2days 1night

Attractions:

1. Patenga beach
2. Foy's lake
3. Shahid Zia Park
4. Batali pahar
5. World war 2 cemetery

Special feature-

Patenga beach:

The Patenga beach at Chittagong is one of the most popular beaches of Bangladesh, stretching for miles near at the meeting place of the Bay of Bengal and the river Karnaphuli. Nature lovers come around here to enjoy the scenic sunrise and sunset.



Foy's lake:

Amusement World is a theme park located in the heart of Chittagong, in Foy's Lake. Amusement World is located in the same complex as Sea World and Foy's Lake Resorts. The Foy's Lake theme parks are located in a pictures setting surrounded by hills, a lake and green forests located in Pahartoli, Chittagong on approximately 320 Acres of land.



Chittagong is a major port city of Bangladesh located south of Dhaka with good transport links from the capital.

Shahid Zia Complex:

The Bangladesh Betar Transmission Centre at Kalurghat in Chittagong has turned into a Mini Bangladesh under the project titled Shaheed Zia Smriti Complex. Giving visitors a glimpse of rich historical background and heritage, life of people and their different cultures, flora and fauna of Bangladesh is the main objective behind the concept of Mini Bangladesh.



Batali pahar & Pahartali:

Chittagong is considered by many as the most beautiful district of the country due to its natural beauty comprising of the seaside, hills, rivers, forests and valleys like Batali pahar and Pahartli. This hills can introduce natural beauty of our country.

World War 2 cemetery:

Second World War warrior's graveyards are in this Cemetery. There are 755 graves in this graveyard of the great warriors who died d in world war from 1939 to 1945 in Chittagong and Comilla areas. In this well-preserved cemetery at a quiet and picturesque place within the city lie buried in eternal peace over 700 soldiers from British, Australia, Canada, New Zealand, India, Myanmar, East and West Africa, The Netherlands and Japan who laid down their lives on the Myanmar front during the World War II. Every year a number of tourists come here to visit this Cemetery.

Tour plan-

Day- 1

At first we finished our breakfast at the hotel we go to patenga beach to see the wonderful beach. Then we will go to a good hotel for lunch. After, then from there we go to Batali pahar to see natural beauty. At afternoon we will go to Sahid Zia park. and we will eat our dinner at revolving tour then back to hotel.

Day-2

Finishing our breakfast we will go to world war2 cemetery that is situated at the main city of Chittagong. Then from there we will go to foy's lake and water world at night train we will back to Dhaka.

Package 3

Dhaka – Cox's bazaar- sent martin – Chera dip – Chittagong – Dhaka

Duration 5 days 4 nights

Attractions:

- a) Cox's bazaar beach
- b) Himchari
- c) Teknaf
- d) Enani beach
- e) Sent martin
- f) Chera dip
- g) Maheshkhali
- h) Sonadia
- i) Shalbon Bihar

Special offer to tourist from our agency-

- Trip in chera dip
- Water surfing in Cox's bazaar



Security-We will take permission from the commissioner of Cox's bazaar, also City Corporation and Porjoton Corporation to doing surfing on the sea. And we must ensure the security

Special feature-

Cox's Bazaar:



Miles of golden sands, towering cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist temples and tribes, delightful sea-food--this is Cox's Bazaar, the tourist capital of Bangladesh. Having the world's longest (120 kilometers.) beach sloping gently down to the blue waters of the Bay of Bengal, Cox's Bazaar is one of the most attractive tourist sport in the country. There are also a few very old wooden Buddhist temples at Ramu, a few kilometers from Cox's Bazaar, well worth visiting. Located at a distance of 152 km. south of Chittagong, the leading seaport of Bangladesh, Cox's Bazaar is connected both by air and road from Dhaka and Chittagong. A drive to Teknaf, which is the southernmost tip of the mainland of Bangladesh, is a memorable journey. A day trip to either Moheshkhali or Sonadia, the deltaic islands nestled among the gentle waves of the Bay of Bengal, will also be really interesting. Other attractions for visitors are conch shell market, tribal handicraft,

salt and prawn cultivation. Besides, the longest sea-beach, Cox's Bazaar and its adjoin areas have a lot of things to see and places deserve visit by the tourists.

Himchari:

It is about 32 km. South of Cox's Bazaar along the beach, a nice place for picnic and shooting. The famous "Broken Hills" and waterfalls here are rare sights.



Inani beach:

It is about 32 km. South of Cox's Bazaar and just on the beach, with the sea to the west and a background of steep hills to the east. Inani casts a magic spell on those who step into that dreamland. It is only half an hour's drive from Cox's Bazaar and an ideal place for Sea-bathing and picnic.



Maheskhali:

An island off the coast of Cox's Bazaar. It has an area of 268 square kilometers. Through the center of the island and along the eastern coast line rises a range of low hills, 300 feet high; but the coast to the west and north is a low-lying treat, fringed by mangrove jungle. In the hills on the coast is built the shrine of Adinath, dedicated to Siva. By its side on the same hill is Buddhist Pagoda.



Ramu:

This is a typical Buddhist village, about 16 km. from Cox's Bazaar, on the main road to Chittagong. There are monasteries, khyangs and pagodas containing images of Buddha in gold, bronze and other metals inlaid with precious stones. One of the most interesting of these temples is on the bank of the Baghkhali River. It houses not only interesting relics and Burmese handicrafts but also a large bronze statue of Buddha measuring thirteen feet high and rests on a six feet high pedestal. The wood carving of this khyang is very delicate and refined. The village has a charm of its own. Weavers ply their trade in open workshops and craftsmen make handmade cigars in their pagoda like houses.

Sonadia Island:

It is about seven kilometer of Cox's Bazaar and about nine square kilometer in area. The western side of the island is sandy and different kinds of shells are found on the beach. Off the northern part of the island, there are beds of windowpane oysters. During winter, fishermen set up temporary camps on the island and dry their catches of sea fish.



St. Martins Island:

This small coral island about 10km (6mi) southwest of the southern tip of the mainland is a tropical cliché, with beaches fringed with coconut palms and bountiful marine life. There's nothing more strenuous to do here than soak up the rays, but it's a clean and peaceful place without even a mosquito to disrupt your serenity. It's possible to walk around the island in a day because it measures only 8 sq km (3 sq mi), shrinking to about 5 sq km (2 sq mi) during high tide. Most of island's 5500 inhabitants live primarily from fishing, and between October and April fisher people from neighboring areas bring their catch to the island's temporary wholesale market. A ferry leaves Teknaf for St Martin every day and takes around 3 hours.



Getting to St. Martin's is a three-step program. First you'll need to fly or bus it down to Cox's Bazaar, and then catch a bus to Teknaf, which is right on the very tip of Bangladesh, sandwiched up against Myanmar. From Teknaf ferries run daily to St. Martin Island. The total distance from Dhaka to the island is 510km (316mi).

The Agamid Khyang, Cox's Bazaar:

Equally elaborate in plan, elevation and decoration is the Agamid Khyang near the entrance to the Cox's Bazaar town which nestles at the foot of a hill under heavy cover of a stand of large trees. The main sanctuary-cum-monastery is carried on a series of round timber columns, which apart from accommodating the prayer chamber and an assembly hall, also is the repository of a large of small bronze Buddha images--mostly of Burmese origin-- and

some old manuscripts. Beyond the main khyang to the south there is an elevated wooden pavilion and a smaller brick temple with a timber and corrugated metal roof. Apart from bearing an inscription in Burmese over its entrance the temple contains some large stucco and bronze Buddha images.

Teknaf:

Southernmost tip of Bangladesh, Teknaf situated on the Naaf River and just at the end of the hilly regions of the district. Myanmar is on the opposite bank of Naaf River. Wild animals and birds are available but the most interesting thing is a journey on the river. Wide sandy beach in the backdrop of high hills with green forests is an enchanting scene never to be forgotten.



The Cox's Bazaar Holiday Complex of Bangladesh Parjatan Corporation, the National Tourism Organization is an ideal tourist resort having a number of facilities for the visitors.

Tour plan-

Day 1

After breakfast drive to Chittagong (268km) enroute visit the very rich archaeological sites of Mainamati Shalban Vihar of 7th century AD. Lunch at wayside. Drive to Cox's Bazaar (154km), transfer to hotel / resort. Evening free and enjoy sunset on the beach. Overnight at hotel

Day 2

Morning enjoy sunrise on the beach. After breakfast excursion to Moheskhali Islam / Sonadia Island crossing Bay channel by speedboat. Visit Hindu Temple, Buddhist Pagodas and Rakhain tribal villages. On return jeep ride to Himchori-Inani beach and enjoy beach activities. Visit Burmese and shell markets.

