

1 Problems and Prospects of Tourism in Bangladesh Bandarban 2 District Case

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6

7 **Abstract**

8 Tourism is an emerging sector for Bangladesh. Tourism is one of the most growing industries
9 all around the world. Bandarban is one of the district of bangladesh that is blessed with
10 unparallel devine beauty. There are more than sixteen popular tourist spot at Bandarban in
11 Bangladesh. In 2011, 1036 foreign tourist sand in 2012, 1205 foreign tourists came Bandarban
12 to visit and enjoy its natural beauty. The aim of this paper to reveals the problems and
13 prospects of tourism at Bandarban. The writer tried to highlight the special attractive tourist
14 spots of Bandarban. These papers also find out some barriers of tourism at Bandarban and
15 provide some suggestions to overcome those problems.

16

17 **Index terms**— Tourism, Nature, Bandarban, Domestic tourist, Foreign tourist.

18 **1 Introduction**

19 ourism is a very promising developing tool for Bangladesh. Bandarban is a very popular destination for recreation,
20 leisure, business and learning as well as religious purpose visit. Bandarban is blessed with unique natural beauty.
21 Bandarban district is the heaven of natural beauty with full of green trees. The spectacular scenic beauty and
22 the nerve racking experience of travelling along the road has attracted the imagination of thousands of travelers
23 from home and abroad. The Bandarban has opened boundless opportunities for thousands of people living in
24 the hilly area and it is needless to mention about the enormous potentials now it is offering to our tourism
25 sector. Bandarban, the daughter of hill has many places to travel which are becoming to the tourist all over the
26 world. These places still not overcrowded and pollution free. The sweet sceneries of meeting of air, clouds, hills,
27 rivers, people of different ethnic communities, their lifestyle, their rich, diverse heritage is really original and
28 natural. Bandarban is situated from 21.11 north longitude and 92.40 east longitudes to 92.41 north longitudes.
29 There are more over 15 tribes and Bengali people are living here in peace and harmony. International tourist
30 arrivals grew nearly 4% in 2011 to 983 million, International tourism generated in 2011 US\$ 1,032 billion, worldwide.
31 UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2012. According to the
32 world Travel and Tourism Council, Tourism generates 12% of global gross national Author : Mawlana Bhashani
33 Science and technology University. E-mail : nnaafroz20@yahoo.com product and it employs around 200 million
34 people worldwide. Tourist arrivals are estimated to reach 1 billion by 2010 and 106 billion by 2020 worldwide.
35 As it evolves, tourist arrival is encouraging an atmosphere of growing confidence for investment in the travel and
36 tourism sector in Bangladesh. Forty two passed but we are in introductory level in tourism. Bangladesh has a
37 huge opportunity to flourish its tourism sector. Few Foreigners are known about Bangladesh has natural beauty
38 but not well recognized as a tourist destination. Only 3 lacks foreign tourist came to Bangladesh in 2010, in which
39 more than 70% came for business and official purposes. For this reason by realizing the present opportunities
40 in tourism sector we need to concentrate more on tourism sector if we want to earn more foreign currencies.
41 That's why every tourist spot should be evaluated properly and every tourist spot should get same preferences.
42 By developing infrastructural structure and building awareness among everyone in the country a revolutionary
43 change can happen in tourism sector.

44 2 II.

45 3 Review of Literature

46 The definition of tourism has no universal form. It is still now defined by various people by different ways based
47 on their own justification. Tourism means going out and visiting place for religious purpose, gathering knowledge
48 and having pleasure, fun, or for economic benefit. Tourism is travel for recreational, leisure or business purposes.
49 (<http://en.wikipedia.org/wiki/Tourism>)

50 The definition of tourism is not static still now. There is no consensus available regarding the definition of
51 tourism. According to UNWTO definition, tourism comprises the activities of persons traveling to and staying
52 in places outside their usual environment for not more than one consecutive year for leisure, business and other
53 purposes.

54 According to the International Ecotourism Society, "Responsible travel to natural areas that conserve the
55 environment and improves the well being of local people. (www.ecodirectory.com) Tourism is the movement of
56 people to destination outside their normal places of work and residence, the activities undertaken during their
57 study in those destinations, and the facilities created to cater to their needs. ??ethieson and Wall (1982) T
58 Abstract -Tourism is an emerging sector for Bangladesh.

