

INTERNSHIP REPORT

ON

“Analyzing Tourists Expectation towards the Tourism Facilities in Ramsagar, Dinajpur”

SUPERVISED BY

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This internship report is submitted to the faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur, in partial fulfillment of the requirements for the degree of MBA (Evening) Program



Faculty of Business Studies

**HAJEE MOHAMMAD DANESH SCIENCE AND TECHNOLOGY
UNIVERSITY, DINAJPUR-5200**

OCTOBER, 2016

*DEDICATED TO
MY
RESPECTABLE
PARENTS
AND
HONOURABLE
TEACHERS*

Letter of Transmittal

24 October, 2016

Abul Kalam

Assistant Professor

Department of Marketing

HSTU, Dinajpur.

Subject: Submission of Internship Report of MBA (Evening) Program.

Dear Sir

It is my great pleasure to submit the internship report on “**Analyzing Tourists Expectation towards the Tourism Facilities in Ramsagar, Dinajpur**” which is a part of MBA (Evening) Program to you for your consideration.

I made sincere efforts to study related materials, documents, observe operations performed in Ramsagar and examine relevant records for preparation of the report.

Within the time limit, I have tried my best to compile the pertinent information as comprehensively as possible.

Thanking you

Itfat Jahan Eva

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Student's Declaration—————◆

The discussing report is the terminal formalities of the internship program for the degree of Master of Business Administration (Evening), Faculty of Business 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 successfully completing the 45 days internship Program under the supervision of my honorable supervisor Abul Kalam, Assistant Professor, Department of Marketing.

It is my pleasure and great privilege to submit my report titled “**Analyzing Tourists Expectation towards the Tourism Facilities in Ramsagar, Dinajpur**”, 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.

I believe everyone is not beyond of 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.

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Declaration of Supervisor—————◆

It's my Pleasure to Certify that Itfat Jahan Eva, Student ID: E-140503071, MBA (Evening) Major in Marketing, 3rd Batch has Successfully Completed MBA (Evening), Internship report titled "**Analyzing Tourists Expectation towards the Tourism Facilities in Ramsagar, Dinajpur**" under my Supervision and Guidance.

Therefore, she is directed to submit her Report for Evaluation. I wish her Success at every sphere of her Life.

Abul Kalam

Assistant Professor

Department of Marketing

HSTU, Dinajpur

Declaration of Co-Supervisor

It's my Pleasure to Certify that Itfat Jahan Eva, Student ID: E-140503071, MBA (Evening) Major in Marketing, 3rd Batch has Successfully Completed MBA (Evening), Internship report titled "**Analyzing Tourists Expectation towards the Tourism Facilities in Ramsagar, Dinajpur**" under my Supervision and Guidance.

Therefore, she is directed to submit her Report for Evaluation. I wish her Success at every sphere of her Life.

Md. Abdur Rouf
Lecturer
Department of Marketing
HSTU, Dinajpur

Acknowledgement

At first I would like to thank my honorable supervisor of internship program, **Abul Kalam**, Assistant Professor, Department of Marketing, and co-supervisor **Md. Abdur Rouf**, Lecturer, Department of Marketing, HSTU, Dinajpur for providing me such an opportunity to prepare an Internship Report on **“Analyzing Tourists Expectation towards the Tourism Facilities in Ramsagar, Dinajpur”**. Without their helpful guidance, the completion of this project was unthinkable.

During my preparation of the project work I have come to very supportive touch of different individuals & friends who lend their ideas, time & caring guidance to amplify the report’s contents. I want to convey my heartiest gratitude to them for their valuable responses.

October, 2016

The Author

Abstract

This study examines measuring the tourists' attitude towards the existing facilities of tourism Industry in Bangladesh. Analyzing Tourists Expectation towards the Tourism Facilities in Ramsagar, Dinajpur. Using observation and self-determined questionnaire survey, the study classified tourist to their demographic and socioeconomic characteristics and measured tourists' attitude towards the existing facilities and satisfaction level using five point Likert-scales against twenty five selected variables. The findings of this study suggest that tourists were mostly satisfied with amenities related to destination management, with a natural attraction to the beach and relaxation facilities provided by the destination. In contrast, tourists were disappointed with facilities such as information availability and parking facilities, transportation services, tour guides, accommodation facilities and price. The outcome of this empirical internship will enable tourism industry understand tourists attitude and formulate improved strategies, regional policy and a balanced approach toward sustainable tourism development in spots.

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CHAPTER-1

INTRODUCTION

Introduction

Statement of the problem

Importance of the study

Objective of the study

General objective

Specific objectives

Limitation of the study

CHAPTER-1

INTRODUCTION

1.1 Introduction:

Bangladesh has so many potential in the tourism sector. In tourism Bangladesh is a slowly developing foreign currency earner. The country has much to attract international and domestic tourists. Bangladesh tourist attractions include archaeological sites, historical mosques, temples and monuments, resorts, beaches, forests and wild life of various species. Bangladesh is one of the few countries in South Asia, offering plentiful green land with a rich and glorious history. Bangladesh possesses a prosperous culture and heritage. It is a land of delightful natural beauty with a chain of great rivers and clear lakes surrounded by green hills, exotic tropical rain forests and beautiful green tea gardens. Come and explore the world's largest mangrove forest in Bangladesh, preserved as World Heritage and is also a home of the Royal Bengal tiger and wild life. Also visit world's longest natural sea beach and the remains of ancient Buddhist civilization along with vibrant tribal life. So experience a perfect combination of adventure and beauty on your tour to Bangladesh. Tourism has considered as the world's largest and rapid growing industry of modern business world. It has a vital influence on economic development of a country. Bangladesh is a new tourist destination on the map of the world. Bangladesh has enormous potential to develop tourism because of its attractive natural beauty and rich cultural heritage. Tourism can add value in the Bangladeshi economy if proper marketing plan and strategy can be built and implemented for this purpose. However, this industry fails to reach its destination due to adequate marketing practices. This paper aims to show the present scenario of tourism industry in Bangladesh, identifies the constraints, and suggests remedial measures accordingly. The study also suggests that government should formulate a 'tourism policy' immediately for the development of this industry. Both public and private level investment is required in the tourism sector and regional cooperation can bring benefits for Bangladesh.

