

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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FACTORS THAT OBSTRUCT TOURISM DEVELOPMENT IN BANGLADESH**NUSRAT JAHAN****ASST. PROFESSOR****DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT****FACULTY OF BUSINESS STUDIES****UNIVERSITY OF DHAKA****DHAKA****SABRINA RAHMAN****LECTURER****DEPARTMENT OF INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT****AMERICAN INTERNATIONAL UNIVERSITY - BANGLADESH****DHAKA****ABSTRACT**

Bangladesh and tourism is very much related as natural and manmade attractions are endowed with its best here. However, many adverse circumstances can sluggish down the pace of potential tourists' desire of visiting this country. This paper is an endeavor to study how the tourism industry are affected by its impediments and to find out some probable ways in order to diminish them. Also, this research examines and analyses the overall environment of tourism industry to identify its strengths as well as opportunities and to deal with its obstacles that is hampering its enhancement. Moreover, people's endless thrust for travelling throughout the world to see the unseen has created unlimited competition among the tourist destinations- each country trying to attract more tourists by adopting proper measures to maintain flawless environment for the betterment of tourism industry. In this paper, exploratory methods based on previous literatures have been used to analyze the data and reach the conclusion. The study ends up with identifying the impeding factors that can hinder the growth of tourism industry in the upcoming years.

KEYWORDS

Bangladesh, tourism, obstructing factors.

1. INTRODUCTION

Tourism has been treated as the largest service providing industry all over the world (McIntosh, Goeldner & Ritchie, 1995). It not only connects different cultures, civilizations, races, lands, tribes and dialects with each other; but also it can be a great source of income for many countries. This industry has been considered as one of the most important, most diverse and richest global industries of the twenty-first century (Kakai, 2012). As foreign exchange earnings in this industry has a highly added value for the national economy, many countries consider this growing industry as the main source of income, an opportunity for employment, private sector growth and economic infrastructure strengthening. Furthermore, the tourism industry can become one of the largest economic realisms for many developing countries (Esfahani, Mina, Padash, & Ali, 2008). So, being a developing country with very few resources, Bangladesh can expect a lot from this industry (The World folio, 2015).

Despite of being blessed with natural resources, Bangladesh strives for some factors which has led its tourists to possess negative perceptions about it (The daily star, 2015). Euro monitor International Ltd, a privately owned, London-based market research firm, stated in its September, 2009 issue that the poor country image of Bangladesh to foreign countries is a great barrier to the tourism industry. Moreover, inadequate promotional activities of tourist destinations are held responsible for this poor country image. Also the infrastructure hurdles, such as lack of connecting roads, ports and airports, have repressed the growth of tourism in Bangladesh (The daily star, 2015). However, the government of Bangladesh has announced the year 2016 as 'Tourism Year' to get more involved with the enhancement of the tourism industry of Bangladesh; both domestic and international; by using appropriate and time-effective strategies (The World folio, 2015). This research paper has tried to find out the impeding factors that were causing hindrances in the development of the tourism industry of Bangladesh. It is hoped that the paper will help the public and private organizations related with the tourism industry to search for ways in removing obstacles and developing this industry. Furthermore, this paper will help the policymakers of tourism in Bangladesh to improve this sector and generate increased revenue to further promote Bangladesh as a tourist destination, both domestically and internationally.

After analyzing secondary data and literatures on different countries like- Jordan, India and Sri Lanka which were having similar situation like Bangladesh, this paper will focus on obstacles like : poor positioning as a tourism product in the global market, ineffective promotion and marketing, less infrastructural development, seasonality of the supply factors, religious fanaticism, insufficient destination facilities and services, safety and security issues, shortage of skilled manpower, lack of tourism education and training and inadequate measures for tourism conservation.

All the way through the research, the researchers have acknowledged that the tourism sector of Bangladesh is currently facing a very difficult situation in terms of sustainability and further development and this sector needs to be dealt with utmost attention by all of its stakeholders if they want to establish Bangladesh as one of the tourism paradises of this world. Based on findings, the researcher has recommended some ways which could be followed to overcome the present situation of the Tourism industry in Bangladesh. This paper has suggested the concerned authority to take initiatives to re-brand, while considering the tourism sector as a major foreign exchange earner. Additionally, this paper emphasized on ensuring security for the tourists and in allocating sufficient budget to strengthen countrywide infrastructures and superstructures.

2. BACKGROUND OF THE STUDY

Now-a-days, tourism has become one of the largest industries and trade sectors of the world, by generating ample employment opportunities and earning huge amount of foreign exchanges for the destination countries. It has left gigantic impact on people's pleasure, knowledge and overall standard of living of both the destination and tourist generating countries. Many of the destination countries have marched forward to reap the full potentials of this industry. But unfortunately, Bangladesh is lagging far behind in this race. Though the country has got many rare attractions that are substantially different from those of other destination countries, its tourism industry is yet at the primitive stage (Shumon, 2012).