59 Tourism is one of the most growing industries all around the world. Bandarban is one of the district of
60 bangladesh that is blessed with unparallel devine beauty. There are more than sixteen popular tourist spot at
61 Bandarban in Bangladesh. In 2011, 1036 foreign tourist sand in 2012, 1205 foreign tourists came Bandarban to
62 visit and enjoy its natural beauty. The aim of this paper to reveals the problems and prospects of tourism at
63 Bandarban. The writer tried to highlight the special attractive tourist spots of Bandarban. These papers also
64 find out some barriers of tourism at Bandarban and provide some suggestions to overcome those problems.

65 For the development of tourism it is so necessary to have something special for that reason people will visit that
66 destination. Pollution free environment is necessary for tourist to get refreshed mentally, physically, culturally
67 and spiritually. Ecotourism gives incentives to local community, entrepreneurs and government. Baj Rang Lal
68 Meena and Nibedita Das S.M. Humayun Kabir, Bandarban (pan) 2012.

69 Bandarban asa partof Chittagong hill tract, it has several types of tourist destination which may be used as
70 tool for sustainable tourism in future.

71 Ecotourism is in introductory level in Bangladesh but she high ecotourism potentiality.SM humayunkabir
72 and Mdmonzurmorshedbhuiya, ??2004) Basically a negative impression is very bad for developing tourism in a
73 country. Building positive impression toward a country is must. And it is not only the duty of a Government,
74 but also for the domestic and foreign tourist, the local communities and the respective organization that are
75 responsible for the development of the tourism Henderson (2011) in his research states that International visitors
76 perceive a negative impression towards a destination with improper arrangement of infrastructure of a country.
77 He also mentioned political instability, security and safety as an influential factor domestic and foreign tourist.

78 Environmental protection enhances performance if holiday packages can be differentiated. He gave environmental
79 practices can be taken wisely than it will gain more competitive advantage than giving emphasis on
80 ethical or green products. Forsyth, tim (1997).

81 Tourism asset are the most important indicator for developing tourism. An increasing number of international
82 tourists are arriving in developing countries, improving transportation access, develop tourist attractions, facilities
83 and services and became a desirable known tourist destination. Cernat. L. and Gourdon. J ??2007) Bangladesh
84 is a very nice place to visit. So this research is an attempt to explore the present condition and prospect of
85 tourism in Bandar ban and examine the problems existed in this district.

86 4 III.

87 Objective of the Study > To get a conceptual idea about tourism. >To identify the different attractive tourist
88 spots at Bandarban for explore the opportunities. >To find out the barriers for developing tourism in Bandarban
89 and provide some suggestions to overcome those.

90 5 IV.

91 6 Methodology of the Study

92 This study is basically descriptive in nature and based on secondary information. The study analyses published
93 books, different published research works, newspaper, magazines, reports of various government authorities,
94 and websites. A visit has been conducted by the authors during the period of May-November'2012 to collect
95 the relevant information to find out the problems of tourism at Bandarban. District collectors of Bandarban,
96 different officials of Bangladesh army, local people, domestic and foreign tourist have been interviewed to obtain
97 the relevant data.

98 7 V. Tourism Destination of Bandarban

99 Bandarban district is the hub of natural resources and beauties. The nature remains unchanged here still now.
100 There are a great number of mountains, lake, waterfalls and forests at Bandarban which has no alternative or
101 similarities in any part of the world.

102 8 a) Nafakhum

103 Nafakhum is the largest waterfall in the country for its volume of waterfall. Sangu suddenly falls down here
104 about 25-30 feet. Nafakhum is not still a very popular tourist destination, as it is very dangerous to reach except
105 in winter season. And it is also located in a very remote area remakri, at Thanchi Upzilla, Bandarban. Travels
106 should reach Thanchithana to enjoy the beauty of nafakhum. It will take 4.5 hours journey and the distance
107 between Bandarban to Thanchi is about 79k.m. For reaching to remakri the travelers must hire a tour guide,
108 though it is not mandatory to hire tour guide for boat, they are bound to hire a tour guide. An experienced
109 tour guide is selected by the tour guide committee and tour guide will accompany the travelers till the journey
110 end to remakri, for that tour guide will charge tk 600 for the first day and tk 500 for the second day excluding
111 his food and accommodation. Tourist need to hire engine boat from Thanchi as there is no boat available there
112 and boat fare varied according to bargain. This journey is very risky and fearsome for all. It is dangerous to
113 travel during the rainy season because the tides of sangu river are very heavy everywhere in the sangu, especially
114 at the place of boropathar. Local administration have taken initiative to inform traveler not to have journey
115 during that season. The best time to visit nafakhum is winter, because that time sangu remain calm and safe.
116 The scenic beauty of nafakhum is beyond description, it's natural beauty is easily comparable with world's rest of
117 the waterfall.

