

AN INTERNSHIP REPORT ON

**PROBLEMS AND PROSPECTS OF TOURISM MARKETING;
A CASE STUDY IN NORTHERN PART OF BANGLADESH.**



This report is submitted to the Department of Marketing, Faculty of Post Graduate, Hajee Mohammad Danesh Science and Technology University, Dinajpur for partial fulfillment of the requirements for the degree of MBA (Major in Marketing, 2010-11).

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MBA (Major in MKT)

HSTU, Dnajpur-5200

**MASTER OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING**

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

February, 2012

TITLE

**PROBLEMS AND PROSPECTS OF TOURISM MARKETING;
A CASE STUDY IN NORTHERN PART OF BANGLADESH**



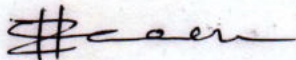
DEDICATION

TO

**MY
BELOVED
PARENTS**

DECLARATION OF THE STUDENT

I am **Md. Zakir Hossain** student of Hajee Mohammad Danesh Science & Technology University, Dinajpur-5200 of Masters of Business Administration (MBA), Major in Marketing ID No: 1005125 do here By declared that the internship report on “**problems and prospects of tourism marketing; a case study in northern part of Bangladesh**”, is an original and benefited work done By me for partial fulfillment of the Masters of Business Administration Degree, as part of Academic curriculum. It has not been submitted by me before, for any other Degree.



.....
Md. Zakir Hossain
MBA 3rd batch
Major in Marketing
Session: 2010-2011
HSTU, Dinajpur-5200

DECLARATION OF THE SUPERVISOR & CO-SUPERVISOR

This is to certify that the report on “**problems and prospects of tourism marketing; a case study in northern part of Bangladesh**” Submitted for the award of degree of Masters of Business Administration from Hajee Mohammad Danesh Science & Technology University, Dinajpur-5200 is a record of confide research carried out by Md. Zakir Hossain under my supervision. No part of the report has been submitted for any degree, title or recognition before.

I approve his full internship with full satisfaction and wish him a bright future.

Supervisor

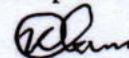


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During the period of surveying different tourism spots and preparing the report, I had gained altruistic assistance from a number of persons including our honorable and respectable course teacher Md. Jamal Uddin, assistant professor department of marketing, faculty of Business Studies.

I am thankful to the respective personnel of these organizations because they showed their highest degree of temperament in answering my persistent questions. Such if their friendly cooperation and kindness did not even allow me to strive for a single moment for.

Finally, thanks to every member of these groups. They put their spontaneous endeavors and best effort to complete the report successfully.



.....
Md. Zakir Hossain

MBA 3rd batch

Major in Marketing

Session: 2010-2011

Hajee Mohammad Danesh Science & Technology University, Dinajpur-5200

EXECUTIVE SUMMERY

This report is an assigned job as partial fulfillment of course requirement by honorable course teacher Md. Jamal Uddin, assistant professor department of marketing, faculty of Business Studies. Hajee Mohammad Danesh Science & Technology University, Dinajpur-5200. The view of this report is to find out the problems and prospects of tourism industry.

Tourism worldwide including Bangladesh is an expanding sector. It provides a significant foreign exchange and employment to our country. Bangladesh has potentials to develop tourism as a growing industry. However, according to this paper, the progress in cooperation in the field of tourism in Bangladesh. This paper includes the problems, prospects, current situations, master plan, tourism policy, policy recommendation and with some other valuable information's regarding Bangladesh tourism industry. Governments of Bangladesh should take some bold steps to remove the barriers standing in the way.

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CHAPTER#1

INTRODUCTION

1.1) INTRODUCTION

1.2) OBJECTIVE OF THE STUDY

1.3) IMPORTANCE OF THE STUDY

1.4) METHODOLOGY OF THE STUDY

1.5) LIMITATIONS OF THE STUDY

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. According to the World Tourist Organization (WTO), while 448.5 million tourists moved throughout the world during the year 1991 (Quoted by Davidson, 1994), about 593 million tourist arrivals were recorded during 1996 registering a 4.6% increase over 1995 (Bhattacharya, 1997) and 32.22 percent growth in five years. The World Tourism Organization recorded a total number of 763 million international tourist traffics in 2004 which is 10.58% higher than previous year and earned US\$ 623.00 billion which shows an increase of 18.89% over 2003 (WTO, 2005). Tourism continues to surge as a world economic force, contributing nearly \$5.5 trillion to the world's economy in 2004 (Wagner, 2005). 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 1,006.4 million in 2010 and the same will reach to 1,561.1 million in 2020. This continued growth in tourism business through out 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.

Bangladesh is of no exception from this. The country is trying from the inception of this industry to attracting more tourists to its destinations and to earn more foreign currency from this sector. The statistics on this sector shows that both the arrivals and earnings from tourism in Bangladesh have increased over the past. Statistically it may reflect an impressive profile but in a true sense the picture is somewhat different. In terms of global increasing trend in both the number of tourist arrivals and the earnings from tourism, the same in Bangladesh is very insignificant. Even in consideration of the positions of the neighbouring countries, Bangladesh is far behind in this respect. 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, 2005). Though tourism industry and its market have grown phenomenally worldwide, the

industry and its market have not grown in Bangladesh. Lack of proper/sufficient promotion is one of the major reasons not for developing the industry in Bangladesh up to the mark. Because, potential tourists need to know properly about the attractions, services, facilities, etc. at the destinations and accessibility to there through various forms of promotional measures. Besides, the expansion of tourism business and the increased competition among destination countries throughout the world have necessitated developing appropriate promotional approaches by the tourism firms worldwide.

Marketing promotion includes all means of conveying the message about a product or service to potential customers by using publicity or sales campaign or TV commercial or free gift etc (Ivanovic and Collin, 1996). Promotion is regarded as one sub-category of the marketing mix elements. According to Kotler et al (1999) promotion consists of those activities which are used to communicate the products or services and its merits to target customers and persuade them to buy. One of the tools of marketing promotion is sales promotion which consists of short-term incentives to encourage sales of a product or service through samples, coupons, rebates, premiums, allowances, price-offs, contests, push money, trade promotion, exhibits, premiums, sales rallies etc. Sales promotion refers to a vast range of novelty items that can carry promotional messages or a visual representation of the products or services. It includes in-store promotions such as two-for-the-price-of-one, 10 percent off, free gifts, redeemable coupons, competitions or money-back for returning so many bottle-tops or labels (Hackley, 2005). Sales promotion can be used to dramatize the offers of BPC. Researcher will specifically look for advertising, sales promotion, public relation and publicity, personal selling and or direct marketing including direct sales for the promotion of this industry. As Bangladesh tourism appears to have suffered mostly due to inadequate and ineffective promotional activities and promotional activities play an important role in the marketing of the same, it is necessary to study how promotion can play the role in tourism industry in Bangladesh (Hossain & Hossain, 2002). Bangladesh Parjatan Corporation (BPC), the only public sector tour operator in Bangladesh spent Tk. 7.935 million in 1995-96 which rose to TK. 10.413 in 2004-05 for promotional activity which is only 0.71% and 0.23% of its earning respectively. On the other hand the Virginia Tourism Corporation (VTC) generates a return-on-investment of \$4 for every dollar spent promoting Virginia's

tourism and for every one dollar spent in advertising returns almost four dollars in taxes to Virginia (Tourism in Virginia, 2002-2003). According to the latest Longwoods International report Colorado Travel Year 2003, more than 3.8 million people visited Colorado in 2003 as a direct result of the state's tourism promotion, resulting in a \$65.5 million boost in state and local taxes and without aggressive tourism promotion, the additional revenue would not have been realized (Tourism and Advertising, undated).

In the face of stiff competition among the destination countries, effective promotional measures are essential for the development of the industry. Bangladesh Parjatan Corporation or Bangladesh tourism could not meet this requirement due to lack of needed fund along with the absence of decision-makers' foresightedness. As a result, this sector and its market have failed to grow properly not merely because it lacks enough attractions and facilities. But time has not yet past over. Still there are lots of scopes and opportunities if Bangladesh attempts to highlight it as a tourist destination to the potential tourists properly through an effective promotional measure and can take some initiatives to develop some infrastructural facilities, the country would be able to earn many times higher than the present by attracting more tourists with in a short time. Considering the time factor and limitation of other resources, only the promotional aspects has been considered for the present study and it will be attempted to examine the existing promotional approaches of both the public and private sector tour operators, identify the problems and the limitations of their promotional activities, and prescribe necessary policy measures for effective promotional actions for the industry in Bangladesh.

1.2) OBJECTIVES OF THE STUDY

As a business executive of future, I should have to gather experience beside my institutional education. I should not concern my lesson only in classroom but to implement it in practical life that will help me in my future life. So, identify objectives is very much important. My purpose of preparing the report is:

- a)To identify the current state of affairs regarding tourism industry in Bangladesh.
- b)To find out the problems of tourism marketing in northern part of Bangladesh.
- c)To identify the contribution of government as well as private organizations in development of tourism sector.
- d)To provide some suggestions to improve tourism marketing in Bangladesh.

1.3) IMPORTANCE OF THE STUDY

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

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

1.4) METHODOLOGY OF THE STUDY

The present study is of analytical and exploratory nature. Accordingly, the use has been made of primary as well as secondary data. In order to prepare this report, I have collected information from practical field. I have presented my experience and findings through using different table and charts which are presented sequentially. Analysis has been made on the basis of the objectives mentioned before in the context of “**problems and prospects of tourism marketing; a case study in northern part of Bangladesh**”.

The secondary data have been collected mainly from monthly bulletins, various newspapers and other literature available in the field. To know the problems and prospects of tourism marketing structured questionnaires have been used to collect the data from tourists and travellers at different tourism spots. To analyze the data, various statistical techniques such as average, standard deviation and normal distribution have been used.

Sources of Information:

Primary data

Primary data will be collected by interviewing tourists and travellers at different tourism spots and directly communication with the people. Primary data will be under consideration in the following manner;

- Face to face conversation with tourists and travellers.
- Appointment with the top officials of the tourism spots.
- By interviewing general people of the tourism spots.
- Relevant files study as provided by the concerned organisation.
- A questionnaire survey
- Practical desk work

Secondary data

The necessary qualitative and quantitative information have been collected from various sources .Secondary sources that have been used in the study are as follows:

Internal Sources

- Tourism's Annual Report.
- Group Instruction Manual & Business Instruction Manual.
- Prior Research Report.
- Information Regarding the tourism Sector.
- Different Circulars, Manuals and Files of the tourism.

External Sources

- Different books and periodicals related to the tourism sector.
- Periodical publications.
- Newspapers.
- Training materials research studies
- Journals.
- Online Resources.

Process of data collection:

The following methods were used to collect the required information for the study.