The government of Bangladesh, however, has already taken some measures for the development of this industry. But many of those are insufficient in nature and have created little impact on the growth and development of this industry (Shumon, 2012). Therefore, it has now become necessary to uncover the reasons for the backwardness of this industry and to identify the loopholes of the strategies undertaken at present and in accordance with that, to suggest some effective course of actions that should be initiated by the government and other private/public sector bodies in order to diminishing the barriers of this industry.

In Bangladesh, two private/public sector bodies are designated to innovate policies and carry out action-plans for expanding and promoting the tourism sector at this moment. Knowing about their presently undertaken activities and strategies for the betterment of the tourism industry will help to strengthen the foundation

of this paper which, in turn, will help to reach a suitable conclusion. Descriptions about the roles and activities of those two influential bodies of the tourism industry are given below:

2.1 BANGLADESH TOURISM BOARD (BTB)

Amid strong demand from the private sectors and the tourism professionals, the present government, as one of the pre-election pledges to the nation established Bangladesh Tourism Board as the National Tourism Organization (NTO) of the country. The organization has been established as the Statutory Body by dint of Bangladesh Tourism Board Act-2010 passed in the parliament which was in force from July 18, 2010. (Khondker & Ahsan, 2015)

2.1.1. GOVERNING BODY OF BANGLADESH TOURISM BOARD:

Bangladesh Tourism Board is a public-private partnership National Tourism Organization (NTO). It has a governing body of 17 members, of them five are from different industry organizations such as TOAB, TDAB, ATAB, Academician and researchers and women representatives. Ten members are from their respective ministries. The Secretary of the Ministry of Civil Aviation and Tourism is the Chairman of the Governing body. The Chief Executive Officer is the Member-Secretary and the Administrative Chief to implement the decisions of the Governing Body and anything ancillaries to tourism (Khondker & Ahsan, 2015).

2.1.2. FUNCTIONS & RESPONSIBILITIES OF BANGLADESH TOURISM BOARD (KHONDKER & AHSAN, 2015):

- 1) To construct various rules under the law where the main objective is to fill in the gap of existing tourism rules and let regulations proceed.
- 2) To develop Tourism Industries through various planning related activities and side by side give advice as well as directions.
- 3) To create general awareness regarding tourism protection, development and exploration.
- 4) To execute responsible tourism through creation of some helping hand on behalf of government like as personal sector, local people, local admin, NGO, women federation, media.
- 5) To create better communication channel for the International Tourists Organizations in Bangladesh with both government and private tourism related organizations.
- 6) To create a strong and safe foothold for the Bangladeshi Tourist by coordinating with respective government organizations.
- 7) To create a tourism friendly environment in Bangladesh and to market its tourism potential in both domestic and foreign nations.
- 8) To develop human resource for tourism sector by creating training facilities and to provide them with the right directions.
- 9) To attract tourists by maintaining quality and relevant material which in turn can provide smooth tourism service and ensuring necessary actions that need to be taken for maintenance.
- 10) To ensure the participation of physically challenged people.
- 11) To protect women rights and ensure their participation in the tourism sector.
- 12) To research on tourism industry, to survey international markets and to analyse the data.
- 13) To support the small tourism based industries and to provide them the right direction.
- 14) To organize tourism related fairs and to encourage tourism through various promotional techniques.
- 15) To create a database regarding tourism prospects.
- 16) To comply with whichever duty imposed by the Government.

2.2. MINISTRY OF TOURISM AND CIVIL AVIATION

Ministry of Civil Aviation and Tourism was a ministry under central government before independence. After independence of Bangladesh in 1971 matters relating to communication and tourism were vested with the Ministry of Commerce (Khondker & Ahsan, 2015).

In 1972, Civil Aviation Division was created and brought under the Ministry of Shipping, Inland Water Transport and Civil Aviation. However, an independent Ministry of Civil Aviation and Tourism was created in August 1975. This again became a Division under the Ministry of Communication in January 1976. A separate Ministry of Civil Aviation and Tourism was created again in December 1977. On 24th March 1982 the ministry was abolished and Civil Aviation and tourism Division became a new Division under the Ministry of Defense. In 1986, Ministry of Civil Aviation and Tourism was re-established as a ministry and has been continuing as such since then. (Khondker & Ahsan, 2015))

2.2.1. ACTIVITIES OF MINISTRY OF TOURISM AND CIVIL AVIATION (KHONDKER & AHSAN, 2015)

- I. Preparation of laws and formulation of policies relating to civil aviation and its implementation
- II. Modernisation and updating of airports, air routes and air services
- III. Matters relating to air space control, safe take off of aircraft, aeronautical inspection and supervision, the issuance of licences for aircrafts and pilots
- IV. Preparation of laws and rules relating to registration of travel agencies and its implementation
- V. Preparation of laws and Formulation of policies for modernisation of tourism considering global perspective
- VI. Undertake research for development of tourism industry, its modern management and creation of efficient human resources
- VII. Establishment, operation and control of associated/service based organisations relating to the overall development of tourism industries
- VIII. Signing of contracts relating to civil aviation and tourism with local and international organisations and its coordination