118 9 b) Nilgiri

119 Nilgiri is the topmost resort in Bangladesh. It is one of most beautiful tourist spot not at Bandarban but
120 also in Bangladesh. It is about 3500 feet high and a part of Thanchi Thana. It is located about 46 km south
121 away of Bandarban on the Bandarban-Chimbuk-Thanchi road. Nilgiri resort is established and maintained by
122 Bangladesh Army. Anyone can take visit over there, but if anyone wants to stay at any of the cottages out of
123 five.

124 10 Global Journal of Management and Business Research Vol- 125 ume XII Issue XXIII Version I 2012

126 Year He or she must seek permission from Brigade HQ of Bangladesh Army in Bandarban. Tourist can enjoy
127 the colorful life of different ethnic minor communities when they are heading off to nilgiri. If anyone stand on
128 the top of the balcony they will feel themselves as an Empire of that place. Anyone can touch the clouds
129 surrounded the nilgiri. At nilgiri the combination of mountain and sangu river is unparalleled. Bangladesh Army
130 is continuously improving the infrastructural facilities of nilgiri. Every year many tourists are visiting nilgiri to
131 enjoy the spiritual beauty of Bandarban. Visitors can go there by own managed vehicle, or they can hire jeep
132 from Bandarban sadar. It is wise to take own Vehicle but obviously with expert driver. Before heading to Nilgiri
133 visitor need to register their name and address to the military check post. Accommodation facilities are very good
134 at nilgiri in comparison with other tourist spot at Bandarban. There are three well-furnished cottages ranging
135 from tk4000-tk7000. There are also three tents having 4 beds each taka 2000 per tent. There is also restaurant,
136 helipad etc. Electricity available from 6-9 pm and temperature near 10-25 degree Celsius. Because of its unique
137 scenic beauty and infrastructural facilities it now very popular tourist spot in Bangladesh. So that it is now very
138 difficult to get reservation for nilgiri and high price of the cottages.

139 11 c) Shailopropat

140 Shailopropat is a naturally created waterfall where the cool water is flowing continuously. Natural beauties of this
141 waterfall could be enjoyed in anytime of the year especially in the rainy season its murmuring sound is lucrative.
142 It is located at milanchari, 8 km points from Bandarban towards Ruma. Shailopropat is the most visited tourist
143 among the other tourist spot, because it is easy to reach and a market has been built here which is the attraction
144 for the tourist. Locally made handicraft and organic fruits are available here. The visitor can enjoy nice bathing
145 scene of bowm children almost all the time of the year. Food and accommodation facilities are not available at
146 shailopropat.

147 12 d) Rijuk waterfall

148 Rijuk waterfall is 4 km away from Ruma upazilla sadar on the river sangu. Water is continuously falling in sangu
149 river from the pick of high hill about 300 feet which creates continuous sound in the mind of visitor and the
150 best time visiting rijuk fall is rainy season. It is 66 km southeast from the Bandarbantown. Traveller can go
151 rijuk fall by private vehicle from ruma bazaar to rijuk fall .No food and accommodation facilities are available
152 there. District administration is planning to establish restaurant and rest house very soon in rijukfall to enjoy

