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Factors Determining Tourism: A Framework to Promote Tea Tourism Destination in Chittagong

Sharmin Sultana [α] & Rehnuma Sultana Khan [σ]

Abstract- Tea tourism is a form of nature tourism. In Bangladesh Sylhet is the most popular and big Tea tourism destination. Chittagong Tea Estates can be another tea tourism destination in Bangladesh if proper promotional tools are used to conscious tourists and steps are taken to develop the destination. Moreover, the destination can shift the demand from Sylhet to Chittagong at some extent and protects the tourist carrying capacity in Sylhet. The objective of the paper is to recognize the potential Tea Tourism destinations in Chittagong and promote those areas. This study is based on qualitative research method with primary and secondary data. The first section of the paper deals with introduction followed by an overview of Chittagong Tea Estates. It then presents the probable destination attributes and promotional tools to be used to highlight the destination. Finally, the findings of the study are discussed to develop some policies based on the study.

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I. Introduction

Bangladesh is a country of natural beauty, hilly mountains, longest beach, warm climate, seven seasons which are the key factors to develop eco-tourism, sustainable tourism and rural tourism. Bangladesh has many archeological and historical sites too. And the hospitality of people and local culture, life style is a unique selling point. Tourism is a growing industry in Bangladesh. It generated 1, 25,000 international tourists in 2014 and international tourism generated US$ 1.5 trillion in export earnings and international tourist arrivals grew by 4.3% in 2014 to 1.133 billion. According to WTTC direct employment support by travel and tourism is forecast to rise by 2.9 percent per annum to 1,785,000 jobs or 1.9 percent of total employment in 2023.

Bangladesh has many developed natural tourists destinations like Cox's bazar, Sudarban, Sylhet, Kuakata, Chittagong Hill Tracts area like Rangamati, Khagrachari, Bandaraban. These destinations generate large numbers of domestic and international tourists yearly. Chittagong is a green city and it has many potentialities in Tea Tourism. There are many small and big Tea Estates in near Chittagong like Fatikchari, Rangunia, Potia, Bashkhali and Kaptai. The promotion of these places can motivate tourists towards the natural beauty, green leaf, hilly mountains in Chittagong district.

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Tea tourism, though a new concept, is fast catching on with more and more tourists making their way to the lush green tea estates. Developing tea states as tourist destination can helps to develop an alternative revenue stream. Tea, being an agricultural commodity, is subject to cyclical fluctuations and there are times when the gardens are hard hit by falling international prices, vagaries of weather and labor troubles and various other factors and experience shows that in such difficult times, the promotion of tourism helps gardens overcome their crisis, if not wholly, at least partially.

II. Literature Review

In many countries, tourism is an industry for earnings revenues and foreign exchange (Hossain, 2007). Many businesses that grow concurrently with the development of tourism include airlines, shipping, hotels and restaurants, finance companies, tour operators, travel agents, car rental firms, caterers and retail establishments and together, they contribute significantly to the overall development of a country's economy and to its cultural diversification and adaptation (Islam, 2009). Tourism in its modern sense is a relatively recent phenomenon, and it has been begun in the present Bangladesh area only during the 1960s. Tourists from abroad came to see and enjoy the beaches, the scenic beauty of the landscape covered with lavish greens and the web of rivers, tribal culture, religious rituals, historical places, forests, wild life and hill resorts (Hasan, 2006).

Tea tourism is one of the alternative forms of tourism which is being operated in the tea growing regions in the world. (K. C. Koththagoda and S. C. Thushara 2016)

Tea is a social custom and as such is part of many celebrations that tourist could experience (Jolliffe, 2007).

