

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

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**FINDINGS**

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**TOURISM MARKETING: A STUDY TO OVERCOME CHALLENGES OF TOURISM IN BANGLADESH**

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**ABSTRACT**

*It is a great concern that Bangladesh despite been as a resourceful country is finding itself in difficulty to be established in tourism arena. The reasons are numerous. Thus an authentic scrutinize is needed. That is why this paper comes into live. The whole southern side of Bangladesh has extensive potentiality in promoting tourism. But no real impact is yet to make by using it into the economy. Although initiatives been taken previously, but results are not satisfying at all. The success in the Cox's bazaar district can easily make us realize how potentiality is left untouched in the similar other regions. Bangladesh has the wonder of nature Sundarban, the largest mangrove forest in the world situated at the south-eastern region. It covers at least five districts. Bangladesh got the place kuakata, a place in Patuakhali district, where both sun rise and sunset can be seen from a single place from the sea beach. Bangladesh also has beautiful hilly areas like Bandar ban, Rangamati and, Khagrachari. On the other hand districts like Bagerhat, Jhalokathi, Barishal and Bhola can provide few world heritage sites as well. These enormous natural beauty needs to be endorsed to the tourists. Tourists must be provided with all the facilities that are demanded. The more amenities Bangladesh can provide the more tourists will visit. It's the Asia which will rule the next tourism sector and Bangladesh need to grab the opportunity. Our research has focused in these points and has found few ideas which can assist the tourism sector of Bangladesh in the long run.*

**KEYWORDS**

Bangladesh, Kuakata, Tourism, Sundarban, World Heritage Site.

**1.1 INTRODUCTION**

**B**angladesh, a South-East Asian country, is one of the most natural resource affluent countries in the world. This country has wide range of population, culture and custom. This versatility has always kept the foreigner attractive in this nation. Historically Bengal was a foresight place for the Mughals. Later the East has ruled the nation which has added the diversity. Bangladesh has achieved its independence in 1971. And since then it is growing as a nation. It is working hard on all the potentiality it has. But one of its strength is yet to be given emphasize, its tourism sector.

Has it been given the priority in tourism then Bangladesh would have suppressed all the struggles it has done. The time has come to renovate the potentiality. And tourism is the one which is on the cards. The God gifted treasure lies in its southern part. Where sea beach seems very common, hills are adorned by the nature effortlessly and the indigenous mangrove forest is like just another bunches of trees streaming thousands of kilometer area. Adding with these the buildings having archeological evidence of the past along with oldest tribal area of the world makes Bangladesh a country which has all the element to attract the tourists.

Despite having so many positive sides for Bangladesh tourism sector, it has yet to bloom in full swing. The Government has given focus in it in the past. But this huge area demands private intervention as well. Integrated planning is needed and the execution has to be absolutely correct. As Bangladesh is about to compete in the emerging tourism sectors of Asia. The more rigid the planning the better will be the outcome.

**1.2 OBJECTIVES OF THE STUDY**

The objective of the paper is to address problems of the tourism sector of Bangladesh. What are the barriers that are preventing Bangladesh from being successful in this sector? Obviously, we will recommend the tentative solution as well. Few remaining points will make the readers thinking of what they would have done if in the similar thought. It is hoped that Bangladesh tourism will get new thoughts by this paper and by implementing the recommendation given in it will eradicate all the hindrance it has.

**AREA OF EMPHASIZE**

On the basis of the research problem, the proposed study will mainly attempt to concentrate on the following areas:

- To study the current development trends of the tourism industry in Bangladesh;
- To examine the marketing activities undertaken by the different tour operators and evaluate the role of their activities for the development of this industry;
- To identify the problems and limitations of marketing activities undertaken by the above mentioned tourism firms; and
- To prescribe necessary policies and managerial implications of the tour operating firms in Bangladesh in light of findings and current theory in the field.

**1.3 RESEARCH METHODOLOGY**

The challenges and solutions of tourism marketing of Bangladesh are depicted in the study. The research is based on the secondary data which are conducted from various sources such as Bangladesh Parjatan Corporation (BPC), Bangladesh Bank etc. The following sections are followed to conduct the research:

*Conducting Secondary Data:* Secondary data are collected from various sources.

*Verifying and Finalizing the Data:* Collected data are scrutinized to see if the resembles with the data of other sources.

*Data Processing and Analysis:* The data are processed and analyzed by MS Excel and SPSS (Statistical Program for Social Science).