2.3 TOURISM PLANNING STRATEGY

2.3.1. MEDIUM TERM STRATEGIC OBJECTIVES AND ACTIVITIES PLAN:

It is planned by Ministry of tourism and civil aviation in order to expand the area of the tourism sector in Bangladesh (Khondker & Ahsan, 2015) are given below:

TABLE 1

Medium-Term Strategic Objectives	Activities	Implementing Departments/Agencies
1. Safe and secure aviation system	Upgrading Hazrat Shahjalal International Airport	Civil Aviation Authority
	Construction of Civil Aviation Authority's Head Office	
	Development of Cox's Bazar Airport	
	Infrastructural development of the existing Airports and construction of international Standard new airports.	
2. Efficient and Standardized air cargo Transport system	Construction of Cargo Village (Phase-2) with Automated facilities at Hazrat Shahjalal International Airport	Civil Aviation Authority
3. Expansion of tourism	Identifying potential tourist spots scattered over different places of the country and modernizing and expanding existing ones	Bangladesh Parjatan Corporation
	Involving local government institutions in tourism activities	
	Creating infrastructure and improving Management of the tourism industry through Public Private Partnership (PPP) arrangements	
	Producing documentary films on Bangladesh Tourism & publicizing tourism events	
	Maintaining tourism related training courses and Establishing four more tourist training centers	
	Participating in tourism fairs organized home and abroad and arranged related programs	Bangladesh Tourism Board
	Capacity building in tourism sector	

2.3.2. TOURISM SECTOR DEVELOPMENT- SEVENTH FIVE YEAR PLAN STRATEGY (7FYP)

Although, government of Bangladesh (i.e. Ministry of Civil Aviation) has already chalked policies/strategies through various legislations including Medium Term Strategic Objectives, specific tourism sector targets/goals need to be set out for the long-term as well and in order to fulfill this purpose, the Seventh Five Year Plan Strategy (7FYP) has been suggested. While designing 7FYP, it has been kept in mind that these targets/goals have to be realistic and based on our strategic advantages such as scenic beauty; eco-system; archaeological sites; and water bodies. (Khondker & Ahsan, 2015)

3. OBJECTIVES OF THE STUDY**3.1. BROAD OBJECTIVE**

To recognize impeding factors that hampers development in the tourism industry in Bangladesh and to suggest some ways that would help diminishing these factors in order to transfigure Bangladesh as a tourism paradise.

3.2. SPECIFIC OBJECTIVES

1. To understand the definition and the speed of progress of the tourism industry worldwide.
2. To identify the available resources as this might quicken the growth of the tourism industry.
3. To categorize the prime products of tourism industry in Bangladesh that can attract domestic as well as international tourists.
4. To point out the factors that would help the tourism industry to grow and would help to form tourists' needs.
5. To analyze the SWOT of tourism industry in Bangladesh through which Bangladesh might form a strong background on tourism.
6. Based on the discussed literatures and authors' insights, some suggestions have been provided to help the tourism industry to develop and to notify the policy makers of the concerned authority.

4. LITERATURE REVIEW**4.1 TOURISM**

Tourism has been one of the world's fastest growing industries, and there are large societies entirely dependent upon the visitor for their sustenance (Himachal Pradesh Development Report, 2005). The definition of tourism has no universal form. It is still now defined by various people by different ways based on their own justification. According to the definition of tourism given in Wikipedia, tourism means going out and visiting place for religious purpose, gathering knowledge and having pleasure, fun, or for economic benefit. Tourism is seen as to travel for recreational, leisure or business purposes. Moreover, the definition of tourism is not static still now. There is no consensus available regarding the definition of tourism. According to UNWTO (2009) definition, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. According to International Ecotourism Society (1990), "Responsible travel to natural areas that conserve the environment and improves the wellbeing of local people"

Also, tourism has been a way to deal with movement of people to destination outside their usual places of work and home, also the activities undertaken during their study in those destinations, along with the facilities created to supply to their needs. (Methieson & Wall, 1982).

Now-a-days, the tourism industry has become one of the largest industries of the world. International tourist arrivals grew by 4.6% in the first half of 2014 according to the latest UNWTO World Tourism Barometer (2014). Destinations worldwide received some 517 million international tourists between January and June 2014, 22 million more than in the same period of 2013. Growth was strongest in the Americas (+6%) followed by Asia and the Pacific and Europe (both at +5%). By sub region, South Asia and Northern Europe (both +8%) were the best performers, together with North-East Asia and Southern Mediterranean Europe (both +7%).