- **Documents:** Documentary information for the study is collected from annual.
- **Interviews:** At first I have made a questionnaire as the direction of my supervisor about problems and prospects of tourism marketing; in northern part of Bangladesh. The interviews performed in a conversational manner and the respondents will answer in their own words.
- **Observation:** I have visited Dinajpur, Rangpur, Bogra and Naogaon district to collect data from 97 respondents.

Analysis of Data:

The data collected is analyzed in a descriptive way and also presented by graphs, tabulation if necessary. In terms of scaling method, a five point likert scale (**5 for strongly agree, 3 for neutral, and 1 for strongly disagree**) has been used. For analysis of data, SPSS software has been used. To entry data, coding option has been used at the initial stage. Both parametric and non-parametric statistical tools were used to derive a meaningful conclusion from the empirical data. In addition, basic statistical techniques of different measures of central tendency have been used in analyzing the data.

1.5) LIMITATIONS OF THE STUDY

It was not so easy to me prepare such type of report as the following reasons was existed-

(1) This is a descriptive and analysis based report. So it needs sufficient time. But I do not have surplus time to make such kind of analytical and descriptive report.

(2) Tourism corporation and tourism sector is a very large sector of Bangladesh. It has a large and several types of information. So it is very possible to overlook some of information.

(3) The high officials & tourists are very busy in their own work, so each and every time I have face gathering and reporting the information.

(4) I don't have sufficient knowledge about tourism industries.

(5) This report is based on tourism industry in Bangladesh.

(6) The budget was a constraint as a result of which the sample was limited to 97.

Although I face some limitations, I was trying my best to overcome these complexities and provide information as far as possible.

CHAPTER#2

OVERVIEW OF THE STUDY

2.1) DEFINING TOURISM AND ITS RELATED TERMS

2.2) DIFFERENT TYPES OF TOURISM

2.3) PROMOTION – MEANING AND FORMS

2.4) TOURISM ATTRACTIONS/SPOTS OF BANGLADESH

2.5) ECONOMIC IMPORTANCE OF TOURISM

2.6) STATISTICS ON TOURIST ARRIVALS AND FOREIGN EARNINGS

2.7) POLICIES ABOUT TOURISM INDUSTRY

2.8) SPECIALIZED AGENCIES FOR THE DEVELOPMENT OF TOURISM INDUSTRY

2.1) DEFINING TOURISM AND ITS RELATED TERMS

There are some conceptual terms related to tourism industry which need to be described here for a clear understanding. Among these terms, the most important ones are tourism, tourist, tourist attraction, travelling, service, recreation and leisure which can be stated briefly-as:

1. Tourism – Meanings and Scope

In the old days tourism didn't exist. But it was started to be known from the very beginning of human civilization. But most popularly and widely tourism is an invention of the 19th century- a period of history which sometimes seems to have stretched out to unnatural length.

According to United Nations World Tourism Organization (UNWTO), the official definition is as (Wikipedia, undated):

“Tourists are persons who are travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. The distance between these two places is of no significance.”

Again the World Tourism Organization (WTO) defined the term tourism and classified the various types of visitors as follows (WTO, 1995 as cited in Latham and Edwards, 1989):

- i. Tourism - The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
- ii. Tourist (overnight visitor)'- Visitor staying at least one night in a collective or private accommodation in the place visited.
- iii. Same Day Visitor (excursionist)'- Visitor who does not spend the night in a collective or private accommodation in the place visited.
- iv. Visitor - Any person travelling to a place other than that of his/ her usual environment for less than 12 consecutive months and whose main purpose of travel is not to work for pay in the place visited.
- v. Traveller - Any person on a trip between two or more locations.

2. Tourist Attractions – Meanings

Tourist attractions may be either built or natural. Whatever be the type of attractions, it is expected that it would be interesting enough, affordable, nearby, accessible and appealing to a wide demographic or potential tourists. A tourist attraction is a place where tourists, foreign and domestic, normally visit. Some examples include famous historical places, zoos, museums and art galleries, botanical gardens, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, and bridges), national parks and forests, theme parks and carnivals, ethnic enclave communities, historic trains, cultural events and rare oddities (Wikipedia, undated)¹

3. Travelling- Meanings

Travel is the act of going from one place to another. Sometimes tourism and travel are used interchangeably. In this context travel has a similar definition to tourism, but implies a more purposeful journey. Travel is the transport of people on a trip or journey. Reasons for travel include: Tourism-travel for recreation, Visiting: friends and family; Trade; Commuting-going to various routine activities, such as work or meetings; Migration - travel to began life somewhere else; Pilgrimages-travel for religious reasons

4. Service - Meanings and Characteristics

According to Gronroos (1983 as cited in Islam, 2005) service means:

"An activity or series of activities of more or less intangibles nature that normally, but not necessarily, take place in interactions between the customer and service employees and/or physical resources or goods and / or systems of service provider, which are provided as solutions to customer problems".

Table 1 Service Characteristics and Marketing Problems

Service Characteristics	Marketing Problems
1) Intangibility	- Services cannot be stored - Services cannot be inventoried - Services cannot be standardized
2) Perishability	- Quality control is difficult - Customer interacts with service production and delivery systems and the service environment
3) Heterogeneity	- No clear distinction between marketing, human resource management and operations management can be made.
4) Inseparability	

5. Recreation - Meanings

Recreation is any activity that can refreshes and recreates, diverts or amuses or stimulates and can renews health and spirits by enjoyment and relaxation

6. Leisure -Meaning

Leisure is an English word derived in the 14th century from the Latin word “licere” meaning to be permitted or to be free. The word came to be also from the French word “loisir” meaning free time.

2.2) 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:

1. 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” (Quoted by Sung, 2000)

2. Agritourism

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.

3. 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.

4. 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.

5. Sex Tourism

Sex tourism is tourism, partially or fully for the purpose of having sex or it can be defined as a purely physical meet in which the associate is no more than an animated object. A good definition, based on the kind of advertisements that appear in special magazines and through word of mouth, is a man who is going through a mid-life crisis, who has been disenchanted with his enjoyment of life due to feminism and women's liberation rhetoric; a man who is tired of taking a politically correct position on his sexual preferences because of social pressure (Rao, 1999).¹

6. 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.

7. Cultural Tourism

The cultural tourism has been around for a long time and is the “oldest of the ‘new’ tourism phenomena”. Cultural/culture 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.

8. 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 (Mader, undated). 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.

9. Geotourism

Geotourism is defined as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents. As such, Geotourism supports these principles (Mader, undated). Worldwatch Institute reports that ecotourism, Geotourism, and pro-poor tourism are among the increasingly popular niches in the travel industry that aim to address consumers’ ethical concerns (Quoted by Wagner, 2005).

10. 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-seeker’s allowance, but let’s not delve into the political implications of this change of terminology (Quinion).

2.3) 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. Modern marketing calls for more than developing a good product, pricing it attractively, and making it available to target customers (Kotler, et al, 2006)

This discussion leads to have an understanding about the elements of promotion mix and the major are:

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 (Fill, 1999). Then the author stated that the flexibility of this tool is good because it can be used to communicate with a national audience or a particular specialized segments and a vast number of people can be reached with the message, so the cost per contact can be the lowest of the tools in the mix.

Personal selling is traditionally perceived as a communication tool which involves face-to-face activities undertaken by individuals, often representating an organization, in order to inform, persuade or remind an individual or group to take appropriate action, as required by the sponsor's representative (Fill, 1999, p. 6)

Public relations is the art and social science of analyzing trends, predicting their consequences, counselling organization's leadership, and implementing planned programs of action which will serve both the organization's and the public interest (The Mexican Statement, 1978).

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)

Direct marketing is a term used to refer to all media activities that generate a series of communications and responses with an existing or potential customer (Fill, 1999)

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). Direct marketing is a term used to refer to all media activities that generate a series of communications and responses with an existing or potential customer (Fill, 1999).

2.4) MAJOR TOURISM ATTRACTIONS / SPOTS OF BANGLADESH

I tend to put major emphasis on certain tourist areas rather than individual projects. Shopnopuri, Vinno jogot, Kantajee's Temple, Paharpur Buddhist Monastery & Mohasthanagarh, are among my major preoccupations, because I want to develop this resort in a sustainable way. Other projects are Saint Martin's island, Sonargoan, Cox's Bazar, kuakata, Sundarbans etc.

Swapnapuri



[Shopnopuri - Artificial Tourist Spot]

Shopno Puri, Aftabganj , Dinajpur

- Details : Shopnopuri is a famous Artificial Place in Bangladesh. It is in Dinajpur district which about 100 acres acres. Shopnopuri beautify by many rides. This place take you a dream world.
- Entry Fee – 25/= No Ticket for Under 5 year.
- Rides :
Fish World – 10/= Zoo – 20/= Primeval Cave – 10/= Air Tram – 30/=
Artificial Zoo – 30/= Rainbow – 10/= Sun – 10/= Amazing Man – 10/= Wonder Wheel – 10/= Train – 10/= Wheel – 10/= Tom-Tom – Negotiable Air – 10/=
- Upcoming Rides:
3D Movie Primeval Cave -2 Shouro Jogot Wonderland

- Entry Fee For Vehicles:
Bus / Truck – 800/= Pick-up – 300/= Micro – 300/= Car – 100/= Auto Rickshaw – 200/=
- Restaurant Facility : There have Restaurant Facility in Shopnopuri.
- Accommodation Facility :
Nil Pori Rest House -300/= Rajani gondha Rest House – 400/=
Chadni Rest House – 500/= Nishi Podmo – 1500/= Shondha Tara Rest House – 1000/= (non A/c) Shondha Tara Rest House – 1500/= (A/c)
Rest House - 1000/= Special Room – 1200/=
- Contact : Mijanur Rahman (G.M) – 01712134095.
- How To Go There :
Dinajpur to FullBari - by Mail Bus – 40/= (per head) Fullbari to Shopno puri – by Auto Rickshaw – reserve – 120-150/= by Auto Rickshaw - per head – 20/=
- Moreover : You can go to Directly. FullBari from Dhaka by Train.

Vinno jogot



[Vinno jogot- Artificial Tourist Spot]

Vinno jogot , Khaleya , Gongachora , Rangpur.