1.2 Statement of the problem

Fourty years have elapsed of Bangladesh's tourism industry, yet we still see it in a nascent position in comparison to our neighboring countries. Despite having all the potential to flourish, tourism in this country has been growing at a very slow pace. The lack of development of the tourism industry of Bangladesh can be attributed to multiple reasons like less prioritization of tourism by all previous governments, lack of budgetary allocation and scarcity of trained people in the industry. There is a lack of publicity and marketing activities. We lag behind in projecting our attractions to international tourists through advertisements in international print and electronic media as our neighboring countries do. Basically we need to develop an effective brand name for tourism. A tourism branding campaign called 'Beautiful Bangladesh' has been developed but according to the tourism stake holders of the country it does not wholly reflect the tourist's attractions of the country. There are a lot of tourism spots here, but so many problems they face. Such as, they have no proper knowledge about it. What will be included and who will be included and what type of industry will be included- we don't know. There are many laws on it undertaken by the government but no implementation. The rules and regulation is outdated, because it is 10 years ago. The person who will provide better instructions they are not included there. Our country image in internationally is very bad; we are familiar as 'crab-culture country'. There are 10 ministries are included and they work whimsically. Now need one specialist ministry. They have lack of institutional knowledge, Lack of government and non-government organizations involvement, Lack of insufficient infrastructural facilities. Absence of adequate publicity and publications, Lack of proper human resource, Insufficient transport system, the decays of religious value etc.

1.3 Importance of the study

Tourism today is recognized as a trade and industry throughout the world. It has also been considered as the single largest industry. It brings significant benefits to the balance of payment and general economy of the country by augmenting national income and other socio-economic activities. Bangladesh is a developing country but still

her difficulties are immense. The country has achieved political sovereignty but economic freedom is yet to be gained. We can earn foreign currency by providing various services. Such as hotel, motel, air, from shopping, the tourist guide's services income etc. We know that "Culture is nothing the way of life." Foreign people all times blame us that "We are crab-cultured country." It is shame for us. At present the cross-cultural system we can see in different society, it is responsible it mostly. I think and it is hydride or develops culture. As a result we can go forward by achieving it. Life style is changed increasingly day-by-day. Country's archaeological remains bearing testimonies to its glorious past, the temples and mosques, the shines and saints, music and festivals will afford pleasure and knowledge to people from far and wide. The educational and moral values accruing from such cultural tourism will immensely contribute to socio-economic sector of the country. Tourism is mostly a service industry. Therefore it is more labor oriented than other factors of production. Mechanized atomization and computerized process may substitute other industries to a greater extent but in tourism service and particularly, personnel service is countable. Moreover the wide varieties of choice in tourism very seldom allow atomization. It is therefore needless to say explain the tourism industry offers more employment opportunities than other industries and tourism industry can create employment opportunities and productive labor force in a great volume then other industries. Development of infrastructure: It indicates the standard of living. For providing service there is needed sea-beach facilities, hotel, motel facilities and well way also. There are constructed according to needs. Moreover specialization in tourism transport facilities also balances the standardization of the overall transport service. Attempts are being made to export non-traditional products like handicrafts, other cottage industries products. Several organizations are also putting their all out efforts to popularized and market these products abroad. The cottage industries have a spontaneous growth in every village in Bangladesh and it place one of the most important role in the national economy. Tourism obviously offers a better marketing opportunity of these products in the world.

1.4 Objective of the study

I have carried out this study to find out some key issues about tourists satisfaction that helps in developing tourism marketing in Bangladesh.

To attain the main objective the study considers the following core and specific objectives particularly.

1.4.1 General objective:

The core objective is to attract tourists by maintaining quality and relevant material which can provide smooth tourism service and ensuring necessary actions that need to be taken for maintenance in Ramsagar, Dinajpur.

1.4.2 Specific objectives:

Some specific objectives of this study are-

- a) To know the existing tourism facilities in Ramsagar.
- b) To measure tourist satisfaction level towards the tourism facilities in Ramsagar.
- c) To analysis tourist expectation about the tourism facilities in Ramsagar.

1.5 Limitation of the study:

- a) As this project work is conducted only for academic purpose that is why the main constrain was cost and time. For the in depth analytical purpose, adequate time is required. But inadequate time was a major hindrance to prepare such a in depth study.
- b) Such a study is carried out by me for the first time. So, inexperience is one of the main factors that constituted the limitation of the study.

c) This study did not cover respondents beyond Dinajpur district that's why many of the tourists are being unreached.

d) Another vital constrain of the study was insufficiency of information. It is hard to get consumers insight because tourists are not willing to provide sufficient information.

e) Since the respondents are very busy with their daily life transactions, as a result they failed to co-operate and sometimes were unwilling to provide the actual information.

CHAPTER 2

HISTORY OF RAMSAGAR

History of Maharaja Ramnath: 1722 -1763 A.D.

Brief history of Ramsagor, Dinajpur, Bangladesh

At a glance Tourist spots in Dinajpur district

CHAPTER 2

HISTORY OF RAMSAGAR

2.1 History of Maharaja Ramnath: 1722 -1763 A.D.

Maharaja Ramanath was very powerful and honest king. He was a brave warrior and great administrator. After becoming king he gave attention to rebuilding the estate. He constructed the famous Rajbari and dug the famous Ramsagar Lake. He also built a temple at Rajarampur and gave attention to complete the unfinished Kantanagar temple. All his work make him the most memorable person of Dinajpur District. Also make the district a famous tourist place. Ramnath had four sons. Krishnanath, Roopnath, Baidyanath and Kantanath. He died in 1760 AD.

2.2 Brief history of Ramsagor

Between 1750 and 1755 the Ramsagor was built by a kind Hindu king **Ram Nath** and the big lake was named in honour Ram Nath. During that century, the region was ruled by **11 kings lead by Shukh Dev**. Among them Pran Nath and Ram Nath were the best and innovative. During their ruling, huge palaces, temples etc. were built and lakes were dug for public interest. The water reservoir Ramsagor was made to provide local inhabitants with safe drinking water. Its construction was initiated by **king Ram Nath** involving lakhs of people's labour. The tank was named after Raja Ram Nath who excavated it on the eve of the battle of palashi. At that time Alivardi Khan was the nawab of Bengal. The tank was excavated to supply drinking water to the people living in the surrounding villages. It is said that there was a continuous drought and famine in this part of the country from 1750 to 1755 AD. Perhaps Ram Nath initiated to dig the tank on the basis of 'food for work' and help to survive the famine-stricken people. About 1.5 million labours worked for digging the Ramsagar and the total expense amounted is about 30,000 Taka. The water area of Ramsagar measures 1079m along north-south and 192.6m along east-west. Approximate depth of the tank is 9.5m. There was a ghat on the middle of the western bank and the remains of it still exist. Made of sandstone slabs of different sizes, the structure measured about 45.8m by 18.3m. The tank is surrounded by

10.75m high embankments. Beyond the embankment the surrounding is a large plain area having some undulating landscape. Ramsagar is now a famous tourist spot under the care of Bangladesh Parjatan Corporation. Parjatan Corporation has taken some initiative for the beautification of the area. A resthouse has been constructed on the western side of the tank and some small recreation spots have been made for the children on the four sides of the huge water body. The name of Ramsagar is pronounced with that of the famous temple of Kantanagar, the other historical edifice of Dinajpur.