Tea tourism is "tourism that is motivated by an interest in the history, traditions and consumption of tea." (Jolliffe 2007)

Tea trails have been included in most of the tour packages offered by the travel agencies in their tour itineraries. Currently tea plantations, tea culture and tea production have been interacted by the tourism industry in the country (Indrachapa Weerasingha)

Tea Tourism is a contemporary concept researched and talked about since the beginning of the 21st century. It is a wonderful tourism concept

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associated with tea gardens. The tea gardens, the process of tea plucking, tea producing, cultural festivals of the tea tribes and staying at the tea bungalows are part this tea tourism. This is a kind of unique tour experience connected to nature. Tea tourism is already popular in countries like China, Srilanka, Kenya and India (Sanjiv and Suvamay 2016)

Tea related tourism has parallels with food related tourism such as wine tourism, which has been investigated by many researchers (Dembardt, 2003; Williams and Dossa 2003; Brown et al 2007). As pointed out by Jolliffe (2007) that tea tourism has a lot in common with wine tourism in terms of its history and the connections with travel. In the industry, it has already become a niche tourism programme in many regions in China, such as Hangzhou, Wuyi Mountain area, Wuyuan and Xinyang etc (Shen, 2005; Huang and Wang, 2005; Shen, 2007).

Worldwide, tea related tourism develops well in many countries such as Thailand and Sri Lanka (UNWTO, 2005; Kolkata, 2005; Gursahani, 2007; Jolliffe, 2003). However, the academic research of tea tourism falls behind the industry, and it is an under-researched area.

Zhang (2004) indicates that tea tourism has developed to showcase tea planting areas with beautiful natural environment or special historical heritage. Tea culture (local tea customs) is conveyed through a variety of activities promoting sightseeing, learning, shopping and other forms of entertainment and tourism experiences.

Ji (2006) demonstrated that tea tourism in China was developed in the forms of tea museums, tea gardens, tea related activities, tea shops, tea events, tea folk performance, and tea related products.

According to Jolliffe and Aslam's (2009) research in Sri Lanka, tea tourists had expectations concerning the relaxation, homely environments, and tea plantations when visiting a tea destination.

Shao-wen Cheng, Fei-fei Xu et al. (2001) investigated that tea tourists are mainly tea lovers between the ages of 31 and 40, and tea drinking habits had significant influences on people's attitude towards tea tourism.

Horen and Dhurbojyoti (2011) studied that, SWOT analysis (acronym for strengths, weakness, Opportunities and threats) and problem and prospect of tea tourism sector in Assam based on interaction with the visitors, concern departmental officials, tour organizers, accommodation units and other private stake holders in the state.

Indrachapa Weerasingha analyzed that, Tea products and plantations have been identified as primitive attraction by travel agencies and tour operators for promoting both nature and cultural tourism. Brochures and websites of the travel agencies have been designed with tea culture while the hospitality industry (accommodation units) offers another kind of warm welcome with tea service for their guests such as High Tea.

Katuse, Paul; Mwenda, Nicholas (2011), established that the major challenges that faces adoption of tea tourism in Kenya is lack of information on tea tourism issues, lack of cooperation amongst the stakeholders, lack of government support to the tea tourism stakeholders

K. C. Koththagoda and S. C. Thushara (2016) identified that, tea tourism in Sri Lanka must consider all influential factors including customer loyalty and customer satisfaction together with the six dimensions of Keller's brand equity model in order to gain brand equity. The proposed model emphasized how marketers should design and implement the effective marketing programs to empower Sri Lanka as a tea tourism destination.

Mahua and Parthajoy (2015) studied that, Sustainable Rural Tourism will also help in the development of the socio-economic condition of the local community as well as contribute to the cause of sustainability of the unique eco-system.

Mi Zhou, Yuchin and Bonnie (2012) discovered that, demographic factors were associated with tea tourism expectations. Thus, in designing market segmentation and making marketing strategies, tea tourism marketing should take into account tourist age, gender, and cultural background.

According to Jolliffe and Aslam's (2009) research in Sri Lanka, tea tourists had expectations concerning the relaxation, homely environments, and tea plantations when visiting a tea destination.

Tasnuba and Shamsuddoha (2011) aimed to picturize the scenario of Bangladesh tea in the context of world tea, export and import scenario of tea and consumption of tea products in different countries in the world.

Prasanta & Horen (2014) highlighted the prospects and challenges associated in the promotion of tea entrepreneurship amongst the women through examining their present situation in the tea sector.

