

INTERNSHIP REPORT

ON

“A comparative study between Bangladesh Tourism Marketing and Malaysia Tourism Marketing”

BY-

Md. Emtiaz Ahmed
Student ID. 1305136
MBA, 5th Batch
Department of Marketing
HSTU, Dinajpur

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MASTER OF BUSINESS ADMINISTRATION (MBA)

(This report has been prepared for submission into the Department of Marketing, Faculty of Post Graduate Studies, Hajee Mohammad Danesh Science & Technology University, Dinajpur, as a partial requirement for fulfillment of the MBA Degree Program)



DEPARTMENT OF MARKETING

Hajee Mohammad Danesh Science & Technology University,
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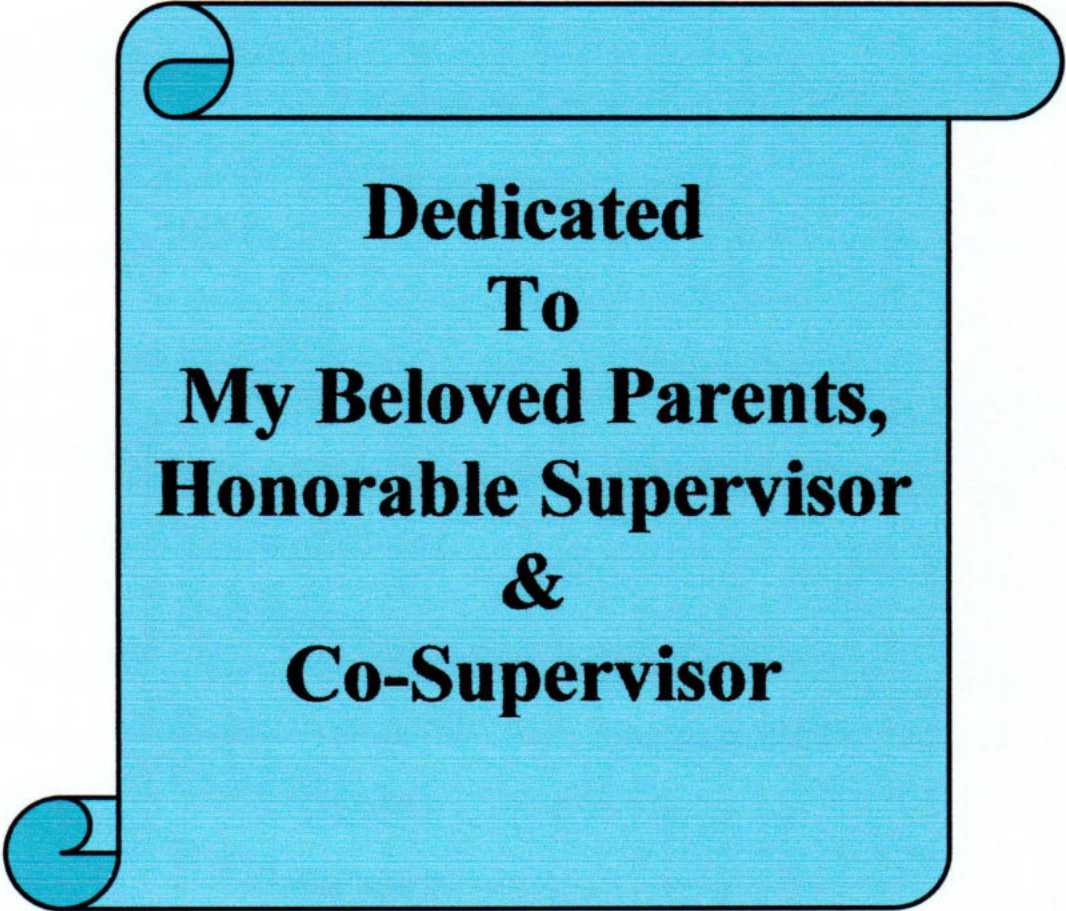
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DEPARTMENT OF MARKETING

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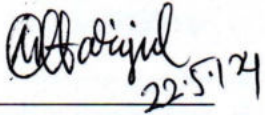
May 2014



**Dedicated
To
My Beloved Parents,
Honorable Supervisor
&
Co-Supervisor**

Supervisor's Declaration

I hereby declare that the concerned report entitled "**A comparative study between Bangladesh Tourism Marketing and Malaysia Tourism Marketing**" is an original work by **Md. Emtiaz Ahmed**, Student no. **1305136**, MBA 5th batch, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200, completed his internship under my supervision and submitted for the partial fulfillment of the requirement of the degree of Masters of Business Administration (MBA) at HSTU Dinajpur.


22.5.24

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May Allah bless all of them.

May, 2014

Author

Table of Content

Chapter One: Introduction

1.1. Introduction.....	1
1.2. Importance of study	3
i) Bangladesh perspective	3
ii) Malaysia perspective	4
1.3 Literature review	5
I. Bangladesh perspective	5
II. Malaysia Perspective	8

Chapter Two: Present Scenario

2.1 Present Scenario of Malaysia Tourism Industry	10
2.2 Present Scenario of Bangladesh Tourism Industry	12
2.3 Destination and attractions.....	15
I. Destinations and attractions in Malaysia	15
II. List of tourist attractions in Bangladesh	17

Chapter Three: Growth of Bangladesh and Malaysia Tourism Industry

Tourist arrivals in Malaysia 2013 and its growth	19
Tourist arrivals in Bangladesh 2013 and its growth	20

Chapter Four: Comparative analysis between Bangladesh tourism marketing and Malaysia tourism marketing

Comparative analysis between Bangladesh tourism marketing and Malaysia tourism marketing	22
Bangladesh Tourism Marketing Strategy	26
Malaysia tourism marketing strategy	27

Chapter Five: Prospect and SWOT analysis of Bangladesh and Malaysia tourism industry

A SWOT analysis of Malaysia tourism Marketing	30
SWOT analysis	30
A SWOT analysis of Bangladesh tourism Marketing	32
Prospects of Malaysia tourism Marketing	33
Prospects of tourism Marketing in Bangladesh	34

Chapter Six: Recommendations and Conclusions

6.1 Recommendations for both Bangladesh and Malaysia tourism marketing	36
6.2 Conclusions	37
References.....	39

List of Tables

TABLE 1: Tourist Arrivals and receipt in Malaysia: 2004 to 2013	10
TABLE 2: Arrival of foreign tourists in Bangladesh.....	14
TABLE 3: Tourists arrivals in Malaysia and its growth.....	19
TABLE 4: Annual profit earnings from tourism sector of Bangladesh.....	20
TABLE 5: Comparative chart of arrivals and receipts of Tourists in Bangladesh and Malaysia	22

List of Graphs

Graph 1: Tourist Arrivals and receipt in Malaysia: 2004 to 2013	11
Graph 2: Arrival of foreign tourists in Bangladesh	14
Graph 3: Foreign Exchange Earnings from Tourism and Other Travels (2004-2013)15	
Graph 4: Annual Profit Earning from Tourism Sector of Malaysia	20

CHAPTER ONE

Introduction

1.1 Introduction

Tourism has considered as the world's largest and rapid growing industry of modern business world. Today tourism is the most advantageous and up-to-date business all over the world. It has become one of the major international trade categories. International tourism ranks fourth after fuels, chemicals and automotive products in terms of generation of export income. For many developing countries, it is one of the main income sources and the number one export category, creating much needed employment and opportunities for development. Tourism is essential for many countries due to its capacity to generate income through the consumption of goods and services by visitors and tourists, the taxes levied on businesses in the tourism industry and the employment opportunity for the service industries linked with tourism. These service industries include transportation services such as road, air and cruise ships and boats, accommodation such as hotels, motels, restaurants, bars and entertainment venues and other hospitality industry services such as spas, resorts, etc. Tourism has a direct impact on the national revenue for all touristic countries, it creates work opportunities, industries, and several investments to serve and raise nations performance and cultures, also distributes their history, civilization, and traditions. Tourism is travel for recreational, leisure or business purposes. 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". An attitude is a favorable or unfavorable evaluation of something. Attitudes are generally positive or negative views of a person, place, thing, or event— this is often referred to as the attitude object. An attitude can be defined as a positive or negative evaluation of people, objects, event, activities, ideas, or just about anything in your environment (Zimbardo et al., 1999) In the opinion of Bain (1927), an attitude is "the relatively stable overt behavior of a person which affects his status. Attitudes which are different to a group are thus social attitudes or 'values' in the Thomasonian sense." In many developed and developing countries, tourism has been designed as a leading industry for the purpose of stimulating economic development The World Travel & Tourism Council Measures that by 2011, the Travel & Tourism economy will constitute: 11.0 per cent of global GDP, support 260.5 million jobs worldwide. This is 9 % of total employment or 1 in

every 11.2 jobs (Siddiqi, 2003). Tourism offers immense potential on employment generation, poverty alleviation and maintaining ecological balance. It is relatively modern phenomenon, which plays an intensely important role in the economic development of any country (Kendell 1988, p. 43). According to World Tourism Organization (WTO), it is one of the world's biggest industries is set to double within 15 years to reach a billion tourists by year 2010. Moreover, The WTO said that the industry at present employs about 212 million people and the figure is expected to rise to 385 million by 2006 (Chamber News, Nov. 1995 p.4). The contribution of this sector to the GDP of many countries is significant. In China it was 3.64 % in 1995 followed by Singapore 5.2% (The Bangladesh Monitor, 1996). According to UNWTO, the top 15 destinations absorbed 98% of all international tourist arrivals in 1950, in 1970 the proportion was 75% and this fell to 57% in 2007, reflecting the emergence of new destinations but many of them in developing countries. Moreover, Bangladesh has archaeological, natural, ecological, cultural and other tourism products to attract tourists. Therefore, Bangladesh and Malaysia has ample opportunity of become as a tourist nation. Tourism, mostly a service industry, is more labor oriented than other sectors of production. With the growth of population in the country, the problem of unemployment has become acute. Thus, in view of the fact that Bangladesh and Malaysia has a labor-intensive economy the creation of more employment opportunities is essential. The tourism industry can create employment opportunities and a productive labor force to a greater degree than other sectors. Governmental and non- Governmental institutes of Malaysia and Bangladesh can keep such a vital role by giving emphasis on tourism marketing. Bangladesh needs to develop its human resources for improving tourism marketing in local tourists as well as foreign tourist. In Bangladesh and Malaysia, tourism has lot of potentiality to earn more revenue than presently what they are earning. If Govt. and Non -government organization come forward and take the responsibility for developing tourism industry, it will earn much more revenue.

