

1 Tourism Promotional Dimension on Bangladesh Prospective

2 Md Moniruzzaman¹ and Md. Zainal Abedin²

3 ¹ World University of Bangladesh

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6 **Abstract**

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

15

16 *Index terms*— tourism, marketing, development, growth, prospective, attract.

17 **1 Introduction**

18 tourism is the most fast growing industry in the Bangladesh like some other country. The World Tourism
19 Organization forecasted that in the year of 2010, the total world tourist arrivals will be 1,006.4 million and
20 it will increase to 1,561.1 million in 2020 and according to WTO forecast the earnings from tourism will rise to
21 US\$ 2 trillion a year by 2020 (www.globalworld.com.bd)

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

25 **2 II.**

26 Objectives of the Study a) To view of tourism marketing development trends in Bangladesh b) Find out the
27 barrier and obstacle in tourism marketing activities c) Recommend some necessary steps in the tour operating
28 management system in Bangladesh tourism industries.

29 III.

30 **3 Methodology**

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

33 Author ? ? : Senior Lecturer, Department of Business Administration, World University of Bangladesh.
34 e-mails: mm.monig@gmail.com, asimdu999@gmail.com a) Primary Sources of data Interviews were conducted to
35 various tour operators in the capital city of Bangladesh.

36 b) Secondary Sources of data Annual report of BPC Tourism related Journals Newspapers BPC web page
37 Internet and some other materials also.

38 IV.

39 4 Bangladesh Tourism Industries

40 5 Sea Beaches

41 i.

42 6 Cox's Bazaar

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

47 7 Kuakata

48 Another largest sea beach name is Kuakata in the country. Almost 18 km long and 2 km wide it is in the district
49 of Pautuakhali. In addition to that, there have some other beaches also like Inani beach, St. Martin Island,
50 Patenga beach which may attract local as well as foreign tourist also.

51 8 b) Archaeological Places

52 Among the Archaeological Places in the country there may found: i. Historical Places Sonargaon: Folk-arts and
53 craft museum is speciality for sonargoan.

54 9 Mainamati -

55 Natore: An old seat of the Maharajah of Dighapatiya, T Trishal, Mymensingh: This is the boyhood place of
56 national poet Kazi Nazrul Islam.

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

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

61 10 Monuments

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

67 11 Forest:

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

71 Gardens and Parks: Some well known garden are namely Suhrawardy Uddayan, Modhupur National Park,
72 Ramsagar National Park, Baldha Garden National park, Botanical Garden, National Zoological Garden,
73 Sitakunda Botanical Garden and Eco-park Madhabkunda, Eco-park, Dulahazra Safari Park etc. e) Hills, Rivers,
74 Lakes and Island Among the many more hills some famous one are in Khagrachari, Bandarban, Rangamati and
75 most of the hills are located in greater Chittagong district in Bangladesh. Some more attractive hills are located
76 in Khasia and Jaintia in Sylhet territory.

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

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

81 V.

82 12 Theoretical Overview

83 13 Defining Tourism and Related Terms

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

87 Tourism as the act of travel for the purpose of recreation and business, and the provision of services for this
88 act. It also included a more comprehensive definition which would be that tourism is service industry comprising
89 a number of tangible and intangible components. According to this definition, the tangible elements include
90 transport systems-air, rail, road, water and now space; hospitality services-accommodation, foods and beverage,

91 tours, souvenirs; and related services such as banking, insurance and safety and security and the intangible
92 elements in include rest and relaxation, culture, escape, adventure, new and different experiences.(according to
93 Wikipedia)

94 **14 b) Features of tourism**

95 The following are the five main features of tourism: 1) Tourism arises from a movement of people to and their
96 stay in various destinations. 2) There are two elements in all tourism: The journey to the destination and the
97 stay including activities at the destination.