4.2. TOURISM IN BANGLADESH

Bangladesh as a developing country in South Asia, located between 20°34c to 26°38c north latitude and 88°01c to 92°42c east longitude, with an area of 147,570 square km and a population of 140 million (BPC Tourism Statistics, 2009). It is bordered on the west, north, and east by India, on the southeast by Myanmar, and the Bay of Bengal to the south (Islam, 2013). Though it is a small country, the total contribution of the travel & tourism sector of Bangladesh to GDP was BDT460.3bn (4.4% of GDP) in 2013, and is predicted to rise by 6.5% pa to BDT935.5bn (4.7% of GDP) in 2024. (WTTC, 2014)

According to Risingbd.com (2014); a local online newspaper; Bangladesh can be called a country richer in natural beauties and tourist attractions as it offers:

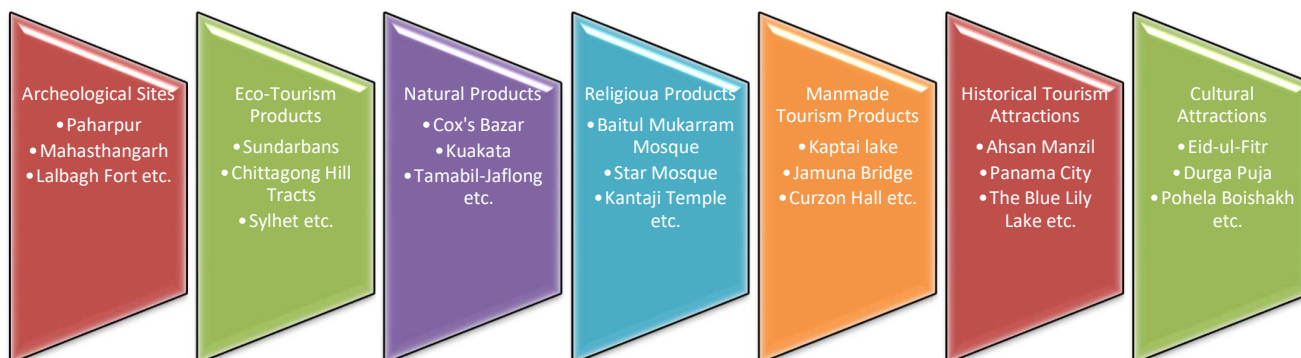
1. The archaeological sites, historical mosques and monuments, rivers, tea gardens, beaches, forests, tribal people and wildlife of various species. Along with rich cultural heritage, it leaves an unforgettable impression on the mind of any visitor.
2. The world's longest unbroken natural sea beach lies on Cox's Bazaar. Other beaches in Bangladesh include Kuakata, which is famous for its sight of both sunrise and sunset. And the beautiful coral island of Saint Martin's is a very popular tourist destination here in Bangladesh.
3. The Hill Tracts; Rangamati, Bandarban & Khagrachori; are known for their high peaks, beautiful lakes and tribal people.
4. The largest mangrove forest in the world, the Sundarbans, is situated in the south-western part of the country.
5. Sylhet, with its green carpet of tea on small hillocks and natural reserved forests, is an excellent picturesque site of serenity.
6. Puthia, Mohastanghar and Paharpur fills up the amazing collection of archaeological sites in the northern side of the Bangladesh.
7. Traditional Food, folk songs, rich culture and heritage and also warm hearted people.

According to Horner and Swarbrook (1996), a tourist destination is a combined satisfaction of attractions, equipment, infrastructure, facilities, businesses, resources, and local communities, which combine to offer tourists products and experiences they seek. So, in order to develop the tourism industry even further, the policymakers need to build strategies to properly utilize its immense natural resources as well as its gigantic local manpower.

4.3 PRIME PRODUCTS OF TOURISM IN BANGLADESH

According to Islam (2014), Bangladesh is a country of bountiful nature and diverse culture. The country as a holiday destination exposes too many flamboyant facets. Its tourist attractions are multifarious, which include archaeological sites, historical mosques, monuments, temples, shrines, resorts, stretched beaches, mangrove forests, tribal people and wildlife of various species. Islam (2014) has also characterised the prime products of tourism industry in Bangladesh into seven categories which are described below:

FIG. 1: SEVEN CATEGORIES OF PRIME PRODUCTS OF TOURISM IN BANGLADESH (Islam, 2014)



4.4 BARRIERS TO THE GROWTH OF TOURISM INDUSTRY

Due to having diversified tourist attractions, like- hilly areas, sea beaches, mangrove forest, historical places and so on, Bangladesh has a huge potential in the scenario of the world of tourism (Islam, 2006). Unfortunately, despite of having the longest sea beach of the world at Coxes Bazar, the largest mangrove forest, the Sundarbans, attractive hilly areas in Hill Tracts, Bangladesh could not attract sufficient number of foreign tourists in previous years (Euro monitor, 2009). Multi-faceted problems are causing the frustrating scenario of the country's tourism sector. In Bangladesh, insufficient infrastructural development at various tourist spots, lack of proper facilities for the tourists, scarcity of skilled and professional tour service providers and poor promotional programs are responsible for the lower response from the foreign tourists (Euro monitor, 2009). Therefore, the target customers are not getting attracted properly and thus the tourism sector in Bangladesh is not flourishing as it was expected to be.