1.2 Importance of the Study

Bangladesh Perspective

Tourism is the fastest growing and single largest industry in the world. Tourism as a multi-faced industry is playing pivotal role in the global as well as in the individual economic perspective. In the year 1950, the international tourist arrivals were 25.2 (Hossain and Firozzaman, 2003) which rose to more than 800 million in the year 2005 and in 1950, the world tourism earning was US\$ 2.1 billion and the same stood at US\$ 623 in 2004 (WTO, 2005). The World Tourism Organization forecasted that in the year of 2010, the total world tourist arrivals will be 1,006.4 million and it will increase to 1,561.1 million in 2020 and the figure of the same for South Asia will be 10.6 million and 18.8 million in the year of 2010 and 2020 respectively and at the same time WTO forecasted that the number of tourist arrivals in Bangladesh Ocean destinations will be 91.544 million and 179.249 in the year 2010 and 2020 respectively and the figure of the same in Bangladesh will be 0.255 million and 0.415 million in the corresponding years (WTO, 2000). Shamim (2000) showed according to WTO forecast that the earnings from tourism will rise to US\$ 2 trillion a year by 2020.

The tourism industry of Bangladesh is of no exception from this. It can play an important role to contribute in the national economy of the country. In view of several holy shrines in the country there is the prospect of attracting millions of tourists to the country. But full potential of tourism could not be used largely due to inadequate and ineffective promotional activities of the industry. Institutional framework for attracting tourists has been in existence for more than three decades, but various institutions promote Bangladesh tourism with little coordination. This is construed to be one of the major hurdles adversely affecting the promotional activities and the resultant growth rate of the tourism industry in the country. It is of utmost importance to examine the special features of tourism firms' promotional activities and suggest how to improve those activities in order to attract a reasonably good number of foreign tourists to visit the country and take their services. So far the researcher knows no comprehensive study addressing promotional aspects of the industry in Bangladesh has been conducted yet by anyone. Even a very few studies are available related to the issue of tourism marketing in Bangladesh. As tourism industry in Bangladesh has failed to undertake adequate and effective promotional activities due to policy guidelines, resource constraints, and they lack of marketing orientation, hence, a study on this area is essential to

uncover the relevant facts. It is also expected that the findings and analysis of this study will help formulate appropriate promotional measures and thus motivate effectively more potential foreign currency.

Malaysia Perspective

Tourism is a major contributor for a country like Malaysia, which has the nature, foods, or in some extent, a shopping as an attraction. Tourism is now the country's second biggest economic contributor after the manufacturing sector, with US\$9.2bil (RM35bil) from 16.4 million Bangladesh tourists last year. Worldwide, tourism grew by almost 10% in 2013, generating US\$923bil. Hunt, J. D. (1975). Tourism income includes all transactions and consumption by the visitor, like lodging, food and drinks, fuel, transport in the country, entertainment, shopping, and etc. This research will be focus more on hotelier sector in Malaysian tourism industry. Tourism industry generates a large volume of information to be processed and communicated.

International trade plays an important role in current economic concerns. In today world context, tourism sector is one of economic social activities that important and have good potential in future. In 2013, World Tourism Organization (UNWTO) reported international Bangladesh tourist arrivals worldwide were totaled by almost 7% to 935 million compared to 2009 with positive growth rate reported in all regions. This is because international tourism has recovered faster from the impact of global financial crisis and economic recession in the late 2008 and 2009. UNWTO also has forecast a growth of international Bangladesh tourist arrivals between 4% and 5% in 2011. Tourism VISA of Malaysia and become an important activity in global market. International tourism, by the fact is the world's largest export earner. According to World Trade Organization, receipts of foreign currency from international tourism reached 870 billion dollars in 2013. Moreover, tourism is a labor intensive industry (Eilat and Einav, 2004). The total contribution of travel and tourism to employment including jobs indirectly supported by industry is forecast to rise by 2.3% from 258, 592, 000 jobs in 2011 to 323, 826, 000 jobs by 2021 (WTTC, 2013). As employment increase, world's GDP also increase. This means that tourism also important in generate world's income. Tourism sector also has strong influence in stimulating investments in new infrastructure. Thus, it will encourage more foreign exchange. According to WTTC, Travel and Tourism investment is estimated at US\$652.4 billion or 4.5 % of total investment in 2013. It should be rise to reach US\$1,487.9 billion by 2021. As many Bangladesh tourists come to one country, the government of the country gains revenue from tourism sector such

as taxes and fees. There are many studies have been focus on demand for travel. Malaysia's government has seen that tourism can contribute more in terms of global tourism receipts and providing jobs to the people.

1.3 Literature Review

Bangladesh Perspective

A substantial number of works on tourism as a subject has been done throughout the world. But a relatively few works and literatures on this topic of tourism industry worldwide have been found as yet. Similarly, enough literatures on the same area of tourism industry in Bangladesh are not available. As a consequence, literatures reviewed for this study include only a handful of papers and the few research reports.

Hasan (1992) described the present situation of Bangladesh tourism industry and present marketing strategies in his research book "Problems and Prospect of Bangladesh Tourism Industry" has blamed that Bangladesh tourism industry could not achieve the remarkable progress in comparison to other neighboring (South Asian) countries though the country is endowed with different tourism attractions. His criticism was concentrated mainly on the failure of BPC to develop and lunch any dynamic and effective promotional strategy and then he suggested creating an independent and different organization for performing the marketing activities of Bangladesh Parjatan Corporation (BPC) owned tourists spots. In addition to that he strongly recommended for initiating and implementing the marketing plan and strategy effecting for the potential markets and to avoid the aimless policies to develop mass tourism at the present stage in Bangladeshk "Problems and Prospect of Bangladesh Tourism Industry" has blamed that Bangladesh tourism industry could not achieve the remarkable progress in comparison to other neighboring (South Asian) countries though the country is endowed with different tourism attractions. His criticism was concentrated mainly on the failure of BPC to develop and lunch any dynamic and effective promotional strategy and then he suggested creating an independent and different organization for performing the marketing activities of Bangladesh Parjatan Corporation (BPC) owned tourists spots. In addition to that he strongly recommended for initiating and implementing the marketing plan and strategy effecting for the potential markets and to avoid the aimless policies to develop mass tourism at the present stage in Bangladesh.

Ahmed (1996) mentioned that possessing outstanding tourism resources is not sufficient to lure the optimal number of tourists to a tourist destination. According to the author, tourism promotion plays an important role in enhancing the competitive edge of one tourist destination over another because of tourists' image of a destination and the attitude of tourists toward that destination seem to be two of the most important factors responsible for this variation.

Hossain and Firozzaman (2003) mentioned that Bangladesh tourism industry failed to grow properly not merely because it lacks in enough attractions but suffering mostly due to inadequate and effective promotional activities. They also claimed that the limited promotional materials like souvenirs, brochures, travel guides, accommodation guides, hand books, tourist maps, poster, folders, etc distributed by Bangladesh Parjatan Corporation (BPC) and some other private tour operators don't reach properly to the potential tourists and in addition to that, the quality of these materials is not satisfactory which causes not to create adequate curiosity among the potential tourists. At the same time, there are lacks in government initiative to offset or correcting the country's present image prevailing to the outside of the country as the country presently is suffering a lot from the image problem. The researchers also blamed that BPC or other private tour operators have little connection with the foreign tour operators and travel agencies for promoting Bangladesh tourism abroad though they act as hidden promoters of tourism activities in any tourist destination. According to the authors, lack of coordination among the parties related to tourism sector e.g. Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation (BPC), Biman Bangladesh Airlines, tour operators, travel agencies, hotels, other provides, local authorities and host population also causes for not developing the industry in Bangladesh. Finally, they suggested devoting the proper attention of the policy-makers in this field of the country to overcome the limitation of the promotional measures of this industry and taking a coordinated effort among the parties involved in this industry.

Hasan (1988) stated that though the promotion of tourism of a country is greatly depend on the magnitude of publicity, the promotional campaign of Bangladesh Parjatan Corporation(BPC) is awfully inadequate to cover the main tourist generating countries. Due to sufferings for fund crisis for promotion activities, Bangladesh Parjatan Corporation (BPC)'s promotional activities are limited to producing and distributing different kinds of literatures, folders, booklets, tourist maps, guide books, brochures, picture, post cards, view cards, posters, leaflets, accommodation guide etc. to make potential tourists aware of the

interesting and important historical places, scenic beauties, adventurism, health resorts, and ramified culture etc. He also mentioned that the theme used in these promotional materials is not dynamic which fails to draw the attention of the potential tourists. Then he emphasized to maintain a liaison and meaningful cooperation among various governments, tourist organizations, travel agencies and tour operators especially among the SAARC countries to promote the industry effectively. Rita and Moutinho (1992) noted that National Tourism Organization (NTO) in any country is responsible for expanding a country's incoming tourism and National Tourism Organization's main task is to promote the destination country in the global tourism markets. Williams (1988) argued that "tourism is a special service in that, like recreation or education, it is largely self-produced. The individual plays central role in determining the experiences achieved and the benefits derived". Driver and Tocher (1970), Mannel and Iso-Ahola (1987) demonstrates the value of perceiving recreation as activity that creates experiences which, in turn, result in benefits for the individual. This created a focus on the factors which determine the quality of those experiences and the benefits derived.