98 3) The journey and the stay take place outside the normal place of residence and work, so that tourism gives
99 rise to activities which are distinct from those of the resident and working population of the places, through which
100 tourists travel and in which they stay. 4) The movement to destination is of a temporary, short-term character
101 is of an intention to return within a few days weeks or months. Adventure Tourism:

102 Especially Adventure Tourism are travel in remote areas where they expect unexpected things.

103 ii.

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

107 Ecotourism: Those are travel in ecological areas, various cultural environment, wilderness adventure,
108 volunteering are called a ecotourism. iv.

109 Heritage Tourism: Visiting in old historical or industrial areas, old battle ground, old building are called
110 heritage tourism. v.

111 Sex Tourism: Adult those want to have legal consensual sexual relations with other adult gender spend by
112 money. Most sex tourist is male very rare female also. Some other type's tourist may have also like space tourist,
113 cultural tourist, religious tourist etc.

114 **15 VI. Analysis Measurements of Bangladesh Tourism Market- 115 ing**

116 Tourists' Impressions Table1 : Tourists impressions on the prices of some important tourism component Tourism
117 marketing promotion means massive advertisement through various media, personal selling, sales promotion,
118 publicity etc.BPC use web site but that is not up dated. They didn't put current information for potential
119 tourist. So that it is difficult to gather information for both domestic as well as international tourist. Source:
120 Bangladesh Bank and BPC Web site Interpretation: It is found that BPC spend very less amount of total earning
121 for the purpose of promotional activities. In the period of 1991-92 they spend only i 2.965 million which is 0.76%
122 on total earning. For the same purposes in the period of 2004-05 promotional expenditure increased i.e. Tk
123 10.413 million but promotional expenditure on earning is decreased i.e. 0.25% only.

124 **16 c) Tourists' Expenditures**

125 Source: Bangladesh Bank and BPC Web page Interpretation: Though the earning was poor in 1990-91 just only
126 Tk 267.7 million but it increased to Tk 4203.25 million in 2004-05.Every year growth rate was positive except
127 1998-99.Because of heavy devastating flood all over the country and this was lasted near about two months.

128 From the above table, comment can be made that though Bangladesh does not have a good position in world
129 tourism, but the trend of growth rate in the earnings is encouraging. ? Domestic as well as potential international
130 tourists face the difficulties to access the information regarding Bangladesh tourism and its facilities.

131 **17 VII. Problems of**

132 **18 IX. Conclusion and Recommendations**

133 Tourism is more fastest and growing industry in the world. All the countries trying their level best to attract the
134 tourist from many points of views. The importance of tourism may consider from many angles like-economic,
135 social, cultural, political etc.All most all the countries developing their marketing policy to attract the tourist.
136 Rate of growth of tourism is positive in worldwide but in Bangladesh is the same. Not because of eye-catching
137 tourists attraction rather it is the result of inadequate promotional measures. With the increases of facilities
138 government should plan to direct its promotional activities at new market segments. Though the Government has
139 taken many steps to develop this sector but it will take a time to be a execute.The effective implementation of all
140 these steps will help Bangladesh tourism industry to experience development to a greater extent and will emerge
141 as a major contributor to the national economy with in a very short period of time. a) Improve the image of
142 the country Bangladesh need to create a positive image on international prospective. Because some international
143 media has highlighted Bangladesh negatively as a result some potential foreign tourists have misconception about
144 Bangladesh tourism industries.

145 19 b) Security of the tourists

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

148 20 c) Information Technology in promotional activity

149 To develop the tourism industry Bangladesh tourism authority must consider effective use of the technology.
150 An internet can play a vital role as a information technology to spread out information in domestic as well as
151 internationally. d) Promoting to some specific regions Bangladesh should target some specific country where
152 maximum number of tourist have a probably to visit this country.