Day 3

Drive to Teknaf (110km) through the overwhelming scenic surrounding of forest, hills and valleys. Teknaf is a wonderful Eco-tourist spots located on the bank of panoramic Naf River bordering Myanmar. Board the coastal tourist vessel to cross the blue water of the Bay of Bengal (29km) bordering the Myanmar hill range. Transfers to hotel located near the virgin.

Day 4

After breakfast we will start our journey for sent martin and chera dip. In 2 hour we will reached at sent martin and from there we will start our journey for chera dip. We will take food to do lunch in there. We will go chera dip and stay there to afternoon.and after then we will come back from to sent martin. And stay the night in there.

Day 5

After staying the night over there, we will come back to Chittagong city and back to Dhaka.

Package 4

TRANQUAL HILL TRACTS AND TRIBAL CULTURE

Dhaka-Chittagong-Rangamati-Bandarban-khagrachari-Dhaka

(5 Days and 4 Nights)

Attractions:

- a) Bandarban
- b) Khagrachori
- c) Rangamati
- d) Kaptai lake
- e) Hanging bridge
- f) Tribal museum



Special feature-

Bandarban:

The Bandarban hill district is 92-km distance from Chittagong and is situated in the southwest flank of Myanmar hill range. This is the most attractive place to visit and to get a touch of tribal life, luminous valley covered with dense forest, enchanting spring and falls, panoramic lake and ideal for hill tracking. Here you will see the Moorang tribal villages, traditional markets and Buddhist Temple. In an ecotourism lodge you will enjoy an overwhelming scenic surroundings and natural setup during your stay in the cottage. Visit Shaila Prepat and Chimbook Hill. Trekking to the hilltop (3800 feet high pick) has got a spectacular natural attraction specially to witness the sunrise and sunset will give you a sensational experience.

Khagrachori:

Khagrachari is a district in southeastern Bangladesh. It is a part of the Chittagong Division and the Chittagong Hill Tracts. Its local name is "Chengmi". Khagrachari is also known as Phalang Htaung or the Mong Circle (of the rest of the three hill districts Rangamati is the Chakma Circle and Bandarban is the Bohmong Circle). Khagrachari town is the hometown of the Mong Chief (currently King, or Raja, Saching Prue Chowdhury) who is the head of the Arakanese descendants living in the circle. It also is the administrative headquarter of Khagrachari district.



Rangamati:

Situated in the far southeastern corner of Bangladesh, bordering Mizoram (India) the Rangamati Hill district is 77 km from Chittagong. This is a unique place for holidays. Here you will visit Tribal Museum, Buddhist Temple, hanging bridge, The Chakma King's Palace and local made handicraft shops. Overnight stay at Parjatan Hotel. The most Fascinating boat cruises in the Kaptai Lake with its splendid setting of lush landscape and scenic grandeur. The journey through the Suvolong point and entering into the widest part of lake will be an amazing experience that is more exciting than that of Kashmir Valley. The boat journey



through the vast expanse of crystal clear water of Rangamati Lake there are lots of attraction like the hill top tribal villages and the temples, the tribal market and the overwhelming natural scenery of setting sun in the blue water will completely absorb you in a speechless motion with nostalgic feelings.

Kaptai Lake:

Kaptai Lake is a man-made lake in southeastern Bangladesh. It is located in the Kaptai Upazila of Rangamati District of Chittagong Division. The lake was created as a result of building the Kaptai Dam on the Karnaphuli River, as part of the Karnaphuli Hydro-electric project. The Kaptai Lake's average depth is 100 feet (30 m) and maximum depth is 495 feet (151 m).



Hanging bridge:

Bangladesh Parjatan Corporation (BPC) built this Hanging Bridge over the Kaptai Lake that affords a convenient vantage point for taking in the beauty of the lake. It is the prime spot for tourists. When you cross over the hanging bridge, definitely feel the nature's beauty. While crossing the bridge you could see the greenery of this place. This bridge leads to another hill over the canal close to the Parjatan motel.



The man-made Kaptai lake, spreading over 680 km of crystal-clear water was formed by damming the Karnaphuli river, and has a picturesque hinterland of large hills and panoramic forests. A cruise on the calm waters of the lake can be a memorable experience.

Tribal cultural museum:

Located in Rangamati, the Tribal Cultural Museum in the Hill Tracts of Bangladesh offers fascinating insight into the history and cultural traditions, as well as socio-economic aspects of the different tribes in the area. Visitors can view displays of tribal dress, ornaments, musical instruments, coins and handicrafts at the museum. Paintings depicting the many facets of tribal life are also on display, as well as a collection of statues made from various metals and wood.

Tour plan-

Day1:

After breakfast drive to Chittagong (218km.) have launch at wayside restaurant. Arrive Chittagong and check in hotel. Afternoon take a short sightseeing of Chittagong. Overnight at Chittagong.

Day2:

After early breakfast drive to Rangamati. On arrival check in Parjatan Hotel, take a short break and start cursing at Kaptai Lake and visit different tribal market and villages on the hilltop. Return to Hotel. Afternoon visit the tribal king's palace, Buddhist temple, weaving factory, hanging breeze and nearby Ribbon Bihar and Buddhist Pagodas. We may arrange dinner at any restaurant run by tribal people. Over night at Rangamati.

We will also go to the hanging bridge and tribal museum.

Day3:

Morning drive to hill district Luminous Bandarban. On the way to Bandarban you will visit the Meghla tourist spot, hanging breeze on the lake and other natural surroundings. Transfer to hill resorts for fresh and lunch. After lunch visit Moorang tribal villages, traditional tribal markets and golden Buddhist temple. Visit Shaila Prepat and Chimbook Hill. Night free.

Day4

At the last day we will just take a short tour on khagrachari to see its nice beautiful road, bridge, nice and high revolving hills. The road that make to cut the hill. It is simply awesome.

Day5:

After Breakfast drive to Chittagong, visit few spots and transfer to Chittagong to Dhaka. Transfer to Hotel.

Package 5

SUNDARBAN ADVENTURE PACKAGE

Dhaka - Khulna -Sundarban- jessore-Dhaka (5 Days and 4 Nights)

Attractions:

1. Shundarban
2. Mongla port
3. Sat gambuj mashjid
4. Lalanshah mazar



Special offer to tourist from our agency-

- We will arrange a cultural program at jessore at the respect of Lalan at night for the tourist.

Special Feature-

Shundarban:

The Sundarbans, the largest mangrove forest of the world is a cluster of islands spanning over 10,000 sq. km. Out of which 6017 sq. km. within Bangladesh territory and further extended for another 3983 sq. km. Into Indian territory. 'Subdarbans' meaning beautiful forest offer splendid wildlife habitat



supporting 333 species of plant, 400 species of fishes and 425 species of wildlife among of which 49 species mammals, 315 bird species, 53 reptiles and 8 amphibians. The larger terrestrial mammals are Royal Bengal Tiger, spotted deer, Rhesus macaque and Indian smooth otter. The giant salt-water crocodiles, Rock Python, Monitor lizards and king cobra are the prominent species of reptile group. Considering the great value of Sundarbans it has become now the part of world heritage area that is equally important to the nature loving tourists. So the journey to this wonderful jungle will be very much rewarding to know the unknown. This unsurpassed jungle is only accessible by boat. The most attractive wildlife

sanctuary and Eco-tourism spots of Sundarbans: Katka, Kachikhali, Tiger Point, Egg Island, Dubla Beach, Hiron Point, Tinkona, Mandarbaria, Kalirchair, Pushpakathi

Wild life photography by still camera/filming- video/documentary/TV media. Experience with exciting fishing by trained otter inside the narrow canal. Meet the nomadic fisherman-woodcutter-honey collectors, who are still on their primitive live style and culture. Rare birds commonly seen: Masked fin foot, Adjutant stork, White bellied Sea Eagle, Kite Kingfisher, Waders & Shore birds.