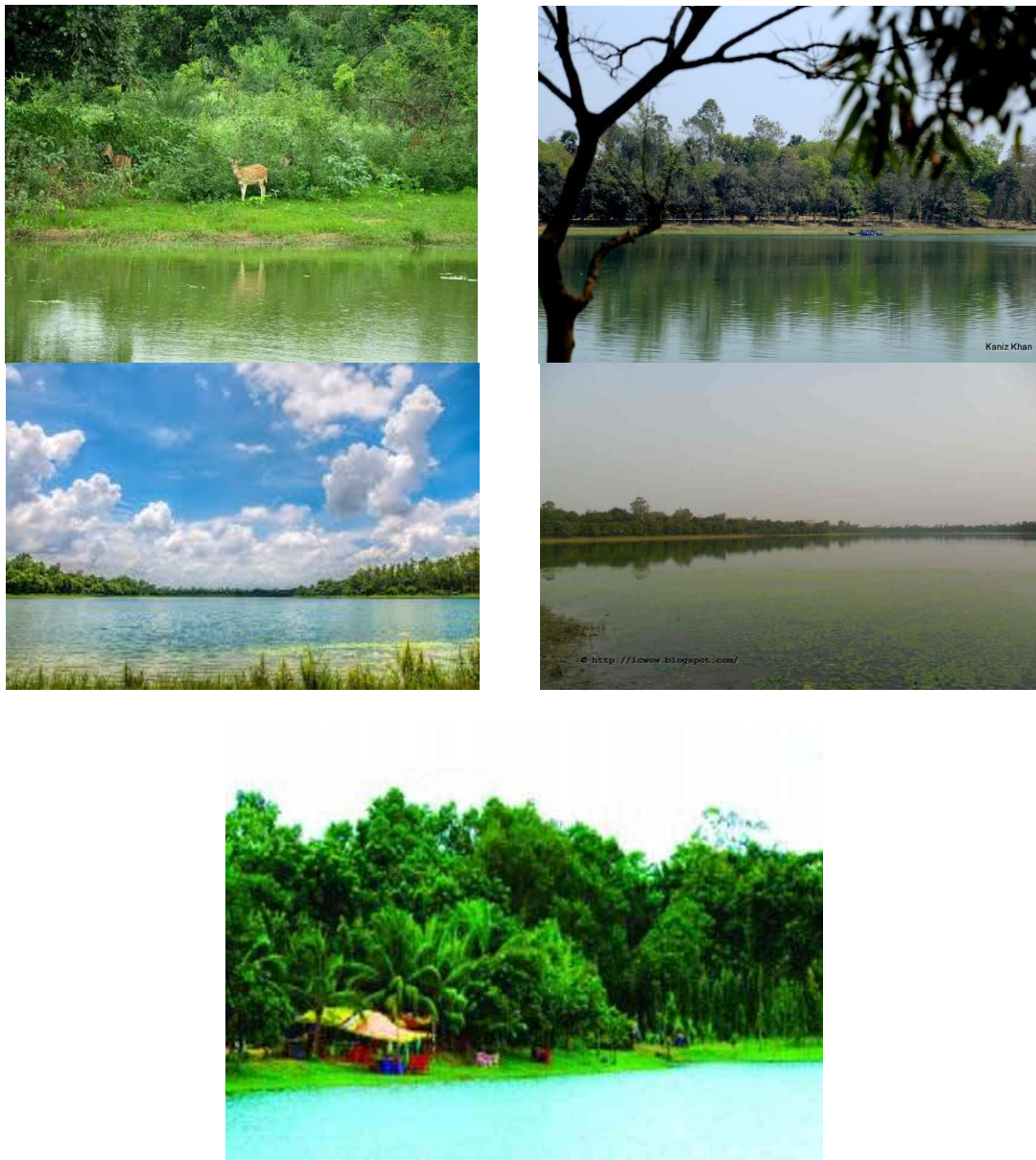


Figure: Rasagar Tourist Spot

2.2 At a Glance Tourist spots in Dinajpur district

KANTAJI TEMPLE, DINAJPUR :

Kantaji Temple, also known as the Kantanagar Temple, is located in the graceful heart of gorgeous countryside of Dinajpur. This is a stunning block of religious artwork, and is surely one of the most impressive Hindu monuments in Bangladesh. Built in 1704-1752 A.D. by Pran Nath, a renowned maharaja from Dinajpur, and his adopted son Ram Nath, it is the country's finest example of brick and terracotta style. Its most remarkable feature, typical of late Mughal-era temples, is its superb surface decoration, with infinite panels of sculpted terracotta plaques. This 15-sq-meter, three-story edifice was originally crowned with nine ornamental two-story towers, which collapsed during the great earthquake of 1897 and were never replaced. The temple is built on a high platform. This is a Nava-ratna temple. The roof of the ground floor and first floor each contains four sikharas or ratnas at their corners while the roof of second floor in its middle contains the ruins of the central sikhara. The entire outer surface of the temple is exquisitely established with terracotta plaques which depict flora and fauna, geometric motifs, mythological scenes from the Ramayana and the Mahabharata, and the contemporary social scenes and favorite pastime. The idol of Kantaji is kept in the garvagriha of the temple in its ground floor. The department of Archaeology has been performing the necessary conservation and restoration works of Kantaji Temple since it was declared a protected monument by the Government in 1960.



Figure: Kantaji Temple

NAYABAD MOSQUE, DINAJPUR :

Nayabad Mosque is located in the bank of the river Dhepa, just 1.5km south-west of the infamous Kantaji Temple at Dinajpur in Bangladesh. The mosque is named after the village “Nayabad” in which it stands in the Police Station of Kaharole. According to an inscription found on the central doorway, it was constructed at 1793 AD in the reign of Mughal Emperor Shah Alam II. During that period, Raja Baidyanath, the last of the Dinajpur Royal family, was the Zaminder (feudal land owner).



Figure: Nayabad Mosque, Dinajpur

Nayabad Mosque was erected at a time when the soil of Dinajpur had already been enriched with one of the most remarkable navaratna temples, the Kantajew Temple in 1752 AD. The founding Royal family of Dinajpur was still prominent. According to local traditions, the mosque was built by Muslim architectural workers who had come to this place from the west to build Kantaji Temple. They had settled in Nayabad, a village near the temple, and had built the mosque for their own use. There is a grave of an unknown person in the premises of the mosque. Local people believe, this is the grave of Kalu Khan, the master architect of Kantaji Temple. It is an oblong three-domed mosque with octagonal towers at the four corners. There are three arched entrances to enter the mosque. Among them, the central one is bigger than the flanking ones. These are equal in height and width. There is an arched window each on the south and north sides. Inside in the western wall there are three mihrabs in line with the three entrances. The central mihrab is bigger than the flanking ones which are of equal size. Three hemispherical domes cover the mosque, of which the central one is bigger than the side ones. Pendentives have been used in their phase of transition. The parapet and cornice

are straight. Terracotta plaques have been used in decoration of the mosque. At present there are about 104 terracotta plaques rectangular in shape, used in the surface decoration of the mosque walls. The platform of the mosque is enclosed by a low brick wall with only one access from the east. On either side of the mosque are to be seen a number of tombs each of found fixed over the central doorway of the mosque.

