

INTERNSHIP REPORT



Tourists Satisfaction Towards Tourism Spots in Bangladesh. (A Study on Northern Region)

*This Report is Submitted to the Faculty of Business Studies, Hajee Mohammad
Danesh Science and Technology University as a Partial Requirement for the
Fulfillment of Degree of Master of Business Administration
(MBA) Evening Program*

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OCTOBER, 2016

Certificate of Supervisor

This is to certify that the thesis report on "Tourist satisfaction towards tourism spots in Bangladesh", submitted for the award getting degree of Master of Business Administration (EMBA) with specialization in marketing to the Hajee Mohammad Danesh Science & Technology University (HSTU) is a record of bonafide research carried out by Sanjib Roy (ID- E140503053) under my supervision. No part of the project paper has been submitted for any degree, diploma, title or recognition before.

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Student's Declaration

I, Sanjib Roy student of Master of Business Administration (EMBA) with specialization in Marketing of Hajee Mohammad Danesh Science & Technology University (HSTU) to hereby declare that the thesis report on "Tourists satisfaction towards tourism spots in Bangladesh" has not been submitted by me for any degree, diploma, title or recognition before.

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Acknowledgment

It is a great opportunity for me to write about subject like "Tourist satisfaction towards tourism spots in Bangladesh." At the time of preparing this term paper I am gone through different books and websites which help me to get acquainted with new topics. I am actually focusing on those topics which are important for me to understand about this subject easily.

I acknowledge with gratitude to my respective teacher and also my supervisor assistant professor Mr. Jamal Uddin and my co-supervisor assistant professor Mr. Jahangir Alam Siddikee, who has always been sincere and helpful in making me understanding the different system of legal research and conceptual problems in my thesis paper.

Apart from me this thesis paper will certainly be immense importance for those who are interesting to know about this subject. I hope they will find it comprehensible.

I have tried hard to gather all relevant documents regarding this subject. I don't know how far I am able to do that. Furthermore I don't claim all the information in this term paper is included perfectly. There may be shortcoming, factual error, mistaken opinion which are all mine and I alone am responsible for those but I will try to give a better volume in future.

Thank you

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Abbreviations

The following abbreviations have been used in this study :

ATAB	: Association of Travel and Tourism Organization
ASEAN	: Association of South East Asian Nation
BIWTA	: Bangladesh Inland Water Transport Authority
BOI	: Bangladesh Board of Investment
BPC	: Bangladesh Parjatan Corporation
BRTC	: Bangladesh Road Transport Authority
GDP	: Gross Domestic Product
HPI	: Happy Planet Index
ICT	: Information and Communication Technology
IEM	: Importance Expectation Matrix
IPA	: Importance Performance Analysis
LP	: Landing Permit
NHTTI	: National Hotel and Tourism Training Institute
NTO	: National Tourism Organization
RHD	: Roads and Highway Department
SAARC	: South Asian Association of Regional Cooperation
TIN	: Tax Identification Number
UNESCO	: United Nation Educational Scientific and Cultural Organization
UNESCO	: United Nation Educational Scientific and Cultural Organization
VAT	: Value Added Tax
VOA	: Visa on Arrival
WTM	: World Tourism Market
WTTC	: World Travel and Tourism Council
WTO	: World Tourism Organization

Abstract

Bangladesh is one of the countries of South Asia and located in North-Eastern part of this region. This is a country where genuine adventure is not just a possibility but a certainty. Lonely Planet ranked Bangladesh as the best value destination for the year 2011. As a destination for tourism, Bangladesh is truly hard to beat. Yet the most notable feature of the country's topography is the diversity of its landscape, it is characterized by wooded marshy lands and jungles with deep forest regions in Sylhet, Rangamati, Khagrachhari and Bandarban hill districts, Sundarbans, Mymensingh and Tangail, rare beauty spot of sunrise and sunset in fascinating kuakata, the oldest archeological site in Mahasthangarh, the unseen relics of long forgotten Buddhist kingdoms, lush and lurid tea plantations, tribal groups with Burmese faces and many other delightful beauties of cultural and historical heritage. These treasures are relatively unknown in the world and are rich resources for the development of tourism in Bangladesh. But time has not yet past over. Still there are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to the potential tourists properly through implementation of some strategies like taking an effective promotional measure, can take some initiatives to develop some infrastructural facilities, facilitate easy access to different destination, building better image of Bangladesh and ensuring safety and security of tourists, the country would be able to earn many times higher than the present by attracting more tourists within a short time. But unfortunately, this sector has remained almost in the dark and failed to draw proper attention to the government and the policy makers. Against this back drop, research needs to explore the facts related to the sector for its ongoing development in terms of developing various sectors of the tourism industry. The main objective of this study is to examine the tourists satisfaction level towards tourism spots in Bangladesh and take an attempt to establish overall directions for tourism development and suggest effective tourism strategies and policies to alleviate the problems resulting from previous unplanned tourism development. With this motto the research has been conducted which was both qualitative and quantitative in nature. Research data were collected from the tourists. The respondents were randomly selected to complete the questionnaire at the time of their visit in the study area.

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CHAPTER-1

INTRODUCTION

1.1 Prelude:

Bangladesh has so many potential in the tourism sector. In tourism Bangladesh is a slowly developing foreign currency earners. 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 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:

Forty years has 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 tourists attractions of the country.

There are a lot of tourism spots here, but so many problems they faces. The characteristics of problem are distinct. These are as follows:

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 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. There are also- Lack of institutional knowledge, risk environment exists, 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 and the decays of religious value.

1.3 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.

1.3.1 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.

1.3.2 Specific objectives:

Some specific objectives of this study are-

- a) To know the factors affecting the existing tourism facilities.
- b) To identify tourist satisfaction level towards the tourism spots in Northern Region.
- c) To identify the problem in tourism spot in Northern Region, Bangladesh.

1.4 Definition of key terms:

a) Tourism:

Tourism means the temporary short term movement of people to destinations outside the places where they normally live and work, as well as their activities during their stay at these destinations (All tourism should have some travel but not all travel is tourism). Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for less than a year and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited. The term 'usual environment' is intended to exclude trips within the area of usual residence and frequent and regular trips between the domestic and the workplace and other community trips of a routine character.

b) Travel and tourism industry:

Businesses providing primary services to travellers, including the traditional hospitality businesses and other closely linked to them in such fields as entertainment, recreation and transportation, plus travel agencies and tour operator. The opportunities for those with a passion for travel and tourism are practically endless. Tourism is not only a huge growth market in Bangladesh, it's a worldwide phenomenon.

Tourism is a significant component of the Bangladesh economy contributing to job creation and export revenues. It also has a major role in rejuvenating and sustaining regional economies. According to Tourism Bangladesh the two main reasons tourists' travel to Bangladesh is to experience our beautiful landscape and distinct culture.

c) Hospitality:

A term implies whereby a guest who is away from home is welcomed by a host where basic necessities are provided such as food, beverages and lodging. The term is derived from the latin word "hospitair", which means "to receive a guest." Hospitality is rarely a matter of protection and survival and is more associated with etiquette and entertainment. However, it still involves showing respect for one's guests, providing for their needs, and treating them as equals. Cultures and subcultures vary in the extent to which one is expected to show hospitality to strangers, as opposed to personal friends or members of one's in group.

d) Hospitality industry:

An industry comprises business entity of food, beverages, lodging or combination of these businesses to travellers during their stay in destination. The hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management,

marketing, and human resources etc.). Usage rate, or its inverse "vacancy rate", is an important variable for the hospitality industry. Just as a factory owner would wish a productive asset to be in use as much as possible (as opposed to having to pay fixed costs while the factory is not producing), so do restaurants, hotels, and theme parks seek to maximize the number of customers they "process" in all sectors.

e) Domestic tourism:

Domestic tourism involves trips made by local residents within their own countries. Domestic tourism is defined as tourism involving residents of one country traveling within that country and domestic tourism expenditure the expenditure incurred as a direct result of this activity. It includes the spending that occurs while en-route and at the places visited as well as the expenditure taken prior to the trip in preparation of the trip. Based on data obtained from the TDC's Domestic Travel and Tourism survey, it can be seen that domestic tourism is a significant contributor to Bangladesh's tourism sector.

f) International tourism:

International tourism involves trips between two countries. To a certain country visits by residents of that country to another country are his/her outbound tourism; visits to that country by residents of another country are his/her inbound tourism. International tourism refers to tourism that crosses national borders. Globalization has made tourism a popular global leisure activity. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". The World Health Organization (WHO) estimates that up to 500,000 people are in flight at any one time. Modern aviation has made it possible to travel long distances quickly. As a result of the late-2000s recession, international travel demand suffered a strong slowdown from the second half of 2008 through the end of 2009. This negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4.2% in 2009 to 880 million international tourists arrivals, and a 5.7% decline in international tourism receipts.

g) Travel:

Travel comprises all journeys from one place to another. It includes all journey made by people who enter a country for leisure, to work, reside, study or who just pass through a country without stopping. Travel is the movement of people between relatively distant geographical locations, and can involve travel by foot, bicycle, automobile, train, boat, airplane, or other means, with or without luggage, and can be one way or round trip. Travel can also include relatively short stays between successive movements.