## 1.4 THE NATURE OF THE STUDY

Marketing activities can play the significant role for the development of tourism industry. Tourism in Bangladesh is of no exception from this. Lack of marketing plans is likely to affects the development of tourism in any country as well as in Bangladesh. But the existing literature on the promotional aspects of Bangladesh tourism is very rare and even on the literature covering the marketing aspects of tourism industry in Bangladesh is very limited. As a result, the study is exploratory in nature.

It was assumed that promotion is a vital force for an effective marketing strategy of tourism products and services. But Bangladesh is far behind from the realization of the fact and due to that Bangladesh could not take advantage of the full potential of the sector and which causes not to develop the industry significantly and expectation which could be and failed to earn sufficient amount of foreign currency. The present study on the use of promotional activities in Bangladesh tourism industry is an attempt to highlight the issues related to promotion and put forward some suggestions to what actual promotional measures are best suited for attracting more tourists to Bangladesh and contribute more positively to the economy of the country. It was also attempted to identify the promotional approaches of the industry in Bangladesh. Shop in gift shops and farms stands for local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable experience suitable for the entire family.

## 1.5 DIFFERENT TYPES OF TOURISM

Tourism can be classified in a number of ways based on the nature of activity, location type or duration of stay. A brief description on major types of tourism can be presented as:

### 1.5.1 ADVENTURE TOURISM

Adventure Tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveler should expect the unexpected. It is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation and typically involves traveling into remote, inaccessible and possibly hostile areas. It may include the performance of acts that require significant effort and grit and may also involve some degree of risk.

### 1.5.2 AGROTOURISM

A style of vacation in which hospitality is offered on farms which may include the opportunity to assist with farming tasks during the visit where the tourists have the opportunity to pick up fruits and vegetables, ride horses, taste honey, learn about wine, shop in gift shops and farms stands for local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable experience suitable for the entire family.

### 1.5.3 ECOTOURISM

Ecotourism essentially means ecological tourism; where ecological has both environmental and social connotations. Ecotourism refers to tourism that is based on the natural environment but that seeks to minimize the harmful impacts and better still, seeks to promote conservation. It focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. Responsible ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people.

### 1.5.4 HERITAGE TOURISM

The hottest or recent trend in today's tourism industry is heritage tourism or visiting historical sites of an area. Now a day, people want to enrich their lives through traveling not to escape rather than visiting a park or a mountain range. They want to experience unique places, traditions and history and learn about their cultural roots. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battleground etc with the purpose of gaining an appreciation of the past. In addition to that education, fun, marriage, employment, etc can also be the purpose of heritage tourism. It can also be attributed to historical events that have been dramatized to make them more entertaining.

### 1.5.5 SPACE TOURISM

A recent concept in tourism is space tourism where individuals travel for the purpose of personal pleasure and is only affordable to exceptionally wealthy individuals and corporations. Among the primary attractions of space tourism is the uniqueness of the experience, the awesome and thrilling feelings of looking at the earth from the space.

### 1.5.6 CULTURAL TOURISM

The cultural tourism has been around for a long time and is the "oldest of the 'new' tourism phenomena". Cultural tourism is the subset of tourism concerned with a country or region's culture, especially its arts and includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also, less often, include tourism to rural areas; for outdoor festivals, the houses of famous writers and artists, sculpture parks and landscapes made famous in literature and is generally agreed that cultural tourists spend substantially more than standard tourists do.

### 1.5.7 ALTERNATIVE TOURISM

Alternative tourism is a tourism that gives emphasis to the contact and understanding between the hosts and the tourist, as well as the environment. Also as a tourism that is consistent with the natural, social and community values and that allows a positive relationship among locals and tourists. Alternative tourism includes micro and small companies of local inhabitants' property. The classifications that can be included under the concept of alternative tourism can be Natural, Cultural and Events etc.

### 1.5.8 GEOTOURISM

Geotourism is defined as tourism that sustains or enhances the geographical character of a place, its environment, culture, aesthetics, heritage, and the well-being of its residents. Geotourism adds to sustainability principles by building on geographical character – "sense of place" – to create a type of tourism that emphasizes the distinctiveness of its locale, and that benefits visitor and resident alike.

### 1.5.9 BENEFIT OF TOURISM

The benefit tourism is, the individuals travel from other countries to obtain free medical attention or to take advantage of the country's welfare system. Benefit tourism is the name given to the perceived threat that after May 1, 2004, huge masses of citizens from the European Union's ten new member countries would move to the previous fifteen.