RAJBARI, DINAJPUR :

Dinajpur Rajbari or Palace is situated on the north-east outskirts of the Dinajpur town. The name of the spot well-known as "Raj Batika", near to the village Rajarampur. History says that Raja Dinaj or Dinaraj is the establisher of the Dinajpur Rajbari. But others say that after usurping the Ilyas Shahi rule, the familiar "Raja Ganesh" of the early fifteenth century was the true founder of this Rajbari.



Figure: Rajbari, Dinajpur

At the end of the seventeenth century Srimanta Dutta Chaudhury became the zamindar of Dinajpur and after him, his sister's son Sukhdeva Ghosh hereditary the property as Srimanta's son had a premature death. Structure of Dinajpur Rajbari. In fact the Dinajpur Rajbari is all in its remnant. Most of the palace are tumbledown. Only few structures are alive. While entering the rajbari, you have to pass a tall arched gate facing west. Inside the palace precinct near the gateway on left is a colored Krishna temple and on right, some ruined outhouses and another inner gateway that provides access to an inner square court. Facing the courtyard on the east is a flat-roofed temple

You will watch several statue of the Hindu gods inside the Temple. The Rajbari consist principally of three groups of Mahals (blocks), named as Aina Mahal, Rani Mahal and Thakurbadi Mahal, sides other minor buildings, established by different Rajas and Zamindars at tomes to times. A few number of temples, rest houses, charitable dispensaries, tanks and building of employees and retainers were also made within the Rajbari area. The total area of Rajbari is16.41 acres of land including 2 big tanks on the east and south, the moat, garden, zoo, a tennis court, Katchary and the House of Kumar. With all this rajbari or palace is a beautiful historical ancient heritage.

SITAKOT BIHAR, DINAJPUR :

Sitakot Bihar is a Buddhist monastery. It is located in Nawabganj upazila under Dinajpur district. The Bihar was built roughly on a square plan (65.23m east - west and 64.11m north - south) with large outside projection on the northern and southern wings.

The gateway complex, which had a wide frontage, was set in the middle of the northern wing as a part of the outer projection. The complex included two guardrooms. The approach to the monastery was through an open space. The main gateway led to an entrance hall, which was aligned with the monastic cells. The northern end of the eastern wing had a subsidiary entrance piercing the back wall. The outer projection on the south was built as a kind of hall and there was an entrance into the hall from the inside.



Figure: Sitakot Bihar, Dinajpur

There were in all 41 cells in this monastery: 8 in the northern wing and 11 cells each in the three other wings. The back wall of the niche rooms and rooms were divided by

walls. Bihar was combined with an internal trail corridor rooms. The statue was kept. The main house on the south side of the room was very possible. Pyabhiliyanati front pillar main temple to be used as first-W. A little away from the main building on the south side of the convent building but connected by covered front balcony with five rooms available. C-itadera opinion, these toilets were built as. For concrete ceiling lime, mortar and beams can be used for load. Sitakota convent courtyard in the middle was the main temple. Here Paharpur, Sal Bihar and Bihar joy as traditional terracotta missing. However, in terms of size and volume of the Vasu Bihar district has much in common with sitakota Bihar The major findings are two bronze images, one of Bodhisattva Padmapani and the other of Bodhisattva Manjushri. On the stylistic ground the images have been dated in the seventh-eight century AD. The monastery has not been dated by stratigraphy, but two building periods have been postulated.

SOPNOPURI, DINAJPUR :

The most wonderful artificial spot for tourist in north Bengal. It is situated 5 km to the south in Nawabganj upazila of Dinajpur. There are Rides, Zoo, Rest house, Garden, Lakes, Fish World, ‘Rongdhonu’ Art Gallery, ‘Moha Maya Indrojal’ and central Picnic center. One can find, Fish World with artificial fishes and various wet animals. Small Rides for activities. Animal Kingdom, for artificial statue of some animals like Amy, Flamingo, Dinosaur, Pegasus and many other animals. ‘Rongdhonu’ Art Gallery, for many different types of sculptures and paintings. At ‘Moha Maya Indrojal’ , can enjoy magic. At Zoo, full of several kinds of animals. Anyone can enjoy his full day with family watching this artificial and natural beauties and activities. It is also an idle Picnic spot where lots of picnic parties come every year.



Figure: Sopnopuri, Dinajpur

GORASHOHID BORO MOYDAN, DINAJPUR

Gorashohid Boro Moydan is a big ground in Dinajpur town. This field located at the center of the town. At the center of the field there have some graves of Martyrs or This field may be a spot where people killed during 1971 Liberation war of Bangladesh. Now this ground used as Eidgah (Eid prayer). This is really big ground. it take 10-15 min for pass the the field. Beside the field there is a monument (shohid minar) and opposite side situated the DC office.



Figure: Gorashohid Boro Moydan, Dinajpur

GHUGHU DANGA ZAMINDAR BARI, DINAJPUR

Ghughu danga Zamindar Bari was the residential palace Ghughu-danga Zamindar Family. It is located on the side of the River Purnovoba in Dinajpur District. The Zamindar Bari or palace was now damaged by attacking the Pakistani army in 1971 War of Bangladesh. It was built in the Indo-Saracenic Renaissance architecture.



Figure: Ghughu Danga Zamindar Bari, Dinajpur

SUKH SAGAR & MATA SAGAR, DINAJPUR

"Sukh Sagar" and "Mata Sagar" are another 2 large tank of Dinajpur. The Sukh Sagar is located at the "Rajbatika" area of the Dinajpur town. This is just few minutes distance from the "Dinajpur Rajbari". Mata Sagar is situated at the in Dinajpur town at Raja Rampur village. Once all banks of the water tank was covered with very high hills. Mata Sagar is more attractive than the Sukh Sagar. And they never dry at any season.



Figure: Sukh Sagar & Mata Sagar, Dinajpur

JORA MANDIR, DINAJPUR



Gopalgang Twin temple or Jora Mandir

At Gopalgang village about six kilometer distance of Dinajpur District head quarter there has a old temple name "Twin temple" locally known as "Jora Mandir". It records that the Jora Mandir was established by Raja Ramnath (1722-1752) in 1676 Shaka era (1754 AD). Now it almost in ruins cause of no care. If you go there you will find 2 Mandir (Temple). Distance between two Temple 100 meter. One of the two is a 25 ratna twelve-sided structure, while the other is a 5 ratna quadrangular temple. The vicinity area of the temples are acquired by the local people, and they have build their own houses around the temple. The area of the mandir are acquired by the local people, and they have establish their own houses side the temple. Thereby causing serious damage to the structures. Both temple are so nice. Government should take earlier stape about the temple You can make a tour to "twin temple".