- Details : Vinno Jogot is a famous Artificial Place in Bangladesh. It is in Rangpur district which about 100 acres. Vinno Jogot beautify by many rides. This place take you a dream world.
- Entry Fee - 30/=
- Rides : Planetorium-30/=Borofer desh-10/= Launch-10/=3D Movie – 10/=
- Tal betal – 5/=Azab guha – 10/=Kangaroo lift – 5/=Paddle boat – 10/=
3D zone – 10/=Sky travel – 10/=Space journey – 10/=Marry gold – 10/=
Sondo poton – 10/=Amra shobai raja – 10/=Emon moja hoy na – 10/=
Nagor dola – 10/=
- Upcoming Rides :
Cable wire.Train. Entry Fee For Vehicles:
Bus – 800/=Micro – 300/=Car/jeep – 150/=
- Restaurant Facility : There have Restaurant Facility in Vinno Jogot.
- Accommodation Facility : [all rates will be add 15% Vat+tax]
- Normal : Non A/c twin bed attatch bath – 800.00/= Room – 6
- A/c - twin bed attatch bath – 1400.00/= Room – 3
- Royal Palace : [breakfast free]
A/c – 2000.00/= Room – 6 V.I.P – 5000.00/= Room – 1
- Dream Palace : [breakfast free]
Suite – 3500.00/= Room – 4 Deluxe – 2500.00/= Room – 19.
- For Booking – 0171704237.
- Contact : Jia (manager) – 01734107471.
- Mosque : Male & Female both can pray their prayer.
- How To Go There : Rangpur medical more to Vinno jogot -13 Km
By Auto rickshaw – Reserve 150/= (only up)
- Rangpur medical more to Pagla pir – 10Km
By Bus – 10/= Pagla pir to vinno jogot – 3Km
By rickshaw / Auto rickshaw – 15/= – 20/=

Kantajees Temple

Kantajee's Temple is in Dinajpur district. It is the most ornate among the late medieval temples of Bangladesh is the Kantajee's temple near Dinajpur town, which was established in the year 1722 by Ram Nath, son of Maharaja Pran Nath .



[A Part of Kantajee's Temple, Dinajpur]

The temple, a 51' 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 Gangharampur in West Bengal. It was originally a navaratna temple, crowned with four richly ornamental corner towers on two stores and a central one over the third stored.

Unfortunately these ornate towers collapsed during an earthquake at the end of the 19th century. In spite of this, the monument rightly claims to bathe finest extant example of its type in brick and terracotta, built by Bengali artisans. The central cells 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 cusped 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 terracotta plaques, representing flora fauna, geometric motifs, mythological scenes and an astonishing array of contemporary social scenes and favorite pastimes.

Ramshagor Dighi

The beautiful Ramshagor Dighi (Lake) was dug in 17th Century by Maharaja Ram Nath to solve the water problem. This is now one of the historical places as well as a tourist spot also. Raja Ramnath had dug this Ramsagar (largest blue water tank) in 1755, the area if the Rtamsagar is 3399' × 1200' & deep is 36 ft. The total area is 1,628,120 sq. ft. surrounding picturesque view which attracts visitors enormously. There is a Temple for the Hindus, an artificial zoo, a small zoo and a rest house.

Ramsagar is 10 km. far from the Parjatan motel Dinajpur. Rickshaws, auto rickshaws and micro-buses are available to reach here.



[Ramshagor Dighi , Dinajpur]

Paharpur Buddhist Monastery

Paharpur Buddhist Monastery is another tourist attraction of North Bengal. Paharpur is a small village 5 km. west of Jamalganj in the greater Rajshahi district. You can go to Paharpur from Jaipurhat district. Its only 10 km from Jaipurhat.

King Dharma Pal established Paharpur Buddhist Monastery in 7th century, which is the most important and the largest known monastery south of the Himalayas, has been excavated. The main Mandir is in the center of this Monastery. This 7th century archaeological find covers approximately an area of 27 acres of land.



[Terakota work of Paharpur Buddisht Temple]

The entire establishment, occupying a quadrangular court, measuring more than 900 ft. externally on each side, has high enclosure-walls about 16 ft. in thickness and from 12 ft. to 15 ft. height. With 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 rooms. The architecture of the pyramidal cruciform temple is profoundly influenced by those of South-East Asia, especially Myanmar and Java. A small site-Museum built in 1956-57 houses the representative collection of objects recovered from the area, where you can see the statues of Buddha and Vishnu. The excavated findings have also been preserved at the Varendra Research Museum at Rajshahi. The antiquities of the museum include terracotta plaques, images of different gods and goddesses, potteries, coins, inscriptions, ornamental bricks and other minor clay objects.

Mahasthangarh [Bogra]



Mohasthangarh is one of the main attractions in north Bengal. It was the capital of Kingdom of the Mourjo, the Gupta and the Sen Dynasty.

[Mohasthangar, Bogra]

This is the ancient archeological and historical which was, established in 2500 BC. It is the oldest archaeological site of Bangladesh is on the western bank of river Karatoa 18 km. north of Bogra town beside Bogra-Rangpur Road. The spectacular site is an imposing landmark in the area having a fortified, oblong enclosure measuring 5000 ft. by 4500 ft. with an average height of 15 ft. from the surrounding paddy fields. Beyond the fortified area, other ancient ruins fan out within a semicircle of about five miles radius. Several isolated mounds, the local names of which are Govinda Bhita Temple, Khodai Pathar Mound, Mankalir Kunda, Parasuramer Bedi, Jiyat Kunda etc. surround the fortified city.

This 3rd century archaeological site is still held to be of great sanctity by the Hindus. Every year (mid-April) and once in every 12 years (December) thousands of Hindu devotees join the bathing ceremony on the bank of river Karatoa.

You can go to Mohasthanagar from Bogra town, 10 km. away. Don't forget to visit Mohasthanagar museum while visiting Mohasthanagar. Mohasthan Buddhist Stambho is another attraction for the tourists; it is locally called as Behula's Basar.

Cox's Bazar

Cox's Bazar is one of the most attractive tourist spots & the longest sea beach in the world (approx. 120 km long). Miles of golden sands, towering cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist temples and tribes, delightful seafood--this is Cox's Bazar, the tourist capital of Bangladesh.



[Cox's Bazar Sea Beach]

The warm shark free waters are good for bathing and swimming & while the sandy beaches offer opportunities for sun-bathing. The beauty of the setting-sun behind the waves of the sea is simply captivating. Locally made cigars and handloom products of the tribal Rakhine families are good buys.

Every year lots of foreign & local tourist come here to spend their leisure in Cox's Bazaar. Though the season is in winter but Cox's Bazar sea beach is crowded almost through out the year. Especially in winter season, it is hard to get an accommodation in the hotels if booking is not made earlier. If you are really adventurous and want to enjoy the wildness and madness of the rough and tuff Sea you can come to Cox's bazar in the month of mid April, Sea continue its wildness till August; and its even more exotic if you come to Cox's Bazar in the time of depression of the Sea.

Saint Martin's Island

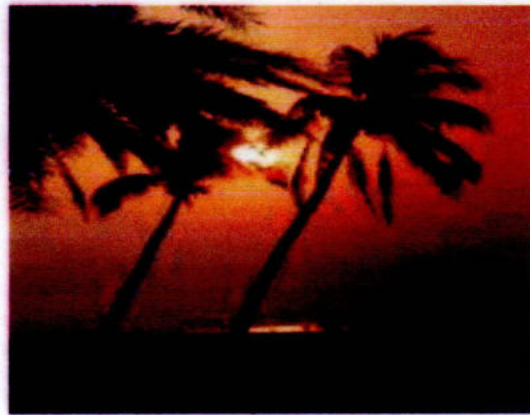
St. Martin's island is a small island in the northeast part of the Bay of Bengal, about 9 km. south of the Cox's Bazar-Teknaf peninsular trip in the southernmost part of Bangladesh. The local people call it Narikel Jinjira. There are 2 small dead lagoons and a stretch of marshy land in Dakshinpara.

Kuakata

Cooing kuakata, the lowland lass of latachapli in the sea-facing south of Bangladesh is 70 km. from Patuakhali District Headquarters and 320 km. from the capital City Dhaka. Here on the Bay, nature left to nature is the up and coming tourist hamlet of Kuakata with cool and kind holidaying kiss. Fascinating name Kua(well), Kata(dug) was perhaps given to it by the earliest Rakhyne settlers from kingdom of Arakan who landmarked the place by digging a well. A fabled curative quality of well-waters of Kuakata is still a matter of "willing suspension of disbelief". Fascinating still more is the sight of the sun at dawn rising from the depths of the sea and sinking into the same at dusk which can be glanced from the same point.



[Kuakata Seabeach]



[Sunrise at Kuakata]

Tourist attractions

- Rising from the sea and setting into it of the crimson sun in a clam environment,
- Fairs and festivals during 'Rush Purnima' and 'Maghi Purnima'.
- Unique customs and costumes of the 'Rakhyne' community,
- Ancient Buddhist temple and the largest Buddha statue of Bangladesh,
- Migratory birds in the winter season.

General Information about Sundarbans:

AREA: Nearly 2400 sq. miles or 6000 sq. km.

FOREST LIMITS: North-Bagerhat, Khulna and Sathkira districts: South-Bay of Bengal; East-Baleswar (or Haringhata) river, Perojpur, Barisal district, and West-Raimangal and Hariabhanga rivers which partially form Bangladesh boundary with West Bengal in India.

MAIN ATTRACTIONS: Wildlife photography including photography of the famous Royal Bengal Tiger, wildlife viewing, boating inside the forest will call recordings, nature study, meeting fishermen, wood-cutters and honey-collectors, seeing the world's largest mangrove forest and the revering beauty.



[Deers at Sundarban]

The Sundarbans are the largest littoral mangrove belt in the world, stretching 80km (50mi) into the Bangladeshi hinterland from the coast. The forests aren't just mangrove swamps though; they include some of the last remaining stands of the mighty jungles, which once covered the Gangetic plain.

The Sundarbans cover an area of 38,500 sq km, of which about one-third is covered in water. Since 1966 the Sunderbans have been a wildlife sanctuary, and it is estimated that there are now 400 Royal Bengal tigers and about 30,000 spotted deer in the area. Sundarbans is home to many different species of birds, mammals, insects, reptiles and fishes. Over 120 species of fish and over 260 species of birds



[Sundarban - Royal Bengal Tiger]



have been recorded in the Sundarbans. The Gangetic River Dolphin (*Platanista gangetica*) is common in the rivers. No less than 50 species of reptiles and eight species of amphibians are known to occur. The Sundarbans now support the only population of the Estuarine, or Salt-Water Crocodile (*Crocodylus porosus*) in Bangladesh, and that population is estimated at less than two hundred individuals

Means of Communication: Water transport is the only means of communication for visiting the Sundarbans from Khulna or Mongla Port. Private motor launch, speedboats, country boats as well as mechanized vessel of Mongla Port Authority might be hired for the purpose. You can start journey from Dhaka to Khulna by road or by river

Journey time: It varies depending on tides against or in favor in the river. Usually it takes 6 to 10 hours journey by motor vessel from Mongla to Hiron Point or Katka.

FAMOUS SPOTS: Hiron Point (Nilkamal) for tiger, deer, monkey, crocodiles, birds and natural beauty. Katka for deer, tiger, crocodiles, varieties of birds and monkey, morning and evening symphony of wild fowls.

Jaflong

Jaflong is one of the most attractive tourist spots in Sylhet division. It's about 60 km far from Sylhet town and takes two hours drive to reach there. Jaflong is also a scenic spot nearby amidst tea gardens and rate beauty of rolling stones from hills. It is situated besides the river Mari in the lap of Hill Khashia.