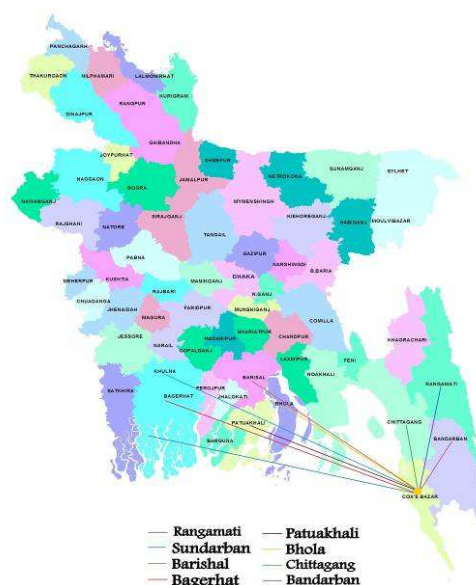
## 1.6 TOURISM ATTRACTIONS OF BANGLADESH

Sea Beaches	Mangrove Forest	Gardens, Parks and Sanctuaries	Bishwa Iztima (Muslim Gathering)
Archaeological Sites	Museums	Mosques Tombs and Shrines and Churches Temples and Monastery	Rabindra and Nazrul Jayanti
Historical Places and Cultural Heritage	Monuments	Fairs and Festivals like Pahela Baishakh	Hills, Rivers, Lakes and Island



## 1.7 INTEGRATED TOURISM LOCATIONS FROM COX'S BAZAAR

FIG 1: MAP OF BANGLADESH



## 2.1 PROMOTIONAL ACTIVITIES USED FOR TOURISM MARKETING

BPC is the only National Tourism Organization (NTO) in Bangladesh and acts as the public sector tour operator and there are a few number of private tour operators. But most of the private tour operates established newly and lack the sufficient amount of funds. Instead of the lacks of sufficient amount of funds, both BPC and private tour operators are trying to conduct the promotional activities in order to attract more tourists to its destination and thus, develop the tourism industry in Bangladesh. As we know that marketing promotion includes advertising, Personal selling, sales promotion and publicity. All these tools of promotion are used in promoting Bangladesh tourism. BPC also uses a web site for disseminating the information to the potential tourists. But the fact is that the web site does not contain the complete information of Bangladesh tourism and it related facilities. As a result, it is tough for a potential tourist to have the required information from the said page.

Bangladesh Parjatan Corporation is trying at its utmost level by using the different form and techniques of promotional tools. But BPC lacks seriously for sufficient funds and it limits the promotional activities in a very limited scale. The following table shows the year-wise foreign exchange earnings of BPC and promotion expenditure:

FIGURE 2: FOREIGN EXCHANGE EARNINGS OF BPC

## Earnings from Tourism (TK. in Millions)

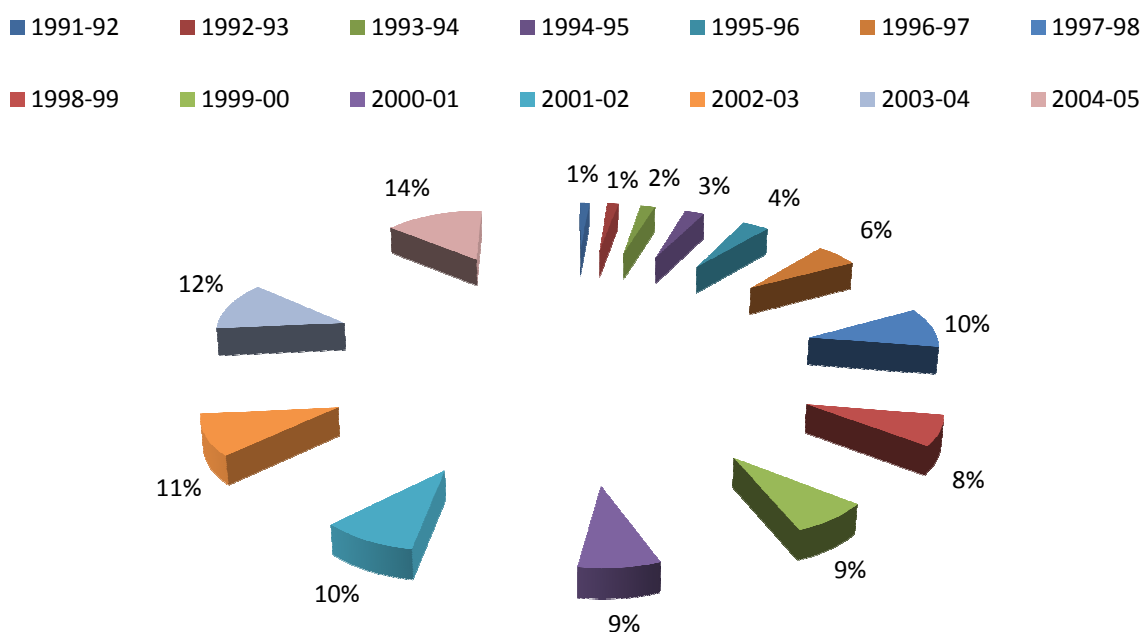


FIGURE 3: PROMOTION EXPENDITURE ON BPC

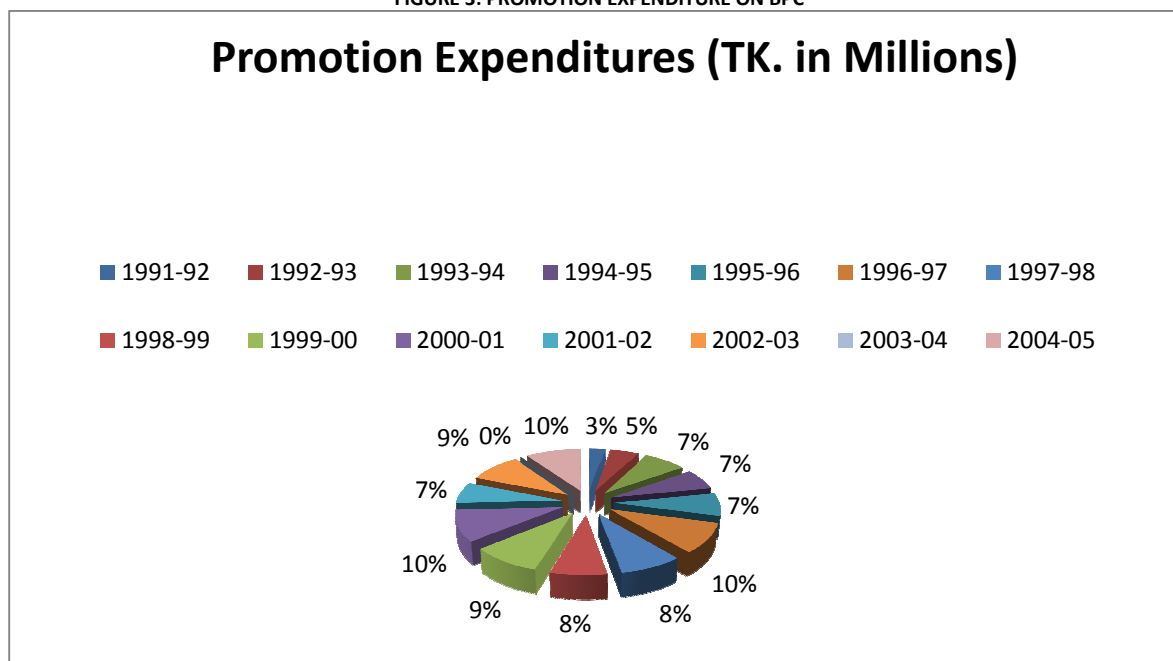
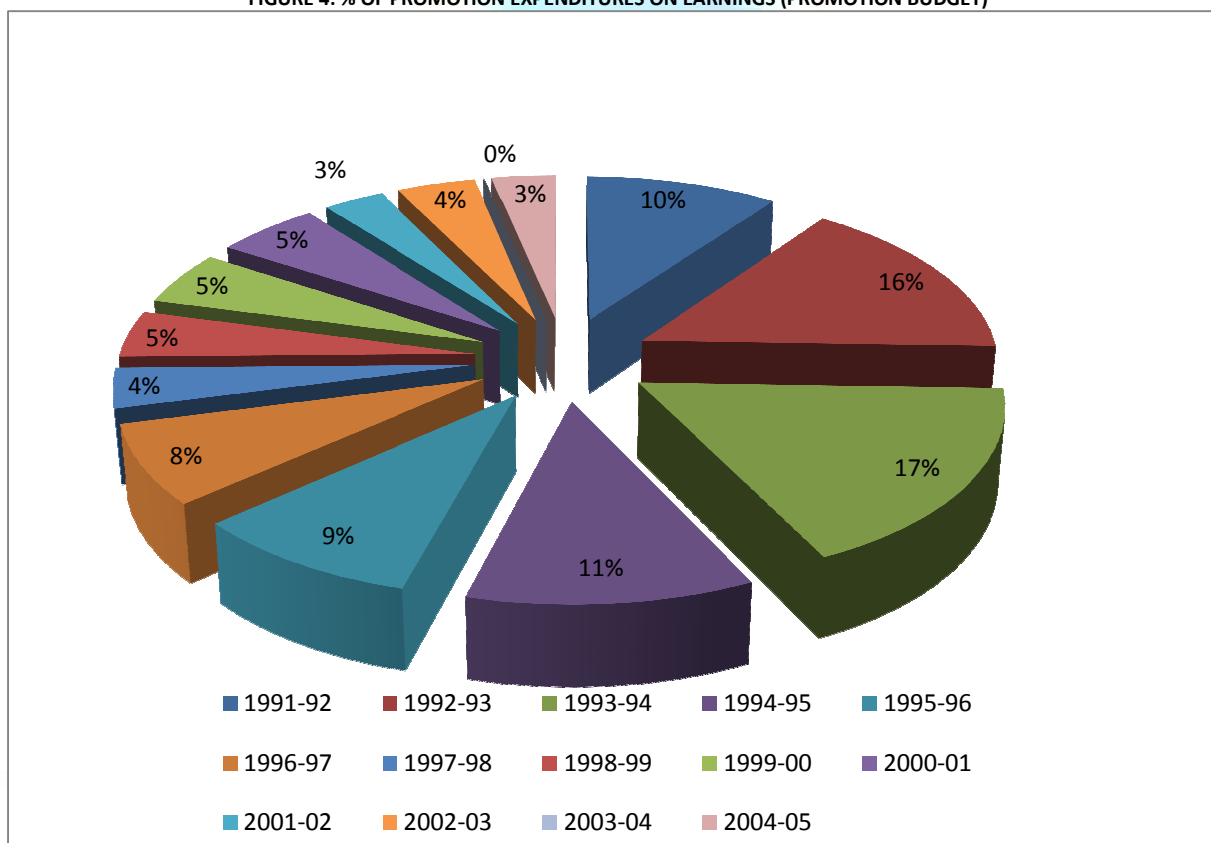