Jiban Kumar Pal, Muhammed Muazzam Hussain (2016) studied that, the poor hygiene situation of tea garden areas in Sylhet district is mainly responsible for present health status and hygiene of older people.

Medhi, Hazarika et al. (2006) identified that, health status of the population can be ameliorated through better hygiene practices, environmental sanitation, creating health awareness, nutritional intervention and overall improvement of socio-economic condition.

Anurag, Mandal et al. (2016) founded out various reasons for the unique growth of STGs such as favorable climate and soil, infrastructures like technology, labor, market, government support etc. For

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these reason, farmers have opted for tea cultivation because it has limited risk for the factors like climate change, crop failure, dearth of markets etc.

Besides the works by Hall et al (2003) and Boniface (2003), the most impressive works on tea tourism in English may be the monograph of 'Tea and Tourism: Tourists, Traditions and Transformations' (Jolliffe, 2007), which is a composition of tea-related papers by various authors. In this work, Jolliffe defined tea tourism as 'tourism that is motivated by an interest in the history, traditions and consumption of tea' (Jolliffe, 2007 p9). She then defined tea tourists as 'a tourist experiencing history, culture and traditions related to the consumption of tea' (Jolliffe, 2007, p10). Jolliffe also commented on the wide range of experiences and opportunities which tea can provide for travelers, including tea shop trails the partaking of the tea ceremony and visits to tea gardens or museums.

From the foregoing review of literature it can be understood that though many studies have been conducted on different aspects of tourism in Bangladesh and even in foreign countries, a study specifically for tea tourism in Chittagong is missing in literature. Hence, the study will make an attempt to examine present scenario of tea tourism and how can we promote tea tourism. The area of study is only the tea states located in Chittagong region.

III. Rational of the Study

Bangladesh is a nature-based tourist attraction country. It is enriched with hilly mountains, longest sea-beach, lakes, rivers, mangrove forests, fountains a combination of green destination. Tea tourism destination is a familiar concept in Bangladesh. Many people visit Sylhet every year to enjoy the hilly tea garden. This destination is already attained its brand image. But there are many small tea gardens situated in Chittagong district which can be promoted as tea tourism destination. Lack of awareness, lack of promotion, lack of support and lack of facilities are the main reason behind the negligence of the development of this destination. The present study will show the potentialities of the tea gardens as destination in Chittagong district. This study will also suggest the ways to promote Tea Tourism in Chittagong district and to protect its natural and biodiversity. Finally, this paper will show the ways of making Chittagong as demanding tourism destination not only for Cox's bazar, Rangamati, Khagrachari, Bandarban but also for Tea Tourism destination.

IV. Research Objectives

The aim of this study is to find out the possible ways to develop and promote Chittagong Tea Estate as a tourism destination by identifying the potentialities of that area. Furthermore, the study aims to highlight the promotional tools through which Chittagong Tea Estate can be differentiated as a tourism destination.

1. To highlight the scope of tourism in Tea Estates in Chittagong.
2. To promote the Tea Estates as a tourist destination in Chittagong.
3. To provide some policy recommendations.

V. Research Design

This study is based on qualitative research method with various data collection procedures .The research is mainly based on conceptual ideas and secondary information. The secondary information is collected through a survey of literature, relevant internet based websites, journal articles, and academic books were used to conduct the study.

VI. Limitations of the Study

This study was limited to secondary sources of data. Some secondary data and authors ideas, concept are used in this study. Future studies can be conducted by using primary data among potential tea tourists or tea tourism experts.

VII. Tea States as a Great Destination for Tourists

The inflow of tourists is increasing every year in Bangladesh. That is why the tea states of Chittagong need to draw an aggressive campaign plan to attract more tourists. And the important aspect of the study is to develop the promotional strategies to motivate tourist to undertake a travel trip to different tea states in Chittagong. In Chittagong, greater part of the tourists have positive experience on natural beauty where as tea tourism is not popular among travelers in respect to sea beaches and hill tracks . This is mainly because of lack of awareness and publicity of tea tourism in Chittagong. So the study has attempts to provide some guidelines that can help to promote the tea tourism in Chittagong.