153 God created waterfall for the domestic and foreign tourist. e) Jadipai Waterfall Jadipai waterfall is one of the
154 wildest waterfalls in Bangladesh. It is not very well known among the tourist of Bandarban. The water of Jadipai
155 waterfall is very transparent and pure. Jadipai is quite difficult to reach except the adventurous minded people.
156 If anyone summit to the keokradong then it will take one hour walk to Jadipai. Darjilingpara is located on
157 the way to keokradong, traveler can take rest over here for an hour and the traveler will meet passing para and
158 Jadipara. The last thirty minutes of the journey are really very dangerous for the tourist to reach Jadipaijharna.
159 f) Buddha DhatoJadi (Golden temple) Buddha DhatoJadi, named as golden temple is located on the adjacent
160 to Bandarban-Rangamati road. There is pond on this high hill is said to be the pond of God. The temple is an
161 acceptable creation of modern architecture with the design of the Buddhist cultural heritage. There is a museum
162 from which the tourist can gather knowledge about the historical background of Buddhism. The Bandarban
163 golden temple is the largest Theravada Temple with the second largest Buddha statue in Bangladesh. Though
164 it is considered as a holy place for the Buddha, that's why tourist are strictly prohibited to camera, take snaps
165 beside the statue. Visitor can not wear short dresses and wearing shoes they are not entitled to enter into the
166 temple. The Mountain View from temple is very nice; mountains are calling the visitors to summit their beauty.

167 13 g) Chimbuk hill

168 In Bangladesh Chimbuk is the third highest mountain. Chimbuk hill is very fascinating area for the sceneries of
169 sunrise and sunset, blue sky, playing of clouds. Chimbuk is a nice place for the tourist. It is 26 km away from the
170 city. Chimbuk is about 2500 ft high from the surface of the sea. The road of the Chimbuk is very Zigzag. To make
171 the telecommunication facility at every upozila available a T&T base station and Tower has been established
172 by Government. Bay of Bengal can be seen easily from there. It is a very popular spot for shooting of movie,
173 advertisement and TV serial. In this hill two Government owned rest houses are located. Bangladesh army's
174 military camp is also located there.

175 14 h) UpabonLake

176 UpabonLake is an artificial lake with its natural surrounding is very touchy. It is only 120km away from Bandarban
177 city.

178 15 i) Tajingdong

179 Tajingdong is the highest mountain of Bangladesh. Its height is about 4500 feet. Tajingdong is also known as
180 Bijoy and it is located at Rumaupazila. According to local tribal language Tajing means great and dong means hill.
181 Tagingdong is 25 km far from sadarupazila. The area is so beautiful that is full of dance of trees, birds and
182 animal. There are many small and big mountains and hills on the way of Tajindong. There are various tribal
183 communities are living with their natural, environment friendly lifestyles and attitude. Thousands of tourists
184 visit the Tagingdong every year. The best time for visiting Tajingdong is in winter to explore the beauty of
185 nature, but the tourist need to take warm clothes with them. Rainy season is very risky and quite impossible
186 to summit Tajindong. The journey towards Tajingdong is very much laborious, so visitor must hold mental
187 patience before climbing for Tajingdong.

188 16 j) Sangu River

189 Sangu River is the only river that created in Bangladesh. It enters Bandarban from east flows west across the
190 Bandarban and falls into the bay of Bengal at the end of a course of 270 km. From the thousands of years the
191 river is flowing through the hills. It works as an immense route to make communication with ruma and Thanchi.
192 It is considered as an economic interest for the inhabitants of Bandarban. For the people of remote, the river
193 is used for the transportation of agricultural products. During the winter season the river is supposed to be
194 sleeping, but in rainy season its current becomes gigantic. River cruise of sangu is exclusive one to enjoy. There
195 is a combination of hills, forest and falls with a river. Tourist can hire conventional boat or engine boats from
196 the old sangu bridge or from Boatghat at Kyachingghata.

197 17 k) Prantik lake

198 Prantik Lake is naturally created and developed prantik lake located in a village named "Holudia" in Bandarban
199 district of Bangladesh. As like as other tourist spot of Bandarban it is also surrounded by many kinds of plant
200 and trees. It is 14 km away from Bandarban town. Many filmshaveshot over Prantik Lake. Total area of
201 Prantik Lake is about 2500 acre. Tourist can have Lake Journey in paddle boat and taking permission from
202 authorities they can do fishing. There is no restaurant and accommodation facility in near prantik lake, that's
203 why the tourist can stay there day long but not at night.

204 18 l) Mirinja

205 Mirinja tourist spot is located at 16 km point of Fashiakhali-lama-Alikadam road of Bandarban in Bangladesh.
206 It is a tremendous tourist spot at Bandarban. It is about 15 feet high from the sea level. An observation tower is
207 in the spot, from where the tourist can enjoy the view of moheskhalisland, Bay of Bengal and matamuhuri at a

208 glance. If any tourist wants to stay there at night, they need to take permission from the concerned authority.
209 A government owned rest house is available in that area. Mirinjatourist spotis 70 k m away from lama upazila.
210 So the visitor needs to go by private car or by hiring a car.