Mongla port:

Mongla is the main seaport in the Bagerhat District of southwestern Bangladesh. It was formerly located at Chalna, about 11 miles (18 km) upstream on the Pashur River, but it is now located 48 km south of Khulna city, as established in 1954. The port is situated at the confluence of the Pashur River



and the Mongla River. It lies about 62 miles (100 km) north of the Bay of Bengal and is connected to the major inland river ports and to the rail terminal at Khulna. The port's chief exports include jute, leather, tobacco, frozen fish, and shrimp; major imports include grain, cement, fertilizer, coal, and wood pulp.

Sat gambuj mashjid:

Sat gambuj mashjid is one of the most famous historical place located at Bagerhat, Jessore.

Lalanshah majar:

Lalan who is the father of lalan song that is world famous song his grave is well known place. Peoples visits here for the search of lalangiti which is the pride of our country.

Tour plan-

Day1:

Drive to Khulna by reserved transport about 65 Km. Upon arrival at Khulna board the comfortable tourist Motor launch for 4 days & 3 nights journey. Immediately start cruising towards the Sundarbans forest, the world's largest mangrove forest and the home of Royal

Bengal Tigers, crocodiles various other wild animals and enchanting birds. En-route stopping at Dhangmari forest station to collect permit.

Day2:

In the early morning the guide will offer you a silent boat trip by a country boat through narrowed creeks to observe the wildlife and specially to observe the most enchanting local birds including the rare species of masked fin foot, Kingfisher, serpentine eagle, sea eagle, stork, flycatcher, Bee eaters and different types tailor and weaving birds. After breakfast we shall offer different activities in and around Katka office including stalking inside forest cover walking to the tiger beach, swimming in the Bay and watching the wildlife from the observatory tower set for tiger watch.

Day3:

Most of the day you will spend in and around the Kotka, Kachikhali, Egg Island to enjoy the serene beauty of forest, coastal islands & fishing activities depending on the tide and schedule of the following day from Jessore to Dhaka. Overnight stay on the boat.

Day4:

In the morning the boat will resume its journey back to Mongla port. And from there we will go to satgambuj mashjid, one of the most historical places. And at after noon we will start our journey for Jessore. At night we will arrange Lalan sangit for the tourist.

Day- 5

After finishing the breakfast we will go to the lalan mazar. Lalan who is the father of lalan song, which is world famous song.

Then we will back to hotel and check out and start our journey for Dhaka.

Package 6

TOPICAL RAIN FOREST & TEA GARDEN PACKAGE

\Dhaka-Srimangol-Sylhet-Dhaka (5 Days and 4 Nights)

Attractions:

1. Jaflong
2. Tea garden
3. Shahjalal majar

4. Srimangal
5. Rain forest
6. Madhab kunda water falls

Special offer to tourist from our agency-

- We will arrange a cultural program for the tourists by monipuri tribal.

Special feature-



This is an exciting Eco-tour program to visit the world's largest and panoramic tea gardens of Sylhet/Srimangol and the most fascinating lawachara Rain Forest with rich bio-diversification. The forest has got numerous & rare species of trees like chloroform, white sandal and Agar along with wonderful scenic splendors with rich flora and fauna. Other attractions are the panoramic tea gardens nestled in lush green valleys, scented herbal plants, orange groves and pineapple plantations. The most attractive tribal villages of Monipuri, Tripura and Khasia communities with their own culture and heritage is a great surprise. The vast wetlands with millions of migratory birds crystal clean lakes, waterfalls, spring, old Hindu Temples, Holly Muslim shrines and endless green crop fields on the plain land mostly constitute the tourism attractions. Visit of tea plucking & tea processing also attractive. The adventure-loving tourist can undertake strenuous hill trekking through the deep forest that runs across the Indian Border of Assam and Meghalaya and expect to meet the herd of wild elephant along with other exotic wild animals and birds.

Tour plan-

Day1:

After Breakfast drive to Srimangol / Kulaura by AC tourist coach (4 Hrs journey). Transfer to CRP Banglow. After lunch drive to Shirajnagar – Visit Tea Garden, Khasiapunji & tribal village. Dinner and free time in the Banglow.



Day2:

After Breakfast drive to Lawachara Rain Forest explores the forest and watching birds, visit the tribal villages. Lunch at DFID Garden Banglow. After lunch visit the tea gardens, enjoy tea plucking & processing factory. Overnight at CRP Banglow. Tribal cultural function may be arranged during the night free time.



Day3:

Early Breakfast. Drive to Madhabkundu Water Falls and other wildlife areas. Visit tribal villages, trekking to the forest hills. After lunch drive to Sylhet (3hrs journey) and transfer to Parjatan Motel. Monipuri tribal are famous for their dance. We will arrange a little cultural program for the tourists.



Day 4:

Morning sightseeing at Sylhet surrounding area, visit the Holly shrine of Muslims Saints, Hindu Temples and Tea Gardens on the hill slopes. After lunch drive to Jaflong located near by the Meghalaya state of India. Explore Jaflong, Sripur tribal villages, water springs and ancient fortified city of Jayantia king's palace. Return to Sylhet and overnight at Parjatan Motel.



Day 5:

Fly Back to Dhaka. Evening shopping tour.

Package 7:

THE WORLD HERITAGE SITE & ARCHAEOLOGICAL TREASURE OF NORTH BENGAL

Dhaka-Rangpur-Bogra-Rajshahi-Dhaka (6 Days and 5 Nights)

Attractions:

1. Pure silk production
2. Padma river
3. Barindra research museum
4. Natore
5. Paharpur
6. Mahasthangar
7. Kantajeis Temple

Special feature-

Pure silk production:

Rajshahi is the famous silk producing industry. Here we can introduce our culture and the way of silk production of Bangladesh.

Mohasthangarh:

Mohasthangarh is invariably an ancient fortified city acclaimed to be the oldest settlement and the most prominent archaeological site of Bangladesh. The oldest layer dates back to 300 B.C. The ancient Pundranagara, the capital of Emperor Chandragupta, the founder of Moyura dynasty was located here and became 'great place' during 322-298 BC. The fourth one goes to the Islamic Middle Age from 15th to 16th century AD. The rich archaeological museum of Mohasthangarh have got rare collection of antiquities, terracotta objects with many other relics recovered from the site. This 7th century archaeological heritage contains not less than 63 stone images and about 3000 beautiful terra-cota plaques originating many Buddhist religion and Hindu epics.



Paharpur:

The biggest Buddhist monastery in the south of Himalayas having gigantic pyramidal temple with 177 monastic cells and numerous votive stupas lays at Paharpur a picturesque village of Jamalganj under greater Rajshahi district. The Paharpur Museum has got the rich collection of a terracotta plaque,



images of different gods & goddesses including the Buddhist status, relics, copper plates and other objects.

Barindra Research Museum:

Barindra Research Museum, which is one of the richest museums in the sub-continent.

Kantajeis Temple:

The most spectacular monument with fabulous terracotta embellishment located 12 miles north of Dinajpur Town. Puthia Rajbari and Barindra Museum at Rajshahi: Puthia is located at 23km east of Rajshahi town. Here you can visit some of the finest and historical important Hindu Mandir and the beautiful historical Rajbari (King's Palace But the rewarding site is the visit of The leisurely walk on the bank of great Padma river is also very entertainment.



Tour plan-

Day1:

Early morning after breakfast drive to Rangpur (335 km) by AC coach passing through the panoramic 11th world's longest Jamuna Bridge. Transfer to Parjatan Motel and have lunch. After lunch drive to Kantajer Temple, Rangpur. Overnight at Parjatan Hotel.

Day3:

After breakfast drive to Bogra and transfer to Parjatan Motel. Visit the Mohasthanghor and the museum. After lunch drive to Paharpur and visit the largest Buddhist monastery and archaeological Museum, which is the world heritage area. Overnight at Parjatan Hotel.

Day4:

Drive to Rajshahi and visit the Puthia Rajbari (23km) and different Hindu Temples, some mosque and other historical sites. Return Rajshahi transfer to Parjatan Motel. After lunch visit the rich Barendra Research Museum and some silk factory. At evening free to have a

walk on side of the Padma riverbank. Overnight at Parjatan Motel. We will also visit a production house of rajshahi pure silk.

Day 5

We will go to cholon bill of Natore.and after lunch we will go to paharpur.

Day6:

Fly back to Dhaka.

