

# INTERNSHIP REPORT

ON

**“Analysis of the Service Gap and Use of Promotional Activities  
in the Tourism Industry: An Overview of Northern Region”**

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*This Report is submitted to the Department of Marketing, Faculty of Post graduate Studies, Hajee Mohammad Danesh Science and Technology University as a Partial Requirement for the Fulfillment of Degree of Masters of Business Administration (MBA) Program- 2013*




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**Dinajpur, Bangladesh**

*June, 2013*

## **Title of the study**

**Analysis of the service gap and use of promotional activities  
in the tourism industry: An overview of northern region.**



**Dedicated  
To  
My Beloved  
Parents**



## Declaration of Supervisor

I hereby declare that Anup Kumar Banarjee, Student ID: 1205063, MBA 4<sup>th</sup> batch, have submitted his internship report entitled "**Analysis of the service gap and use of promotional activities in the tourism industry: An overview of northern region**" after completing his internship program under my supervision. This report has been submitted in partial fulfillment of the requirement for the degree of Master of Business Administration (MBA) at Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200

*Md. Farijul Islam*  
2/7/13

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## **Declaration of Co-Supervisor**

I hereby declare that Anup Kumar Banarjee, Student ID: 1205063, MBA 4<sup>th</sup> batch, have submitted his internship report entitled **“Analysis of the service gap and use of promotional activities in the tourism industry: An overview of northern region”** after completing his internship program under my supervision. This report has been submitted in partial fulfillment of the requirement for the degree of Master of Business Administration (MBA) at Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200.



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## Student's Declaration

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

It is my pleasure and great privilege to submit my report titled "**Analysis of the service gap and use of promotional activities in the tourism industry: An overview of northern region**", as the presenter of this report; I have tried my level best to get together as much information as possible to enrich the report. I believe that it was a fascinating experience and it has enriched both my knowledge and experience.

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

  
Anup  
30.06.13

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## **Executive Summary**

This internship report on “Analysis of the Service Gap and Use of Promotional Activities in the tourism industry : An Overview of Northern Region” has been done under the dynamic supervision of Md. Farijul Islam, Lecturer, Department of Marketing, Hajee Mohammad Danesh Science and Technology University. The tourism industry of Bangladesh 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. However, full potential of tourism could not be use largely due to inadequate and ineffective adequate service and promotional activities of this industry. Institutional framework for attracting tourists has been in existence for more than three decades, but various institutions promote Bangladesh tourism with little coordination. 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.

I have collected data from the respondents directly through the one pretest questionnaire and my final questionnaire to get accurate and reliable result. To know the industry's existing services gap, I have used SERVQUAL model. SPSS software are been used for analyzing these data. I have used paired samples t-test and calculated mean, standard deviation, through this software. From the calculation it is clear that the tourism services exists a gap and authority need to proper step for development of promotional activities. Here I have also tried my best to provide best recommendations and suggestions development of promotional activities and to solve the service gap faced by visitors.



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## **CHAPTER ONE: INTRODUCTION**

***1.1. Introduction***

***1.2. Importance of the Study***

***1.3 Literature Review***

***1.4. Objective of the Study***

***1.5. Limitations of the Study***



# CHAPTER ONE

## INTRODUCTION

### 1.1. Introduction

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 in the world depend upon tourism as a main source of foreign exchange earnings. Based on this broad definition, tourism industry includes all socio-economic activities that are directly or indirectly involved in providing services to tourists Ahmed, Zafar, U. (1996). This paper is concerned with all the accepted definition of a tourist is "any person traveling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity enumerated from within the place visited Agarwal, S. and Teas, R. K. (2009). In many develop and developing countries, tourism has been designed as a leading industry for the purpose of stimulating economic development. 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 (Ken dell 1988, p. 43). According to World Tourism Organization 2007, (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 2012 (Chamber News, Nov. 2011, p. 54). The overall economic impact of travel and tourism in South Asia is expected to contribute 4.8% to gross domestic product (GDP) in 2003, rising to 5.3% in 2013. The industry is projected to provide employment to about 29 million people (5.2% of the total) in 2003, and to almost 36 million (5.4%) in 2013 (ADB, 2009).

In 2004 about 271,270 foreign tourists visited Bangladesh during the year and the country earned about Tk. 3967.56 million (US\$ 66.82 million) from this sector in the same year (BPC, 2004). Bangladesh having various kinds of natural variations e.g., hilly areas, sea beaches, mangrove forest and many historical places, has a huge potential in the scenario of world tourism Akhter, Shelina (2009). In this country, the scope of nature based



tourism, research based tourism, culture based tourism, and eco-tourism is quite evident (Shamsuddoha M, 2004).

The World Tourism Organization recorded a total number of 763 million international tourist traffics in 2009 which is 10.58% higher than previous year and earned US\$ 623.00 billion which shows an increase of 18.89% over 2003 (WTO, 2009). The increasing trend of tourist arrivals and earnings is continuing. In 2005, the world tourist arrivals rose to 808 million. The World Tourism 2020 Vision forecasted that this figure will be 1,561.1 million in 2020 (Bhattacharya, H.K. (1997)). This continued growth in tourism business throughout the world is encouraging and nations are becoming more concern to attract more tourists to their own destinations and trying to promoting this sector as a major source for the economic development of the nation. In the South Asian region particularly, tourism industry is ever vibrant and growing steadily. With growing international interest in travelling through Asia, tourism industry is taking roots in Bangladesh (Hossain, Md. Afjal and Firozzaman, M. 2007). Bangladesh has substantially different of offer in its scenic beauty and cultural heritage. Of course, some archaeological sites-representing Buddhist period-are there in the country. Added to these sites are numerous historical monuments representing Hindu, Muslim and British Periods, Scattered all over the country. However, most of these are still unexplored and unknown. One of the major archaeological sites is in northern region as Paharpur, Kantoji Mondir, Mohasthanarh etc. It is worldwide recognized that Bangladesh is very rich by the natural beauty and panoramic views, what a tourist want to enjoy. But there is lack of effective initiatives, proper management plan, and quick & sincere effort of government (Dabour Nabil, (2010)). So, the present study is an attempt to evaluate the present condition and prospects of tourism industry which can contribute a lot to flourish the economy of the country and to examine the problems existed in the said industry, that create great hindrance in the flow of worldwide potential tourists' and economic development of this country.

## **1.2. Importance of the Study**

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 Syed Rashidul (2005). 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 (Chi, G. O.C. and Qu. H. 2008). 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 tourists to visit Bangladesh as well as to contribute the economy of the country, Campo, S. and Yague, M. J. (2008). At the same time, this study may be helpful for the policy-makers of the country to devote their attention to the issue of the segments of the tourism market that they wish to attract.

The main importance is as follows:

- As Bangladesh tourism lags behind in its growth and development and in attracting a significant number of tourists to visit its destinations, the situation therefore calls for the identification of the causes and formulation of policy and strategy measures.
- This study helps to reveal the find the service gap regarding this sector so that respective authority of destination can solve it for making a brand of the tourists.
- This study will helps a lot in attracting domestic and foreign tourist.
- Finally as an emerging research area, this study will provide additional knowledge and literature to the existing ones, and generate interest or thinking for further research on other issues of the tourism industry in Bangladesh.



### 1.3. Literature Review

The accurate definition of "Tourism" is still unsolved. The term tourism could be viewed from different angles like economic, managerial, marketing, social, environmental and so on (Rashidul,2005). Tourism can be classified into several distinct categories. They would include holiday travel, visiting friends and relatives (VFR), business travel, health treatment, shopping, conference, incentive travel, official mission, education, sport and others travel (Malaysia Tourism promotion Board, 2012).According to international Association of Scientific Experts in Tourism, "Tourism is the sum of the phenomena and relationships arising from the travel and study of non-residents in so far as they do not lead to permanent resident and are not connected with any earning activity". "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes" (Tourism Society of England, 2008). Tourism is a special and complex industry and its promotion has to be directed at a large number of people in various lands of different socio-economic structures having different needs, tastes, attitudes, expectations and behavior pattern. Therefore, planning effective marketing promotional strategy must penetrate in the people's tastes and preferences. Tourism industry in Bangladesh has not got a solid footing to "taken off" despite all the efforts and measures from government and other private agencies (Shahabuddin, 2007). This is because people have country specific attracting and repelling factors which affect tourists' choice and decision regarding their travel to a country (Kale and wire, 1986). There are a number of tourist facilities in Bangladesh. But in some cases information of these are not available to the tourists. Bangladesh Parjatan Corporation (BPC 2008) should change its marketing strategy with an aim to building up a good image of Bangladesh (Hasan, 2007). The major problems of tourism in Bangladesh are over population, natural disasters, unemployment, and economic under development. In this regard, we like to explore different aspect of tourism marketing in Bangladesh through this study Bangladesh Monitor (2007). His criticism was concentrated mainly on the failure of BPC to develop and launch 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 2004) 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. (A. Haque, Nuruzzaman, 2011 ). Bangladesh needs to come out to be several defects in the planning approaches to tourism development. It is quite evident that there is the need for political stability, establishing supportive institutions and decentralization to develop and implement an appropriate contemporary tourism planning approach by taking into account destination specific conditions, and collaboration and cooperation of private, government, and international agency.

Tourism planning should relate tourism development to the more equitable distribution of wealth that is one of the main aims of national development planning. In this respect, tourism planning is a component of national development planning and strategy. Moreover, it requires the integration of the tourism industry into other sectors such as agriculture, industry, transportation and social services Lee, J, Graefe, A. R and Burns R.C. (2007). In view of the aforesaid facts, it is right to mention that tourism is an integrated effort to satisfy tourists by making available to them the best possible services. It is a device to transform the potential tourists into actual tourists. There has been little research to measure the performance levels of tourism industry and small hospitality businesses either as individual organizations or as components of tourist destinations. 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. 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, 2012). 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 have distinguished between two different general conceptualizations of satisfaction: transaction-specific satisfaction and cumulative satisfaction Ministry of Civil Aviation and Tourism, (2004). The former is concerned with "satisfaction as an individual, transaction-specific measure or evaluation of a particular product or service experience" Millan, A. and Esteban, A. (2004). Cumulative satisfaction, on the other hand, is "a cumulative, abstract construct that describes customer's total consumption experience with a product o Tourism comprises the activities of persons travelling to and staying in places outside their usual permanent places of residence for not more than one consecutive year for leisure, business and other purposes (Johnson, Anderson *et al.*, 1995:



699). Services can be defined as any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or may not be tied to a physical product. A tourist spot offering often include some services. (Lovelock Christopher, 2011). The instrument used in this study was adapted from SERVQUAL model (Parasuraman, Zeithaml and Berry, 1985). This model highlights the main requirements for delivering high service quality. Few studies have used SERVQUAL to measure Ad agency's service quality (KIM 1990: Pitt, Watson and Kavan 1995; Shaw, Delone and Niedman 2002). These studies have confirmed that SERVQUAL can be used in the environment of tourism service.

#### **1.4 Objectives of the study:**

An objective is broader than a goal, and one objective can be broken down into a number of specific goals. Objective means, the target for which certain efforts or works are done or performed.

##### **a) General objective:**

The general objective of the study is to analysis the tourism service gap and the used of promotional activity in Bangladesh tourism industry.

##### **b) Specific objectives are:**

- To know the existing tourist spots of northern region.
- To know the rate of customer expectation and perception from the tourist spot.
- To know the promotional role of tourism industry in Bangladesh
- To provide recommendations for improving the tourism services as well as developing the promotional activities of tourism industry in Bangladesh.

#### **1.5. Limitations of the study**

The study covered very limited number of sample spots in respect of its real scope all over the country. There is no plethora of research work in Bangladesh context in this field. Most of the people in our country are illiterate. They are not aware about the importance of the study. Sometimes respondents were not interested to express their honest opinion. To overcome these limitations, an exhaustive study of existing literature in this field, foreign journal, relevant publication by Government and other private



agencies were studied. This is a descriptive and analysis based research. So it needs sufficient time. But I do not have surplus time to make such kind of analytical and descriptive research. This is fully self-financed research work that is why the researcher could not able to cover wider area.

Every study, no matter how well it is conducted, has some limitations. So it is important to discuss the limitations related to the study under investigation. In undertaking the study a number of problems were faced, such as:

**a) Sample size**

The study covered very limited number of sample in respect of its real scope all over the country. The number of the units of analysis use in the study is too small.

**b) Lack of available and/or reliable data:**

Sometimes respondent were not interested to express to their honest opinion .A lack of data or of reliable data will likely require to limit the scope of analysis, the size of sample, or it can be a significant obstacle in finding a trend and a meaningful relationship.

**c) Lack of Adequate time:**

Time is another important constraint in this study. Due to lack of adequate time the research is conducted on small scales.