The Katalyst (2010) portrayed that Bangladesh is one of the most diverse nations in the region with significant prospects for tourism development considering its geographical location and topography. It is ideal for nature-based and cultural tourism making it an attractive destination for both inbound and domestic tourists. But the basic structure required for attracting the domestic as well as foreign tourists is yet to be developed.

The performance of a place as tourist destination and satisfaction of visitors are of paramount importance to the destination competitiveness since the pleasantness of the experience is more likely to influence visitors' future behaviour (Baloglu, Pekcan, Chen, & Santos, 2003). Whereas the neighbouring countries like India, Sri Lanka, Maldives and Nepal attract substantial number of tourists every year and thus generates huge amount of foreign currencies, Bangladesh could not develop its various tourist destination sufficiently attractive to the foreign tourists (Islam, 2006). The constraints for which the sector is struggling to keep up with the growth pace of other Asian countries are: absence of effective policy and planning, inadequate development of destination's infrastructures, environmental degradation, inadequate modern tourist facilities, lack of access to skilled manpower and poor promotional and awareness-creating programs are the major impediments hindering the growth of this sector (Katalyst, 2010).

Despite all of these impediments, Bangladesh Parjatan Corporation (2009) estimates show that the annual growth of the inbound tourists over the last 8 years has been around 9% on an average. Moreover, due to a growing middle income population with higher disposable income, domestic tourism is also increasing with strong and sustained average growth rates of about 25% per annum. With such wonderful potentials, the current situation of the tourism Industry of Bangladesh calls for the identification of its hindrances and formulation of policy and strategy measures to eliminate them.

In the light of the above mentioned literatures, the findings of the present study might be of immense help to overcome the obstacles in the development of tourism industry of Bangladesh. As there has been less study covering this area, it is expected that this study will provide sufficient information on the current condition of tourism industry of Bangladesh which may, in turn, will assist in planning and designing suitable strategies in the future. It is expected that when these impediments will have been tackled, it will contribute toward building Bangladesh as a successful and sustainable tourist destination.

5. PROBABLE FACTORS INFLUENCING THE GROWTH OF THE TOURISM INDUSTRY WORLDWIDE

The growth factors described by different authors in different times for the development of tourism industries in many countries might work as enablers for the growth of the tourism industry of Bangladesh as well. Some of those growth factors are discussed below:

DEVELOPMENT FACTORS OF TOURISM INDUSTRY BY ARDAHAHEY AND ELAHE

According to Ardahahey and Elahe (2010), four factors influence the development of tourism industry.

FIGURE 2: FACTORS FACILITATING THE DEVELOPMENT OF TOURISM INDUSTRY. (Ardahahey and Elahe, 2010)

**SECURITY**

Security and order have a mutual relationship in a political system, therefore, social cohesion can be considered as a work of safety and security and this security is the result of the social order. As, much of the world's tourism industry is located in close proximity to the world's oceans, and another large portion of the world's tourism industry is located in seismic areas or areas that are prone to other natural disasters. We, however, can learn from these tragedies and work so that in the future as an industry we can assure ourselves that we have done everything possible to provide a safe, secure and hassle free tourism experience. Tourist destinations are viewed as systems, which consist of accommodation, attractions and accessible transportation segments. Rather than dealing with the various segments of a destination, the systems approach to management views the destination as a unified, purposeful system composed of interrelated parts. This approach gives managers a way of looking at the destination as a whole and as a part of the larger, external environment (Chiang, 2010).

CITIZEN PARTICIPATION

Citizen participation can be viewed from the perspective of benefits to be gained and costs to be borne. Implicit in this "penchant for getting involved" is the notion of the relationship between self and society (Esmaeil, Ramezan & Alireza, 2009).

Heberlein (1976) noted that public involvement results in better decisions. He argues that community decisions that involve citizens are more likely to be acceptable to the local people. Better community decisions, by definition, should be beneficial to the average citizen.

Cahn and Camper (1968) suggest there are three rationales for citizen participation. First, they suggest that merely knowing that one can participate promotes dignity and self-sufficiency within the individual. Second, it taps the energies and resources of individual citizens within the community. Finally, citizen participation provides a source of special insight, information, knowledge, and experience, which contributes to the soundness of community solutions. Without this support, scores of worthwhile projects would never be achieved in many communities. In summary, decision making that is delegated by others will not always be in the best interest of an individual and his or her neighbours. Community betterment is a product of citizen involvement. This involvement can be well effective in policy making for the industry of tourism in any country.