Dinajpur City Park



Promoth Tori



CHAPTER 3

RESEARCH METHODOLOGY

Sample of data

Sample area

Sample Size

Sample Selection Method

Sources of data

Primary data

Secondary data

Questionnaire Design

Data analysis and interpretation

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Sample of data:

Mainly the matured people aged over thirty visited the Ramsagar as a Tourist considered as a sample for the study. All types of people in different services and male as well as female are communicated to collect the data.

3.2 Sample area:

Only the Dinajpur City and the surroundings of the spot are treated as a sample area.

3.3 Sample Size:

Sample size is very important factor for getting expected result of research work. Data have been collected from 40 respondents and the response rate was 90%.

3.4 Sample Selection Method:

For the betterment of the study as well as for the convenience of my study I have used the simple random sampling technique as well as convenience sampling technique to select the appropriate sample for my study.

3.4.1 Sources of data

Appropriate data collection is very important for conducting a research. The study was conducted on the basis of primary and secondary sources of information.

3.4.2 Primary data

Primary data were collected through a structured questionnaire and direct observation from the tourist of Ramsagar.

3.4.3 Secondary data

Different types of secondary data are included in the study. Sources of secondary information are given below;

- Newsletters
- Service provider projects profile
- Web page
- Published official statistics
- Books
- Articles
- Periodical of different domestic and international agencies.

3.5 Questionnaire Design

The questionnaire consists of some questions. The layout of some questions was modified and further improvements were done as a result of a pilot study. The aim was to check that the issues were pertinent and the questions were clear, understandable, and comprehensible. I have collected primary data through pretest one questionnaire and finally through a set of final questionnaire. The pretest questionnaire was open ended and final questionnaire were both open ended and close ended.

3.6 Data analysis and interpretation

A five point likert type scale were used to measure the variable where +2 stands =Very Satisfy and -2 stands=Very Dissatisfy. The program SPSS and excel were used to analysis the data.

CHAPTER-4

FINDINGS

Existing tourism facilities in Ramsagar

Ramsagar National Park

Ramsagar Lake

Ramsagar Children Park

Satisfaction level of Tourist towards the tourism facilities
in Ramsagar

Data analysis and interpretation

CHAPTER-4

FINDINGS

4.1 Existing Tourism Facilities in Ramsagar:

4.1.1 Ramsagar National Park

The total area of Ramsagar National Park about 60 square km. Forest Department of Bangladesh have planted different type of ornamental and fruit trees that have flourished and become forested areas. Around the Ramsagar it is a familiar picnic place for tourists. The Bangladesh Parjatan Corporation has improve some tourist facilities around the Ramsagar lake, such as rest-rooms, picnic spots and kiosks to sell refreshments, as well as playgrounds for children to enjoy.



Ramsagar National Park

The prime appeal of Ramsagar is to witness a big wetland in association with scores of natural magnificence.

Located in the Dinajpur district in the north-west region of Bangladesh, the national park covers around 60 square kilometers, with an infinite man-made water basin. Just beside to the site you can get a bonus site of Shal bon (shal forest)

The lake is surrounded by red colour soil (lalmati) highlands, parks, gardens, many sculptures of animals and birds. There is also speedboat facility here as well as fishing facilities in the lake also a great adventure. It is a magnificent site and you wouldn't want to miss it if you eyes one stuck at its beauty.in Ramsagor. Ramsagor is known as country's largest and most beautiful lake which is only six kilometer south from Dinajpur town.

The area around the Ramsagar Lake is a popular picnic spot for both locals and tourists that enhanced the peaceful impression of being close watch to natural world.

Brief history of Ramsagor Between 1750 and 1755 the Ramsagor was built by a kind Hindu king Ram Nath and the big lake was named in honour Ram Nath. During that century, the region was ruled by 11 kings lead by Shukh Dev. Among them Pran Nath and Ram Nath were the best and innovative. During their ruling, huge palaces, temples etc. were built and lakes were dug for public interest.

The water reservoir Ramsagor was made to provide local inhabitants with safe drinking water. Its construction was initiated by king Ram Nath involving lakhs of people's labour.

Why Ramsagor attract tourists! State-owned Bangladesh Parjatan Corporation, which manages many tourism projects in Bangladesh, has developed some visitor facilities around the lake, such as rest-rooms, picnic corners and refreshment arenas as well as playgrounds for children to enjoy. Popular activities in the area including fishing, boating and hiking are also advantage.

The lake is populated by a plenty of fish, as well as fresh water crocodiles, while visitors can enjoy enormous wildlife and adventure opportunities to see on land including Deer, Chitra Deer, Bear and other magnificent animals.

You can also watch different types of birds like Sand Piper, Ringed Plover and Grey and Purple Herons. In winter huge number of migratory/guest birds visits this lake which is a source of recreation of visitors.

There was a ghat (stairs) on the middle part of the western bank and the remains of it still exist. Made of sandstone slabs of different sizes, the structure measured about 45.8m by 18.3m. The tank is surrounded by 10.75m high embankments.

More than two lakh visitors visits the Ramsagor tourist spot all the year round while the entry fees is Tk only 5.00 per person.

When & how to go to Ramsagar National Park: The suitable time to visit the Ramsagor is between October and March. Alternatively any season is preferable.

If you like to test the beauty of Ramsagor, chalk out a tour plan even with family members. You can travel by highway, railway and even air ways. From capital Dhaka you have to avail a Dinajpur bound coach touching- Sirajgonj, Bogra and Dinajpur. You have to stay on bus at least six to seven hours with several breaks on the highway as it is 347 km far from Dhaka. The train journey is also suitable but much longer than bus. It is accessible from Dhaka to Dinajpur by road.

4.1.2 Ramsagar Lake

Ramsagar is a largest man made lake of Bangladesh situated in the village Tejpur eight kilometer south of the Dinajpur town. The lake wide is about 1079m north-south and length 192.6m in East-West. Ramsagar was stablished in the mid 1750s by Raja Ram Nath. About 1.5 million worker took part to dug the lake and total cost is 30000 taka that time.



Ramsagar Lake

The lake is full of different type of fishes. There have some fresh water crocodiles. In national park there has some animals such as Deer, Wild Boar, Blue Bull, Sloth Bear and Hyena. There some birds such as White-Breasted Water Hen, Jacanas, Moorhen, River

Tern, Sand Piper, Ringed Plover and Grey and Purple Herons are seen. Moreover, the lake is a safe place for migratory birds.