**d) Lack of Education of tourists:**

Most of the tourist visiting the tourists spot is illiterate. So they are not able to perfectly answer the question.

**e) Others:**

- Secondary data can be general and vague and may be little really help with decision making.
- There may be little flaws in data and information..
- The sample used to generate the secondary data may be small.

To overcome these limitations, an exhaustive study of existing literature in this field, foreign journal, relevant publication by Government and other private agencies were studied.

## ***CHAPTER TWO: HISTORY OF TOURISM INDUSTRY***

***2.1: History of Tourism Industry in Bangladesh***

***2.2. Bangladesh Parjatan Corporation***

***2.3. Seasons and Climate***

***2.4. Different Types of Tourism***

***2.5. Different Tourist Spots of Bangladesh in District  
Category in Northern Region***

***2.6. Promotion – Meaning and Forms***



## CHAPTER TWO

### HISTORY OF TOURISM INDUSTRY

#### 2.1 History of Tourism Industry in Bangladesh

The world thinks of Bangladesh as poor, flood-ravaged, and more of a disaster zone than a travel destination. In some respects, the world is right but hiding behind these images is a country with a rich history, a strange beauty, and some interesting attractions and it is not, however, a destination for everyone. Bangladesh is a country which has a rich tradition, history and architecture. Incredible greenery, mighty rivers and attractive river cruises, sunny beaches, colorful tribal life and attractive cultural functions offer great tourist attractions. Bangladesh can offer to the foreign tourists to satisfy their unquenchable needs by the artistic with bounty of tourism resources like natural beauty, sea beaches, forests, lakes, hills, wild lives, archaeological attractions, monuments, handicrafts, sanctuaries, religious festivals, folklore, cultural heritage, way of life, tribal culture etc. The Moorish traveler Ibn Batuta who visited Bengal in the fourteenth century described Bengal as the wealthiest and cheapest land of the world and stated that it was known as 'a hell full of bounties' and in seventeenth century French traveler Francois Bernie observed and stated Bangladesh has been represented in every age as the finest and most fruitful country in the world (B. L. Driver, 2007).

Bangladesh is a developing country in South Asia located between 20°34' to 26°38' north latitude and 88°01' to 92°42' east longitude, with an area of 147,570 square km and with the boarder on the west, north, and east with India, on the southeast with Myanmar, and the Bay of Bengal is to the south (Environment and Bangladesh, undated). The territorial waters of Bangladesh extend 12 nautical miles, and the exclusive economic zone of the country is 200 nautical miles. There is a large marshy jungle coastline on the Bay of Bengal and popularly known as the Sundarbans - one of the largest mangrove forests in the world, the home of Royal Bengal Tiger. Bangladesh located in the Ganges Delta- the largest delta in the world having densely vegetated lands often called the Green Delta. The densely populated delta is formed by the confluence of the Ganges (Padma), Brahmaputra (Jomuna), and Meghna rivers and their tributaries as they flow down from the Himalaya situated near the north-western frontier of the country, creating the largest riverine delta in the world. On the south is a highly irregular deltaic coastline of about



600 km, fissured by many rivers and streams flowing into the Bay of Bengal. Standard Time in Bangladesh is GMT + 6 hours. Due to the country's geographical position, the country is remote from the major tourist generating countries of Europe, North America and Japan, but at the heart of some of the world's major tourism destinations of the South East Asia (Davidson, Rob 1994).

## **2.2 Bangladesh Parjatan Corporation:**

The Bangladesh Parjatan Corporation (BPC) is a statutory board under the Ministry of Civil Aviation & Tourism of Bangladesh, tasked to promote the tourism industry of the country. It is the National Tourism Organization of the country.

### **a) Establishment**

The Board of Bangladesh Parjatan Corporation, established in the year 1973 consists of a Chairman and 3 whole-time Directors. According to the Bangladesh Parjatan Corporation Order 1972, the purposes of the board are

- It shall be the function of the corporation to promote and develop tourism, provide facilities, undertake measures and carry out all forms of activities connected with or ancillary to tourism.
- To promote tourist undertakings and to control and regulate tourist installations and services.
- To organize reception and information facilities in or outside Bangladesh.
- To create tourism awareness among the people.
- To establish institutes for instruction and training of potential tourism personnel.

### **b) Functions**

The corporation performs following functions:

- To promote and develop tourism.
- To establish tourism infrastructures in Bangladesh.
- To provide facilities to undertake measures and carry out all kinds of activities connected with tourism
- To acquire, establish, construct, arrange, provide and run hotels, restaurants, rest houses, picnic spots, camping sites, theatres, amusement parks and facilities for water skiing and entertainment.
- To establish institutes for instruction and training of potential tourism personnel.



## **2.3 Seasons and Climate**

Bangladesh has a subtropical monsoon climate characterized by wide seasonal variations in rainfall, moderately warm temperatures, and high humidity. The warmest month is April and January is the coldest month in the country. Heavy rainfall is characteristic of Bangladesh with only the exception of the relatively dry western region of Rajshahi, where the annual rainfall is about 160 centimeters and the other regions have at least average rainfall of 200 centimeters. Season climatic type, at any place, associated with a particular time of the year and which is changed mainly due to the change in attitude of the earth's axis in relation to the position of the sun at a particular place. Bangladesh is known as the land of six seasons namely summer, rainy, autumn, late autumn, winter and spring. The duration of each season is expected to be two months but some seasons flow into other seasons, while others are short. As a result, three distinct seasons can be clearly identified which are summer season lasting from March to May with maximum temperatures range between 32°C and 38°C, rainy season from June to October and winter season continues from November to February when the average temperature for most of the country is 10°C and lingering around the 30°C mark for most of the year. The best period for foreign tourist to visit Bangladesh is the rainless dry season lasting from November to March, when the temperature ranges between 13.3 and 26.5 °C.

## **2.4 Different Types of Tourism**

Tourism can be classified in a number of ways based on the nature of activity, location type or duration of stay. A brief description on major types of tourism can be presented as:

### **a) Adventure Tourism**

Adventure Tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. C. M. Hall defined adventure tourism as “a broad spectrum of outdoor tourist activities, often commercialized and involving an interaction with the natural environment away from the participant’s home range and containing elements of risks in which the outcome is influenced by the participant, setting, and management of the tourists’ experience”.



## **b) Agro tourism**

A style of vacation in which hospitality is offered on farms which may include the opportunity to assist with farming tasks during the visit where the tourists have the opportunity to pick up fruits and vegetables, ride horses, taste honey, learn about wine, shop in gift shops and farms stands for local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable experience suitable for the entire family. Some scholars defined the term as 'any tourism or recreation enterprise on a working farm' or 'form of rural tourism whereby paying guests can share in farming life either as staying guests or day visitors on working farms'.

## **c) Ecotourism**

Ecotourism essentially means ecological tourism; where ecological has both environmental and social connotations. The International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment and improves the well-being of local people. Ecotourism refers to tourism that is based on the natural environment but that seeks to minimise the harmful impacts and better still, seeks to promote conservation. It focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. Responsible ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water re-use, and the creation of economic opportunities for local communities are an integral part of ecotourism. The concept of ecotourism is widely misunderstood and, in practice, is often simply used as a marketing tool to promote tourism that is related to nature. Critics claim that ecotourism as practiced and abused often consists in placing a hotel in a splendid landscape, to the detriment of the ecotourism. According to them, ecotourism must above all sensitise with the beauty and the fragility of nature.

## **d) Heritage Tourism**

The most hottest or recent trend in today's tourism industry is heritage tourism or visiting historical sites of an area. Now a day, people want to enrich their lives through travelling not to escape rather than visiting a park or a mountain range. They want to experience



unique places, traditions and history and learn about their cultural roots. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battleground etc with the purpose of gaining an appreciation of the past. In addition to that education, fun, marriage, employment, etc can also be the purpose of heritage tourism. It can also be attributed to historical events that have been dramatized to make them more entertaining. Heritage tourism is distinct from visiting a family member in a faraway place because the connection to the original homeland is removed.

#### **e) Space Tourism**

A recent concept in tourism is space tourism where individuals travel for the purpose of personal pleasure and is only affordable to exceptionally wealthy individuals and corporations. Among the primary attractions of space tourism is the uniqueness of the experience, the awesome and thrilling feelings of looking at the earth from the space. Space is very much a reality in our lives; even we are not always aware of it and it is likely to grow in importance in the future, with far-reaching national and international implications.

#### **f) Cultural Tourism**

The cultural tourism is the subset of tourism concerned with a country or region's culture, especially its arts and includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. The reviewer also described that since 1970s, cultural tourism has begun to be recognized as a tourism product category with potential, rather than a niche and specialized activity and cited that the original authors venture to suggest that between 35 and 70 percent of international travelers are now considered cultural tourists, and this has started a tourism bandwagon on to which many destinations would like to climb. It can also, less often, include tourism to rural areas; for outdoor festivals, the houses of famous writers and artists, sculpture parks and landscapes made famous in literature and is generally agreed that cultural tourists spend substantially more than standard tourists do.

#### **g) Alternative Tourism**

Travellers rarely request "alternative tourism" by that specific name; instead, they ask for what they are seeking - adventure, education, sports, religion, gay and lesbian events, experiences with communities, etc. He also added that the problem with 'alternative



tourism' is that it defines itself by what it is not and travellers rarely describe themselves or their interests as 'alternative.' And the services or destinations they choose are those that motivate and engage, not the 'other choice.' What is an alternative to some is a priority for others.

#### **h) Benefit Tourism**

The British government has been troubled in recent years by what it calls benefit tourism, in which individuals travel to Britain from other countries, usually from elsewhere in the European Union, to obtain free medical attention or to take advantage of the British welfare system to obtain what was until recently called unemployment benefit (it is now officially the job-seekers allowance, but let's not delve into the political implications of this change of terminology, Martin, H.S. and Bosque I. A. R. (2008). He also mentioned that more benign term is health tourism, in which people travel to obtain medical attention not available in their own countries, or which is obtainable more cheaply, or accompanied by greater privacy which is a thriving business, with some hospitals having links with hotels so that patients can have good attention and facilities during convalescence.

### **2.5 Different Tourist Spots of Bangladesh in District Category in northern region**

#### **a) Dinajpur**

Kantanagar Temple, Rajbari, Dinajpur Museum, Ramsagar and the Tombs of Chehel Gazi and Gora Shahid, Sitar Kuthuri, Habra Zamindar Bari, Gour Gabindha, Baraduari, Shingha Darwaza Palace, Nayabad mosque, Aowkar Mosque, Sukh Sagar, Mata Sagar.

#### **b) Kurigram**

Remnants of a Mosque (Mughal period, 1176 AH) at Nayarhat (Rajarhat), Remnants of a Mosque Near Patweshwari Bazar (Mughal period), Three Domed Mosque (Mughal period) at Village Majider Par of Thanahat Union (Bhurangamari), Arabic Inscription of a Mosque (Hussain Shahi period, now preserved at the Rajshahi Barendra Museum), Joymoni Zamindar Bari, Naodanga Zamindar Bari and Mandir (Phulbari), Pangeshwari Mandir and Remnants of the Rajbari (Rajarhat), Image of Kali at Dasherhat, Images of Mangal Chandi, Kamakkha Devi, Laksmi and Sattanarayan in front of the Bhetarbandh



Zamindar Bari, Kali Siddheshwari Mandir (Ulipur), Two Canons of Panga Kingdom (Preserved at the BDR Gate).

**c) Lalmonirhat**

Subadar Monsur Khan Mosque (known as Nidaria Mosque), Sindhumati Dighi, Hussain Sarabor (Dry Pond), Harano (Lost) Mosque (8th Century AH), Dharla Bridge at Mughalhat, Tusharbandhar Zamindar Bari, Ijaradar Mosque, Kakina Rajbari, Kabi Bari (House and Collections of Poet Sheikh Fazlul Karim), the Tomb of Hazrat Shah Sufi Muhammad Fazlur Rahman (known as Blind Hafez).

**d) Naogaon**

Paharpur Buddhist Vihara, Jagaddal Vihara, Halud Vihara, Agrapuri Vihara

**e) Natore**

Natore Rajbari and Dighapatia Rajbari (Uttara Ganabhaban), Dayarampur Rajbari (Bagatipara).

**f) Nilphamari**

Birat Dighi (Present Name Nilsagar), Neel Kuthi (Nilphamari Sadar Upazila), Nat Settlement (Prison, 1871), Saidpur Church (1893), Dimla Rajbari, Garh (Fort) of Raja Dharmapal and the Remnants of his Palace (Eighteenth Century, Jaldhaka), Remnants of the Palace of Raja Harish Chandra (Ninth Century, Jaldhaka Upazila), Three Domed Jami Mosque at Bherberi (Eighteenth Century, Kishoreganj Upazila).