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a) Potential Tea Estates in Chittagong

Sl. No.	Name of the Tea Estates	Upazilla	District
1.	Aasia	Fatikchari	Chittagong
2.	Agunia	Rangunia	Chittagong
3.	Andharmanik	Chikancherra	Chittagong
4.	Naseha	Dantmara	Chittagong
5.	Ellahinoor	Fatikchari	Chittagong
6.	Haldavalley	Fatikchari	Chittagong
7.	Kaiyacherra-Dalu	Fatikchari	Chittagong
8.	Kodala	Rangunia	Chittagong
9.	Kornofuli	Fatikchari	Chittagong
10.	MaaJaan	Fatikchari	Chittagong
11.	Mohammadnagar	Fatikchari	Chittagong
12.	Dantmara		Chittagong
13.	Narayans Hat	Chittagong	Chittagong
14.	New Dantmara	Chittagong	Chittagong
15.	Oodaleah	Fatikchari	Chittagong
16.	Panchabati	Fatikchari	Chittagong
17.	Potiya	Potiya	Chittagong
18.	Ramgarh	Fatikchari	Chittagong
19.	Rangapani	Fatikchari	Chittagong
20.	Thandacheri	Rangunia	Chittagong
21.	Baramasia	Fatikchari	Chittagong
22.	Chandpur-Belgaon	Bashkhali	Chittagong
23.	Waggachara	Kaptai	Chittagong

b) Marketing Model for Tea Tourism

Tourism in Bangladesh faces a very challenging marketing environment today. The consumer is becoming more technologically-savvy, distracted and consequently more demanding. Disturbance is fast becoming the millennial norm and yet there is a rapidly growing grey segment, resulting in a dichotomy of worlds and explosion in developments.

In approaching marketing strategy, we have considered the following factors:

1. Customer Profile
2. Motivational Factors
3. Destination Attributes
4. Promotional Tools

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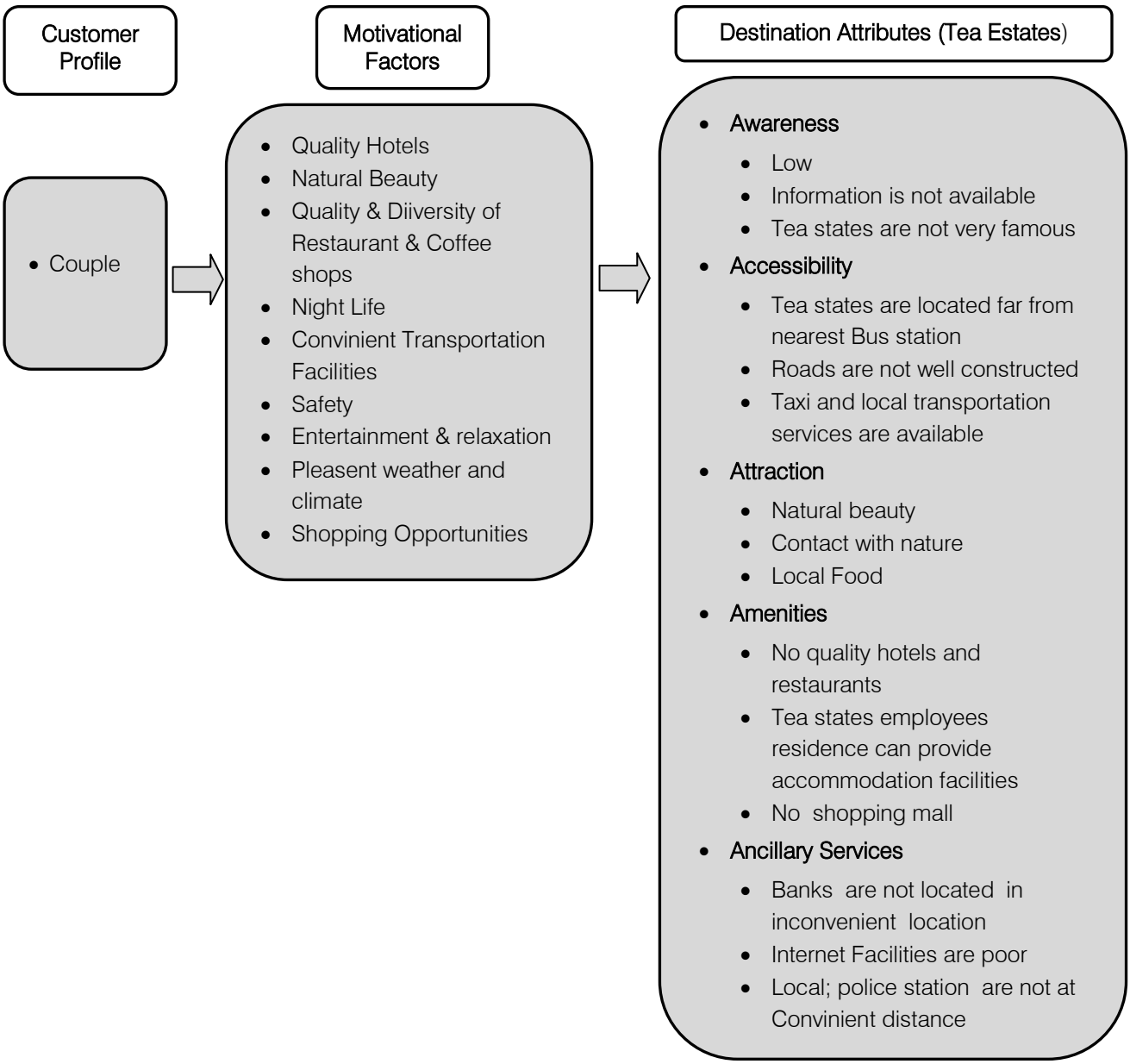