FIGURE 4: % OF PROMOTION EXPENDITURES ON EARNINGS (PROMOTION BUDGET)



Source: Bangladesh Bank and BPC Web site

**FOREIGN EXCHANGE EARNINGS, PROMOTION BUDGET & PROMOTION EXPENDITURE OF BPC**

It is apparent from the table 1 that BPC spend a small percentage of its total income for promotional activities. In 1991-92, BPC spent only TK. 2.965 million which is only 0.76 percent of its total earnings. The spending for the same purpose increased to Tk. 10.413 in 2004-05 but the percentage on total earnings decreased to only 0.25 percent. Tk. 10.413 million is equivalent to about US\$ 158,000 only cannot meet the demand for the need of expenditure of an effective promotional measure. Because of the diverse location of the potential tourists and the increasing competition among the different competitive destination countries, tourism sector needs undertake vigorous promotional activities at the national and international levels. Again, the promotion for tourism needs to have the international coverage which requires using international media. To use the international media for promoting any product or service needs a handsome amount of money to spend. But it is clear that the amount spend by BPC is not sufficient enough to use international media covering a vast area of the potential tourist attracting regions. As a result, Bangladesh fails to highlight its tourist attractions to the potential tourists as well as to draw the attention and influence them to select Bangladesh as a tourist destination. The insufficiency of the fund for conducting promotional activities, BPC has to depend on the local media, posters, folders, brochures, tourist maps etc.

The private tour operators also use some sorts of sales promotion like off-season price discounts, free distribution of printed materials; organize live music programs for the visitors in destination's spot, extra service offers, group tour discounts for the packages offered and river cruise programs. Hardly two or three operators are using the web page for the promotion of the tourism in Bangladesh.

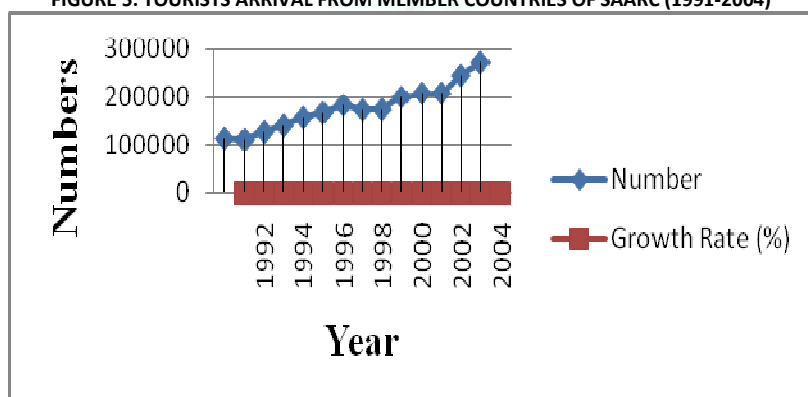
## 2.2 PROMOTIONAL ACTIVITIES UNDERTAKEN IN BANGLADESH

All most all the tour operators use all the tools of promotion mix in order to promote the industry. They make the advertisements in local newspapers, magazines and televisions. In addition to that they also use the printed materials like brochures, souvenirs, booklet, guides and posters, folders in disseminating information among the potential tourists in order to draw their attention and grow interest among the potential tourists. But they don't use any international medium to advertise its products or services.