**g) Panchagarh**

The existence of fifteen Garhs (Fortifications) has hitherto been traced of which the most noted are Bhitari Garh, Hosain Garh, Mir Garh, Rajan Garh and Deven Garh. Panchagarh is named after these five Garhs. Archaeological relics include Nayani Burz (Bastion), Remains of Atwari zamindar-bari and that of katchari-bari of Raniganj Devottvar Estate and the temple therein, Mirzapur Shahi Mosque, Tomb of Bara Awliya, Tomb of Arif Shah, Maharaja Dighi (Pond) at Bhitargarh, Maidan Dighi, Mughali killah (Fort) at Chandan-bari, Vadeswari Temple and Boda Temple.

#### **h) Rajshahi**

Two domed Kismat Madia Mosque (Eighteenth Century), One Domed Ruipara (Durgapur) Jami Mosque (Sixteenth Century), Bagdhani Mosque at Paba Upazila, Three Domed Bhagna Jami Mosque at Tanore Upazila (1223 AH), Tomb of Hazrat Shah Makhdum (R), Tomb of Hazrat Shah Sultan at Godagari Upazila (Fourteenth Century), Bara Kuthi (Eighteenth Century), Talando Shiva Mandir (1860), Rajbari, Govinda Mandir, Shiva Mandir, Gopal Mandir, and Dolmancha (Putia).

#### **i) Rangpur**

Tajhat Rajbari, Keramatia Mosque, Dimlaraj Kali Mandir, Sree Sree Karunamaye Kali Mandir, Rangpur Museum, Rangpur Town Hall, Rangpur Public Library, Paresnath Mandir at Mahiganj, Tomb of the noted Islamic thinker Maulana Keramat Ali Jainpuri, Tomb of Shah Jalal Bokheri at Mahiganj, Tomb of Ismail Ghazi at Kataduar, Carmichael college Building, Home stead of Roquiah Sakhawat Hossain at Pairabandh, Zila Parishad Building, Takka Mosque at Latifpur (Mughal Period, Mithapukur Upazila), Three Domed Jami Mosque at Mithapukur (Mughal Period), Four Domed Taraganj Mosque, Nine Domed Radhanagar (Badarganj Upazila) Mosque (Mughal Period), Tomb of Kutub Shah at Kutubpur, Vhim Garh at Manshinghpur (Badarganj Upazila), Zamindar Bari at Roypur (Pirganj Upazila), Remnants of the Palace of Raja Nilambar at Patgram (Pirganj Upazila), Hari Mandir at Chandan Hat (Gangachara Upazila) and Mitha Pukur (Excavated during the Mughal period).

#### **j)Sherpur**

Garh Jaripar Fort (c 1486-91 AD), Tomb of Darvish Jarip Shah, Baraduari Mosque, Tomb of Hazrat Shah Kamal (1644 AD), Tomb of Sher Ali Gazi, Mughal Mosque at Kasba, Ghagra Laskar Bari Mosque, Maisaheba Mosque, Residences of Nay Ani, Arai Ani and Pouney Tin Ani Zamindars.

#### **k) Thakurgaon**

Residence of Raja Tonkanath (Malduar), Rajbari of Raja Jagendra Narayan, Rajbari of Raja Ganesh, Jagadal Rajbari, Bangla Garh, Sangaon Shahi Mosque, Fatehpur Mosque, Jamalpur Mosque, Tomb of Syed Nasir Uddin, Tomb of Pir Sheikh Sirajuddin, Tomb of Hazrat Adam (R), Govinda Jeo Mandir (Eighteenth Century), Shiva Mandir at Haripur



Rajbari, Goraksanath Mandir, Katihar Hat Shyamrai Mandir, Ramrai Dighi, Khunia Dighi, Adhar Dighi, Shapla Dighi and Rani Dighi.

Source: <http://in2bangla.com/districtSpecialSites.php>

## 2.6 Promotion – Meaning and Forms

Promotion is one of the most important elements of modern marketing which includes the action plan that basically intend to inform and persuade the potential customers or trade intermediaries to make a specific purchase or act in a certain manner. Promotion consists of those activities that communicate the merits of the product or service and persuade target customers to buy it (Kotler, et al, 2005). Marketers need to be very careful to anticipate the surrounding business environment, competitive strategies, and require creative thinking in setting promotional objectives. Deciding on the promotion mix is an important task for the marketer. After setting the promotional objectives the most important is deciding how the marketer will achieve the promotional objectives through implementing the promotional activities. A company's total marketing communication mix– also called its promotion mix– consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives. The promotional mix is traditionally perceived to consist of four elements: advertising, sales promotion, public relations and personal selling. This discussion leads to have an understanding about the elements of promotion mix and the major are:

- a. **Advertising** is a non-personal form of mass communication and offers a high degree of control for those responsible for the design and delivery of the advertising message.
- b. **Personal selling** is traditionally perceived as a communication tool which involves face-to-face activities undertaken by individuals, often representation an organization, in order to inform, persuade or remind an individual or group to take appropriate action, as required by the sponsor's representative.
- c. **Public relations** is the art and social science of analyzing trends, predicting their consequences, counseling organization's leadership, and implementing planned programs of action which will serve both the organization's and the public interest (Rita, Paulo and Moutinho, Luiz 1992).

- d. **Sales promotion** includes those activities which provide an incentive, additional to the basic benefits provided by a product or service, and which temporarily change the perceived price/value relationship of that product or service (Shimp and DeLozier, 1986).
- e. **Direct Marketing** is defined as any activity which creates and profitably exploits a direct relationship between the company and its prospect (Bird, 1982, as stated in Norgan, 1994).

The above discussion leads to a conclusion that a marketer can use any of the promotion tools or a combination of more than one tool for promoting a product or service. But it depends on the nature of the product, price, customers' locations, prevailing competition, cost involved, availability of the budget for promotion, company's overall objectives etc. It is worth mentioning here, that the success of the promotional activities largely depends on the realistic selection of the promotional tool(s) and the creativity in operating the promotional activities.



## ***CHAPTER THREE: METHODS AND METHODOLOGY***

***3.1. Research Methods and Methodology***

***3.2. Sample of Data***

***3.3. Sample of Respondents***

***3.4. Sample Size***

***3.5. Sample Selection Method***

***3.6 Sources of Data***

***3.7. Data collection Procedure***

***3.8. Demographic Characteristics of the Respondents***

***3.9. Model Selection***

***3.10. Research Question***

## **CHAPTER THREE**

### **METHODS AND METHODOLOGY**

#### **3.1 Research Methods and Methodology:**

A systematic collection and analysis of data to reach a new understanding is called research. Methodology is means or manner of procedure, especially a regular and systematic way of accomplishing something. Appropriate data collection is necessary for conducting good research activity. For an effective research work data should be collected in right way. For this reason data collection is an important task for every researcher. Right choice of data collection method and procedure can help the researcher for collecting accurate data but it is not an easy job.

#### **3.2 Sample of data**

In Bangladesh there are many tourist spots including historical, archeological and natural beauty. To conduct the study, I have selected only ten tourist spots of Bangladesh (Swapnapuri, Vinnojjagat, Paherpur, Mohasta Garh, Ramsagor national Park, Tajhat, Nil Sagar, Puthia, Ananda Nagar, and Kantajee Temple). Therefore, the people who have visited these places have been considered as a respondent for the study. The respondents have cited about 25 factors or attributes involved in tourism industry through the pre-testing questionnaire which are including 5 dimension have been taken into consideration for this study. I have physically visited the selected places to collect data from the tourists and people of different profession of the northern part of country as a respondent who visited those places.

#### **3.3 Sample of respondents**

For the convenience of the study and due to time limitation, I have selected sample from the relevant places (Spots under study). Data are collected from the respondents of different profession namely, Student, Private Service holder, Public Service holder, Business man, and others. Education levels of the respondent are classified as Primary School, high School, College, and University certificate holder. Tourists arrives from eight division of Bangladesh has been considered for the study .I have also considered the



students of Level -4 of different faculties of Hajee Mohammad Danesh Science & Technology University (HSTU) to collect the data. Because students Level-4 of different faculties of student HSTU visits all over Bangladesh in their country tour after completion of their Level-3 final examination.

### **3.4 Sample size**

Sample size is very important factor for getting expected result of research work. From the mentioned area, 100 respondents have been selected for pretesting questionnaire. Finally, 140 (14\*10) respondents have been selected for final questionnaire from the above mentioned sample area of the study.

### **3.5 Sample selection method**

I have used judgmental as well as convenience sampling method for the study. In order to get the appropriate data I have selected non-probability sampling method.

### **3.6 Sources of Data**

Since data is an essential part of research. It is needed to select the source of data. For collecting accurate and reliable data, I have used two sources. They are primary sources of data and secondary sources of data. They are described in below:

#### **A. Primary Sources of Data:**

The sources from where primary data is collected called primary sources of data. It is the main source for collecting accurate data from the field. Primary data are those which collected from the respondents directly. The data carry the real characters which are expected by the researcher. These data are used in a research first time as raw material. I have collected data from primary sources to make my research work up to date. For this purpose I have collected data directly from tourist visiting selected spots.

Mainly I have used two methods to collect the primary data. These are survey method and observation method. They are described in below:

## **I. Survey Method**

Survey method means a structured questionnaire is given to the samples of a population and designed to elicit specific information from respondents. It can classify in different ways.

### **Personal Survey Method:**

The data which are collected by personal interview from the respondent's in house hold, class room or any other places is called the personal survey method. This method is expensive if the respondents are situated in long distance from the researcher. But if the respondents are near to the respondents then this method is very suitable for collecting accurate and reliable data. Most of the data I have collected through the personal interview methods from the respondents for my study.

## **II. Observation Method**

Normally observation indicates to write down the information about different persons, materials and relating different behaviors of different events in a systematic way. In this case the observer does not ask any question to the person or never maintains any relation. Here information is noted by observing the behaviors of any person in the occurred situation. Information is collected and written from the past events. There are some problems in this method, such as the selected perception of the researcher that biases the collected data, time consuming and expensive. For these problems I did not use this method to collect data for my study. The majority of data have been collected from primary source. The respondents are the primary source of data. Many of the respondents are students of HSTU of Levels-4. Personal interview were conducted for collecting data from the respondent by structured questionnaire. Besides these some supplementary data have been collected from secondary sources. These were news paper, magazine, books, journals, internet and other published paper.

### **B) Secondary Sources of Data:**

When data are collected from the sources that have been collected earlier called secondary sources of data. I have collected data from various secondary sources. In this case I have collected data from Websites of Bangladesh Parjatan Corporation (BPC), Journals, news paper, magazine etc.



### 3.7 Data Collection Procedure

Data collection is an essential task for every researcher. It is not an uncomplicated job. I have collected data through pretest one questionnaire and through the final questionnaire. The pretest questionnaire was open ended and final questionnaire was close ended. In the pretest questionnaire I have wanted to know the causes of visiting the particular tourist spot and what services customer expects from the destinations. In my final questionnaire I have wanted to know consumer's satisfaction about the different factors and how strongly they believe these. For knowing the tourism service gap regarding the selected factors for visiting the spots I have chosen 7 points Likert scale ranging highly satisfied to not at all satisfied (7 to 1). I extremely believe that the mentioned method and procedure will help me for fulfilling all requirements and for conducting suitable study on "Analysis of the service gap and use of promotional activities in the tourism industry: An overview of northern region"

### 3.8 Demographic Characteristics of the Respondents

**Table1: Profession**

Profession										
Categories	Ananda Nagar	Tajhat	Kantajee Temple	Mohast hangarh	Paharpur	Ramsagar	Swapnapuri	Vinnya jagat	Nil sagor	Puthia
Student	4	3	4	3	4	5	3	5	2	3
Private Service	2	4	3	3	2	2	3	2	3	4
Public Service	3	2	4	2	2	2	2	3	5	2
Business	3	3	2	4	3	3	4	3	3	2
Others	2	2	1	2	3	2	2	1	1	3
Total	14	14	14	14	14	14	14	14	14	14

**Table2: Age**

Age										
Categories	Ananda Nagar	Tajhat	Kantajee Temple	Mohasth angarh	Paharpur	Ramsagar	Swapnapuri	Vinny ajagat	Nil sagor	Puthia
Less than 25	2	3	2	2	2	2	2	3	2	3
25-29	4	4	2	3	3	3	2	2	4	2
30-34	2	2	2	3	2	3	2	3	2	3
35-39	3	2	3	2	3	2	3	2	2	2
40-44	3	3	2	3	2	3	2	3	3	2
45-49	0	0	2	1	2	0	0	1	0	0
50-Above	0	0	1	0	0	1	3	0	1	2
Total	14	14	14	14	14	14	14	14	14	14

**Table3: Gender**

Gender										
Categories	Ananda Nagar	Tajhat	Kantajee Temple	Mohasth angarh	Paharpur	Ramsagar	Swapnapuri	Vinny ajagat	Nil sagor	Puthia
Male	9	11	12	10	9	8	9	10	11	10
Female	5	3	2	4	5	6	9	4	3	4
Total	14	14	14	14	14	14	14	14	14	14



**Table4: Education**

Education										
Categories	Ananda Nagar	Tajhat	Kantajee Temple	Mohasth angarh	Paharpur	Ramsagar	Swapnapuri	Vinnya jagat	Nil sagor	Puthia
Primary	0	0	0	0	0	0	0	0	0	0
High School	2	3	2	3	2	2	1	2	2	1
College	4	5	5	6	5	6	6	5	6	6
University	8	6	7	5	7	6	7	7	6	7
Total	14	14	14	14	14	14	14	14	14	14

**Table5: Location**

Location										
Categories	Ananda Nagar	Tajhat	Kantajee Temple	Mohasth angarh	Paharpur	Ramsagar	Swapnapuri	Vinnya jagat	Nil sagor	Puthia
Dhaka	2	2	1	4	3	1	4	3	1	2
Chittagong	2	1	2	1	2	0	2	2	0	1
Rajshahi	2	2	2	3	2	3	2	3	2	3
Khulna	2	1	2	1	1	0	1	2	0	1
Sylhet	0	0	1	1	1	1	1	0	1	1
Barishal	0	1	2	1	2	0	2	1	1	0
Rangpur	6	7	4	3	3	9	2	3	9	6
Total	14	14	14	14	14	14	14	14	14	14

### 3.9 Model Selection:

There are quite a few models of attitude showing the connection between expectation and perception of the customer from the tourism service. The SERVQUAL is also based on the concept of a “service quality gap” that exists between the visitors expected level of services (from the previous experience and word-of-mouth communication) and their perception of actual level of service delivery by the tourism industry. And the model also identifies seven gaps that cause unsuccessful delivery.