The origin of the word "travel" is most likely lost to history. The term "travel" may originate from the Old French word travail. According to the Merriam Webster dictionary, the first known use of the word travel was in the 14th century. It also states that the word comes from Middle English travailen, travelen (which means to torment, labor, strive, journey) and earlier from Old French travailler (which means to work strenuously, toil). In English we still occasionally use the words travail and travails, which mean struggle. According to Simon Winchester in his book *The Best Travelers' Tales* (2004), the words travel and travail both share an even more ancient root: a Roman instrument of torture called the tripalium (in Latin it means "three stakes", as in to impale). This link reflects the extreme difficulty of travel in ancient times. Also note the torturous connotation of the word "travailler."

h) Excursionists:

They are travellers who spend less than 24 hours during a leisure trip. An excursion is a trip by a group of people, usually made for leisure, education or physical purposes. It is often an adjunct to a longer journey or visit to a place, sometimes for other (typically work-related) purposes. Public transportation companies issue reduced price excursion tickets to attract business of this type. Often these tickets are restricted to off-peak days or times for the destination concerned. Short excursions for education or for observations of natural phenomena are called field trips. One-day educational field studies are often made by classes as extracurricular exercises, to visit a natural or geographical feature. The term is also used for short military movements into foreign territory, without a formal announcement of war.

i) Leisure travellers:

They are known to travel for pleasure, where their arrivals are highly seasonal and they are attracted by special festivals, sports or other cultural events. They are generally price sensitive, as their personal income is an important factor in determining their particular need. Leisure travel is travel in which the primary motivation is to take a vacation from everyday life. Leisure travel is often characterized by staying in nice hotels or resorts, relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions. Most meals are eaten out when traveling for pleasure, and often more expensive modes of transportation, such as taxis, are used to get around. In some cases, leisure travel might be used to refer to any trip that lasts more than a week, regardless of the primary focus. Leisure travel is generally seen as the opposite of business travel.

Leisure travel can be many things, but besides being a vacation, it doesn't have to be any one of them. Although many leisure travelers spend more money than they would in their everyday life, others might choose to travel frugally. These backpacker leisure travelers might stay in hostels, cook their own meals and take public transit – as long as the main focus is on leisure, they are still leisure travelers. Similarly, a leisure traveler might make a business contact at a bar, acquire a new client, or work on a proposal for when she returns home. If the focus still is mainly on vacation, it is leisure travel.

j) Inbound tourism:

Visits to a country by non resident of that country. For example- When a American citizen comes to Bangladesh to see Sundarban, he is an inbound tourist for Bangladesh. Inbound tourism have an important impact on a country's financial health. When a country attracts a lot of inbound tourism, the tourists spend money on souvenirs, hotels, dining and other amenities. This creates jobs, and through consumption taxes, it adds additional money to that country's coffers.

k) Outbound tourism:

Outbound tourism means visited by the residents of a country to another country. Outbound tourism generates some money in the country of origin – outbound tourists buy

things such as travel insurance, plane tickets and new travel clothing from their home country. However, ultimately, outbound tourism takes financial resources out of the home country and gives them to the destination country. It has a travel trade surplus, and a country with a travel trade surplus can consider tourism to be a very lucrative export. However, that does not mean that a country should not encourage outbound tourism. There are intangible effects of both inbound and outbound tourism, and these include learning about the surrounding world and fostering positive relationships between countries.

1.5 Importance of the study:

- Importance of tourism sector in the national and socio-economic environment: 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.
- Culture: We know that "Culture is nothing the way of life." Foreign people at 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.

- **Development opportunities:** 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 than 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.
- **Better marketing of non-traditional products and growth of small industries:** 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.

1.6 Research Methodology:

1.6.1 Nature of the study:

The present chapter describes the key methodological components that used to achieve the objectives of the study. A research methodology is a systematically enquiry that permits the researcher to report the findings scientifically. For this reason this chapter starts by identifying the factors that affect the research design, and concentrate on the discussion of the steps involved in the research process by ranging from the formulation of the research problem to the analysis and processing of data. Lastly, issues of validity and reliability, and

the limitations faced in this research are discussed. The research is the form of descriptive design. Both qualitative and quantitative approach was used in this study.

1.6.2 Sample Size and Sampling Method:

Population of the study were the visitors of the tourism spots in Northern Region. Total 40 respondents (10 business persons, 5 students, 5 teachers, 5 housewives, 15 employees) conveniently selected from six tourism spots (Ramsagar Lake, Kantaji Temple, Nayabad Mosque, Rajbari, Sitakot Bihar, Sopnopuri) in Dinajpur, one spot (Rocks Museum) in Panchagarh, one spot (Zamindarbari) in Thakurgaon, one spot (Mahasthangarh) in Bogra, one spot (Nilsagar) in Nilphamary, one spot (Teesta Barrage) in Lalmonirhat, two spots (Tajhat Zamindar Bari, Vinno Jogot) in Rangpur, one spot (Chalan Beel) in Natore, one spot (Paharpur Buddhist Vihara) in Naogaon, one spot (Varendra Museum) in Rajshahi purposively for the study.

1.6.3 Sources of Data:

Primary data were collected from tourists who are students, business persons, Govt. employees, teachers and housewives. The secondary data had been collected from various newspapers, magazines, internet and Bangladesh Govt. websites etc. Furthermore different working papers, journals and articles have been studied to enrich the literature of the study.

1.6.4 Tools of Data collection:

The primary data for this study were collected through self-administrated questionnaire prepared by researcher. The questionnaire includes both open ended and close ended question. 5 point likert scale (where, 1= Strongly Disagree; 2= Disagree; 3=Neutral; 4=Agree; 5= Strongly Agree) were used in this study. Besides this secondary data were also used.

1.6.5 Data analysis Techniques:

Microsoft office package like Microsoft word, Microsoft Excel, Graphical technique (such as bar chart, percentage etc.) have been used for summarizing and illustrating the collected data systematically.

1.7 Limitation of the study:

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

1.8 Layout of Thesis:

The findings of the study are presented here in the form of a dissertation. The chapter outlines of the thesis are as follows:

- Chapter- 1** **Introduction:** Introduction chapter includes: prelude, statement of the problem, research objectives, definition of key terms, importance of the study, methodology of the study and limitations of the study.
- Chapter- 2** **Literature review:** This chapter includes a brief review of results of some previous studies which are related to the present research work and research gap found on those studies.
- Chapter- 3** **An overview of tourism spots in Northern Region.** This chapter focuses on the history & location of tourism spots in Northern Region.
- Chapter- 4** **Data analysis and interpretation:** This chapter includes analysis of primary data which were collected from the respondents through questionnaire.
- Chapter- 5** **Findings, Recommendations and Conclusion:** This chapter includes findings, recommendations, conclusion and scope for further research.

References

Appendices

CHAPTER-2

LITERATURE REVIEW

2.1 Review of Literature:

L Wang, R Law, K Hung, BD Guillet - Journal of Hospitality and Tourism Management (2013) showed in their research- As a vital element in developing and maintaining any forms of relationship, consumer trust has attracted increasing attentions from hospitality and tourism researchers since the 1990s. As a fairly new topic, it requires frequent and critical monitoring which would shed light on current research status and make needed adjustments in terms of methodological process and inquiry focus. However, up until now, there has been little systematically review of this body of work. As such, the current study aims to fill this void by conducting a content analysis of publications on consumer trust in the domains of tourism and hospitality since 1998, when the first article on trust was published. Articles were analyzed in terms of conceptualization and operationalization. Findings reveal that research of consumer trust is still at the stage of borrowing constructs from other established disciplines and developing research models to test its compatibility in selected industrial sectors. Theories from social science in general and social exchange theory in particular are used as the underlying theoretical framework. Consumer trust is generally treated as a multidimensional concept and it is measured at individual level. In consistent with how it was conceptualized, consumer trust was commonly examined empirically. Data of consumers perceptual responses was collected by onsite survey, main survey, or online survey. Also, mixed data-collection techniques were also spotted in the reviewing process. Statistical analysis especially Structural Equation Modeling (SEM) was mainly adopted which implies large sample size used in relevant studies. Indeed, qualitative methods like focus group and interviews were also existed, functioning to dig out context-based information of consumer trust in a certain domain. From this perspective, studies reviewed in this study had methodological rigor. Based on the research results, implications and future research directions were suggested.