BPC has the arrangements to train up their employees and contact personnel to ensure the better interactions and maintain good relationships with the prospective tourists and to motivate them in visiting Bangladesh. BPC and some of the larger private tour operators maintain contact with the foreign tour operators to influence them highlight Bangladesh tourism and its facilities to the foreign tourists.

Both the private tour operators and BPC uses the techniques of sales promotion which include quantity discount, children discount, off-season price rebate and improved service packages for its package tours, cruise programs and accommodations to persuade the local tourist as well as the foreign tourists. In addition to that BPC and some private tour operators participate at the tourism exhibition/fair arranged locally and internationally. Occasionally, BPC arranges different cultural night shows, food festivals, seminars, symposiums, audio-visual presentations etc. at the popular tourism destination of the country. BPC has a web site to provide the information of Bangladesh tourism and its facilities among the prospective tourists though the web site is not well designed.

FIGURE 5: TOURISTS ARRIVAL FROM MEMBER COUNTRIES OF SAARC (1991-2004)



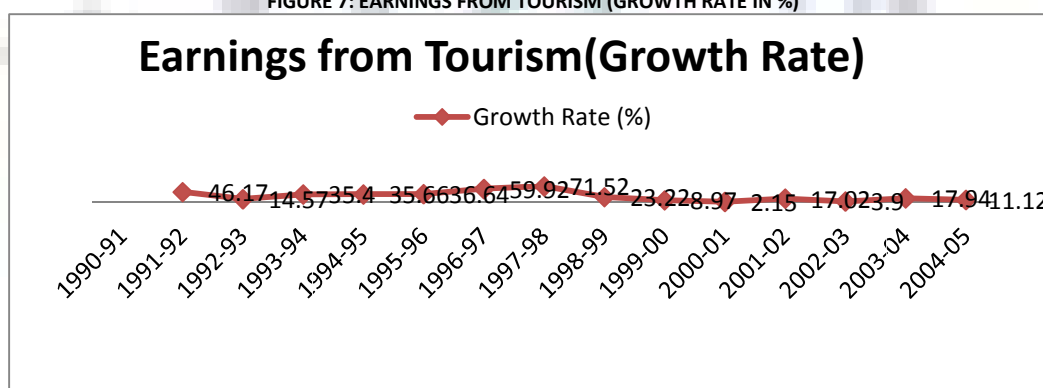
Source: Special Branch, Bangladesh.

The marketing performance of any tourism organization can be evaluated based on the earnings by the organization. So, it was attempted to focus on the earnings of BPC and the growth rate of the same for the last couple of years to have a clear picture of the sector in terms of financial performance. The following table is shows the earnings and growth rate of the same of BPC, the only government owned tourism organization in Bangladesh:

FIGURE 6: EARNINGS FROM TOURISM



FIGURE 7: EARNINGS FROM TOURISM (GROWTH RATE IN %)



Source: Bangladesh Bank and BPC Web page

FOREIGN EXCHANGE EARNINGS FROM TOURISM AND TRAVELS IN BANGLADESH

## 2.3 COST OF HOTEL/ACCOMMODATION IN BANGLADESH

A tourist destination country needs to provide the secured accommodation facilities to the foreign tourists as well as to the local tourists. It is vital for the success for a tourist region to provide sufficient quantity or right quality accommodations at a competitive price compare to its competitive destinations countries to fulfill the visitors' needs. The following table shows the accommodation/hotel cost in Bangladesh and its competitive neighboring countries:

**TABLE 1: AVERAGE HOTELS/ ACCOMMODATION COST (IN US\$) IN SOUTH ASIAN COUNTRIES**

Name of the country	Hotel Ranking		
	5 Star	4 Star	3 Star
Bangladesh	1 Adult: 1772 Adults:177	1 Adult: 1142 Adults: 138	1 Adult: 902 Adults: 100
India	1 Adult: 2792 Adults:291	1 Adult: 1092 Adults: 117	1 Adult: 912 Adults: 100
Maldives	1 Adult: 3192 Adults:334	1 Adult: 1842 Adults: 223	1 Adult: 1322 Adults: 149
Nepal	1 Adult: 1512 Adults:164	1 Adult: 872 Adults: 100	1 Adult: 542 Adults: 63
Pakistan	1 Adult: 2252 Adults:241	1 Adult: 942 Adults: 109	1 Adult: 622 Adults: 75
Sri Lanka	1 Adult: 1342 Adults:138	1 Adult: 752 Adults: 84	1 Adult: 732 Adults: 82

Source: WTO

## 2.4 PROBLEMS OF TOURISM MARKETING IN BANGLADESH

Tourism is now a fastest growing industry in the world. The ever-increasing growth of this industry and its market has increased the competition among the tourists importing countries. As a result, the success of any destination country depends on how well it can initiate and adopt the competitive marketing strategy over its competitors. The destination country needs to take the effective marketing measures so that they can gain the positive result through attracting more tourists to its destination.