MEDIA AND TOURISM

Media communications technologies are imperative for frontline investments for sustainable globalised tourism development indicators. Developing communication is one of the best ways to go in developing eco-tourism. This strategy involves the planned communication component of programs designed to change the attitudes and behavior of specific groups of people in specific ways through person-to-person communication, mass media, traditional media or community communication. It aims at the delivery of services and the interface between service deliverers and beneficiaries where people are empowered to by informed choice, education, motivation and facilitation effecting the expected changes. This can be done by media advocacy targeting all key stakeholders involved in the tourism industry. Effective use of communication techniques can barriers and promote better uses participatory message design which combines both traditional and modern media.

INFORMATION TECHNOLOGY AND TOURISM

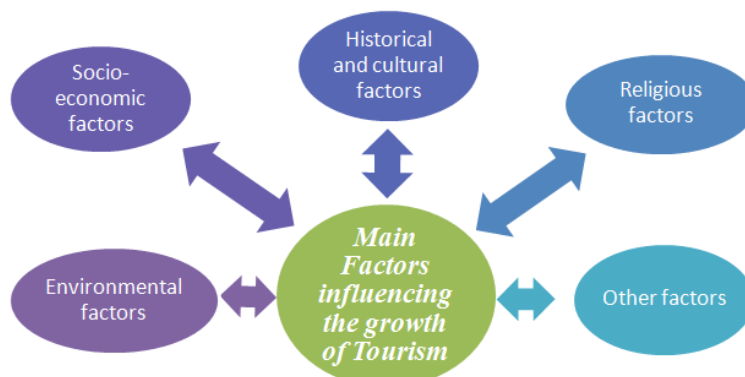
Information and communication systems embedded in a global net have profound influence on the tourism and travel industry. Reservation systems, distributed multimedia systems, highly mobile working places, electronic markets, and the dominant position of tourism applications in the Internet are noticeable results of this development. And the tourism industry poses several challenges to the IT field and its methodologies.

Till a few years ago, the basic sources of information in the tourism sector were pamphlets, brochures, directories, guide books, etc. produced and published by different countries. These sources prevail even today, though they are the most inefficient means of information. The last few decades witnessed the application of computer and communication technologies in the field of tourism. Two distinct streams of information sources viz, (i) online and (ii) offline came into existence. Databases containing information about places, tourist attractions and facilities became available for online access in several countries. The emergence of computerized reservations system (CRS) like Galileo, Amadeus, Sabre, PARS, JALCOM, QAMTAM and ABASUS, etc. opened up a new source of online information on tourism and are being expanded continuously. The latest source of online information is INTERNET which contains some pages on most of the tourist destinations in the world¹⁰.

GROWTH FACTORS OF TOURISM

Sandeep Patil (2013) has pointed out the five factors affecting the growth of tourism in a diagram that are discussed below which are more alike in the case of tourism industry of Bangladesh:

FIGURE 3: FIVE FACTORS INFLUENCING THE GROWTH OF TOURISM INDUSTRY (Patil, 2013)

**ENVIRONMENTAL FACTORS**

Two main environmental factors that have led to the growth of tourism:

- I. Good climate: Good climate is one of the most important features of attraction for any tourist place. Pleasant climate with warmth and ample of sunshine attracts tourists who come from the temperate and colder regions.
- II. Beautiful scenery: Tourism booms at picnic spots with beautiful sceneries. For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls, etc., often attract large numbers of tourists.

SOCIO-ECONOMIC FACTORS

Four important socio-economic factors that influence the development of tourism:

- I. Accessibility: Of all socio-economic factors, accessibility is the most important one. All tourist centres must be easily accessible by various modes of transportation like roads, railways, air and water etc.
- II. Accommodation: Places of tourists' interest must be capable enough to provide good accommodation and catering facilities. Classification of accommodation centres (i.e. various hotels, motels, dormitories, etc.) on basis of rating like five stars and below are essential so that tourists can make a proper choice and plan their trips appropriately.
- III. Amenities: Growth of tourism at a particular place is also influenced crucial factors like; how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc.
- IV. Ancillary services: If a tour destination is equipped by ancillary (supplementary) services like banking and finance, the Internet and telecom connectivity, hospitals, insurance, so on, then such a place succeeds to hold (retain) more tourists for a longer time. This overall helps to boost the local economy to some extent.

HISTORICAL AND CULTURAL FACTORS

Many tourists are attracted to places of historical significance and that which have a legacy of rich cultural heritage. People love and enjoy exploring destinations where there are famous ancient monuments, marvellous forts, castles and palaces of earlier kings and queens, etc.

Examples of places that are famous throughout the world for their historical and cultural accounts are; TajMahal in India, Nazca lines and Machu Picchu in Peru, Pyramid of Giza in Egypt, Great wall of China and Stonehenge in England.

RELIGIOUS FACTORS

People often make pilgrims to places of religious importance to seek inner peace, get blessing of their favourite deities and gurus, attain salvation before death, etc. Here, faiths, beliefs and sentiments of people contribute in booming tourism at holy places.