Package 8:

SPECIAL BUDDHISM CULTURE PACKAGE TOUR

Dhaka- Monnamoti Comilla-mymensingh-Chittagong- Sitakundu-Dhaka (4 Days and 3 Nights)

Attractions:

- I. Madhupur
- II. Folk song special
- III. Zainul Abedin art gallery
- IV. Shilaidaha kuthibari
- V. Mainamati
- VI. Lalmai pahar
- VII. Buddhist Bihar
- VIII. Salbon Bihar
- IX. Sitakhunda

Special feature-

Bangladesh is the most potential destination for Buddhism culture since Bangladesh is nearly as old as Buddhism itself. From the historical records and from the contemporary literature it is evidently established that Bangladesh was the cradle for preaching Buddhism. The archaeological remains of Buddhist monasteries, stupas mounds and the findings from the ancient sites, Mahasthangor at Bogra, Paharpur at Naogoen and Moinamoti at Lalmai, Comilla confirmed the glorious past of the ancient Bengal.

But the extraordinary sites of Chandanath at Sitakunda and Chittagong city have got some special attraction due to its rich preservation of some rare Buddhist relics. Visiting these two

places the travelers will get a close touch of Lord Gautam Buddha with his rare foot prints at Chandranath Buddhist Temple and rare hair relics of Gautam Buddha. Besides these, the port city of Chittagong has got diversified attractions like Ethnological Museum, Potenga sea beach, Eco Park at Fay's Lake.

Tour plan-

Day1:

After breakfast drive to Moynamoti Comilla (114 km) to visit spectacular historical relics of the 7th - 12th century AD. Visit the great Shalban Vihara at Lalmai and the rich museum. There are more than 50 nose Buddhist archaeological sites with the Lalmai range area. Resume driving to Chittagong lunch at wayside restaurant. Afternoon reach Chittagong & transfer to hotel. If time permits visit ethnological museum at Agrabad C/A and international Eco Park at Fay's Lake.



Day2:

After breakfast visits the attractive Nandankanan Buddhist Temple where you can find the rare holly hair relics and Footprint of Lord Gautom Buddha. From these valuable reserves of hair relics Bangladesh govt. donated some portion to Srilanka in 1957, to Japan in 1964 and to Thailand in 1979 and again Srilanka exchanged the Footprint of Lord Buddha for colleting a few specimen of hair relics in 2007. We will also visit lalmai pahar.



Drive to Sitakundu (29 km) to explore the Chandrnath Buddhist Temple by trekking 1200 feet to reach hilltop historical chdranath Temple. Here you can also visit the wonderful Sitakundu hot spring and ancient Hindu Sibalinga Temple. During April – May thousands of Hindu pilgrimage assembled here to pay their homage and attend the festival. Lunch at wayside restaurant. After lunch drive back to Dhaka. Overnight at hotel.

Day 3

At 3rd day we will go to Mymensingh. At there we will visit Modhupur. Zainul Abedin art gallery, Shilaidaha Kuthibari- the memorial days of Rabindranath. He wrote many nice poems at that place.



Day 4:

After breakfast everyone will get free time. Transfer to Dhaka Airport for onward destination.

Package 9:

The Buddhism Culture in Bangladesh

Dhaka-Sonargaon-Moinamoti Comilla-Bogra Mohasthangar-Rangpur Kantajee Mondhir-Paharpur-Sitakot Bihara-Jagaddal Bihara-Shampora Bihara-Rajshahi-Chapai Nawabgonj-Putia Sirajgonj-Dhaka
(6 Days and 5 Nights)

Attractions: Bangladesh is the most potential destination for Buddhist culture since Buddhism was originally spread from here and enlightened the whole world. The most important literary sources about Buddhism in India and Bangladesh could be traced from the travel report of great Chinese pilgrims. The most prominent ones were Fa-hien who traveled overland between 399-414 AD, Huen Tsang traveled between 629-645 AD and I-Tsing traveled between 671-692 AD.

Special Feature-

From the account of the most prominent Chinese pilgrims Tahien and Hiuen Tsaug mentioned that Lord Buddha with his 500 disciples visited Pundravardhana, which is presently Mahasthangarh (in Bangladesh) and preached his new Gospel at SAMATATA (South Eastern part of Bangladesh) including the Lalmai and Moinamoti range. According to Arakanese book Rajoang that Buddha visited BURMA (Myanmar) with his disciple and from there in his return journey he visited Hastigram, Amragram and Chandranath which is

very near to Chittagong hill district of Bangladesh. The holly hair relics and foot prints of Lord Buddha have been preserved in the Nandan Kanan Buddhist Temple, Chittagong. From this valuable reserves some portion were donated to Srilanka in 1957, to Japan in 1964, to Thailand in 1979 and again to Srilanka in 2007. The Chandrnath Buddhist temple also has the rare footprint of Lord Buddha.

Day1:

After Breakfast drive to Sonargaon (29km) by A/C coach to visit ancient capital of Bengal. Sonargaon formerly known as Suvarnagram was a part of Buddhist Empire of Pala dynasty at the 7th Century AD. The main attraction of Sonargaon of today the ruins of old Panam city, some monuments and beautiful mosque of Muslim Sultanate period (1399-1409 AD can be visited.



The side of panoramic lake and gardens locates the attractive Folk-art museum, which has a rich collection of folkart, cultural and traditional works. (We may organize a river cruise in the great expanse of Meghna River by a country boat, which will be very much exciting). Lunch at wayside restaurant. After lunch drive to Mainamoti- Lalmai ridge (70km) where you can visit more than 50 ancient Buddhist relics of 7th-8th century A.D. These are mostly monasteries, temples and stupa. The most important findings from the excavations are Salban vihara, Kotila Mura, Vasu Vihara, Amanda vihara, Charapatra Mura, Itakhola Mura and Repbau Mura. The rich archaeological museum at Moinamoti is also very attractive for studies of Buddhism. Return Dhaka overnight at hotel.

Day2:

After breakfast drive to Bogra (229km) by AC coach passing through the 11th World's longest river JMUNA Bridge. Arrive Bogra and transfer to Parjatan Motel for lunch. After lunch visit the most distinctive and ancient archaeological sites at Mohsthangar. Here you can also



visit several isolated mounds, ancient ruins and the rich archaeological museum. Drive to Rangpur (110km) transfer to parjatan motel for overnight stay at hotel.

Day 3:

After breakfast drive to Kantajir Mandir (1752 AD) to visit the most ornament Hindu Temple in every inch of the temple surface is extraordinary embellished with exquisite terracotta plaques representing Hindu mythological scenes.



The natural setting of the temple and the unique countryside of the area have got a very special flavor for the nature-loving tourist. Proceed to the destination of Paharpur via Dinajpur enroute visit the two other remnant of Sitakot Vihara and Jagaddal Vihara atDhamoir hat. Lunch at wayside restaurant of Jaipurhat. After lunch visit the most spectacular Buddhist Shampura Vihara at Paharpur which is the largest Buddhist monastery in the sub-continent and the world heritage site. After the visit the monastery the Citadel and the rich archaeological museum you will proceed to Rajshahi for overnight stay.

Day4:

Early in the morning drive to Chapai Nawabgonj to visit the famous historical Chhota Sona Mosque and the great historical site Gaud the capital of pre-Mughal Bengal. Return Rajshahi & visit the famous Varendra Research Museum the richest museum in the Asia and the finest silk factory, which has got worldwide reputation, proceed to



Hindu Temple City Puthia (29 km) and visit the Puthia Rajbari (Palace), Govinda Temple and the largest Shiva Temple in an wonderful natural setup. Drive to Dhaka via Sirajgonj where you can have your lunch in a nice wayside restaurant. Reach Dhaka and overnight at hotel.

Day 5:

After breakfast free time at your own. Transfer to Dhaka for onward destination.