211 **19 m) Meghal Parjatan Complex**

212 Meghla tourist spot is the mostly visited tourist spot. It is located on the gateway of Bandarban, operated
213 and looks after by the district administration. It is 4 km away the city, opposite to the zilaparishad, 17 km
214 fromkeranihaat of Chittagong-Cox's bazar road. On the features a delightful artificial long lake, mini safari park,
215 a mini zoo, paddles boat, hanging bridges, a children park are situated at Meghlaparjatan Complex. It is mainly
216 used as a picnic party and various types of people gather here for enjoying their vacations. There is no scope of
217 having heavy meal there. Visitors can have snacks from a downstairs restaurant but too expensive, but tourist
218 can bring lunch packet with them, if they intended to stay there for a day long.

219 **20 n) Nilachal**

220 Nilachal is the nearest tourist spot from Bandarban. It is located at tiger Para about 5 k.m. from the city, that's
221 why it is called as tiger hill. But hill top nilachal is called by many people as "Darjeling of Bangla". The whole
222 Bandarban city can be seen at a glance from nilachal. When the sky is clear the beautiful sight of Chittagong port
223 and beach can easily be seen from there. In rainy season the visitor can work through clouds. The sun setting
224 view from nilachal brings the feeling of heaven. The boundless beauty from the viewpointnot to be express able
225 in a word. The meant of healing of old diseases by breathing cool calm breeze nilachalcannot be unbelievable.
226 Nilachal is 2000 feet from the surface of the sea. The fascinating natural beauty of hills, sunset of afternoon only
227 comparable to the beauty of heaven which could be used as very promising tourist spot for Bandarban. A round
228 shape rest house is there. For the betterment of the spot it is improvising day by day to make it more attractive
229 for the tourist. There is no restaurant so no food will be available there for the tourist. Traveler need to go there
230 by riding Chandergari which rent is tk500.

231 **21 o) Keokradong**

232 Keokradong is the second highest peak of mountain of the country. Its height is about 4330 feet and It is 30 k.m.
233 away from ruma upazilasadar (15 k.m.distance from bogalake). Keokradong is very near to Myanmar border and
234 there is countless mountains and hills are welcoming the tourist from all over world at every moment. What is
235 called natural beauty, people can learn from the top of the keokradong. Basically courageous and adventurous
236 people used to plan to visit keokradong. So it is not wise to take old aged and children along with them. Tourist
237 needs to start their journey by walking early in the morning from bogalake and it will take 5 to 6 hours to reach
238 keokradong. Tourist needs to stay in tribe house and again they can start at the next morning. Tourist must
239 remember that no one is allowed to visit Bogalake, keokradong or Tajindong after 4 p.m. The transportation
240 system is not well furnished Global Journal of Management and Business Research Volume XII Issue XXIII
241 Version I 2012 Year and still now under construction by the supervision of Bangladesh Army. The cold weather,
242 white clouds, hills, riverand lake are waiting there for the tourist to play together that is unique, unparallel and
243 incomparable. p) BogaLake This is a naturally created water reserve on hilltop an unprecedented wonder of
244 nature. The height of water of this lake never changes whether it is winter or rainy season. Many people think
245 that there is a dragon statue in this lake. The area of Boga Lake is 15 acre and it is about 1500 feet above from
246 sea level. The water color of Boga Lake is blue.In the winter season the tourist are more in number than any
247 other season because of the poor transportation system during the rainy season. Beside the boga lake ethnic
248 community like bawm, khumi built their wooden made home which denotes their environment friendly mind.
249 Tourist can make camp fire to make their journey memorable forever.

250 If a tourist want to see the beauty of boga lake he or she need to go ruma from bandarban ,before doing this
251 ,the traveler need to enter the name,address into the security camp.There is no facility to have lunch over there
252 and any no residing facility.

253 **22 VI.**

254 **23 Swot Analysis of Tourism in Bandarban**

255 To find out the competitive advantage of Bandarban as a popular tourist destination it is necessary to find the
256 strength, weakness, opportunity and threat. It will be helpful for policy makers to develop a planning map to
257 establish Bandarban as a popular tourist destination.