The figure of the gaps of SERVQUAL Model is stated below:

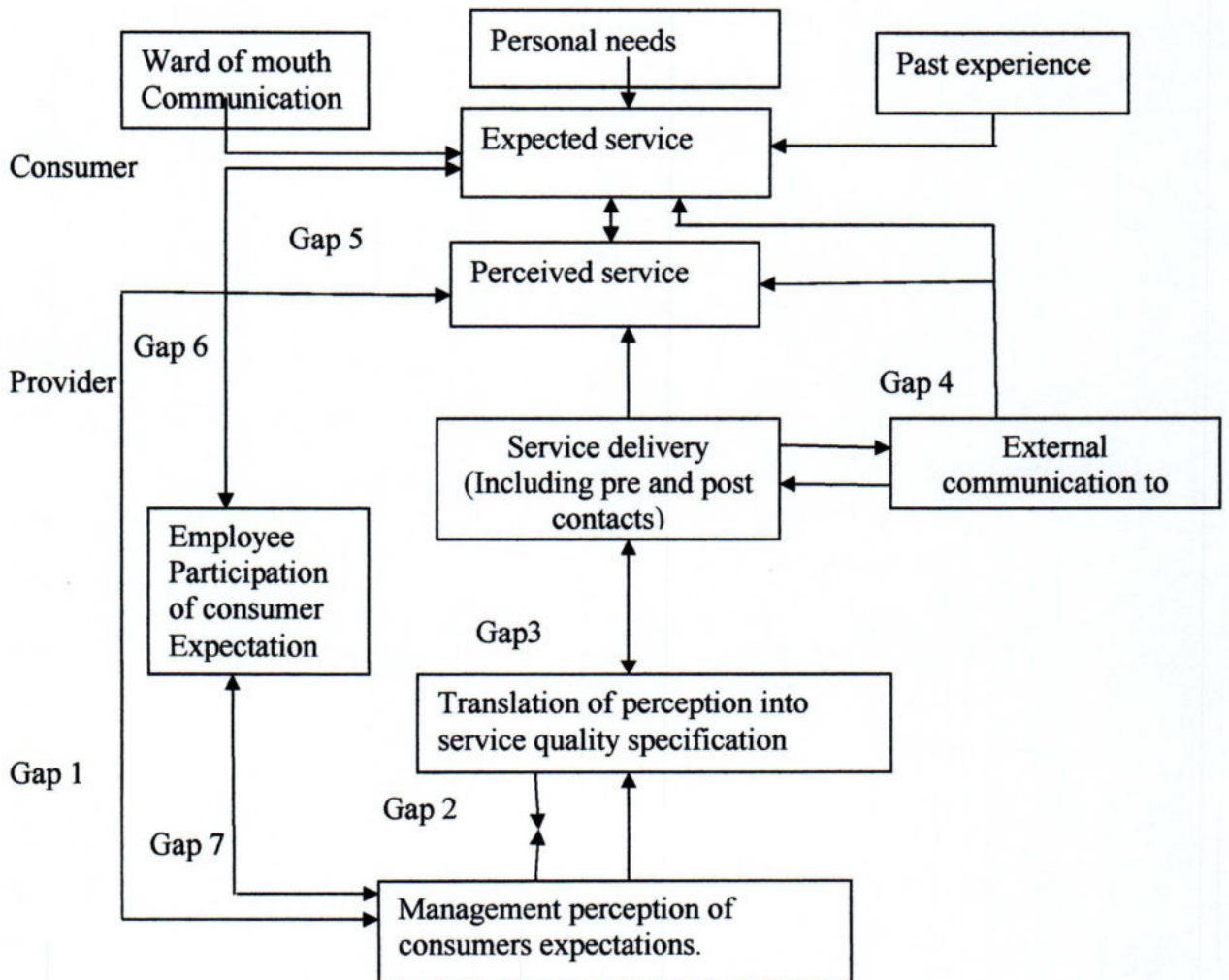


Figure 1: Model of service quality gaps (Parasuraman et al, 1985; Curry,1999; Luk and Layton,2002).



Based on this service-quality model the researchers identified the following five determinants of service-quality in order of importance.

1. Reliability: Ability to perform the promised service dependably and accurately.
2. Responsiveness: Willingness to help customers and provide prompt service.
3. Assurance: Employees' knowledge and courtesy and their ability to inspire trust and confidence.
4. Empathy: Caring, individualized attention given to customer.
5. Tangibles: Appearance of physical facility, equipment, personnel and written materials.

Based on these five factors the researchers developed the SERVQUAL scale. These are listed below:

**1. Reliability:**

- Providing service as promised.
- Dependability in handling customers' service problems.
- Performing services right the first time.
- Providing services at the promised time.
- Maintaining error-free records.

**2. Responsiveness:**

- Keeping customer informed as to when services will be performed.
- Prompt service to customers
- Willingness to help customers
- Readiness to respond to customers' requests.

**3. Assurance:**

- Employees who instill confidence in customers
- Making customers feel safe in their transactions
- Employees who are consistently courteous
- Employees who have the knowledge to answer customer questions.

## **CHAPTER FOUR: FINDINGS OF THE STUDY**

***4.1 Data Analysis and Interpretation***

***4.2. T-test Analysis and Results***

***4.3 Existing Services of the Tourist Spots in Bangladesh***

***4.4 Promotional Activities Used In Bangladesh for  
Tourism Industry***

***4.5 Effectiveness of the Promotional Activities  
Undertaken***

***4.6 Attitude toward the Role of Promotional Activities***

***4.7 Attitude toward the Promotional Activities to  
Develop the Tourism Industry***

***4.8 Overall Opinions of the Respondents on  
Promotional***

***Activities of Bangladesh Tourism***

***4.9 Suggestions for the Tour Operator***



## CHAPTER FOUR

### FINDINGS OF THE STUDY



#### 4.1 Data Analysis and Interpretation

It has been mentioned earlier that the study has attempted both subjective and objective measurements. A combined approach of both quantitative and qualitative techniques has been appropriate to analyze and interpret the findings and draw conclusion in light of the research problem and objectives. Thus, some descriptive statistical tools have been used according to the requirements and suitability of the analyses of collected data. These mainly include percentage, simple growth rate, mean, and standard deviation. Graphical analyses of some time series data could be done for necessary interpretation but have been avoided as these do not add anything meaningful. The analyses also include judgments and thoughtful comments of the researchers.

Based on the SERVQUAL model, 25 questionnaires were developed. The model included questions covering five dimensions of the service which are assurance, tangibility, responsiveness, reliability and empathy. The dimensions were divided into two segments which are expectations and perceptions. A Likert scale was used to question the respondents on the seven point scale. The respondents were asked to rate on the scale between Strongly Satisfied and Strongly Dissatisfied. The questionnaire was pre-tested in order to maintain proper wording, length and sequencing of the questions. The data were collected from the customers of different tourist spots in northern region of Bangladesh. To select the sample, non-probabilistic sampling method i.e. convenient sampling as well as judgmental sampling were used. Sample sizes of 140 tourists are used to conduct for the research.

#### 4.2 T-test analysis and Results

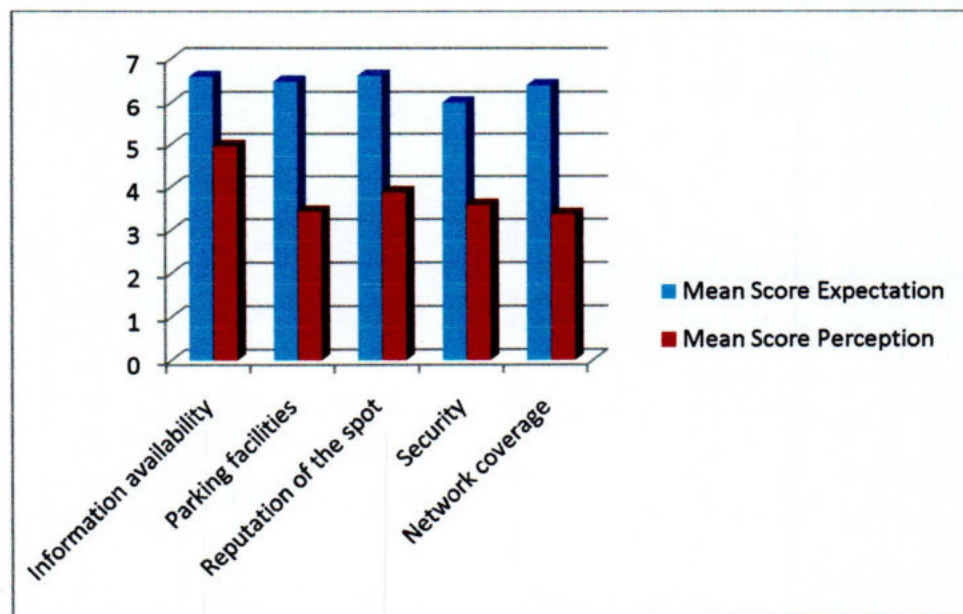
For analyzing the data we have followed the t-test where null hypothesis was that there is no gap exists between the tourist expectation and perception of tourism service delivered by the tourism industry. As the 't' value of all items under the dimension of assurance falls in rejection area, we couldn't accept the null hypothesis. Thus we can conclude that,

there is a significant gap exists between the tourist expectations and perceptions in all the items under the dimension of Reliability. The following table shows the result:

**Table 6: Assurance**

No. Items	Items	Mean Score		“t” Value*	Table value of “t”
		Expectation	Perception		
1	Information availability	6.5857	4.9571	27.412	(At d. f. 139 and 5% significance level) 1.6558
2	Parking facilities	6.4786	3.4214	21.848	
3	Reputation of the spot	6.6143	3.8714	24.458	
4	Security	6.0000	3.5714	28.204	
5	Network coverage	6.3929	3.3571	30.983	

\*Significance at 5% level



**Figure2: The dimension of assurance at 5% significance level and degree of freedom139**

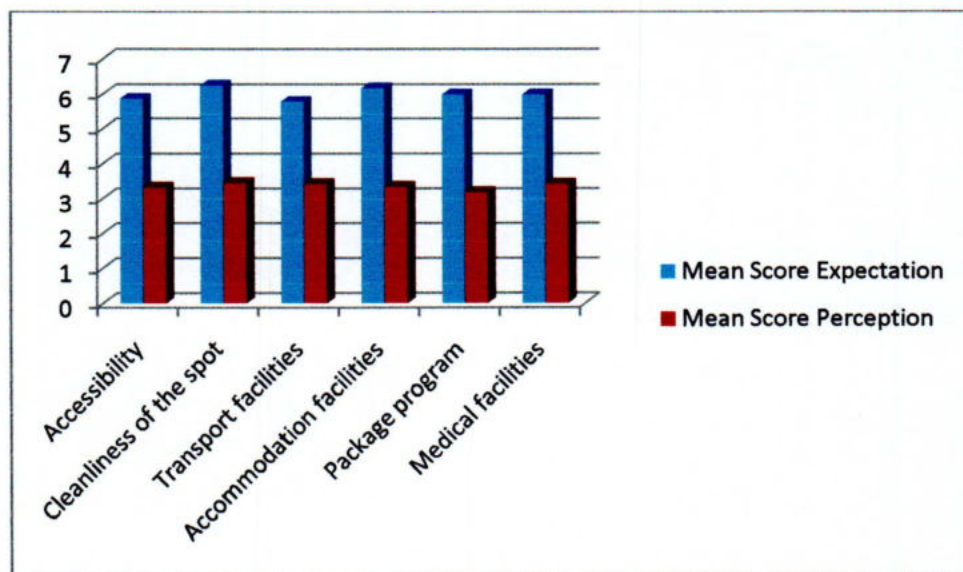


As the 't' value of all items under the dimension of responsiveness falls in rejection area, we couldn't accept the null hypothesis. Thus we can conclude that, there is a significant gap exists between the tourist expectations and perceptions in all the items under the dimension of responsiveness. The following table shows the result:

**Table 7. Responsiveness**

No. Items	Items	Mean Score		“t” Value*	Table value of “t”
		Expectation	Perception		
1	Accessibility	5.8714	3.3143	21.000	(At d. f. 139 and 5% significance level)  1.6558
2	Cleanliness of the spot	6.2571	3.4429	25.385	
3	Transport facilities	5.7857	3.4143	18.359	
4	Accommodation facilities	6.1786	3.3357	20.602	
5	Package program	6.0000	3.1786	21.848	
6	Medical facilities	6.0000	3.4214	17.304	

\* Significance at 5% level



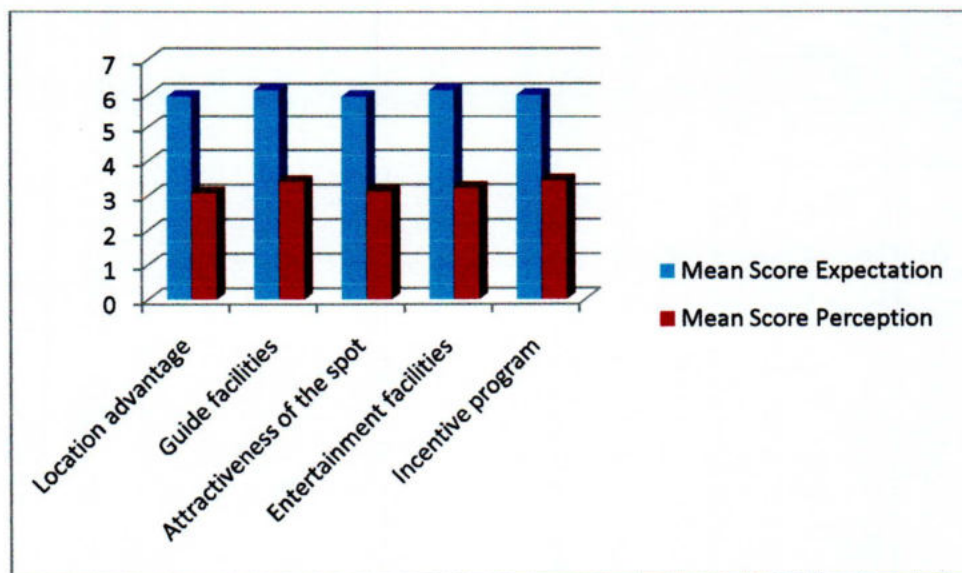
**Figure3: The dimension of responsiveness at 5% significance level and degree of freedom139**

As the 't' value of all items under the dimension of empathy falls in rejection area, we couldn't accept the null hypothesis. Thus we can conclude that, there is a significant gap exists between the tourist expectations and perceptions in all the items under the dimension of empathy. The following table shows the result:

**Table 8. Empathy**

No. Items	Items	Mean Score		“t” Value*	Table value of “t”
		Expectation	Perception		
1	Location advantage	5.9571	3.0786	26.311	(At d. f. 139 and 5% significance level) 1.6558
2	Guide facilities	6.1429	3.4000	20.728	
3	Attractiveness of the spot	5.9571	3.1214	26.359	
4	Entertainment facilities	6.1429	3.2214	22.097	
5	Incentive program	6.0071	3.4357	20.107	

\* Significance at 5% level



**Figure4: The dimension of empathy at 5% significance level and degree of freedom139**

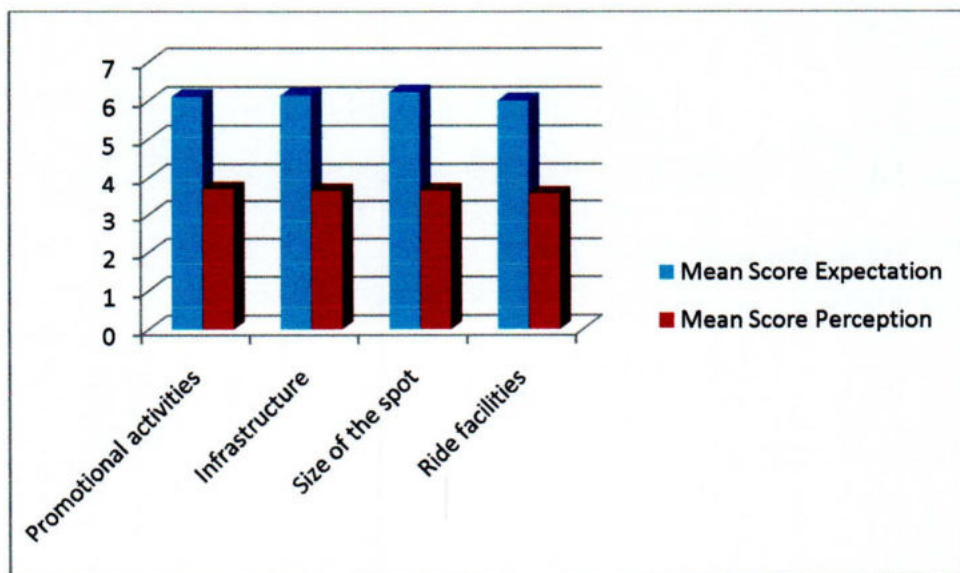


As the 't' value of all items under the dimension of tangible falls in rejection area, we couldn't accept the null hypothesis. Thus we can conclude that, there is a significant gap exists between the tourist expectations and perceptions in all the items under the dimension of tangible. The following table shows the result:

**Table 9. Tangible**

No. Items	Items	Mean Score		“t” Value*	Table value of “t”
		Expectation	Perception		
1	Promotional activities	6.1000	3.6929	17.322	(At d. f. 139 and 5% significance level)
2	Infrastructure	6.1357	3.6500	22.065	
3	Size of the spot	6.2214	3.6571	23.167	
4	Ride facilities	6.0071	3.5714	23.882	1.6558

\* Significance at 5% level



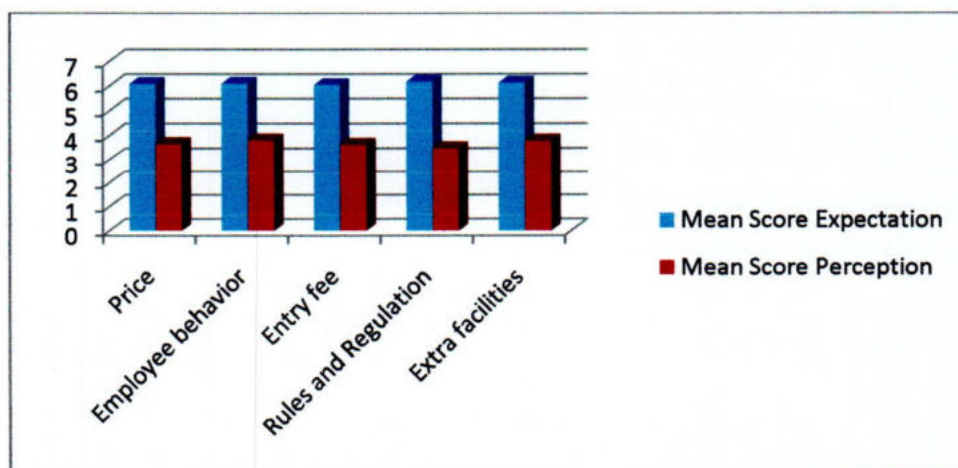
**Figure5: The dimension of tangible at 5% significance level and degree of freedom139**

As the 't' value of all items under the dimension of reliability falls in rejection area, we couldn't accept the null hypothesis. Thus we can conclude that, there is a significant gap exists between the tourist expectations and perceptions in all the items under the dimension of reliability. The following table shows the result:

**Table 10. Reliability**

No. Items	Items	Mean Score		"t" Value*	Table value of "t"
		Expectation	Perception		
1	Price	6.0857	3.6571	20.382	(At d. f. 139 and 5% significance level)
2	Employee behavior	6.1000	3.8000	19.548	
3	Entry fee	6.0429	3.6286	16.882	
4	Rules and Regulation	6.1786	3.4786	22.140	
5	Extra facilities	6.1357	3.7786	20.790	

\*Significance at 5% level



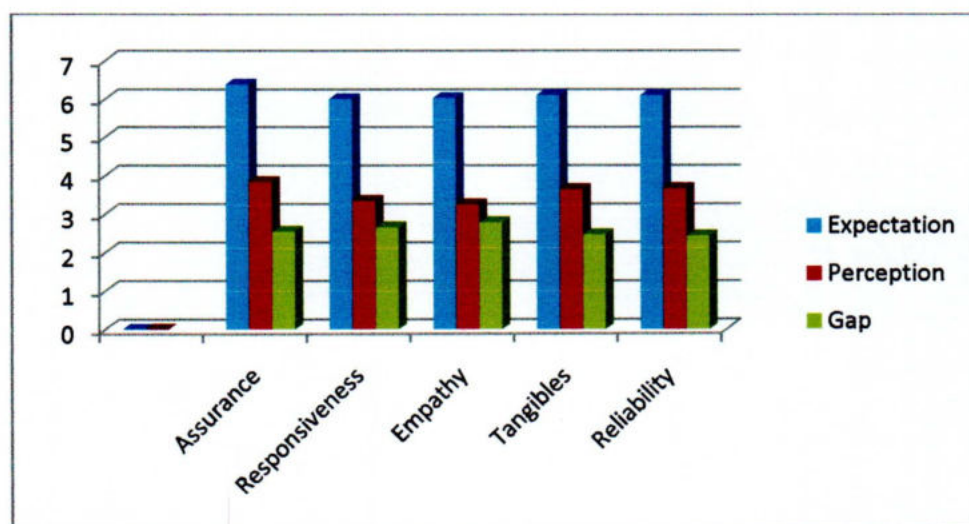
**Figure6: The dimension of reliability at 5% significance level and degree of freedom139**



Based on data analysis, the major finding of this study is that there is a significant service gap exists regarding the tourists or visitors expectations and their perceptions in all the items under all the dimensions of the SERVQUAL Model. It indicates that the authorities of service provider are not concerned about expectations of their tourists or visitors regarding the tourism services. Though all the dimensions under this model represents gap, the intensity of the gap is not the same in all dimensions. Based on average mean score, the following table shows the intensity of the service gap of all the dimensions under the model concerned.

**Table 11. Relative position of the dimensions based on service Gap**

Dimensions	Expectation Average	Perception Average	Gap
Assurance	6.41431	3.83568	2.57863
Responsiveness	6.015467	3.3512	2.664267
Empathy	6.04142	3.25142	2.79
Tangibles	6.11605	3.64285	2.4732
Reliability	6.10858	3.66858	2.44



**Figure7: Relative position of the dimensions based on service Gap**

From the above table it is clear that the empathy dimension has the highest gap based on the tourist perception (mean score) and their expectations (mean score). The second large gap is found in the responsiveness dimension. The following figure represents above table:

### **4.3 Existing services of the tourist spots in Bangladesh**

Tourism has experienced continuous growth and diversification to become one of the largest and fastest growing economic sectors in the world over the past six decades. This is one of the today's most crucial, dynamic and charismatic international industry sectors. For many developing countries, like Bangladesh, 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. The global economic and social changes have a great impact on tourism business development in recent years have given rise to new challenges and opportunities. The main tourist spots under consideration are as follows:

#### **a) Swapnapuri:**

It is located on 150 acres of land at Aftabganj- a dream land under Nababganjthana, 52km. south of Dinajpur district. There are four Bang lows in Swapnapuri. It is an attractive entertainment place for the tourists with greenTrees that comprises of lake, zoo, playground, different types of rides of Interesting game. Swapnapuri is accessible through local bus or private transport. A place in where dreams seems true. Surrounding with artificial hills, beautiful birds, trees and flowers of exotic variety makes this place a heaven on earth. Words a few for this place if written on a piece of paper. One must visit to know that this very place is a "Dream Land".