Fig. 1: Comparison between couple's motivational factors and expected attributes towards destination (Author)

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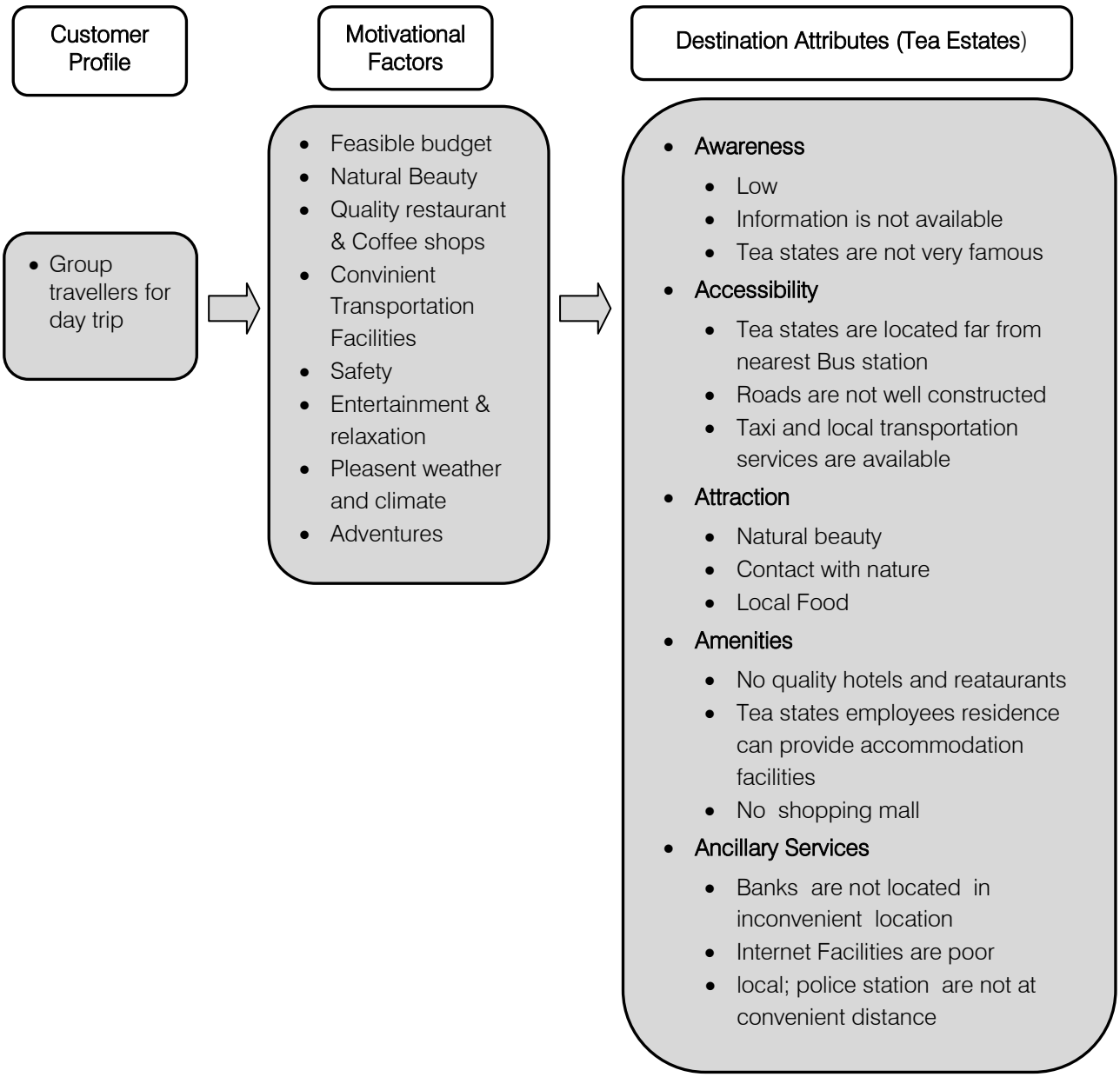