S Hudson, K Thal - Journal of Travel & Tourism Marketing (2010) showed in their report- Rural resident tourism perceptions and attitudes. The limited explanatory research on residents' perceptions of tourism impacts has resulted in an underdeveloped theoretical orientation of research on this subject. This paper presents a social exchange process model as a theoretical basis for some understanding of why residents perceive tourism impacts positively or negatively. The model is based upon the concept of the exchange relation. Propositions are derived from the model to test the relationships between the model's components. These propositions have been developed from inferences based upon the social exchange literature.

M Lerner, S Haber, Elsevier - Journal of business venturing (2001) showed in a their research- Performance factors of small tourism ventures: The interface of tourism, entrepreneurship and the environment. Performance factors of small Israeli tourism ventures were examined using an integrated model that combines four theoretical approaches, each focusing on a different central facet: environmental milieu, institutional support, entrepreneurial human capital, and the venture's bundle of services. The current research developed an operational instrument for assessing environmental attractiveness components of tourism ventures and their relationship to performance. A factor analysis, based on this instrument, revealed three environmental factors: tourist-related infrastructure, options for excursions and scenery, including climate. An attractive environment contributed to higher revenues in tourism ventures; however, it did not assure profitability. The results indicate the dual nature of the impact of institutional support upon the tourism venture's performance. Regardless of the size and age of ventures, those obtaining the advisory type of assistance from the governmental tourism incubator performed less well than those ventures that did not obtain such support. By contrast, those tourism ventures that were financially supported by external sources performed better than those that were not financially supported. The explanation for this curious and seemingly contradictory finding may lie in the different criteria for receiving financial and advisory assistance. Success in persuading external sources to provide financial support would seem to be evidence of the soundness of the venture's planning

and its economic viability. By contrast, insofar as virtually any venture in the area may apply for and obtain advisory assistance from the governmental tourism incubator, with no requirement to meet financial criteria of any kind, it could be that precisely the weaker ventures are being carried along by this form of assistance. Among the various entrepreneur's attributes examined, managerial skills provided the strongest association with the performance measures. The managerial skills were also found to be the most significant variable explaining performance relatively to the variables derived from the other three approaches. These results have implications regarding the nature of the support to be given by a governmental tourism incubator to entrepreneurs operating in the region. Given that lack of managerial skills is one of the main barriers to a venture's success, particularly in small businesses where the owners have to be involved in all areas of activity, the incubator needs to provide entrepreneurs with tailored regional business and management training tools to promote tourism venture development and success. The study also reveals that the number of services offered by a tourism venture made only a minor contribution in the revenues regression, which may indicate that providing a bundle of services for the tourist customer does not necessarily guarantee profitability. A noteworthy finding is the similarity in the differential association between the number of services offered and the performance measures, on the one hand, and attractiveness features with performance on the other. In both cases, these factors positively contribute to the revenues regression, but neither contributes to the profitability or income regression. This means that an attractive environment does contribute to higher revenues, in that more tourists choose to visit the tourist attractions; however, this does not assure profitability. Similarly, providing many services to the visitors may also contribute to higher revenues, but does not necessarily assure profitable business outcomes. The current findings indicate that small tourism venture profitability is contingent on human capital, especially the skills of the entrepreneurs running the venture. In accordance with our findings that managerial skills are so crucial for venture success, the main objective of advisory incubators should be to promote managerial competencies.

A Bec, C McLennan, BD Moyle - Current Issues in Tourism (2016) showed in their research- Community resilience to long-term tourism decline and rejuvenation: a literature review and conceptual model. Studied for decades in disciplines such as ecology, psychology, engineering and sociology 'resilience' can be defined as a system's ability to withstand and respond to change. The tourism literature has embraced the concept of community resilience by harnessing concepts of adaptive capacity and vulnerability. Many of these studies have focused on the tourism system's ability to respond to short-term disasters and hazards. With the growth of resilience studies in tourism, it is timely to take stock of the core premise of resilience as it is applied to tourism and to identify key gaps in current research. Consequently, this research aims to identify the core concepts of community resilience, with a focus on its application within tourism. The findings reveal that many studies have been conceptual, although there are an increasing number of empirical studies underpinned by resilience theory. Therefore, a conceptual model is presented to broaden existing resilience research and to guide future research into community resilience to tourism decline and rejuvenation.

BD Guillet, A Lee, R Law, R Leung - Journal of Travel & Tourism (2011) showed in a report- Factors affecting outbound tourists' destination choice: The case of Hong Kong. Trip expenditure, length of stay during the trip, size of the travel party, monthly household income, discovering new places and/or things, and getting away from daily routine, role, obligation, stress and troubles have significant influence on Hong Kong residents' destination choice. Hong Kong residents' destination choice is highly associated with trip characteristic in comparison to socio-demographics and travel motivation factors. Destinations close to Hong Kong can focus on packaging their products with shorter trip lengths and making the packages attractive to travel companions in addition to the travelers. Destinations that are relatively far away from Hong Kong should focus on packaging their products to attract the Hong Kong outbound travelers with longer trip lengths and plan activities that cater to individual needs.

SS Kim, KKF Wong, M Cho - Tourism management (2007) showed in their study- Assessing the economic value of a world heritage site and willingness-to-pay determinants: A case of Changdeok Palace. The main objective of this study is to estimate use value of a World Cultural Heritage in Korea using the contingent valuation method (CVM). The type of question used in this study was closed-ended (or dichotomous choice). Based on the results of the pre-test, 10 price offers were given. The logit models in both linear and logarithmic forms were employed to identify determinants from the dichotomous question. The mean WTP values were 5706 Won (\$5.70) in a log-linear model and 6005 Won (\$6.00) in a log-logit model. Taking into account only domestic visitors, aggregate use value from the log-linear model was estimated to be approximately 1.93 million dollars, while aggregate use value from the log-logit model was estimated as 2.01 million dollars. The results from this study revealed the economic value of the World Heritage site to users or tourists in levels exceeding its monetary benefits.

2.2 Research gap:

This paper investigates the main elements that can influence customer satisfaction in tourist services, with specific reference to tourism industry. The importance of this topic resides in the fact that tourists' positive experiences of service, products, and other resources provided by tourism destinations can produce customer retention as well as positive word-of-mouth. Indeed, satisfaction with travel experiences contributes to destination loyalty. The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendations to others. Thus, information about tourists' loyalty is important to destination marketers and managers in order to sustain destination attractiveness. Although predominant literature has adopted a demand-side perspective, this paper analyses tourist satisfaction according to an overlapping perspective that contemplates both the demand and the offer side where this latter, in the wider meaning, also includes the systemic perspective.

The present study will be an attempt to fill this gap.

CHAPTER -3

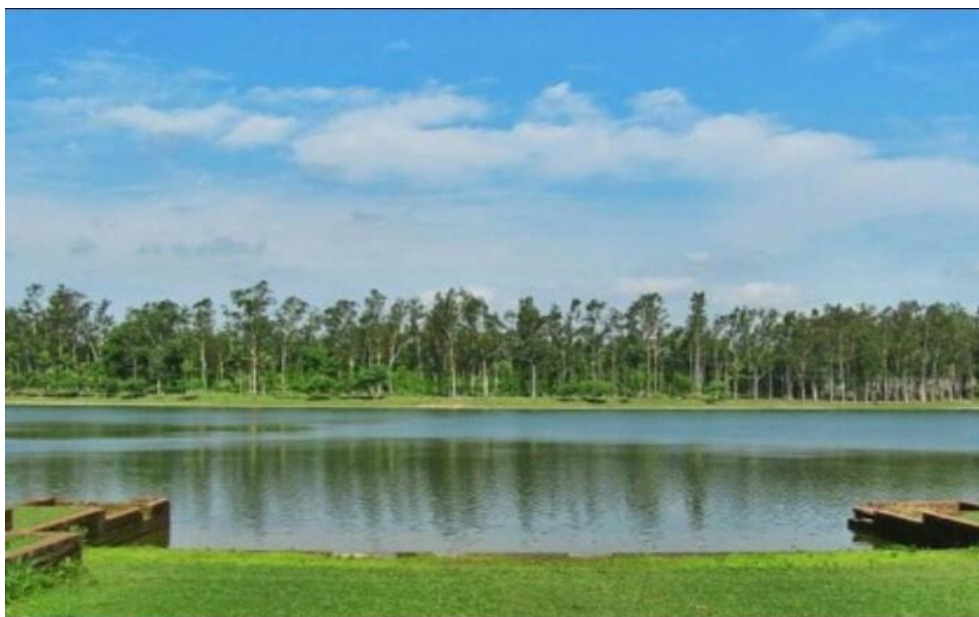
AN OVERVIEW OF TOURISM SPOTS IN NORTHERN REGION

History & location of tourism spots:

3.1 Ramsagar Lake, Dinajpur :

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 established in the mid 1750s by Raja Ram Nath.