**Existing Service:**

- Opportunity of enjoying artificial and natural Beauty
- Accommodations Service for tourist
- Restaurant Service facilities
- Fishing
- Medical service
- Shopping facilities
- Recreational facilities
- Guide facilities
- Interesting rides
- Transport facilities
- Picnic spot

**b) Vinnyagajat:**

An amusement park and resort at Ganga Chora in Rangpur, with all its natural beauties and amenities is a place for your recreations. It is located in 120 acres of land. People say, "One who has not seen Vinnya Jagat has not seen the beauties of North Bengal". Indeed the vast land with green grass, trees, flowers, curving lake all around and the walking strips are exceptional and wonderful. Singing and flying birds are the charms in the morning. In such a fantastic natural environment the Giant Giraffe, Dinosaur, Dragon, Planetarium, Merry-go-round, Nagardola etc. become the real attractions for children, family and your friends. Vinnyagajat provides you the facilities of a modern hotel to stay overnights and a Conference Hall absolutely suitable for holding seminars/ conference.

**Existing Service:**

- Opportunity of enjoying artificial and natural Beauty
- Accommodations Service for tourist
- Restaurant Service facilities

- Fishing
- Medical service
- Shopping facilities
- Recreational facilities
- Guide facilities
- Transport facilities
- Picnic spot

**c) Anandanagar:**

Established in 2008 with an area of 115 acres of land and located in Khalishpur Pirganj Rangpur. Surrounded with artificial hills, beautiful birds, trees and flowers of exotic variety makes this place a heaven on earth.. Indeed the vast land with green grass, trees, flowers, curving lake all around and the walking strips are exceptional and wonderful. Singing and flying birds are the charms in the morning. In such a fantastic natural environment the Giant Giraffe, Dragon, Merry-go-round, Nagardola etc. become the real attractions for children, family and your friends. Anandanagar provides you the facilities of a modern hotel to stay overnights and a Conference Hall absolutely suitable for holding seminars/ conference. Visit Anandanagar, a real nice place to see.

**Existing Service:**

- Opportunity of enjoying artificial and natural Beauty
- Accommodations Service for tourist
- Restaurant Service facilities
- Medical service
- Shopping facilities
- Recreational facilities
- Transport facilities
- Picnic spot



#### **d) Tajhat**

Just south of the city of Rangpur lies the tajhat, a former rajbari zaminder palace. After the end of the British Raj, the building was abandoned and decayed rapidly, although it was used for a few years as court house during the 1980.

#### **Existing service:**

- Opportunity for enjoying natural Beauty
- Accommodation Service for tourist
- Restaurant Service facilities
- Medical service
- Shopping facilities
- Recreational facilities
- Transport facilities
- Picnic Spot
- Information Service

#### **e) Paharpur:**

Paharpur is a small village 5 km. west of Jamalganj Railway Station in Naogaon district and about 60 km. away from Bogra town where they remain of the most important and the single largest known monastery- south of the Himalayas, has been excavated. This 8th century AD archaeological find cover approximately an area of 27 acres of land. The entire establishment occupies a quadrangular court measuring more than 500ft. and from 12 ft. to 15ft. in height with an elaborate gateway complex on the north. There are 45 cells on the north and 44 in each of the other three sides with a total number of 177 cells. The architecture of the pyramidal cruciform temple is profoundly influenced by those of Southeast Asia, especially Myanmar and Java. The excavated findings have also preserved at the Verandra Research Museum at Rajshahi. The antiquities of the museum include potteries, coins, inscription, ornamental bricks and other clay objects. It has been declared as a World Heritage Site by UNESCO. Beside throwing light on the architecture and Buddhist religion in early medieval Bengal, the Paharpur excavations were extremely

significant in terms of the history of sculptural arts in Bangladesh. Paharpur museum. This north facing building accommodates three galleries around the central introductory hall. Except the western gallery, these are displaying the objects collected from Paharpur monastery and the western gallery is preserved for findings collected from the neighboring regions of Paharpur.

**Existing Service:**

- Opportunity to know and see the Historical beauty
- Restaurant Service facilities
- Shopping facilities
- Recreational facilities
- Guide facilities
- Transport facilities
- Picnic spot

**f) Mahasthangarh:**

Mahasthangarh is the earliest urban archaeological site so far discovered in Bangladesh. The village Mahasthan in Shibganj Thana of Bogra District contains the remains of an ancient city which was called Pundranagara or Paundravardhanapura in the territory of Pundravardhana. A limestone slab bearing six lines in Prakrit in Brahmi script, discovered in 1931, dates Mahasthangarh to at least the 3rd century BC. The fortified area was in use till the 18th century AD.

**Existing Service:**

- Opportunity to know and see the Historical beauty
- Accommodations Service for tourist
- Restaurant Service facilities
- Shopping facilities
- Recreational facilities



- Guide facilities
- Transport facilities
- Picnic spot

**g) Puthia**

Puthia situated of rajshahi district. It is an old historic artifice using delicate work. Onate cast iron element is a symbolic of successful blending of workmanship and art. Period of construction 1895 ad. The length of replica here is 60ft.

**Existing service:**

- Opportunity for enjoying natural Beauty
- Restaurant Service facilities
- Medical service
- Shopping facilities
- Guide facilities
- Transport facilities
- Picnic Spot
- Information Service

**h) Ramsagar National Park**

Located in the Dinajpur District in the north-west of Bangladesh, the Ramsagar National Park spreads out over an area of about sixty square kilometers, with a vast man-made water reservoir as its focal point. The area around the Ramsagar Lake is a popular picnic spot for both locals and tourists, and the abundant flora and fauna in the area enhances the peaceful sensation of being close to nature. The water reservoir was built between 1750 and 1755 to provide local inhabitants with safe drinking water. Its construction was initiated by Raja Ram Nath and some 1.5 million laborers worked on the project. The reservoir was named in his honor. The Parjatan Corporation, which manages many tourism projects in Bangladesh, has developed some visitor facilities around the lake, such as rest-rooms, picnic spots and kiosks to sell refreshments, as well as playgrounds

for children to enjoy. Popular activities in the area include fishing, boating and hiking. There is not much in the line of indigenous forest in the Ramsagar National Park, but the Forest Department of Bangladesh have planted a variety of ornamental and fruit trees that have flourished and become lush forested areas. With the concept of eco-tourism gaining in popularity all over the world, the Forest Department of Bangladesh is considering a number of the country's national parks for developing this concept, and the Ramsagar National Park is on that list. Eco-tourism allows visitors, both local and international, to enjoy the natural beauty of the country, provides local communities with a sustainable income, raises awareness of the challenges of development versus conservation, and looks for ways to ensure that future generations will also have the opportunity of enjoying the beauty of Bangladesh.

### **Existing Service**

- Opportunity to know and see the Historical beauty
- Accommodations Service for tourist
- Restaurant Service facilities
- Shopping facilities
- Recreational facilities
- Guide facilities
- Transport facilities
- Picnic spot

#### **i) Kantajee Temple**

The most ornate among the late medieval temple of Bangladesh is the Kantanagar temple near Dinajpur town which was built in 1752 by Maharaja Pran Nath of Dinajpur The temple. A 50' square three storied edifice rests on a slightly curved raised plinth of sandstone blocks, believed to have been quarried from the ruins of the ancient city of Bangarh near Gangarampur in West Bengal. It was originally a navaratna temple, crowned with four richly ornamental corner towers on two floors and a central one over the third floor. Unfortunately these ornate towers collapsed during an earthquake at the end of the 19th Century. In spite of this the monument rightly claims to be the finest



extant example of its type in brick and terra-cotta, built by Bengali artisans. The central cella is surrounded on all sides by a covered verandah each pierced by three entrances which are separated by equally ornate dwarf brick pillars. Corresponding to the three delicately caused entrances of the balcony, the sanctum has also three richly decorated arched openings on each face. Every inch of the temple surface is beautifully embellished with exquisite terra-cotta plaques, representing flora, fauna, geometric motifs, mythological scenes and an astonishing array of contemporary social scenes and favorite's pastimes.

### **Existing Service**

- Opportunity to know and see the Historical beauty
- Accommodations Service for tourist
- Restaurant Service facilities
- Recreational facilities
- Guide facilities
- Picnic spot

### **j) Nilsagar**

Nilsagar of Nilphamari hold the potential to become a bustling tourist spot. During winter season thousand of migratory birds flock the big beautiful pond creating a spectacular scene. Nilsagar was situated at 16 km from Nilphamari zila sador. Nilsagar has become a very popular tourist spot for hundreds from home and abroad.

### **Existing service:**

- Opportunity for enjoying natural Beauty
- Restaurant Service facilities
- Fishing
- Recreational facilities
- Transport facilities

- Picnic Spot
- Interesting Rides
- Information Service

#### **4.4 Promotional Activities Used in Bangladesh for Tourism Marketing**

BPC is the only National Tourism Organization (NTO) in Bangladesh and acts as the public sector tour operator and there are a few number of private tour operators. But most of the private tour operates established newly and lack the sufficient amount of funds. Instead of the lacks of sufficient amount of funds, both BPC and private tour operators are trying to conduct the promotional activities in order to attract more tourists to its destination and thus, develop the tourism industry in Bangladesh. As we know that marketing promotion includes advertising, Personal selling, sales promotion and publicity. All these tools of promotion are used in promoting Bangladesh tourism. Personal selling is the most expensive element of the promotion mix. Contact employees represent the organization, physically embody the product, directly influence customer satisfaction, and act as walking billboards from a promotional standpoint. Therefore, BPC also trains its contact personnel and employees to ensure better interactions with the tourists and maintain effective relations with the tour operators and travel agencies in the tourist generating countries and thus motivate them to sell its package programs. BPC also maintains contact with some selected tour operators and travel agencies in some important tourist-generating countries and sometimes organizes complementary tours for the selected foreign tour operators to familiarize them with the tourism installations and facilities in Bangladesh. The main objective of such arrangement is to motivate the potential tourists to visit Bangladesh. Thus, it serves as both the personal selling and publicity for the tourism industry of Bangladesh.

#### **4.5 Effectiveness of the Promotional Activities Undertaken**

In replying to a question on the effectiveness of the promotional activities that they undertake, only 7 respondents (5%) strongly argued that their promotional activities are effective and 28 respondents (20%) strongly opined that the same is ineffective. But 56 respondents which is the majority constituting 40% scored the same as average. They opined that the promotional activities presently undertaken are neither effective nor



ineffective. The following table presents the opinion of the respondent on the effectiveness of promotional activities undertaken and implemented by Bangladesh Tourism industry:

**Table12: Effectiveness of Promotional Activities Undertaken**

Scale	Strongly Effective	Effective	Fairly Effective	Neither effective nor ineffective	Fairly ineffective	Ineffective	Strongly Ineffective	Total
Respondents	(7)	(6)	(5)	(4)	(3)	(2)	(1)	
No. of respondents	7	14	21	56	7	7	28	140
percentage of respondents	05	10	15	40	5	05	20	100

In an overall comment on the promotional activities, most of the respondents opined that they cannot launch an extensive promotional measure due to lack of sufficient fund for this purpose and have to depend on the local media rather than using any international medium. At the same time some of the international media highlight Bangladesh negatively rather than a tourist destination. The initiative from the government to correct that negative image is not sufficient. This negative image also influences the foreign tourists not select and visit Bangladesh.

#### **4.6 Attitude toward the Role of Promotional Activities**

Whatever be the present status of the promotional activities of Bangladesh tourism and its effectiveness, most respondents (75%) think that promotion has a strong role in marketing tourism services followed by 15 respondents (10.72%) were neither agreed nor disagreed and no one was below the scale of neutrality.

**Table13 : Promotional Activities can Play any Role to Tourism Industry**

Scale	Strongly Effective	Effective	Fairly Effective	Neither effective nor ineffective	Fairly ineffective	Ineffective	Strongly Ineffective	Total
Respondents	(7)	(6)	(5)	(4)	(3)	(2)	(1)	
No. of respondents	105	10	10	15	00	00	00	140
percentage of respondents	75	7.14	7.14	10.72	00	00	00	100

The above table also shows that only one respondent is agree to this point and no one is fairly disagree, disagree or strongly disagree about the role of promotion in tourism.

#### **4.7 Attitude toward the Promotional Activities to Develop the Tourism Industry**

In responding to a question whether Bangladesh tourism needs more promotional activities or the respondents expressed their view which can be shown in the following table.

**Table14: More Promotional Activities are needed to develop the Tourism Industries in Bangladesh**

Scale	Strongly Effective	Effective	Fairly Effective	Neither effective nor ineffective	Fairly ineffective	Ineffective	Strongly Ineffective	Total
Respondents	(7)	(6)	(5)	(4)	(3)	(2)	(1)	
No. of respondents	115	10	00	10	00	00	5	140
percentage of respondents	82.22	7.14	00	7.14	00	00	3.5	100



The majority of the respondents constituting 82.22percent agreed that to develop the tourism industry of Bangladesh, more promotional activities are needed, 10 respondents (7.14 percent) were neither agreed nor disagreed and only 5 respondents disagreed to this issue.