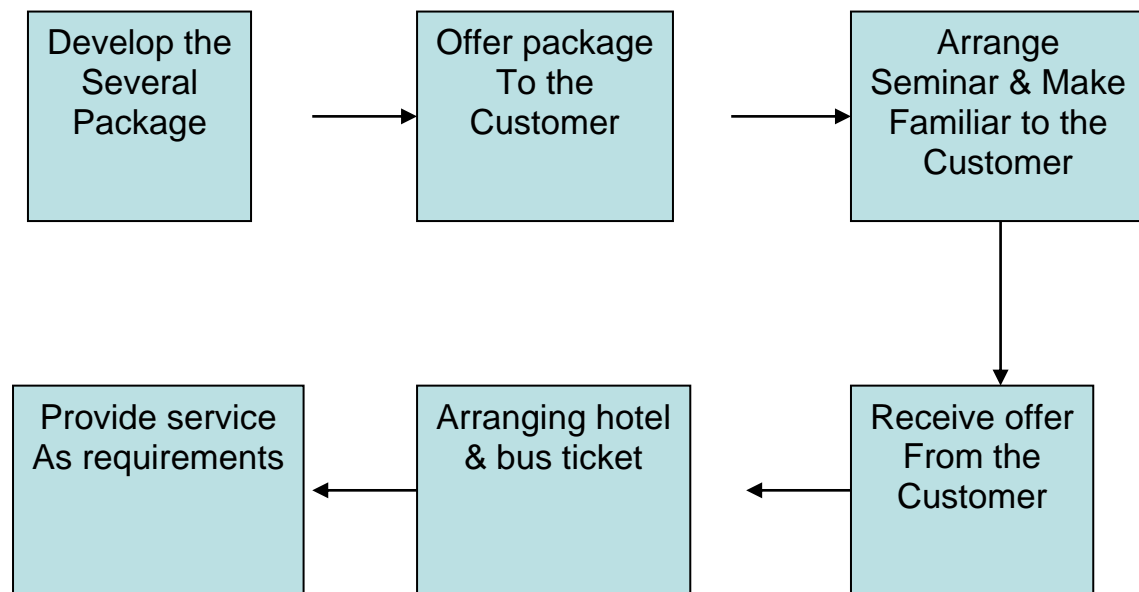
4.7 Location:

The location of our office is the middle of the Dhaka city. We choose Dilkusha in Motijhil area for establish our head office. At the same time we have also a branch office that we establish it in Agrabad in Chittagong district.

4.8 Service process:

At first we arrange our package then we advertise and make seminar. We also make price that's why customer can make difference than others. After customer response we will take ticket and book hotel or porjoton motel. Our guide will help to know that place. We will give 100% security.

The process of service is given



4.9 Information and Communication Technology:

We will make communication to the client by arranging seminar, gives package lift late in various educational institutions and various private & public organizations. We will also make advertisement both in FM radio & TV. We have separate e-mail address & separate website address. In that web site all information are included such as Home, about us, our service, our price, contact us etc. We also provide our mobile number in our magazine. That's why interested client can easily contact with us.

4.10 Service Cost Declaration:

The service costs of our different package are given below:

Package No.	Cost
Package-1	4300
Package-2	2500
Package-3	4500
Package-4	4750
Package-5	5900
Package-6	5500
Package-7	7300
Package-8	5000
Package-9	7300

The service costs of our day tour which is under package -1 are given below:

Day Tour No.	Cost
Day Tour-1	600
Day Tour-2	500
Day Tour-3	500
Day Tour-4	800
Day Tour-5	700
Day tour – 6	700
Day tour- 7	500

PRICE PER PERSON FOR SEVERAL PACKAGES:

(Amount in taka)

Tour no	1 person	2 person	3 person	4 person
Package-01	4800	8000	12000	15000
Package-02	5000	10000	17000	25000
Package-03	10000	20000	30000	40000
Package-04	10500	20000	30000	40000
Package-05	11800	23600	35000	45000
Package-06	11000	22000	33000	44000
Package-07	14600	29200	43800	58400
Package-08	10000	20000	30000	40000
Package -09	14600	25000	31000	37900

PRICE PER PERSON FOR DAY TOUR which is under package-1:

(Amount In Tk.)

Tour No	Amount (per person)
Day tour-01	800
Day tour-02	700
Day tour-03	700
Day tour-04	1000
Day tour-05	900
Day tour- 06	900
Day tour- 07	700

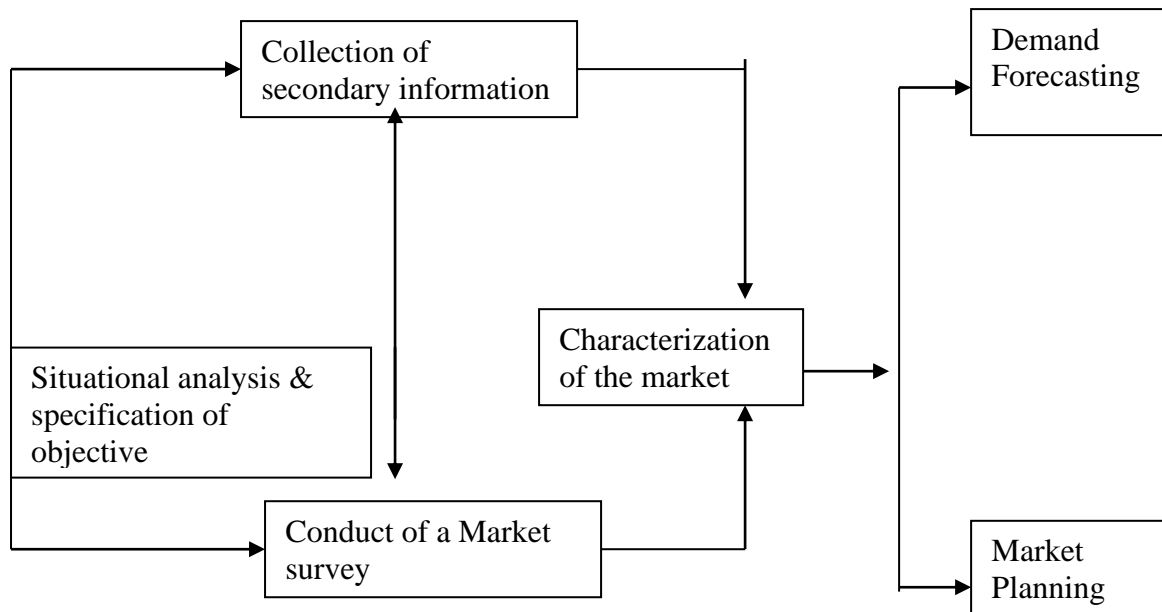
4.11 Research & Development Plan:

We have operation manager so he can develop our research and development plan. He always communicates to market and also the competitor. So he can easily develop the new package for better customer service. If it is not possible for him so he can take idea from our consultants. It will be effective for our organization. Operational manager also think about the pricing policies and also consult with the marketing manager. The marketing manager can give the better idea for develop the package and setting price.

Chapter:5

Marketing and demand analysis

5.1 Key steps of market and demand analysis



5.2 Situational analysis

5.2.1 Market Summary:

In our country there is a large market tourism business. The current firms are operating for profitably. We are newly established company, so our operation's areas are limited. We will provide services to our customers in nine areas in Bangladesh in initial stage. We hope that we will able to provide service around 5000 tourists initially. At the same time it will help to increase our GDP in a very small amount. But after seven years we want to expand our business in foreign countries. Main characteristics of this market can be summarized as follows:

- Influencing customers by attractive package.
- Competing with large number of competitors
- Minimum price elasticity
- Easy reach in distribution channel.
- Advertisement
- Security and reliability

5.2.2 Collection of market survey

We use secondary information in making our market survey. Secondary information is that information which is already obtained from the primary information. We collect information from internet. We browse different site of the different travel agency. Mainly we collect information from Google.

5.2.3 Current Scenario in Bangladesh:

Gross Domestic Product (GDP):

The contribution of Travel & Tourism to Gross Domestic Product is expected to stay the same at 4.0% (BDT244.8 bn or US\$3,470.3 mn) in 2011 to 4.0% (BDT711.3 bn or US\$7,790.5 mn) by 2020.

Employment:

The contribution of the Travel & Tourism economy to employment is expected to remain level at 2,301,000 jobs in 2011, 3.2% of total employment or 1 in every 31.4 jobs to 2,822,000 jobs, 3.2% of total employment or 1 in every 31.2 jobs by 2020.

Growth:

Real GDP growth for Travel & Tourism economy is expected to be 3.5% in 2011 and to average 6.0% per annum over the coming 10 years.

Exports:

Export earnings from international visitors and tourism goods are expected to generate 3.6% of total exports (BDT43.5 bn or US\$616.8 mn) in 2011, growing (nominal terms) to BDT134.5 bn or US\$1,473.4 mn (3.5%) of total in 2020.