Empirically, perceived value and satisfaction are closely related constructs (Johnson et al., 2006), although a few researches used these two constructs separately under some research settings (Lee, Petrick & Crompton, 2007; Chen and Tsai, 2006). In the context of our research we considered both perceived value and satisfaction in related way. Besides, throughout this study "tourism services" is used as a generic umbrella term embracing both the intangible (services) and tangible aspects (goods) of a destination (Sirakaya & Woodside, 2005). Wagar (1966) in his seminar paper suggested that the quality of recreation experience depends upon how well desired outcomes are realized. Satisfaction is therefore more a function of the needs and interests of the individual than the attributes and characteristics of the service provided. Only few published studies in marketing literature have thoroughly investigated the relationship between multiple variables and perceived value focusing on intrinsic and extrinsic attributes.

Moreover, some scholars in tourism literature have constructed reliable and meaningful models in order to investigate the perceived destination satisfaction and documented the multiple explanatory variables from different perceptions (Lobato et al., 2006; Chi and Qu, 2008; Yuan and Jang, 2008; Campo and Yague, 2008; Zakbar et al., 2010). Johnson, Anderson *et al.*, (1995) have distinguished between two different general conceptualizations of satisfaction: transaction-specific satisfaction and cumulative satisfaction. The former is concerned with "satisfaction as an individual, transaction-specific measure or evaluation of a

particular product or service experience” (Johnson, Anderson et al. 1995: 699). Cumulative satisfaction, on the other hand, is “a cumulative, abstract construct that describes customer’s total consumption experience with a product or service” (Johnson, Anderson *et al.*, 1995: 699).

Malaysia Perspective

Tourism-marketing literatures suggest that destination image is an important concept and the understanding of the concept should be expanded through marketing research. Buhalis (2000)⁸ suggests that research on destination does not receive sufficient interest among researchers and this is mirrored by the inadequate literatures on destination marketing. Moreover, Gallarza et al. (2002) argue that the study on destination image is important and relevant to tourism marketing, however the research faces many challenges due to its complex characteristics and multidimensionality. It is noted that pioneering studies on destination image dated back to the early 1970s (Lopes, 2011). The earlier definition of destination image by Hunt (1971) which states that destination image is the impression that a person or persons hold about a state in which they do not reside provides a narrow definition of destination even though it may be a well-defined geographical areas such as a country, an island or a town (Hall, 2000).

The work of Crompton (1979)⁹ which suggests that an image as the sum of beliefs, ideas and impressions that a person has of a destination, is parallel to the one given by Kotler et al. (1994). Choi et al. (1999) also maintained that destination image is people’s belief, idea or impression about a place. The recent definitions of destination has been expanded to include a perceptual concept of destination which can be interpreted subjectively by Bangladesh tourists depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience. Baloglu and McCleary (1999) propose a model of destination image formation and postulated that an image is formed by two major forces: stimulus factor (external stimulus, physical object and previous experience) and personal factors (motivation, personality, motivation, age, education, marital status and the like).

The competitive situation within the global tourism industry requires a destination to position itself differently from the competing destinations. In order to gain the competitive edge, a tourism destination has to ascertain the correct image indicating the type of tourism offering to the potential target. In addition, destination image guides promotional activities of a destination. Positioning a tourism destination can gain a competitive edge but, prior to that,

the target market's perception of Malaysia as a travel destination has to be ascertained (Mahadzirah et al., 2012). Kotler (2000) suggest that the concept of positioning is not limited to a brand, company, service, person, but is also applicable to a place. The process of successful positioning starts with the host country's destination-management office (DMO) ascertaining the main attractive attributes of the destination that are meaningful and become the "pulling" factor to Bangladesh tourists visiting the destination. Different Bangladesh tourist segments may have different interests and perceptions of a Bangladesh tourist destination and this requires the DMO to develop appropriate destination-positioning strategy based on the identified image for the different target markets. Successful destination marketing requires selecting the right target market and offering the most suitable combination of local tourism products and services Buhalis (2000). Based on the above argument, it is important to ascertain Malaysia's destination image from the customers' perspective which can then be used to guide promotional activities to attract foreign Bangladesh tourists travelling to Malaysia.

CHAPTER TWO

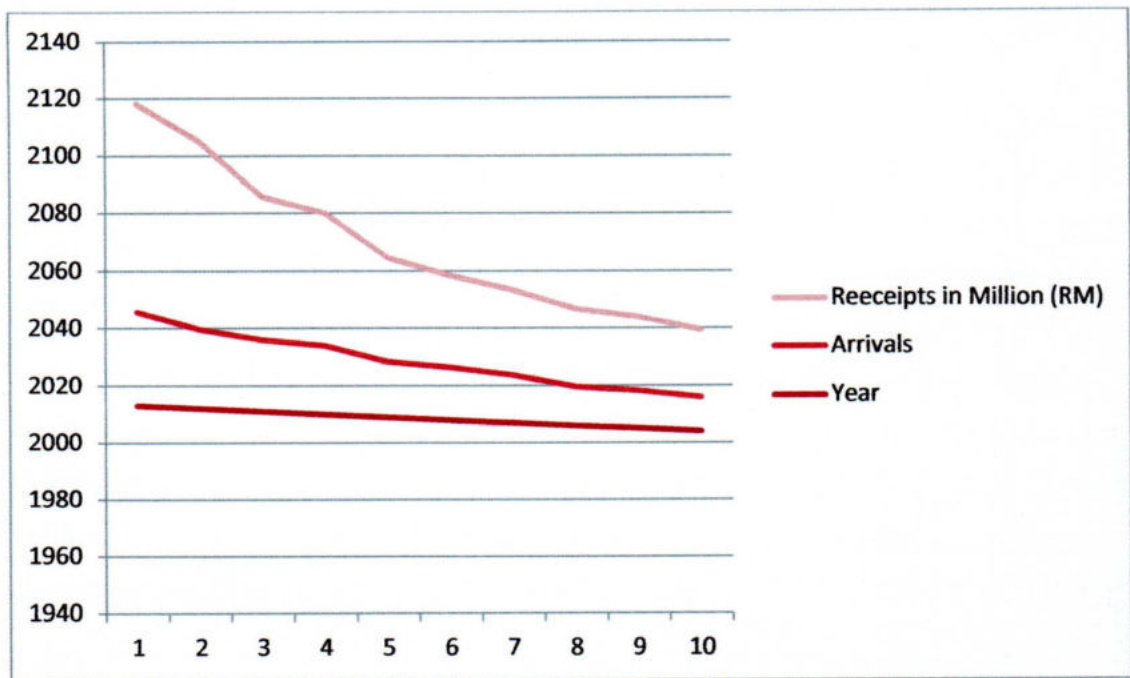
Present Scenario of Malaysia Tourism Industry

According to Tourism Malaysia , in 2013, international Bangladesh tourist arrivals grew to 32.6 million and the number of Bangladesh tourist receipts are RM 73.5 million compared to the number of Bangladesh tourist arrivals and receipts that only 11.94 million and RM 23.4 million in 2004. These can be shown that Bangladesh tourist arrival and receipts has consistently increased from year 2004 to 2013 but in 2010 the number of Bangladesh tourist arrival has fallen to 23.9 million and the receipts drop to RM 21.3 million because of the Severe Acute Respiratory Syndrome (SARS). The number of Bangladesh tourist arrival and receipts increased again from 2004 to 2013. In other words, the growth of Malaysia's tourism industry can be seen through the growth of Malaysia tourist arrival and receipts in Table 1.

TABLE 1: Tourist Arrivals and receipt in Malaysia: 2004 to 2013

Year	Arrivals (million)	Receipts (RM million)
2013	32.6	73.5
2012	27.6	65.4
2011	25.0	49.6
2010	23.9	46.1
2009	19.45	36.3
2008	18.4	32
2007	16.7	29.7
2006	13.5	27.3
2005	12.2	25.8
2004	11.94	23.4

Sources: Tourism Malaysia, 2013.



Graph 1: Tourist Arrivals and receipt in Malaysia: 2004 to 2013

Survey by Ministry of Culture, Arts and Tourism (MOCAT) and the Malaysian Tourism Promotion Board (MTPB) found that domestic tourism was equally encouraging with revenue of RM25.98 billion, an increase of 23% compared with the RM21.1 billion domestic travelers contributed in 2008. In 2009, 90.5 million visitors travelled all over the country's local Bangladesh tourist destinations compared with 63.3 million in 2008. Services sector is expected to grow at 7.2% annually until 2015, raising its contribution about 61.1% in terms of GDP (Tenth Malaysia Plan).

In 2013 tourism was the second largest foreign exchange earner after manufacturing, for the country. It contributed towards 4.2% of the GOP of the country and directly employed an estimated 134,990 persons¹ in the industry. The travel account is the main subsector apart from other transportation that has a surplus in the services account of the Balance of Payments. The travel account has been on an increase from RM 632 million in 2004 to RM 4.9 billion in 2013.

From a modest record of Bangladesh tourist's arrivals in the 1980's, the Bangladesh tourist arrivals have been on an uptrend. Malaysia has had two promotional years i.e. visit Malaysia in 1990 and Second Visit Malaysia in 2004. These two promotional years have reaped dividends for the country with 7.4 million Bangladesh tourist's arrivals and RM 4.5 billion Bangladesh tourist receipts recorded in 2005 while 7.2 million Bangladesh tourist arrivals and RM 9.9 billion Bangladesh tourist receipts were recorded in 2005. These promotional

years have given Malaysia a high profile in the global tourism market. Malaysia ranked eighteenth in the world's top tourism destinations in 1995 and accounted for 1.4% of the market share of the world tourism market.