Figure : 3.1, Ramsagar Lake



Source : www.flickr.com

About 1.5 million worker took part to dug the lake and total cost is 30000 taka that time.

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. 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.

3.2 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.

Figure : 3.2, Kantaji Temple



Source : www.flickr.com

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 protected monument by the Government in 1960.

3.3 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).

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.

Figure : 3.3, Nayabad Mosque

Source : www.flickr.com

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.

3.4 Rajbari, Dinajour :

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 . 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.

Figure : 3.4, Rajbari



Source : www.flickr.com

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 times 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 is 16.41 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.

3.5 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. 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.

Figure : 3.5, Sitakot Bihar

Source : www.flickr.com

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.

3.6 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.

Figure : 3.6, Sopnopuri

Source : www.parjatan.gov.bd

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.

3.7 Rocks Museum, Panchagarh :

Panchagarh Rocks Museum, in Panchagarh Government Mohila College, is the first rocks museum in Bangladesh, set up at the initiative of Nazmul Haque, Principal of the College in 1997. Nazmul Haque, principal of Panchagarh Government Mohila College, discovered the rocks and founded an educational institution based museum on March 1, 1997.

Figure : 3.7, Rocks Museum



Source : www.parjatan.gov.bd

The Deputy Commissioner, Panchagarh, A.F.M. Saiful Islam formally inaugurated the museum on October 25, 1997. The rocks museum was set up here due to the congenial geo-graphical atmosphere at the foot of the Himalayan Mountains and the Zoological characteristics of this area different from the other parts of Bangladesh. The Stones of the "Tertiary periods" extending from 1.6 million to 60 million years have been found in the districts of Jalpaiguri and Darjeeling in India adjacent to Panchagarh district. The stone made tools and other materials of the "Neolithic age are discovered in the areas of "Badamtam", "Dongrabosti", "Kalimpong", "Puddong", "Sindidong" in Darjeeling, A huge number of specified Rocks was also found in Panchagarh district. The museum is divided into two parts, external and internal. In the external gallery has a huge number of rocks; and in the internal gallery, there are small stones of different ages. The samples of old architecture of this region are reflected in the traits or ethnical characteristics of this region.

Collection of Rocks: Petrified Wood and Fossilized Rocks, Granite, Quartzite Shell, Lime Stone, Silt, Hard Rock, Basalt, Silica, Sand, Clay-Rock etc. have been preserved in the museum for public display.

These are sized by 3-4 inches to 10 feet there 60 pieces of rocks. There are about 50 pieces of archaeological Rocks preserved in the museum. Most of these Rocks are transferred from another place. Symbolic human figures, engraved on some rocks, different incomprehensible letters and words along with 'Chinese' are also found. 'Biahmni', 'Kharsty' language are inscribed. Some geometrical diagrams and bows and arrows are engraved. Some slabs are made of Rocks. These works prove the existence of the aborigines and the tradition of human habitation in the region.

Besides "Puja" (prayer) offerings on pieces of rocks, stone made plant and bowl, stairs, low stone seats, flat rocks for crushing etc. used of rocks for various purpose prove that "neolithic" civilization fully flourished in this region. The stone slabs with artistic engravings collected from Vitargarh are similar to the engraved stones of Paharpur Bodha Bihar. It is assumed that at least some small "Bodha Bihar" existed in that area in ancient time.

The other collections, are mostly countable. Two Archaeological boats (made with only one truck of tree and about 500 to 1000 years ago and Multicolored sand and earth, petrified 'shall wood' and net, ancient pictured bamboo fearing, various antics, ancient writings.

3.8 Zamindarbari, Haripur, Thakurgaon :

Zamindarbari which has a history that is the formal image of the aristocracy. Lets tell some history of this Zamindar bari. The Zamindari, the area for which the Zamindar was responsible, was, 3 or 400 years ago, headed by a widow woman named Meherunnisha, she was a Muslim Zamindar and a bold character of this Zamindari. Sri Jukto Babu Ghono Sham Kundu was a big businessman during that time , he had a handicraft business.

Figure : 3.8, Zamindari



Source : www.parjatan.gov.bd

He used to come to this area for business purposes. But once, by cheating, he took over this Zamindari, and started the new Zamindari which followed the Hindu religion. If you turn 60 years back then you will find the last Zamindar in the history of this area. The Zamindari was ruled by two brothers, one was Sri Jukto Babu Narayan Rai Chowdhury, and the second one was Sri Jukto Babu Bishendro Narayan Rai Chowdhury. Their father was Sri Jukto Babu Rajoshri Jogendro Narayan Rai Chowdhury and their mother was Sham Mohini Chowdhurani. As far as we know the Zamindari was ruled around 500 years. The story comes from a village old man (aged 90) named Khasiruddin Ahmed. When you visit this Zamindarbari you will find a lot of things which hold their grandeur still, but in a ruined condition.

3.9 Mahasthangarh, Bogra :

The word 'Mahasthan' means a place that has excellent sanctity and 'garh' means fort. The extensive ruins of Mahasthangarh presents a glorious past of about two thousand and five hundred years of Pundranagar, the capital city of ancient Pundra Vardhan Bhukti. The site spreading along the western bank of Korotoa, is situated about 13 km north of Bogra town. This earliest and largest city of entire Bengal, dated back to at least the 3rd century B.C., is fortified successively by mud and brick wall. It measures 1,525 meter long North-South, 1,370 meter broad East-West, and 5 meter high above the surrounding level. The river in the east and a deep moat on the west, south, and north served as additional defense apart from the citadel wall.

From the archaeological evidence, it is proven that the site was provincial capital of the Mauryans, the Guptas, the Palas, and the feudal Hindu kings of later period. Beyond the citadel, other ancient ruins found within a radius of 7/8 km in a semi-circle in the north, south, and west which testify the existence of extensive suburbs. It is worth quoted that Yuen Chwang, the famous Chinese pilgrim visited the Pundra Vardhana in between 639-645 A.D. Sir Alexandar Cunningham rightly identified the current Mahasthangarh as Pundranagar at 1879 following the description left by Yuen Chwang.

The whole area is rich in Hindu, Buddhist, and Muslim sites.

Figure : 3.9, Mahasthangarh

Source : www.parjatan.gov.bd

The Buddhists were here until at least the 11th century. Their most glorious period was the 8th to the 11th centuries, when the Buddhist Pala emperors of North-Bengal ruled. It is from this period that most of the visible remains belong. The citadel was probably first constructed under the Mauryan empire in the 3rd century B.C. It fell into disuse around the time of Mughal invasions. Most of the visible brickwork dates from the 8th century, apart from that added during restoration. Outside the citadel, there is a remaining of a 6th-century Govinda Bhita Hindu Temple, which looks like a broken-down step pyramid.

3.10 Nilsagar, Nilphamary :

Nilsagar a famous historical dighi (big pond), which stands at Dhobadanga mauza of Gorgram union about 14 km southwest of Nilphamari district headquarter. During the reign of Raja Birat there were many cow farms at Gorgram. Raja Birat dug a large dighi named as Birat Dighi or Birna Dighi or Binna Dighi for the cows. After the independence of Bangladesh the dighi was renamed as Nilsagar. A Hindu mandir stands on the east bank and an abode of a Muslim darvesh on the west bank of the dighi.

Figure : 3.10 Nilsagar

Source : www.flickr.com

The area of the dighi is 21.449 ha and depth ranges from 7m to 12m. The entire dighi is surrounded by brick walls. The main decorated ghat of the dighi was made by Raja Birat. Every year the banks of the dighi are used as a village fair site especially during the occasion of Baruni Snan festival in full moon of the month of Baisakh. Usually in the fair the Harikirtan singers play music with many kinds of kirtan songs. Every year many tourists and various kinds of migratory birds come here. It is well known as a recreation zone and a picnic spot.

3.11 Teesta Barrage, Lalmonirhat :

Teesta Barrage is located on Teesta river at Duani in Hatibandha upazila in Lalmonirhat district of Bangladesh. The barrage is a 615m long concrete structure fitted with 44 radial gates having a discharge capacity of 12,750 cusec of water. It is used to divert 280 cusec of water for irrigation through a canal taking off on the right bank. The construction of the barrage started in 1979 and that of the irrigation canals in 1984, and was completed in 1997-98.

Figure : 3.11, Teesta Barrage



Source : 3.11, www.flickr.com

The idea of irrigation from the Tista was conceived some time in 1935. A preliminary feasibility report of the project was prepared in 1960 by Haigh Zinn and Associates in collaboration with Associated Consulting Engineers. The consultants proposed a barrage on the river at Goddimari for diverting water into the canals for irrigation. Another report was prepared by Binnie and Partners during 1968-70 with a proposal for the barrage to be sited at Dalia.