[Stone Collection from River, Jaflong - Sylhet]

The Mari river is coming from the great Himalayas of India, which bringing million tons of stone boulders with its tide. You can watch the stone collection from the river in Jaflong as well as you can enjoy the boating in the river Mari. Jaflong is totally a hilly area of real natural beauty where hills are greenish with the forests.

Lots of wild animal lives in this forest, so you need to be careful to enter in the forest alone. You can see the lifestyle of Tribe Khashia in Jaflong. If you intend to visit Jaflong it is advisable to start from Sylhet in the early morning so that you can comeback by evening covering the other tourists spots of nearby areas of Jaflong.

Srimongol

Srimongol is the place of tea gardens, hills and forest areas on the hills. Within your eyesight you will find green throughout. It is famous for the largest tea gardens of world covered by lush green carpet. One can have a look into the spectacular tea processing at Tea Research Institute. Bangladesh produces and exports a large quantity of high quality tea every year. Most of the tea estates are in Sremongol. It is called "The land of two leaves and a bud".



[Srimongol Tea Garden, Sylhet]

It is also called camellia, green carpet or Tea Mountain. There are a lot of tea estates including the largest one in the world. The terraced tea garden, pineapple, rubber and lemon plantations form a beautiful landscape. It is known as the tea capital in Bangladesh. Just after entering into the tea estates the nice smells and green beauty will

lead you many kilometers away. There are some hotels in Srimongol where you can stay, but if you can manage to stay in the Tea garden that will give you a different type of memorable experience. For that you will have to take the permission from the owner of any tea state.

Madhabkunda Waterfall

Madhabkunda waterfall is one of the most attractive tourist spots in Sylhet division. Lots of tourists and picnic parties come to Madhabkunda every day for their enjoyment. You can go to Madhabkunda either from Sylhet if you go by road or from Kulaura if you go by train.

From Kulaura rail station it's about one hour journey by microbus to Madhabkunda. The journey to Madhabkunda itself is exotic. On the way you can see the greenish beauty of tea garden, the hills and the zigzag road through the hills will increase the joy of your journey. In Madhabkunda you will see the great waterfall – falls of million tons of water form 200ft. height. Big bolder of stones and the black stones in giving a shape of cave in Madhabkunda. There is a Parjatan Motel with a good restaurant for accommodation and fooding.



[Madhabkunda Waterfall, Sylhet]

Spots of Dhaka

At initial feeling, Dhaka is a typically modern Third World capital with wide boulevards and cement-block towers, everything laid out in orderly fashion but in rapid states of decline. But on further investigation you discover that Dhaka is an old and venerable town in the true South Asian way.



Sonargaon



Baldha Garden



National Memorial



Ahsan Manzil Museum



Lalbagh Fort



National Museum

Lalbagh Fort

The Fort of Aurangabad, popularity known as the Lalbagh Fort was built in 1678 A.D. by Prince Mohammad Azam, son of Mughal Emperor Aurangazeb who was the then Viceroy of Bengal.

National Museum

Housed in an impressive building the Museum contains a large number of interesting collections including sculptures, coins, paintings and inscriptions.

Ahsan Manzil Museum

Located on the bank of river Buriganga in Dhaka. It is an example of the nation's rich cultural heritage. It was the home of the Nawab of Dhaka and a silent spectator to many

events. Today's renovated Ahsan Manzil is a monument of immense historical beauty. It has 31 rooms with a huge dome atop which can be seen from miles around. It now has 23 galleries in 31 rooms displaying portraits, furniture and household articles and utensils used by the Nawab.

Baldha Garden

Baldha Garden has rare collection of botanical plants and flowers. Built on an area of 0.5 acre of land at Nababpur, Object of garden: botanical education, research, preservation of plants and some recreation.

National Memorial

Located at Savar, in the suburb of Dhaka city, is the National Memorial. It was built to commemorate the martyrs of the war of independence, Jahangirnagar University and its sprawling campus is also located nearby.

Sonargaon

About 29 km. from Dhaka is one of the oldest capitals of Bengal. It was the seat of Deva dynasty until the 13th century. From this period onward till the time of the advent of the Mughals. Sonargaon was a subsidiary capital of the Sultanate of Bengal.

2.5) ECONOMIC IMPORTANCE OF TOURISM

The exceptional growth of tourism over the last 50 years is one of the most remarkable economic and social phenomena of the 20th century. The number of international arrivals shows an evolution from a mere 2.0 million in 1950 to 963 million in 2010. That represents an average annual growth rate of more than 7.0 per cent over a period of 50 years - well above the average annual economic growth rate for the same period.

Tourism has clearly outperformed all the other sectors of the economy and has grown into the most significant economic activity in the world.

According to the World Tourism Organisation, 798 million people travelled to a foreign country in 2009, spending more than US\$ 578 billion. International tourism receipts combined with passenger transport currently total more than \$675 billion - making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum and food. There are some indicators of the size and impact of the tourism industry today. According to WTO statistics on tourism:

(1) In the eight months of 2009 international tourist arrivals totalled 768 million world wide (+4.5 per cent), up from 653 million in the same period of 2008, a year which saw an all time record of 906 million people travelling internationally.

(2) Growth is expected to continue in 2011 at a pace of around 4.0 per cent worldwide.

(3) Generated income of \$ 127764 million in 2008 - that is, the amount spent by tourists annually.

According to the World Tourism Organization, a total number of 763.25 million international tourist traffics were recorded during 2004 and received US\$ 622.68 billion from this sector (WTO, 2005) and making the tourism as one of the largest industries in the world.

Tourism is considered as an important economic sector not only from national perspective but also from an international perspective. The number of international tourist arrivals recorded worldwide grew by 5.5% and exceeded 800 million for the first time ever and it is expected for the year 2006 that the same will grow between 4 - 5% in 2006 (WTO, 2006). Tourism is one of the growth sectors of the global economy and world-wide it is predicted to more than double from 2000 figures by 2020, when World Tourism Organization calculates there will be 1.6 million international travellers (Kastelein, 2005)

Tourism helps in the process of generating foreign exchange, creation of employment and encouragement of local economics especially nature tourism which occurs in rural areas, it can lead to localized economic development in these often neglected areas.

2.6) STATISTICS ON TOURIST ARRIVALS AND FOREIGN EARNINGS

When considering foreign exchange earnings from tourism or tourism receipts. The amount might seem rather small. Statistics showing foreign tourist arrivals for five years to 2010 is presented in annex table 2. Annex table 3 shows foreign exchange earnings from tourists and other travelers. The annual growth rate over the last three years is noteworthy. Though tourism has not assumed a significant role in the national economy yet, it is hoped that tourism shall grow to contribute significantly to the national economy in the future.

Annex table-2, Bangladesh monthly foreign tourist's arrival from 2006-2010

Month	2006	2007	2008	2009	2010
January	11341	12179	13616	16826	18523
February	8549	8926	10758	9707	10910
March	7791	8280	8096	10848	13734
April	12707	7671	9144	10545	12853
May	11209	7701	10064	11611	12317
June	11083	8890	9729	10588	12447
July	10951	8815	10206	11626	13262
August	7918	10013	9231	10649	11813
September	5872	8627	7861	8979	10152
October	8363	10971	11491	10134	13004
November	8434	9541	11631	13146	12000
December	9115	9761	14938	15463	15166
Total	113242	110475	126758	140122	156231
Percentage change over previous years	-1.84	-2.44	14.76	10.52	11.50

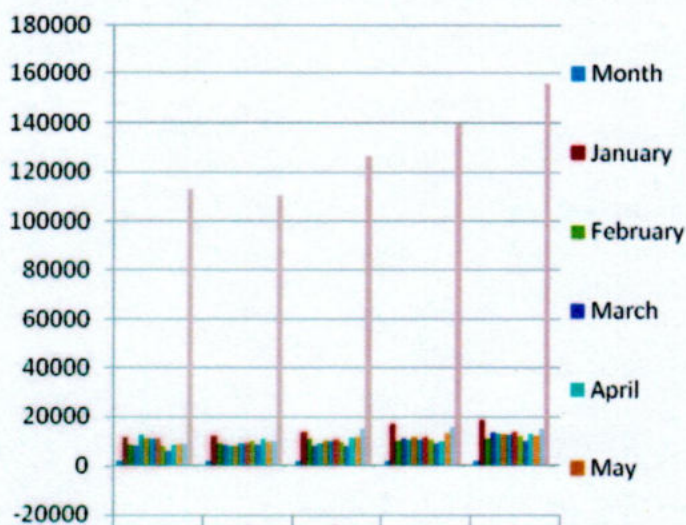
*Source: Special Branch, Bangladesh Parjatan Corporation, PTS Division (statistics)

Annex table-3 Bangladesh foreign exchange earnings from tourists and other travelers 2006-2010(hundred thousand taka)

Month	2006	2007	2008	2009	2010
January	233	423	458	535	667
February	188	305	744	546	693
March	320	455	700	478	697
April	299	176	425	487	654
May	208	356	523	671	667
June	171	302	359	619	773
July	389	96	375	554	682
August	226	197	491	666	1142
September	403	85	445	506	968
October	303	274	398	712	1006
November	322	335	516	694	1002
December	253	287	510	1124	600
Total	3315	3291	5944	7594	9552
Percentage change over previous years	9.44	-0.72	80.61	27.76	-

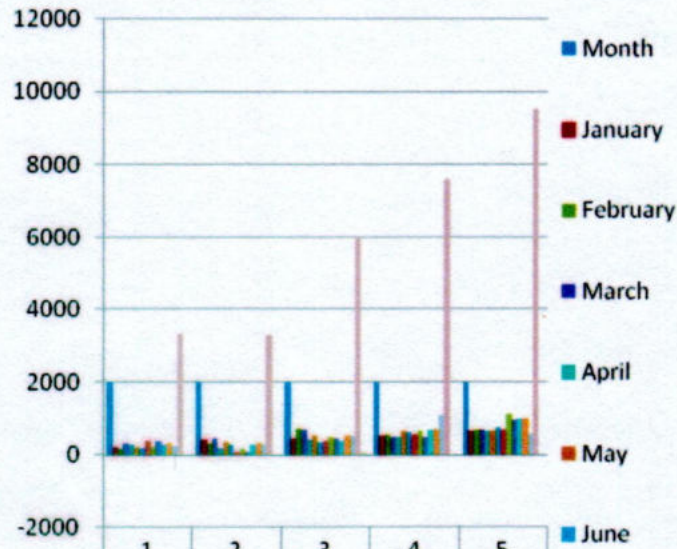
*Source: Special Branch, Bangladesh Parjatan Corporation, PTS Division (statistics)

BANGLADESH MONTHLY FOREIGN TOURIST'S ARRIVAL(2006-2010)



	1	2	3	4	5
Month	2006	2007	2008	2009	2010
January	11341	12179	13616	16826	18523
February	8549	8926	10758	9707	10910
March	7791	8280	8096	10848	13734
April	12707	7671	9144	10545	12853
May	11209	7701	10064	11611	12317
June	11083	8890	9729	10588	12447
July	10951	8815	10206	11626	13262
August	7918	10013	9231	10649	11813
September	5872	8627	7861	8979	10152
October	8363	10971	11491	10134	13004
November	8434	9541	11631	13146	12000
December	9115	9761	14938	15463	15166
Total	113242	110475	126758	140122	156231
Percentage change over previous years	-1.84	-2.44	14.76	10.52	11.5

BANGLADESH FOREIGN EXCHANGE EARNING FROM TOURISM INDUSTRY(2006-2010)



	1	2	3	4	5
Month	2006	2007	2008	2009	2010
January	233	423	458	535	667
February	188	305	744	546	693
March	320	455	700	478	697
April	299	176	425	487	654
May	208	356	523	671	667
June	171	302	359	619	773
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December	253	287	510	1124	600
Total	3315	3291	5944	7594	9552
Percentage change over previous years	9.44	-0.72	80.61	27.76	0

- Month
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December
- Total
- Percentage change over previous years

The above table indicates that the total Bangladesh tourist arrivals in 2006 were 113242 and in 2010 it increased to 156231 which are about 137.96% in the last five years. On the other hand the earning from the same was 3315 (HUNDRED THOUSAND TAKA) in 2006 and in 2010 it increased to 9552 (HUNDRED THOUSAND TAKA) which 188.14% of base year 2006. The growth rate of the earnings is more than the same of the tourist arrivals. The overall trend of both arrivals and earnings form this sector is very amazing.

