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Keywords: *exploring, tourism facilities, ramsagar national park, dinajpur district.*

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Exploring Tourism Facilities in Dinajpur District of Bangladesh: A Study on Ramsagar National Park

Abul Kalam [α], Rafia Akhtar [σ] & Dr. Md. Jamal Uddin [ρ]

Abstract- This study is to examine the factors influence to the tourists to select the particular tourism spot. All the responses are recorded by the Ramsagar a tourism event to the Dinajpur district of Bangladesh. Some important attributes that affect the satisfaction of tourists have identified where tourists give priority to visiting the place. There are seven factors out of fifteen have been considered for the convenience of the study. An interview technique conducted on the 50 respondents who have visited at least two times to the Ramsagar, and it measured their expectation and satisfaction level towards the tourism facilities in Ramsagar. The test result proved that the tourists are not satisfied towards the existing tourism facilities in the stated spot. The aspired facilities assessed so that the visitors would like to select the location for tourism.

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I. Introduction

Tourism involves the actions of person's peripatetic to and residing in locations outside their usual permanent places of home for not more than one consecutive year for leisure, business and other purposes (Dabour, 2003). Bangladesh is one of the emerging economies in the globe with some natural as well as artificial attractions. It is full of rivers, coasts, and beaches, archaeological sites, religious places, hills, forests, waterfalls, tea gardens, etc. However, the shocking thing is that only around half a million etc tourists visit the country every year. Therefore it can easily imagine the contribution of this sector to the country's GDP. Over the years, economists, hence, are urging to take a look at this promising sector. The good news is that more recently, it got serious attention by the policymakers at the national level, possibly because of the pressure to achieve SDGs by 2030. The outcome of this increasing attention culminates in some initiatives such as promoting and maintaining the tourism destinations, developing infrastructure such as accommodation, eateries, communication and transportation, parking facilities, etc. As the initiation attempted by the policy makers of Bangladesh, we intended to work on this particular tourism spot like Ramsagar in Dinajpur district of Bangladesh. There is no literature worked specifically on this spot. Ferdaush and Faisal (2014) conducted a study on the tourism spots in Netrokona districts of Bangladesh, Rahman and Kalam (2014) worked on various locations in Rangpur and Dinajpur district, Masud (2015) did the study on the overall tourism marketing in Bangladesh. But none accomplished a research by considering this particular study acutely. In this study, the tourism amenities and expected facilities by the tourists are assessed in this tourism spot of Bangladesh. This study focused the very precise problems and prospects and provided guidelines to improve the tourism facilities of this place. In this study, the tourism practioners for this blemish got the suggestions to attract the massive tourists and enhance earning from this field. It also assists to contribute more to the GDP of Bangladesh by this tourism sport in Dinajpur district.

II. Briefing of Ramsagar National Park

Between 1750 and 1755 the Ramsar was built by a kind Hindu king Ram Nath and the big lake named in honor Ram Nath. During that century, the region was ruled by 11 Kings lead by Shukh Dev. Among them, Pran Nath and Ram Nath were the best and innovative. During their ruling, huge palaces, temples, etc. built, and lakes dug for the public interest. The water reservoir Ramsar was made to provide local inhabitants with safe drinking water. Its construction initiated by King Ram Nath involving lakhs of people's labor. The tank named after Raja Ram Nath who excavated it on the eve of the battle of polashi. At that time Alivardi Khan was the Nawab of Bengal. The tank was excavated to supply drinking water to the people living in the surrounding villages. It said that there were a continuous drought and famine in this part of the country from 1750 to 1755 AD. Perhaps Ram Nath initiated to dig the tank by 'food for work' and help to survive the famine-stricken people. By investing 30,000 Taka for the about 1.5 million labors, the Ramsar burrowed. The total size of Ramsar in its water area is 1079m the length of north-south and 192.6m by the side of east-west. The depths of the

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cistern are about 9.5m. There was a ghat in the middle of the western bank, and the remains of it still exist. Made of sandstone slabs of different sizes, the structure measured about 45.8m by 18.3m. The tank surrounded by 10.75m high mound. Beyond the edge the surrounding is a plain area having some undulating landscape. Ramsagar is the attractive tourist spot cared by the Bangladesh Parjatan Corporation (BPC). There are some initiative has been taken by the BPC to enhance the beautification of this spot. The new rest house constructed on the western side of the tank and some small recreation spots for the children on the four sides of the huge water body are the results of those initiatives.