A view of the pond

Ramsagar is recently become a popular tourist and picnic spot for locals and tourists. Bangladesh Parjaton Corporation take some major steps to renovate the spot. As a part of beautification and comfort a rest house has been constructed. People can enjoy fishing, boating, hiking and kids can also play in open field. The forest department also takes some initiative to make it more attractive to visitors.



Ramsagar pond



Artificial Giraffe



Artificial Zebra

Here you can find a mini zoo with real animals like deer, hyena, jacanas, Moorhen, Sand piper.



Deer in the mini zoo

The name of Ramsagar is also marked with that of the renowned temple of Kantanagar, the other historical structure of Dinajpur.

4.1.3 Ramsagar Children Park



Eating Facilities

You can get different types of food items there. It won't be a great problem to find a suitable restaurant for you to eat. The foods are also very delicious. You can get foods also from the resident hotel where you are staying.

Ramsagar Rest House



4.2 Satisfaction level of Tourist towards the tourism facilities in Ramsagar.

Security

Satisfaction Level	Frequency	Percent	Mean	Standard Deviation	Variance
Satisfy	14	35	0.250	1.08	1.167
Very Satisfy	5	17			
Neutral	7	3			
Dissatisfy	14	35			

Above the table present security and satisfaction level of Satisfy 35%, Very satisfy 17%, Neutral 3% and Dissatisfy 35%. The mean value 0.250, the level consumer opinion is good.

Food

Satisfaction Level	Frequency	Percent	Mean	Standard Deviation	Variance
Satisfy	16	40	0.675	1.047	1.097
Very Satisfy	9	22.5			
Neutral	9	22.5			
Dissatisfy	5	2.5			
Very Dissatisfy	1	12.5			

Above the table present food and satisfaction level of Satisfy 40%, Very satisfy 22.5%, Neutral 22.5%, Dissatisfy 2.5% and Very Dissatisfy 12.5%. The mean value 0.675, the level consumer is extremely good.

Accommodation

Satisfaction Level	Frequency	Percent	Mean	Standard Deviation	Variance
Satisfy	17	42.5	0.625	1.147	1.317

Very Satisfy	8	20			
Neutral	11	27.5			
Dissatisfy	1	2.5			
Very Dissatisfy	3	7.5			

Above the table present accommodation and satisfaction level of Satisfy 42.5%, Very satisfy 20%, Neutral 27.5%, Dissatisfy 2.5% and Very Dissatisfy 7.5%. The mean value 0.625, the level consumer is extremely good.

Kids Park

Satisfaction Level	Frequency	Percent	Mean	Standard Deviation	Variance
Satisfy	13	32.5	0.55	1.08	1.177
Very Satisfy	9	22.5			
Neutral	9	22.5			
Dissatisfy	9	22.5			

Above the table present kids park and satisfaction level of Satisfy 32.5%, Very satisfy 22.5%, Neutral 22.5% and Dissatisfy 22.5%. The mean value 0.55, the level consumer is extremely good.

Natural Park

Satisfaction Level	Frequency	Percent	Mean	Standard Deviation	Variance
Satisfy	20	50	1.30	0.757	0.574
Very Satisfy	17	42.5			
Neutral	1	5			
Dissatisfy	2	2.5			

Above the table present natural park and satisfaction level of Satisfy 50%, Very satisfy 42.5%, Neutral 5% and Dissatisfy 2.5%. The mean value 1.30, the level consumer is extremely good.

Price/ Entry Fee

Satisfaction Level	Frequency	Percent	Mean	Standard Deviation	Variance
Satisfy	27	67.5	0.950	0.749	0.562
Very Satisfy	7	17.5			
Neutral	3	7.5			
Dissatisfy	3	7.5			

Above the table present Price/ Entry Fee and satisfaction level of Satisfy 67.5%, Very satisfy 17.5%, Neutral 7.5% and Dissatisfy 7.5%. The mean value 0.950, the level consumer is extremely good.

Expectation of tourist About the Various Factors of Ramsagar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	10	10	10
	Disagree	3	7.50	7.50	17.50
	Neutral	8	20	20	37.50
	Agree	15	37.50	37.50	75
	Strongly Agree	10	25	25	100
Total		40	100	100	

Source: Field Survey, 2016.

Interpretation: From, Table-4.6 show that 37.50% respondents expressed agree that they met their expectation from trip to northern region, 25% were strongly agree, 20% were neutral, 10% were strongly disagree and 7.50% were disagree.

Table 4.2					
Information about tourists likeable place					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	15	15	15
	Disagree	2	5	5	20
	Neutral	7	17.50	17.50	37.50
	Agree	17	42.50	42.50	80
	Strongly Agree	8	20	20	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From table-4.7, majority of the respondents 42.50% fell in the group of agree to information about tourists likable place, about 20% were strongly agree, 17.50% were neutral while 15% were strongly disagree and only 5% were disagree .

Table-4.3					
Chart 4.8 Information about tourist's cost					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	7.50	7.50	7.50
	Disagree	2	5	5	12.50
	Neutral	3	7.50	7.50	20
	Agree	17	42.50	42.50	62.50
	Strongly Agree	15	37.50	37.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.8 show that 42.50% respondent expressed agree that the cost for the trip and accommodation is reasonable, while 37.50% respondents expressed strongly agree, 7.5% respondents were neutral and strongly disagree and 5% were disagree.

Table-4.4					
Information about security and safety					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	20	20	20
	Disagree	11	27.50	27.50	47.50
	Neutral	4	10	10	57.50
	Agree	9	22.50	22.50	80
	Strongly Agree	8	20	20	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From table-4.9, majority of the respondents 27.50% fell in the group of disagree on tourists security and safety issue, about 22.50% were agree, 20% were strongly agree and strongly disagree and 10% were neutral.

Table-4.5					
Information about overall tourism facilities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	15	15	15
	Disagree	8	20	20	35
	Neutral	5	12.50	12.50	47.50
	Agree	13	32.50	32.50	80
	Strongly Agree	8	20	20	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.10 show that 32.50% respondent expressed agree that overall facilities of the tourism spot is enough for the tourists, On the other hand 20% respondents expressed strongly agree and disagree, about 15% were strongly disagree and only 12.50% were neutral.

Satisfaction /Dissatisfaction:

Table-4.6					
Accommodation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	6	15	15	15
	Dissatisfied	11	27.50	27.50	42.50
	Neutral	5	12.50	12.50	55
	Satisfied	12	30	30	85
	Highly Satisfied	6	15	15	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From table-4.11, majority of the respondents 30% fell in the group of satisfied that they satisfy on quality of the accommodation, about 27.50% were dissatisfied, 15% were highly dissatisfied and highly satisfied, about 12.50% were neutral.

