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Tourism Promotional Dimension on Bangladesh Prospective

By Md Moniruzzaman & Md Zainal Abedin

World University of Bangladesh, Bangladesh

Abstract- This paper examines the tourism prospective atmosphere of Bangladesh. Here trying to explore the real picture of the tourism sector by using the primary and secondary data. Objectives of the study are tourism marketing development trends in Bangladesh and identify the barrier and obstacle in marketing activities. It is assumed that the findings and analysis of this study would be appropriate steps for enhancement measure to develop the tourist industry in Bangladesh and that way expected foreign tourist can come to Bangladesh and by that way country can earn the foreign currency. Simultaneously those are policy maker in this sector they can put more attention to attract this tourist market.

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Tourism Promotional Dimension on Bangladesh Prospective

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Abstract - This paper examines the tourism prospective atmosphere of Bangladesh. Here trying to explore the real picture of the tourism sector by using the primary and secondary data. Objectives of the study are tourism marketing development trends in Bangladesh and identify the barrier and obstacle in marketing activities. It is assumed that the findings and analysis of this study would be appropriate steps for enhancement measure to develop the tourist industry in Bangladesh and that way expected foreign tourist can come to Bangladesh and by that way country can earn the foreign currency. Simultaneously those are policy maker in this sector they can put more attention to attract this tourist market.

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I. INTRODUCTION

Tourism is the most fast growing industry in the Bangladesh like some other country. 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 according to WTO forecast the earnings from tourism will rise to US\$ 2 trillion a year by 2020 (www.globalworld.com.bd)

The tourism industry of Bangladesh can play a vital role to participate to the total economy of the country. Bangladesh tourist industries have failed to take the corrective action to promote the tourist industry by giving the suggestion, guideline, reduce the barrier and constrains etc.

II. OBJECTIVES OF THE STUDY

- To view of tourism marketing development trends in Bangladesh
- Find out the barrier and obstacle in tourism marketing activities
- Recommend some necessary steps in the tour operating management system in Bangladesh tourism industries.

III. METHODOLOGY

Both primary and secondary data have been used in this research. This is an exploratory research on Bangladesh Tourism Industry.

Author a o : Senior Lecturer, Department of Business Administration, World University of Bangladesh. e-mails: mm.monig@gmail.com, asimdu999@gmail.com

a) Primary Sources of data

Interviews were conducted to various tour operators in the capital city of Bangladesh.

b) Secondary Sources of data

Annual report of BPC
Tourism related Journals
Newspapers
BPC web page
Internet and some other materials also.

IV. BANGLADESH TOURISM INDUSTRIES

a) Sea Beaches

i. Cox's Bazaar

It is almost 120 km longest sea beach in the world. This sea beach fully covered by the golden sands, soaring cliffs, surfing waves, and rare conch shells etc. Cox's bazaar called tourist capital of Bangladesh which is very rear in any other country. Because of these reasons cox's bazaar is most attractive destination sport in the world.

ii. Kuakata

Another largest sea beach name is Kuakata in the country. Almost 18 km long and 2 km wide it is in the district of Pautuakhali.

In addition to that, there have some other beaches also like *Inani beach*, *St. Martin Island*, *Patenga beach* which may attract local as well as foreign tourist also.

b) Archaeological Places

Among the Archaeological Places in the country there may found:

- Mainamati* - It is famous for Buddhist culture which is situated in west part of comilla town.
- Paharpur* - It is another Buddhist seat of learning located at Rajshahi. It is world Heritage site declared by UNESCO.

Apart from these some other oldest archaeological site is Mahasthangarh which is situated in north part of Bogra and Sitakunda is also attractive place especially for Hindu and Buddhists temple which is situated 37km far away from Chittagong.

c) Historical Places and Cultural Heritage

i. Historical Places

Sonargaon: Folk-arts and craft museum is speciality for sonargoan.

Natore: An old seat of the Maharajah of Dighapatiya,

Sagordari, Jessore: It is the birth place of Bangla Literature poet Michael Modhusudan Dutta

Mujibnagar Memorial, Meherpur: Here first declared revolutionary government of Bangladesh during the liberation war of Bangladesh in 1971.

Trishal, Mymensingh: This is the boyhood place of national poet Kazi Nazrul Islam.

Gandhi Ashram: At Jayag in Noakhali was built in the memory of historic visit of the Mahatma Gandhi to that place in 1946-47 and devoted to his ideology and deep respect to the unique memories of the great soul.

ii. Monuments

National Memorial: It is located at Saver, Dhaka. Dedicated to millions of unknown freedom fighters.