Fig. 2: Comparison between Group traveler's motivational factors and expected attributes towards destination (Author)

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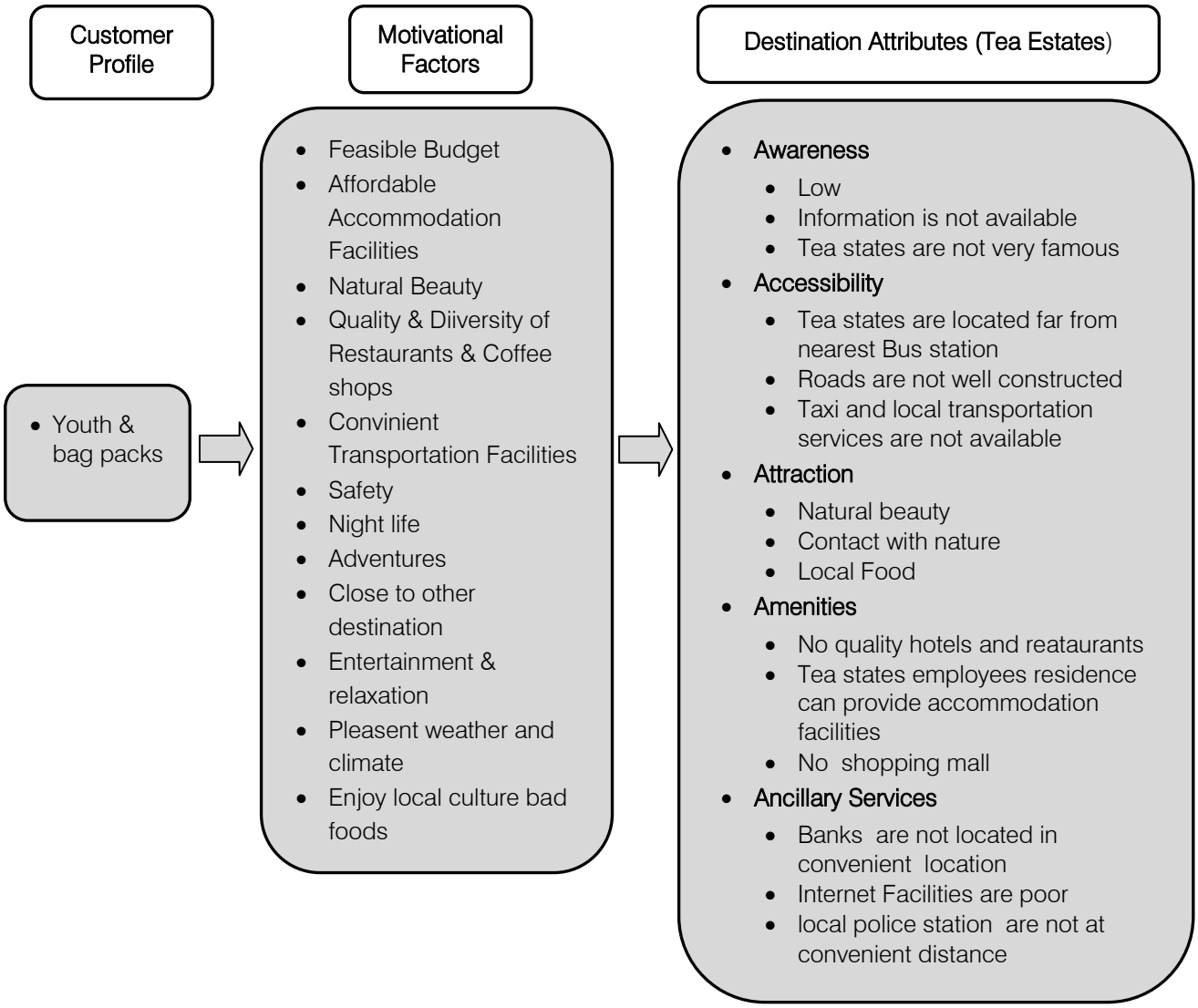