WORLD RANKING:

The Bangladesh Travel & Tourism economy is ranked number:

84 in absolute size worldwide

172 in relative contribution to national economies

29 in long-term (10-year) growth

The principal channel of Government involvement in the tourism sector is the national tourism organization, Bangladesh Parjatan Corporation, which is a semi autonomous government agency reporting to the Ministry of civil Aviation and Tourism as its administrative Ministry? Many of BPC's managerial matters are handling through the national Tourism Facilitation committee headed by the secretary of the ministry of Aviation

and Tourism. BPC was created on the 27th November 1972 by order of the Government of the People's Republic of Bangladesh and commenced business in January 1973. It was established as a Corporation under the laws of the country with an authorized capital of Tk one crore (roughly US\$ 1.3 million then) and initial share capital of Tk five lakhs (roughly US\$ 65,000 then).

5.2.4 Government Investment in Tourism

(A) Government investment in BPC:

The audited, consolidated balance sheet of the Corporation as at 30 June 1984 (the latest available at the time of preparation of the master plan report) shows total government investment of over Tk 20 crore. That amount, equivalent to us\$ 6.7 million was composed of fully paid capital of Tk 345 lakhs (us\$ 1.15 million), grants Tk 281 lakhs (us\$ 0.93 million), and loans Tk 14.4 crore (us\$ 4.82 million). Of the total investment at the balance sheet date, net assets account for Tk 13.9 crore (us\$ 4.62 million) and operating losses (including depreciation) for Tk 9.2 crore (us\$ 3.07 million).

(B) Government investment in Biman Bangladesh airlines:

Substantial levels of investment have taken place both in Biman and in the rehabilitation and development of domestic airports. In TFYP, for example an allocation is made to Biman of Tk 140 crore (us\$ 47 million), and to domestic airport development to Tk 70 crore (us\$ 23 million), for improvements at Sylhet and Chittagong and for further capital works at Hazrat Shahajalal international Airport in Dhaka.

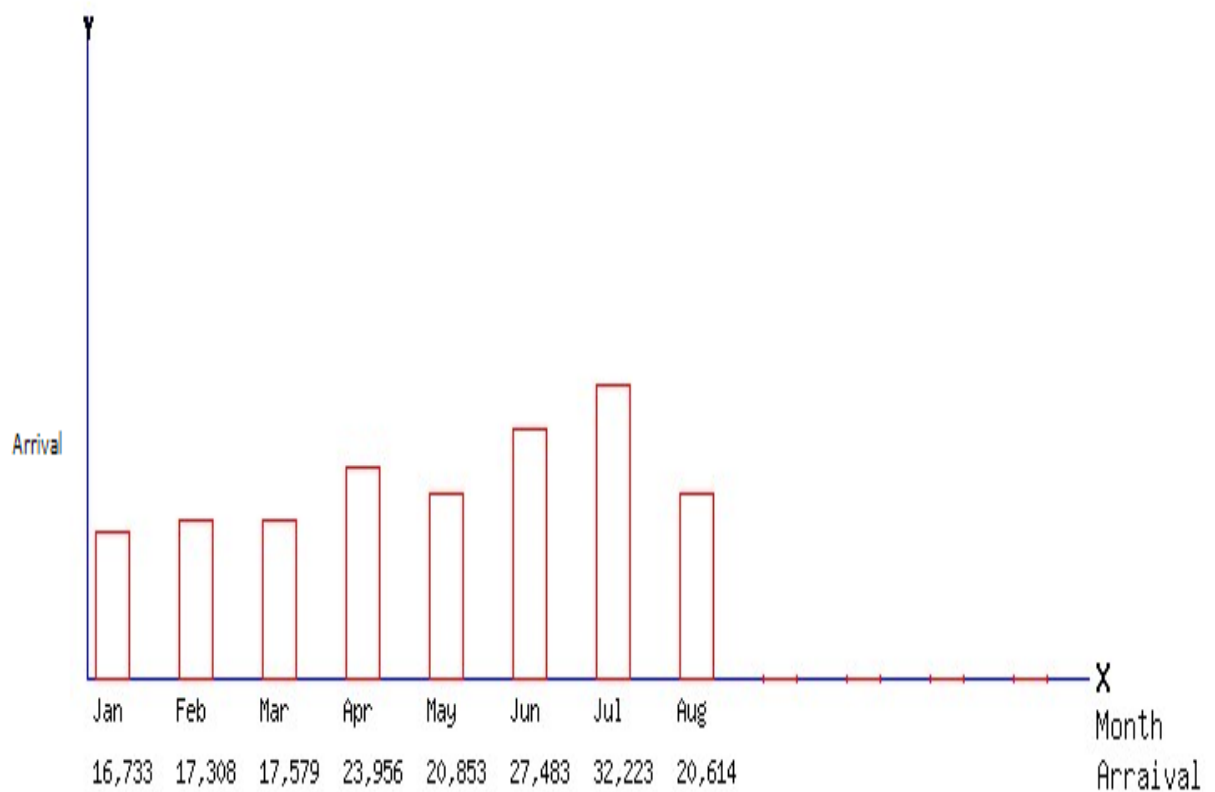
Private Investment in Tourism:

The tourism sector receives significant loan finance from the commercial banks. The starting date for the period of income tax exemption for companies in the tourism sector has been extended to June 1990. The period of exemption varies with the district in which the activity is arrived on and portions of the profits must be reinvested in the activity or in government bonds. Recent private sector investment initiatives appear limited to Dhaka, however. The primary reasons for this would appear to be demand deficiency rather than any institutional constraints. One of the examples of private investment in tourism is Fantasy Kingdom.

Foreign Visitors by Months (2007):

Foreign Visitors Arraival by Months (2007)

Sl.	Month	Arrival	Year
1.	Jan	16,733	2007
2.	Feb	17,308	2007
3.	Mar	17,579	2007
4.	Apr	23,956	2007
5.	May	20,853	2007
6.	Jun	27,483	2007
7.	Jul	32,223	2007
8.	Aug	20,614	2007



Year: 2007

Problem that is faced to collect the information

- a) Facing problem in opening different sites, of many travel agency for maintaining privacy option.
- b) Lack of network facility.

Characterization of the market

1) Effective demand in the past and present

Foreign Visitor Arrivals by Months 2005-2014

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	15609	17600	14485	17663	23160	25548	23711	22193	23670	20213
February	13011	16490	19800	14022	18730	20724	16152	19041	25012	15848
March	9878	17485	17394	15323	15982	20062	17898	16506	24262	19853
April	11112	14453	18143	13730	14976	19216	15372	15299	23173	16234
May	12402	14788	13169	13432	15647	15926	15771	17996	14959	18535
June	11178	13311	12076	12484	14212	16606	15754	21867	23020	17496
July	14016	12830	12475	13688	14809	15517	14345	22957	26991	19773
August	13282	13484	11348	13016	13399	16739	14315	19041	21938	15292
September	12263	12468	9986	11529	12874	11015	13022	17968	19860	13166
October	15582	15688	15127	17126	15855	13053	18601	23498	21785	15568
November	15827	16971	13909	15388	19489	15265	17136	21028	27208	18399
December	21727	16852	14049	15380	20078	17528	25169	27115	19392	17,285
Total	165887	182420	171961	172781	199211	207199	207246	244509	271270	207662
% Change	6.18	9.97	-5.73	0.48	15.30	4.01	0.02	17.98	10.94	-23.45

Source: Special Branch

We target 2 group of customer.

- 1) foreign customer
- 2) Bangladeshi customer.

a) geographical division-

We try to concentrate the whole geographical area of Bangladesh. We first determine the whole country into 6 divisions. Then try to find out the tourists place. and then offer 9 packages.