Central Shahid Min: It is the symbol of honor for those who dedicated their lives for Bengali language in 1952.

Some other major monuments are Lagbagh fort, National Poet's graveyard, World War II cemetery and many more.

iii. Museums

National Museum: It established by four departments like-national history, history and culture art, ethnography and decorative art and contemporary art and civilization in 1913.

Some other museums are Ahsan Manzil, Folk Art Museum, Science Museum, Shilaidaha Kuthibari Museum, Ethnological Museum and Court Building Museum.

Mosques: Dhaka is a called city of mosque. More than hundred historic mosques are available here. Some of the well known mosque name in the country is Baitul Mukarram, Seven Domed mosque, Star mosque.

In addition apart from these there are so many mosque has scared across the country like Chawkbazar Mosque, Huseni Dalan Mosque, Shait-Gambuj Mosque, Bagerhat Chota Sona Mosque at Chapai Nababgonj Small Golden Mosque at Gaur in Rajshahi Bagha Mosque and Kusumba Mosque at Rajshahi, the Shahi Jama-e-Masjid and Qadam Mubarak Mosque in Chittagong, Begum Bazar Mosque, Khan Muhammad Mirdha Mosque, Saat Gambuj Mosque etc.

d) Forest, Gardens and Parks

i. *Forest:* Sundarban is the most beautiful mangrove forest in the world. World Heritage Committee of UNESCO kept in list the Sundarban name in their 21st session in 1997 as World Heritage list. This mangrove approximately 6216 sq km longest in Bangladesh territory and about 4800 sq km in south west part in India.

ii. *Gardens and Parks:* Some well known garden are namely Suhrawardy Uddayan, Modhupur National Park, Ramsagar National Park, Baldha Garden National park, Botanical Garden, National

Zoological Garden, Sitakunda Botanical Garden and Eco-park Madhabkunda, Eco-park, Dulahazra Safari Park etc.

e) Hills, Rivers, Lakes and Island

Among the many more hills some famous one are in Khagrachari, Bandarban, Rangamati and most of the hills are located in greater Chittagong district in Bangladesh. Some more attractive hills are located in Khasia and Jaintia in Sylhet territory.

Bangladesh is called a river oriented country. Some important river name is the Padma, Jamuna, and Brahmaputra.

Some other also Sonadia Island, Kaptai Lake Cox's Bazar, Foy's Lake Chittagong. Rangamati is popularly known as the Lake District.

V. THEORETICAL OVERVIEW

a) Defining Tourism and Related Terms

The definition of Tourism given by the Swiss Professor Hunziker and Krapf is considered to be the International Association of Scientific Experts in Tourism (AISET) Business of providing Travel accommodation, food entertainment for the people who are on travel, tours, trade etc.

Tourism as the act of travel for the purpose of recreation and business, and the provision of services for this act. It also included a more comprehensive definition which would be that tourism is service industry comprising a number of tangible and intangible components. According to this definition, the tangible elements include transport systems- air, rail, road, water and now space; hospitality services- accommodation, foods and beverage, tours, souvenirs; and related services such as banking, insurance and safety and security and the intangible elements include rest and relaxation, culture, escape, adventure, new and different experiences. (according to Wikipedia)

b) Features of tourism

The following are the five main features of tourism:

- 1) Tourism arises from a movement of people to and their stay in various destinations.
- 2) There are two elements in all tourism: The journey to the destination and the stay including activities at the destination.
- 3) The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities which are distinct from those of the resident and working population of the places, through which tourists travel and in which they stay.
- 4) The movement to destination is of a temporary, short-term character is of an intention to return within a few days weeks or months.
- 5) Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

c) Geographical Components of Tourism

- 1) Accessibility and locations
- 2) Space
- 3) Scenery
- 4) Climate - E.g. Sunshine, Temperature conditions etc.
- 5) Animal life
- 6) Settlement Features
- 7) Culture - E.g. Way of life, Tradition, folklore, Arts & crafts etc.

d) Factors influence in Tourism

Tourism in the state can flourish with the satisfaction of the demand for the following factors that have real effect on tourism.