258 **24 SWOT analysis of**

259 **25 VII. Problems of Tourism at Bandarban**

260 Although Bandarban has huge potential to flourish as a very expected tourist destination, but the following
261 problems are crucial for the development of tourism in Bandarban: a) Lack of financial support from government
262 In a report of World travel and Tourism Council (WTTC) Economic impact 2012, predict that the investment at

263 tourism sector will reach TK36.52 billion in 2012 and rise by 6.7 percent over the next 10 years to taka 69.8 billion
264 in 2022 in Bangladesh. It is a global report but in Bangladesh no reliable report, data or statistics on tourism
265 are available. But this assumed investment how, when and where will be invested are not clear. All policy,
266 planning and moneys are allocated for already established as tourist organization. There is no extra planning
267 or budget allocation for the In Bandarban is a least populated District among the other districts of Bangladesh.
268 At Bandarban the people are living in a scattered way. So it is difficult to ensure mass education for all. Poor
269 educational facilities are the main cause of low literacy rate at Bandarban. Different language is another reason
270 for more illiterate people. There is more over 15 ethnic minorities including Bengali. So they belong to different
271 culture, norms and languages, which is a problem for introducing universal education system for all. c) Lack of
272 transportation system Sound transportation system is a very crucial element for the development of any country.
273 Tourist friendly transportation is very necessary for smooth and free movements for the tourist. In Bandarban
274 there is a poor transportation service that is not up to the mark. There are some jeeps for visiting tourist spot,
275 locally called as "chandergari" and some public bus services which are not at a domestic standard, international
276 level left behind. It needs to develop it in international standard if Bangladesh wants to collect foreign currency.
277 No electricity across the roads which makes the journey risky at night.

278 **26 f) Lack of market information**

279 There is a lack of information about the potential tourist of Bandarban. Because there are few tourist come to
280 visit Bandarban compared to cox'sbazar, (another popular tourist spot in Bangladesh). So without information it
281 is difficult to evaluate the prospective number of tourists and their demand. And this information is so necessary
282 to develop infrastructural facility.

283 **27 g) Safety and security**

284 Safety and security is one of most necessary element for tourism development. If any tourist feel insecure in a
285 tourist spot, if there is fear of abduction or fear of losing precious possession, then how attractive the tourist
286 spot is, people will not feel urgency to see the spot. In Bandarban Bangladesh army and district administration
287 and Bangladesh police engaged to ensure the security of the tourist. But it is not enough to protect tourists
288 from abduction. Local people should be encouraged to ensure the security of tourists. h) Lack of contact with
289 the market Most of the hotels in Bandarban are not using any promotional campaign with the customer. People
290 used to come Bandarban and then start to find their accommodation. Only few resort like nilgiri and others use
291 booking system which too hard to get. Foreigners are not well-known about the tourist spot of Bandarban.

292 **28 i) Lack of appropriate tourism policy**

293 The national tourism policy was declared in 1992 describing various objectives. A strategic master plan for
294 tourism development was prepared by UNDP/WTO in 1990 which is updated by WTO. Bangladesh Parjatan
295 Corporation, since its inception in 1972 has worked harder to establish Bangladesh as tourism oriented country
296 by hotels, motels, and restaurant. But it is not enough for the development of tourism. The corporation should
297 formulate sustainable tourism policy by maintain conservation, respecting cultures of tribe, finding current tourist
298 trend, market identification.

299 **29 j) Conservation**

300 If tourism develops at Bandarban the local community should be careful and attentive to preserve its natural
301 beauty because this natural beauty can ensure their better life by providing jobs to them. Bandaban's tourist
302 potentiality as a tourist destination depends on nature. So we should keep in mind the need to preserve and
303 protect the natural beauty of Bangladesh by educating all including tourist,tour operator and local community.

304 **30 VIII.**

305 **31 Recommendations**

306 Local community should be properly educated to preserve their natural resources. Local administration should
307 devote and utilize their fund to maintain the natural beauty. Government should take initiatives by organizing
308 several types of training program for both local male and female workers to make busy themselves. And also
309 awareness should be introduced among them. In fractural development should be international level but that
310 should not destroy the natural living the main attraction of tourist. Tourist spots should be calm, untouched
311 but as well as it should have fun, exciting, relaxing , educative, informative and accurate information of tourist
312 spot should be delivered to the tourist.