Table-4.7					
Service of the resultants					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	4	10	10	10
	Dissatisfied	9	22.50	22.50	32.50
	Neutral	8	20	20	52.50
	Satisfied	12	30	30	82.50
	Highly Satisfied	7	17.50	17.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.12 show that majority of the respondents 30% fell in the group of satisfied that they satisfy on customer service of the restaurants, about 17.50% were highly satisfied, 20% were neutral while 10% were highly dissatisfied and only 22.50% were dissatisfied.

Table-4.8					
Historical sites					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	8	20	20	20
	Dissatisfied	11	27.50	27.50	47.50
	Neutral	7	17.50	17.50	65
	Satisfied	7	17.50	17.50	82.50
	Highly Satisfied	7	17.50	17.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.13, majority of the respondents 27.50% fell in the group were dissatisfied and 20% were highly dissatisfied that they satisfy on historical sites of the spots, about 17.50% were satisfied, 17.50% were highly satisfied and about 17.5% were neutral.

Table-4.9					
Guide and stuff					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	11	27.50	27.50	27.50
	Dissatisfied	7	17.50	17.50	45
	Neutral	12	30	30	75
	Satisfied	8	20	20	95
	Highly Satisfied	2	5	5	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.14 show that majority of the respondents 30% fell in the group of neutral, 27.50% were highly dissatisfied that they satisfy on behaviour and professionalism of the guide and staff, about 20% were satisfied, about 17.50% were dissatisfied and 5% were highly satisfied.

Table-4.10					
Tourist information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	11	27.50	27.50	27.50
	Dissatisfied	7	17.50	17.50	45
	Neutral	11	27.50	27.50	72.50
	Satisfied	6	15	15	87.50
	Highly Satisfied	5	12.50	12.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.15, majority of the respondents 27.50% fell in the group were highly dissatisfied and 17.50% were dissatisfied on the satisfaction level of tourist information, about 15% were satisfied, 12.50% were highly dissatisfied and 27.50% were neutral.

Table-4.11

Problem Faced by the Tourist of Ramsagar

Sl. No	Name of the problem	Frequency	Percentage
1	Security problem	30	75%
2	Food problem	33	82.50%
3	Accommodation problem	27	67.50%
4	Transportation problem	35	87.50%
5	Information problem	23	57.50%
6	Medical service	32	80%
7	Money withdrawal facilities	36	90%
8	Convenience	23	57.50%
9	Kids park	25	62.50%
10	Price / Entry fees	28	70%
11	Others	5	12.50%

Source: Field Survey, 2016.

Interpretation: From table-4.16, Most of the business person, teacher, student, housewife and employee were faced various types of problem in tourism in Bangladesh. 75% of the respondents face security problem, 82.50% were faced food problem, 67.50% were faced accommodation problem, 87.50% were faced transportation problem, 57.50% were faced information problem, 80% were faced problem in medical service, 90% were faced problem in money withdrawal facilities,

57.50% were faced convenience problem,62.50% were faced problem in kids park,70% were faced problem in price and entry fees and 12.50% were faced others problem.

Focus on Main Findings

Tourism today is recognized as a trade and industry throughout the world. It has also been considered as the single largest industry. It brings significant benefits to the balance of payment and general economy of the country by augmenting national income and other socio-economic activities. Bangladesh is a developing country but still her difficulties are immense. The country has achieved political sovereignty but economic freedom is yet to be gained. We can earn foreign currency by providing various services.

This research worked helped to find out some of the factors that are mostly important in case of tourism-

- Above the table present security and satisfaction level of Satisfy 35%, Very satisfy 17%, Neutral 3% and Dissatisfy 35%. The mean value 0.250, the level consumer opinion is good.
- Above the table present food and satisfaction level of Satisfy 40%, Very satisfy 22.5%, Neutral 22.5%, Dissatisfy 2.5% and Very Dissatisfy 12.5%. The mean value 0.675, the level consumer is extremely good.
- Above the table present accommodation and satisfaction level of Satisfy 42.5%, Very satisfy 20%, Neutral 27.5%, Dissatisfy 2.5% and Very Dissatisfy 7.5%. The mean value 0.625, the level consumer is extremely good.
- Above the table present kids park and satisfaction level of Satisfy 32.5%, Very satisfy 22.5%, Neutral 22.5% and Dissatisfy 22.5%. The mean value 0.55, the level consumer is extremely good.
- Above the table present natural park and satisfaction level of Satisfy 50%, Very satisfy 42.5%, Neutral 5% and Dissatisfy 2.5%. The mean value 1.30, the level consumer is extremely good.
- Above the table present Price/ Entry Fee and satisfaction level of Satisfy 67.5%, Very satisfy 17.5%, Neutral 7.5% and Dissatisfy 7.5%. The mean value 0.950, the level consumer is extremely good.

CHAPTER -5

RECOMMENDATIONS AND CONCLUSION

Recommendations

Conclusion

CHAPTER -5

RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations:

In order to achieve the objectives set out in this study, specific strategies need to be developed and implemented in specific areas. The following are the recommendations based upon the findings of the study-

Bangladesh is a country of many contrasts. It is endowed with, among others, many of the world's diverse climatic and geographic zones, abundant wildlife, sandy beaches, archaeological sites and diverse cultures. However, Bangladesh has yet to fully exploit this potential for tourist purposes as for many years. Bangladesh tourism has mainly concentrated on sea beaches. Whence, there is a need to diversify the tourist attractions in order to achieve balanced growth within the tourism industry and maximize the benefits that can accrue from the sector.

- Enhancing the existing tourist products and developing others. Developing the infrastructure, increasing and improving accessibility to tourist products.
- Protecting and enhancing quality control mechanisms for tourist products and services through legislation and regulations and by ensuring that through community involvement, these benefits also reach the local communities as this will also serve to ensure the protection of the products and services.
- Identifying and locating the target market with a view towards putting into place cost-effective means of communication and influencing the market segments identified. Supporting the promotional activities of operations in the tourism industry such as hoteliers, tour operators and travel agents.
- Providing the pre and post-vacation services needed to ensure customer satisfaction (satisfying the "value-for-money" requirement). Encouraging students in secondary schools to undertake tourism studies that will be introduced in collaboration with the responsible ministry.
- Upgrading, developing and maintaining a multi-modal transport system of surface (road and rail), river and air transport in a rational network that is friendly to the environment. Enhancing the provision of national infrastructure networks through the maintenance of links between national entry and exit

points as well as important international networks.