2.7) POLICIES ABOUT TOURISM INDUSTRY

(1) NATIONAL TOURISM POLICY (1972)

Promotion of tourism in Bangladesh under the aegis of the government started in 1972, following independence of the country. The main attractions of the tourism industry of Bangladesh are varied cultural heritages, ancient archaeological sites, Buddhist heritages and many eco-tourism sites, world's longest natural sea beach, etc. Recognizing the contribution of tourism to the socio-economic development of the country, the government framed the National Tourism Policy in 1992. In the Tourism Policy, status of tourism industry in Bangladesh was described, aims and objectives were defined and implementation strategies were suggested.

The policy identified tourism as a multidimensional industry and spelt out the necessity to have an effective coordination among various government ministries, departments, agencies and civil society bodies. As per the recommendation of the National Tourism Policy, a 'National Tourism Council' headed by the Prime Minister and an 'Inter-ministerial Coordination Committee' headed by the Minister of Civil Aviation and Tourism were formed. Unfortunately, both the committees virtually remained dysfunctional. Until now, only two meetings of the National Tourism Council were held. The National Tourism Policy undertook some initiatives for a vigorous promotion of tourism within and outside the country. However, most of those remained unimplemented. Against this backdrop and emergence of private sector tourism industry, it is urgently felt that the 1992 policy needs updating.

(2) NATIONAL INDUSTRIAL POLICY (2005)

The National Industrial Policy 2005 has recognized tourism as an industry and declared it as a “thrust sector”. As per the Industrial Policy, foreign investors have been offered various incentives to invest in tourism industry, which include: (a) Tax exemption on royalties; (b) Tax exemption on the interest of foreign loans; (c) Tax exemption on capital gains from the transfer of shares; (d) Avoidance of double taxation in case of foreign investors on the basis of bilateral agreements; (e) Exemption of income tax on salaries up to three years for the foreign technicians employed in the approved industries; (f) Remittance up to 50% of the salary of the foreigners employed in Bangladesh and the facilities for repatriation of their savings and retirement benefits and personal assets at the time of their return; (g) Facilities for repatriation of invested capital, profits and dividends; (h) Guarantee against expropriation and nationalization of foreign private investment (as per Foreign Private Investment Promotion & Protection Act 1980); (i) Provision for transfer of shares held by foreigners to local partners with the permission from the Board of Investment and the Foreign Exchange Control Department of Bangladesh Bank; and (j) Reinvestment of repatriable dividend is treated as new foreign investment.

Promotion of tourism industry through public-private partnership has been indicated in both the National Tourism and National Industrial Policies of Bangladesh. For development of human resource in this sector, directives have been given to activate the tourism training institutes. Also in the Industrial Policy, the inclusion of Ministry of Civil Aviation and Tourism (MOCAT) was proposed in the National Committee for SME Development. Inclusion of the MOCAT would play a positive impact on growing up small and medium size enterprises in tourism sector of Bangladesh.

2.8) SPECIALIZED AGENCIES FOR THE DEVELOPMENT OF TOURISM INDUSTRY

The state corporation, Bangladesh Parjatan (Tourism) Corporation (BPC), was established in 1973 and tourism has mostly been the subject of this state body ever since. Somewhat later, the Ministry of Civil Aviation and Tourism was created and brought three agencies together in the Ministry, namely BPC, the national flag carrier Biman and the Civil Aviation Authority. A process to integrate tourism planning development through the Ministry of Civil Aviation and Tourism is already in place. Given the fact that tourism is so diverse and multi-dimensional, the National Tourism Policy of 1992 states that a multi-dimensional industry as tourism in its developmental activities at tourist spots and centers will involve programmes of work of various ministries and, therefore, this industry will have to be developed by overcoming governmental dilatory processes through effective coordination at the highest level. With that end in view, a National Tourism Council has been formed with the Prime Minister as the head of the Council and other relevant ministries participating.

In order to implement the tourism policy, an Inter-ministerial Coordination and Implementation Committee has been formed with the Secretary of the Ministry of Civil Aviation and Tourism as the convener.

CHAPTER#3

EMPIRICAL ANALYSIS OF THE STUDY

3.1) ANALYSIS OF THE FACTS)

3.2) OVERALL FINDINGS

3.1) (ANALYSIS OF THE FACTS)

3.1 (i) major tourism attractions in northern part of Bangladesh

To attract the tourists to any particular destination needs to have some distinctive attractions or icons. Tourism is a field where the people can have the opportunity of enjoying the entertainment and recreation. Since, the tourists need to know about the suitable destination. The following table (Table 3.1) shows which of the tourism spot tourist like most.

Table 3.1 (i) which of the tourism spot tourist like most in northern part of Bangladesh –

tourism attractions	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1. Shopno Puri	27	27.84	27.84	27.84
2. Vinno jogot	22	22.68	22.68	50.52
3. Kantajee Temple	11	11.34	11.34	61.86
4. Ramsagor	15	15.46	15.46	77.32
5. Paharpur	10	10.31	10.31	87.63
6. Mahasthangarh	12	12.37	12.37	100
Total	97	100	100	

In an overall comment on the tourism attractions in northern part of Bangladesh, most of the respondents opined that they can choose Shopno Puri due to sufficient facilities (i.e. 27.84 % respondents choose shopnopuri as a tourism spots) rather than other tourism spots, where Vinno jogot constitutes 22.68% ,Kantajee Temple 11.34% ,Ramsagor 15.46% , Paharpur 10.31% and Mahasthangarh 12.37%.

3.1 (ii) Components for attraction of a tourist spot

This is very evident that attraction, infrastructures, facilities & service, hospitality, cost are the five factors which can develop a tourist industry. The following lists show components of tourist destination attractiveness, compiled through five factors, which were literature reviews regarding tourist destination choice, image and tourist satisfaction.

Table 3.1 (ii) Components for attraction of a tourist spot

Components for attraction	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) Communication	32	32.99	32.99	32.99
2) Accommodation	22	22.68	22.68	55.67
3) Reasonable cost	09	9.28	9.28	64.95
4) Security	23	23.71	23.71	88.66
5) Sight seeing	11	11.34	11.34	100
Total	97	100	100	

The study reveal that the authority should ensures communication facilities and accommodation facilities should be developed and every tourist is ready to pay even more if the communication facilities and accommodation facilities are available.

3.1 (iii) 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 the climate 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.

Table 3.1 (iii) tourism Seasons and Climate

Seasons and Climate	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) Most suitable season (winter)	90	92.78	92.78	92.78
2) Suitable season(Dec & Jan)	7	7.22	7.22	100
Total	97	100	100	

From the above figure we can say that, the best period for the tourists to visit the different tourism spots is the winter & rainless dry season lasting from November to March, when the temperature ranges between 13.3 and 26.5 °C. Some respondents (7.22 %) think that the suitable season for tourist is from December to January.

3.1 (iv) contribution of government to develop the tourism the industry

Budget tourism aimed at all age groups, particularly the young generation of backpackers needs to be developed, with economy travel, easing of visa formalities, dissemination of information and low-cost but comfortable accommodations, etc. The ministry of Tourism and National Tourism Organizations of the Bangladesh needs to be strengthened.

Table 3.1 (iv) the contribution of government to develop the tourism industry -

contribution of government	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) High	12	12.37	12.37	12.37
2) Medium	56	57.73	57.73	70.10
3) Low	29	29.90	29.90	100
Total	97	100	100	

It is apparent from the above table that the contribution of government to develop the tourism industry is not so high. So the government must develop the budget for tourism sector.

3.1 (v) contribution of the tourism industry in the economy of Bangladesh

A total number of 763.25 million international tourist traffics were recorded during 2004 and received US\$ 622.68 billion from this sector (WTO, 2005) and making the tourism as one of the largest industries in the world. In 2005, the world tourist arrivals rose to 808 million. According to the World Tourism Organisation, 798 million people travelled to a foreign country in 2009, spending more than US\$ 578 billion.

Table 3.1 (v) contribution of the tourism industry in the economy of Bangladesh -

contribution of tourism	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) High	09	9.28	9.28	9.28
2) Medium	53	54.64	54.64	54.64
3) Low	35	36.08	36.08	100
Total	97	100	100	

In spite of its poor-country status, increasing numbers of tourists have visited Bangladesh a new but minor source of foreign exchange earnings. According to the Bangladesh Parjaton Corporation some Tk 44.6 million in foreign exchange was earned in 1986 from the tourism industry. The World Tourism 2020 Vision forecasted that this figure will be 1,006.4 million in 2010 and the same will reach to 1,561.1 million in 2020.

3.1 (vi) Time of Promotional Activities Undertaken by tour Operators

All most all around the year there are tourists in every tourist destination. But there is a peak season and off peak season. In Bangladesh, the most suitable season for tourism is rainless dry season starting from November and ends in February or mid- March and most of the foreign tourists visit Bangladesh during this period. Since, the tourists need to know about the destination or they need to remind the tourism facilities of a particular destination, the proper time to advertise is supposed to be the earlier of the most suitable season. The following table (Table 3.6) shows when the operators undertake the promotional activities:

Table 3.1 (vi) Times of Promotional Activities Undertaken by the Organization

Promotional Activities	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1)All around the year	10	10.30	10.30	10.30
2)During the tourism seasons	71	73.20	73.20	83.50
3)Before the tourism season	16	16.49	16.49	100
Total	97	100	100	

It is apparent from the above table that the majority of the operators constituting 73.20 percent undertake the promotional activities during the tourism seasons while only 16 operators i.e 16.49 percent do the same before the season which can be considered as the timely effort. Because the tourists have to be informed before their decision, so the advertisement during the season is seemed to be the right time.