Bangladesh is trying to attract more tourists to its destination through different measures. But the country lacks far behind to conduct the appropriate and sufficient measures regarding the marketing measures. The position of Bangladesh tourism in world context is very negligible even the country's position is at the bottom line in the South Asian region. Among the seven countries of SAARC in this region, Bangladesh holds the 6th position just above the position of Bhutan. One of the reasons of not succeeding Bangladesh tourism is ineffective marketing plans undertaken for the sector. So, it is essential for the policy makers of the concern industry to consider the following issues very carefully and on the priority basis for the expected development of the industry.

### 2.4.1 NEGATIVE IMPACT OF SECURITY AND COUNTRY'S POOR IMAGE

Bangladesh, whose image abroad tends to revolve round its being one of the poorest countries in the world and prone to natural calamities like flood and cyclone, is not an obvious tourist destination. The tourism industry has also suffered significantly due to the bomb attacks and terrorist activities in the recent past years.

### 2.4.2 UNDERDEVELOPED ACCOMMODATION AND OTHER FACILITIES

Accommodation is one of the most significant factors to have contributed to the development of tourism world-wide and the absence of which may put off the tourists from traveling to enjoy the attractions. Standard hotel accommodation and transport system in Bangladesh is not adequate for attracting international tourists even the local tourists. Hotels' infrastructure and other services are still underdeveloped in the country.

### 2.4.3 LACK OF INFRASTRUCTURE AND GOVERNMENT SUPPORT

The presence of very few international standard hotels, the low frequency of flights and the underdevelopment of tourist attractions has limited the tourism potential. With poor infrastructure, little marketing sense and direction, and a national carrier too busy serving the labor traffic, tourism potentials of Bangladesh this far remained unexploited. Another key aspect of infrastructure is the availability of monetary funds during travel. Even until recently, the ATMs outside Dhaka aren't connected to the international network, and traveler's cheques are very difficult to cash.

### 2.4.4 INEFFECTIVE MARKETING STRATEGIES AND POOR PROMOTIONAL ACTIVITIES

Promotional activities undertaken by Bangladesh tourism sector is not effective and is limited to traditional activities like distributing brochures, hand book, advertising in national news papers, local TV channels etc. Both the existing literature and the data collected show that the promotional measures taken by Bangladesh tourism are not effective. The existing literature shows that the promotional activities undertaken by this sector is very traditional in form and are limited to folders, posters, accommodation guide etc. and again it is not well distributed and publicized.

### 2.4.5 INSUFFICIENT FUND AND GOVERNMENT SUPPORT

Most of the private tour operators started their activities recently. As most of the tour operators are new in this area of marketing, they lack the experience and capital to run the business as most of them expressed their sufferings due to lack of fund for conducting the necessary promotional activities for the marketing of tourism services.

### 2.4.6 UNAVAILABILITY OF UPDATED INFORMATION

Both the local and potential international tourists face the problem of easy access to information related to Bangladesh tourism and its facilities. Though BPC uses its web page, but it is not capable to highlight the Bangladesh tourism attractions and the necessary related information properly.

## 2.5 TOURISM POTENTIAL IN BANGLADESH

Bangladesh is located conveniently on the east-west air-corridor making it a gateway to the Far East. It is endowed with resources and the potential for a tourism industry. In the south-east the country has a 120 km long beach of soft silvery sand, perhaps the world's longest, in a Riviera-like setting with crescent-shaped low hills overlooking the Bay of Bengal. The ranges of the hills clad in lush green thickets are treasured locations for eco-tourists and wildlife watchers. At the head of this terrain is Cox's Bazaar which is as romantic as its name is to the outside world. The Hill Districts to the north and north-east of Cox's Bazaar nestle the Kaptai and Rangamatilakes, a 840 sq.km body of crystal clear water lying in sylvan shadows not far from where a dozen hill tribes follow their traditional life-styles. The Tea District of Sylhet in the far north-east of the country has prospects of tourism, as does the Sundarbans, a large mangrove forest in the South which is home of the Bengal tiger; remains of palaces of old principalities and archaeological sites of Buddhist monasteries. Shrines and holy places, mosques and temples, particularly in the northern part of the country, are among the tourist treasures of Bangladesh.