For about 10 years it remained confined to investigation, studies and survey. In the meantime India constructed a barrage across the Teesta at Gazoldoba which is about 100 km upstream of the proposed barrage site in Bangladesh. Engineers of the Bangladesh water development board and experts of BUET (Bangladesh University of Engineering and Technology) jointly reviewed the previous reports and prepared a fresh survey and field investigation. Finally, the actual construction of the barrage was commenced in 1979 at Dalia point of Duani. The barrage was completed in August 1990 with a 110m long Canal Head Regulator to control flow of water into the irrigation canal. Also a silt trap to control entry of sediment in the canal, a 610m long flood bypass for release of flood water in excess of the discharge capacity of the barrage, and a 2470m long closure dam to divert flow through the barrage were constructed. A flood embankment of about 80 km

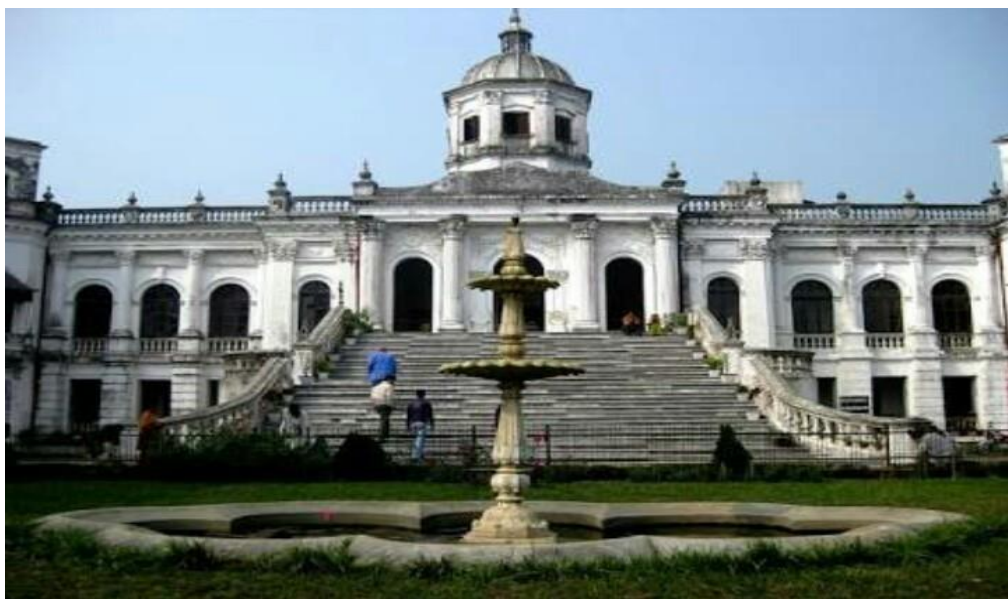
has also been built to provide flood protection to the adjoining areas. The TBP was designed to provide irrigation water, flood protection and drainage facilities for 749 000 ha of cultivated land. The project was planned to be completed in two phases. Phase 1 was completed in June 1998. The main conveyance system completed under this phase includes 307 km main canals, 1450 km secondary canals, 2735 km tertiary canals and 8000 field outlets. Phase 1 targets irrigation of 111 406 ha, particularly as supplementary irrigation in the monsoon season. The gross benefited area of the project is 750,000 ha, of which 540,000 ha is irrigable. The project area spreads over seven districts in greater Rangpur, Dinajpur and Bogra. The irrigation canals and water distribution network were developed in two phases. Phase-I has a command area of 182,00 ha with a net irrigable area of 132,000 ha. The remaining area was developed under Phase-II. Irrigation was first provided in 1993. At 1990 prices, the project cost was Tk 8,574 million, making the development cost lowest compared to other irrigation projects in the country. Its cost is about Tk 27,000 per ha. The Teesta Barrage is the largest irrigation project in the country, four times the size of the Ganges-Kobadak irrigation project, 12 times that of the Chandpur Project and 40 times that of the Meghna-Dhonagoda Project.

3.12 Tajhat Jamindar Bari, Rangpur :

Tajhat Jamindar Bari in Rangpur district is one of the important attractive Archaeological patterns of the country. The founder of Tajhat Actual estate Mannalal was professional jeweler. They came Mahiganje & settled here. That time Mahiganje was a famous business city & headquarter of Rangpur. Mannalal established a building at Tajhat for business purposes. The long line of Mannalal Roy's relatives succession ends with a grand-grand-son, Giridharilal Roy. Since Giridhari adopted Gobindalal because they had no children who succeeded to the estate in 1879. After they came to live in Tajhat, because of his mass popularity they were awarded the title of 'Raja' in 1885, 'Raja bahadur' in 1892 & 'Maharaja' in 1896. Raja Gobindolal met a tragic death in his own house in the work of an earthquake in 1897. After his death his son Gopal Lal Ray Bahadur (1887-1955) got the actual state & started building the Tajhat Jamindar Bari. In 1917 construction of the palace was completed. After the finish of the British rule when banned the Actual estate

practices in 1952 the building was gone under the department of agriculture, although it was used for courthouse in the work of the 1980s.

Figure : 3.12, Tajhat Jamindar Bari



Source : www.flickr.com

In the year 1987 it was turned in to a museum with ancient inscriptions, art & coins from the area on display. This tow Stores and east faces building 76.20 m long in the front side. A 15.24m. Wide staircase in the middle Leads directly above the portico to the 1st Flor made with white marble which imported from Spain. The Tajhat Jamidar palace is crowned by a ribbed conical dome with a tall octagonal neck in the midst of the roof

supported by a series of slender semi-Corinthian columns. This palace has 28 number of rooms. In the ground Flor there has four large room and 11 pair windows and the main Room size is (145*123). On the south and north side there's rounded pillar. In the front of the palace there is a fountain made by marble stone from 1st Floor Going directly to the second floor has a expanded staircase the staircase decorated with designed lamp-stand. Just south of the city of Rangpur lies the Tajhat palace. The place is located only three km south-east from the Rangpur town.

3.13 Vinno Jogot, Rangpur :

Vinno Jogot is a famous non-natural Place in Bangladesh. It is in Rangpur district which about 100 acres. Vinno Jogot beautify by many rides. This place take you a daydream world.

Figure : 3.13, Vinno Jogot



Source : www.flickr.com

Located on the Rangpur-Dinajpur Highway, the park is just 15 km from the city of Rangpur, in a village named Paglapir. Beyond the massive walls of the entrance, lies a beautiful landscaped gardens, walkways, lakes, statues and plenty of adventure rides. Whatever you see inside the park, all are handmade.

Vinno Jogot provides you the facilities of a 3 star hotel/resort Dream Place in a fantastic location surrounded by water pools and a mosque by its side. Vinno Jogot offers hotel packages to visitors. Visitors with their near and dear ones can stay and enjoy nights in Vinno Jogot. Vinno Jogot provides presidential suite, executive suite, & deluxe suite of economy and super economy classes.

3.14 Chalan Beel, Natore:

Chalan Beel is an extensive lowland area in the lower Atrai basin and spreads across Singra and Gurudaspur upazilas on Natore District Chatmohar, Bhangura and Faridpur upazilas of Pabna District, and Ullahpara, Raiganj and Tarash upazilas of Sirajganj District. It consists of a series of beels connected to one another by various channels to form a continuous water body during the rainy season. Although the beel area expands into a vast water body with dense aquatic vegetation as long as the Jamuna remains flooded during the monsoon months, it dries out in the winter months, leaving only patches of water in the central parts of this zone.

Chalan Beel is fast silting up. In the past it covered an area of about 1,085 km² but was reduced to 368 km² in 1909, of which only 85 km² remained underwater throughout the year. It has since shrunk to only 26 km².

The most important factor dominating the river history in Bengal is the large proportion of silt carried by its rivers.

It is the silt which has created the land and made it habitable by building it up through the centuries. It is silt which is fertilising the land, but the silt, which has been the most beneficial gift of nature, has also produced most of the river problems now confronting the people of Bengal. Silt deposited in the old river channel beds has forced them to change course, creating problems for abandoned areas while assisting in developing new areas.

Figure : 3.14, Chalan Beel

Source : www.flickr.com

The main volume of water from the Ganges River began flowing through the Padma channel in the sixteenth century. Silt from the Padma helped in building up the southern portion of north Bengal. This is the most plausible explanation for the existence of a depression around Chalan Beel. The Teesta was active in the region until it changed its course in 1787. This territory lies in between the land raised in the north by the Teesta system when it was active and that in the south by the Padma.

However, there is another explanation for the creation of the depression. The Padma has been changing its course over the centuries. In Ven den Brouck's map of Bengal, prepared in 1660, the main channel of the Padma is shown as flowing through Faridpur-Bakharganj, but there also is a suggestion of another, possibly earlier channel. This channel runs through Rampur Boalia in Rajshahi, Chalan Beel, Dhaleswari and Buriganga before meeting the Meghna. At that time the Jamuna was virtually non-existent and the Brahmaputra used to flow through its old channel.