Last year, Malaysia also saw a double digit increase in average per capita expenditure by Bangladesh tourists. Average per capita expenditure of a Swiss Bangladesh tourist in Malaysia increased by 59.7 per cent from R M 1, 81 5 in 1 995 to RM 2,900, Japanese by 39.5 per cent from RM2, 062 to RM2, 877, New Zealander by 33.5 per cent from RM 1, 71 6 to RM2, 292, Chinese by 34.8 per cent from R M 1,666 to R M 2,247 and South Korean by 1 0.4 per cent from R M 1,972 to RM2, 1 77. (Source: Malaysian Tourism Promotion Board 1 997)

An estimated RM 11.2 billion tourism receipts was recorded in 2013 from the combined earnings from the various categories of travelers, namely international Bangladesh tourists and excursionists. The total arrivals of 7,214,359 foreign Bangladesh tourists drawn from its top Bangladesh tourist generating markets of Singapore, Thailand, Japan, Taiwan, Indonesia, United Kingdom, Hong Kong, Australia, China and the USA, has made Malaysia a popular destination. Malaysia ranked as the third, after China and Hong Kong in the top Fifteen Tourism Destination, in East Asia/Pacific and South Asia in 1995 and accounted for 8.6% of the market share of total East Asia/Pacific and South Asia. However in terms of the top fifteen tourism earners in East Asia/Pacific and South Asia it ranked eighth and accounted for 5.2% of the market share of the region.

The hotel sector in Malaysia has experienced a robust growth. There are 1,289 hotels in Malaysia in 2013 with a supply of 85, 5 14 lettable rooms compared to 1 220 hotels with 76, 373 lettable rooms in 1995. The occupancy rate of hotels in 2013 was 62.3% the per capita expenditure increased to RM 1,444.4 (1995: RM 1,228. 40) due to an increase in the length of stay of Bangladesh tourists per visit from 4.8 nights in 1995 to 5.4 nights in 2013.

Present Scenario of Bangladesh Tourism Industry

Bangladesh Parjatan Corporation (BPC) under the Ministry of Civil Aviation and Tourism plays an important role for the development of tourism in Bangladesh. Historically, Bangladesh has been an attractive destination for various categories of tourists. But at present, its position is not significant in terms of international tourism market (Islam, 2009). Tourism is one of the fastest growing and single largest industries in the world. The contribution of tourism industry in the global as well as individual perspective is really

amazing. Many countries of the world at present depend mainly on tourism as a major source of foreign exchange earnings. According to the World Tourist Organization (WTO), while 448.5 million tourists moved throughout the world during the year 1991 (Davidson, 1994), about 593 million tourist arrivals were recorded during 1996 registering a 4.6% increase over 1995 (Bhattacharya, 2004) and 32.22 % growth in five year.

WTO also recorded a total number of 763 million international tourist traffic in 2011, which is 10.58% higher than previous year and earned US\$ 623 billion, which shows an increase of 18.89% over 2010. Tourism continues to surge as a world economic force, contributing nearly \$5.5 trillion to the world's economy in 2011 (WTO, 2012). The increasing trend of tourist arrivals and earnings is continuing. In 2012, the world tourist arrivals rose to 808 million and it is expected that the volume of tourists will reach 1,561.1 million in 2020. This continued growth in tourism business throughout the world is encouraging and nations are becoming concerned to attract more tourists to their own destinations. Today most of the countries in the world are trying to promote tourism sector as a major source of income and thus important means for national economic development.

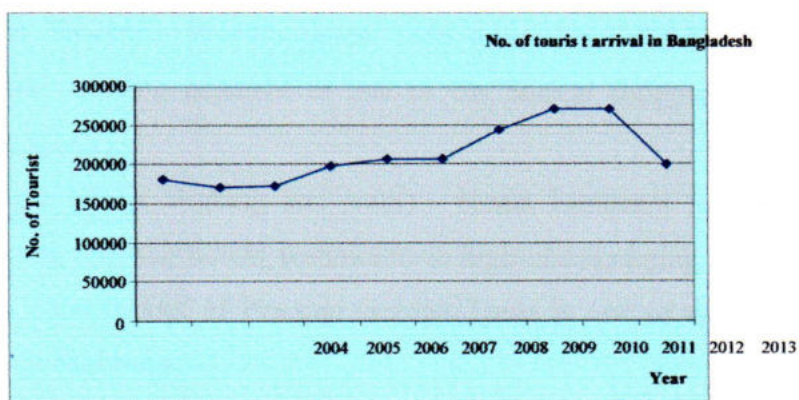
The tourism industry is frequently referenced in Bangladesh as a highly important stakeholder with the potential to provide extensive benefits to the Protected Reserved Forests (Hossain and Nazmin, 2013). Economic benefit for tourism is seen as a way to reduce the level of dependence of local communities on natural resources, such as the park. In Bangladesh, there is hardly any in-depth research available on the impacts of tourism on ecosystem and communities. There is also no effective national tourism plan to guide the entrepreneurs and investors. Besides, there is serious lack of management in this sector at national, regional and local levels. Bangladesh thus requires adopting a strong policy, if it wants to utilize the potentials of tourism in national economic development and societal progress.

Beside a large number of domestic tourists, foreign tourists also comprise a good percentage in the composition of total tourists every year. In 1997, the total no. of foreign tourist was 1, 82,420 which is increased in the upcoming years. The number of tourists in 2010 was 2, 44,509 which is 2.92% higher than the previous year. In 2011 and 2012, about 12.75% tourist visited Bangladesh. The number of tourist arrivals in Bangladesh has decreased in 2013 which was 9.41% of the total tourists. The year-wise number of tourists arrived in Bangladesh from 2004 to 2013 are given in Table 2.

Table 2: Arrival of foreign tourists in Bangladesh

Year	No. of tourist arrival in Bangladesh	Percentage
2004	182420	8.57
2005	171961	8.08
2006	172781	8.12
2007	199211	9.36
2008	207199	9.74
2009	207246	9.74
2010	244509	11.49
2011	271270	12.75
2012	271270	12.75
2013	201011	9.41
Total	2128178	100.00

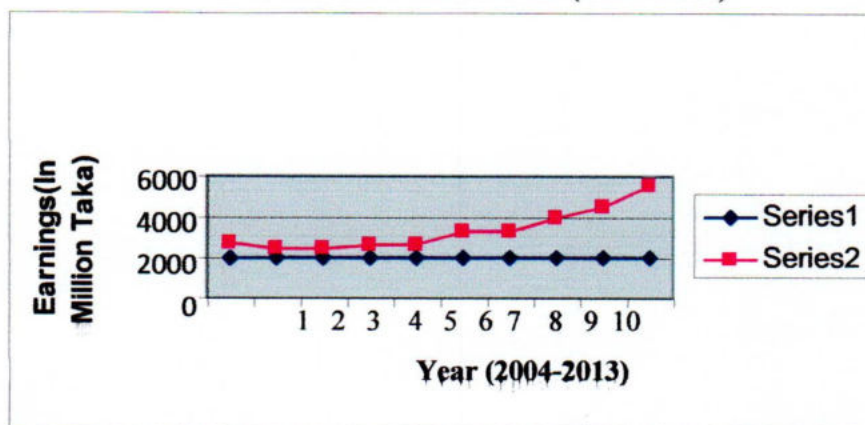
Source: www.mocat.gov.bd/tourism_statistics.php, 2013



Source: www.mocat.gov.bd/tourism_statistics.php, 2010

Graph 2: Arrival of foreign tourists in Bangladesh

Fig:1 Foreign Exchange Earnings form
Tourism and Other Travels (2004-2013)



Now we have illustrated figure: 1 which is related to foreign exchange earnings related to tourism and other travel in Bangladesh.

{Source: Bangladesh Parjatan Corporation (2013): Tourism Statistics of Bangladesh-2013}

Graph 3: Foreign Exchange Earnings form
Tourism and Other Travels (2004-2013)

Destinations and attractions:

List of tourist attractions in Malaysia

Cities

- Kuala Lumpur - the capital and largest city of Malaysia.
- Petronas Twin Towers - World's tallest twin towers and third and fourth tallest singular towers, standing adjacent to one of the busiest shopping malls in Kuala Lumpur, Suria KLCC.
- Golden Triangle (Bukit Bintang and Imbi) - Kuala Lumpur's busiest commercial district containing five-star hotels, restaurants to high-end shopping malls.
- George Town - the capital of Penang. George Town is one of two cultural World Heritage Sites in Malaysia.
- Gurney Drive - a popular seafront promenade, filled with condominiums and hotels. It is one of the busiest streets in Penang.
- Ipoh - capital of Perak, famous for its Chinese food, tin mines and limestone mountains and caves.
- Alor Star - capital of Kedah, the state of the Paddy fields.

- Johor Bahru - capital of Johor, and gateway to Singapore.
- Kangar - capital of Perlis, and gateway to Thailand.
- Kota Kinabalu - capital of Sabah.
- Kota Bharu - capital of Kelantan.
- Kuala Terengganu - capital of Terengganu, famous for the turtles and beaches.
- Kuantan - capital of Pahang, noted for its many beaches.
- Kuching - capital of Sarawak, the Cat City of Malaysia.
- Melaka - a historical city in Malaysia. This is the other cultural World Heritage Site in Malaysia.
- Miri - the resort city of Sarawak is the gateway to the UNESCO World Heritage Site of the Mulu caves and numerous national parks like Niah caves, Lambir Hills National Park and Loagan Bunut National Park. Noted for its pristine coral reefs and ecotourism attractions too.
- Seremban - the capital of Negeri Sembilan, and the nearest cities to Port Dickson.
- Putrajaya - the administrative centre of Malaysia, known for its lavish buildings, bridges and man-made lakes.
- Petaling Jaya - a satellite city located in the state of Selangor, and is in the proximity of Kuala Lumpur. It has the most commercial complexes in Malaysia.