### 2.5.1 POTENTIAL TO RECEIVE A LARGE NUMBER OF TOURISTS

Bangladesh has the potential of receiving a large number of tourists and a handsome amount of earnings from this sector. The average growth rate in tourist arrivals in Bangladesh from 1991 to 2004 is 7.19 percent and the same in earnings from 1990-91 to 2004-2005 is 24.12 percent whereas the WTO's forecast is average annual growth rate is 6.10 percent between 1995 to 2020 for South Asia.

### 2.5.2 A COMPETENT LAND OF TOURISM

Bangladesh as a vacation land has many facets. The country's tourist attractions include archaeological sites, historic mosques and monuments, resorts, beaches, picnic spots, forest, colorful tribal life and wildlife. Bangladesh offers opportunities for angling, water-skiing, river cruising, hiking, rowing, surfing, yachting and sea bathing as well as bringing one in close touch with Mother Nature. The country is also rich in wildlife.

### 2.5.3 PROSPECTIVE ECO TOURISM

As a destination for eco-tourism, Bangladesh is truly hard to beat. A country in South Asia with an area of 144,470 square kilometers, Bangladesh definitely offers a lot to see enjoy and do. The main attraction of Bangladesh could be its opportunities for eco-tourism with it's a variety of animals, birds, forests, hills and hillocks and aquatic life. The country can become popular as an eco-destination in South Asia.

## 2.6 SUGGESTIONS FROM THE TOUR OPERATORS

The summary of suggestions of tour operators about the steps those should be undertaken to attract more tourists are presented in the table below:

**TABLE 2: REQUIRED MEASURES UNDERTAKEN TO ATTRACT MORE TOURISTS**

To attract foreign tourists	To attract local tourists
Participate in international tourism fairs Uses Bangladesh mission abroad Contracting international tour operators Distributing brochures and tourist hand books Uses of well-designed website Advertises in local Newspapers and Bangladesh Television Arranges tourism fairs Distributes tourism publications to the potential tourists	

The National Tourism Organization (BPC) and the private tour operators in Bangladesh put forward some suggestions for the development of Bangladesh tourism. Their suggestions can be presented in a summarized form in the following table:

**TABLE 3: SUGGESTIONS FROM THE TOUR OPERATORS**

Suggestion from BPC	Suggestion from Private Tour Operators
Need to develop new attractions/ products or services in the destinations. More promotional activities should be undertaken. Should develop and update an attractive web site to provide the required information to the potential tourists. Government should priorities this sector for development plan. Security of the tourists should be ensured. BPC should have full autonomy to take necessary decision timely	Infrastructural development is needed. Developing new products or services in the destinations. Well designed website is needed. Foreign mission should be involved in promotional activities. Law and order situation should be developed. Need coordinated promotion activities by NTO and other parties involved. Govt. support to the private tour operators is necessary for the development of this sector. Tax holiday for vehicles is necessary for minimizing cost of operation.

## 2.7 RECOMMENDATIONS TO IMPROVE THE TOURISM INDUSTRY

- Correcting the image of the country
- Ensuring the security of the tourists
- Use of Information Technology in promotional activity
- Promoting to some specific regions
- Allocation of more promotional funds
- More discounted offer for a group tour and long stay
- Use of foreign tour operators to promote Bangladesh
- Cooperation among the neighboring countries around Bangladesh
- Developing infrastructure facilities and diversified products
- Encouraging more private sector investment
- Coordination among the different related sectors

## 2.8 LIMITATIONS OF THE STUDY

The Research data has been taken from previous year's statistics. Although it showed the trend of the tourism in this part of the world.

The Research lack of modern day infrastructure situation though this situation hasn't change.

This research process stand on the secondary data collected previously by various source.

## 2.9 SCOPE FOR FURTHER RESEARCH

The future researcher should focus on the present infrastructure of Bangladesh Tourism.

Collecting data from tourists recently visited this region.

Recommend for the future plan in competing with tourism developed countries.

## 2.10 CONCLUSION

All that matters in the end that does our existing system works for the betterment of the tourism and if it doesn't then it has to be changed. As the change is inevitably brings something new, we hope the recommendation stated above could lead to a sustainable change. The findings of the tourism of Bangladesh is quiet unique. We expect Bangladesh tourism is likely to become the most emerging tourism country in the Asia soon. The ramification of the effort will bring the execution at a higher level in the long run.

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