- Providing points of access into the country and new tourist routes leading to tourist attractions. Encouraging adequate, high quality, efficient and environmentally friendly communication services responsive to the increasing needs of the tourism sector. Providing support and assistance for the renewal, upgrading and replacement of existing accommodation facilities and the establishment of additional facilities of the kind.
- To strive for the betterment of the tourism industry the competitive arena should be international destinations like Bali, Mauritius, Maldives, India and Seychelles. Accordingly, studies of these destinations and parallel efforts should be directed towards achieving the quality and product development standards demanded by international travelers to such locations. It also needs to be focused on international participation and affiliation. Some existing tourism spots should be put into competition among themselves as international tourism destination.
- Public awareness and responsiveness need to be built for acknowledging the importance of tourism and tourists. The beauty of the country should be preserved for business and holiday travelers.
- Every tourist spots should come forward with products for the intended customers. They should be very clear about the kind of tourist they want, and the requirements of this target segment should be comprehensively addressed. We should aim at creating world-class products with ordinary people, using local resources. The small scale of development and the cultural affinity to the local environment should go hand in hand with the goal of the new age traveler. So marketing should be deliberate and targeted.
- For accommodation companies it is important to make sure not to turn the stay into “survival” for the tourists. They also believe that safety precautions are specific to each product. For them safety is: Ensure physical safety of the clients. Ensure Fire safety. Ensuring safety in emergencies. Making clients feel more comfortable and secure in the hotel.
- Safety from the point of view of the police means an undisturbed state of people, property and environment, and when disturbance occurs; immediate and accurate help is needed. In the light of above, activities of tourist police of Bangladesh should be 24 hours patrolling within the tourist area. Opening tourist police post in different area of tourist destination. To provide information on travel security.
- To ensure hassle free trip by keeping hawkers, beggars and street children away from tourist. To assist tourist whenever need arises.

5.2 Conclusion:

The simple and friendly people of Bangladesh along with its indigenous communities, which live isolated from modern society and possess their own distinct culture and way of life, make Bangladesh a unique attraction for tourists. Bangladeshis are always happy to extend their hospitality to visitors, who should find it an enjoyable place, especially with the improvement of law and order in the country. The tourism resources of Bangladesh are immense, and the government of Bangladesh has given due importance to the development of the tourism sector. The significance of tourism is viewed from many angles like economic, social, cultural, political, etc. Tourism is now the fastest growing and single largest industry of the world. The industry has attained the impressive growth world-wide in terms of tourist arrivals and foreign exchange earnings which has led the ever increasing competition among the destination countries and gained the top priority in most of the destination countries. Every destination country is trying to attract more tourists by drawing the attention and growing the interest among the potential tourists through adopting effective marketing strategies because tourism is a field where the customers want to know in advance about the attractions and facilities of the destination. Marketers need to provide such necessary information to the prospective tourists through different promotional measures and thus, try to motivate and attract them to the sponsor's destination. Though the growth of tourism is impressive world-wide, the same in Bangladesh is not so. It is not because of lack of eye-catching tourist's attraction to the destination of Bangladesh, rather it is the result of inadequate promotional measures. The contribution of Bangladesh tourism to the world tourism is very negligible. Even the position of the country among the SAARC countries is at the bottom line. As a result, the contribution of tourism in the economy of Bangladesh is very insignificant. So, the concern authority needs to give priority and adopt necessary strategies in order to attract a significant number of foreign tourists to visit the land as well as the development of this industry.

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APPENDICES:

1. Characteristics of the respondent:

Table-1					
Gender distribution of the respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	22	55	55	55
	Female	18	45	45	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.1, high percentages of the respondents 55% were male, while female constituted about 45% of the population.

Table-2					
Age distribution of the respondents					
	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	9	22.50	22.50	22.50
	25-31	11	27.50	27.50	50
	32-38	13	32.50	32.50	82.50
	39-45	4	10	10	92.50

	46-above	3	7.50	7.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.2, the age distribution of tourists in the study area reveals that majority of the respondents 32.5% fell in the age group of 32-38 years, about 27.5% were between 25-31 years, 22.5% between 18-24 year, about 10% were between 39-45 years and about 7.5% were between 46-above years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business person	10	25	25	25
	Student	5	12.50	12.50	37.50
	Teacher	5	12.50	12.50	50
	Housewife	5	12.50	12.50	62.50
	Employee	15	37.50	37.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table-4.3, 37.50% of the respondents were employee as their occupation, while 25% of the respondents were consumer and 12.50% were the profession of student, teacher and housewife.

Table-4					
Education level of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below S.S.C	7	17.50	17.50	17.50
	H.S.C	8	20	20	37.50
	Graduate	13	32.50	32.50	70
	Post Graduate	12	30	30	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From Table 4.4, 32.50% respondents education were graduation,30% were post graduate, 20% were below H.S.C and 17.50% were below S.S.C.

Table-5					
Income level of the respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below-10000	11	27.50	27.50	27.50
	10000-20000	15	37.50	37.50	65
	20000-30000	10	25	25	90
	30000-Above	4	10	10	100

	Total	40	100	100	
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Source: Field Survey, 2016.

Interpretation: From Table-4.5, the income level of respondents in the study area reveals that majority of the respondents 37.50% fell in the group of 10000-20000, about 27.50% were below-10000, about 25% were between 20000-30000 and about 10% were between 30000-above.

2. Questionnaire

Analyzing Tourists Expectation towards the Tourism Facilities in Ramsagar, Dinajpur.

Dear respondent,

I am going to conduct a study on tourists expectation towards the tourists facilities in Ramsagar, Dinajpur, Bangladesh. The findings of the study will help me to increased my knowledge about the visit place in Ramsagar and also the other people will know the tourist spot your participation is extremely important to assess the general issues related to the mention tourist spot the answer will only be used for my academic propose to complete my internship program.

With the best regards

Student of MBA

Department of Marketing, HSTU, Dinajpur

Personal information (Please tick/write where it's Necessary)

1) Your Profession _____

2) Your age (a) Less than 25 (b) 25-29 (c) 30-34 (d) 35-39 (e) 40-44 (f) 45-49 (g) above 50

3) Gender: You are (a) Male (b) Female

4) Your monthly income (a) Less than TK 10000 (b) 10000-20000 (c) 20000-30000 (d) More than 30000

5) Education (a) Primary School (b) High School (c) College (D) University

6) Mention your Thana _____

7) How many time you came here _____

Mention your satisfaction level on the following factors

S.L.	Factors	Satisfaction Level		Dissatisfaction Level		
		Satisfy	Very Satisfy	Neutral	Dissatisfy	Very Dissatisfy
1.	Security	2	1	0	-1	-2
2.	Food	3	2	1	-1	-2
3.	Accommodation	2	1	0	-1	-3
4.	Kids Park	5	4	0	-1	-2
5.	Neutral Beauty	5	4	0	-1	-2
6.	Price/entry fee	5	4	0	-1	-2

General information

1) What types of facilities do you expect from Ramsagar tourist Sport?

2) How often did you come here?

3) Usually when do you visit here?

4) From where/who first time inform you about this spot?

5) You overall comment about this spot.

Thank you, very much for your cordial cooperation

Respondent Signature