Fig. 3: Comparison between Youth and bag pack's motivational factors and expected attributes towards destination (Author)

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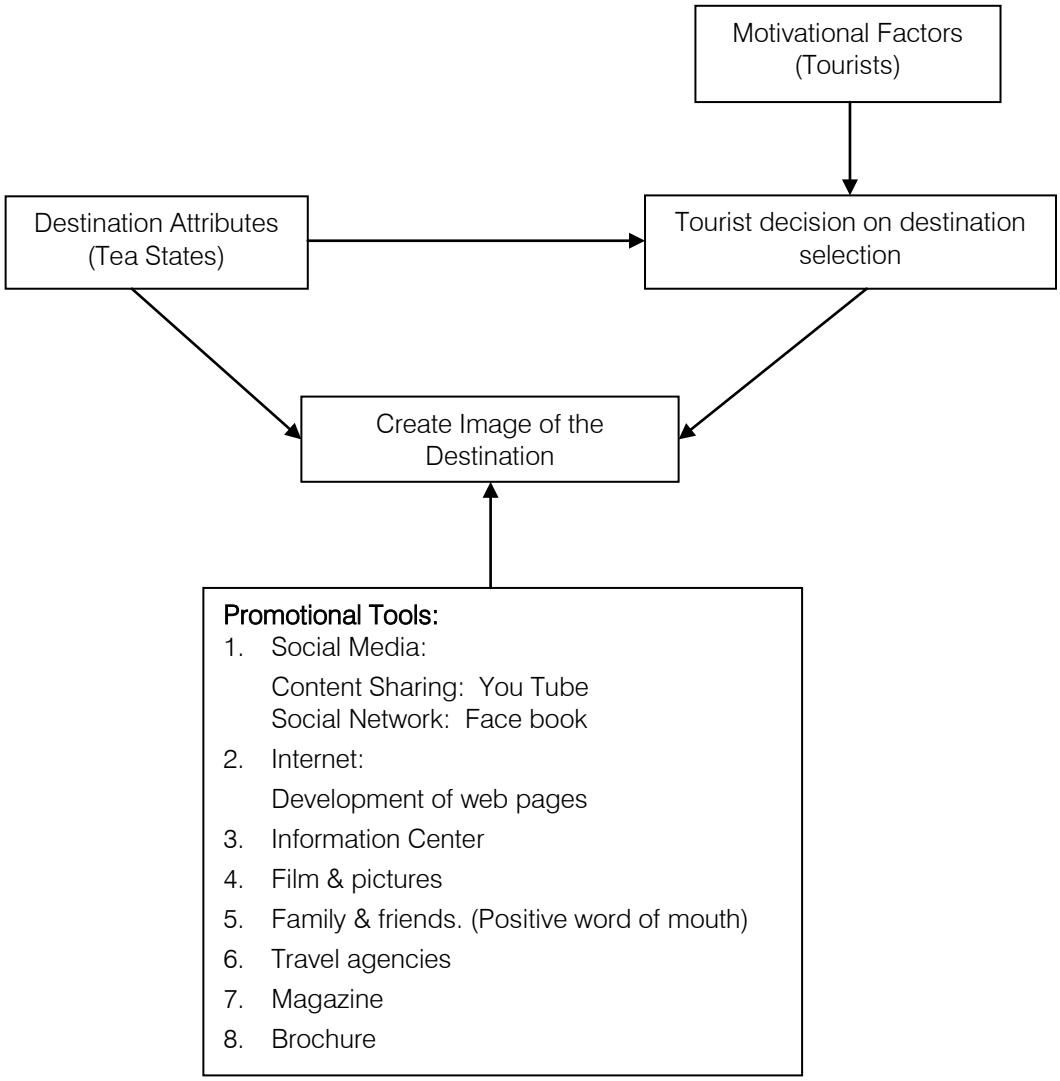