3.1 (vii) The factor the tourist organization use to develop a tourist industry

This is very evident that attraction, infrastructures, facilities, hospitality, cost are the five factors which can develop a tourist industry. The following lists show components of tourist destination attractiveness, compiled through five factors, which were literature reviews regarding tourist destination choice, image and tourist satisfaction.

Table 3.1 (vii) Factor tourist organization use to develop a tourist industry

Factor tourist organization use	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) Attractions	27	27.84	27.84	27.84
2) Infrastructure	34	35.05	35.05	62.89
3) Facilities	25	25.77	25.77	88.66
4) Hospitality	09	9.28	9.28	97.94
5) Cost	02	2.06	2.06	100
Total	97	100	100	

It is apparent from the above table that the majority of the tourist organizations constituting 35.05% consider the infrastructure, because better infrastructures attract more tourists & tourists are willing to pay for better infrastructures. As a result, tourist organisation can earn more profit.

3.1 (viii) Benchmarking in the Tourism industry

Benchmarking is the process of determining who is the very best, who sets the standard, and what that standard is. In baseball, you could argue that seven consecutive World Series Championships made the New York Yankees the benchmark (www.Business.com). If Bangladesh can set the benchmarking of tourism industry, and then they can able to evaluate the performance of the industry. Given the volatility in the small hospitality sector, it may be that those small businesses, which could most, benefit from benchmarking are the very ones that lack the resources and inclination to carry it out (Mickle wright, 1993). In any case, the benchmarking of small organizations against one another is unlikely to make a real impact on destination image and tourist satisfaction. The following list identifies some of the critical performance areas in which classification and grading schemes lay down standards to be achieved in tourism industry in Bangladesh.

Table 3.1 (viii) Benchmarking in the Tourism industry

Benchmarking	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) Customer care & attention	25	25.77	25.77	25.77
2) Professional level of stuff	09	9.28	9.28	35.05
3) Quality of food & drink	27	27.84	27.84	62.89
4) Safety & security	31	31.96	31.96	94.85
5) Hygiene & Sanitation	03	3.09	3.09	97.94
6) Accessories in bedrooms	02	2.06	2.06	100
Total	97	100	100	

It is significant that the limited examples of benchmarking carried out among small tourism businesses have almost all been carried out by external third parties (Department of National Heritage, 1996 ;). The above performance is key actors to determine the benchmarking of the tourism industry. From the above figure we can realize that tourist organizations first consider safety & security for the tourists & travelers in case of benchmarking because it holds highest position i.e 31 % among all the factors.

3.1 (ix) promotional activities tourist organization undertake to attract the tourists
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. Modern marketing calls for more than developing a good product, pricing it attractively, and making it available to target customers (Kotler, et al, 2006)

Table 3.1 (ix) promotional activities tourist organization undertake in Tourism industry

promotional activities tourist organization use	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) Advertising	59	60.82	60.82	60.82
2) Sales promotion	06	6.19	6.19	67.01
3) Personal Selling	05	5.15	5.15	72.16
4) Publicity	27	27.84	27.84	100
Total	97	100	100	

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. In this case most of the respondents' constituting 60.82% think that advertising is the most effective tool for the tourist organisation to promote the tourism industry.

3.1 (x) The media tourist organization use for the promotional activities

Marketing Channel or Media includes all means of conveying the message about a product or service to potential customers by using TV, Newspaper, Radio, Online etc (Ivanovic and Collin, 1996). In the face of stiff competition among the destination region effective promotional media are essential for the development of the industry.

Table 3.1(x) media tourist organization use for the promotional activities

media tourist organization use	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) TV	49	50.52	50.52	50.52
2) Newspaper	39	40.21	40.21	90.73
3) Online	09	9.28	9.28	100
4) Radio	00	00	00	100
Total	97	100	100	

From the above figure see that 50.52% respondents can get information about tourism spots through TV, Where as 40.21% is newspaper, 9.28% is online. It is interesting that no respondent is respond to radio as a media for knowing about tourism spots.

3.1 (xi) Methods of Determining Promotion Budget

Responding to a question on the method(s) of determining promotion budget, some respondents express that they use more than one method in doing so. It was found that 38.14% respondents use Percentage of revenue earning method rather than the existing market demands in determining the promotion budget followed by 21.65% respondents who uses based on previous year's expense. It was revealed that only 12.37% respondents use the affordable amount method. The following table (Table 3.11) shows the distribution of the respondents and the method used in determining the promotion budget:

Table 3.1 (xi) Methods Used to Determine the Promotion Budget

Methods of Determining Promotion Budget	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1. Affordable amount method	12	12.37	12.37	12.37
2. Percentage of revenue earning method	37	38.14	38.14	50.51
3. Based on previous year's expense	21	21.65	21.65	72.16
4. Objectives and task method	14	14.43	14.43	86.59
5. Fixed amount method	13	13.40	13.40	100
Total	97	100	100	

3.1(xii) problem in the development of tourism marketing in Bangladesh

In responding to a question what is problem in the development of tourism marketing in Bangladesh or the respondents expressed their view which can be shown in the following table (Table- 3.12):

Table 3.1 (xii) the problem in the development of tourism marketing in Bangladesh

problem in the development of tourism marketing	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) Lack of transport links	13	13.40	13.40	13.40
2) Lack of funds and technical expertise	38	39.18	39.18	52.58
3) Lack of government policy and political instability	32	32.99	32.99	85.57
4) Absence of effective coordination	09	9.28	9.28	94.85
5) Government tax on hotel accommodation and food facility	05	5.15	5.15	100
Total	97	100	100	

From the above figure we see that 39.18% respondents think Lack of funds and technical expertise is the main problem in the development of tourism marketing in Bangladesh where as 32.99% think Lack of government policy and political instability is also another major problem. So the tourist organizations must increase their funds & develop technical expertise. The government also develops the tourism policy.

3.1(xiii) The suggestion to improve tourism marketing in Bangladesh

The respondents were requested to express their opinion about the steps those should be undertaken to attract more tourists which can be shown in the following table (Table- 3.13):

Table 3.1 (xiii) the suggestion to improve tourism marketing in Bangladesh

suggestion to improve tourism marketing	No. of Respondents /Frequency	percent	Valid percent	Cumulative percent
1) Budget tourism needs to be developed	21	21.65	21.65	21.65
2) Tourist facilities and products need to be developed	33	34.02	34.02	55.67
3) The ministry of tourism needs to be strengthened	27	27.84	27.84	83.51
4) Quality of service needs to be improved	16	16.49	16.49	100
5) Lower Government tax on hotel accommodation and food facility	00	00	00	100
Total	97	100	100	

The respondents were requested to put forward some suggestions for the development of Bangladesh Tourism. Most of the respondent about 34.02% express their opinion that the tourist facilities and products need to be developed & 27.84 % think that the ministry of tourism needs to be strengthened.

3.1(xiv) Comment on the Money Amount Spend on Promotion

When the respondents were asked to express their opinion whether the amount spent on promotion on is enough or not, only 9 respondents constituting 9.28% strongly agreed that the amount is sufficient. Whereas 39 respondents constituting 40.2% was neutral which indicate that it is neither sufficient nor insufficient or it may happen that the respondents have not enough idea to express their view on this specific areas like promotion. Only 17 respondents strongly agreed that the amount presently spend on promotion is not sufficient to conduct an effective promotional campaign on tourism in the national and international levels. The following table (Table 3.13) shows the distribution of respondents against each scale and their percentage:

Table 3.1(xiv) Opinion on the Money Amount Spend for Promotion

Scale Respondents	Highly Sufficient (5)	Fairly Sufficient (4)	Neither Sufficient nor insufficient (3)	Fairly insufficient (2)	Highly insufficient (1)	Total
No. of respondents	9	7	39	25	17	97
Percentage of Respondents	9.28	7.22	40.2	25.77	17.53	100
Cumulative percentage	9.28	16.5	56.7	82.47	100	

3.1 (xv) Effectiveness of the Promotional Activities Undertaken

In replying to a question on the effectiveness of the promotional activities that they undertake, only 9 respondents (9.28%) strongly argued that their promotional activities are effective and 11 respondents (11.34%) strongly opined that the same is ineffective. But 45 respondents which is the majority constituting 46.39% scored the same as average. They opined that the promotional activities presently undertaken are neither effective nor ineffective. The following table (Table 3.15) presents the opinion of the respondents on the effectiveness of promotional activities undertaken and implemented by Bangladesh Tourism industry:

Table 3.1 (xv) Effectiveness of Promotional Activities Undertaken

Scale Respondents	Highly Sufficient (5)	Fairly Sufficient (4)	Neither Sufficient nor insufficient (3)	Fairly insufficient (2)	Highly insufficient (1)	Total
No. of respondents	9	7	45	25	11	97
Percentage of Respondents	9.28	7.22	46.39	25.77	11.34	100
Cumulative percentage	9.28	16.5	62.89	88.66	100	

In an overall comment on the promotional activities, most of the respondents opined that they can not 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.

3.1 (xvi) Attitude toward the Role of Promotional Activities

Whatever be the present status of the promotional activities of Bangladesh tourism and its effectiveness, about (27.84%) respondents think that promotion has a strong role in marketing tourism services followed by most respondents (34.02%) were neither agreed nor disagreed.

Table 3.1(xvi) Promotional Activities can play any Role to Tourism Industry

Scale Respondents	Highly Sufficient (5)	Fairly Sufficient (4)	Neither Sufficient nor insufficient (3)	Fairly insufficient (2)	Highly insufficient (1)	Total
No. of respondents	27	26	33	9	2	97
Percentage of Respondents	27.84	26.8	34.02	9.28	2.06	100
Cumulative percentage	27.84	54.64	88.66	97.94	100	

The above table also shows that only two respondents (2.06%) is strongly disagree about the role of promotion in tourism and no one is fairly agree, or disagree.

3.1(xvii) 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-(Table-3.16):

Table 3.1 (xvii) More Promotional Activities are Needed to Develop the Tourism Industries in Bangladesh

Scale Respondents	Highly Sufficient (5)	Fairly Sufficient (4)	Neither Sufficient nor insufficient (3)	Fairly insufficient (2)	Highly insufficient (1)	Total
No. of respondents	50	21	15	6	5	97
Percentage of Respondents	51.54	21.65	15.46	6.19	5.15	100
Cumulative percentage	51.54	73.19	88.65	94.84	100	

The majority of the respondents constituting 51.54 percent agreed that to develop the tourism industry of Bangladesh, more promotional activities are needed, 15.46 percent were neither agreed nor disagreed and only 5 respondents disagreed to this issue.