153 21 e) Allotment of more promotional funds

154 If the country considers tourism industry as a earning sector then they must increase the promotion budget for
155 that sector f) Use of foreign tour operators to promote Bangladesh Foreign tour operators have a vital role to
156 motivate and can send maximum number of tourists to Bangladesh. Therefore BPC and private tour operators
157 of Bangladesh may talk and contact with foreign tour operators for influence them. g) Developing infrastructure
158 facilities Need to develop and build up more attractive hotels, motel restaurant, road, vichele etc.Which is not
159 up to the level at present. h) Encourage more private sector to invest Since government alone is not position
160 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 ^{1 2}

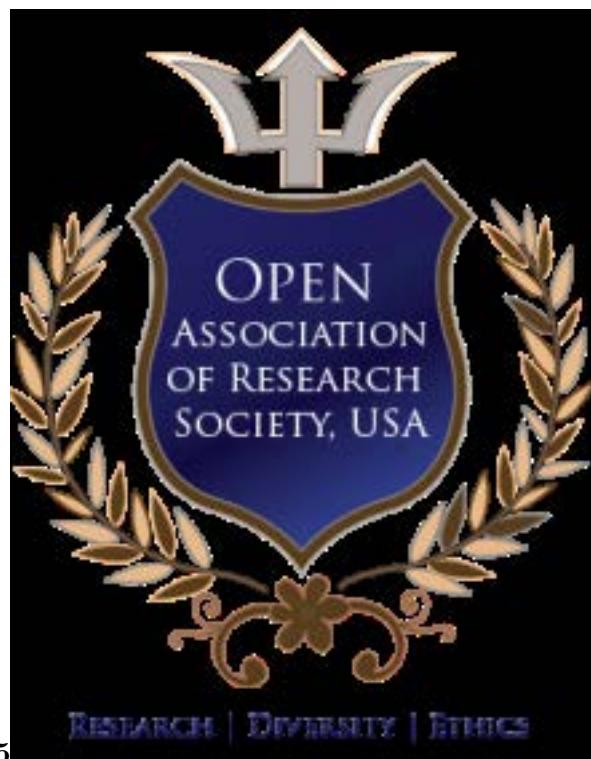


Figure 1: 5)

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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)	0 (0)	3.56
Guided Tours	62 (61.38)	4 (3.96)	7 (6.93)	13 (12.87)	12 (11.88)	3 (2.97)	2.92
Packaged Information materials	48 (47.52)	21 (20.79)	19 (18.81)	9 (8.91)	4 (3.96)	0 (0)	4.08
Shopping Items	26 (25.74)	27 (26.73)	25 (24.75)	20 (19.80)	3 (2.97)	0 (0)	4.01

Source: Bangladesh Bank and BPC Web site

Interpretation:

Figure 2:

2

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%

Figure 3: Table 2 :

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.

Year ? On the other hand growth rate also gradually increased day by day. Foreign tourist average

20 growth rate has increased 7.19% from the period of 1991-2004 and the same in earning is 24.12%

Volum from 1990-91 to 2004-05. ? Bangladesh unable to secured the required infra- XV structural facilities like hotel, motel, and transportation adequate security for Is- the potential tourist. ? Bangladesh is unable to take promotional measure sue activity like any other country. ? A promotional activity undertaken by I Bangladesh tourism sector is not effective. ? The WTO Tourism 2020 Vision Ver- forecasts that the average growth rate in tourism industry for South sion

I

F (Asia will be 6.1% during 1995-2020. The present trend in tourist arrivals in) Bangladesh indicates

Global that the average annual growth rate in tourist arrivals to Bangladesh 7.19% Jour- which is above the WTO estimates. ? Near about 3,150,000 tourist arrived nal in South Asian countries in 1990 which is increased to 7,501,000 in 2004 even of though same increased in Bangladesh also i.e. From 115,000 to 271,000 in the Man- same period. ? Most of respondents are believed that need to increase the age- promotional activities. But because of shortage fund they are fail to do that. ment

and

Busi-

ness

Re-

search

Negative Impact of Security and Country's Poor Image

Underdeveloped accommodation and other facilities

Lack of Infrastructure and Government Support

Figure 4:

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