Examples of places that are well-known for their religious significance are Jerusalem in Israel, Mecca and Medina in Saudi Arabia, Varanasi and Amritsar in India, etc.

OTHER FACTORS

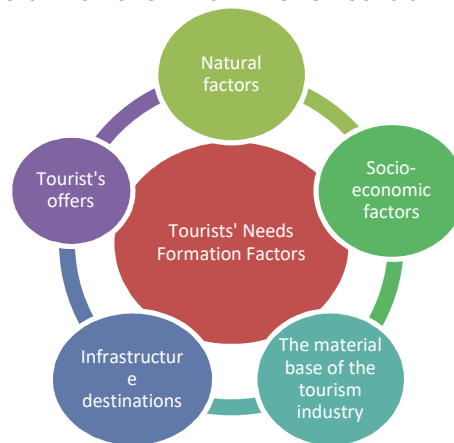
Sometimes other factors also contribute toward growth of tourism at unexpected places. For example, UFO crash site in Roswell, New Mexico (USA) attracts many tourists from around the world.

Research activities and adventures of deep seas and caves, geological studies of hot-water springs and geysers, seismic analysis of active volcanoes, investigation of paranormal-activities in abandoned ghost towns, etc. also contribute in developing tourism on some scale.

FACTORS INFLUENCING THE FORMATION OF TOURISTS' NEEDS BY IPATOV

Ipatov (2012) summarized five groups of factors that influence the formation of tourist needs, and hence on the success of the tourist center and tourist business:

FIGURE 4: FACTORS INFLUENCING THE FORMATION OF TOURISTS' NEEDS (Ipatov, 2012)



- Natural factors - natural resources that are available to tourists (location destinations, climate, flora, fauna, proximity to water, comfortable and attractive, beautiful natural sites, etc.).
- Socio-economic factors - the development of space recreation (language, economic and cultural level of the country).
- The material base of the tourism industry - the main building ground to meet the needs of tourists in terms of amenities and aesthetic perception (hotels, catering, leisure, sports and spa facilities, and so on). Important are the level of comfort, architectural object facilities, its compliance culture, the architecture or nature, national characteristics, and type of tourism (recreation, sports, business trip, etc.).
- Infrastructure destinations - surface and underground works required to meet the needs of the tourism industry (communications, roads, lighting, beaches, parking, gardens and farms, etc.).
- Tourist's offers (resources of hospitality industry) - the cultural richness of the tourist center. Hospitality, tourism is of great importance. Contribute to the success of tourism: art, literature, music, theater, available at the tourist center. Resources can serve as a hospitality folk festival, the National Gallery of Art, festivals and much more capable to interest, attract tourists, including a tour, informative, sports, entertainment, spa, recreational offers.

6. ANALYSING OF THE TOURISM INDUSTRY OF BANGLADESH: IT'S INTERNAL AND EXTERNAL FACTORS (SWOT ANALYSIS)

According to Ali and Parvin (2010), Bangladesh can earn a lot from tourism industry and can be benefited from the tropical weather and natural beauty. On the other hand, Karim (2014) has identified some obstacles for which the tourism industry of Bangladesh has failed to progress as per expectations and those obstacles have created some other problems, like- environmental degradation, loss of cultural heritage, loss of employment opportunity, and social mobility.

An inside-out analysis of the tourism industry of Bangladesh can bring out the problems that are needed to be rectified urgently and the potentials that can be fostered to highlight Bangladesh as an attractive tourist destination. Table given below shows the SWOT analysis of Tourism industry of Bangladesh along with the ways to exploit the positive factors while minimizing the negative ones.

TABLE 2: SWOT ANALYSIS - STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (Developed by authors)

Industry	Tourism		
Internal Factors			
Strengths <ul style="list-style-type: none"> • Hospitable nature. • Rich natural and cultural destination. • Manpower • Longest sea beach. • Mangrove forest • Large inbound tourists from Asia, Europe, UK and USA. • Lower costs to operate this industry. 	Ways to exploit <ul style="list-style-type: none"> • Spread over the hospitality in the industry. • Highlighting destinations to tourists. • Train manpower. • Promote nationally. • Sustainable reservation. • Create satisfied tourists. • Maximum utilization of the factors of production. 	Weaknesses <ul style="list-style-type: none"> • Lack of knowledge about demand pattern. • Lower sustainable use of tourism resources. • Non-availability of infrastructure. • Lack of educated staff. • Short high season of tourism. • Uncontrolled development. • Less effective planning and policy. • Low level of co-operation and innovation. • Lack of marketing professionalism. 	Ways to reduce <ul style="list-style-type: none"> • Dissemination of information about demand. • Efficient use of resources. • Developing strong infrastructure. • Higher skilled personnel. • Exploit season as much as possible. • Develop control mechanism. • Planning according to resource. • Introducing innovative technology. • Hire professionals.
External factors			
Opportunities <ul style="list-style-type: none"> • Improving economic condition. • Bangladesh fighting against corruption to present stable tourism environment. • Strong linguistic, cultural and historical connections. • Growth of regional, local and world tourism travel activities. • Soothing travel season and environment. 	Ways to exploit <ul style="list-style-type: none"> • Utilizing positive economic structures. • Communicate about recent scenario to the world. • Using the connections to be in touch with tourists. • Spreading the newly discovered spots of this country. • Attracting tourists more and more to travel on the tourist season to enjoy the scenic beauty. 	Threats <ul style="list-style-type: none"> • Shifts in consumer tastes. • Negative word-of-mouth by dissatisfied tourists. • Climatic changes and natural hazards. • Corruption and other catastrophes creating difficulties. 	Ways to reduce <ul style="list-style-type: none"> • Appreciate the change in taste. • Being the best in service. • Arranging necessary steps to recover those climatic challenges. • Facing difficult situations while maximizing potentialities of tourism industry.