3.1(xviii) 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. The following table (Table- 3.18) shows the respondents comments selected from the respondents at different tourism spots and private tour operators regarding the issues on the promotional activities of Bangladesh tourism:

Table 3.1(xviii) Respondents' Opinion on Promotional Activities of Bangladesh Tourism

Factors	Number of frequency / Respondents & Percentage of Respondents					Total
	Strongly Agree (%) (5)	Fairly Agree (%) (4)	Neither agreed nor disagreed (%) (3)	Fairly Disagree (%) (2)	Strongly disagree (%) (1)	
Promotional expenditure is sufficient	9 9.28	7 7.22	39 40.2	25 25.77	17 17.53	97 100
Effectiveness of promotion undertaken	9 9.28	7 7.22	45 46.39	25 25.77	11 11.34	97 100
Promotion can play strong role in tourism	27 27.84	26 26.8	33 34.02	9 9.28	2 2.06	97 100
Need more promotional activities	50 51.54	21 21.65	15 15.46	6 6.19	5 5.15	97 100

It is apparent from the above table that 25 respondents think that Promotional expenditure is not sufficient which indicates that most of the respondents (50 out of 97) strongly feel that they should take more promotional activities in marketing the tourism products or services of Bangladesh. At the same time, 27.84% of the respondents strongly believe that promotional measures can play strong role to attract tourists to the tourist destination. It is interesting to note that only 9 respondents consider that their promotional activities launched is effective. But most of the respondents' responses regarding the sufficiency of the promotional expenditure are very close to the scale of neutral and at the same time again they argued that more promotional efforts are needed for the tourism of Bangladesh.

3.2) OVERALL FINDINGS

- (1) In the Bangladesh, tourism has not achieved the optimal level of development and status .Tourism business in Bangladesh, as measured by yearly tourist arrivals. With 1 million in 2009 it constitutes about 0 .125 per cent of world total of over 800 million.
- (2) People of Bangladesh are generally very hospitable and tourist friendly.
- (3) Tourism industry of Bangladesh has a greater impact and prospect in the overall socio-economic condition of Bangladesh.
- (4) Bangladesh has a large number of known and unknown tourist spot around the country such as Cox's Bazar, Kuakata, Kantajee Temple, Saint Martin's Island, Sonargoan, Syllet, Sundarbans, Ramsagor, and so on.
- (5) About 3315 (hundred thousand) taka was earned from the tourism sector in Bangladesh in 2006. But it is not adequate with our spots. We can earn double or triple amount by taking proper policies.
- (6) National tourism policy was formed in 1992. And in the 2005 it is developed and updated. But yet it needs some additional change in the whole policy.
- (7) Tourism master plan of Bangladesh was formed in 1988. But now the world is more competitive in every sector. So it need some change to compete with the other country.
- (8) Bangladesh Parjatan Corporation (BPC) is the national tourism organization. They have lack of resource and man power facility. Though they want to do something but can't do.
- (9) Though communication and transport system in Bangladesh is quite well established, the infrastructure in the tourist places is yet to be fully developed.
- (10) A large number of tourists come to visit Bangladesh each and every year. Though these number can be increased through proper steps and policies.
- (11) The country possesses some unique archaeological sites, cultural heritage and eco-tourism products like the world's largest mangrove forest, the Sundarbans, the world's longest unbroken sea beach in Cox's Bazar (155 km), the oldest archaeological site in the Southern Himalayas-Paharpur and world's largest terracotta temple - Kantaji Temple in Dinajpur, and spectacular monuments and mausoleums of language movement and liberation war of the country.
- (12) Absence of a regular policy direction. Due to absence of proper policy direction, BPC or the private sector cannot receive any fund or loan from any quarter.
- (13) The country often suffers from image crisis. The country continues to remain as an unknown destination to the tourist generating countries.
- (14) Government has formulated favorable foreign investment policy to attract overseas investors in readymade garments, leather goods, natural gas and petroleum sector and liberal policy for joint venture investment in tourism sector.
- (15) Bangladesh is a country of natural disaster. In 2007, Sidr attracted our country and made a huge damage to the whole country as well as the tourist spots.

CHAPTER#4

RECOMMENDATIONS & CONCLUSION OF THE STUDY

4.1) RECOMMENDATIONS

4.2) CONCLUSION

4.1) RECOMMENDATIONS

Based on the findings of the study and the researcher's experience the following suggestions can be put forwarded for the managerial implication to improve the promotion of this industry in Bangladesh:

- (1)** Quality of service needs to be improved. For the purpose, training at different Levels – from top management down to door boys – should be initiated at national and regional levels.
- (2)** Human resource development for tourism through formal and informal education, training and exchange visits is of utmost importance for Bangladesh.
- (3)** Budget tourism aimed at all age groups, particularly the young generation of backpackers needs to be developed, with economy travel, easing of visa formalities, dissemination of information and low-cost but comfortable accommodations, etc.
- (4)** For learning lessons from other more successful groupings, visits of groups comprising of tourist officials, private sector entrepreneurs and journalists should be arranged.
- (5)** Investment opportunities with liberal incentives need to be communicated to both national and international investors.
- (6)** Eco-tourism and Buddhist Circuit tourisms should be grounded on the premise of poverty reduction of local communities. Tourist facilities and products need to be developed with minimum ecological impact. Also, opportunities for employment generation and income earning for the local communities are to be created.
- (7)** The ministry of Tourism and National Tourism Organizations of the Bangladesh needs to be strengthened.
- (8)** In the area of environmental management, an integrated approach needs to be taken for ensuring sustainability. The good practices within Bangladesh in different areas, such as community-based resource management, energy efficiency and conservation, pollution management, disaster mitigation, etc. need to be disseminated.

4.2) CONCLUSION

The significance of tourism is viewed from many angles like economic, social, cultural, political, etc. Tourism is now the fastest growing and single largest industry in the world. The industry has attained the impressive growth in the world-wide in terms of tourist arrivals and foreign exchange earnings which has led the ever increasing competition among the destination countries and gained the top priority in most of the destination countries. Every destination country is trying to attract more tourists by drawing the attention and growing the interest among the potential tourists through adopting effective marketing strategies. Promotion is an important element of marketing mix and plays a vital role in developing marketing strategies. Because of tourism is a field where the customers/tourists want to know in advance about the attractions and facilities of the destination. Marketers need to provide such necessary information to the prospective tourists through different promotional measures and thus, try to motivate and attract them to the sponsor's destination.

Though the growth of tourism is impressive world-wide, the same in Bangladesh is not so. It is not because of lack of eye-catching tourist's attraction to the destination of Bangladesh, rather it is the result of inadequate promotional measures. Bangladesh failed to market its incredible tourist attractions like world longest unbroken sea beach, covering miles of golden sands, soaring cliffs, surfing waves, rare conch shells, Buddhist Temples, Pagodas and enjoyable sea-food all of which are almost impossible to be found in any where of the other tourist destinations of the world; the world's largest mangrove forests is formed at the delta of the Ganges, cultural heritage, pristine beauty of the nature etc. and leads to attract an insignificant number of tourists to its destination. The contribution of Bangladesh tourism to the world tourism is very negligible. Even the position of the country among the SAARC countries is at the bottom line. It holds the position just above the position of Bhutan. As a result, the contribution of tourism in the economy of Bangladesh is very insignificant.

The existing literatures also show that Bangladesh tourism fails to attract more tourists and not succeeded in developing the sector up to its expectation mainly due to inadequate promotional activities. Though the international media can be effective for drawing the attention of the potential foreign tourists but it is expensive to use the same for promoting the tourism in Bangladesh. As the country has the fund constraint, it has to depend on the local media and on some low qualitative printed materials to promote the sector which do not result positively to achieve the goal from this industry. The use of information technology in promoting Bangladesh tourism is very negligible. The web page presently used by Bangladesh Parjatan Corporation is not well-designed and attractive and can not disseminate all the necessary information to the prospective tourists.

Bangladesh tourism also needs to attempt more promotional activities to cope up with the present competition among the destination countries. The country can arrange the more tourist fairs with in the country to attract local tourists and also the foreigners who are already living in Bangladesh. Advertisement in the local newspapers and the distribution of different printed materials related to Bangladesh tourism may help to serve the purpose. In addition, participation in the international tourism fairs, distribution of different types of high quality printed materials among the potential foreign tourists; advertisement in some of the international newspapers covering at least the major tourists generating countries to Bangladesh etc. can be more fruitful for the promotion of the same in Bangladesh. The foreign mission offices abroad of Bangladesh can take the initiatives for encouraging the people to visit Bangladesh. The mutual arrangements with some selected foreign tour operators and providing them incentives can produce more positive result in attracting tourists to the destination of Bangladesh.

Since the potential tourists need the information regarding the destination's attraction and facilities in advance, uses of information technology can help to a greater extent to disseminate the information among the prospective tourists. Bangladesh tourism can take the initiatives to update its present web page in a well-designed form so that the prospective tourists can get all the necessary information from the page easily. There should have sufficient online facilities so that all bookings related to tourism can be made through online. There should have some attractive offers like discounted air tickets, discount on hotel rent etc for a group visit and for a longer period visit. All these will play the motivational role for the potential tourists to select Bangladesh as a tourist destination.

The survey revealed that the main reason of not succeeding Bangladesh tourism is that the concern authority failed to realize the importance of this sector initiate the proper measures in undertaking effective promotional measures to attract the potential tourists. The allocation of promotion fund is inadequate for the sector which was only Tk.10.413 (US\$150 thousand) in 2004-05 constituting only 0.25 percent of the earnings for the same year. The allocated fund is quite unreasonable to conduct any necessary promotional activity for tourism in the international level. Due to fund constraints, the operators of tourism now are using the local media which has no effect on the foreign tourists except those who are already living in Bangladesh. The operators also depend on the printed materials like brochures, souvenir, post cards, tourists' maps, folders etc. which have also little impact on foreign tourists because of its low quality and attractivity. It is necessary to develop the quality of these printed materials to have a positive impact on the prospective tourists and need to lunch effective promotional measures by using media which have international coverage in order to attract the attention of the foreign tourists and persuade them to select Bangladesh as a tourist destination. At the same the effective use of promotion budget is also essential. The country also suffers from the negative

images those have already been created through some international media need to be corrected by launching extensive and effective promotional measures which again demands more fund allocation for the purpose. Again, the participation of the private sector in a large scale along with the government sector is necessary for the promoting this backward sector. The private sector's investment in promoting and developing this will be an added wing in the overall efforts of achieving the target from this sector.