- Accommodation
- Food & Beverage
- Purchase
- Sight Seeing & Amusement
- Local Transport

e) Different Types of Tourism

- i. *Adventure Tourism:* Especially Adventure Tourism are travel in remote areas where they expect unexpected things.

ii. *Agro-tourism:* A Here tourist is mingle with village farmers and have the opportunity to pick up fruits and vegetables, ride horses, get a touch with domestic animals, taste honey, learn about local and regional hand crafted gifts. Spend the memorable experience with farmer's family.

iii. *Ecotourism:* Those are travel in ecological areas, various cultural environment, wilderness adventure, volunteering are called a ecotourism.

iv. *Heritage Tourism:* Visiting in old historical or industrial areas, old battle ground, old building are called heritage tourism.

v. *Sex Tourism:* Adult those want to have legal consensual sexual relations with other adult gender spend by money. Most sex tourist is male very rare female also.

Some other type's tourist may have also like space tourist, cultural tourist, religious tourist etc.

VI. ANALYSIS MEASUREMENTS OF BANGLADESH TOURISM MARKETING*a) Tourists' Impressions*

Table 1: Tourists impressions on the prices of some important tourism component

Tourism Components	Don't Know Frequency	Highly Reasonable (5)	Quite Reasonable (4)	Fairly Reasonable (3)	Quite Unreasonable (2)	Highly Unreasonable (1)	Mean Score
Food & Drinks	6 (5.94)	7 (6.93)	23 (22.77)	48 (47.52)	16 (15.84)	1 (0.99)	3.2
Accommodation	13 (12.87)	5 (4.95)	16 (15.84)	41 (40.59)	18 (17.82)	8 (7.92)	2.91
Transport	12 (11.88)	5 (4.95)	46 (45.54)	32 (31.68)	6 (5.94)	00 (00)	3.56
Guided Packaged Tours	62 (61.38)	4 (3.96)	7 (6.93)	13 (12.87)	12 (11.88)	3 (2.97)	2.92
Information materials	48 (47.52)	21 (20.79)	19 (18.81)	9 (8.91)	4 (3.96)	00 (00)	4.08
Shopping Items	26 (25.74)	27 (26.73)	25 (24.75)	20 (19.80)	3 (2.97)	00 (00)	4.01

Source: Bangladesh Bank and BPC Web site

Interpretation: Tourist impressions are below(less than 4) in the component of food & drinks, accommodation, transport guided package on the other hand tourism impressions are above (greater than 4) which is arrangement by the Bangladesh tourism.

b) Promotional Activities Used for Tourism Marketing

Tourism marketing promotion means massive advertisement through various media, personal selling, sales promotion, publicity etc. BPC use web site but that

is not up dated. They didn't put current information for potential tourist. So that it is difficult to gather information for both domestic as well as international tourist.

Table 2: Foreign exchange earnings, promotional budget & promotional expenditure of BPC

Year	Earnings from Tourism (TK. in Million)	Promotion Expenditures (TK. in Million)	% of Promotion Expenditures on Earnings
1991-92	391.3	2.965	0.76%
1992-93	448.3	5.363	1.20%
1993-94	607.1	8.065	1.33%
1994-95	823.6	7.143	0.87%
1995-96	1125.4	7.935	0.71%
1996-97	1799.7	10.391	0.58%
1997-98	3086.9	9.058	0.29%
1998-99	2370.1	8.096	0.34%
1999-00	2582.7	10.147	0.39%
2000-01	2638.1	10.834	0.41%
2001-02	3087.1	7.399	0.24%
2002-03	3207.4	10.06	0.31%
2003-04	3782.7	-	-
2004-05	4203.25	10.413	0.25%

Source: Bangladesh Bank and BPC Web site

Interpretation: It is found that BPC spend very less amount of total earning for the purpose of promotional activities. In the period of 1991-92 they spend only i. 2.965 million which is 0.76% on total earning. For the same purposes in the period of 2004-05 promotional expenditure increased i.e. Tk 10.413 million but promotional expenditure on earning is decreased i.e. 0.25% only.

c) Tourists' Expenditures

Year	Amount(Million Tk*)	Growth Rate (%)
1990-91	267.7	
1991-92	391.3	(+) 46.17
1992-93	448.3	(+) 14.57
1993-94	1607.1	(+) 35.4
1994-95	823.6	(+) 35.66
1995-96	1125.4	(+) 36.64
1996-97	1799.7	(+) 59.92
1997-98	3086.9	(+) 71.52
1998-99	2370.1	(-) 23.22
1999-00	2582.7	(+) 8.97
2000-01	2638.1	(+) 2.15
2001-02	3087.1	(+) 17.02
2002-03	3207.4	(+) 3.90
2003-04	3782.7	(+) 17.94
2004-05	4203.25	(+) 11.12
Average Growth Rate		(+) 24.12

Source: Bangladesh Bank and BPC Web page

Interpretation: Though the earning was poor in 1990-91 just only Tk 267.7 million but it increased to Tk 4203.25 million in 2004-05. Every year growth rate was positive except 1998-99. Because of heavy devastating flood all over the country and this was lasted near about two months.