#### **4.8 Overall Opinions of the Respondents on Promotional Activities of Bangladesh Tourism**

The promotional efforts of any product or service by any organization are intended to achieve the better performance in achieving the goal of the organization. Considering the same, it was attempted to evaluate the overall promotional activities undertaken and launched by the tourism industry in Bangladesh to have a clear understanding whether tour operators including BPC are performing in an expected way or not. This evaluation may help to find out whether the promotion activities have any role or not in tourism marketing, are the tour operators are spending the sufficient amount on promotional activities or not, whether they need to spend more money to promotion or not and finally, is the promotional measures undertaken and launched by the same industry is effective or not.

#### **4.9 Suggestions for the Tour Operators**

The respondents were requested to express their opinion about the steps those should be undertaken to attract more tourists. The summary of their suggestions are as:

**Table15: Suggestions for the Tour Operators**

<b>Suggestion from Bangladesh Parjatan Corporation</b>	<b>Suggestion from Private Tour Operators</b>
<ol style="list-style-type: none"><li>1. Need to develop new attractions/ products or services in the destinations.</li><li>2. More promotional activities should be undertaken</li><li>3. Should develop and update an attractive web site to provide the required information to the potential tourists.</li><li>4. Government should provide surplus this sector for development plan.</li><li>5. Security of the tourists should be ensured.</li><li>6. BPC should have full autonomy to take necessary decision timely</li></ol>	<ol style="list-style-type: none"><li>1. Infrastructural development is needed.</li><li>2. Developing new products or services in the destinations.</li><li>3. Well designed website is needed</li><li>4. Foreign mission should be involved in promotional activities.</li><li>5. Law and order situation should be developed.</li><li>6. Need coordinated promotion activities by NTO and other parties involved.</li><li>7. Govt support to the private tour operators is necessary for the development of this sector.</li><li>8. Tax holiday for vehicles is necessary for minimizing cost of operation.</li></ol>

The respondents both from the National Tourism Organization (BPC) in Bangladesh and from the private tour operators in Bangladesh were requested to put forward some suggestions for the Development of Bangladesh Tourism. Their suggestions can be presented in a summarised form in the following table.



***CHAPTER FIVE: DISCUSSION, RECOMMENDATIONS  
AND CONCLUSION***

***5.1. Discussion***

***5.2. Recommendations***

***5.3. Conclusion***

## **CHAPTER FIVE**

### **DISCUSSION, RECOMMENDATIONS & CONCLUSIONS**

#### **5.1 Discussion**

I have collected data from the respondents directly through the one pretest questionnaire and my final questionnaire to get accurate and reliable result. To know the industry's existing services gap and promotional activities. I have used the websites of Bangladesh Parjaton Corporation (BPC) and other relevant websites. SPSS software has been used for analyzing these data. I have used paired samples t-test and calculated mean, standard deviation, through this software. From the calculation it is clear that the tourism services exists a gap and authority need to proper step for development of promotional activities. Here I have also tried my best to provide best recommendations and suggestions development of promotional activities and to solve the service gap faced by visitors.

#### **5.2 Recommendations of Tourism Industry**

Based on the findings of the study and the researcher's experience, the following suggestions can be put forwarded as follows:

##### **I. Increasing the Image of the Country**

The image of the destination plays a vital role to attract tourists to that particular destination. But Bangladesh is suffering from the image problem because of some international media. These media highlight Bangladesh negatively which results to create misconception among the potential tourists. Even some Non Government Organizations (NGOs) do the same thing in order to collect funds by highlighting the country as a dreadfully poor, flood ravaged, pestilence and means there is nothing to be in a country to consider as a tourist destination. As a result, many foreigners do not choose Bangladesh as a tourist destination because of either they don't have enough idea about the country and its tourism attractions and facilities or what they have is negative (McLellan, R.W. and Fousher, K.D. 1983). So, Bangladesh tourism should emphasize first on its promotional measures to correct this negative image. But it is not only the issue to be solved by Bangladesh tourism authority; it requires the government's initiative as a whole and the Bangladesh Mission offices abroad have a major role in this regard. As



Bangladesh tourism industry has not enough funds to use to international media for correcting this negative image, it should emphasize on the printed materials and to distribute it to the potential tourists through different airlines, foreign tour operators and foreign mission abroad etc.

## **II. Use of Information Technology in Promotional Activity**

The recent change and progress in information technology have a revolutionary impact on tourism industry. Because of travel and tourism-related products and services are highly compatible with the Internet and the rapid growth of the Internet is having an impact on the distribution of travel services and has heightened speculation about the potential for disintermediation of the travel agent (Bennett and Lai, 2005). Again, the international tourism system is dependent on information technology for its future growth, competitiveness and long-term survival - particularly in terms of tourism marketing and distribution (Morgan et al, 2010). It is considered that who are able to access more information and make use of it are likely to be the winner in the competitive environment. In promoting the tourism industry of any country, the Internet can play the leading role to facilitate information exchange internationally. In addition to that World Wide Web (WWW) is the most popular application on the Internet which can be used effectively for the many purpose of tourism marketing including direct sales, advertisement, customer support (Millan, A. and Esteban, A. 2004). Bangladesh tourism authority must consider the effective use of this technology for the promotional activity of this industry. It is worth mentioning here that though BPC has its own web page; it should be well designed containing all the necessary information.

## **III. Ensuring the Security of the Tourists**

Security at the destination place is considered as one of the major factors for the foreign tourists. Because of every tourist gives the high priority on security to select a foreign country as a tourist destination. Therefore, the question of adequate security to the tourists during their visit is also very important. The tourists need to be fear free in visiting a place especially when it is outside their home country. The government of Bangladesh should improve the security in the major tourist areas with a view to correct Bangladesh's tarnished image. Any sort of risk and uncertainty related to the destination will lead the



tourists not to select that particular destination. Promotional measures can remove these sorts of fear, risk, harassment or cheating.

#### **IV. Allocation of more Promotional Funds**

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

#### **V. Developing Infrastructure Facilities**

The present infrastructural facilities of tourism in Bangladesh are not up to the standard of international level. There need to develop more hotels, motels, restaurants, and internal transport for the easy access to the spots. At the same time, the tourism authority needs to take the necessary steps for diversify the products or services. For example, introducing new river, lake and sea cruising, Bangladesh can have a bonanza in tourism industry. Before going to advertise in the international media, the country needs to develop these facilities.

#### **VI. Encouraging More Private Sector Investment**

Bangladesh tourism industry needs for heavy investment in order to develop infrastructure facilities and promotional measures. Since the government is not in a position to fulfil the needs of this heavy investment due to resource constraint, the government should consider promoting private sector investment both from domestic and foreign investors in order to develop and promote the tourism industry in Bangladesh. To encourage the private investment, the government should declare some incentives to the private investors. The incentives like tax holiday for a certain period on their return, tax free import of vehicles for using in tourism, arrangement of loans at a lower rate of interest, providing physical facilities etc. can be considered favourably for this purpose.



The authors emphasized that tax holiday for accommodation units is necessary as the room rent in Bangladesh is very high. In addition to this, the professional tourism institution of learning should be expanded if possible and the private sector should be encouraged to operate with concessions from the government of Bangladesh.

## **XI. Coordination among the Different Related Sectors**

Bangladesh tourism industry needs the coordinated efforts and promotional activities among the parties involved in this industry. Both the government sector and private sector tour operators should take the joint programs in developing the industry. As tourism is a multifaceted industry, there should have some coordination among the tour operators, hoteliers, airlines, local transport authorities and other service provider so that their coordinated efforts can be fruitful. Again, there should have the necessary coordination among the concerned ministries like ministry of Tourism and Civil Aviation, Home, Foreign Affairs, Transport and Health so that the visit of the tourists can be made safer, healthier and enjoyable.

### **Others**

Different beaches, rivers and other wetlands have to be converted with various establishments activities like river cruise, boating, beach volleyball, waterskiing, fishing, etc. along with boatel based food and accommodation.

- ❖ Provide training to the staff.
- ❖ Use dustbin and keep clean to spot.
- ❖ Quality and price for foods and other items should be reliable.
- ❖ Developing transportation and network coverage.
- ❖ Government provides support to the investors and commercial organizations.
- ❖ Foreign experts and consultants should hire on the recommendation of the project founders like World Bank, IMF.



### 5.3 Conclusion

Based on the SERVQUAL model, this article developed a questionnaire to evaluate the visitor's perceptions of services rendered by the tourism service in Bangladesh. A significant service gap (Gap between the visitor's perception of services and their expectations) has been found in all dimensions of the chosen model. But among five dimensions, the largest service gap exists in the empathy dimension. So the tourism industry should concentrate on each and every factor under all the dimensions of the SERVQUAL model in order to improve their target visitor's perceptions of services quality. Tourism has many fold benefits to us and our environment. In very brief, tourism fosters environmental awareness both among locals and visitors. It links to social and economic development. The conservation of natural and cultural heritage of an area as well as to improve the living standards of its inhabitants is the major contributions of tourism. Tourism has been advanced dramatically in the world whereas we lag behind. The causes of not developing tourism in Bangladesh are: lack of proper planning for long run, lack of efficient tourism manpower, insufficient government and private sector involvement, security, etc. Now we need proper and long-term tourism master plan based on strong tourism policy by involvement of Public-Private Partnership (PPP) to culture and practice tourism business in our attractive green country. Bangladesh has great potentialities to be an attractive tourist destination for both domestic and international visitors and tourists. By the way, we can harness the economic, socio-cultural, environmental and institutional manifold benefits of tourism to enrich our country from various corners. Bangladesh may adopt tourism as an instrument for poverty alleviation, environment awareness and education, participation, infra-structure development, i.e., sustainable development.

The study has been conducted to know the analysis service gap and use of promotional activities in 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. The study has identified the mean differences are statistically significant. I found both customers expectation and perception of service of all the tourist spots under consideration. The perfect satisfaction 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 provide expected service to the customer all the spots should think about some health related problems, transport, 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 visitor's service quality. The findings of the study may be used for developing the factors related to tourism services and formulating strategy to develop the promotional activities.

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## Appendix 1: T-Test Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Information Expectation	6.5857	140	.49437	.04178
	Information Perception	4.9571	140	.46258	.03909
Pair 2	Reputation Expectation	6.6143	140	.70543	.05962
	Reputation Perception	3.8714	140	1.03773	.08770
Pair 3	Security Expectation	6.0000	140	.41553	.03512
	Security Perception	3.5714	140	1.01884	.08611
Pair 4	Network Expectation	6.3929	140	.76522	.06467
	Network Perception	3.3571	140	1.01124	.08547
Pair 5	Accessibility Expectation	5.8714	140	.53433	.04516
	Accessibility Perception	3.3143	140	1.16351	.09833
Pair 6	Cleanliness Expectation	6.2571	140	.73329	.06197
	Cleanliness Perception	3.4429	140	1.13968	.09632
Pair 7	Transport Expectation	5.7857	140	.50588	.04275
	Transport Perception	3.4143	140	1.28626	.10871
Pair 8	Accommodation Expectation	6.1786	140	.76118	.06433
	Accommodation Perception	3.3357	140	1.43246	.12107
Pair 9	Package program Expectation	6.0000	140	.58764	.04966
	Package program Perception	3.1786	140	1.34789	.11392
Pair 10	Medical facilities Expectation	6.0000	140	.77738	.06570
	Medical facilities Perception	3.4214	140	1.37850	.11650
Pair 11	Location Expectation	5.9571	140	.54800	.04631
	Location Perception	3.0786	140	1.28112	.10827
Pair 12	Guide facilities Expectation	6.1429	140	.74497	.06296
	Guide facilities Perception	3.4000	140	1.31291	.11096
Pair 13	Attractiveness Expectation	5.9571	140	.62180	.05255
	Attractiveness Perception	3.1214	140	1.15346	.09749
Pair 14	Entertainment Expectation	6.1429	140	.80082	.06768
	Entertainment Perception	3.2214	140	1.32528	.11201
Pair 15	Incentive Expectation	6.0071	140	.59369	.05018
	Incentive Perception	3.4357	140	1.25355	.10594
Pair 16	Promotional activities Expectation	6.1000	140	.83365	.07046
	Promotional activities Perception	3.6929	140	1.24019	.10482
Pair 17	Infrastructure Expectation	6.1357	140	.61411	.05190
	Infrastructure Perception	3.6500	140	1.13749	.09614
Pair 18	Spot size Expectation	6.2214	140	.72039	.06088
	Spot size Perception	3.6571	140	1.00911	.08528
Pair 19	Ride facilities Expectation	6.0071	140	.72466	.06124
	Ride facilities Perception	3.5714	140	1.21230	.10246
Pair 20	Parking facilities Expectation	6.4786	140	.50133	.04237
	Parking facilities Perception	3.4214	140	1.24697	.10539
Pair 21	Price Expectation	6.0857	140	.77260	.06530
	Price Perception	3.6571	140	1.00911	.08528
Pair 22	Employee behavior Expectation	6.1000	140	.72270	.06108
	Employee behavior Perception	3.8000	140	1.21856	.10299
Pair 23	Entry fee Expectation	6.0429	140	.80351	.06791
	Entry fee Perception	3.6286	140	1.17738	.09951
Pair 24	Rules Expectation	6.1786	140	.76118	.06433
	Rules Perception	3.4786	140	1.18424	.10009
Pair 25	Extra facilities Expectation	6.1357	140	.74148	.06267
	Extra facilities Perception	3.7786	140	1.25846	.10636