So, the concern authority needs to give priority and adopt necessary effective promotional measures in order to attract a significant number of foreign tourists to visit the country. In developing strategic promotional approaches, tour-operating firms should examine and uncover carefully the factors which affect prospective tourists' choice in selecting a destination country and which repel them in their selection process. With the present state of attractions, services, facilities, and accessibility, the promotional activities of the firms are now mainly restricted to some prospective countries of the South Asia, the resident foreigners in the country, and the domestic affluent people. With the expansion of the base of services and facilities, improvement of existing services, development of new services, and development of the infrastructure, the firms should plan to direct its promotional activities at other new market segments. These include North America, Europe, Australia, New Zealand, Japan and Korea depending upon the potentials of the markets and the extent to which the industry can serve them. The government has already declared tourism as an industry in 1991, formulated National Tourism Policy in 1992 and undertaken some development projects. The GOB (Govt. of Bangladesh) has also considered undertaking steps to establish Exclusive Tourist Zone (ETZ) and offered some incentives for both local and foreign investors with a view to encourage the private sector participation in the development and promotion of tourism in Bangladesh. It has also started implementing by phases the recommendations of the Strategic Master Plan formulated by the World Tourism Organization (WTO) with the assistance of the UNDP. The effective implementation of all these steps will help Bangladesh tourism industry to experience development to a greater extent and will emerge as a major contributor to the national economy with in a very short period of time.

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Appendices

Appendix I Questionnaire

Dear sir or madam,

I am a student of MBA 3rd semester of Hajee Mohammad Danesh Science & Technology University (HSTU), Dinajpur. As per our curriculum I am carrying out an internship report on "problems and prospects of tourism marketing; a case study in northern part of Bangladesh". I would appreciate if you please convey your views on different questions related to in this regard. I thank you for sharing your valuable time and cooperation.

Section (A) About the Respondent

1. Name: _____
2. Address: _____
3. Sex:
 Male Female
4. Age: _____
5. Qualification: _____
6. Occupation:
 Government Employee Private Employee Teacher
 Student Business other (please specify) _____
7. Location: _____
8. Contact No: _____

Section (B) About Tourism Industry

1. Which of the tourist spot do you like most in northern part of Bangladesh -?
 Shopno Puri Vinno jogot Kantajee Temple
 Ramsagor Paharpur Mahasthangarh
2. Which of the facilities tourist desire most regarding tourism industry-?
 Communication facilities Accommodation facilities Reasonable cost charges
 Security facilities Sightseeing facilities Other (please specify) _____
3. When is most suitable season for tourism and travelling in Bangladesh?(Please specify the month/duration)
(i) Most suitable season : _____ (ii) Suitable season: _____
4. What is the contribution of government to develop the tourism industry -?
 High Medium Low
5. What is the contribution of the tourism industry in the economy of Bangladesh -?
 High Medium Low

6. When does the tourist organization use promotional activities?
- All around the year
 - During the tourism season
 - Before the season (please specify the month or duration) _____
 - Other _____
7. What kind of factor do the tourist organizations use to develop a tourist industry -?
- Attractions
 - Infrastructures
 - Facilities
 - Hospitality
 - Cost
 - Other (please specify) _____
8. How can you set the benchmarking of tourism industry-?
- Customer Care and Attention
 - Professional Level of Staff
 - Quality of Food and Drink
 - Safety and Security
 - Hygiene and Sanitation
 - Accessories In Bedrooms
9. What type of promotional activities the tourist organizations undertake to attract the tourists?
- Advertising
 - Sales promotion
 - Personal Selling
 - Publicity
 - Other (please specify) _____
10. Which media do the tourist organizations use for the promotional activities?
- TV
 - Newspaper
 - Radio
 - Online
 - Other (please specify) _____
11. Which method do the tourist organizations follow to determine the promotional budget?
- Affordable amount method
 - Percentage of revenue earning method
 - Based on the previous year's expense
 - Objective and task method
 - Fixed amount method
 - Other (please specify the method) _____
12. What is the problem in the development of tourism marketing in Bangladesh -?
- Lack of transport links
 - Lack of funds and technical expertise
 - Lack of government policy and political instability
 - Absence of effective coordination
 - Government tax on hotel accommodation and food facility
 - Other (please specify) _____
13. Please notify the suggestion to improve tourism marketing in Bangladesh-
- Budget tourism needs to be developed
 - Tourist facilities and products need to be developed
 - The ministry of tourism needs to be strengthened
 - Quality of service needs to be improved
 - Lower Government tax on hotel accommodation and food facility
 - Other (please specify) _____

(For questions 14 to 17; '5' = strongly agree, '3' = neutral and '1' = strongly disagree)

14. Amount of money spent for promotion by the tourist industry is enough?

1

2

3

4

5

15. The promotional activities undertaken by the tourist industry is effective?

1

2

3

4

5

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

1

2

3

4

5

17. More promotional activities are needed to develop the tourism industry in Bangladesh?

1

2

3

4

5

18. Please briefly put forward your personal comment(s) to develop tourism industry in Bangladesh.

Signature of the respondent

Thank you for your sincere cooperation.

Appendix II Details of Accommodation Cost in US\$

Rates are per Room per Night

Bangladesh				
Name of the Hotel	Rank of the Hotel	Room Description	Rent Per Night	Rent Applicable
Sheraton Hotel, Dhaka ¹	*****	Deluxe 1 Adult Deluxe 2 Adults	US\$ 160 US\$ 160	October 01, 2005 - December 30, 2006
Pan Pacific Sonargaon, Dhaka ¹	*****	Deluxe 1 Adult Deluxe 2 Adults	US\$ 177 US\$ 177	October 01, 2005 - December 30, 2006
Radisson Water Garden Hotel, Dhaka ²	*****	Queen Bed Deluxe Twin Bed Deluxe	US\$ 195 US\$ 195	NA
Hotel Swiss Park, Dhaka ¹	****	Deluxe 1 Adult Deluxe 2 Adults	US\$ 90 US\$ 100	October 01, 2004 - December 30, 2006
Lake Shore Hotel & Apartment, Dhaka ³	****	Deluxe 1 Adult Deluxe 2 Adults	US\$ 105 US\$ 105	Oct. 01 2005 - Dec. 30 2006
Hotel Agrabad ⁴	****	Executive Room Royal Twin Room	US\$ 147 US\$ 210	NA
Best Western La Vinci Hotel, Dhaka ¹	***	Deluxe 1 Adult Deluxe 2 Adults	US\$ 105 US\$ 105	October 01, 2005 - December 30, 2006
Hotel Lake Castle, Dhaka ¹	***	Deluxe 1 Adult Deluxe 2 Adults	US\$ 105 US\$ 105	October 01, 2005 - December 30, 2006
Hotel Sweet Dream, Dhaka ⁵	***	Queen Bed Deluxe Twin Bed	US\$ 85 US\$ 95	Oct. 01, 2005 - Dec. 30, 2006 NA
Hotel Purbani International ⁶	***	Standard Room Deluxe - Double	US\$ 70 US\$ 100	October 01, 2005 - December 30, 2006
Hotel Sweet Dream, Dhaka ¹	***	Superior Queen Bed Deluxe Twin Bed	US\$ 85 US\$ 95	

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- <http://www.southtravels.com/asia/bangladesh/lakeshore/index.html> (accessed 20.04.10)
- http://hotelbangladesh.epb.gov.bd/hotels%20page/hotel_agrabad.html (accessed 20.04.10)
- <http://www.southtravels.com/asia/bangladesh/sweetdreamdhaka/index.html> (accessed 20.04.10)

Calculation of Average Cost in US\$

Name of the country	Hotel Ranking		
	5 Star	4 Star	3 Star
Bangladesh	1 Adult: $(160+177+195)/3 = 177$ 2 Adults: $(160+177+195)/3 = 177$	1 Adult: $(90+105+147)/3 = 114$ 2 Adults: $(100+105+210)/3 = 138$	1 Adult: $(105+105+85+70+85)/5 = 90$ 2 Adults: $(105+105+95+100+95)/5 = 100$

Note: Figures have been rounded up

Calculation of Total Costs of Hotel/Accommodation for a 10 Days Tour (in US\$)

Name of the country	Visitor Category	Hotel Ranking		
		5 Star	4 Star	3 Star
Bangladesh	Individual	$177 \times 1 \times 10 = 1770$	$114 \times 1 \times 10 = 1140$	$90 \times 1 \times 10 = 900$
	Standard Family	$177 \times 2 \times 10 = 3540$	$138 \times 2 \times 10 = 2760$	$100 \times 2 \times 10 = 2000$
	Couple	$177 \times 10 = 1770$	$138 \times 10 = 1380$	$100 \times 10 = 1000$

- *. Standard Family includes husband, wife and two kids and they need two double beds
- *. Couple means husband and wife and needs one double bed



Appendix III Hotel and Motel owned by BPC

Name of the Hotel and Category of the Room	Location	Tariff in Bangladeshi TK.	Name of the Hotel and Category of the Room	Location	Tariff in Bangladeshi TK.
Hotel Shaibal AC Twin Bed W/O (Belcony) AC Twin Bed Royal AC Suite Conference Hall	Cox'z Bazar	1,600 2,000 3,000 5,000	Hotel Abakash AC Twin Bed Economy AC Twin Deluxe AC Suite AC Conference Hall	Dhaka	1,200 1,800 2,500 5,000
Motel Upal Non AC Twin Bed Ac		650 1,000	Parjatan Motel Non AC Twin Bed AC Twin Bed Economy Bed AC Conference Hall	Bogra	400 800 100 1,500
Motel Probal Non AC Twin Bed Economy Room		600 500 (without Geysar) 250	Parjatan Motel Non AC Single Room Non AC Twin Bed AC Single AC Twin Bed Non AC Suite AC Suite Economy Bed AC Conference Hall	Rajshahi	350 450 800 1,000 800 1,400 60 3,000
Motel Labonec Non Ac Room Conference Room		600 700 (with TV) 550 (1 st and 2 nd Floor) 1,200	Parjatan Motel Non AC Twin Bed AC Twin Bed VIP AC Suite Economy Bed Ac Conference Hall- 1 st Hour Ac Conference Hall- 2 nd Hour	Rangpur	600 1,200 2,000 60 500 250
Honeymoon Cottage Non Ac Cottage (2 bed) Ac Cottage (2 bed)		750 1,000	Parjatan Motel Non AC Twin Bed AC Twin Bed Conference Hall	Sylhet	500 1,000 4,000 (Half day) 5,500 (Full day)
Old Cottage Non AC Cottage		1,500	Parjatan Motel Non AC Twin Bed AC Twin Bed	Dinajpur	600 1,200
Panthanibas Per Bed Per room (2 Bed)		50 120	Parjatan Motel Non AC Twin Bed AC Twin Bed	Rangamati	650 550 (Gr. Floor) 1,000
Parjatan Motel Non AC Twin Bed AC Twin Bed Dormitory (per Bed)		500 1,250 150	Cottage Non AC Cottage (4 Bed) AC Cottage (8 Bed) Auditorium (Capacity 200 persons) Per Hour Maximum		1,200 2,000 1,000 4,000

*Source: <http://www.bangla2000.com/Travel/hotels.html> (accessed 16.04.10) *Note: 1 US\$ = TK. 72 approximately (May, 2011)