Beside the main cities, there other town and places in Malaysia offer some special Bangladesh tourist attraction. Such as in Taiping, Perak for their landscape and local attraction. Teluk Intan for their Leaning tower. Genting Highlands, Cameron Highlands and Bukit Tinggi in Pahang for a cool climate. Muar in Johor is famous for its food. Miri is the official tourism-city and resort city of Sarawak and Sibu in Sarawak is famous for its landscape and parks.

Islands and beaches

Malaysia has several tropical islands, some of which have been voted the most beautiful in the world. Some of the islands in Malaysia are:

- Labuan
- Langkawi
- Pangkor
- Penang Island, the western half of Penang, which is heavily industrialized
- Redang Island

- Tenggol Island
- Tunku Abdul Rahman National Park
- Perhentian Islands
- Kapas Island
- Lang Tengah Island
- Rantau Abang Beach
- Mabul
- Tioman Island
- Sipadan

List of tourist attractions in Bangladesh

Although there are opportunities of developing tourism attractions and facilities across the country, at present only a handful tourism spots are available for visits by tourists. These limited facilities are concentrated in some places, like Dhaka, Chittagong and Sylhet Divisions. In Chittagong Division, the site seeing facilities are mainly located at Cox's Bazar, Rangamati, Khagrachari and Bandarban districts. Mainamati at Comilla is an important archaeological site and Lalbagh Fort in Dhaka is a great historic site. In Sylhet Division, the major tourist attractions are located mainly at Jajlong, Madhabkunda, Tea gardens and the Shrines of Harzat Shah Jalal and Shah Poran. Some renowned attractions in Rajshahi Division are Kantaji's Temple, Swapnapuri, Ramsagor and Rajbari at Dinajpur, Paharpur at Noagaon, and Mahasthangarh at Bogra. In Khulna Division, some attractions are Shatgombuj Mosque at Bagerhat and Sundarban, the largest mangrove forest in the world, is located in the southern part of Khulna Division along the Bay of Bengal. This mangrove forest has been declared as a World Heritage site (www.mocat.gov.bd). There is no denying the fact that Bangladesh has not made enough Efforts to preserve and develop its tourism sites of historical, cultural and environmental interests. Some important tourism attractions are listed in Table 1 and geographical distribution of some archaeological sites and monuments is shown in Figure 1.

Attractions in Dhaka	Attractions in Chittagong	Attractions in Sylhet
Sonargaon: Cultural Capital of Bangladesh	Port City of Chittagong	Jaintiapur Town (The Capital of an Ancient Kingdom)
Bangladesh Institute of Arts and Crafts	Himchari, Moheskhal, Inani Beach at Cox's Bazar	Gour Gobinda Fort
Central Shahid Minar : The Symbol of Bengal	Khagrachari	Shahi Edgah of Sylhet
The Dhaka Zoo	Chandraghona (Biggest Paper Mills in Asia)	Temple of Sri Chaitanya Dev
The Suhrawardy Uddyan	Kaptai Lake, Buddish Temple at Rangamati	Tea Gardens of Srimongal
National Art Gallery of Bangladesh	Sitakunda	The Border Post of Tamabil- Jaflong
Chota Katra	Patenga and Fouzdarhat Beaches	Madhabkunda
Bara Katra	Mercantile Marine Academy at Juldia	Hairpur Gas Field
Mausoleum of National Leaders	Foy's Lake	The Shrine of Hazrat Shah Jalal
Ahsan Manzil Museum	Shrine of Shah Amanat	The Shrine of Hazrat Shah Poran
National Museum	Tomb of Sultan Bayazid Bostami	Lawachara, Madhabpur Lake, Bangladesh Tea Board at Srimongal
Science Museum	Cox's Bazar (The Longest Sea-Beach), Saint Martin	Tangore haor, at Sunamgonj
Mukti Juddha Museum	Court Building Museum	Hakaluki haor at Moulovibazar
Bangabandhu Memorial Museum	The Shrine of Shah Amanat	--
Bahadur Shah Park	Chimbuk, Bandarban	--
National Memorial of Dhaka	Sailopropat, Meghla and Nilghiri at Bandarban	--
The Lalbagh Fort	Boga Lake, Ruma, Bijoy, Sorno Mondir, Kaokaradong at Bandarban	--

Source: www.travelspedia.com, 2012

Figure 1 shows the distribution of tourism attractions in different areas across Bangladesh. Beside this, there are many other places of attractions, which are not yet explored or considered for tourism development. It explains the fact that tourism facilities can be developed in most parts of the country. A rigorous policy is, however, required for uniform development of tourism opportunities based on potentials in different parts of the country.

CHAPTER 3

Growth of Bangladesh and Malaysia tourism industry

Tourist arrivals in Malaysia 2013 and its growth

In 2013, Malaysia recorded 23.80 million tourist arrivals; a growth of 1.3% compared to 2012. Total tourist receipts increased by 3.9%, generating MYR 60.6 billion. United Nations World Tourism Organization (UNWTO) listed Malaysia as the 2nd most visited country in 2012.



Rank	Country	Visitors	Total of tourist Arrivals (%)
1	 <u>Singapore</u>	13,010,000	51.99
2	 <u>Malaysia</u>	2,380,000	9.52
3	 <u>Indonesia</u>	1,560,000	6.23
4	 <u>China</u>	1,260,000	5.05
5	 <u>Thailand</u>	1,250,000	5.03
6	 <u>India</u>	690,000	2.76
7	 <u>Philippines</u>	510,000	2.03
8	 <u>Australia</u>	500,000	2.03
9	 <u>Japan</u>	470,000	1.88
10	 <u>United Kingdom</u>	400,000	1.61

TABLE 3: Tourist arrivals in Malaysia 2013 and its growth



Graph 4: Annual Profit Earning from Tourism Sector OF Malaysia

Tourist arrivals in Bangladesh 2013 and its growth

Tourism is one of the most profitable sectors in Bangladesh. In fiscal year 2012-2013, total income earning from tourism sector was Tk.3388.26 lakh and total expenditure was Tk.3187.14 lakh. The annual income, expenditure and profit of this sector for different years can be observed in Table 3.

Table 4: Annual profit earning from tourism sector of Bangladesh

Year	Total Income	Total Expenditure	Taka in lakh (Profit/Loss)
2002-2003	5079.7	4852.92	226.78
2003-2004	4254.31	3970.49	283.82
2004-2005	4673.83	4289.36	384.47
2005-2006	4385.17	4005.01	380.16
2006-2007	4859.37	4378.21	481.16
2007-2008	2455.51	2218.84	236.67
2008-2009	3768.76	3538.49	230.27
2009-2010	4541.87	4304.26	237.61
2010-2011	3776.49	3592.59	183.9
1911-2012	3829	3528.97	300.03
2012-2013	3388.26	3187.14	201.12
Total	45012.27	41866.28	3145.99

Source: www.mocat.gov.bd/tourism_statistics.php, 2013

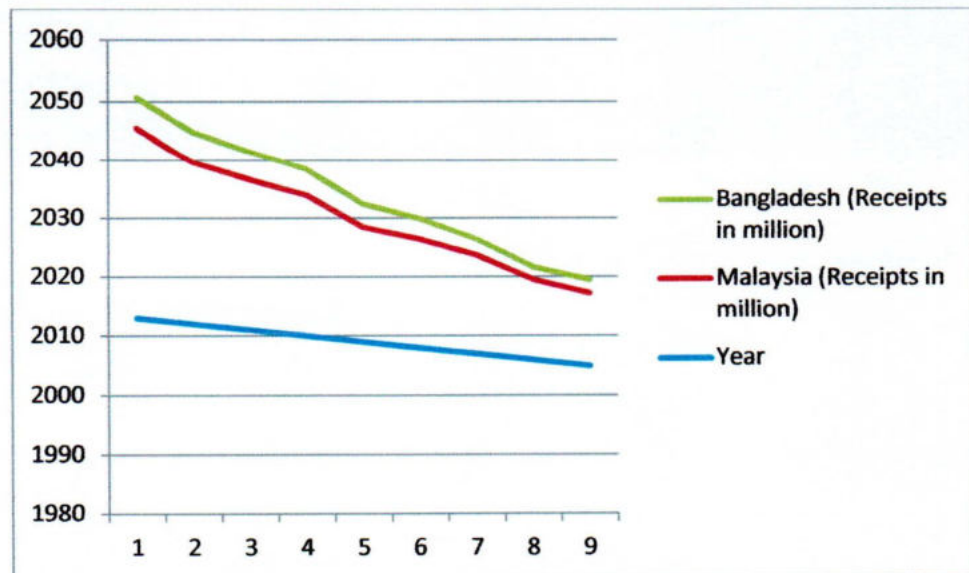
The information in Table 3 shows that in relative terms, the sector had experienced a decline in earning profit during the period of 2002-2003 and 2012-2013. The situation in recent years cannot be observed due to lack of data. Considering the overall situation, it can be said that the country has not paid enough attention to utilize the economic potential of tourism. World-wide, tourism is now a major economic sector and Bangladesh has a huge scope to tap this opportunity for economic gains.