III. The Objective of the Study

The objective of this study is to explore the tourism facilities in Dinajpur district of Bangladesh. With the light of the main goal, we also considered the following specific purposes for the study:

a) To know the offered tourism facilities in Ramsagar.
b) To measure tourist satisfaction level towards the tourism facilities in Ramsagar.
c) To analysis tourist expectation about the tourism facilities in Ramsagar.

More specially, the hypothesis of the study is as follows:

H_0= Tourists are satisfied towards the current facilities of Ramsagar.

H_1= Tourists are not pleased towards the present attributes of Ramsagar.

IV. Research Methodology

This study utilized a survey instrument to address the research question. Convenience and judgment sampling techniques are used to collect the primary data. There are 50 respondents were interviewed who have visited at least two times in this spot to collect the data. According to Rosco, sample size > 30 and <500 are appropriate for most research (Sekaran, 2003). All the questions are asked only for this particular research area. Factors related to the tourist's satisfactions and expectations are passed by the pre-testing procedure. Five-point Likert scales were developed on the attributes of this tourist location for collecting data matching with the research question. The method of frequency distribution, mean and standard deviation are applied to analyze the data.

V. Result and Discussion

a) Characteristics of Respondents

Table 1

Demographic variables		Number	Percentage
Gender	Male	27	54
	Female	23	46
Age	18-24	11	22
	25-31	13	26
	32-38	15	30
	39-45	6	12
	46-above	5	10
Level of Education	Undergraduate and Below	30	60
	Masters	15	30
	PhD	5	10
Marital Status	Single	35	70
	Married	25	50
Profession	Business person	12	24
	Student	7	14
	Teacher	7	14
	Housewife	7	14
	Employee	17	34
Income Level	Below-Tk.10,000	13	26
	Tk.10,000-Tk.20,000	17	34
	Tk.20,000-Tk.30,000	12	24
	Tk.30000-Above	6	12

The table showed that 50 respondents were considered to collect the primary data where 54% were male, and 46 % were female. Most of the tourists more than 68% were young while only 10% were more than the age 46. There are 60% respondents were undergraduates and below undergraduate and 70% were unmarried while 70% is having monthly income more than Tk.10, 000.

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b) Factors Influenced to Select the Particular Location

Table 2

S.L	Factors	Total Respondents	Actual Respondents	Percentage
1.	Adequate Information	25	25	100%
2.	Likable Place	25	25	100%
3.	Low Cost	25	25	100%
4.	Security and Safety	25	25	100%
5.	Food and Beverage	25	25	100%
6.	Accommodation	25	24	96%
7.	Easy Transportation	25	24	96%
8.	Available Guide	25	20	80%
9.	ATM Facility	25	20	80%
10.	Available Rides	25	19	76%
11.	Medical Facility	25	18	72%
12.	Boating and Fishing	25	18	72%
13.	Cooking	25	17	68%
14.	Parking Facility	25	16	64%
15.	Gardening	25	15	60%

The above table is the result of pre-testing procedure. There are 25 respondents (tourists) were interviewed to diagnose the factors motivate to choose the particular location for visiting as a tourist. Mainly, the top seven features marked 96% considered for analyzing genuinely.