313 **32 Global Journal of Management and Business Research Vol-** **314 ume XII Issue XXIII Version I 2012 Year**

315 There are many types of tribal are living in Bandarban as they posses different types of culture norms,
316 languages tourist should be properly educated to respect their cultural differences to avoid unexpected complexity.

317 Effective and participative working network should be introduced between public and private sector is a must.
318 Local people should be involved with them. The tourist spot of Bandarban should be easily accessible through
319 introducing furnished transportation system. It is very necessary to make easy communication to reach
320 Bandarban by building roads, helipad for helicopter. Tourist information center can be introduced across the
321 Bandarban for the tourist they can get information about their expected destination, transportation and residing
322 place and other necessary information. Government should introduce campaign visit Bandarban: "Explore the
323 natural beauty". Tribal Shopping center should be established at every tourist spots to make handicraft available
324 to both domestic and foreigner tourist. Tourist guide book should be available everywhere in Bangladesh.
325 Bangladesh parjatan corporation should open a branch at Bandarban to provide information for further research
326 in tourism Establishing more informative sign boards on roads for tourist. Medical Centre should be established
327 by government every tourist spot as it is very remote area. So medical service should be available at every tourist
328 spot. Local mobile tourist guide must be introduced in Bandarban In foreign mission we can send our tourist
329 bulletin, brochures and tourism related magazines to encourage foreign officials to visit Bandarban.

330 **33 IX.**

331 **34 Conclusion**

332 The objective of the study is to explore the beautiful location of Bandarban to establish as a popular tourist
333 destination. This research also tries to identify the relative factors that satisfy tourist interest. Lack of proper
334 planning, lack of coordination among administration, lack of transportation and lack of accommodation facilities
335 are the major problems of tourism at Bandarban. To overcome these problems Government should take initiatives
336 by establishing a good transportation system, training institution, establishing tourist zone, announcing Wi-Fi
337 zone in the tourist destination. Government can introduce mountain tourism, culture tourism, rural tourism and
338 pro-poor tourism at Bandarban. On 17.11.2012 Prime Minister Sheikh Hasina has announced Bandarban will
339 be known as a Tourist Zone in near future. So that are no so far that Bandarban is the next prospective tourist
340 spot from where Bangladesh can earn huge foreign currency.

341 **35 References Références**



Figure 1: Figure

35 REFERENCES RÉFÉRENCES

Strength	Weakness	Opportunity	Threat
<ul style="list-style-type: none"> >Heaven like Natural beauty (including mountain, flora and fauna, rivers and lakes etc). >Pollution free environment. >Cost effective transportation facility. >Terrorism free country. >Rich history and heritage. >Well known as a struggle for mother tongue. >Liberal behavior of local people towards tourist. 	<ul style="list-style-type: none"> >Poor transportation system >Unavailability of proper mode of communication >Insufficient number of restaurant >Lack of accommodation >High price of resorts, hotel and motels >Long time waiting for booking system >Many attractive location of Bandarban still remain unexplored >Lack of security 	<ul style="list-style-type: none"> >Building among tourist, policy maker and local community >Training program to local community >Huge campaign to create a positive attitude toward tourism, Building positive attitude toward country. Like positive Bangladesh >To flourish handicraft and locally made organic food. >Establishing transportation system, including launching luxury bus, luxury boat, helipad etc. >Making cost effective accommodation facility. >Increasing strong security system for both inbound and outbound tourist. Development of a small airport at Badarban. >Job creation >Enriching standard of living of people 	<ul style="list-style-type: none"> awareness of ab >Poor coor tourist, loca and policy n >Fear of loc for loss of la >Misinterp misconception tourism communities >Conflict b minor betmigrated Be existence in >Non-sustai of Bengali a sometimes h >Destructi

Figure 2:

No	Name of Upzilla	Annexure			Referencias
		Area(square kilome- ter)	per kilome- ter)	Away from Bandarban	
1	B andarbansadar	504.9	448.9	-27	
2	R wanchari	677.8		95	
3	L ama	885.8		112	
4	alikadam	468.5		120	
5	N ikhangchari	620.6		49	
6	R uma	896.5		95	
7	Thanchi				

Figure 1 : 2

Figure 3:

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