- ❖ price
- ❖ methods of distribution and sales promotion
- ❖ consumers

a) Demographic and sociological

- ❖ age
- ❖ sex
- ❖ income
- ❖ profession
- ❖ residence
- ❖ social background

b) Attitudinal

- ❖ preference
 - ❖ intentions
 - ❖ habits
 - ❖ attitudes
 - ❖ responses
- 3) supply an competition
 - 4) government policy

5.3. SWOT Analysis:

SWOT stands for **Strength, Weakness, and Opportunity & Threats**. So our company's **SWOT** analysis is given below:

Strength:

1. Best quality service at reasonable price.
2. Ensure customer security.

3. Use of modern information technology.
4. Secure transportation.
5. Update & develop new package.
6. special offer
7. introducing distinctive entertainment program

Weakness:

1. Incapability to cover all the tourist spot in Bangladesh.
2. Limited capital
3. Limited area of operation

Opportunities:

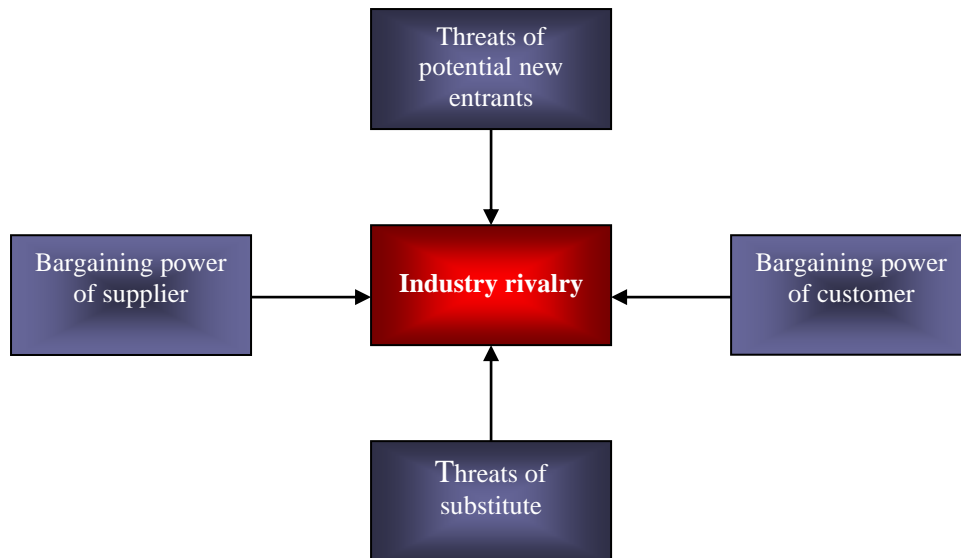
1. Develop new tourist areas in Bangladesh.
2. Involvement of govt. incentives.
3. Expansion of business in abroad.
4. Expansion of new branch in Bangladesh

Threats:

1. Entrants of new agencies in market.
2. Political instability
3. Economic inflation.
4. Natural disasters.
5. lack of communication facility

5.4 Competitor Analysis:

The analysis of overall attractiveness of the industry by evaluating the competitive forces is done by the Porter's Five Forces Model. This model helps to forecast the profitability & growth by measuring various threats and to shape the strategy. These forces for Agro based product industry works as:



Threats of new entrants is low-

1. High capital requirement
2. Economies of scale of large firms
3. Patents & licensing requirements
4. Reputation of existing firms

Bargaining power of supplier is high-

1. Dominance by a few suppliers
2. Lack of substitute products
3. Threat of forward integration

Bargaining power of customer is low-

1. Undifferentiated or standard supplier
2. Customer does not know the supplier cost structure
3. Product price are almost same

Threats of substitutes is low-

1. Industry producing substitute is not highly profitable
2. Substitutes are of almost same price
3. Customer usually doesn't tend to switch to substitute

Industry rivalry is low-

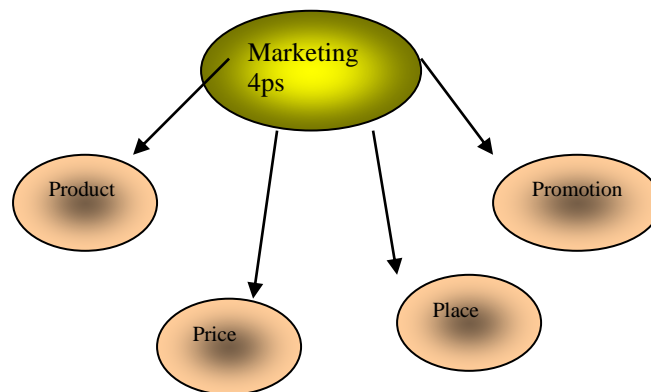
1. High industry growth
2. Difference in capacity of firms
3. Lack of switching cost.

Some of competitors:

Some of our competitors are as given below:

- I. Travel Bangladesh
- II. Tiger Trails Earth Watch
- III. The Travel Max
- IV. NH Travel & Tours
- V. Dia International
- VI. Airview Travels
- VII. Prime Tourism Network Ltd
- VIII. Autarky Tours
- IX. Amazing Holidays
- X. Jubok Tourism Ltd.

5.5 Marketing 4 Ps Analyses:



5.5.1 Product:

- Inbound and Outbound tourism
- Airlines ticketing
- Visa Assistance
- Hotel reservation

5.5.2 Price:

- Identifying what the competition is charging and prices one's own product comparably.
- Providing a satisfactory price level against our cost.
- Offer promotional pricing package
- Offer discount rate

5.5.2 Promotion

As we are new in the market. We are giving priority in promotional activities. For promotional purpose, we will use:

- Online Advertising
- Seminar
- Magazines
- Newspaper
- Radio
- Television
- Billboard
- SMS
- Lift late

Advertisement:

PACKAGES	PLACES	DURATION
Package-1	Within Dhaka	Short trip
Package-2	Dhaka-Chittagong-Dhaka	2days-1nights
Package-3	Dhaka-Cox`sbazar-St.Martin- Cheradip-Chittageng-Dhaka	5days-4nights
Package-4	Hill tracks special	5days-4nights
Package-5	Sundarban Adventure	5days-4nights
Package-6	Tropical rain forest & Tea garden	5days-4nights
Package-7	World heritage site & North Bengal	6days-5nights
Package-8	Buddhism Clture	4days-3nights
Package-9	Dhaka-Comilla-Rajshahi-Dhaka	6days-5nights

5.5.4 Place:

We have no production layout. We will keep a head office in Dhaka at Gulshan and another branch office in Sylhet.

5.6 STP Analysis:

STP Analysis is needed to increase marketing skills. STP analysis consists of market segmentation, target and positioning and providing service according to their need.

5.6.1 Market Segmentation:

The process of dividing a total market into subgroups with similar characteristics is market segmentation. A market segment consists of a group of customers who shares a similar set of needs. 12 Events Tours & Travels makes it possible to access a large, geographically dispersed customer base, and to target particular group of customers, in a given area. Customer segmentation strategies in 12 Events Tours & Travels are becoming wide spread.

Business market can divide into two (2) parts:

1. Local market
2. International market.
3. We want to capture local market.

We are going to segment market for (3) basic sectors. We will try to serve this sector carefully.

Serial No.	Segments	Percentage
1	Business Man	100%
2	Service Holder	100%
3	Young People <ul style="list-style-type: none">• College Student• University Student• School Student	100% <ul style="list-style-type: none">• 50%• 40%• 10%

5.6.2 Target Market:

Target Market is to define the group of potential customer. If we divide our market we have to know which customers are most interested for online tourism booking in our country. Now-a-days, people are getting busier that they have not enough time to go to office/market/traveling agency for booking ticket. So, there is a group of customers who are getting interested online booking to save their time and to give less effort for ticket booking. We will serve customers according to their demand by charging fewer amounts. In this way, they can find a solution of their problem.

5.6.3 Market Positioning:

Positioning is the act of designing the company's offering and image to occupy distinctive place in the mind of the target market. It is also locate the brand in the minds of customer to maximize the potential benefits to faster help service. This positioning will be achieved by latest technology and trained staff. Our management is able to use their vast experience to develop the experience.

Chapter: 6

Socio-Economic Analysis

6.1 Business Ethics:

Business ethics is a form of applied ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and business organizations as a whole.

Business Ethics is the behavior that a business adheres to in its daily dealings with the world. The ethics of a particular business can be diverse. They apply not only to how the business interacts with the world at large, but also to their one-on-one dealings with a single customer.

The aim of the paper is to emphasize ethics as a dimension of TQM, as well as a dimension of the quality of a community and the quality of life and work. This paper focuses on business ethics and the social responsibility of business enterprises and tourism. After providing the definitions of ethics, business ethics and the social responsibility of business, the paper gives an example of ethics and social responsibility in the tourism and hotel industry, which is one of the world's greatest industries and also a social phenomenon with a great tendency to expand and develop further. The ethical components of the tourism and hotel industry are important due to the industry's great international importance. The main goal of managers is to generate profits, but only within the legal framework and bearing in mind the rule: 'never cheat the customer.' Business ethics prescribes profit making, but with respect for ethical principles and standards. Business ethics increases the reputation and market competitiveness of an enterprise.