3.15 Paharpur Buddhist Vihara, Naogaon :

Shompur Mohabihar in Paharpur, Badalgachhi Upazila, Naogaon District, Bangladesh is among the best known Buddhist viharas in the Indian Subcontinent and is one of the most important archeological sites in the country. It was designated as a UNESCO World Heritage Site in the year of 1985. It dates from a similar time period to the nearby Halud Vihara and to the Sitakot Vihara in Nawabganj Upazila of Dinajpur District.

A number of monasteries grew up during the Pala period in ancient Bengal and Magadha. According to Tibetan sources, five great Mahaviharas stood out: Vikramashila, the premier university of the era; Nalanda, past its prime but still illustrious; Somapura Mahavihara; Odantapur; and Jaggadala. The monasteries formed a network; "all of them were under state supervision" and there existed "a system of co-ordination among them ... it seems from the evidence that the different seats of Buddhist learning that functioned in eastern India under the Pāla were regarded together as forming a network, an interlinked group of institutions," and it was common for great scholars to move easily from position to position among them.

Figure : 3.15, Paharpur Buddhist Vihara



Source : www.parjatan.gov.bd

The excavation at Paharpur, and the finding of seals bearing the inscription Shri-Somapure-Shri-Dharmapaladeva-Mahavihariyarya-bhiksu-sangghasya, has identified the Somapura Mahavihara as built by the second Pala king Dharmapala (circa 781 - 821) of Pala Dynasty. Tibetan sources, including Tibetan translations of Dharmakayavidhi and Madhyamaka Ratnapradipa, Taranatha's history and Pag-Sam-Jon-Zang, mention that Dharmapala's successor Devapala (circa 810 - 850) built it after his conquest of Varendra . The Paharpur pillar inscription bears the mention of 5th regnal year of Devapala's successor Mahendrapala (circa 850 - 854) along with the name of Bhiksu Ajayagarbha.

Taranatha's Pag Sam Jon Zang records that the monastery was repaired during the reign of Mahipala (c. 995 – 1043 AD). The Nalanda inscription of Vipulashrimitra records that the monastery was destroyed by fire, which also killed Vipulashrimitra's ancestor Karunashrimitra, during a conquest by the Vanga army in the 11th century.

Over time Atish's spiritual preceptor, Ratnakara Shanti, served as a sthavira of the vihara, Mahapanditacharya Bodhibhadra served as a resident monk, and other scholars spent part of their lives at the monastery, including Kalamahapada, Viryendra and Karunashrimitra. Many Tibetan monks visited the Somapura between the 9th and 12th centuries. During the rule of the Sena dynasty, known as Karnatadeshatagata Brahmaksatriya, in the second half of the 12th century the vihara started to decline for the last time. One scholar writes, "The ruins of the temple and monasteries at Paharpur do not bear any evident marks of large-scale destruction. The downfall of the establishment, by desertion or destruction, must have been sometime in the midst of the widespread unrest and displacement of population consequent on the Muslim invasion." A copperplate dated to 159 Gupta Era (479 AD) discovered in 1927 in the northeast corner of the monastery, mentions donation of a Brahmin couple to Jain Acharya Guhanandi of Pancha-stupa Nikaya at Vata Gohli, identifiable as the neighboring village of Goalapara. The quadrangular structure consists of 177 cells and a traditional Buddhist stupa in the center. The rooms were used by the monks for accommodation and meditation. In addition to the large number of stupas and shrines of various sizes and shapes, terracotta plaques, stone sculptures, inscriptions, coins, ceramics etc. have been discovered. The site houses the architectural remains of a vast Buddhist monastery, Somapura Mahavihara, covering 27 acres (110,000 m²). It was an important intellectual centre for Dharmic Traditions such as Buddhists (Buddha Dharma), Jains (Jaina Dharma) and Hindus (Sanatana Dharma) alike. The 21 acre (85,000 m²) complex has 177 cells, viharas, numerous stupas, temples and a number of other ancillary buildings. The outside walls with ornamental terracotta plaques still display the influence of these three religions. In acreage, Somapura was the largest of the mahaviharas. Its architecture was unusual. As one scholar described, the complex was dominated by a temple, which was not typical, and further, the temple had "none of the characteristic features of Indian temple architecture, but is strongly reminiscent of

Buddhist temples of Burma, Java and Cambodia, reproducing the cruciform basement, terraced structure with inset chambers and gradually dwindling pyramid form ... during the age of the Palas some sort of intercourse between eastern India and south-east Asia existed, but how this temple type, represented in India by this solitary example, became the standard of Buddhist temple architecture is not known. "Another commented, "there can be no doubt that this style of architecture has most profoundly influenced that of Burma, Java and Cambodia. The nearest approximation to the plan and the superstructure of the Paharpur temple is afforded by the temples known as Chandi Loro Jongrang and Chandi Sevu of Prambanam in Central Java." The purpose of this central structure at the midst of the courtyard remains unsolved since its discovery. Hence, most of the debates generated hitherto on the architecture of Sompur Mahavihara are centered on the identification its missing superstructure. The reason may be manifold, but the most important one is the non-availability of substantial amount of first-hand resource including a comprehensive architectural documentation at the disposal of the researchers. There are different arguments regarding the terminating top of the central structure of Sompur Mahavihara.

3.16 Varendra Museum, Rajshahi

Varendra Museum is a museum, research center and popular visitor attraction located at the heart of Rajshahi town and maintained by Rajshahi University in Bangladesh. It is considered the oldest museum in Bangladesh. Varendra museum was the first museum to be established in East Bengal in 1910.

Figure : 3.16, Varendra Museum

Source : www.flickr.com

The museum started out as the collection for Varendra Anushandan Samiti or Varendra Investigation Society got its current name in 1919. The Rajahs of Rajshahi and Natore, notably prince Sharat Kumar Ray, donated their personal collections to Varendra Museum. Varendra refers to an ancient janapada roughly corresponding to modern northern Bangladesh. Varendra (or Barind) was a region of Bengal, now in Bangladesh. It included the Pundravardhana or Pundra Kingdom region. According to Cunningham the boundary of Varendra was the Ganges and the Mahananda on the west, the Karatoya on the east, the Padma on the south and the land between Koochbihar and the Terai on the north. The Varendra Brahmins originated from this region.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

Table 4.1 Gender distribution of the respondents-

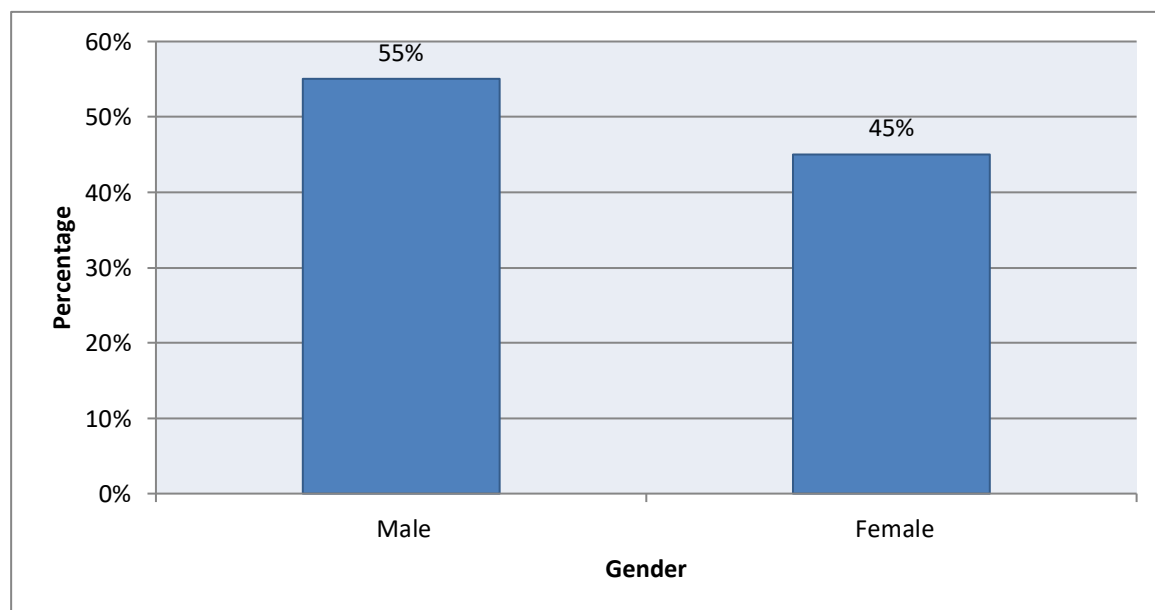
Table 4.1
Gender distribution of the respondents

		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.