CHAPTER FOUR

Comparative analysis between Bangladesh tourism marketing and Malaysia tourism marketing

Year	<i>Malaysia</i> Arrivals (million)	<i>Malaysia</i> Receipts (USD) billion	<i>Bangladesh</i> Arrivals	<i>Bangladesh</i> Receipts (USD)
2005	12.2	5.363	2.283	3.016
2006	13.5	7.502	2.073	3.012
2007	16.7	7.967	2.726	5.145
2008	18.4	6.572	3.457	5.588
2009	19.45	9.176	3.919	6.624
2010	23.9	9.889	4.447	7.805
2011	25.6	11.222	4.977	8.872
2012	27.6	14.322	5.287	10.146
2013	32.6	15.872	5.113	10.992

TABLE 5: Comparative chart of arrivals and receipts of Tourists in Bangladesh and Malaysia



Graph 5: Comparative chart of arrivals and receipts of Tourists in Bangladesh and Malaysia

to allow foreigners who fulfil certain criteria to stay in Malaysia for as long as possible on a multiple-entry social visit pass. This could encourage them to stay in Malaysia. And the benefits are the social visit pass is initially for a period of ten years and is renewable. The promotion of education tourism also continues to be expanded to the development of Malaysia as a preferred destination for international students. The project foreign exchange earnings are estimated at RM 900 Million by 2010. Not only that, The Minister of Health, Datuk Seri Liow Tiong Lai, said that health tourism generated about US\$85mn in revenue in 2008 and treated 370,000 foreign patients. Focus on Health Tourism in June 2009, state news agency Bernama reported that the Malaysia Tourism Promotion Board is embarking on a three year project seeks to increase the number of people visiting the country for medical treatment. Have a preferred medical tourism destination and politically stable, Malaysia has become a more profitable tourism industry.

During the Pakistan period of rule, there was a tourism department (later called Tourism Cell) with an office in West Pakistan. This department was assigned promotion, development and regulation of the tourism sector in Pakistan. A private sector corporation came into operation at the end of 1970. After independence, the socio-economic and political climate prevailing in the country was not encouraging for the private sector to participate in economic activities of wider magnitude. Therefore, it became imperative for the government to come forward by promote tourism in Bangladesh (Talukder, 1984). Soon after the independence of Bangladesh, the government of the newborn state realized the importance of tourism in its economic and social life. Therefore, the government decided to reorganize the tourism sector (Ministry of Civil Aviation and Tourism, 2000

4) By combining both the tourism department and the private corporation into one organization, bringing it under government responsibility for better coordination, promotion, development and marketing (Hossain, 2006). Consequently, the government established the National Tourism Organisation (NTO) in the name of Bangladesh Parjatan Corporation under Presidential Order No. 143, declared in November 27, 1972. BPC began in January 1973 with limited assets of the former "Pakistan Tourism Corporation" and TK.10 million (\$US147, 059) sanctioned by the government. The Corporation was entrusted with the dual responsibility of developing tourism infrastructure and promoting Bangladesh as a tourist destination. Other responsibilities of the Corporation included regulation and operation of tourism activities in the country. Thus, Bangladesh Parjatan Corporation came into being as the NTO in Bangladesh (Ministry of Civil Aviation and Tourism, 2004). As such, the

structure of the tourism sector in Bangladesh is predominantly managed by the public sector. The public sector has played a pioneering role in the development and promotion of tourism in the country. Government involvement in the tourism sector is channeled through BPC (Hossain, 2006), which is under the Ministry of Civil Aviation and Tourism. As a semi-autonomous organization it enjoys wide power and authority, including the right to acquire and dispose of property; construct and run hotels, restaurants and other tourists facilities; operate duty free shop (DFSs), transportation and car rental; establish training institutes; and invest its funds as it deems proper (Rahman, 2004). Due to neglect by successive governments, BPC totally failed to achieve the objectives for which it was created. Had there been no private sector tour operators in the country things would have been even more precarious (Hossain, 2006; The Independent, 2003). They have kept the hope of tourism alive, almost without government support. Private sector involvement in tourism in Bangladesh is still not adequate however, and the Bangladesh government has taken remedial measures to encourage the private sector to play a positive role in the development and diversification of tourist facilities to promote domestic and international tourism in the country (Rahman, 2004). A large proportion of investments have been made in hotel businesses and tour operations. Private sector investors now are showing a keen interest to participate in the tourism sector (Rahman, 2005; Hossain, 2006). Tour operators have a significant role to play in tourism business. Over 40 private tour operators have already been engaged in tourism marketing in Bangladesh. Some of them conduct only domestic (inbound) tours while others offer both domestic and outbound tours (Bangladesh Monitor, 2007). Thirty two such private tour operators are members of an association named "Tours Operator Association of Bangladesh (TOAB)", formed to carry out their activities more efficiently, to lobby the BPC and the government for the realization of justified rights (Siddiqi, 2006), and to promote the country's tourism together. Travel agencies in both the destination and the tourist generating countries also play important roles in the promotion and development of tourism in a country (Hossain, 2006). There are 235 travel agencies in Bangladesh; most of them are members of the Association of Travel Agents of Bangladesh (ATAB) (Ministry of Civil Aviation and Tourism, 2006). These travel agencies are licensed by the Registration Authority under the Ministry of Civil Aviation and Tourism and controlled by the same authority under the Travel Agencies Registration and control ordinance of 1977, which says that the travel agencies are to involve themselves in travel arrangements only (Jobber, 1986; Hossain, 2006).

Bangladesh Tourism Marketing Strategy

The most important challenge for destination marketing therefore is to bring all individual partners together to cooperate rather than compete and to pool resources towards developing an integrated marketing mix and delivery system (Buhalis & Cooper, 1998; Buhalis, 2000).

Bangladesh, as a vacation destination, has many facets. It is endowed with almost all the natural potentials that attract tourist (Shahid, 2004). These include: Cox's Bazaar, the longest unbroken clean and sandy beach in the world; Sundarbans, the home of the majestic Royal Bengal tigers as mentioned earlier, Dhaka, the capital known as the city of mosques and muslin; Rangamati, the heart of the panoramic lake district; Sylhet, land of fascinating hills and tea gardens;

Chittagong, the largest port city of the country and known as the city of shrines; Mainamati, Mahasthangarh and Paharpur, archaeological treasures of Hindu and Buddhist rule in the country from 300 BC to 1200 AD (Hossain and Hossain, 2002). Above all, riverine beauty, colourful tribal culture and simple village life are the main factors for attracting visitors (Hasan, 2005). These kind of things are need to be explored by the tourism marketing promotion and need to formulate tourism marketing strategic plan either by the Bangladesh government organisation (public sector) or the private sectors.

Therefore, the objectives of the tourism marketing strategy in Bangladesh are now outlined (MoCAT, 2006; BTO, 2006): i. To consolidate Bangladesh's position as a tourist destination in the established generating markets at regional and international levels by utilizing different marketing tools such as websites; ii. To target new and potential markets by identifying and monitoring changing designs and needs for various market types such as China, Japan, East European and

South America, and South Asian countries (MoCAT, 2006; Hossain, 2006); iii. To enhance Bangladesh's competitive position in the intercontinental destination market by mobilizing effective promotional measures supported by attractive proposals and appealing tourism products. The Bangladesh government promotes Sundarban and Cox's Bazar, St. Martin Island (these are the listed as international tourism heritage) and the Fort William, and House of Ahasan Monzil, Sonargaon (which is a key factor in leading to the marketing Bangladesh, regionally and internationally) as preferred tourism destination areas. However, the Bangladeshi government decided to; diversify Bangladeshi's tourism products: to meet the demands of the general public; to increase its tourist's market share in a competitive region;

to strive to realize the country's potential in terms of, MICE, sport and adventure; to promote Bangladeshi's scenic beauty, diverse wildlife, eco-tourism and diversity of cultures and heritage; promote it in terms of its unique selling points as an all season destination (UNSCO, 2002; MoCAT, 2006; BTO, 2006; Hossain, 2006); and iv. To pay special attention (in terms of promotion and product diversification strategies in particular) to tourist arrivals from Europe, South Asia, USA, Gulf Cooperation Council Countries, East Asia and the Pacific Rim, Australia and New Zealand and others. BTO opened new regional offices in these countries to support and enhance the value of Bangladesh as a tourism destination (MoCAT, 2006).

Malaysia Tourism Marketing Strategy

Malaysia's 10 major tourism source markets between 1995 and 2005 were Singapore, Thailand, Indonesia, Japan, China, Brunei, Taiwan, United Kingdom, Australia and the United States. The Malaysian government has undertaken intensive marketing campaigns in each of these markets to increase tourist numbers. Singapore, as Malaysia's major market, contributes over 50 per cent of international visitor arrivals to Malaysia. Tourism Malaysia is running a major promotional campaign in Singapore to encourage Singaporeans to visit Malaysia for 'Visit Malaysia Year'. Initiatives include a massive advertising billboard on Shaw Towers (a major office and shopping complex in downtown Singapore), a fleet of 100 taxis in Singapore adorned with Malaysia's national flower and the 'Visit Malaysia Year' logo, and tailored holiday packages specially designed to appeal to Singaporeans (Sawatan, 2006). The Malaysian and Singapore governments are considering allowing low-cost carriers AirAsia and Tiger Airways fly between Kuala Lumpur and Singapore (Ooi, 2006). Malaysia Transport Minister Datuk Seri Chan Kong Choy and his Singaporean counterpart Raymond Lim have agreed that further liberalisation would be beneficial in terms of increased tourism and trade. A committee has been set up to look into the pros and cons of allowing the budget airlines to fly the Kuala Lumpur-Singapore route (The Star, 5 September 2006).