6.2 Environmental Impact:

Environmental Impacts of Business publishes working and accepted paper abstracts covering the intersection of business and the natural environment. The paper uses an interdisciplinary approach in identifying how environmental issues impact mainstream business disciplines, and vice versa. Environmental Impacts of Business fits within the Social and Environmental Impact Network (SEIN), which also includes Social Ethics.

The purpose of this study is to analyze the environmental impacts resulting from tourist activities. The study adopts a qualitative approach to understand the environmental impacts resulting from the behavior of visitors. In general, the results reveal that tourism is having some positive impacts on the park such as the preservation of many rare plants and animals. Visitor activities however, are also having negative consequences on the environment of the

park. During weekends and during morning times, the carrying capacity of the park seems to be exceeded. Noise pollution and litter were some of the most severe impacts resulting from tourist activities. Overcrowding was also another impact the noise pollution caused by activities of the tourists was found to be disturbing to the environment of the park and to animals nearby.

6.3 Contribution towards the economy:

Though the venture we are going to start is not that big we hope our initiative will be able to contribute to our economy from various aspects. First, we the promoters are going to invest a certain amount of money in our business, which eventually is an increase of investment in our economy. Second, we are hoping to create a remarkable number of employment opportunities in our business. This employment will also contribute to our economy. Third, 12 Events Tours & Travel as a business concern will generate profit and pay tax on it to the government, which will be a contribution to our economy. Besides in future a portion of this profit may be re-invested in any other productive sector. Fourth, we the promoters a portion from our personal profit will pay as tax to the government which will also be a contribution to our economy. Besides all this key ways we believe our venture will be able to contribute to our economy or add value to our economy either directly or indirectly.

Chapter: 7

7.1. Findings:

- Bangladesh is suffering with negative image because of the international media most often highlight Bangladesh negatively rather an attractive tourist destination which leads the tourists not to chooses Bangladesh to visit. This indicates that the concern authority needs to undertake proper initiatives from the government level to correct the present image and needs to have the international media coverage in a positive way.
- Data shows that Bangladesh has the potential of receiving a large number of tourists and a handsome amount of earnings from this sector. The effective measures can uphold the present growth rate or even can be useful to accelerate the growth rate and can contribute to earning more from this sector.
- For a real sense, the promotional activities for tourism products or services need to undertake and launch at the national level and also at the international levels. It is a must to attract foreign tourists to earn foreign currency from this sector which needs to conduct the marketing promotion at the international level especially to those countries or destinations from where the host county wants to attract or receive the tourists.
- Both the local and potential international tourists face the problem of easy access to information related to Bangladesh tourism and its facilities. Though BPC uses its web page, but it is not capable to highlight the Bangladesh tourism attractions and the necessary related information properly. Bangladesh National Tourism Organization needs to develop a well designed sophisticated web page so that the potential tourists can get all the necessary information related to Bangladesh tourism from any corner or part of the world and thus, can make their queries and bookings through online easily.

7.2. Recommendation:

Based on the findings of the study the following suggestions can be put forwarded to improve the promotion of tourism industry in Bangladesh:

I. Correcting the image of the country

The image of the destination plays a vital role to attract tourists to that particular destination. But Bangladesh is suffering from the image problem because of some international media. These media highlight Bangladesh negatively which results to create misconception among the potential tourists. Even some Non Government Organizations (NGOs) do the same thing in order to collect funds by highlighting the country as a dreadfully poor, flood ravaged, pestilence and means there is nothing to be in a country to consider as a tourist destination. As a result, many foreigners do not choose Bangladesh as a tourist destination because of either they don't have enough idea about the country and its tourism attractions and facilities or what they have is negative. To some extent, it may be partially true but is not the fact as a whole. Once someone visits the country his/her perceived image is changed. So, Bangladesh tourism should emphasize first on its promotional measures to correct this negative image. But it is not only the issue to be solved by Bangladesh tourism authority; it requires the government's initiative as a whole and the Bangladesh Mission offices abroad have a major role in this regard. As Bangladesh tourism industry has not enough funds to use to international media for correcting this negative image, it should emphasize on the printed materials and to distribute it to the potential tourists through different airlines, foreign tour operators and foreign mission abroad etc.

II. Ensuring the security of the tourists

Security at the destination place is considered as one of the major factors for the foreign tourists. Because of every tourist gives the high priority on security to select a foreign country as a tourist destination. Therefore, the question of adequate security to the tourists during their visit is also very important. The tourists need to be fear free in visiting a place especially when it is outside their home country. The government of Bangladesh should improve the security in the major tourist areas with a view to correct Bangladesh's tarnished image. Any sort of risk and uncertainty related to the destination will lead the tourists not to select that particular destination. Promotional measures can remove these sorts of fear, risk, harassment or cheating.

III. Use of Information Technology in promotional activity

The recent change and progress in information technology have a revolutionary impact on tourism industry. Because of travel and tourism-related products and services are highly

compatible with the Internet and the rapid growth of the Internet is having an impact on the distribution of travel services and has heightened speculation about the potential for disintermediation of the travel agent. Again, the international tourism system is dependent on information technology for its future growth, competitiveness and long-term survival - particularly in terms of tourism marketing and distribution. It is considered that who are able to access more information and make use of it are likely to be the winner in the competitive environment.

In promoting the tourism industry of any country, the Internet can play the leading role to facilitate information exchange internationally. In addition to that World Wide Web (WWW) is the most popular application on the Internet which can be used effectively for the many purpose of tourism marketing including direct sales, advertisement, customer support, etc. Bangladesh tourism authority must consider the effective use of this technology for the promotional activity of this industry. It is worth mentioning here that though BPC has it own web page, it should be well designed containing all the necessary information.

IV. Promoting to some specific regions

As Bangladesh tourism is at the early development stage, the country should target a specific number of countries from where the country can generate more tourists rather than targeting the whole market areas. At least by targeting five more prospective tourist generating countries, the country can undertake more promotional activities to those countries so that a larger number of tourists can be attracted. Even to those countries, Bangladesh can launch heavy promotional activities by using different tools of promotion. If the industry wants to attract more foreign tourists, it needs to publish some creative advertisement in some specific travel guides, magazines, and specialized professional journals that the potential tourists, overseas tour operators, travel agents, and travel writers read. The authors described that tourist customers are more likely to respond to the creative advertising message projected through specialized and appropriate media vehicles. Then they urged that that the extent of success in appealing to a particular market segment or encouraging them to visit the destination(s) depends upon the right choice of advertising media and thus the choice of media is an important decision for the marketers of the tourism industry.

V. Allocation of more promotional funds

Bangladesh don't have that level of capability to compete with the world's top tourist generating countries, but it has the capability to compete with the member countries of SAARC or at least some other small countries of SAARC except India. To compete with these countries, needs to conduct more promotional measures. But what the amount is allocating presently for this purpose is not sufficient. Though the country has not enough financial capabilities, but it can easily increase it promotional budget up to 4 or 5 percent of its total earnings from this sector. In addition to that the authority should have a plan for the effective use of the promotional budget. Because of it will again help to increase the earnings by attracting more tourists.

VI. Use of foreign tour operators to promote Bangladesh

Foreign tour operators can play an important role in motivating the potential tourists to a specific tourist destination. BPC and the private tour operators of Bangladesh can maintain the contact and liaison with the foreign tour operators and to influence them to send more tourists to Bangladesh. Even foreign tour operators can be used to distribute the brochure, souvenirs, and tourists' maps of Bangladesh tourism. For this purpose they need to have some incentives. Bangladesh can sell package tours through foreign tour operators where they receive a handsome amount of discount.

7.3. Conclusion

To summarize the whole situation, I would like to say that, this organization is giving a wonderful service to the people in general and at the same time they are also trying to educate our people about the world class travelling procedures which is, according to my concept, a very worthy step and we should cooperate with them in this matter for our own benefit. This company is trying to manage the overall travel activities program and they will definitely progress with the modernization of business environment.

Chapter: 8

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Chapter: 9

Appendixes

Appendix I: Glossary of Abbreviations

BPC: Bangladesh Parjatan Corporation

GDP: Gross Domestic Product

NTO: National Tourism Organization

SAARC: South Asian Association for Regional Cooperation.

TOAB: Tour Operators' Association of Bangladesh

WTTC: World Travel and Tourism Council