## Appendix 2: Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Information Expectation & Information Perception	140	-.078	.358
Pair 2	Reputation Expectation & Reputation Perception	140	-.127	.134
Pair 3	Security Expectation & Security Perception	140	.204	.016
Pair 4	Network Expectation & Network Perception	140	.171	.044
Pair 5	Accessibility Expectation & Accessibility Perception	140	-.351	.000
Pair 6	Cleanliness Expectation & Cleanliness Perception	140	.069	.415
Pair 7	Transport Expectation & Transport Perception	140	-.327	.000
Pair 8	Accommodation Expectation & Accommodation Perception	140	-.016	.853
Pair 9	Package program Expectation & Package program Perception	140	-.109	.200
Pair 10	Medical facilities Expectation & Medical facilities Perception	140	-.282	.001
Pair 11	Location Expectation & Location Perception	140	.189	.025
Pair 12	Guide facilities Expectation & Guide facilities Perception	140	-.088	.300
Pair 13	Attractiveness Expectation & Attractiveness Perception	140	.067	.428
Pair 14	Entertainment Expectation & Entertainment Perception	140	-.023	.785
Pair 15	Incentive Expectation & Incentive Perception	140	-.246	.003
Pair 16	Promotional activities Expectation & Promotional activities Perception	140	-.228	.007
Pair 17	Infrastructure Expectation & Infrastructure Perception	140	-.076	.374
Pair 18	Spot size Expectation & Spot size Perception	140	-.122	.150
Pair 19	Ride facilities Expectation & Ride facilities Perception	140	.307	.000
Pair 20	Parking facilities Expectation & Parking facilities Perception	140	-.014	.868
Pair 21	Price Expectation & Price Perception	140	-.239	.004
Pair 22	Employee behavior Expectation & Employee behavior Perception	140	.039	.646
Pair 23	Entry fee Expectation & Entry fee Perception	140	-.439	.000
Pair 24	Rules Expectation & Rules Perception	140	-.056	.514
Pair 25	Extra facilities Expectation & Extra facilities Perception	140	.179	.034

**Appendix 3 (Continued)**

Pair 13	Attractiveness Expectation - Attractiveness Perception	2.83571	1.27291	.10758	2.62301	3.04842	26.359	139	.000
Pair 14	Entertainment Expectation - Entertainment Perception	2.92143	1.56430	.13221	2.66003	3.18283	22.097	139	.000
Pair 15	Incentive Expectation - Incentive Perception	2.57143	1.51322	.12789	2.31857	2.82429	20.107	139	.000
Pair 16	Promotional activities Expectation - Promotional activities Perception	2.40714	1.64425	.13896	2.13239	2.68190	17.322	139	.000
Pair 17	Infrastructure Expectation - Infrastructure Perception	2.48571	1.33296	.11266	2.26297	2.70845	22.065	139	.000
Pair 18	Spot size Expectation - Spot size Perception	2.56429	1.30968	.11069	2.34544	2.78314	23.167	139	.000
Pair 19	Ride facilities Expectation - Ride facilities Perception	2.43571	1.20676	.10199	2.23406	2.63737	23.882	139	.000
Pair 20	Parking facilities Expectation - Parking facilities Perception	3.05714	1.35057	.11414	2.83146	3.28283	26.783	139	.000
Pair 21	Price Expectation - Price Perception	2.42857	1.40985	.11915	2.19298	2.66416	20.382	139	.000
Pair 22	Employee behavior Expectation - Employee behavior Perception	2.30000	1.39217	.11766	2.06737	2.53263	19.548	139	.000
Pair 23	Entry fee Expectation - Entry fee Perception	2.41429	1.69207	.14301	2.13154	2.69703	16.882	139	.000
Pair 24	Rules Expectation - Rules Perception	2.70000	1.44292	.12195	2.45889	2.94111	22.140	139	.000
Pair 25	Extra facilities Expectation - Extra facilities Perception	2.35714	1.34149	.11338	2.13298	2.58131	20.790	139	.000

\*Source: Appendix 1, 2 and 3 are used from SPSS Software



## **Appendix 4: Questioner**

### **Analysis of the service gap and use of promotional activities in the tourism Industry: An overview of northern region.**

Dear Respondent

I am going to conduct a study on “ **Analysis of the service gap and use of promotional activities in the tourism Industry: An overview of northern region**”. The findings of the study will help me as well as marketing practitioner to identify the Service Gap & Promotional Activities of tourism sector to make a strong brand in Bangladesh. Your participation is extremely important to assess the general issues related to the tourism services. The answer will only be used for completing our study.

#### **Attention**

- a) Please don't omit any question;
- b) Please tick or write where it is necessary;
- c) Please answer below questions about your own experience and opinion.

Sincerely yours

Anup Kumar Banarjee

Student of MBA

HSTU, Dinajpur

#### **Personal Information (please tick\ write where it is necessary.**

1. Name:
2. Mobile no:
3. Your profession: (a) Student (b) Private Service (c) Public Service (d) Business (e) others.
4. Your age: (a) Less than 25 (b) 25-29 (c) 30-34 (d) 35-39 (e) 40-44 (f) 45-49 (g) 50-Above.
5. Gender: (a) Male (b) Female
6. Education: (a) Primary school (b) High school (c) College (d) University.
7. You are from (a) Dhaka (b) Chittagong (c) Rajshahi (d) Khulna (e) Sylhet (f) Barisal (g) Rangpur.

#### **General Information:**

1. Please tick the spot you have visited  
(a) Kantajee Temple (b) Swapnapuri (c) Vinnyajagot (d) Ananda Nagar (e) Paharpur  
(f) Mohasthanagarh (g) Ramsagar (h) Tajhat i) Nil Sagar j) Puthia
2. How many times do you have visited?  
(a) Once (b) More than once

## Part A. Service Gap analysis

1. Please read the following each statement carefully and mention how strongly do you expected that following factors \ attributes are in the tourism spot to make a strong brand. (Notes: 7= Extremely Expected, 6= Strongly Expected, 5= Expected, 4= Neither Expected Nor Unexpected, 3= Unexpected, 2= Strongly Unexpected, 1= Extremely Unexpected, EE= Extremely Expected, EU= Extremely Unexpected).

Dimension	Factors \ Attributes	EE					EU	
Assurance	1. Information availability	7	6	5	4	3	2	1
	2. Parking facilities	7	6	5	4	3	2	1
	3. Reputation of the spot	7	6	5	4	3	2	1
	4. Security	7	6	5	4	3	2	1
	5. Network coverage	7	6	5	4	3	2	1
Responsiveness	6. Accessibility	7	6	5	4	3	2	1
	7. Cleanliness of the spot	7	6	5	4	3	2	1
	8. Transport facilities	7	6	5	4	3	2	1
	9. Accommodation facilities	7	6	5	4	3	2	1
	10. Package program	7	6	5	4	3	2	1
	11. Medical facilities	7	6	5	4	3	2	1
Empathy	12. Location advantage	7	6	5	4	3	2	1
	13. Guide facilities	7	6	5	4	3	2	1
	14. Attractiveness of the spot	7	6	5	4	3	2	1
	15. Entertainment facilities	7	6	5	4	3	2	1
	16. Incentive program	7	6	5	4	3	2	1
Tangible	17. Promotional activities	7	6	5	4	3	2	1
	18. Infrastructure	7	6	5	4	3	2	1
	19. Size of the spot	7	6	5	4	3	2	1
	20. Ride facilities	7	6	5	4	3	2	1
Reliability	21. Price	7	6	5	4	3	2	1
	22. Employee behavior	7	6	5	4	3	2	1
	23. Entry fee	7	6	5	4	3	2	1
	24. Rules and Regulation	7	6	5	4	3	2	1
	25. Extra facilities	7	6	5	4	3	2	1

2. Please mention how strongly you perceive satisfied or dissatisfied regarding the following factors \ attributes are in the tourism spot. (Notes: 7= Highly Satisfied, 6= Very Satisfied, 5= Satisfied, 4= Neutral, 3= Dissatisfied, 2= Very Dissatisfied, 1= Highly Dissatisfied, HS= Highly Satisfied, HD= Highly Dissatisfied).



Dimension	Factors \ Attributes	HS	HD
Assurance	1. Information availability	7	6 5 4 3 2 1
	2. Parking facilities	7	6 5 4 3 2 1
	3. Reputation of the spot	7	6 5 4 3 2 1
	4. Security	7	6 5 4 3 2 1
	5. Network coverage	7	6 5 4 3 2 1
Responsiveness	6. Accessibility	7	6 5 4 3 2 1
	7. Cleanliness of the spot	7	6 5 4 3 2 1
	8. Transport facilities	7	6 5 4 3 2 1
	9. Accommodation facilities	7	6 5 4 3 2 1
	10. Package program	7	6 5 4 3 2 1
	11. Medical facilities	7	6 5 4 3 2 1
Empathy	12. Location advantage	7	6 5 4 3 2 1
	13. Guide facilities	7	6 5 4 3 2 1
	14. Attractiveness of the spot	7	6 5 4 3 2 1
	15. Entertainment facilities	7	6 5 4 3 2 1
	16. Incentive program	7	6 5 4 3 2 1
Tangible	17. Promotional activities	7	6 5 4 3 2 1
	18. Infrastructure	7	6 5 4 3 2 1
	19. Size of the spot	7	6 5 4 3 2 1
	20. Ride facilities	7	6 5 4 3 2 1
Reliability	21. Price	7	6 5 4 3 2 1
	22. Employee behavior	7	6 5 4 3 2 1
	23. Entry fee	7	6 5 4 3 2 1
	24. Rules and Regulation	7	6 5 4 3 2 1
	25. Extra facilities	7	6 5 4 3 2 1

### Part B. Promotional Activities

Please mention how strongly you perceive about the promotional activities the following factors \ attributes are in the tourism spot. (Notes 7= Strongly Agreed, 6= Agreed, 5= Fairly Agreed, 4= Nither Agreed nor disagreed, 3= Fairly Disagreed, 2=Disagreed, 1= Strongly Disagreed).

Promotional activities like advertising, sales promotion, publicity, personal selling etc.

1. The promotional activities undertaken by the tourism industry is effective?

1   
 2   
 3   
 4   
 5   
 6   
 7

2. Do you think that the promotional activities can play any role to tourism industry?

1   
 2   
 3   
 4   
 5   
 6   
 7

Dimension	Factors \ Attributes	HS							HD						
Assurance	1. Information availability	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	2. Parking facilities	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	3. Reputation of the spot	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	4. Security	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	5. Network coverage	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Responsiveness	6. Accessibility	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	7. Cleanliness of the spot	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	8. Transport facilities	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	9. Accommodation facilities	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	10. Package program	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	11. Medical facilities	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Empathy	12. Location advantage	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	13. Guide facilities	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	14. Attractiveness of the spot	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	15. Entertainment facilities	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	16. Incentive program	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Tangible	17. Promotional activities	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	18. Infrastructure	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	19. Size of the spot	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	20. Ride facilities	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Reliability	21. Price	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	22. Employee behavior	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	23. Entry fee	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	24. Rules and Regulation	7	6	5	4	3	2	1	7	6	5	4	3	2	1
	25. Extra facilities	7	6	5	4	3	2	1	7	6	5	4	3	2	1

## Part B. Promotional Activities

Please mention how strongly you perceive about the promotional activities the following factors \ attributes are in the tourism spot. (Notes 7= Strongly Agreed, 6= Agreed, 5= Fairly Agreed, 4= Nither Agreed nor disagreed, 3= Fairly Disagreed, 2=Disagreed, 1= Strongly Disagreed).

Promotional activities like advertising, sales promotion, publicity, personal selling etc.

1. The promotional activities undertaken by the tourism industry is effective?

1
  2
  3
  4
  5
  6
  7

2. Do you think that the promotional activities can play any role to tourism industry?

1
  2
  3
  4
  5
  6
  7