c) Top Factors for Choosing a Location

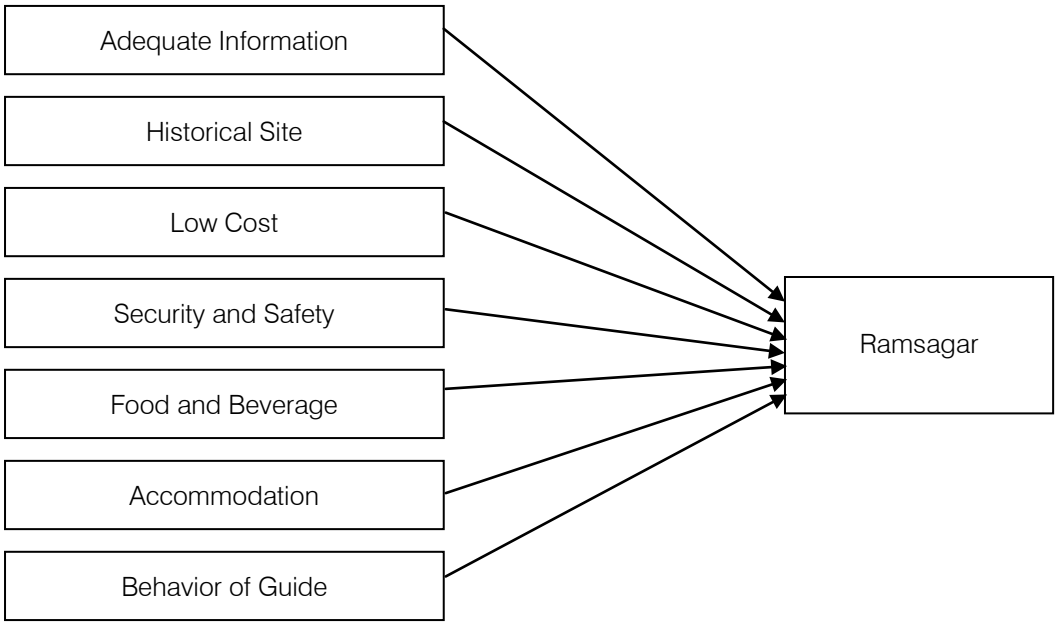

Figure 1

The model shows that the seven factors enticed to desire the Ramsagar a tourism spot in Dinajpur district of Bangladesh.

VI. Tourism Facilities in Ramsagar

The main attraction of this spot is pool contains about 80 acre water land. Its length is 3,399 feet and width is 998 feet. The visitors can boat on this lake and sometimes enjoy for catching the fish. Also, there are about 68.54 acre parklands with various beauty sites and natural arrangement with some rides for the children. Moreover, a mini zoo with different animals enhanced the attraction of this spot. There is a rest house for the tourists with cooking arrangement and recreation. There are assortments of indigenous foods and beverages are available in this position. The surroundings of this lake have sundry rare plants and trees beatified the place and added value of this tourist spot.

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a) Satisfaction Level of Tourists towards the Existing Tourism Facilities in Ramsagar

Table 3

Factors	Level of Satisfaction					Mean	SD
	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied		
Adequate Information	7	8	13	9	13	2.74	1.38
Historical Site	9	9	9	13	10	2.88	1.41
Low Cost	15	12	10	12	1	3.56	1.21
Security and Safety	5	7	5	20	13	2.42	1.30
Food and Beverage	9	10	10	11	10	2.94	1.41
Accommodation	8	14	7	13	8	3.02	1.36
Behavior of Guide	4	10	14	9	13	2.66	1.29
Overall Satisfaction	10	5	10	12	13	2.74	1.47

Source: Field Survey, 2018

Visitors' satisfaction measured on the mentioned seven factors like adequate information, historical side, security and safety, food and beverage, accommodation and behavior of the guide. Tourists were satisfied towards the cost of entry and other items and accommodation facilities provided by the spot. They were neither satisfied nor dissatisfied towards the adequate information about the spot, historical side of the place, food and beverage and behavior of the guide. Finally, overall, the satisfaction level of the visitors was not in a good position. Basically, they were neither satisfied nor dissatisfied towards the tourism facilities of Ramsagar.