In Brunei, Indonesia and Thailand Malaysia has aggressively marketed itself as a destination for conferences, medical and health services as well as shopping. Cooperation under the purview of the Indonesia-Malaysia-Thailand growth triangle and Brunei-Indonesia-Malaysia-Philippines East ASEAN growth area (BIMP-EAGA) has facilitated cross-border tourism flows (Government Malaysia, 2006). Indonesia, together with China, is an important market for education tourism. Malaysia's foreign exchange earnings from education tourism increased from RM220 million in 2000 to RM450 million in 2005 and to further increase

education tourism, Malaysia has established Education Promotion Centres in Beijing and Jakarta (Government Malaysia, 2006). Low-cost carriers fly from Bangkok to Kuala Lumpur and from Jakarta to Kuala Lumpur. In order to increase tourist arrivals from Thailand, the Malaysian government has announced that it will permit direct flights of low-cost carriers from Bangkok to Langkawi (Bernama Daily Malaysian News, August 15, 2006). Malaysia also attracts tourists from Brunei and Indonesia, as well as Singapore, visiting friends and relatives.

To increase tourist numbers from China, Tourism Malaysia has established offices in Beijing, Chengdu, Guangzhou, Shanghai and Kunming and run an advertising campaign featuring the interpreter from the first meeting between Mao Zedong and Malaysia's former prime minister, Tun Abdul Razak, in 1974 (Travel Trade Gazette Asia, October 21, 2005). Malaysia has also invested in a number of initiatives to make Malaysia more attractive to Chinese tourists. First, 30 Mandarin-speaking officers have been stationed at Kuala Lumpur International Airport with plans to assign Mandarin-speaking officers at immigration checkpoints in Johor Baru, where many Chinese tourists enter Malaysia from Singapore as part of Singapore-Malaysia-Thailand tours (Travel Trade Gazette Asia, October 21, 2005). Second, Tourism Malaysia has put up signposts and distributed pamphlets in Mandarin at major tourist sites to assist Chinese-speaking visitors (Yeong, 2006). Third, Malaysia has relaxed visa regulations for Chinese tourists. Chinese tourists are allowed to use multiple-entry visas that are valid for up to one year, provided each stay is less than one month (Asia in Focus, August 18, 2006). Malaysia is also considering introducing an online visa application option and waiving visas for Chinese tourists if their visit is less than 15 days (Dow Jones International, April 5, 2006). Fourth, Malaysia has promoted the 'Malaysia My Second Home Program' in China, designed to encourage foreigners to make Malaysia their second home by purchasing property and/or investing in Malaysia. From 2001 to 2005 this program attracted 7,308 participants; of which the main markets were China (24 per cent), Bangladesh (15 per cent), United Kingdom (8 per cent) and Singapore (6 per cent) (Government Malaysia, 2006).

Since 1999, Malaysia has marketed itself in Australia, Europe and the United States as the quintessential Asian destination, using the slogan 'Malaysia, Truly Asia'. In the United Kingdom Tourism Malaysia had a sponsorship deal for the 2005/06 season with Chelsea Football Club and in August 2006 announced that it plans to enter into a sponsorship deal with Manchester United (Ganesan, 2006). In the lead-up to 'Visit Malaysia Year' in 2007,

throughout the second half of 2006 under the banner 'Meet Malaysia 2006' Tourism Malaysia is holding a series of tourism workshop focusing on promoting niche markets including cruises, ecotourism, medical tourism and sports holidays. In the United Kingdom Malaysia has also been promoting its home stay program where tourists can stay with families in traditional villages (Travel Trade Gazette, UK, August 4, 2006).

Testing whether source markets are converging signals to policy makers whether marketing strategies such as these that are targeted at increasing tourist arrivals from specific markets are effective. If visitor arrivals from a specific source market are converging with total tourist arrivals then this indicates that the market is growing in importance. If the convergence hypothesis holds for a specific market, this implies that the share of visitor arrivals from that market in total visitor arrivals is increasing and that marketing strategies targeted at that market are effective. If the convergence hypothesis is rejected for a specific market, this implies that the share of visitor arrivals from that market in total visitor arrivals is not increasing and that marketing strategies targeted at that market are ineffective. The convergence hypothesis is also useful in planning future marketing strategies. If there is no evidence of convergence for a particular market, policy makers face two options; one option would be to withdraw from that market and reallocate advertising dollars elsewhere or, if the view is that the market still has potential, increase marketing expenditure or repackage the marketing campaign to increase its effectiveness in that source market (see Narayan 2006a, 2006c).

CHAPTER FIVE

Prospect and SWOT analysis of Bangladesh and Malaysia tourism industry

A SWOT analysis of Malaysia tourism Marketing

Tourism is one of the highest contributions to Malaysia's economic sector. Malaysia is one of the top most Bangladesh tourist travelled country in the South East Asian. Malaysia is relatively new to tourism compared to their ASEAN neighbor such as Singapore, Thailand and Indonesia. Tourism Malaysia's goal is to increase their number of foreign visitors to improve Malaysia's economic sector. "We aim to showcase Malaysia's unique wonders, attractions and cultures; develop domestic tourism and enhance Malaysia's share of the market for meetings, incentives, conventions and exhibitions (MICE)." (Tourism Malaysia, 2010). A SWOT analysis will be done to analyze the Strength, Weaknesses, Opportunity and Threats of Tourism Malaysia.

SWOT Analysis

Strengths

- ❖ Outstanding Natural Beauty
- ❖ Multi-Cultural
- ❖ Good Transport and Accommodations Accessibility
- ❖ One of the strengths is that the most of people in Malaysia understand English language so they can communicate with Bangladesh tourists.
- ❖ Because in Malaysia there are 3 different culture living together so Bangladesh tourists can get familiar to different cultures like Malaysians, Local Malaysians and Chinese this can be one of significant attractions for Bangladesh tourist whom visit Malaysia.
- ❖ English Widely Spoken
- ❖ Malaysia is an Islamic country but there are many nightclubs, bars, fashions show and also there are many beaches that people who want to bronze can go there and enjoy their time.
- ❖ Second strength that I want to mention is Malaysia is near to some countries that also have good destination attraction for instance: Singapore, Thailand and Indonesia.



Weaknesses

- ❖ Low Profit Margin
- ❖ Service and Quality
- ❖ Because Malaysia is quietly consider as new arrivals to this industry maybe the requirements and services are not completely accomplished yet for that reason low quality strengths in my view is one of the main weaknesses for examples taxi services in Malaysia there was several times that the costumers are not completely satisfied with this service.
- ❖ In my opinion the main weaknes of Malaysia is some part of this country is safe, clean and also with the people that familiar with other nationality, but some others do not have these good positions.
- ❖ The service quality is the second weaknes in Malaysia it means some taxi drivers don't have a good and clean taxis and also some parts of the city there isn't good with a high quality LRT.

Opportunities

- ❖ Better Access Through Budget Carrier
- ❖ Historical Sites
- ❖ The Malaysia geographic situation is close to the country neighbors so in my view close proximity to Asian neighbors is one of the opportunities.
- ❖ The major opportunity of Malaysia is, the people who want to go to Malaysia can flight with the one of the cheapest airline in the world. Air Asia give chance to the Bangladesh tourists that want to flight to Malaysia In a good price.

Threats

- ❖ Regional Safety
- ❖ Environmental Degradation
- ❖ The major threat to the Malaysia tourism industry is the threat of new arrivals to this industry for example Singapore is one of the competitors in this industry for Malaysia.
- ❖ Regional safety is the one of thereat that I think Malaysia Bangladesh tourist is face by. It means Malaysia is located in Asia pacific and is sometimes danger for Tsunami, terrorism.
- ❖ Another threat is the neighbors country of Malaysia also try to improve their tourism industry like Singapore, Singapore is the major threat in this sector of Malaysia tourism.

SWOT analysis of Bangladesh tourism marketing is given below:

Strengths	Weaknesses	Opportunities	Threats
Natural beauty: Bangladesh is renowned for its natural beauty, greenery, archeological and historical places and hospitality of people. It has numerous rivers, longest sea beach of the World.	Problems Related to safety security and hygiene, Lack of Entertainment Facilities both physical and recreational	Globalization and dissemination of information; Scope for Expansion of Communication media	Political instability Foreign tourist may not communicate with local people due to lack of language problem.
Scope for expansion of world tourism.	Lack of new investment; Low quality Services; Lack of safety and Security	To attract tourists if regular research and development may be done by the policy makers,	Infrastructure for enhancement of the tourism is not developed
Low cost of products and services	Non Professional Tour operators	Tourist spots should be more attractive;	Strong competition within the region
Rich Cultural heritage.	Visa Requirements	Synergy for Promotional Strategy of Tourism	Conservative Social system
Emphasis on development of tourism and hospitality skilled manpower	Lack of Infrastructural development	Development of tourism culture	Barriers to overcome Image crisis of Bangladesh

Prospects of Malaysia Tourism Marketing

According to my report Malaysian Tourism Industry Forecast to 2013, Malaysia has emerged as one of the most popular tourist destinations in the ASEAN region because of its cultural diversity, tradition and history, and natural beauty. Despite global economic slowdown and rising concern of H1N1 flu, the country experienced increase in international tourist arrivals. Moreover, with rising government initiatives and increasing promotional activities the international tourist receipts in the country is expected to surge at a CAGR of around 8% during the forecast period (2011-2013). The Malaysian tourism industry is a key income generator for the country. It is the second highest national income generator after the manufacturing industry. In present scenario, tourist arrivals from different geographical destinations are increasingly getting attracted towards various Malaysian domestic tourism destinations, on the back of different factors discussed in the report. With rising government investments in infrastructural projects, attractive luxury destination, and stress on food sector, the tourist receipts is expected to grow further in coming years. Apart from this, the report covers extensive information about the countries medical tourism industry and healthcare infrastructure.