Chart 4.1

Gender distribution of the respondents



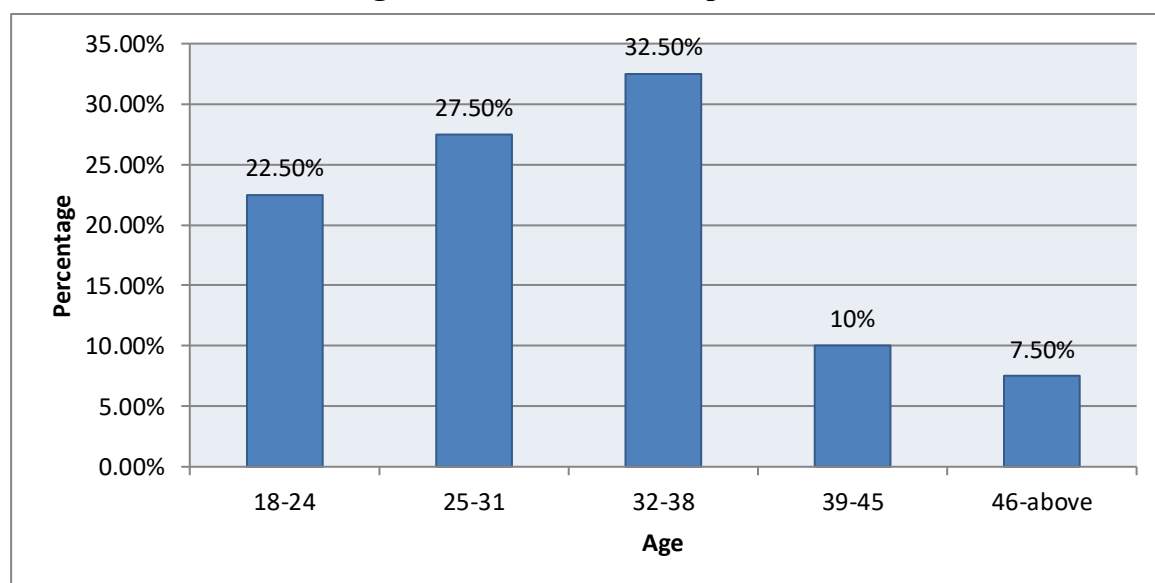
Interpretation: From above Table 4.1, high percentages of the respondents 55% were male, while female constituted about 45% of the population.

Table 4.2 Age distribution of the respondents-

Table 4.2
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.

Chart 4.2**Age distribution of the respondents**

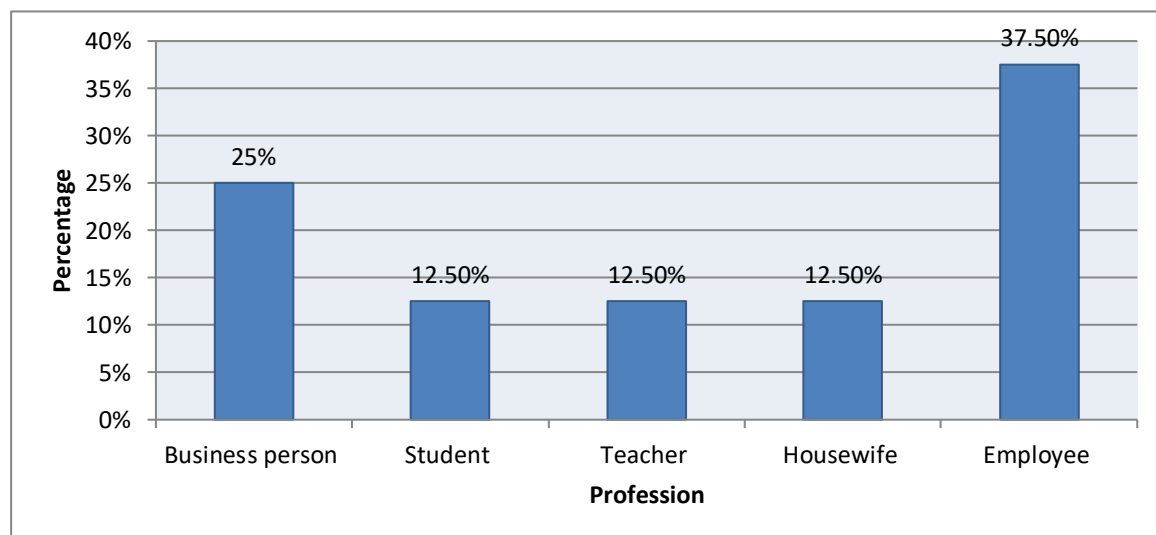
Interpretation: From above Table 4.2, the age distribution of tourists in the study area reveals that majority of the respondents 32.5% fell in the age group of 32-38 years, about 27.5% were between 25-31 years, 22.5% between 18-24 year, about 10% were between 39-45 years and about 7.5% were between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

Table 4.3 Profession of the respondents-

Table 4.3
Profession of the respondents

		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.

Chart 4.3**Profession of the respondents**

Interpretation: From above 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's.

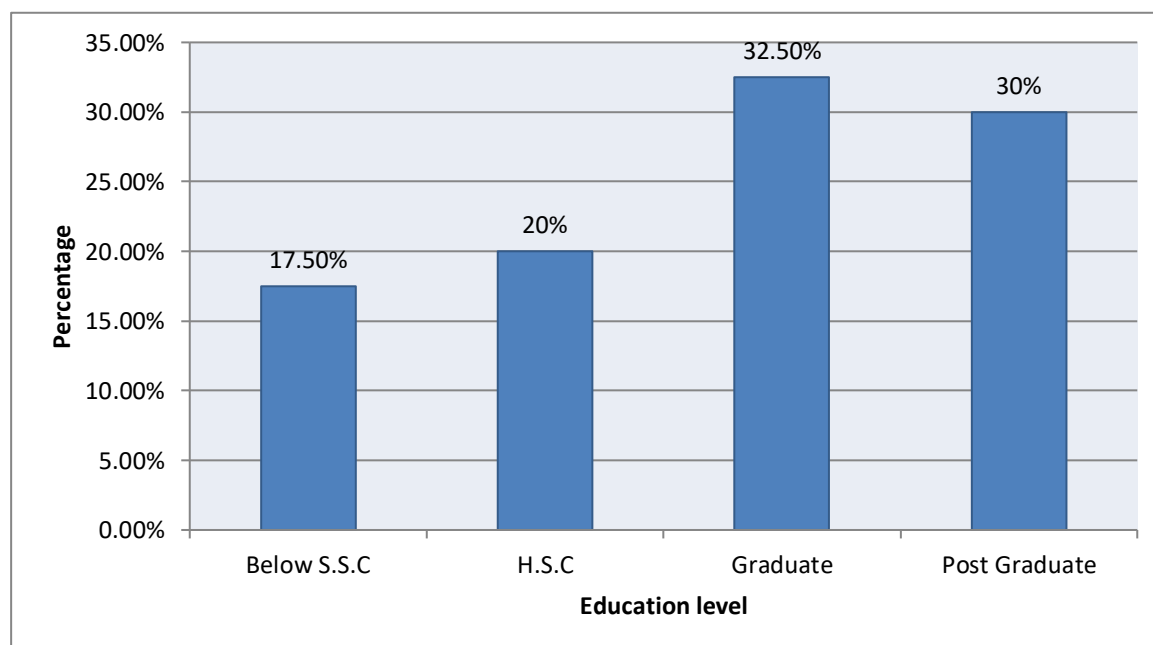
Table 4.4 Education level of the respondents-

Table 4.4
Education level of the 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.