From the above table, comment can be made that though Bangladesh does not have a good position in world tourism, but the trend of growth rate in the earnings is encouraging.

VII. PROBLEMS OF TOURISM MARKETING IN BANGLADESH

Negative Impact of Security and Country's Poor Image
Underdeveloped accommodation and other facilities
Lack of Infrastructure and Government Support

Ineffective marketing strategies and poor promotional activities
 Insufficient fund and government support
 Unavailability of updated information

VIII. FINDINGS OF THE STUDY

- International media focuses negatively to attract the tourist in Bangladesh. Because of this international tourist don't like to visit Bangladesh often. Bangladesh has the great potentiality to receive the huge amount of tourist and can earn good amount of earning from to tourism sector. About Tk 391.3 million was in 1991-92 which is increased to Tk 4203.25 million in 2004-05.
- On the other hand growth rate also gradually increased day by day. Foreign tourist average growth rate has increased 7.19% from the period of 1991-2004 and the same in earning is 24.12% from 1990-91 to 2004-05.
- Bangladesh unable to secured the required infrastructural facilities like hotel, motel, and transportation adequate security for the potential tourist.
- Bangladesh is unable to take promotional measure activity like any other country.
- A promotional activity undertaken by Bangladesh tourism sector is not effective.
- The WTO Tourism 2020 Vision forecasts that the average growth rate in tourism industry for South Asia will be 6.1% during 1995-2020. The present trend in tourist arrivals in Bangladesh indicates that the average annual growth rate in tourist arrivals to Bangladesh 7.19% which is above the WTO estimates.
- Near about 3,150,000 tourist arrived in South Asian countries in 1990 which is increased to 7,501,000 in 2004 even though same increased in Bangladesh also i.e. From 115,000 to 271,000 in the same period.
- Most of respondents are believed that need to increase the promotional activities. But because of shortage fund they are fail to do that.
- Domestic as well as potential international tourists face the difficulties to access the information regarding Bangladesh tourism and its facilities.

IX. CONCLUSION AND RECOMMENDATIONS

Tourism is more fastest and growing industry in the world. All the countries trying their level best to attract the tourist from many points of views. The importance of tourism may consider from many angles like- economic, social, cultural, political etc. All most all the countries developing their marketing policy to attract the tourist. Rate of growth of tourism is positive in worldwide but in Bangladesh is the same. Not because of eye-catching tourists attraction rather it is the result of

inadequate promotional measures. With the increases of facilities government should plan to direct its promotional activities at new market segments. Though the Government has taken many steps to develop this sector but it will take a time to be a execute. 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.

a) Improve the image of the country

Bangladesh need to create a positive image on international prospective. Because some international media has highlighted Bangladesh negatively as a result some potential foreign tourists have misconception about Bangladesh tourism industries.

b) Security of the tourists

The entire tourist do expect high security in everywhere every country. So that Bangladesh government should improve the security in all prime major areas.

c) Information Technology in promotional activity

To develop the tourism industry Bangladesh tourism authority must consider effective use of the technology. An internet can play a vital role as a information technology to spread out information in domestic as well as internationally.

d) Promoting to some specific regions

Bangladesh should target some specific country where maximum number of tourist have a probably to visit this country.

e) Allotment of more promotional funds

If the country considers tourism industry as a earning sector then they must increase the promotion budget for that sector

f) Use of foreign tour operators to promote Bangladesh

Foreign tour operators have a vital role to motivate and can send maximum number of tourists to Bangladesh. Therefore BPC and private tour operators of Bangladesh may talk and contact with foreign tour operators for influence them.

g) Developing infrastructure facilities

Need to develop and build up more attractive hotels, motel restaurant, road, vichele etc. Which is not up to the level at present.

h) Encourage more private sector to invest

Since government alone is not position to heavy investment to develop infrastructure facilities and promotional measures. So that they may allow and encourage the private sector from both domestic as well as foreign investors to invest more in this sectors



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