b) Tourist's Expectation about the Tourism Facilities in Ramsagar

Table 4

Factors	Level of Expectation					Mean	SD
	Highly Expected	Expected	Neutral	Unexpected	Highly Unexpected		
Adequate Information	12	17	10	5	6	3.48	1.30
Likable Place	10	19	9	4	8	3.38	1.34
Low Cost	17	19	5	4	5	3.78	1.28
Security and Safety	18	15	4	7	6	3.64	1.41
Food and Beverage	25	17	5	2	1	4.26	0.94
Accommodation	16	18	6	5	5	3.70	1.30
Easy Transportation	15	20	4	7	4	3.70	1.27
Overall Tourism Facilities	10	15	7	10	8	3.18	1.34

Source: Field Survey, 2018

The above results mentioned in the table proved that the visitors were more conscious about the food and beverage. They also expected low-cost facilities, security and safety, accommodation, and simple transportation system. They are neither expected nor unexpected about adequate information about this spot and likable place. Finally, their expectation is not up to the mark on the reveal factors.

c) The problem faced by the tourists to visit the Ramsagar

Table 5

Sl. No	Name of the problem	Frequency	Percentage
1	Security problem	50	100%
2	Accommodation problem	50	100%
3	Transportation problem	48	96%
4	Food problem	47	94%
5	Information problem	47	94%
6	Medical service	47	94%
7	Money withdrawal facilities	47	94%
8	Scarcity of Guide	45	94%
9	Kids Park	44	88%
10	Price / Entry Fees	40	80%
11	Others	35	70%

Source: Field Survey, 2018

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The above table showed that security and accommodation are the main problems almost all are coded to visit the Ramsagar tourist spot in Dinajpur district of Bangladesh. Transportation problem is also high with the high-quality food, information, medical service and immediate cash management problem by the ATM, etc. The tourists also mentioned about the tour guide limitation and scarcity of enough rides for the kids so that they are encouraged to the visit this spot.

d) Testing Result

Table 6

Attributes	Critical Value	Calculated Value	Result
Adequate Information	1.96	6.97	H0 = Rejected
Historical Side	1.96	7.35	H0 = Rejected
Low Cost	1.96	13.74	H0 = Rejected
Security and Safety	1.96	6.09	H0 = Rejected
Food and Beverage	1.96	7.65	H0 = Rejected
Accommodation	1.96	8.64	H0 = Rejected
Behavior of Guide	1.96	7.53	H0 = Rejected

The result indicated that all the variables rejected. That means the visitors were not satisfied towards the existing tourism facilities in Ramsagar of Dinajpur district in Bangladesh.

VII. Conclusion and Recommendation

The objective of this study was to explore the tourism facilities in the tourist spot of Ramsagar in Dinajpur district of Bangladesh. We also diagnosed the factors influenced to choose this spot for exploring the tourism facilities for this side. We found seven issues enticed to visit this place. But the visitors were not satisfied to the entire factors related with the tourism facilities of this location. Sometimes tourists were contented with the particular things and sometimes they were somehow neutral towards the aspects available to the mentioned location. We also assessed the aspired benefits by the visitors to visit this spot and made them category as the level of expectation of the tourists. We also unearthed the problems so that the visitors were of interest to stopover this place. Security and accommodation were the problems visitors quoted to select this position. Transportation, food, and beverage, medical and ATM were also mentionable. The table mentioned somehow visitors were satisfied and neutral on the specific issues, but the test result proved that they were not happy at all towards those things related to the satisfaction of the tourists. As a result, the authority of this spot should take necessary initiatives to improve the stated issues recounted the satisfaction of the tourists. Especially, security, accommodation and transportation problems should be solved immediately. New sorts of rides for the kids and young should add to the existing amenities of this spot. Additional toil should deploy for maintaining the sites. A record book should keep for making available of information about this place. Ultimately these actions would be obliged to attract the more tourists and enhancing more earrings from this spot.

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