Chart 4.4
Education level of the respondents



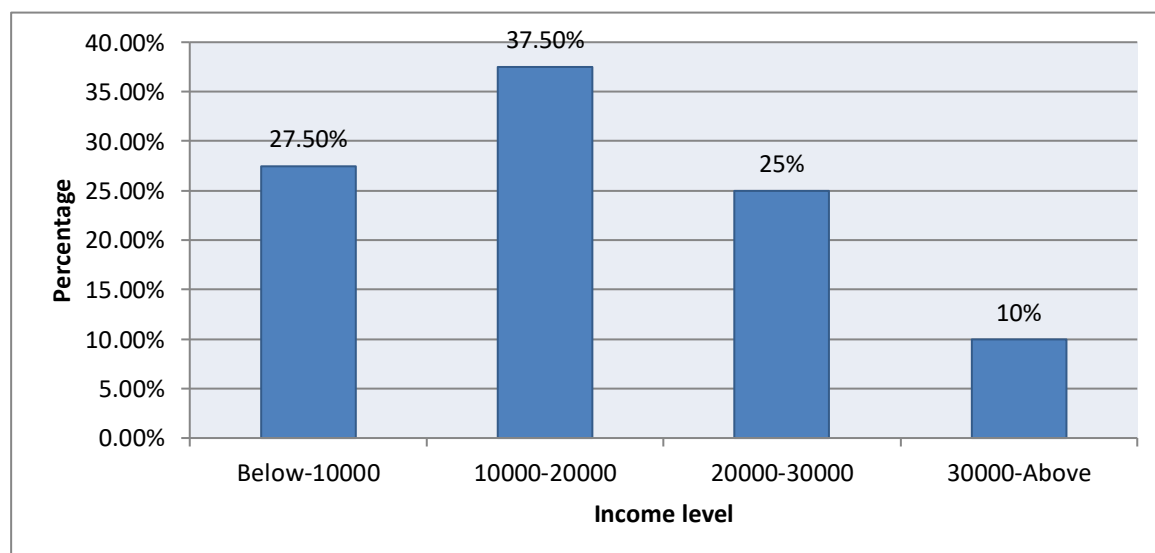
Interpretation: From above Table 4.4, 32.50% respondents education were graduation, 30% were post graduate, 20% were below H.S.C and 17.50% were below S.S.C.

Table 4.5 Income level of the respondents-

Table 4.5
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	

Source: Field Survey, 2016.

Chart 4.5**Income level of the respondents**

Interpretation: From above 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.

Factors:**Table 4.6 Information about tourist's expectation-**

Table 4.6
Information about tourist's expectation

		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 above 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 4.7 Information about tourists likeable place-

Table 4.7
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 above 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 4.8 Information about tourist's cost -

Table 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 above 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 4.9 Information about security and safety-

Table 4.9
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 above 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 4.10 Information about overall tourism facilities-

Table 4.10
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 above 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 4.11 Satisfaction level on quality of the accommodation-**

Table 4.11
Satisfaction level on quality of the 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 above 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 4.12 Satisfaction level on customer service of the restaurants-

Table 4.12
Satisfaction level on customer service of the restaurants

		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 above 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 4.13 Satisfaction level on historical sites-

Table 4.13
Satisfaction level on 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 above 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 4.14 Satisfaction level on behavior and professionalism of the guide and staff-

Table 4.14
Satisfaction level on behavior and professionalism of the guide and staff

		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 above 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 behavior and professionalism of the guide and staff, about 20% were satisfied, about 17.50% were dissatisfied and 5% were highly satisfied.

Table 4.15 Satisfaction level on tourist information-

Table 4.15
Satisfaction level on 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 above 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 4.16 Problem faced by business person, student, teacher, housewife and employee-

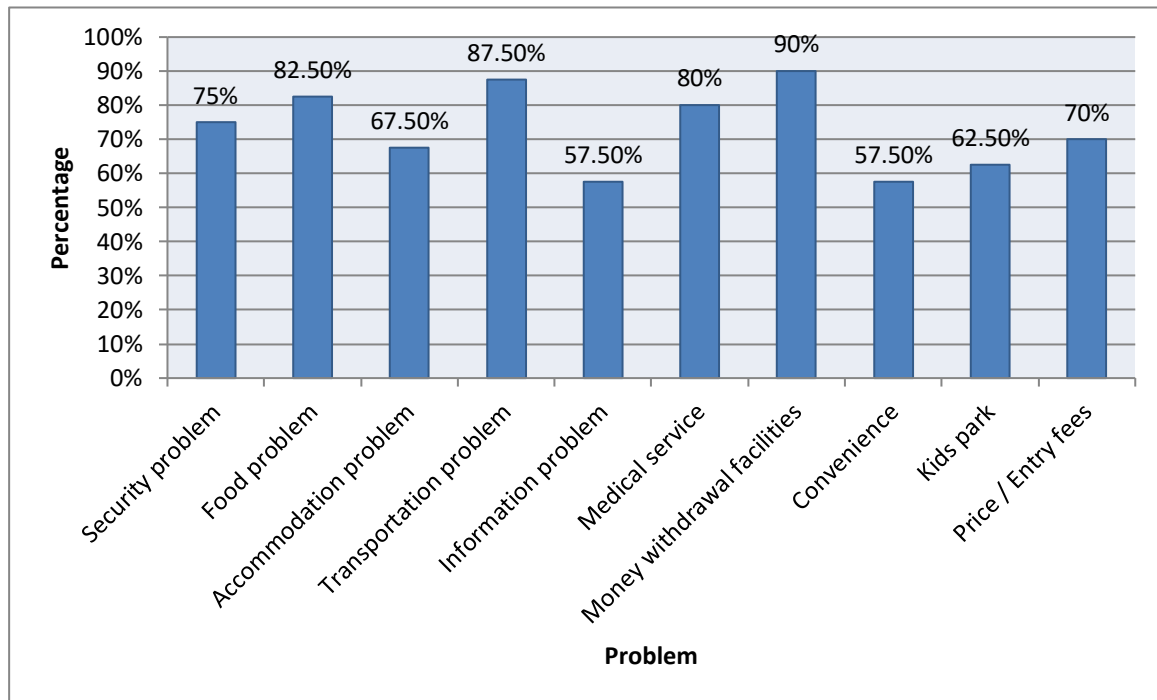
Table 4.16

Problem faced by business person, student, teacher, housewife and employee

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.

Chart 4.6

Problem faced by business person, student, teacher, housewife and employee

Interpretation: From above 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.

CHAPTER -5

FINDINGS, RECOMMENDATIONS, CONCLUSION AND SCOPE FOR FURTHER RESEARCH

5.1 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-

- High percentages of the respondents 55% were male, while female constituted about 45% of the population.
- 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.
- About 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 housewives.
- About 32.50% respondents education were graduation,30% were post graduate,20% were below H.S.C and 17.50% were below S.S.C.
- 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.

- About 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.
- 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.
- About 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.
- 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.
- About 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.
- 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.
- 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.
- 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.
- Majority of the respondents 30% fell in the group of neutral, 27.50% were highly dissatisfied that they satisfy on behavior and professionalism of the guide and staff, about 20% were satisfied, about 17.50% were dissatisfied and 5% were highly satisfied.

- 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.
- 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.

5.2 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.

5.3 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.

5.4 Scope for further research:

There are very few research were done about this topics "Tourists satisfaction towards tourism spots in Bangladesh." (A Study on Northern Region) in Bangladesh even in the world. So, it can be latest and worthy topics for research and thesis paper. Research is always a cumulative endeavor. The present study is an initial probe. It is therefore necessary to recognize that much further research is required to develop the tourism industry in Bangladesh.

Importance of tourism sector in the national and socio-economic environment: 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.

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APPENDICES**Questionnaire****Tourists satisfaction towards tourism spots in Bangladesh.****(A Study on Northern Region)**

Dear respondent,

I, am a student of MBA (Evening), Dept. of Marketing, Faculty of Post Graduate Studies, Hajee Mohammad Danesh Science and Technology University (HSTU), Dinajpur. I would like to invite you to participate in a research study which aims at collecting data about Tourists satisfaction towards tourist spots in Bangladesh,(A Study on Northern Region). You are requested to fill it out this questionnaire with as much accuracy as possible.

Demographic profile of the respondents:

1. Name:

2. Address:

3. Sex: a) Male b) Female

4. Age: a) 18-24 2) 25-31 3) 32-38 5) 39-45

 e) 46-above

5. Profession:

6. Monthly Income:

 a) Below 10000 b) 10000-20000

 c) 20000-30000 d) 30000-Above

1. Factors:

Here, 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Sl. No	Content	1	2	3	4	5
1	Your trip to northern region meet your expectation.					
2	You like the most during your visit to the tourism spots and the surrounding area.					
3	Your costs for the trip and accommodation is reasonable.					
4	Overall facilities of the tourism spot in Bangladesh is enough for the tourist.					
5	Security and safety of tourism spots is enough for the tourist.					

6. How often did you come here?

Ans:

7. From where /who first time inform you about this spot?

Ans:

8. Your overall comment about this spot?

Ans:

.....

2. Mention your satisfaction level on the following factors:

Here, 1= Highly dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Satisfied,

5= Highly Satisfied

Sl. No	Content	1	2	3	4	5
1	Quality of the accommodation					
2	Customer service of the restaurants					
3	Historical sites					
4	Behavior and professionalism of the guide and staff					
5	Tourist information					
6	Quality of medical service					
7	Security and safety					
8	Overall quality of transportation					
9	Money withdrawal facilities					
10	Cleanliness in general					
11	Overall hospitality					

3. Problem related:

1	Security problem
2	Food problem
3	Accommodation problem
4	Transportation problem
5	Information problem
6	Natural beauty
7	Convenience
8	Medical service
9	Money withdrawal facilities
10	Kids park
11	Price /entry fees

Thank you for your co-operation

Signature of the respondent