Fig. 4: Key indicators influencing tourist travel decision towards destination (Author)

VIII. Findings

The study has tried to establish a relationship among individual customer, their preferences while selecting a destination for travel and attributes provided by tea states in Chittagong. Every consumer or tourist is distinct and their expectation from travel destination also very depends on purpose of travelling. The study identified that our selective tourists or consumers expectation from travel destination be different from each other. Like: Couples are look for natural beauty, quality accommodations & restaurants, night life and budget are not considered by them while selecting a travel destination. On the contrary, Youth and bag pack travelers look for affordable accommodation and feasible budget while selecting a travel location. In our model, an attempt has been taken to match individual consumers' expectation along with destination attributes of tea states in Chittagong. According to the model, tourists' decision regarding destination selection for traveling depends on three important factors: Expectation from destination, Destination Attributes and the image of the destination itself. Selected promotional tools like: Social media, internet, travel agent can be used to create the awareness as well as promote the tea states To explore the potentiality of tea tourism, the tea states has to offer the adequate attributes expected by the individual travelers.

IX. Recommendations

a) Raise awareness and promotion

Tourists are unaware about the beauty of the tea estates in Chittagong. They don't have the idea that these tea estates can be easily visited by everyone to reduce boredom of life. So more promotional tools like social media, magazine, and newspaper can be used to promote these tea estates.

b) Enhance accessibility

These tea estates are nor accessible by everyone without permission of authority as security issues can be raised. So accessibility can be enhanced

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by proper establishment of security system and ways of arranging tours in these tea estates.

c) Develop infrastructure and superstructure

Accommodation, roads and other communication, transport, information guides should be upgraded and constructed. To attract tourists, there must be information centre, superstructures like good hotels and tourist lodges, system, clean and hygienic food and accommodation, shopping malls, banks, police station.

d) Ensure support from concerned authority

The concerned authority such as the owners of the tea estates should be supportive and cooperative to develop a good destination image of tea tourism in Chittagong. They can formulate different strategies to preserve these estates environmental balance as well as tourism potentialities.

e) Involvement of host community and government

Different NGOs, other stakeholders; like-tour operators, travel agents, suppliers, local people can be aware and cooperative to make the destination as a potential tea tourism destination in Bangladesh. Government should pay some attention towards developing this new destination.

X. Conclusion

Chittagong has lots of tourist potentialities because of its natural beauty, hilly regions, beach and whether. Tea tourism can unlock a new dimension of tourism in Chittagong. This research is conducted to propose a marketing model for Tea tourism in Chittagong as a tourism destination. Tourists always look for some key factors to visit any destination. And a destination tries to provide those to tourists to create an image and to attract more tourists. This model has identified some promotional tools to be used to promote tea tourism in Chittagong. Through the promotional tools the potentialities of tea tourism in Chittagong will be highlighted. Further research scope is acknowledged on tea tourism destination branding.

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