7. IMPEDIMENTS TO THE DEVELOPMENT OF TOURISM INDUSTRY IN BANGLADESH

Despite of being a member in World Tourism Organization (WTO) since 1970, the tourism industry of Bangladesh has faced many hindrances and nevertheless this country continued to attract the international and domestic tourists (Karim, 2014). Bangladesh Parjatan Corporation (BPC) claims that Bangladesh had 150 thousand tourists in 2014 with 2759.70 million taka hitting a new record for the industry (Karim, 2014). The government of Bangladesh, however, has already taken some measures for the development of this industry though those measures have created a little impact on the growth and development of this industry. Therefore, it is necessary to uncover the reasons of Bangladesh being backward in tourism and by identifying the loopholes of these current initiatives, corrective measures could be undertaken to attract potential tourists and to create new opportunities in the field of tourism.

In this paper, the researchers' aim was to find out some factors that impede the development of tourism industry in Bangladesh. A list of impeding factors is given below based on the analysis of previously mentioned literatures and other secondary data that were collected in situations similar to Bangladesh:

- 7.1 Lack of knowledge/training and skilled human resource in the tourism industry (Mishra and Panda, 2001; Dabour, 2003; ESCWA, 2001; Shdeifat, et al., 2006; Yesiltas, 2009; Parvaneh, 2013; Karim, 2014).
- 7.2 Lack of facilities and services/infrastructures at many of the sites and destinations (JICA, 2004; Ritchie & Crouch, 2003; Shdeifat, et al., 2006; Parvaneh, 2013).
- 7.3 Weak composition of different public/private organizations involved in tourism development with funding insufficiency (Shdeifat, et al., 2006; WTO & IH&RA, 1999).
- 7.4 Improper behavior of visitors at destinations and sites that impact tourist satisfaction (JICA, 2004; Shdeifat, et al., 2006; Karim, 2014).
- 7.5 A false impression/ poor marketing or promotion that unlike many countries Bangladesh is an unsafe destination for international tourists (Shdeifat, et al., 2006; Hossain & Nazmin, 2006; Daily Star, 2013; Parvaneh, 2013).

8. CONCLUSION AND RECOMMENDATIONS

Throughout the whole research, the authors have identified that the tourism sector of Bangladesh is facing intensive problems in many aspects. The aim of this paper was to recognize the factors that impede the growth of tourism development of Bangladesh in somewhat manner. Based on the findings, the authors have recommended some measures to abolish those impediments of the tourism industry. Moreover, develop a positive image of Bangladesh worldwide, the suggestions ask the concerned authorities to take appropriate initiatives to re-brand Bangladesh, to ensure sufficient security for the tourists and thus, to make the tourism sector as a major foreign exchange earner of Bangladesh. Moreover, both private and public owned tour operators have resource constraints and as a result, it is difficult for them to conduct promotional campaigns by maintaining the international standard which is an essential for attracting tourists from all over the world. Likewise, the low quality promotional materials may create a negative impression to its potential market, which will adversely affect the tourism of Bangladesh.

Although, the tourism industry in Bangladesh still lagging far behind from reaching its ultimate triumph, it can attract a significant number of tourists by trying to rectify the above-mentioned impeding factors. By analyzing the previously discussed research papers and literatures a bit further, this paper can be concluded by adding some more suggestions which will progressively help Bangladesh to become a Tourism Paradise of this world:

- 8.1 Inventiveness to re-brand Bangladesh
- 8.2 Mull over the tourism sector as a major foreign exchange earner
- 8.3 Ensure security for the tourists
- 8.4 Allot sufficient budget to the tourism sector
- 8.5 Fabricate more infrastructures and superstructures
- 8.6 Make certain political stability
- 8.7 Prop up tourism in home and abroad
- 8.8 Making tourism information more available
- 8.9 Settle down the regulations to facilitate tourism
- 8.10 Proclaim well thought-out tourism policy
- 8.11 Alter the tourism laws

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