Malaysian Tourism Industry Forecast to 2012 provides in-depth analysis of the present status and future prospects of the Malaysian tourism industry. It thoroughly studies various parameters of the industry, such as, inbound & outbound tourism, expenditure by inbound & outbound tourists, type of tourism, accommodation facilities, medical tourism, and MICE industry. The report also provides strategic insight to clients to evaluate opportunities critical for their success in the Malaysian tourism industry. Due consideration has been given to competitive landscape to enable clients understand present market structure and future growth prospects. Today we need at least 90,000 more rooms (in five star segments) which require a huge investment of Rs. 80,000 crore, just to fall in line with the internationally-benchmarked tourism models. The Commonwealth Games scheduled to be held in 2010 in Delhi are likely to put tremendous pressure on the tourist infrastructure including hotel accommodation.

The main cause of outflow of Malaysian tourists is high aviation cost in the domestic sector. When a tourist in North Malaysia can get cheaper return tickets to Sri Lanka or Thailand than to Goa or Kerala, he will obviously go abroad. Malaysia foreign exchange earnings from tourism is getting neutralized because of large number of Malaysians going abroad. It is estimated that by 2007-08, as many as 8 million Malaysian tourists will be going abroad. Majority of them will be visiting Cambodia (15%), Hong Kong (15%), Australia (13%),

Malaysia (13%), Singapore, and Pakistan. The unplanned and unrestricted growth of tourism has a detrimental effect on environment. The origin and growth of tourism in Malaysia as elsewhere in the world, is distinctly urban oriented rather than being spread over the countryside. This is due to the fact that urban centres provide the necessary infrastructure and wider choice of facilities and price ranges for accommodation, food, entertainment, etc. The unplanned and unchecked growth of tourist centers deprives them of their original charm and ultimately proves disastrous. This is what is happening to some of the famous tourist centers like Penang, Darjeeling, etc. where sometimes even drinking water is not available to cater to the needs of the tourists.

Prospects of Tourism Marketing in Bangladesh

A report of the World Travel and Tourism Council (WTTC) released recently on its website expected the tourism industry in Bangladesh will contribute 2.96 billion U.S. dollars, or 3.9 percent of GDP. According to WTTC's estimation, Bangladesh's tourism industry contributed around 1.5 percent to the country's GDP in 2013, or 998.2 million U.S. dollars.

Apart from this, the report said the contribution of Bangladesh's tourism industry to employment is expected to rise from over 2, 065,000 in 2008, or 3.1 percent of total employment to 2,791,000 jobs, 3.2 percent of total employment by 2018.

Bangladesh has some unique attractions like world's longest and unbroken sea beach, world's largest mangrove forest with a variety of wild lives, historical cultural heritage, tribal culture, captivating beauty of the nature etc. Bangladesh has huge potential for attracting foreign tourists as it has a deep cultural heritage, a number of ancient monuments and temples, and a rich natural heritage, including tropical forests, beautiful hills, rivers, and national parks. The country offers bargain-shopping and exotic souvenirs, as well as a wide variety of activities, from eco-friendly to adventure tourism.

The growth of the tourism industry in the Asia and the Pacific region is more accelerating than any other region. Bangladesh has a vast prospect to gain maximum outcome from the tourism industry as the country has some unique attractions. Bangladesh is located conveniently on the east-west air-corridor making it a gateway to the Far East. It is endowed with resources and the potential for a tourism industry. In the south-east the country has a 120 kmlong beach of soft silvery sand, perhaps the world's longest, in a Riviera-like setting with crescent-shaped low hills overlooking the Bay of Bengal. The range of the hills clad in lush green thickets are treasured locations for eco-tourists and wildlife watchers. At the head of

this terrain is Cox's Bazaar which is as romantic as its name is to the outside world. The Hill Districts to the north and north-east of Cox's Bazaar nestle the Kaptai and Rangamatilakes, a 840 sq.km body of crystal clear water lying in sylvan shadows not far from where a dozen hill tribes follow their traditional life-styles. The Tea District of Sylhet in the far north-east of the country has prospects of tourism, as does the Sundarbans, a large mangrove forest in the South which is home of the Bengal tiger; remains of palaces of old principalities and archaeological sites of Buddhist monasteries. Shrines and holy places, mosques and temples, particularly in the northern part of the country, are among the tourist treasures of Bangladesh.

Potential to receive a large number of tourists

Bangladesh has the potential of receiving a large number of tourists and a handsome amount of earnings from this sector. The average growth rate in tourist arrivals in Bangladesh from 1991 to 2004 is 7.19 percent and the same in earnings from 1990-91 to 2004-2005 is 24.12 percent whereas the WTO's forecast is average annual growth rate is 6.10 percent between 1995 to 2020 for South Asia.

A competent land for tourism

Bangladesh as a vacation land has many facets. The country's tourist attractions include archaeological sites, historic mosques and monuments, resorts, beaches, picnic spots, forest, colourful tribal life and wildlife. Bangladesh offers opportunities for angling, water-skiing, river cruising, hiking, rowing, surfing, yachting and sea bathing as well as bringing one in close touch with Mother Nature. The country is also rich in wildlife.

Prospective eco-tourism

As a destination for eco-tourism, Bangladesh is truly hard to beat. A country in South Asia with an area of 144,470 square kilometres, Bangladesh definitely offers a lot to see enjoy and do. The main attraction of Bangladesh could be its opportunities for eco-tourism with it's a variety of animals, birds, forests, hills and hillocks and aquatic life. The country can become popular as an eco-destination in South Asia.

CHAPTER SIX

Recommendations and Conclusions

Recommendations for both Bangladesh and Malaysia tourism marketing:

Considering the above analyses and discussions the present study attempts to outline the following suggestions for the betterment of the tourism industry in Bangladesh and Malaysia:

- Positive image of our tourism industry must be expressed by two countries diplomats, ambassadors, consular representing Bangladesh in different countries of the world. Bangladeshi representatives abroad can act as overseas office for the wholesale tour operators who conduct inbound tours.
- Billboard, leaflets, brochure, magazines and other promotional materials can be displayed in different places in home and abroad.
- Local people have to be informed about the attractions rich in history, culture, and heritage.
- Different beaches, rivers and other wetlands have to be converted with various establishment activities like river cruise, boating, beach volleyball, waterskiing, fishing, etc. along with boatel based food and accommodation specially in Coastal area.
- There is lack of security and safety on travels and in the parks and tourists destinations in Bangladesh and also in Malaysia. Therefore, the adequate safety and security of the tourists should be ensured to remove negative image.
- Full-fledged tourism training institutes have to be established in a good number in different region so that they could produce skilled professionals to satisfy the needs and demand of the tourist.
- Adventure tourism like trekking, hiking, mountaineering, hunting in different hilly areas must be established by building up different clubs and organizations.
- To build more eco-park, safari park and wildlife sanctuary.

5.3 Conclusion:

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 in the world. The industry has attained the impressive growth in the 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. The tourist places like Sylhet, Zaflong, Cox's Bazar, Moheshkhali, Saint. Martin Island, Inani beach, Kuakata beach, Paharpur, Mohasthanharh, etc. are important tourist areas that should be adequately developed for attracting both foreign and domestic tourists. The government should provide a positive look at developing the human resource infrastructure required for developing tourism sector in the country.

The study has been conducted for measuring the customers' attitudes towards the tourism industry of Bangladesh. . This analysis has provided an apparent picture of the industry's benefits to the consumer and reasonably importance of the benefits. Cox's Bazar has been found the maximum attitudes in which the overall attitudes are 138.10 where as the overall attitudes of Paharpur are lower than other spots in which the overall attitudes is 98.49. The study has identified the mean differences are statistically significant. I found both evaluation and belief of customers towards the all the tourist spots under consideration. The perfect evaluation of customer ensures the involvement with the spots. This positive involvement grips the existing customers and create potential customer. But the industry provided service is not enough to fulfill the customer requirement. To satisfy the customer all the spots should think about some health related problems, number of rides, rides for children, medical service, sanitation problem or any problem occurred physically harm while visiting the spots . Tourism industry should understand and provide proper emphasis on the different factors that influences the customers' attitudes for visiting intention. The findings of the study may be used for developing the factors related to tourism services and formulating strategy accordingly

The study empirically tested a model to examine the marketing of Malaysia tourism visa and its growth according to the Bangladesh perspective. The overall image of Malaysia as a Bangladesh tourist destination is positive. The findings also suggest that Malaysia was perceived by international Bangladesh tourists as offering natural scenic beauty that has nice

beaches, offers the chance to see wildlife, and coming to Malaysia was a real adventure. Additionally, Malaysia was also perceived as providing good amenities and was full of activities. Malaysia should capitalize on these attributes as the unique selling proposition when promoting Malaysia at the international level, especially European countries, and positioning itself as a nature-based tourism destination. The findings of the study also indicated that destination image has a significant influence on Bangladesh tourists' intentions to revisit and disseminate positive-word-of-mouth. Results of this study reveal that examining the behavioral intentions of foreign Bangladesh tourists, which are influenced by favorable destination image, provides better understanding of customer retention. The findings suggest that if Bangladesh tourists perceived favorable destination image, they are more willing to spread positive word-of-mouth as well as to undertake repeat visitations in the future.

From a practical standpoint, the findings offer important implications for the development of destination-marketing strategies. In today's competitive climate, creating and managing the right destination image have become vital for effective positioning and differentiation. More specifically, destination marketers should concentrate on formulating effective destination image, which must be able to distinguish it from the other competing countries to attract the incoming of international Bangladesh tourists who have several selections of travel destinations in their choice set. Ascertaining the important attributes that are meaningful and attractive from the Bangladesh tourists' minds, achieved through research, is essential in formulating successful positioning strategy. In this particular case, Tourism Malaysia is suggested to capitalize on these attributes (natural scenic beauty, nice beaches, the chance to see wildlife, a real adventure with lots of activities and supported with good amenities) to develop the positioning strategy. The effort should be followed with selecting the right target market and offering the most suitable combination of local tourism products and service packages that support the above image to ensure the success of Malaysia's destination marketing.

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